Salt Lake City - Apr. 8, 2011 – Kinesiology tape is becoming all the rage in sports medicine these days, and KT Tape, a local Utah company, based in Orem, is at the forefront of the movement.

Kenzo Kase, a chiropractor, developed kinesiology tape over 30 years ago in Japan. The tape provides an alternative to traditional braces for sports injuries. The tape has been used by sports medicine professionals for years, but had never been sold for consumer use. KT Tape has revolutionized kinesiology tape by improving the product and making it available to the public.

KT Tape was formed by Reed Quinn, Michelle Quinn Thompson, Jim Jenson and John MacKay in 2008. Quinn was a student at Brigham Young University when he led the team as they entered KT Tape into several student entrepreneur competitions, including the Utah Entrepreneur Challenge, a local competition hosted by the Pierre Lassonde Entrepreneur Center at the University of Utah.

“What I liked the most about the Utah Entrepreneur Challenge was the mentoring program they provided,” said Quinn, “We still use a lot of the advice that we received from our mentor.”

KT Tape won the 2008 Utah Entrepreneur Challenge Grand Prize. The company received $40,000, sponsored by Zions Bank, to build up their company. Since winning the Utah Entrepreneur Challenge and other student business plan competitions, KT Tape has sold contracts to Walmart, Target.com, and 24 Hour Fitness.

This year, the Utah Entrepreneur Challenge will be holding a final awards banquet for the 2011 top ten teams on Wednesday April 13 at the Rice Eccles Stadium at the University of Utah.

Five out of the top-10 teams at the Utah Entrepreneur Challenge each year go on to build and lead successful businesses like KT Tape. “We are excited about the top 10 teams this year and expect them to be as successful as teams in the past,” said Steven Snyder, co-chair for the competition.
More About KT Tape

For medical professionals, every moment with the patient or athlete counts. Clinicians report that while KT Tape’s 10” pre-cut strip increased their time savings and ease of use, one of the largest constraints on their time continued to be custom cutting required for edema reduction techniques, which entails five thinly cut “arms” in each strip of tape to enhance lymphatic drainage and reduce swelling or inflammation.

Urged by appeals from valued doctor and therapist clients, the KT Tape product development team worked closely with clinicians to design the Edema Pre-cut Strip, which measures 2- inches wide, 18- inches long, and is perforated with five “arms” for easy application of edema reduction techniques.

“From our first meeting I was impressed with how the KT Tape corporate team was truly interested in how I felt about the product and its incorporation into patient care and kinesiology taping strategies,” says Cindy Bailey, DPT, OCS, ATC, EMT, one of the longest standing light elastic taping instructors in the United States and Director of Physical and Occupational Therapy at the Los Angeles Orthopedic Hospital. “I was astounded how quickly the company listed to clinical ideas and then changed their manufacturing process to accommodate our feedback. As a clinician it has been phenomenal to be able to get exactly what will be the most user friendly product for me and my patient load.”

More About the Utah Entrepreneur Challenge

The Utah Entrepreneur Challenge is managed by student directors within the Pierre Lassonde Entrepreneur Center at the University of Utah and is sponsored by Zions Bank. Hundreds of university and college students participate in the competition, which awards cash and in-kind prizes to student entrepreneurs every year. For more information, visit the Utah Entrepreneur Challenge online at: www.uec.utah.edu.

2011 Top-10 teams and Associated Schools

BlueCache - Utah State University
Event Espresso – University of Utah
Innovative Environmental Design – University of Utah
Intrasenz – University of Utah
Massox - Westminster College
Monitus Medical – University of Utah
My Sales Assistant – University of Utah
Paco’s – Snow College
SensiMat – University of Utah
Vaporosens – University of Utah

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