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Coreshorts — “Thanks for the Support”

by Greg Bay, PT, FCAMT, Dip Sports Physiotherapy

I would like to thank our leader Rebecca for asking me to write a few words about the Coreshorts journey. It all began with Cliff Fowler, PT, Ted Tilbury, PT, and Greg Anderson, PhD Kin, and me on a rainy autumn evening 11 years ago at our favourite watering hole. I was complaining about the lack of products that provided functional support for the lumbo-pelvic-hip complex when they politely told me to “shut up or do something about it.” The first design of what would become Coreshorts was created on the back of a Kokanee coaster.

After six years of prototypes and testing, “Coreshorts” was ready to be patented and trademarked. With intellectual property in place, it was time to test materials and function. We were lucky to have a few NHL teams participate in our testing. The first question we asked was not, “Do they assist in injury recovery?” but rather “Do they create harm?”

Greg Anderson did a paper on the Rehab Coreshorts (Bernhardt, T., & Anderson, G.S. (2005). Influence of moderate prophylactic compression on sport performance. Journal of strength and conditioning research 19(2), 292-297). The paper demonstrated that Coreshorts provided no adverse performance effects upon five tested variables.

I then teamed up with two partners, Ed Georgica (equipment manager for the Ottawa Senators for 11 years) and Claude Gagnon (sales) to create a company called Coretection in 2005. We secured manufacturing in Toronto and began to develop our three versions of Coreshorts — Lite, Pro and Rehab. Coreshorts was officially launched in January 2006 and over 5,000 pairs were sold in the first year. So far in 2007, we have sold over 8,000 pairs. Coreshorts has



Greg Bay, with Rebecca Tunnacliffe, at his WCPT 2007 Congress Booth

had tremendous success in professional sports in North America, assisting in the recovery of low back, pelvic, hip and groin injuries.

Coreshorts has also been effective in assisting people after hip replacements, those with pelvic instability and post partum pelvic dysfunction. Coreshorts Pro and Rehab meet the medical compression ratings and have been covered by **extended health plans, including ICBC and WCB**, with a medical referral.

This Coreshorts adventure has entailed a huge learning curve in so many aspects of my life and I appreciate the patience

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