

Pedors announces launch of the new **PEDORS STRETCH WALKER** featuring **Vibram® soles**



After two years of research and development, Pedors, the Orthopedic and diabetic shoe manufacturing company, launched their new stretch walking shoe line.

The Pedors Stretch Walker, with 5/16" removable multi-layer insoles, features a Vibram® sole that adds quality and durability to this unique shoe design. The forefoot and vamp seamless construction includes stretch neoprene that allows for expansion across the width and dorsum of the foot.

"We're very excited about the introduction of this new line as the feedback we've had from the footwear professionals that has helped us in development has been extremely positive. We feel this is a unique offering in the orthopedic and diabetic footwear marketplace," said Stephen O'Hare, President and co-founder of Pedors shoes.

This line is targeted towards a rapidly growing diabetic population as well as the patient that requires



Pedors Stretch Walker with the Vibram #1328 FLAT sole.

specialized footwear to accommodate deformities of the foot including arthritis, edema charcot, toe deformities and the use of foot orthotics and lower limb bracing.

"For the first time, the patient with specialized footwear needs has a choice of an athletic shoe that stretches to provide a safe fit.

The Stretch Walker shoe line uses a Vibram #1328 Flat final soling layer. This makes the shoe not only durable but workable and replaceable if needed.

Bob Toth, C.Ped. Director research and development of products for Pedors was instrumental in getting this product to market. "My patients have been waiting for something like this for a long time. I work with a lot of extreme foot deformities and this shoe has been a great choice for my most difficult cases. I have fit patients successfully with two different size and shape feet and this shoe works very well with MAFO braces. The expandability and depth of the forefoot gives me a lot of room to work with."



Vibram #1328 FLAT Sole

The #1328 Flat outsole is now available through your local Vibram Authorized Wholesaler in black, dark grey and white.

Vibram provides the newest designs and technology. These are features that assisted Pedors in bringing a new innovative shoe to the market.

For additional information on the Pedors Stretch Walker visit www.letswalk.com.

LET'S WALK

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Orthopedic **Rocker Sole** Equalizes Foot Force



Christopher Costantini

News & Views Contributor Christopher Costantini entered the shoe business in 1989 as a stock person in a shoe store. He was certified as a pedorthist in 1993. He co-owned a shoe store with his father for five years and taught himself shoe repair.

When that business closed in 2001 he started working for the Foot Performance Center as the Operations Manager where he is currently employed.



Mark Grundman

Contributor Mark Grundman of Grundman Custom Footwear in Vincennes, IN, comes from a long line of repairers. Mark's grandfather began repairing shoes in 1893. Grundman Custom Footwear is a family business, offering orthopedic repair services since 1946.

Practical Application

A “rocker bottom” references the shaping of the sole of the shoe to treat various conditions. In some cases this is done because the sole of the shoe has been stiffened. This may have been done purposefully to limit motion in the joints of the foot to treat disorders such as arthritis, which makes motion painful.

In other cases, it is a result of building up the thickness of one shoe to treat a leg length discrepancy. The additional material makes the shoe stiff and a “rockered” shape will allow the patient to have a more normal gait.

A rocker bottom may also be applied to make up for lost motion in a joint. If the ankle has been fused, for instance, a rocker bottom allows the patient's gait to be smooth while not putting stress on the frozen joint.

Rocker bottoms are also utilized to treat patients with pressure ulcers on their feet, such as patients with diabetes mellitus. The rocker bottom decreases the amount of time that pressure exists on an area of the foot under the rockered portion of the modification.

Controlling Pressure Areas

The physical benefits of a rocker bottom allow the technician the ability to control time and pressure on areas of the foot. The feedback is often instantaneous, as soon as the patient puts on the shoe and begins to walk, the results are evident: A person who walked in limping, leaves with a smooth even gait.

Mark Grundman cautions that three conditions must be met in order to equalize the force on the foot and leg. First, as you start to step, the rocker bottom should absorb the shock; second, it should redistribute your weight; and third as you toe-off, the sole should lessen the shock of the ground hitting up against your foot. The rocker bottom, if properly fitted, should take the impact off the foot during walking.

Approximately 10% to 15% of clients need rockers.

Almost all external lifts get rockers of some sort. The exception is someone with very poor balance who cannot tolerate the rocker.

Flexible or Rigid Modifications?

Typically this modification is taught as either a flexible or rigid rocker, which identifies whether or not the modification is intended to be flexed.

There are six basic shapes the rockers can be formed into to accomplish various goals. All rockers have a flat area in the middle to allow the patient to balance.

The first shape is the mild rocker which would usually be a flexible rocker. This is the type of rocker a leg length discrepancy lift would be given as stiffness is not the goal of the treatment...the thickness of the additional material is. The shape of the rocker and whatever flexibility remains in the shoe after it is modified combine to allow proper gait. This is rockered at both the heel and forefoot and has a fairly long flat spot.

The second shape is the aggressive or heel-to-toe rocker. This is similar to the mild rocker but, as the name implies, has a greater or deeper rocker at both ends. Because of this, it will have a shorter flat spot. This requires more material thick-

Continued on page 3.



a.



b.



c.



d.



e.

a. Remove the outsole by heating and peeling, splitting or grinding. Then grind as much of the rocker shape into the original soling as possible.

b. If called for, add the extended shank to make rigid.

c. Add additional material as needed to get desired rocker.

d. Trim excess material and grind in the rest of the rocker shape.

e. Apply your favorite Vibram outsole and finish. This is an example of an aggressive toe only rocker.

Rocker Sole continued.

ness, which means the rocker makes the shoe stiffer. This also is the type of rocker typically used when the shoe is stiffened on purpose.

The next shape is the toe-only rocker. The heel portion of the modification is left flat instead of being rockered. This is used for patients with balance concerns who typically feel as though they are tipping backwards.

The severe angle rocker is next. This is a toe-only, sporting thick material with a very defined sharp apex and a quick progression from the full thickness of the material to nothing. The heel on this modification is not rockered to give the patient a longer flat area on which to balance.

The negative heel rocker is a toe only rocker. Unlike other types of rocker bottoms, the flat area does not maintain the original heel height of the shoe. The flat area is ground to place the foot in a position that

has the ball of the foot higher than the heel. This was thought to reduce the pressure on the forefoot by tipping the body weight back onto the heel. This has proved to be incorrect as most people lack the flexibility to put the foot in this position. It actually increases pressure directly at the apex of the modification.

The last shape is the double rocker. This is a heel and forefoot rocker with the center of the flat area ground out to allow the shoe to collapse slightly in the middle. This is used to treat plantar midfoot ulcers by allowing the shoe to bend to decrease pressure on this area of the foot.

Christopher states, "Two thicknesses are identified as being suitable to cover the most common orthopedic applications, 36 IR and 18 IR. We start with a blank in one of these two thicknesses and can achieve each of the rocker shapes previously described. There are exceptions to these rules of placement. Each rocker shape is a

tool for the technician to use to solve the problem the patient's condition presents."

Christopher comments, "Vibram's selection of materials expands the tools I have to address patient's conditions. I can either find the same material, such as the specific sole the manufacturer used on the shoe, or a similar one from them." He also states, "This enables me to create an effective modification that is cosmetically pleasing to the patient. It is difficult enough for many patients to cope with needing to have their shoes modified without the modification being visually obvious."

"Vibram's commitment to quality ensures that I get consistent results each time."

Looking to Add Sales and Profits? Consider Vibram Pet Products.

The company revealed the Vibram Pet Product line at the SSIA show in Chicago and received a great deal of enthusiasm from suppliers and repairers. This line would be an ideal add to retail offerings within repair shops. The brand recognition and bright colors ensure customer attention, resulting in increased sales for you.

Let us know what you think: Contact Quabaug Customer Service at 800-VIBRAM7 or contact your local Vibram Authorized Wholesaler.

Vibram Pet Products are currently offered at the following VAWs:

- I. Sachs Sons, Inc. Chicago, IL (312) 666-0091**
- Miami Leather Company, Miami, FL (305) 266-8328**
- Saderma Leather Company, Los Angeles, CA (323) 461-4861**
- Southern Leather Company, Denver, CO (303) 377-7653**

- **Very profitable**
- **Made in the USA**
- **100% nitrosamine-free Vibram® rubber**
- **Flexible, yet durable and long lasting**
- **Fun colors**
- **Satisfaction guaranteed**

More than 150 shoe repair shops were surveyed about selling these new Vibram Pet Performance Products. An overwhelming majority believed this could be a fun and profitable addition to their offering.





SSIA 104th Annual Convention: July 19th and 20th
Sheraton Four Points at LAX Airport Los Angeles, CA
REGISTER TODAY: www.ssia.info
Hotel is \$105 per night. Ask for Shoe Service Rate

WHAT'S HAPPENING!



PFA 50th Annual Symposium: November 6th-9th
Gaylord Opryland Hotel Nashville, TN
REGISTER TODAY: www.pedorthics.org

Promote Vibram Brand and Receive Vibram Vouchers



Whether you are advertising in the newspaper or on the radio, when you promote the Vibram brand you may qualify for free product. This is part of our co-op advertising program. Simply mention Vibram and its benefits or display the logo and a Vibram sole in your advertising per our guidelines, then submit a sample of this ad with the related invoices to Vibram Co-op- Advertising Department at Quabaug Corporation, 18 School Street, North Brookfield, MA 01535-1920. Upon approval we will send you vouchers redeemable for Vibram products at Authorized Vibram Wholesalers.

We also offer pre-designed ad and coupon templates that you may customize for your shop. Visit www.vibram.us/repairshopsupport for more information.

All 2008 Co-op should be submitted by December 1, 2008.

FEATURED PRODUCTS

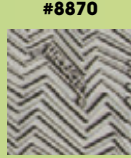


#1328

Vibram® Flat

The Vibram® Flat provides great traction and features a wide shank for multiple applications.

Men's Sizes: 6-8, 9-10, 11-13
Colors: Black, Dark Grey, White



#8870

Vibram® Lisk Newflex Sheet

Newflex is slip resisting with the long-wearing characteristics of rubber, yet it is half the weight!

Sizes: 21.5" x 26"
Dimensions: 5mm, 8mm, 10mm
Colors: Black, Brown, Beige, White



#516K

Vibram® Long Haul

The sole is lightweight and its density and physical make up provide outstanding wear characteristics.

Sizes: 8, 10, 12, 14 (Black)
 10, 12, 14 (Tan)
Dimensions: 18 IR Forepart
 56 IR Heel
Colors: Black, Tan



#8854
 #8294

Vibram® Bio Extra Light Sheet
Vibram® Bio Shock Absorbing Sheet

Bio Shock and Bio Extra Light are available in a variety of colors allowing you to match the look of the original uppers.

Sizes: 19" x 28"
Dimensions: 6, 12, 18, 24, 30 IR
Colors: Black, Brown, Beige, White
Hardness: #8294 42-48, #8854 57-65
Compression Set: 15-25%, 47-57%



#1330

Vibram® Newporter

This sole provides outstanding slip-resisting characteristics and is ideal for use in restaurant environments.

Men's Sizes: X-Small: 4, 5
 Small: 6, 7, 8
 Medium: 9, 10
 Large: 11, 12, 13
Women's Sizes: X-Small: 6, 7
 Small: 8, 9, 10
 Medium: 11, 12
Colors: Black



#1286

Vibram® Tacoma

The popular and aggressive outdoor Vibram® Tacoma sole is now available to repairers.

- Lugs on medial side of forefoot are perpendicular on trailing edge for better kick off.
- Lugs on lateral side are perpendicular on leading edge and are sloped on trailing side to enhance braking.
- Pyramid lugs offer more aggressive pinpoint traction.
- Undercut heel is used for braking and ideal for locking on ladders

This sole is ideal for repair on industrial footwear and hunting boots.

Vibram® Orthopedic solutions

Featured Vibram® soles

VAW

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

UNITED STATES

D & L Leather & Supplies	Utica, NY	(315) 724-5215
Fort Pitt Leather Company	Pittsburgh, PA	(412) 281-7879
Frankford Leather Co. Inc.	Bensalem, PA	(215) 244-0400
Hanover Leather & Findings	Lowell, MA	(978) 452-5541
I. Sachs Sons, Inc.	Chicago, IL	(312) 666-0091
I. Samuels & Son	New Castle, PA	(724) 652-9761
Intermountain Leather & Findings	Salt Lake City, UT	(801) 355-3737
J. Weiner & Co.	Roanoke, VA	(540) 345-7456
J.H. Cook & Sons, Inc.	Granite Quarry, NC	(704) 279-5568
Joseph H. Deacon Company	Cherry Hill, NJ	(856) 667-9014
Kaufman Shoe Repair Supply Inc	New York, NY	(212) 777-1700
Konomos Distributing Incorporated	Kansas City, MO	(816) 483-9388
L & M Leather Supply, Inc.	Brooklyn, NY	(718) 797-3434
Landwerlen Leather Company	Indianapolis, IN	(317) 636-7271
Louis Birns & Sons	Guilderland, NY	(518) 690-7141
Macpherson Leather Company	Seattle, WA	(206) 328-0855
Marilu Products Co.	Bloomington, MN	(952) 854-0140
Miami Leather Company	Miami, FL	(305) 266-8328
Montana Leather Company	Billings, MT	(406) 245-1660
Oregon Leather-Eugene	Eugene, OR	(541) 343-2563
Oregon Leather-Portland	Portland, OR	(503) 228-4105
Rafterman Southern Company	Cincinnati, OH	(513) 242-0622
Ruby Leather Company	Milwaukee, WI	(414) 778-2288
Ruby Leather Company	Parker, CO	(888) 805-0362
Saderma Leather Company LA	Los Angeles, CA	(323) 461-4861
Saderma Leather Orange County	Buena Park, CA	(714) 522-1855

UNITED STATES (cont.)

Saderma Leather Salt Lake	Salt Lake City, UT	(801) 484-5550
Southern Leather Company	Dallas, TX	(214) 637-4960
Southern Leather Company	Denver, CO	(303) 377-7653
Southern Leather Company	Houston, TX	(713) 658-0883
Southern Leather Company	Memphis, TN	(901) 774-0400
State Leather & Shoe Company	San Antonio, TX	(210) 222-0253
Summit Leather Company	Akron, OH	(330) 928-9400
Tucson Leather Company	Tucson, AZ	(520) 624-7981

CANADA

Federal Leather	Montreal, QU	(514) 276-4719
Fournitures De Cordonnerie	De La Pointe-Aux-Lievres, QU	(418) 648-8842
Glasgow Leather	Stellarton, NS	(902) 755-1211
Labelle Supply Co. Ltd	Burnaby, BC	(604) 253-6301
National Shoe Specialties Limited	Scarborough, ON	(416) 292-7181
Vega Leather Industries, Inc.	Montreal, QU	(514) 383-0342
Warkov-Safeer Leather Limited	Winnipeg, MB	(204) 943-3753

PUERTO RICO

Norman Roquette Inc.	Catano, PR	(787) 275-5377
Peleteria Gonzalez Inc.	San Juan, PR	(787) 723-2252



Quabaug Corporation
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