
EVOLVED MOTION TECHNOLOGY
INDIVIDUAL ARCH SUPPORT
SHOEBOY'S
Traditional Shoecare
SHOEBOY'S
EVOLUTION
with
Evolved Motion Technology
(EMT)

INTRODUCTION

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- **150,000 km, or nearly four times around the world.** That's how far the average pair of feet will have to carry you in a lifetime – and this is also a huge burden on your spine, joints, tendons and muscles.

- Muscles weaken with age, bones lose their resilience, and tendons and ligaments lose their elasticity.
- This can lead to major changes in the foot, which ultimately affects every area of the human body.
- Around 65 to 75 percent of adults suffer from foot deformities and foot-related complaints as a result.

INTRODUCTION

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Impact on the market for custom footbeds

- More than 60% increase in the proportion of footwear with replacement footbeds in the past five years.
- Consumers increasingly opt for shoes with footbeds that can be individually adapted for the following reasons:
  - The need to remedy existing foot problems
  - Many take a proactive approach to health
  - Increasing consumer awareness of foot problems as a significant health issue with knock-on effects for the whole body
- The market for medical insoles prescribed by doctors has doubled in the last five years
- Shoe and sports retailers have seen similar developments for custom footbeds

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Facts and figures on purchasing willingness amongst consumers

- Over 80% of consumers aged from 30 to 50 years in the survey would buy a footbed promising preventive effects.
- Over 60% of consumers aged from 30 to 50 years in the survey who do not currently wear footbeds already have slight foot problems.
- Achievable success rate in additional sales in the following:
  - Shoes with removable footbeds: success factor 42% (one pair for every third pair of shoes)
  - Sports shoes: success factor 27%
  - Business shoes: success factor 23%

(Note: These results were obtained at test retail outlets with very good customer consultancy.)

DEVELOPMENT OF **E**VOLVED **M**OTION **T**ECHNOLOGY (**EMT**)

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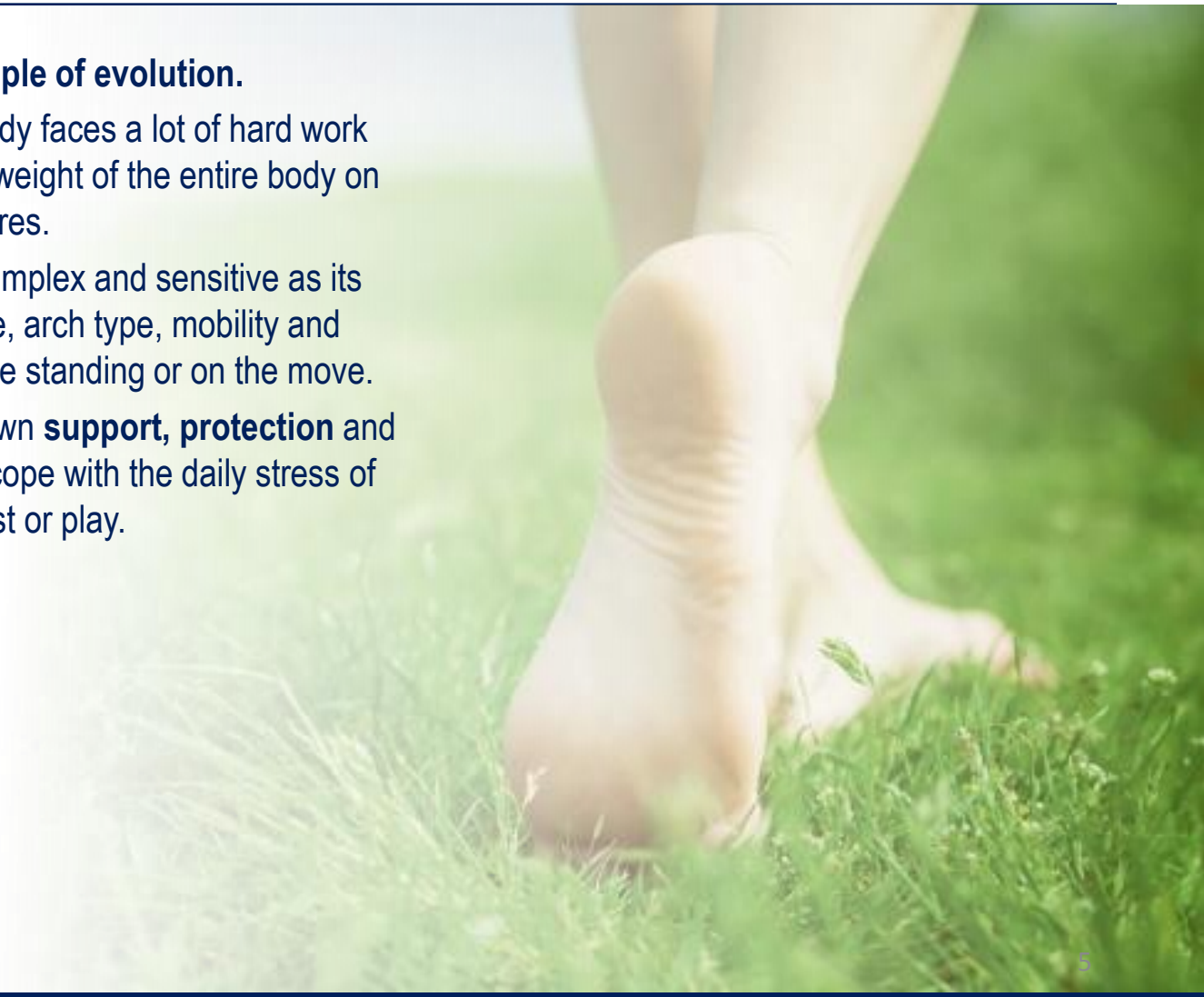
- **The foot is a prime example of evolution.**
- The base of the human body faces a lot of hard work every day, supporting the weight of the entire body on just a few square centimetres.
- Every foot is as unique, complex and sensitive as its owner, and varies in shape, arch type, mobility and pressure exerted on it while standing or on the move.
- Each type of foot has its own **support, protection** and **stability** requirements to cope with the daily stress of everyday life – at work, rest or play.



DEVELOPMENT OF
EVOLVED **M**OTION **T**ECHNOLOGY (**EMT**)

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- A specialised footbed system – the aptly named **EVOLVED MOTION TECHNOLOGY (EMT)** – has emerged from current knowledge on the relationship between a foot's shape and its individual needs.

- The EMT footbed system includes the following:
  - A **pressure-specific measurement system** that helps to determine a footbed for any foot type by individual indicators.
  - **Three long footbeds** that vary depending on the height of longitudinal arch support.

- Each of the three footbeds focuses on one of the three aspects of **support**, **protection** and **stability**, while addressing the other two at varying degrees.

THE INNOVATION: THE EMT FOOT PRESSURE MEASUREMENT SYSTEM

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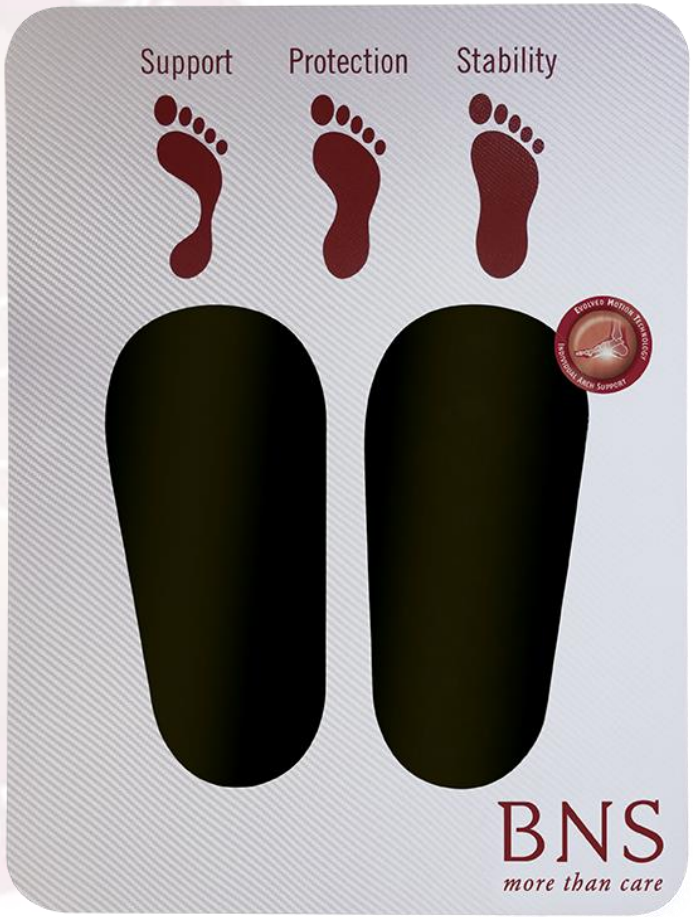
- The pressure-specific EMT measuring system has a heat-sensitive film to model your footprint using pressure and heat.
- The result is your unique individual footprint modelled within seconds.
- Depending on the depth of your arch a recommendation of the best footbed fit may be given.
- Every foot has its own unique arch shape reflected in the ideal footbed.
- The EMT measuring system gives your customers an immediate feeling for the EMT concept and how they will benefit from it.
- This allows you to respond to individual customer needs quickly and effectively while showcasing your consulting skills.
- The compact and convenient measuring plate takes no additional space in your store.



SHOEBOY'S EVOLUTION - THE THREE EMT FOOT BEDS

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SHOEBOY'S EVOLUTION SUPPORT

- **Support** for feet with high longitudinal arches ("hollow foot")

SHOEBOY'S EVOLUTION PROTECTION

- **Protection** for medium or normal-shaped longitudinal arches

SHOEBOY'S EVOLUTION STABILITY

- **Stability** for feet with low longitudinal arches (fallen arches, splayfoot)

SHOEBOY‘S EVOLUTION
EMT FOOTBED STRUCTURE

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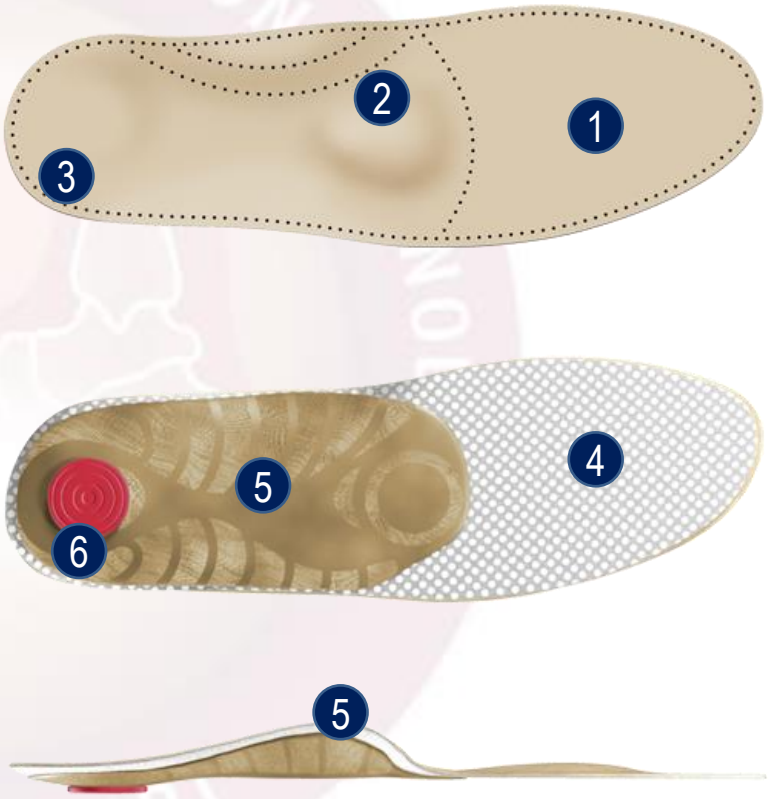
1. High-quality, hand-picked premium calfskin binds moisture and reduces aching in the feet.
2. The anatomically designed splayfoot pad supports the midfoot area while providing relief to the ball of the foot.
3. The fully-formed heel cup adds support and improves rotational control.
4. Soft PU foam with activated carbon cushions the front of the foot while reducing odour.
5. Sturdy, yet flexible EMT plastic shell supports, relieves and stabilises the longitudinal and lateral arches for high, normal or flat longitudinal arches, depending on the indicator from EMT measurement.
6. Heel pads in memory latex absorb shock and cushion your feet from the pressure peaks while walking.



SHOEBOY'S EVOLUTION **SUPPORT** FOR FEET WITH HIGH LONGITUDINAL ARCHES

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FOCUS: Support, cushioning, and shock distribution

- Feet with high longitudinal arches are generally stiffer than other feet.
- The footprint shows the heel and the ball as especially prominent with little or no contact to the ground in between.
- This means that the foot has less area to absorb shock as you move, applying excessive pressure on the front and rear of your foot.
- People with hollow foot are more prone to foot problems such as pain in the ball or heel of the foot, or jogger's heel.
- The **EVOLUTION SUPPORT** EMT footbed supports your foot by spreading the impact more effectively and increasing the impact area on the foot towards increasing shock absorption and preventing injury.

SHOEBOY'S EVOLUTION **PROTECTION** FOR FEET WITH MEDIUM OR NORMAL LONGITUDINAL ARCHES

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FOCUS: protection from injury

- Feet with normal or moderately high longitudinal arches are often biomechanically efficient, but still vulnerable to common foot problems such as pain in the ball of the foot or jogger's heel.
- The footprint shows about half of the arch area and a well-defined front and rear section. The longitudinal arch is clearly visible.
- Normal feet mainly need protection against injury from intensive and excessive activity.
- You benefit greatly from the additional cushioning and support in the **EVOLUTION PROTECTION** EMT footbed.

SHOEBOY'S EVOLUTION **STABILITY** FOR FEET WITH HIGH FLAT ARCHES

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FOCUS: Stability in every movement

- Feet with a low longitudinal arches are flexible, highly mobile, and tend to tilt inwards.
- The footprint shows almost the entire surface of the foot's sole.
- Flat feet or feet with hardly any longitudinal arches are often biomechanically imbalanced and absorb shock less effectively.
- Flatfoot or splayfoot puts pressure onto the entire surface of the sole, increasing the likelihood of frequent foot problems such as heel pain, arch pain and jogger's heel.
- The **EVOLUTION STABILITY** EMT footbed restores optimum stability to flat feet and helps to spread the pressure and cushion impact.

EMT FOOTBED FEATURES

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- EMT footbeds give you ready-to-wear footbeds for individual longitudinal arch support depending on your EMT measurement indicators and foot type.
- The flexible EMT plastic shell supports and relieves your longitudinal and transverse arches, midfoot area and heel without restricting your foot in its natural movement.
- The dynamic EMT shell helps activate muscles and tendons while correcting postural issues.
- Improved rotation control stabilises the position of your ankle complex to bring your foot in the optimum position for flexing.
- Cushioning impact while walking or running optimises pressure spread across the EMT shell for extra safety and less risk of injury.

OTHER EMT FOOTBED FEATURES

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- Uppers in handpicked premium-quality calf leather absorb moisture in your shoe and reduce foot ache.
- The layering in leather and PU foam gives you excellent cushioning towards the front of your feet.
- The EMT footbed also balances out load under pressure while standing and during constant flexing when moving.
- Very good fit for most shoes, hardly takes up any additional space in your shoe. Also suitable as a replacement sole for shoes with removable footbeds or any type of business, everyday or leisure shoe.
- EMT footbeds give you an optimal interface between your foot and your shoe, providing comfortable support as they will not slide back and forth in your shoes.
- Activated carbon absorbs odours.

Planned sales material

- Packaging in seven languages; flap enclosure
- Foot pressure measurement plate

More materials are planned. Please contact your account manager for more details.