

Targeted Campaigns that Work



Al's Bootery opened for business in 1946 offering shoe repair service. Over the years this Billings, Montana, shop has expanded into a retail footwear store and the original repair shop continues to grow. This shop's success stems from the owner's ability to continually market the business in new ways.

"We started a very direct marketing campaign several years ago," explains Jim, owner of Al's Bootery. "Driving our Safety Toe Boot Trailer to job sites in Montana, Wyoming and North Dakota, we would meet with construction workers, service their boots and instill the benefits of repair." The campaign was an enormous

success, resulting in a steady and profitable increase in business. Additionally, many of these customers looked to Al's for other repair and footwear services.

"After seeing the results of the Safety Toe Boot campaign, it was an easy decision to extend that concept to the fire stations," states Jim. "When John McLoughlin of Quabaug Corporation offered us Vibram® counter top cards with customized coupon books, we jumped at the opportunity. This piece is great to leave behind at the stations and augments our new campaign perfectly." Jim has recently mailed the counter top cards to participating fire stations and anticipates positive results.

Contact John McLoughlin, Director of Sales, at Quabaug Corporation at (800) 325-5022 x123 for details.

The Vibram counter top card is provided with a coupon book customized for your shop.

Note: The FIRE compound is NOW available in the 100 sole and heel.

SOLE solutions

Check out the **Shoe Repair Shop Resource Center** and download ad templates at www.vibram.us

With Vibram, You're Always Ready for a Challenge

Located in Runnemede, NJ, Pete's Shoe Repair is a 32-year old, family-owned and operated business. Having become a Vibram Authorized Dealer in 1990, all repairs at Pete's are accomplished with Vibram products. "The quality, dependability and brand recognition can't be matched by any other product," states Rosanna La Mantia of Pete's Shoe Repair. "We want only the best for our customers and with Vibram that is what we are able to offer."

A customer recently enlisted the team at Pete's to upgrade the worn soles of his motorcycle boots with something that would provide traction, yet remain flexible for riding.

For this request they selected the Vibram #1276 sole. Its unique design provides maximum traction, and multi-directional lugs that offer substantial edging capabilities with the right amount of flexibility.

(continued to page 3)

Vibram wall display at Pete's Shoe Repair, used to discuss possibilities with customers.



Solutions (continued from page 2)

The following details the mission:

1. Remove old soles from boots by slicing them off with a sharp knife. The new sole must be the same thickness as the old sole.
2. Use 4" belt with rough Norzon sandpaper to smooth down the sole to the needed thickness.
3. Lightly sand Vibram sole with the same sandpaper.
4. Apply cement to soles and boots. Wait a moment and then stick them together.
5. Put boots on press machine for 10-12 minutes.
6. Trim off excess sole with 5-in-1.
7. Sand edges with rough sandpaper and then again with smooth sandpaper.
8. Scour edges until edge is smooth.
9. Ink soles and buff with buff brushes.
10. Polish and shine boots.



Worn to the core.



Lack-luster at best.



Expertly applying glue.



Just like new, with the traction to prove it.

TOP shop! Modernizing and Innovating an 85-Year Old Business

In 1920, a passerby looking in on Anthony's Shoe Service, would have found a team of craftsmen wearing ties and white smocks; and customers with their stocking feet resting on ottomans waiting for their newly repaired shoes.

Today, the scene in this shop in downtown San Francisco, CA, is a little different. Gino Gentile, co-owner of Anthony's Shoe Service, can be seen entering the most recent customer order into his repair shop-based software program; while his partner and brother, Mario, airbrushes chemical-free dye onto a pair of dress shoes. A dry-cleaner type conveyor system delivers the requested repaired shoes to the counter for hand-off to a hurried customer.

"The expert craftsmanship and exceptional quality we strive for today is based on fundamentals developed hundreds of years ago," states Gino. "However, to spend the time we need on the actual repair to make it perfect, we continually need to advance and be more efficient in other areas of the business."

Anthony's Shoe Repair, eight employees strong, offers 170 choices for restyling heels, provides boot alterations, boasts an entire department for the "classic art" of custom fitting, and sells an extensive selection of retail and orthopedic products.

"The repair business has changed over the years," explains Gino. "But one thing remains constant...the desire to exceed your customers' expectations."



Gino on Vibram:

"Vibram aligns well with footwear manufacturers and repairers, providing the products our shops need to service even the newest styles. They produce the most excellent rubber compounds and sole designs available today."

WHAT'S happening!

SSIA Annual Convention August 18 - 20, 2006 • Orlando, FL

Have you reserved your room? The 2006 SSIA Annual Convention will be held at the Sheraton World Resort in Orlando, FL. Single and Double rooms are \$119; Triple and Quad rooms are \$129. Call (407) 352-1100 today for hotel reservations or visit www.ssia.info for more information.



Sheraton World Resort, Orlando, FL

WSA Show February 10 - 13, 2006 • Las Vegas, NV

The WSA Show is the largest and most comprehensive marketplace for the footwear industry in the world. WSA provides a forum for footwear manufacturers, buyers and others allied to the footwear industry, to showcase and review designer brand fashions and learn about other related products. For more information, please visit www.wsashow.com or call (818) 379-9400.

SHOT Show February 9 - 12, 2006 • Las Vegas, NV

The SHOT Show is the world's premier shooting, hunting and outdoor trade show and conference. Showcasing a broad range of products from firearms and ammunition, to clothing and footwear, SHOT attracts buyers from all fifty states and more than seventy-five countries. For more information, please visit www.shotshow.org or call (888) 334-8720.

Co-Op Advertising Program

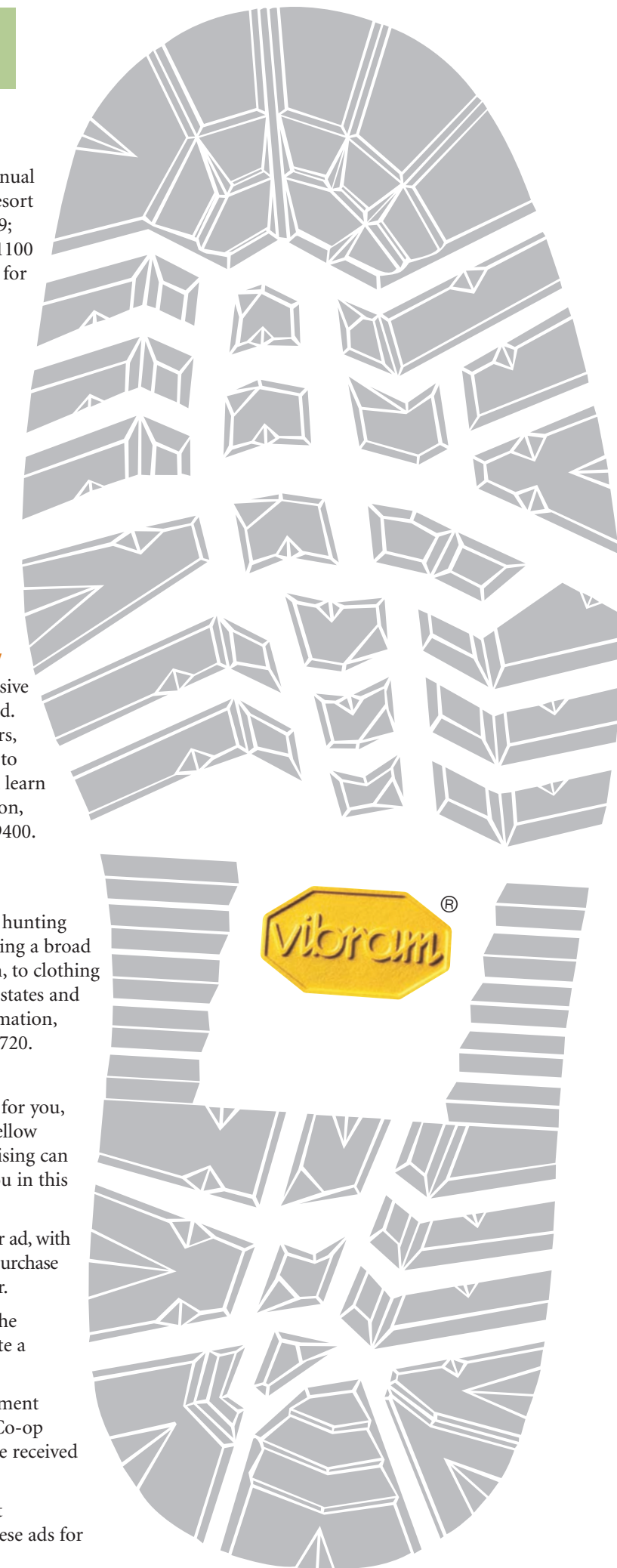
Co-op Advertising continues to be a great vehicle for you, the repairer, to advertise (i.e., newspaper, radio, yellow pages, etc.). Quabaug Corporation realizes advertising can be very expensive and will continue to support you in this important endeavor.

Quabaug will contribute up to 1/3 of the cost of your ad, with a maximum of \$200 in vouchers to be used for the purchase of Vibram products from your authorized wholesaler.

Your ads must promote Vibram products or use the Vibram logo. In addition, they should not promote a competing rubber product line.

You will need to submit to us the actual advertisement along with a copy of your invoice to the Vibram Co-op Advertising Department. These ads will need to be received no later than December 15, 2006.

Download Vibram advertising templates online at www.vibram.us/repairshopsupport. Customize these ads for your shop!



Award Winning Craftsmanship DVD



Robert DiRinaldo

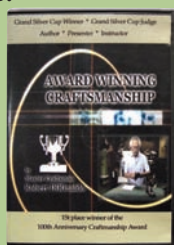
How to improve the quality of your trade and achieve award-winning repairs in the Silver Cup Competition.

This informative DVD contains tips and tricks geared towards helping you meet the shoe repair challenges of today's footwear. Presented by Robert DiRinaldo, first place 1986 orthopedic shoe contest, first place 1987 Grand Silver Cup winner, first place 2004 100th Anniversary (Best of the Best) contest, and judge for the past twenty years of the Silver Cup contest, this DVD has been hailed as "the best educational video to date."

"With quality products like Vibram and the techniques taught in this video, our fellow repairers will have the tools they need to craft the expert repairs our customers count on," states Robert DiRinaldo.

To order this DVD send a check or money order for \$34.95 (\$29.95 + \$5.00 shipping) to:

Mr. Robert DiRinaldo
DiRinaldos Shoe Service
512 Cavitt Avenue
Trafford, PA 15085
Tel: (412) 372-7685



Vibram® continues to be the leading supporter of the Silver Cup Competition.

VAW

For your convenience the following is a list of Vibram Authorized Wholesalers:

UNITED STATES

D & L Leather & Supplies
Fort Pitt Leather Company
Frankford Leather Co. Inc.
Hanover Leather & Findings
I. Sachs Sons, Inc.
I. Samuels & Son
Intermountain Leather & Findings
J. Weiner & Co.
J.H. Cook & Sons, Inc.
Joseph H. Deacon Company
Kaufman Shoe Repair Supply Inc
Konomos Distributing Incorporated
L & M Leather Supply, Inc.
Landwerlen Leather Company
Louis Birns & Sons
Macpherson Leather Company
Marilu Products Co.
Miami Leather Company
Montana Leather Company
Oregon Leather-Eugene
Oregon Leather-Portland
Ratterman Southern Company
Ruby Leather Company
Ruby Leather Company
Saderma Leather Company LA
Saderma Leather North
Saderma Leather Orange County

Utica, NY
Pittsburgh, PA
Bensalem, PA
Lowell, MA
Chicago, IL
New Castle, PA
Salt Lake City, UT
Roanoke, VA
Granite Quarry, NC
Cherry Hill, NJ
New York, NY
Kansas City, MO
Brooklyn, NY
Indianapolis, IN
Guiderland, NY
Seattle, WA
Bloomington, MN
Miami, FL
Billings, MT
Eugene, OR
Portland, OR
Cincinnati, OH
Milwaukee, WI
Parker, CO
Los Angeles, CA
San Leandro, CA
Buena Park, CA

(315) 724-5215
(412) 281-7879
(215) 244-0400
(978) 452-5541
(312) 666-0091
(724) 652-9761
(801) 355-3737
(540) 345-7456
(704) 279-5568
(856) 667-9014
(212) 777-1700
(816) 483-9388
(718) 797-3434
(317) 636-7271
(518) 690-7141
(206) 328-0855
(952) 854-0140
(305) 266-8328
(406) 245-1660
(541) 343-2563
(503) 228-4105
(513) 242-0622
(414) 778-2288
(888) 805-0362
(323) 461-4861
(510) 347-1080
(714) 522-1855

UNITED STATES (cont.)

Saderma Leather Salt Lake
Southern Leather Company
Southern Leather Company
Southern Leather Company
Southern Leather Company
Southern Leather Company
State Leather & Shoe Company
Summit Leather Company
Tucson Leather Company

Salt Lake City, UT
Dallas, TX
Denver, CO
Houston, TX
Memphis, TN
New Orleans, LA
San Antonio, TX
Akron, OH
Tucson, AZ

(801) 484-5550
(214) 637-4960
(303) 377-7653
(713) 658-0883
(901) 774-0400
(504) 525-9031
(210) 222-0253
(330) 928-9400
(520) 624-7981

Montreal, QU
De La Pointe-Aux-Lievres, QU
Stellarton, NS
Burnaby, BC
Scarborough, ON
Montreal, QU
Winnipeg, MB
Nepean, ON

(514) 276-4719
(418) 648-8842
(902) 755-1211
(604) 253-6301
(416) 292-7181
(514) 383-0342
(204) 943-3753
(613) 727-8804

Catano, PR
San Juan, PR

(787) 275-5377
(787) 723-2252



Vibram®
January 2006

Working From the Bottom Up.

News & Views

A BUSINESS PUBLICATION FOR DEALERS FROM QB SOLING

PFA Symposium in Indianapolis



PFA's 2005 Symposium drew nearly 1,000 people to Indianapolis, IN, October 20-23, 2005.

PFA's 2005 Symposium drew nearly 1,000 people to Indianapolis, IN, October 20-23, 2005. The show proved to be an excellent opportunity for Vibram® to exhibit some of the most technologically advanced compounds and products available in the marketplace including: Newflex Compound, 1.0 mm Protective Soling Sheets, and Calflex Sheet Build-Ups. The following highlights these innovative products:

| | |
|----------------------|-----------------|
| Hardness: | 48-52 (shore A) |
| Elongation at Break: | 300-400 (%) |
| Compression Set: | 15-25(%) |
| Abrasion: | 80-120 (mm³) |

Newflex Sheet Style #8860 is offered in 4 mm, 6 mm, 8 mm and 10 mm thickness. It is available in Black and Beige.

Newflex Sheet Style #8870 is offered in 5 mm, 8 mm and 10 mm. It is available in Black, Brown and Beige.

Newflex

The 516K and the Newflex sheets in styles 8860 and 8870 were very well received. These styles are all made with the Newflex compound. While the product is lightweight, its density and physical make up provides outstanding wear characteristics.

Specifications:

| | |
|------------------|----------------|
| Density: | 45-55 (gr/cm³) |
| Tear resistance: | 20-30 (kg/cm) |

Protective Soling in 1.0 mm

Vibram now offers protective soling in 1 mm (1.86 IR), with outstanding abrasion of 150 NBS. The response to this product has been

overwhelming, as customers recognize the potential applications, including the bottom of prostheses, slip-resisting and footwear protection.

Protective Soling in 1.0 mm is offered in 18.5" x 23.5" sheets and is available in Black and Oak.

Calflex Sheet Build-Ups

Due to the poor quality of some competitors' products causing footwear to break down from the inside, many of you have pleaded for us to develop high-quality build-up sheets. Additionally, you requested that these build-up sheets match the soling material hitting the pavement, suggesting such colors as beige, taupe and white. As a result of your feedback, we have developed several prototypes of the Calflex compound, which we presented at PFA. Calflex can be manufactured from 2 mm-18 mm with various physicals. Potential specifications are listed below:

| | Bio Shock | Bio X-Light | Vibramflex |
|-------------------|-----------|-------------|------------|
| Density: | .20-.25 | .21-.26 | .33-.41 |
| Hardness: Shore A | 42-48 | 57-65 | 58-65 |
| Abrasion: | 70-100 | 160-190 | 120-160 |
| Heating Time: | 3 minutes | 3 minutes | 3 minutes |

Your feedback pertaining to the future development of this product is paramount. Please take a moment to send me a message highlighting your needs.

As more of you look to us for pedorthic assistance, we will continue to explore and develop new and innovative soling solutions. Please note: Calflex will be available this spring 2006.

John McLoughlin
Director of Sales
mcloughlinj@vibram.com

Quabaug Chairman Retires



Roger Varnum with wife Sandy and John McLoughlin

fund, which assists students of families in the footwear business.

Roger will be missed. We thank him for his leadership, generosity and kindness he has demonstrated throughout his career. We wish him luck on his next adventure.

On Saturday, December 10th, Vibram held an employee appreciation brunch in historic Sturbridge, Mass. to honor Roger Varnum, the Chairman of Quabaug Corporation. Roger retired at the end of 2005. Roger wanted to thank the employees for their dedication, as it turned out, Quabaug employees wanted an opportunity to thank Roger for his friendship and the leadership he gave the company during his 29 years of service.

Roger and his wife, Sandy, were overwhelmed by the video presentations and the heartfelt thanks shown by the employees of Quabaug Corporation.

Besides being an outstanding leader at Quabaug Corporation, Roger has also been a wonderful supporter of shoe repair. When hurricane Katrina ravaged the gulf coast this past fall, Roger made a substantial contribution to the Hurricane Katrina fund created by the SSIA. He has also been a consistent contributor to the Two-Ten Scholarship



Employees enjoying the appreciation brunch with Roger



QB Soling
18 School Street
North Brookfield, MA 01535

PRESORTED
STANDARD
US POSTAGE PAID
AYER, MA
PERMIT NO.9

INSIDE this issue

| | | | |
|--|---|------------------------------------|---|
| Targeted Campaigns | 2 | What's Happening | 4 |
| Ready for a Challenge | 2 | Craftsmanship DVD | 5 |
| Modernizing and Innovating an 85 Year Old Business | 3 | Quabaug Chairman Retires | 5 |