

Performance and Comfort for the Feet

Scientists have discovered that the average person takes between 8,000 and 10,000 steps a day, and walks about 115,000 miles in his or her lifetime - an enormous duty for the feet. It is hardly surprising therefore that more than 80% of people have problems with their feet, a huge market potential for the specialised retail trade. Dedicated to foot care needs, the US-based company *Implus Footcare, LLC* enables shoe and sports retailers as well as pharmacies to exploit this market potential. The company offers a comprehensive assortment of branded footwear accessories designed to cushion and support the feet. Being backed by active sales support and worldwide marketing, *Implus Footcare, LLC* is the ideal partner for retailers looking for an attractive product range.



The spacious headquarters of Implus Footcare, LLC

Implus Footcare, LLC has specialised in the manufacture of insoles, technical socks, laces and shoe care products since setting up business in 1988. Today, the North Carolina-based enterprise is a multi-channel company with 120 staff in the USA and total sales of some 150 million USD. Well established as an innovative force in

footwear accessories, the company leads the way on the domestic market with a market share of 90% in its performance category.

Two years ago, Implus Footcare commenced export activities, which turned out to be a very successful move. Today, the company is represented in 65 countries around the

world. *"We are experiencing rapid growth in our export markets"*, says our interview partner, Helen Beaumont, European Sales Manager. *"So far, the markets in the UK, Sweden, and Germany have shown the biggest growth rates."*

Targeted innovations in terms of both products and marketing are the secret

behind this success story. It all started with Implus, a revolutionary foam that provides superior shock absorption, support and cushioning for the foot. Ever since its introduction, Implus Footcare has kept adding new solutions to enhance the performance and comfort for the feet. Focusing on foot care needs, the experts at Implus have created materials and products to cater for different consumers' demands. As a result, the company has built up a portfolio of strong brands designed for different target groups in terms of both consumers and the specialised trade.



In its partnership approach to the retail trade, Implus Footcare offers services for supporting its partners in communicating the features and benefits of the brands. These services include everything from merchandising, logistics and personnel training through to data analysis and ongoing sales optimisation, tailored to the different brands and target consumers. In addition, Implus Footcare actively supports its brands through worldwide advertising, Public Relations and major sports partnerships, for



Promotional displays communicate the features and benefits of the brand to the target consumer

paramount, whether low-arch or high-arch feet - there is the right solution in the Sof Sole range making it a one-stop-shop for retailers.

Thanks to the patented Implus XP foam, Sof Sole insoles provide advanced

socks improve moisture management and reduce bulk. Top of the range is the Athletes Plus performance insole. It is ideally suited for high-impact activities like football, basketball, and running. "Athletes Plus is a best-seller", underlines our in-

Implus Footcare, LLC
9221 Globe Center Drive
Morrisville
NC 27560
USA

cushioning and shock absorption along with breathability to help keep the feet dry. Heel and ball pads and cups ensure extra cushioning where required. The innovative Sof Sole

interview partner. "It was the starting point for our rapid growth on the domestic market."

True to the motto "Fit Happens", Sof Sole has

example with the US NASCAR Busch Cup Series or the Avon Walk for Breast Cancer.

The brand portfolio encompasses Sof Sole, the high-performance range for active people and athletes, tailored to sports and shoe stores; Airplus, the leaders in comfort and cushioning insoles and devices, targeted at drug and grocery retailers; apara, the premium brand, a new spa-wear accessory line for the luxury consumer targeted at upscale shoe stores; and Sof Comfort, the brand exclusively designed for

Wal*Mart shoe departments.

Sof Sole is the first in the portfolio of Implus brands and has been designed for all kinds of active people from recreational to elite athletes. Around the world, Sof Sole products are used by more than 400 top athletes. The line includes high-performance insoles, technical hosiery, laces and shoe care products that are available in a variety of types, styles, sizes and colours to suit each and every demand. Whether performance, cushioning, support or pain reduction are



Sof Sole functional displays help consumers to make their selections



The company operates modern warehouse facilities

come up with FitSys™, the first perfectly matching

sock-footbed system. Combining the patented moisture transport fibres, FitSys™ provides exceptional shock absorption and promotes dryness around the foot.

Sof Sole energy, SSe for short, is exclusively designed for female consumers and opens up an amazing potential for the specialised retail trade. Conventional foot care accessories have little appeal to women as colours, sizing and communication are rather masculine. Tailored to the needs of female consumers, SSe insoles feature narrow, thinned toe areas and adjusted strike zones, while the agility gel insole is

available with an integrated heel stabiliser plate for optimum support. SSe socks offers continuous skin protection and can be purchased as extra warm winter and feather-light butter-warm spring sport socks. Moisturising gels, cooling sprays and tabs for a foot-spa experience at home complement the range.

An untapped market potential, a comprehensive line of branded products

tailored to the actual needs of consumers, and full support for the retail partners are convincing arguments, indeed. Or as our interview partner puts it: *“We give our retailers a big chance to make money.”*



Implus Footcare, LLC
9221 Globe Center Drive
Morrisville
NC 27560
USA