



**Feet**  
**are important**

# The weight has doubled

**How often have you thought about your own feet? About how they feel?**

**Our ancestors walked on all "fours". They didn't have any concrete floors, they didn't wear any cheap shoes, they felt nature beneath their feet, and they didn't run any marathon distances on their hind legs.**

**Human beings, however, put a great deal more weight on their feet, and often have backache, because they pay too little attention to their feet.**





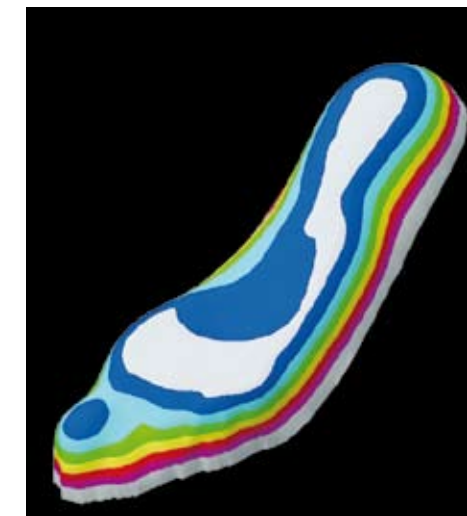
# Evolution continues



**Dear sports dealers, “independent” dealers with wellness ambitions and health-oriented ladies**

Your feet are important to us! Why?

Since we humans have walked totally upright, the weight on our feet has doubled. When our feet are in good health, we humans are also happy. This is why we are focusing on feet. With our orthoFEEL system we can help modern mankind. In close collaboration with top athletes and trainers we have realised a vision, which you can access on the next few pages. From this vision came a good-luck “tool”, which will give you that positive feeling within a few minutes.



**Comfortable walking – like walking on clouds – makes you feel glad to be alive.**

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# The orthoFEEL programme



Ready for the Olympics: the orthoFEEL programme is real progress.

## Ready for the Olympics: orthoFEEL

With the orthoFEEL programme you can offer your customers an additional service. Custom insoles increase comfort and make a perfect fit possible, irrespective of whether they are for skaters, sprinters or bikers.

The orthoFEEL programme is unique worldwide. We offer our partners state-of-the-art technology and simultaneously as much support as possible. We can offer a suitable partner programme both to smaller traditional companies and to whole chains.

With the orthoFEEL programme you are moving with evolution. Particularly in the area of sporting achievement the weight on our feet over the last few years has continuously risen. With custom technology you can give your customers a completely new feeling and offer ideal padding.

Central production of the corresponding insoles means that you are spared the buying of expensive material, and investment is kept at a minimum with our attractive partner programme. With a few successful sales, apart from a happy customer, you will already have a profitable product.

## Your benefits

- Gain in image
- Unique service
- New customer fields
- **State-of-the-art technology**
- Low investment
- Extensive support
- Strong partner

## Sport types

- Cycling
- Football
- Inline skating
- Cross-country skiing
- Running
- Ski-Alpine
- Hiking
- Other sports



# Five steps to happiness

orthoFEEL

## Measuring station

### 1. Measure

Exact measuring and recording of the feet with state-of-the-art scan technology:

- 3D-footmodeler
- Laserped

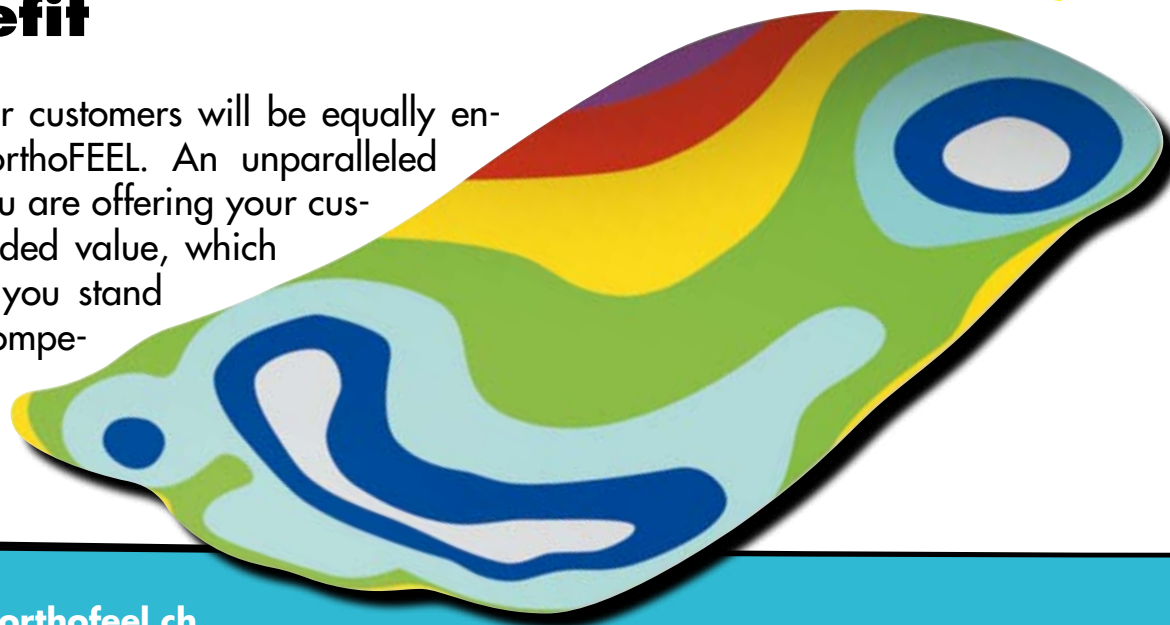


### 2. Send

You simply send the digital data together with details of application to our processing centre.

## One benefit

Both you and your customers will be equally enthusiastic about orthoFEEL. An unparalleled service feature. You are offering your customer low-cost added value, which will clearly make you stand out from the competition.



### 5. Deliver

The customer receives his personal custom insoles delivered direct to him with all the necessary information and an individual covering letter.

### 4. Produce

We produce the individual custom insoles according to your order and with ideal flat sheet materials.



### 3. Construct

The digital footprint is prepared with state-of-the-art CAD technology:

- insole-designer



# Custom insoles (bedding for sports footwear)

## Why custom insoles?

There are different motives for having custom insoles produced by a specialist. In many cases incorrect posture such as skewed, flat and splayed feet are corrected in footwear.

Very frequently for reasons of comfort we treat ourselves to a custom insole, so that the weight of our body, which our feet have to bear the whole day long, is distributed over as large a foot area as possible. This reason in particular would also be effective in a very positive way in the case of healthy, strong feet.

Especially in top sports, such as cycling, where the weight can increase three-fold in connection with more rapid locomotion, custom arch supports / insoles guarantee a 100% fit.

An orthoFEEL insole, produced with the use of pedcad technology, always has a positive effect.



## Application aims

Custom insoles are used with the following aims (according to Marquardt):

- Supporting the soles of the feet for removing muscular or joint-related pain.
- Even distribution of the weight over different parts of the soles of the feet. Relieving overloaded sections of the soles.

## orthoFEEL bedding for sports footwear

Bedding for sports footwear is individually produced, mechanical aids. They correct, support, cushion and relieve the strain on the feet and musculoskeletal system. They are somewhat different

to mass-produced foot support, which can occasionally be found in ready-made shoes. Foot support of this kind can be preventive or indicated for a slight temporary foot weakness. Insoles on the other hand restore the impaired static equilibrium of the legs by means of support of stimulation.



### For leisure time

Insoles from orthoFEEL ensure your leisure time is enjoyable and relaxing.



### For athletes

Insoles from orthoFEEL - sprinting, jogging, skating or biking is real fun.



### For working people

Work insoles from orthoFEEL alleviate everyday working life.



### For problem feet

Insoles from orthoFEEL increase quality of life, even in the case of problem feet.



# Measuring technology for custom insoles

## Measure



## Construct



## Process



## Manage



## Training



## Service



## The pedcad systems



The pedcad company emerged from daily requirements for orthopaedic craftsmanship. An insole production method used at Walter orthopaedics company was the product development basis.

Several engineers and technicians have been working since 1991 on the pedcad idea, which copes with the requirements of medicine, science and craftsmanship in equal measure.

With pedcad as a partner of the orthoFEEL programme we can count on the leading producer of orthopaedic custom arch supports / insoles and its proven systems.

# custom insoles

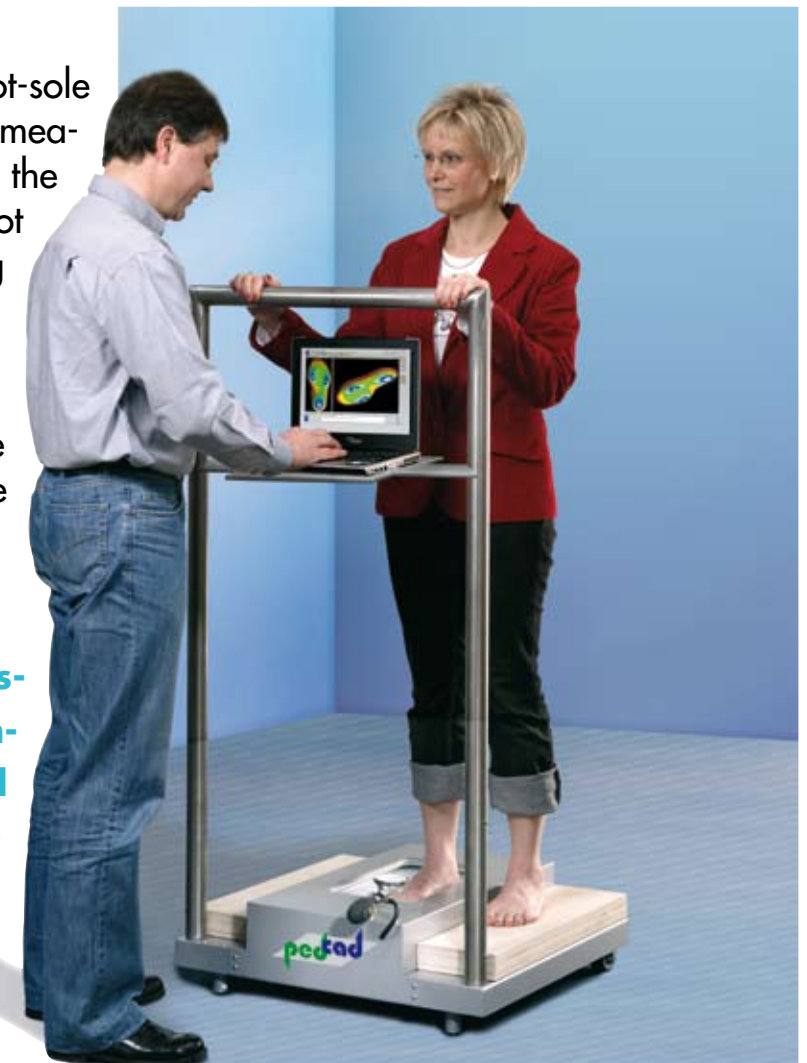
## 3D-footmodeler

**New and revolutionary** 3D foot-sole measuring equipment on the one hand measures the exact shape of the foot and on the other models the ideal shape of the foot with air pressure during the measuring process.

Reproducible measurements which can cope with the challenges of medicine and orthopaedics craftsmanship are child's play with the 3D foot modeller.

**Technology helps to take care of customers better.. It increases the communication between medicine and craftsmanship and increases profitability.**

3-dimensionale recording of an up-to-date shape of the sole of the foot.



## Processing result from the 3D-footmodeler

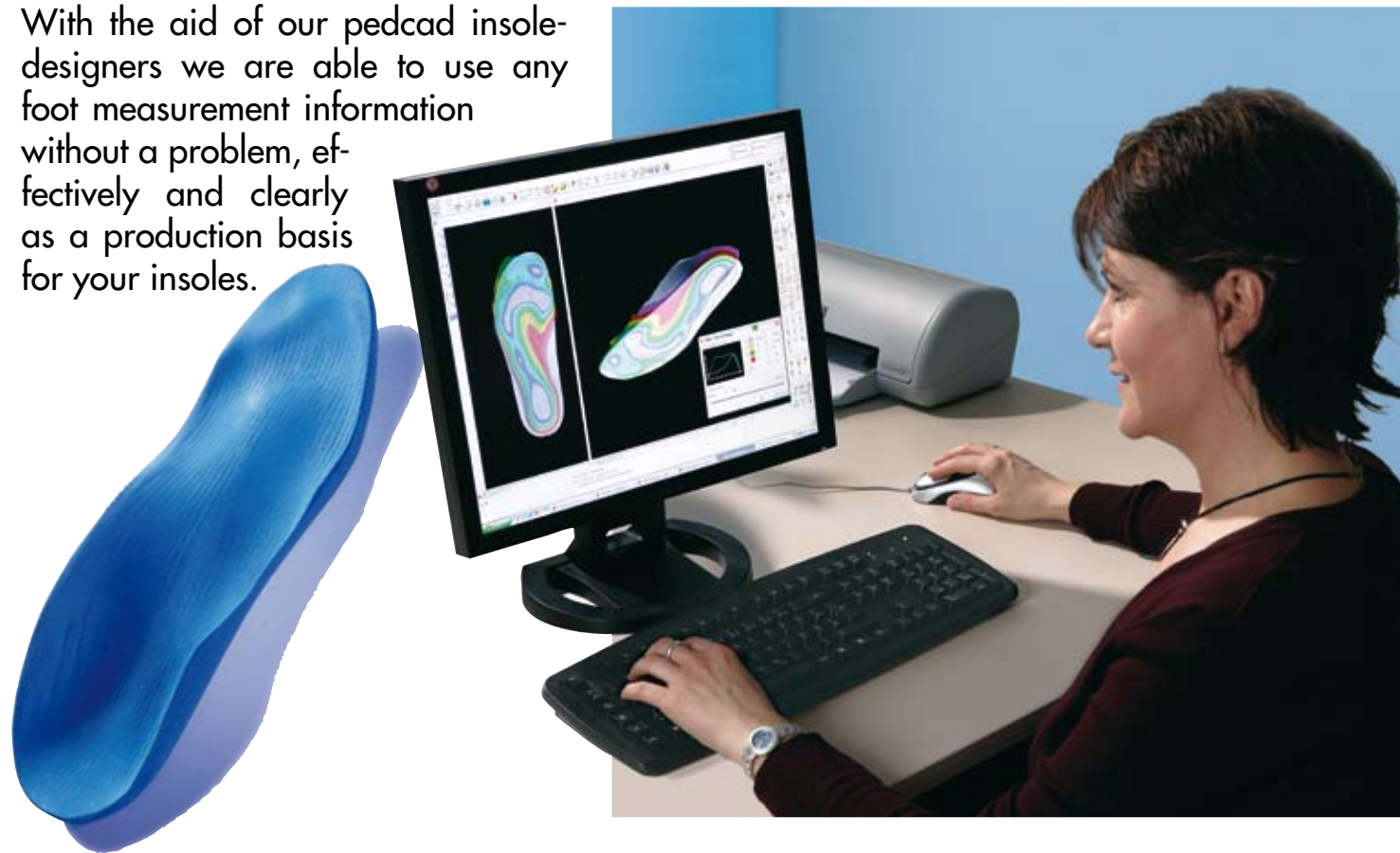




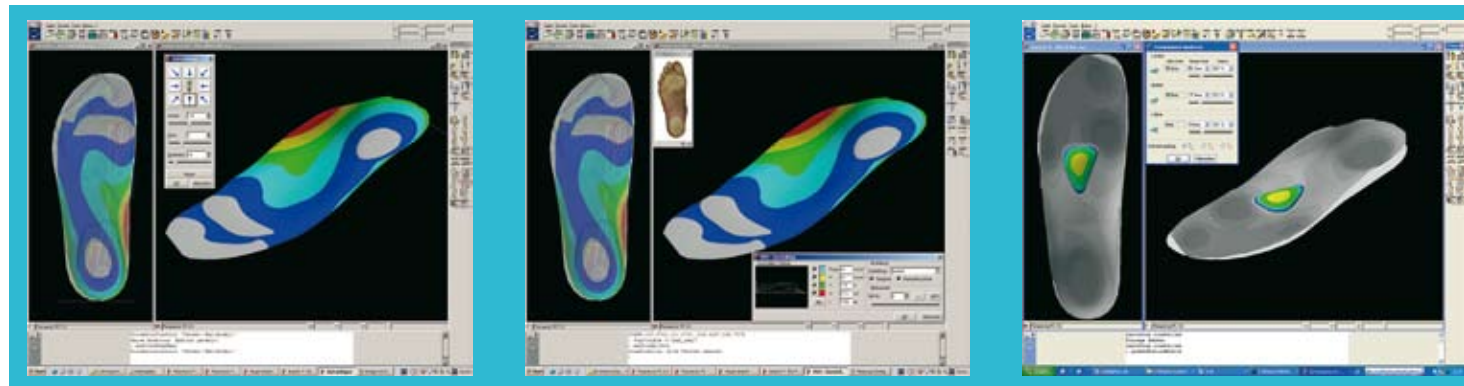
# The construction

## insole-designer

With the aid of our pedcad insole-designers we are able to use any foot measurement information without a problem, effectively and clearly as a production basis for your insoles.



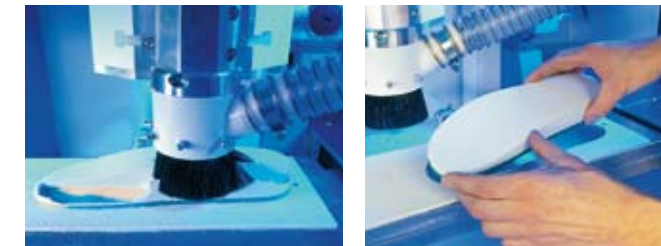
A construction programme, which opens up new dimensions for us in the linking of measured data and in the construction of insoles and footwear bedding.



# Production / Material

## Production

Maximum production quality is guaranteed with all our CNC machines in terms of the products processed.



## Sole material

Depending on the intended use, our materials exactly match the use. Comfort, support function, power transfer and cushioning are terms we deal with on a daily basis. If requested you can select your own individual colour for easy recognition.



## Outer material

All outer materials are tried and tested. We offer the right solution, whether it is for high-performance sport or leisure activity, or simply everyday. All materials are anti-bacterial.





# Insertion

## On site

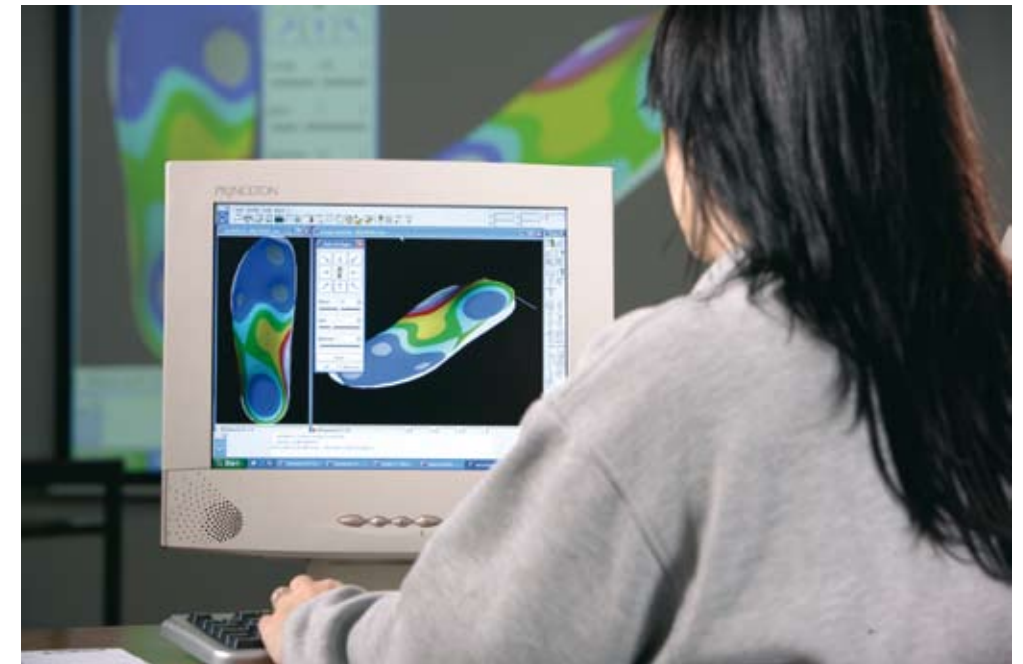
Our employees install the 3D foot modeler, including software, in their business in 30 minutes. Then they will master the equipment and its use after a short spell of training. Data transfer and acceptance will then be child's play.



## Remote service

In order to be better able to support you in the event of queries or problems, We offer you the remote service software „teamviewer“ and our service.

Remote service enables the mutual transfer of current contents displayed on two PCs screens linked via the internet in real time and encrypted (so-called desktop-sharing). The contents of your PC screen will only be transmitted to us with your agreement. Additional activation enables the technical customer adviser to be granted a remote control right also. Please ensure before using teamviewer that you close all applications and files, which should not be visible to us.



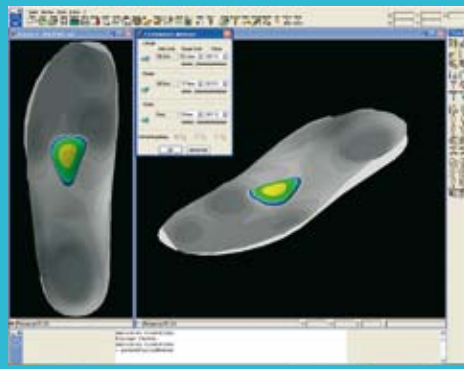
### Step 1

Installation of 3D-footmodeler



### Step 2

Installation of software



### Step 3

Training for acceptance





# Service

## orthoFEEL Service

orthoFEEL offers its customers an extensive service programme:

- **Remote diagnosis:** With the teamviewer software we can log in direct to the customer computer and provide help.
- **Advice:** Here the advice is addressed on site in terms of how our products can be ideally networked and hence utilised.
- **On-site technical service:** With problematic cases we are on site within 24 hours at the latest.
- **Training:** The training forms an elementary component of our business philosophy. We are alongside you and train you to become "feet connoisseurs".

orthoFEEL provides relief by means of the special order-processing range and creates more time for you to dedicate on your daily work with customers.

Without complicated software use you can compile an insole order within seconds and receive the manufactured insole without delay and on conditions which you will find convincing.

Our employees are further trained with state-of-the-art technology.



You will see that with our help you will achieve a rapid increase and an equally rapid amortisation of your investment.

# Glossary

- **Skewed foot:** More than 26% of those affected complain of knee pain, which can very frequently be attributed to skewed foot, because as a result of the weight-bearing foot bending inwards the statics of the body are more or less very negatively affected, depending on the foot collapse. **Pain:** arch of the foot is painful, outer ankles are painful. In some cases hip and back problems are also diagnosed.
- **Sunken foot:** The arch of the foot collapses with weight and recovers when the weight is removed. Sunken foot is usually pain-free and only leads to pain with increasing age. Sunken foot can generally be spotted in shoes and by a person's walk, unless insoles are worn. **Pain:** Pain in the metatarsal bone area, outer ankles, knees.
- **Flat foot:** Flat foot is a classic foot deformity, whereby the longitudinal arch of the foot continually flattens. **Pain:** Pressure on the outer ankle, painful inside foot and/or underneath the foot. Pain along the edge of the shin, legs and feet become quickly tired.
- **Splayed foot:** Unlike other foot problems splayed foot becomes noticeable at the outset as a result of pins and needles, and pulling and 'throbbing' sensations in the forefoot. Splayed foot is recognizable by the fact that the lateral arch collapses under weight. **Pain:** Pain in the MTP joint of the big toe, knee pain, cramp and burning sensation in the forefoot.
- **Hollow foot:** With flat foot the longitudinal arch of the foot is completely flat, whereas with hollow foot it is too high. The toes are frequently forced into a claw position. **Pain:** Ankle pain, heel spur, pain in the forefoot / heel.
- **Hallux valgus:** Hallux valgus is a classic disease of civilization in western countries. Women who for years have worn narrow and/or fastened footwear are chiefly affected. With Hallux valgus the big toe starts to deviate inwards in the direction of the little toes and a clearly visible bony growth of metatarsal bone develops at the outer edge.
- **Sensomotorics:** Sensomotorics are described as the interplay of sensoric and motoric performance. The concept of sensomotorics is equally used to train and improve movement. It is a natural process, which can be used in prevention and therapy to maintain better- quality movement and movement patterns.
- **Biomechanics:** Biomechanics deal with the functions and structures of the musculoskeletal system and movements of biological systems. The selection of methods is not limited in this respect to the presentation of mechanical properties (outer biomechanics), but also deals increasingly with sensomotoric control processes (inner biomechanics).





# The products - insoles

## Custom insoles

Exact measuring and recording of the foot with state-of-the-art 3D technology. You can offer your customers low-cost added value, which will clearly make you stand out from the competition.



## Valinos

**NEW!**

Custom flip flops, produced according to your individual foot measurement. New awareness and the ideal companion for work, housekeeping, leisure time and holiday!

- Individually hand-made from high-quality materials.
- Slide-inhibiting soles provide safe walking.
- Ideal product for winning new customers.
- Perfect-fit 'toe' sandals with orthopaedic 'foot bed'.



**Treat yourself to a special walking sensation.**

## Standard insoles

Standard insoles are insoles made from milled blocks. Sensoric aspects are integrated and adapted to foot musculature.

Standard insoles can be integrated for a low cost when buying shoes and given to the customer.

### Senso 1

Activates shin musculature and thus prevents overpronation.

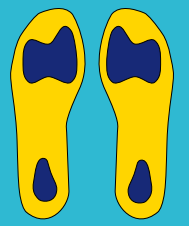
### Senso 2

Activates calf musculature and thus stimulates the body's own muscles to maintain foot stabilisation.

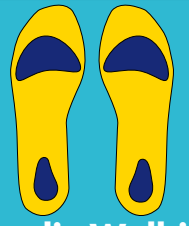
### Senso 3

Ensures ideal distribution of pressure and hence relaxes foot musculature.

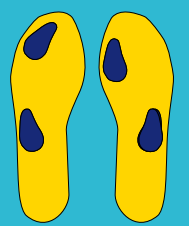
Depending on the type of sport, special intarsia is integrated to cushion and relieve and take care of ideal pressure of distribution.



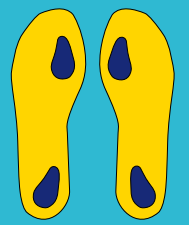
Jogging



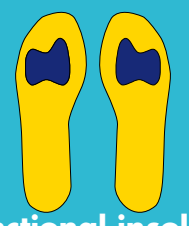
Nordic-Walking



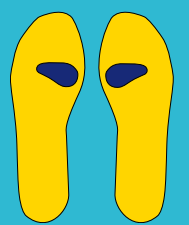
Golf



Tennis



Functional insoles - forefoot



Inline skating

**Other types of sport with intarsia**



# 3D recording of the whole foot



## 3D-Infot laserped

The 3D infot laserped is **exact and time-saving**. It scans the foot in an impressive manner in only 8 seconds. The copy and accuracy of the foot is impossible to exceed. The smallest blood vessels, ganglions and ankle problems can now be detected for further processing in production. The data are sent by email direct to the producer, which means substantial time-saving (sending plaster of Paris moulds to the producer used to take 1 - 2 weeks).

3-dimensional recording of the whole foot for an incomparable fit.

With this high-quality 3D measuring technology precision-carbon custom shoes of the Bont brand can be produced. These racing bike, bike, triathlon and inline custom shoes are way ahead of current shoe technology.







photo: © cico - Fotolia.com

## Top references

- **Simon Ammann** World Champion and Olympic Champion in ski-jumping
- **Martin Elmiger** Swiss champion in racing cycling
- **Michi Albasing** Tour de Suisse stage winner in racing cycling
- **Emma Pooley** Olympic silver medal in time trials in Peking
- **Roger Fischlin** Gigathlon singles winner
- **and many more...**



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