

## Put your best foot forward with Jones & Vining footbeds.

Industry experts say that people 45 and older make up the bulk of the customer base for footwear inserts—but expanding this key aftermarket requires targeting younger shoppers and other new customers.

In 2014, the global Foot Orthotic Insert Market registered revenues of around \$2.5 billion. It is estimated to grow at a CAGR of 5.8% to reach \$3.5 billion by 2020.

Initial margins for this new line are expected to be 60+; 70+ for new brands to be considered.

## There are three core areas of opportunity.

- Diabetes sufferers—a demographic expected to grow (7% of children and adults are diagnosed every year).
- Overweight/obese customers—greater stress on feet leads to more foot pain.
- Longer life expectancy—feet need more support as the body ages.

The market for footwear inserts is expected to evolve rapidly, with the rise in healthcare spending and advancement of technologies that support foot stability and firmness. And around the world, the adoption rate of these products is growing significantly.

## A foundation for success.

Consumers are becoming more aware of and knowledgeable about foot health. As a result, they are willing to spend more to get a more customized fit. An enhanced walking experience has become an identifiable—and desirable—commodity.

Inserts are positioned at the “ground floor” of this growing market. And Jones & Vining has a model for any and all foot needs, from long-term durability to everyday comfort.

To help consumers choose the right product(s) for their needs, these new products are divided into two lines: **Comfort** and **Performance**. Both lines offer a Good/Better/Best segmentation and each one delivers on its primary attribute without compromising on the other.

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# The Future of Footwear Inserts

## Step into tomorrow with Jones & Vining footbeds



**JONES&VINING™**

DELIVERING WHAT'S NEXT. TOGETHER.

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DELIVERING WHAT'S NEXT. TOGETHER.

## Good Lifestyle/Comfort



- Neutral Arch
- Lightweight PU
- JonesSpeed Open Cell Foam

## Better Lifestyle/Comfort



- Neutral Arch
- Lightweight PU
- JonesSpeed Open Cell Foam
- Two-Density Heel and Forepart Gel Pad

## Best Lifestyle/Comfort



- Neutral Arch
- Lightweight PU
- JonesSpeed Open Cell Foam
- Two-Density Heel and Forepart Gel Pad
- Heel Stabilizer

Gaining a foothold. By partnering with Jones & Vining, you can establish a presence in the quickly-growing Foot Orthotic Insert category, placing your brand in the spotlight as an integral component of good foot health. With decades of footwear experience, Jones & Vining has the industry credibility and the design know-how to stand with confidence behind a new range of footbed products that will introduce customers around the world to a new understanding of—and a closer relationship with—the health of their feet.

## Good Performance/Technical



- Anatomical Arch
- High Energy Return PU
- JonesSpeed Open Cell Foam
- Heel Stabilizer

## Better Performance/Technical



- Anatomical Arch
- High Energy Return PU
- JonesSpeed Open Cell Foam
- Heel Stabilizer
- Two-Density Heel Gel Pad

## Best Performance/Technical



- Anatomical Arch
- High Energy Return PU
- JonesSpeed Open Cell Foam
- Heel Stabilizer
- Two-Density Heel and Forepart Gel Pad