

AN INTRODUCTION TO
FOOTBALANCE

FootBalance 

UNIQUE AS YOU.

UNIQUE AS YOU.

Our goal is to inspire people to move more and to stay on their feet longer and stronger.

We do this by providing a unique fit for feet and an inspiring customer experience through personalised, custom-made products accessible to all.

We would like to welcome you as a partner on our journey...

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FootBalance Sales Process

The FootBalance System refers not only to the FootBalance custom insoles and their benefits, but encompasses the entire footwear selling process.

The FootBalance sales process forms part of the entire footwear selling process and will deliver:

- increased sales staff expertise
- increased staff confidence
- best-in-class customer service

• a level of service that differentiates FootBalance stockists from their competitors

- high margin, incremental sales
- increased 'basket value'

- increased sales of higher priced footwear
- increased customer loyalty

This sales process is known as the 'Footwear Service Promise'

Footwear Service Promise

The Footwear Service Promise '4 Steps to the Perfect Fit' forms the core of the FootBalance process.



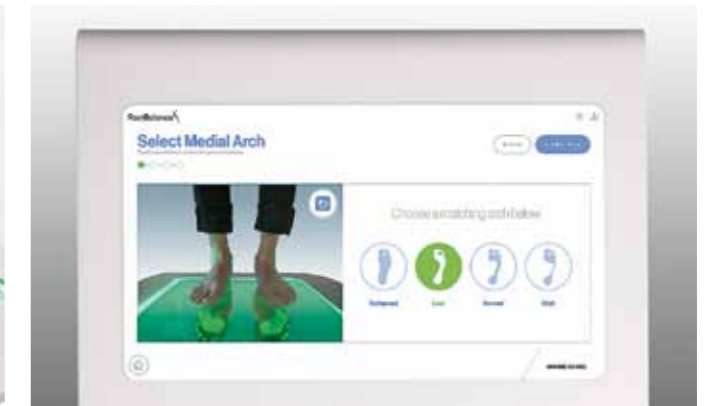
FootBalance 100% Custom Insoles

Foot Analysis + Custom Insoles in less than 10 minutes

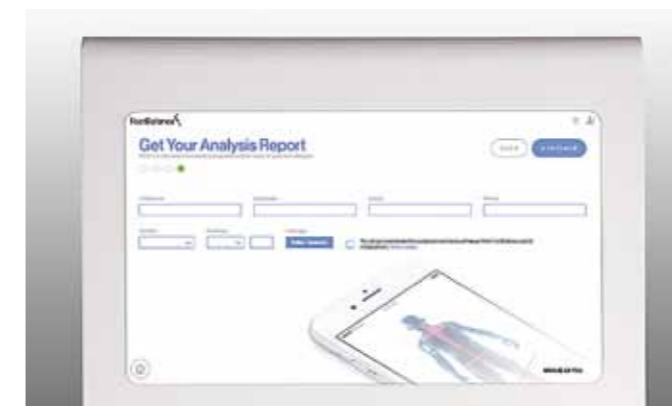
FootBalance insoles are custom moulded for every individual customer based upon a personal, professional foot analysis



1. The customer's feet are analysed with the use of our podoscope.



2. Pictures are taken of the feet & ankles to assess the customer's alignment using FootBalance FitPro software.



3. A personalised foot analysis report is sent to the customer's email.



4. The heated insoles are moulded to each foot individually, whilst keeping the customer's feet in the correct alignment.



5. After each insole is individually moulded they are checked to ensure they conform perfectly to the natural arch of the customer's foot.



6. The trained FootBalance expert ensures that the insoles provide the perfect fit within the recommended shoes.

FootBalance 100% Custom Insoles

Features & Benefits

The FootBalance concept is the first retail solution to successfully extend to a large consumer base by producing custom insoles at an affordable price, in less than 10 minutes. The moulding process, which takes place in the retail shop, allows the customer to quickly slip the brand new, custom made insoles into their footwear and walk away with immediate comfort and support.

The FootBalance 100% custom collection offers a wide variety of insoles to cover a full range of activities from casual use, to recreational activities, competitive sports and high performance needs. In addition,

FootBalance custom insoles range from 3.5mm to 7.5mm in thickness depending on the model and desired support level. No other insole manufacturer offers so many choices with ease of use in a variety of footwear.

FootBalance 100% custom insoles are designed to be lightweight and provide the right amount of support and cushioning for any activity. The patented, resilient core flexes to provide dynamic feedback whilst retaining its custom shape for life. This dynamic support keeps feet active, allowing for natural foot movement and increased energy with every step.

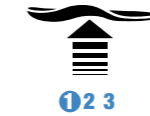
Consumer Benefits

- Encourages natural movement of the foot
- Promotes optimal biomechanics and good posture
- Helps to prevent foot related injuries
- Can decrease pain associated with misalignment such as back and knee pain
- Increases footwear comfort and helps to build stronger feet
- Provides added shock absorption to reduce stress related injuries
- Enhances performance



FootBalance 100% Custom Insoles & Sandals

FootBalance 100% custom insoles provide the right amount of support and cushioning for any activity. The insoles are moulded in-store with FootBalance moulding stations based on a personal foot analysis.



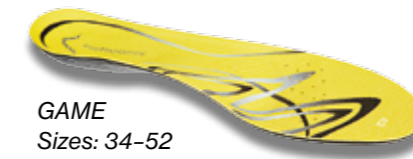
Insole Stiffness (1-3)
FootBalance offers insoles with different stiffness levels. This stiffness from 1-3 reflects how supportive or resistant the insole is.



Insole Cushioning (1-5)
Using a similar scale to Insole Stiffness, but this time from 1-5, this reflects how soft or cushioned the insole EVA cushioning is.



DYNAMIC BLUE
Sizes: 34-52
1 2 3 1 2 3 4 5



GAME
Sizes: 34-52
1 2 3 1 2 3 4 5



DYNAMIC PINK
Sizes: 34-52
1 2 3 1 2 3 4 5



MAX
Sizes: 34-52
1 2 3 1 2 3 4 5



MEN DYNAMIC
Sizes: 40-46
Comfort (3.0 mm) & Profile (1.8 mm)
Black & Inca Brown



WOMEN ACTIVE
Sizes: 36-42
Comfort (3.0 mm) & Profile (1.8 mm)
Black & Inca Brown



PERFORMANCE
Sizes: 34-48
1 2 3 1 2 3 4 5

FootBalance 100% custom sandals are fully mouldable, providing the consumer with the same benefits of our 100% custom insoles from a sandal.



FOOTBALANCE ENJOY are 100% custom sandals for everyday use. The stylish design and sophisticated look of these sandals compliments more casual attire such as shorts or an evening dress.

Sizes: FootBalance Enjoy: EUR 40 - 48
FootBalance Enjoy W: EUR 36 - 42
Colour: Brown
Top Coat: Microsuede
Midsole: EVA with PORON XRD insert + 2,5 mm Balance Plate
Outsole: Anti-slip EVA-rubber construction with FootBalance Pattern
Strap: Genuine leather



FOOTBALANCE RELAX are 100% custom sandals for active consumers who desire comfort and support in-between and after exercise as well as for leisure use.

FootBalance Relax: EUR 40 - 48
FootBalance Relax W: EUR 36 - 42
Black w/ Silver
Perforated EVA
EVA with PORON XRD insert + 2,5 mm Balance Plate
Anti-slip EVA-rubber construction with FootBalance Pattern
Cushioned and elastic suede imitation

FootBalance Moulding Stations

The FootBalance Moulding Station creates an instant custom footwear centre in your store that will help educate customers, enhance their retail experience, and increase overall sales.

Fully Equipped and Compact Service Station

With the help of the podoscope, analysing software (FitPro), heater and the moulding pillows, our retail partners are able to conduct a professional foot analysis and mould a pair of 100% custom insoles in less than 10 minutes.



Where space is limited or within a lifestyle retail store (typically a shoe shop) where a full biomechanical foot assessment isn't required, we have developed a smaller solution for foot assessments (FitPad) & insole moulding (FitCube).



FitCube

Bench type moulding station with integrated heater and insole moulding pillow.

FitPad

FitPad allows you to quickly assess the customer's arch type. Can be stored inside the FitCube station.



width, mm (in) 396 (15'19'/32)
 depth, mm (in) 480 (18'57'/64)
 height, mm (in) 9 (0'23'/64)
 weight, kg (lbs) 2,3 (4,4)

Moulding Station	FB Digital Deluxe	FB Deluxe	FB Mini Deluxe	FB FitCube
width, mm (in)	630 (24'51'/64)	630 (24'51'/64)	630 (24'51'/64)	571 (22'31'/64)
depth, mm (in)	630 (24'51'/64)	630 (24'51'/64)	630 (24'51'/64)	605 (23'13'/16)
height, mm (in)	1449 (57'3'/64)	1449 (57'3'/64)	1449 (57'3'/64)	532 (20'15'/16)
weight, kg (lbs)	98 (216)	82 (181)	72 (159)	TBD (- 35 kg / 77 lbs)
Bench with Heater				
width, mm (in)	490 (19'19'/64)	490 (19'19'/64)	-	
depth, mm (in)	460 (18'7'/64)	460 (18'7'/64)		
height, mm (in)	460 (18'7'/64)	460 (18'7'/64)		
weight, kg (lbs)	16,5 (35,3)	16,5 (35,3)		
Integrated Heater	-	-	Yes	
PC	All-In-One solution. 15,6" / 10 -point multitouch screen, integrated WLAN, USB3.0, Windows 8.1.	All-In-One solution. 15,6" / 10 -point multitouch screen, integrated WLAN, USB3.0, Windows 8.1.	All-In-One solution. 15,6" / 10 -point multitouch screen, integrated WLAN, USB3.0, Windows 8.1.	
Camera	Logitech C615 or similar.	Logitech C615 or similar.	Logitech C615 or similar.	
Network	Universal repeater.	-	-	
Digital Screen	24" LCD monitor, with HDMI.	-	-	
Software Installation	Windows 8.1, Antivirus, Windows updates, FitPro client, Screensaver, Windows configurations, Digital player installation.	Windows 8.1, Antivirus, Windows updates, FitPro client, Screensaver, Windows configurations.	Windows 8.1, Antivirus, Windows updates, FitPro client, Screensaver, Windows configurations.	

FitPro & FootBalance Analytics

FitPro software is integrated within the FootBalance Deluxe moulding stations, making the foot analysis quicker, easier and highly professional.

Added Value for the Store and the Consumer

FitPro delivers a highly valued, personalised analysis report designed to help strengthen customer relationships.

FitPro provides the retailer with a number of benefits:

- Easy to use computer assisted analysis software
- Personalised analysis report
- Email* or print the report for higher customer service
- Built-in staff training portal
- FitPro analytics* with exportable customer database

**Requires internet connection*

FootBalance Analytics are as powerful a store operations management tool as you are likely to come across, with data recorded and presented in an easy to review format, including:

- Store ID
- Members of Staff
- Monitoring of each individual foot assessment, moulding and sales rates

This data should form the cornerstone of all follow-up training, re-training and coaching work – ensuring that all staff are confident and capable of undertaking foot assessments and 100% custom insole moulding.

FootBalance FitPro analysing software is compatible with Windows 8.1 or higher.



QuickFit Custom Insoles

FootBalance QuickFit insoles are pre-moulded and sold off-the-shelf or online. They come in two different arch types and two different width fittings and are ideal for retailers who lack the space for our Deluxe moulding stations or who have a successful online eRetail business.



QuickFit Blue
Width / Pattern: Standard
Arch Height: Mid-High
Sizes: 35-50



QuickFit Yellow
Width / Pattern: Narrow
Arch Height: Mid-High
Sizes: 35-50



QuickFit Blue
Width / Pattern: Standard
Arch Height: Mid-Low
Sizes: 35-50



QuickFit Orange
Width / Pattern: Narrow
Arch Height: Mid-Low
Sizes: 35-50

QuickFit Custom-Fit insoles

- Pre moulded insole, can be used right out of the box
- Dynamic "balance plate" arch support
 - Provides energy rebound
- Optimal cushioning
- Can be customised to your feet
 - Via "Heat Moulding"
 - Via "Wear Moulding"
- Lightweight construction
- Two widths to fit in a broader range of footwear
- Two arch heights to support low to medium arches and medium to high arches

Whilst QuickFit insoles can be sold off-the-shelf, the recommended instore QuickFit 'sales process' is as follows:

- Step 1:** Measure the customer's feet and assess their foot type via the FootBalance FitPad
- Step 2:** Heat the selected QuickFit model within the FootBalance FitCube
- Step 3:** Place the heated insole within the customer's shoe for a customised fit

POS materials

FootBalance offers high-quality POS materials for different purposes.

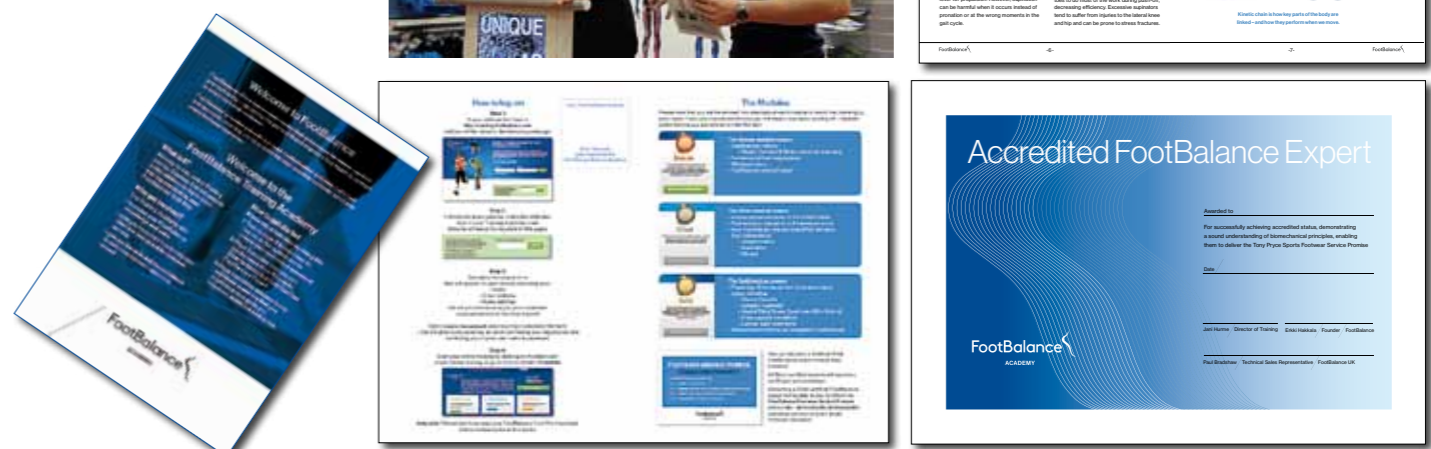


Staff Training Materials

FootBalance offers a wide variety of materials to enhance staff knowledge.

Staff training tools include:

- A Footwear Service Promise staff noticeboard poster
 - summarising the 'FootBalance sales process' in four clear steps
- Footwear Service Promise staff training video's
- Foot Pro Handbook:
 - a practical introduction to biomechanics and gait
 - a detailed overview of all product features & benefits
 - guidance on how to present and follow the unique Footwear Service Promise
 - a summary of important 'selling terms'
 - a FAQ section providing easy to understand answers to frequently asked customer questions
- Step-by-step staff training videos available via the kiosk portal
- An online Staff Training Academy



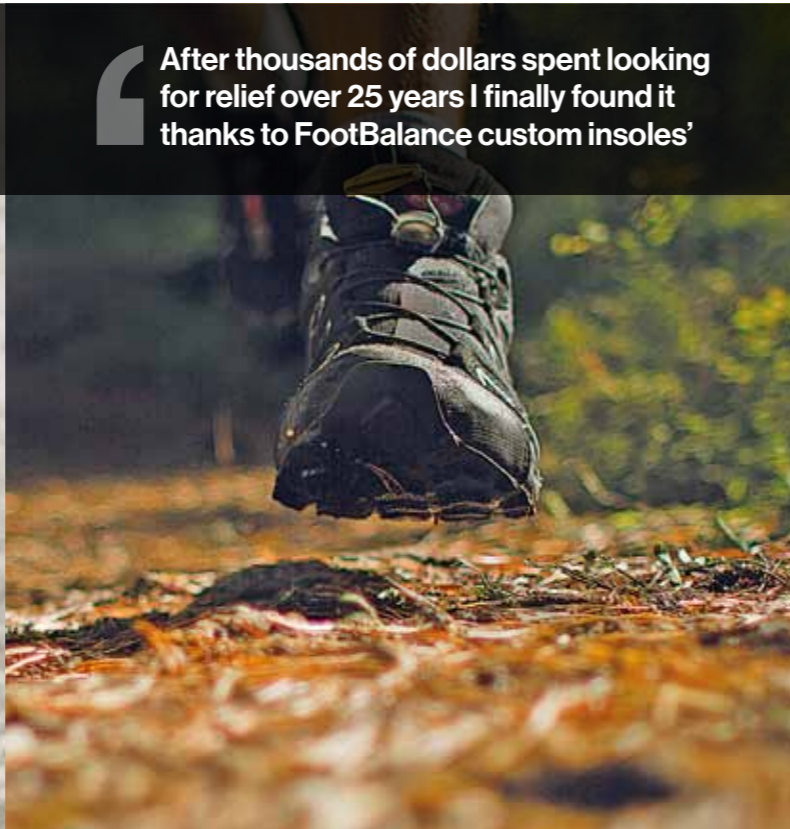
After successfully completing FootBalance training, sales staff will earn the status of Accredited FootBalance Expert and get a FootBalance Academy diploma and badge.

What Consumers Tell Us About Our Product

FootBalance custom insoles give me better stability on the bike and comfort when running'



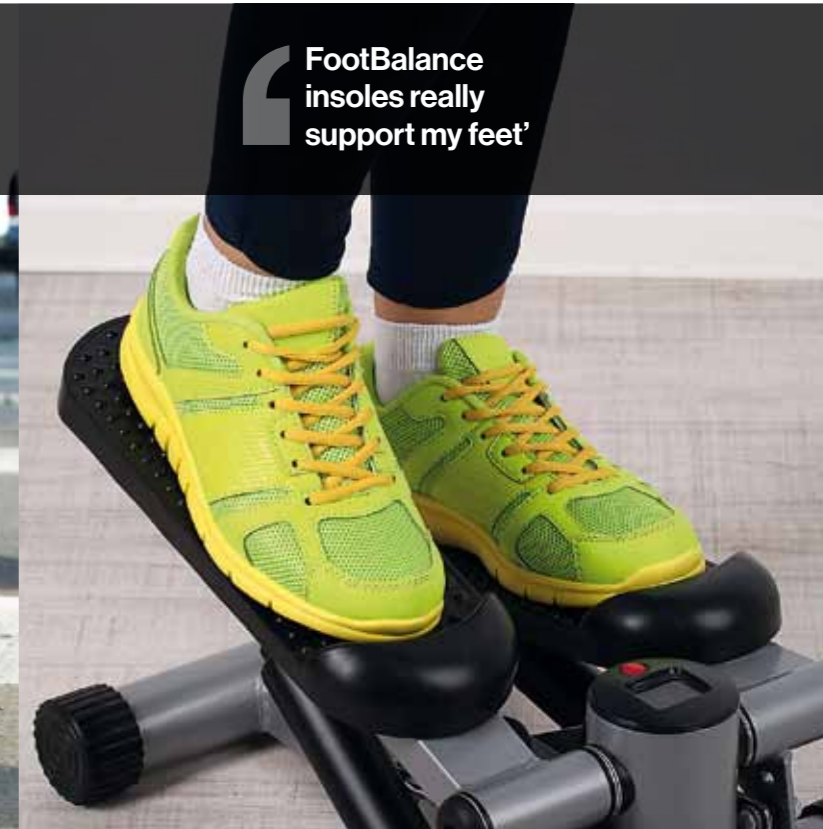
After thousands of dollars spent looking for relief over 25 years I finally found it thanks to FootBalance custom insoles'



FootBalance insoles have made an enormous difference to my life'



FootBalance insoles really support my feet'



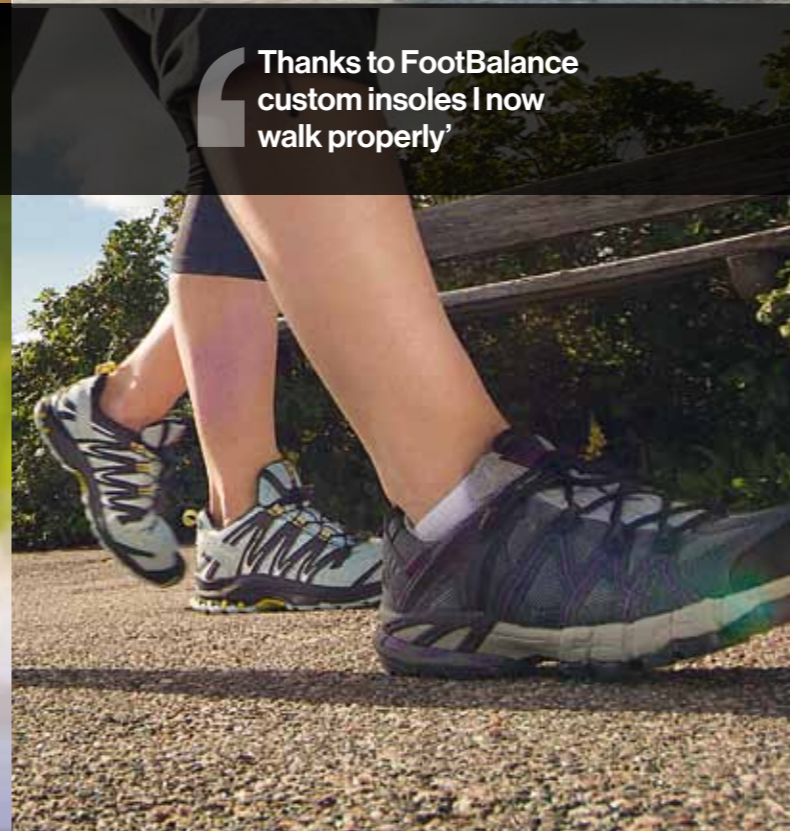
I do not have the pain and can hit balls without worrying about being in pain'



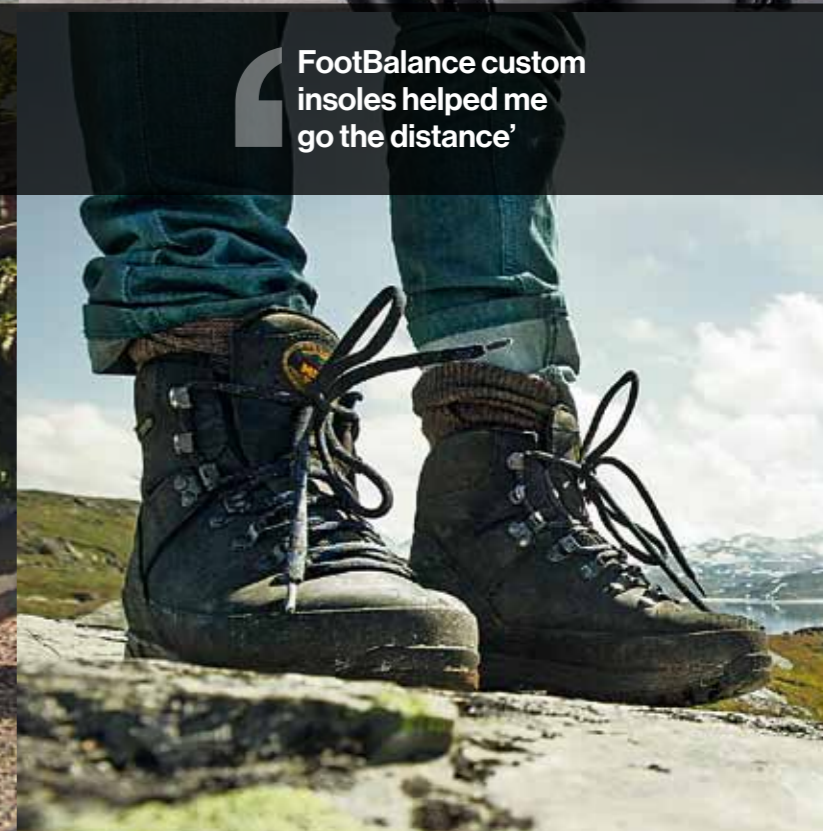
Thanks to FootBalance custom insoles I finished my first marathon without any pain'



Thanks to FootBalance custom insoles I now walk properly'



FootBalance custom insoles helped me go the distance'





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