



CARBON ATHLETIC

MEDIA RELEASE

23 November 2022

The two Australians protecting the stars at this year's FIFA World Cup – including the Socceroos, Ballon d'Or winner Karim Benzema and football's most decorated player - Dani Alves.

Ben Cortese and Anthony Vallelonga, both 22, started their company Carbon Athletic in 2018. Dubbed the World's #1 Rated Carbon Fiber Shin Guards, the ProGuards are certainly making their mark with amateur and elite footballers around the world.



The Sydney duo, now 26, have amassed thousands of customers as their shin guards become the pick of the bunch with the world's best, having supplied to the 2022 Ballon d'Or & UEFA Player of the Year - Karim Benzema (France), Dani Alves (Brazil), Thiago Silva (Brazil), Gabriel Martinelli (Brazil), Antony (Brazil), Fred (Brazil), Danilo (Brazil), Memphis Depay (Netherlands), Diogo Dalot (Portugal), Bruno Fernandes (Portugal), Andrew Redmayne (Australia), Cameron Devlin (Australia), Joel King (Australia), Martin Boyle (Australia) & Nathaniel Atkinson (Australia).



Custom Shin Guards made for the Soccerroos



Gabriel Martinelli - Brazil

The product was developed by two amateur footballers in Sydney with the goal of reducing the likelihood of serious leg injury. In Australia, lower leg injuries result in the highest admission rate to hospitals for football-related injuries. Football represents 8.1% of adult and 6% of child sports related injuries presenting to hospital emergency departments.



'Having a tertiary education in Chiropractic Science and being in the health space myself for many years, we understood the importance that our product can play in preventing serious leg injury. We aimed at being able to develop, manufacture and deliver a professional grade product at an affordable price' Co-founder - Anthony Vallelonga

Weighing in at 30 grams each, the ProGuards guarantee you superior protection over your traditional plastic shin guards. The carbon fiber front shell has a much higher strength to weight ratio than standard plastic shin guards.

To top it off, the pair were recently invited by Dani Alves and Diogo Dalot, into the team hotels of FC Barcelona in Sydney and Manchester United in Melbourne to meet and deliver some custom made ProGuards to the stars.



'It was a surreal experience getting a security escort through fans into the inner sanctum of the team's hotel to meet and chat with the players. These players are idolized by millions of fans around the world and to have these superstars constantly reaching out to us wanting to use our products is a dream come true.' Co-founder – Ben Cortese

The ProGuards retail for \$99.99 AUD per pair and have been sold in over 30 countries. The product is backed by a 3-year Quality Guarantee and can be found [here](#).

www.carbonathletic.com

END

CONTACT:

For further information: please get in touch with Ben at media@carbonathletic.com or call +61 426 171 449

SOCIAL MEDIA

Instagram: @carbonathletic

Facebook: @carbonathletic

ABOUT CARBON ATHLETIC

Carbon Athletic is an Australian based company and the home to the Worlds #1 Rated Carbon Fiber Football Shin Guard. Our main product, the ProGuards have quickly become the first choice shin guards for many amateur and professional footballers around the world. The ProGuards are endorsed by players in the EPL, La Liga, Serie A, Ligue 1 & A-league. As the company has grown, we have released some quality products to compliment the ProGuards.

