

The Italian first manufacturer in the world to produce large plastic gymnastic balls for sport, fitness and gymnastics, is looking for distribution service agreements with special focus on Japan.

## Summary

Profile type

**Business Offer**

Company's country

**Italy**

POD reference

**BOIT20240125006**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

• **Japan**

Contact Person

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Term of validity

**25 Jan 2024**

**24 Jan 2025**

Last update

**25 Jan 2024**

## General Information

### Short summary

Established in 1950 the Italian company (today at the 3rd generation) through years has widened its product portfolio by adding several new items increasing its offer in the rehabilitation and sport fields. Nowadays the Italian company is looking for partner to support the distribution of the new innovative and interactive ball in Japan.

### Full description

The new product, that the Italian company is about to introduce into the international market, is in line with company philosophy and history: promoting people's health by producing simple, effective and certified products.

In fact, the long experience in the specific field as well as the continuous updating and research brought to the safe and long-lasting material called flexton silpower® (Pat. No. EP 1 409 088 B1 - Pat. No. US 7,144,354 B2) which makes the Italian company's products extremely strong and safe.

The high-quality standards achieved are now even more confirmed by the total quality system certified in accordance to the latest ISO 9001:2008 and ISO 13485:2012 (medical devices); further step towards the total satisfaction of our customers, always Ledragomma's main goal.

The company looks to the future with great optimism and, thanks to this positive aptitude, has conceive the new

product driven by the will of turning one of our products into a technologically advanced device.

When everything began the Italian company's goal was simply realising a lightening ball by installing one or more Leds into it but, immediately after, it has started thinking at that light as something capable to communicate a message to the device user. Back then the company thought to project a ball capable to provide visual feedback on how an exercise is performed or to give input to the user on when to perform a specific action. Since the company does not have inhouse the expertise and know how to project this kind of product, it had to be necessary involving third parties, such as:

- electronic engineer's company to project hardware, firmware and mobile app
- industrial designer to develop the plug in which all the electronic components are installed and the base to charge the ball (wireless technology);
- well known University in North East of Italy for the training program development

All the partner above cooperated under the company oversee to reach the goal described before.

After roughly a year since the project began, the company was able to present in one of the most important healthcare tradeshows that takes place in Germany three prototypes of the first interactive pvc made ball coming on a plastic charger base and its dedicated mobile app.

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### Advantages and innovations

The new product is a unique ball capable to provide the user with a visual and qualitative feedback on how the exercise is performed and at the same time to give input to the user on when to perform a specific action.

The product is completed by a plastic base to charge the ball battery (wireless technology).

The innovation is that the user, after the parameters are set up, can exercise with the ball only, because all inputs and feedbacks are given by the ball and not by any other device.

The item was thought and developed for professional use so that, by connecting the app to the ball, the therapist (or the trainer) is able to set up parameters depending on the type of training the patient is about to carry out; the therapist can in fact use the product with different types of patients/user (recover by a shoulder surgical, muscular strengthen, etc...) and being always able to check the quality of the exercise performed thanks to the visual feedback provided by the ball.

The product is revolutionary since it allows users to perform traditional exercises under a new perspective: squeezing a regular ball is a normal exercise, but been aware of how much pressure you are making on it can completely change the product usefulness. Two important steps: being an exercise instrument and turn to be a measurement instrument.

The product is in fact equipped with a pressure sensor, an accelerometer, a Bluetooth module and two leds; all of them are projected to interact so that the ball:

- lights up and changes colour according to how much pressure is made on it,
- measures and trains the users' reaction skills (by been asked to squeeze the ball every time it flashes for instance);
- measures how much energy is stored by moving the item in the space.

All the functions listed above make the item an ideal product for:

- Rehabilitation activity (post-injury or post-surgical);
- Rehabilitation for people affected by cognitive diseases;
- Physical training.

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### Technical specification or expertise sought

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#### Stage of development

**Available for demonstration**

#### Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 3: Good Health and Well-being**
- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

## Partner Sought

### Expected role of the partner

The Italian company is looking for the right partner to start distributing the new and innovative product, as long as all other products of our catalogue, into the Japanese market.

The Italian company is looking for a professional distributor, possibly specialized in supply of medical devices, able to bring such a new product to professionals.

The Italian company expects from the Japanese partner the sharing of information necessary to grow together in the Japanese market (to provide invaluable insights into local markets, help navigate legal and bureaucratic procedures, and increase the Italian company credibility in the eyes of Japanese consumers).

From the Japanese side it will have the opportunity to act with an Italian partner that, for example,

- will work hard to gain the respect of consumers;
- is interested in deeply studying the market landscape, the consumer behaviour, the competitors, and the potential challenges;
- is open to evaluate and, if necessary, to adapt the new product to the Japanese market needs.

### Type of partnership

**Commercial agreement**

### Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **Big company**

## Dissemination

### Technology keywords

- **06005002 - Sensors & Wireless products**
- **06005003 - Health information management**

### Targeted countries

- **Japan**

### Market keywords

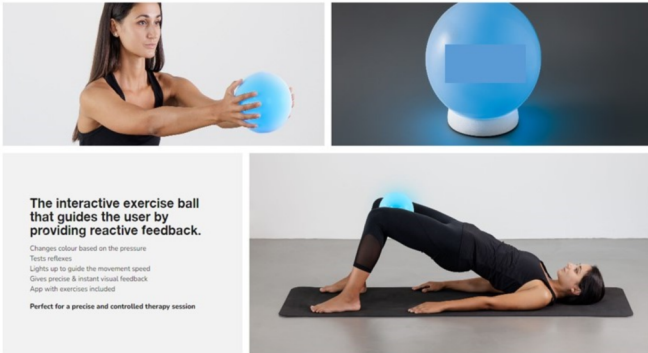
- **05007001 - Disposable products**

### Sector groups involved

## Media

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### Images



[interactive exercise ball](#)

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### Videos

[Orbita](#)