SUPERfeet®

BRM Reps
Bruce & Michelle Marsh
vx 612/724-2039
fx 866/594-7615
● bruce@brmreps.com
● michelle@brmreps.com
www.brmreps.com

INSOLE CATALOG

2018

celebrating you and your CUSTOMERS

No one knows your customers like you do. No one knows feet like we do. You spend your days creating the perfect retail experience. We spend ours building the best underfoot fit and feel. Together we can redefine what your customers expect when they shop, and exceed their expectations for service and performance that keep them coming back for more.

In 2018, we take the customer experience to the next level with unrivaled personalization. From the insoles you love us for, to footwear built from the inside out, to truly individualized products, our entire collection is built with runners, hikers, daily commuters and world travelers in mind.

PERSONALIZED SOLUTIONS SHAPED FOR YOUR CUSTOMERS AND THE LIVES THEY LOVE TO LIVE.

fitstation
POWERED BY hp

A revolutionary, end-to-end solution from Superfeet and technology leader HP, FitStation goes beyond custom to cutting edge, delivering a personalized in-store experience like no other. FitStation brings the future to your sales floor and transforms what it means to provide individualized service and products.

THE FUTURE OF FIT: 3 WAYS

Shoe + Superfeet insole recommendation.

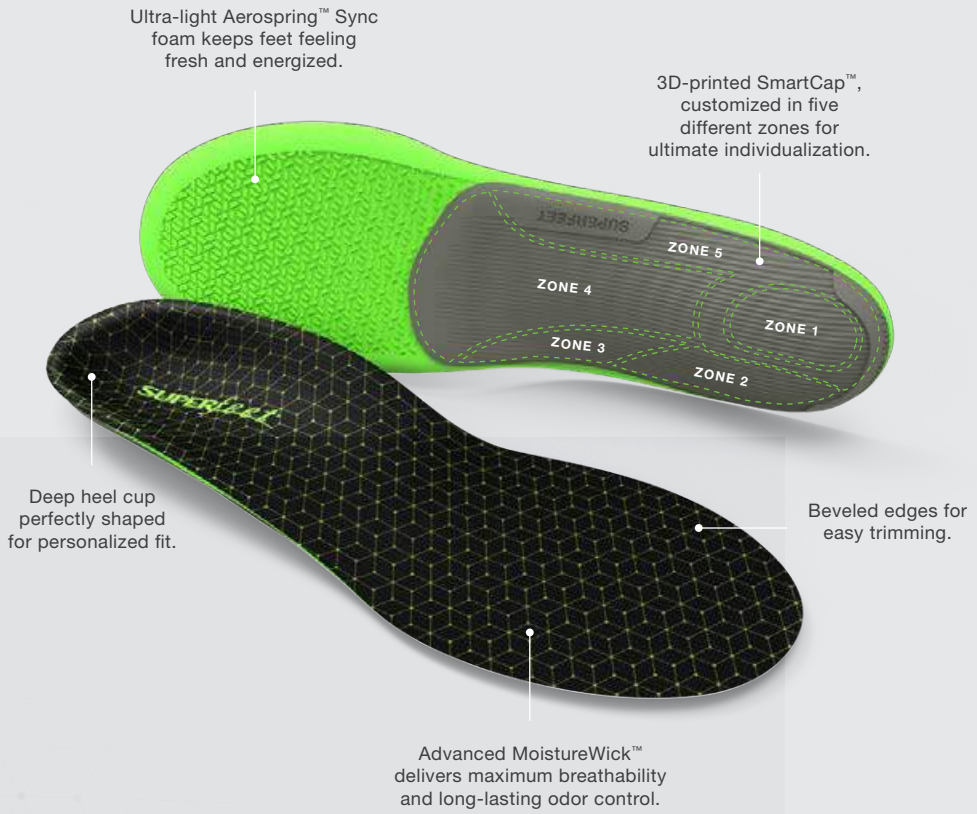
Superfeet science and shape, built precisely for your customer.

Your Shape. The way you move. Individualized footwear.

FEATURED IN:

GEARJUNKIE GEARINSTITUTE RUNNER'S WORLD DIGITAL TRENDS Men's Health

ME3D™



Introducing ME3D, custom 3D-printed insoles designed and precisely engineered for one person: your customer. Using advanced FitStation scanning and mapping to analyze the way each customer moves, we create an individualized, 3D-printed Superfeet shape that delivers unparalleled, truly personalized comfort. A no-inventory solution for your business; an insole flawlessly built for the way your customer moves.

COMING SOON:

ME3D™ RECOVER

INDIVIDUALIZED RECOVERY SLIDE
The perfect complement to life on the go.
Individualized for maximum recovery.

RUN

Superfeet RUN insoles personalize the fit and feel of running shoes like no other insoles can. Responsive and lightweight, our run-specific insoles reduce foot fatigue, alleviate pain and help your customers do more of what they love.

RUN

RUN COMFORT
Sizes: B-F | **FL7862**

- Aerospring™ Rebound dual comfort foam offers more cush per stride
- EVOLyte™ carbon fiber stabilizer cap responds to compression, springing back to its original shape
- Deep heel cup cradles the heel for natural cushion and shock absorption
- H.I.T. (Heel Impact Technology) Pod disperses impact for an easier ride
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

RUN COMFORT WOMEN'S
Sizes: B-E | **FL7865**

- Slimmer heel and arch length designed to fit the proportions of the female foot
- Aerospring™ Rebound dual comfort foam offers more cush per stride
- EVOLyte™ carbon fiber stabilizer cap responds to compression, springing back to its original shape
- Deep heel cup cradles the heel for natural cushion and shock absorption
- H.I.T. (Heel Impact Technology) Pod disperses impact for an easier ride
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

WOMEN SPECIFIC

New

RUN COMFORT THIN
Sizes: B-F | **F7866**

- 20% thinner for a slim fit and feel; with Aerospring™ Rebound comfort foam
- EVOLyte™ carbon fiber stabilizer cap responds to compression, springing back to its original shape
- Deep heel cup cradles the heel for natural cushion and shock absorption
- H.I.T. (Heel Impact Technology) Pod disperses impact for an easier ride
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

RUN PAIN RELIEF
Sizes: B-F | **FL7864**

- Therapeutic foam cushions and protects the foot while reducing friction & hot spots
- EVOLyte™ carbon fiber stabilizer cap provides responsive, weight-defying support
- Deep heel cup and supportive shape minimizes repetitive stress
- Independent heel stabilizers add extra structure and support, keep the pain-relieving shape closer to the foot
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

HIKE

Superfeet TRAILBLAZER insoles stabilize feet on uneven ground, minimizing fatigue and reducing shifting that can lead to hot spots and blisters. Whether your customers are out for a rigorous day hike, overnight backpacking trip or are simply enjoying everyday adventures, TRAILBLAZER insoles deliver maximum comfort.

TRAILBLAZER

TRAILBLAZER COMFORT
Sizes: B-F | **FL4453**

EVOLyte®
CARBON FIBER

TRAILBLAZER COMFORT WOMEN'S
Sizes: B-E | **FL4454**

EVOLyte®
CARBON FIBER

WOMEN SPECIFIC

- Aerospring™ Ascent dual comfort foam reduces fatigue and provides reliable stability for the rigors of a good hike
- EVOLyte™ carbon fiber stabilizer cap improves support and stability for the trail
- Deep heel cup prevents heel slip and toes from hitting the front of the boot
- H.I.T. (Heel Impact Technology) Pod disperses impact for tough ascents and descents
- MoistureWick™ with odor control

HUNT

Made for the rigors of hunting, TROPHY insoles keep feet feeling great on both short trips and multi-day excursions. Choose by season for breathable comfort in warm weather, protection from cold during winter months or durable year-round comfort. More stability = greater accuracy.

TROPHY

GUIDE™

Sizes: B-F | **FL1280**

HIGH MILEAGE ALL SEASON COMFORT INSOLE

- ThermoRight™ thermo-regulating memory foam comfort layer
- EVOLyte™ carbon fiber stabilizer cap for responsive, weight-defying support
- ScentLok® scent control

SUMMER FALL WINTER SPRING

EVOLyte® CARBON FIBER

SCENTLOK TECHNOLOGIES

HUNT™ MEN'S

Sizes: C-F | **FL1278**

HIGH MILEAGE WARMTH & COMFORT INSOLE

- Merino wool for cushion & warmth during the cold season
- Waterproof Aerospring™ comfort foam reduces foot fatigue
- ScentLok® scent control

SUMMER FALL WINTER SPRING

NO 'BREAK-IN' PERIOD NEEDED

SCENTLOK TECHNOLOGIES

HUNT™ WOMEN'S

Sizes: B-E | **FL1279**

HIGH MILEAGE WARMTH & COMFORT INSOLE

- Designed for the proportions of a woman's foot
- Merino wool for cushion & warmth during the cold season
- Waterproof Aerospring™ comfort foam reduces foot fatigue
- ScentLok® scent control

SUMMER FALL WINTER SPRING

NO 'BREAK-IN' PERIOD NEEDED

SCENTLOK TECHNOLOGIES

WOMEN SPECIFIC

TRAIL™

Sizes: B-F | **FL1277**

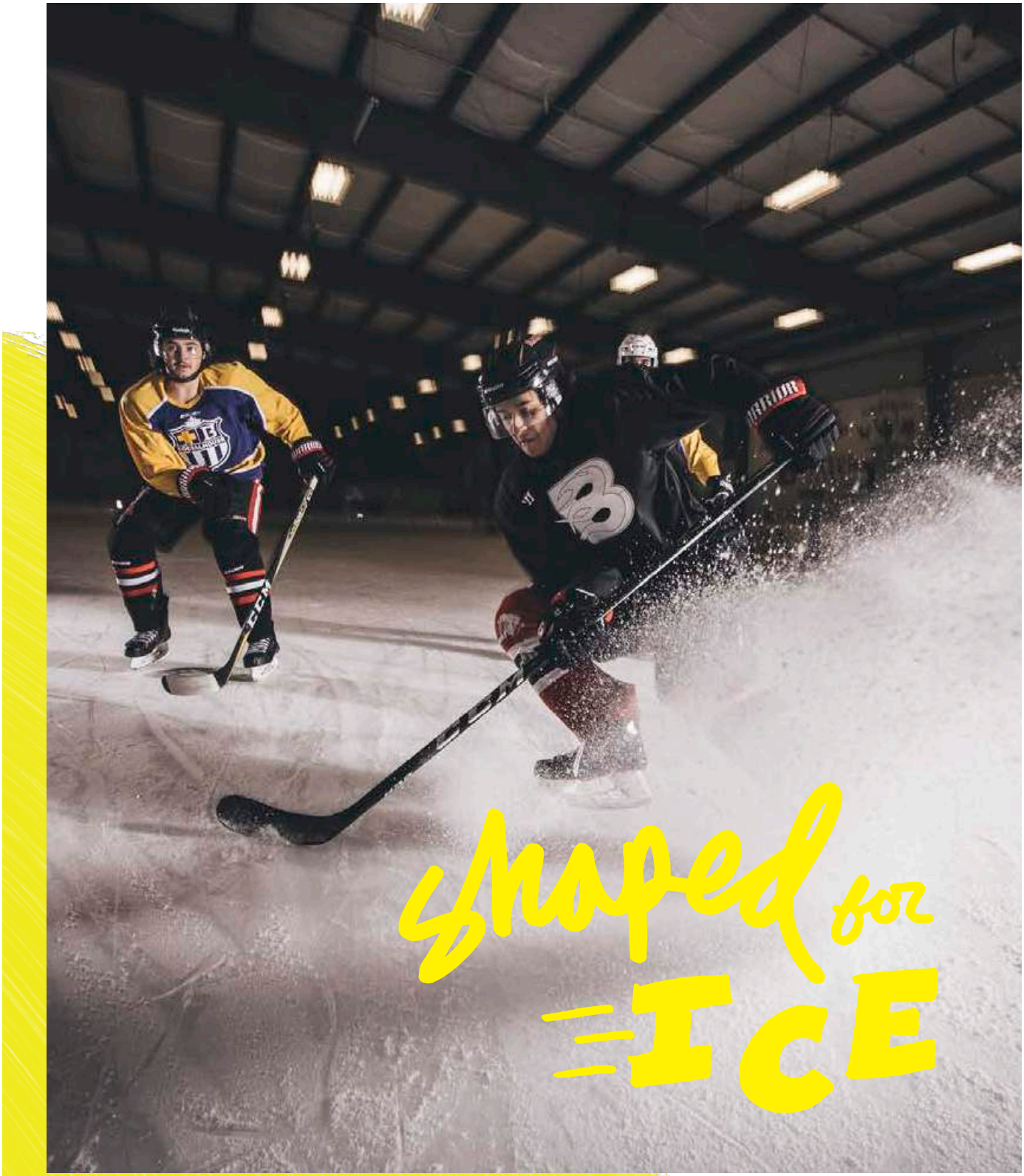
HIGH MILEAGE COOL COMFORT INSOLE

- Waterproof Aerospring™ comfort foam reduces foot fatigue
- Ventilated forefoot with MoistureWick™ cool comfort top
- ScentLok® scent control

SUMMER FALL WINTER SPRING

NO 'BREAK-IN' PERIOD NEEDED

SCENTLOK TECHNOLOGIES



HOCKEY

From pro athletes to casual players, hockey enthusiasts agree Superfeet and skates are the perfect match. An angled design, supportive shape and venting provide athletes unparalleled fit, comfort and performance on the ice.

HOCKEY

New

HOCKEY COMFORT
Sizes: J-F | **FL4600**

IMPROVED SKATE FIT & ENHANCED COMFORT

- Thin, heel-to-toe profile designed specifically for skates
- Aerospring Glide™ comfort foam adds cushion and reduces foot fatigue
- Contoured shape stabilizes feet, eliminating friction, blisters and hot spots
- Perforated forefoot improves air circulation and breathability
- MoistureWick™ with odor control

CARBON PRO HOCKEY
Sizes: J-G | **FL4808**

UP TO 11% BETTER ACCELARATION ON THE ICE

- Angled midsole matches the profile of a skate to improve energy transfer to the ice
- Aerolyte™ foam supports and cushions the foot
- Responsive EVOLyte™ carbon fiber stabilizer cap provides support, structure & stability
- Flybridge™ channels energy for quick starts, crisp stops tighter turns
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

PRO SERIES

FLYBRIDGE TECHNOLOGY

CASUAL

With Superfeet, style doesn't have to hurt. Superfeet casual insoles will change the way your customers feel about their casual, dress and designer footwear.

EASYFIT

EASYFIT **MEN'S**
Sizes: B-F | **860**

EASYFIT **WOMEN'S**
Sizes: B-E | **870**

WOMEN SPECIFIC

EASYFIT **HIGH HEEL**
Sizes: B-E | **850**

- Slim design won't crowd toes in tight-fitting footwear
- Slip-resistant ridges anchor the insole in place
- Antimicrobial coating eliminates odor-causing bacteria

EVERYDAY

EVERYDAY COMFORT

EVOLyte® CARBON FIBER

Sizes: B-F | **FL2753**

- MemoryCloud™ memory foam personalizes the shape to the foot
- EVOLyte™ carbon fiber for weight-defying support
- Deep heel cup cradles heel for natural shock absorption
- Auraluxe™ brushed microsuede top cover for soft touch comfort
- MoistureWick™ with odor control

EVERYDAY PAIN RELIEF

EVOLyte® CARBON FIBER

Sizes: B-F | **FL2891**

- Vibram® Diflex antibacterial, antimicrobial top cover minimizes shifting
- Premium therapeutic foam matches the contours of the foot
- EVOLyte™ carbon fiber stabilizer cap provides weight-defying shape & support
- Deep heel cup protects heel from repetitive impact
- Independent heel stabilizers for added structure and support, and maximum personalization

EVERYDAY

EVOLyte® CARBON FIBER

WOMEN SPECIFIC

EVERYDAY SLIM FIT WOMEN'S

Sizes: B-E | **TQ2323**

- Slim profile to fit well in dress, business and casual footwear
- EVOLyte™ carbon fiber provides lightweight, responsive support
- Auraluxe™ brushed microsuede top cover for soft touch comfort
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

EVERYDAY SLIM FIT MEN'S

Sizes: C-F | **TQ2322**

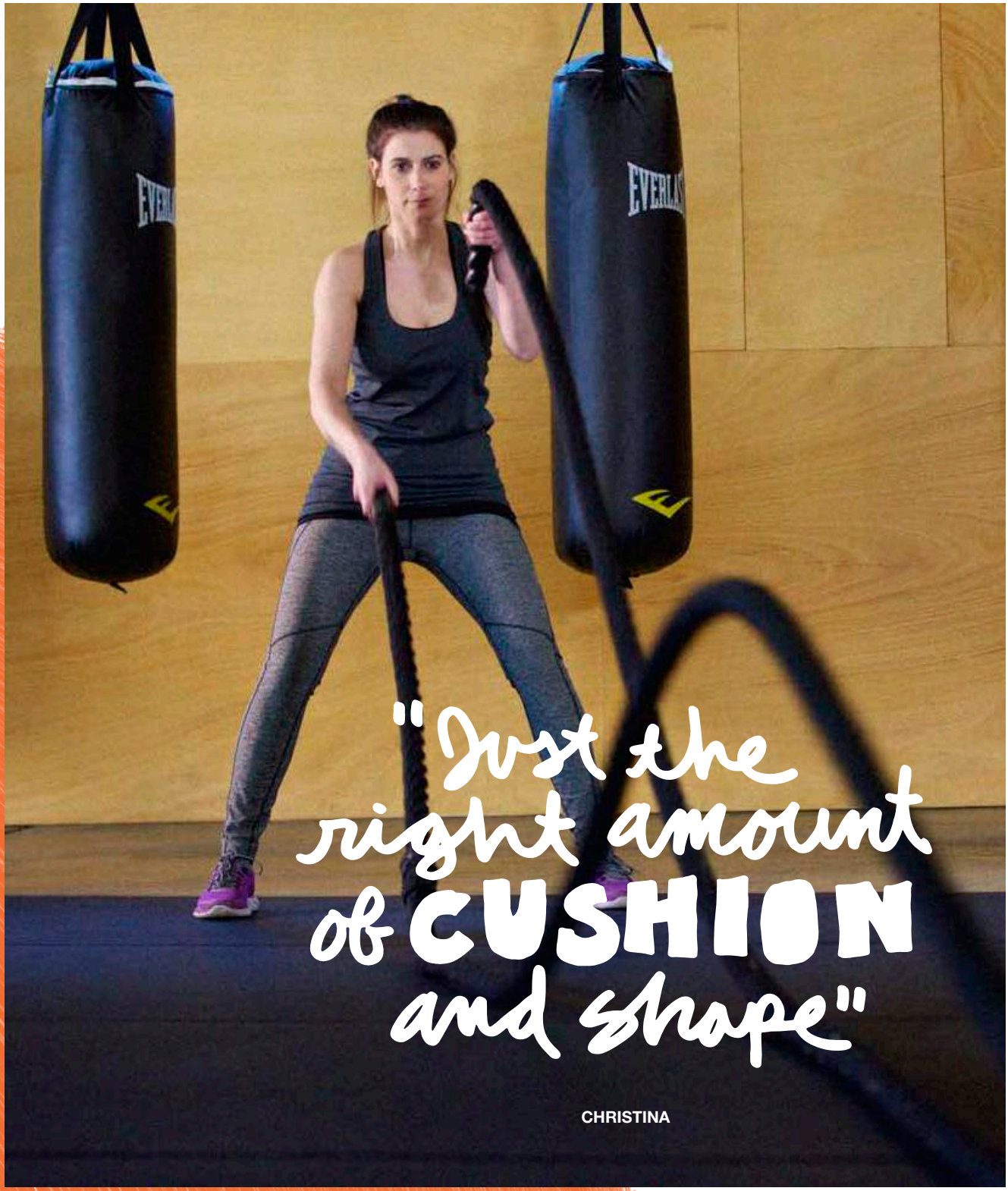
- Slim profile to fit well in dress, business and casual footwear
- EVOLyte™ carbon fiber provides lightweight, responsive support
- Auraluxe™ brushed microsuede top cover for soft touch comfort
- MoistureWick™ with odor control

EVOLyte® CARBON FIBER

EVERYDAY HIGH HEEL

Sizes: B-E | **TQ2321**

- For heels, boots and wedges with more than a 1" heel
- EVOLyte™ carbon fiber reinforced shape, made especially for high heels
- Auraluxe™ brushed microsuede top cover for soft touch comfort
- MoistureWick™ with odor control



FLEX

Superfeet FLEX insoles deliver dynamic comfort in a contoured shape that hugs the foot and cradles the heel. With a special design created to work well with a wide range of active footwear, FLEX insoles are an excellent introduction to the Superfeet experience.

FLEX

THICK

FLEXmax
Sizes: B-F | **FL1434**
For roomy footwear

MEDIUM

FLEX
Sizes: B-F | **FL1433**
For most footwear

THIN

FLEXthin
Sizes: B-F | **FL1432**
For slim-fitting footwear

DYNAMIC COMFORT INSOLES

- Aerospring™ comfort foam reduces foot fatigue
- Flexible, horseshoe-shaped heel cradle provides structure and stability
- Ventilated forefoot for air circulation and breathability
- MoistureWick™ with odor control

NO 'BREAK-IN' PERIOD NEEDED

WINTER

Designed for ski or snowboard boots, our winter insoles provide all day comfort, enhanced edge control and protection against the cold.

SNOW

REDhot
Sizes: C-H | **7200**

hot**PINK**
Sizes: B-E | **7100**

WOMEN SPECIFIC

MADE FOR SKI & SNOWBOARD BOOTS

- High impact foam reduces foot fatigue
- Dual thermal layers trap warmth and protect against the cold
- Deep heel cup keeps foot well-seated in the boot, minimizing shifting & hot spots
- Outlast® plus organic odor control

HERITAGE

Superfeet HERITAGE Series feature general purpose products for many styles of footwear and types of activity.

HIGH PROFILE

GREEN
Legendary support & comfort
Sizes: A-H | **1400**
High Volume

wideGREEN
Legendary support & comfort
Sizes: C-H | **1500**
High Volume

ORANGE
High-impact comfort & pain relief
Sizes: B-G | **7400**
High Volume

merinoGREY
Four-season comfort & support
Sizes: B-G | **2800**
High Volume

Profile: *The amount of shape underfoot*

Volume: *The amount of space the insole takes up in your shoe*

MEDIUM PROFILE

BLUE
All-purpose comfort
Sizes: J-G | **2400**
Medium Volume

BLUEBERRY
All-purpose comfort
Sizes: B-E | **FL1158**
Medium Volume

WOMEN SPECIFIC

BERRY
High-impact comfort & pain relief
Sizes: B-G | **6400**
Medium Volume

WOMEN SPECIFIC

LOW PROFILE

CARBON
Lightweight, responsive support
Sizes: B-G | **3200**
Low Volume

BLACK
Big support. Compact form.
Sizes: B-G | **3400**
Low Volume

COPPER
Personalized comfort & support
Sizes: B-G | **3700**
High Volume

BLACK DMP
Therapeutic comfort & support
Sizes: B-G | **3600**
High Volume

YELLOW
Power, control & comfort
Sizes: J-G | **4400**
Low Volume

1" HEEL-TO-TOE PROFILE

SIZING CHART

	J	A	B	C	D	E	F	G	H
MEN'S				5.5-7	7.5-9	9.5-11	11.5-13	13.5-15	15.5-17
WOMEN'S			4.5-6	6.5-8	8.5-10	10.5-12			
JUNIORS	11.5-13	13.5-2	2.5-4						
UK	11-12.5	13-1.5	2-3.5	4-5.5	6-7.5	8-9.5	10-11.5	12-13.5	14-15.5
EURO	29-31	32-33.5	34-36	37-38.5	39-41	42-44	45-46.5	47-49	50-52

SUPERfeet®

2018

superfeet.com | facebook.com/superfeet | @superfeet
©Superfeet Worldwide Inc. All rights reserved.

02/12/18