

# S O L O L A X LACROSSE INNOVATIONS

Lacrosse is an ancient sport, but the people who play this ancient game don't just settle for honoring the traditions of times past. Along with the advent of space age materials and lightweight protective equipment, lacrosse is also changing in simple areas; such as how we throw a ball against the wall. Yes, now the devoted player practicing against a wall can stealthily throw the ball in complete silence. In fact, the player can now throw the ball to himself without even having to hit the wall first- thanks to the invention of the Sololax.



**H**ow do ideas like the Sololax come to fruition? Just ask Brigham Young University student Chris Dorny whose company Turbotrax, Inc. has developed and marketed the Sololax. It all started in 1990, with Chris trying not to hit the wall after frequently waking his sleeping mother. To throw to himself, Chris implanted an eye screw into a ball and linked the ball to his stick with a series of rubber bands. Thus, Mrs. Dorny was well rested and Chris formed the idea which would become the Sololax.

Always the creative type, Dorny continued working on his idea, trading early versions with friends for sodas. While his friends enjoyed playing with the new gadget, none thought that Chris could turn his "toy" into a sellable product. They even came up with a nickname for the product, the "Dornomatic," that mocked Dorny's entrepreneurial tendencies.

In 1991 Chris turned his idea into a business. With one brother supplying the capital and another brother offering patent advice, Turbotrax, Inc. produced current versions of the Sololax. Chris replaced the rubber bands with rubber tubing, the eye screw with a plug and changed a velcro fastener to the plastic buckle. The first sales were by word of mouth and public demonstration. Now appearing in mail order catalogs, Sololax sales have climbed from several to several thousand.

Was Chris out to make millions, change the game or just have fun? "All three I guess," says Dorny. "It started out just for fun and to get the experience. But now I think that as we sell more and more, the Sololax really will become an effective practice tool to help people improve their game...and it's always nice to see financial rewards for your efforts."

**ORDER YOUR VERY OWN  
SOLOLAX FROM GREAT  
ATLANTIC LACROSSE COMPANY!**

#### **Sololax**

Work on your stick skills at any time without a practice partner. Break in your new pocket while learning to throw and catch quick sharp passes. Attaches to any lacrosse stick. Instructions included.

**#55774 \$14.95**

TURBOTRAX, INC. AND GREAT ATLANTIC LACROSSE COMPANY STRONGLY RECOMMEND WEARING A HELMET WHILE USING THIS PRODUCT.

How does the Sololax stack up against the wall? You don't need a partner for either one, but with the Sololax you don't have to chase balls, you simulate the actual trajectory of a real throw and catch and you can move while you use it. The Sololax can quickly break in a pocket with rapid throwing and catching which also improves hand-eye coordination. Take your Sololax anywhere (try taking it for a jog) without having to tote bricks and mortar to build a wall.

For Chris Dorny, the Sololax has shaped his business philosophy during his young career. Says Dorny, "There is no reason to think small. Everybody has really got the ability to do great things. I've got the philosophy that I can sell thousands. But it takes hard work. Persevere to the very end. Don't believe what people tell you- believe in yourself. Use your resources and what you know. Trust your own feelings." Pretty good- for a kid with rubber bands on his stick.

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