

**SUPERfeet®**



**BRM Reps**

**Bruce & Michelle Marsh**

vx 612/724-2039

fx 866/594-7615

● [bruce@brmreps.com](mailto:bruce@brmreps.com)

● [michelle@brmreps.com](mailto:michelle@brmreps.com)

[www.brmreps.com](http://www.brmreps.com)

# INSOLE CATALOG

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2018



# celebrating you and your **CUSTOMERS**

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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

by 



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:









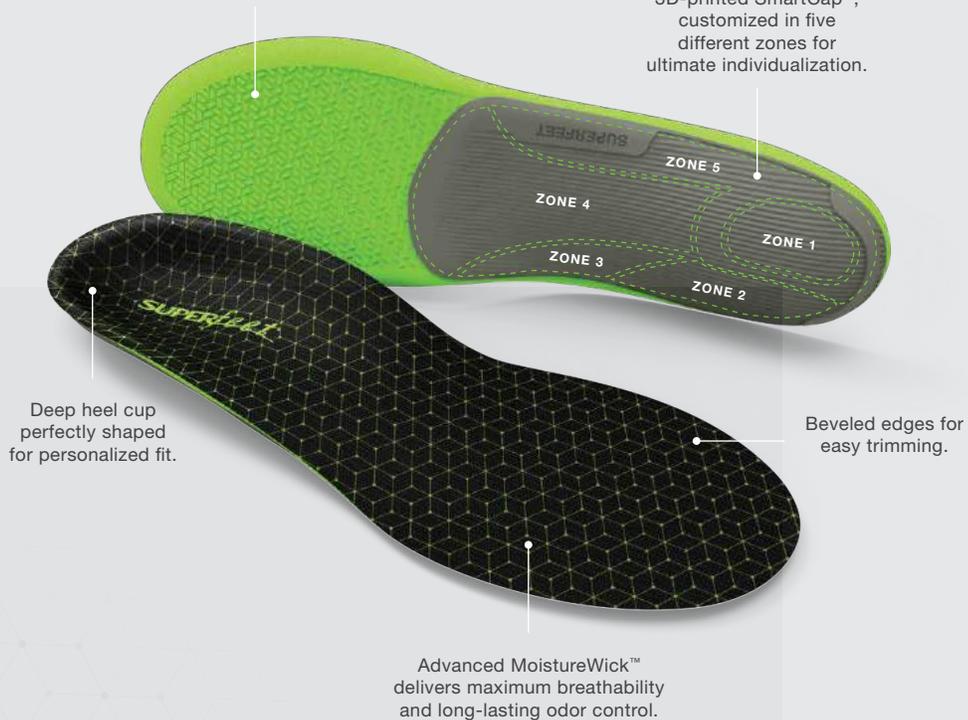


# ME3D™

Fitstation  
by 

Ultra-light Aerospring™ Sync  
foam keeps feet feeling  
fresh and energized.

3D-printed SmartCap™,  
customized in five  
different zones for  
ultimate individualization.



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.



ME3D™

AFTERSPORT™

RE-ENERGIZING FOOTWEAR  
MADE TO ORDER



# shaped for RUNS

## 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-G | FL7862

- Aerospring™ Rebound dual comfort foam offers more cushion 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



**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 cushion 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



**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



**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





*"I can*  
**HIKE**  
*longer distances*  
*with improved*  
*comfort"* 

SARAH B.

## 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



"Superfeet  
insoles keep  
me going  
**ALL DAY**"

STEVEN RINELLA



## 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



**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



**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



**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





## 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



## CARBON PRO HOCKEY

Sizes: J-G | FL4808

### UP TO 11% BETTER ACCELERATION 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



## 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





## 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

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

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



## 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



## 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

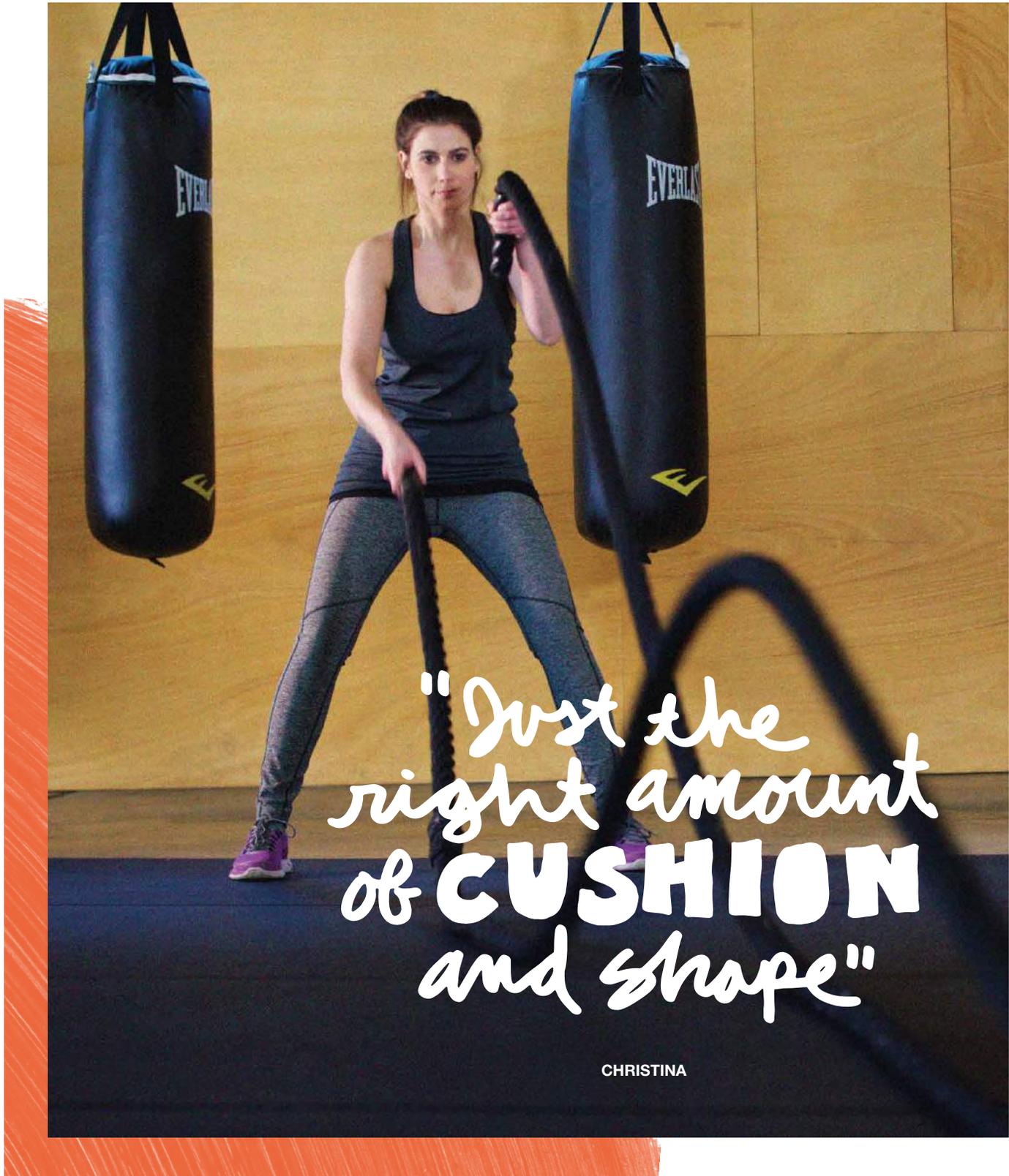


## EVERYDAY HIGH HEEL

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



"Just the  
right amount  
of **CUSHION**  
and shape"

CHRISTINA

## 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



THIN

## FLEXthin

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



MEDIUM

## FLEX

Sizes: B-F | FL1433  
For most footwear



THICK

## FLEXmax

Sizes: B-F | FL1434  
For roomy 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



**hotPINK**  
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





"they have  
**SAVED**  
my back,  
hips, knees  
and ankles"

JESS  
Employee Owner

## HERITAGE

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

## HIGH PROFILE

## MEDIUM PROFILE

## LOW PROFILE



### GREEN

*Legendary support & comfort*

Sizes: A-H | 1400  
High Volume



### BLUE

*All-purpose comfort*

Sizes: J-G | 2400  
Medium Volume



### CARBON

*Lightweight, responsive support*

Sizes: B-G | 3200  
Low Volume



### wideGREEN

*Legendary support & comfort*

Sizes: C-H | 1500  
High Volume



### BERRY

*High-impact comfort & pain relief*

Sizes: B-G | 6400  
Medium Volume



### BLACK

*Big support. Compact form.*

Sizes: B-G | 3400  
Low Volume



### ORANGE

*High-impact comfort & pain relief*

Sizes: B-G | 7400  
High Volume



### COPPER

*Personalized comfort & support*

Sizes: B-G | 3700  
High Volume



### merinoGREY

*Four-season comfort & support*

Sizes: B-G | 2800  
High Volume



### BLACK DMP

*Therapeutic comfort & support*

Sizes: B-G | 3600  
High Volume

**Profile:** *The amount of shape underfoot*

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



### YELLOW

*Power, control & comfort*

Sizes: J-G | 4400  
Low Volume



# 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

**SUPER***feet*<sup>®</sup>

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2018



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