

SOFFSOLE®



2014

Insoles Shoe Care Laces



ABOUT SOF SOLE

Since it began in 1991, Sof Sole® has grown from a small, sports-specific insole line to a worldwide leader in a variety of footwear accessory categories. Sof Sole manufactures insoles, socks and shoe care products to suit any need: from increased comfort for everyday to performance enhancement for high-impact activities. Sof Sole products feature technologically advanced designs and materials to improve the comfort and performance of footwear, making the brand the “Sole of Performance.”

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FIT SERIES:

The FIT Series is specifically engineered to work with your unique foot type while giving you custom support and shock absorption to help you perform at your best.



AIRR® SERIES:

The patented air chamber technology in this series gives your feet the ultimate in shock absorption. When combined with a COOLMAX® top cover, the Airr insoles are the best choice for any high-impact activity.



PERFORMANCE SERIES:

These insoles put Sof Sole on the map. Their best-selling designs are optimized to give you maximum comfort & performance without sacrificing weight or breathability. These insoles have the most flexibility, working in almost any shoe and any activity that keeps you on your feet.



GEL / CASUAL SERIES:

Solution-driven cushioning that addresses targeted needs in a variety of shoes and activities.



OUR PERFORMANCE PROMISE:

If you are unsatisfied with your purchase, we offer a **30-day money-back guarantee**. We also promise a **1-year warranty** against manufacturer defects. Simply return this product to the address on the package with the original receipt for a full refund. Please allow 8-10 weeks for processing.

FIT

ENGINEERED FOR THE PERFECT FIT.

UNIQUE ARCH HEIGHTS

OPTIMAL HEIGHT AND DENSITY LEVELS TO PROMOTE NATURAL BIOMECHANICS



2.8cm



3.0cm



3.3cm



CK MESH TOP COVER
CUTS DOWN ON HEAT AND FRICTION ON FOOT SURFACE

DISTINCT DENSITIES
OF FOAM USED IN THE ARCH AREA SUPPORT THE FOOT THROUGH ITS NATURAL RANGE OF MOTION



ANATOMICAL NYLON PLATE
PROVIDES STABILITY AND RANGE OF MOTION VIA FLEXIBLE ARCH GROOVES



FIT BOARD

How to Use:

1. Have customer remove footwear and stand evenly on ID pad for 10-15 seconds
2. When they step off, immediately examine the thermal impression that is left on ID pad
3. Focus on the arch areas, and best match the impression with pictures on the ID pad and packaging of FIT insoles
4. Help the customer choose the correct insole based on the thermal impression that is produced by their feet and FIT ID pad.



TRAIN:



FIT SERIES

SPECS

HIGH ARCH

reduces supination



TUNED HIGH REBOUND EVA FOAM - 55 durometer* rebound EVA in foot bed. 40 durometer high rebound EVA in forefoot.

ANATOMICAL NYLON PLATE - Maintains flexibility & range of motion. Durable. Resistant to cracking & compression.

3.3 CM ARCH HEIGHT - Designed to fit broad range of arched feet.

CK MESH TOP COVER WITH ANTI-MICROBIAL EVA - Abrasion-resistant material. Inhibits bacteria growth & foot odor.

LIGHTWEIGHT - M 9-10.5 weighs @ 1.8 ounces

*Durometer is a measure of density of foam. The lower the durometer, the softer the foam. The higher the durometer, the firmer the foam.



Item Numbers:

12361 (W 5-6) / 12362 (W 7-8) / 12365 (W 9-10 / M 7-8)
12366 (M 9-10) / 12367 (M 11-12) / 12368 (M 13-14)

NEUTRAL ARCH

natural balance



TUNED HIGH REBOUND EVA FOAM - 60 durometer* rebound EVA in foot bed. 40 durometer high rebound EVA in forefoot.

ANATOMICAL NYLON PLATE - Maintains flexibility & range of motion. Durable. Resistant to cracking & compression.

3.0 CM ARCH HEIGHT - Designed to fit broad range of neutral feet.

CK MESH TOP COVER WITH ANTI-MICROBIAL EVA - Abrasion-resistant material. Inhibits bacteria growth & foot odor.

LIGHTWEIGHT - M 9-10.5 weighs @ 1.8 ounces.



Item Numbers:

12351 (W 5-6) / 12352 (W 7-8) / 12355 (W 9-10 / M 7-8)
12356 (M 9-10) / 12357 (M 11-12) / 12358 (M 13-14)

LOW ARCH

reduces over-pronation



TUNED HIGH REBOUND EVA FOAM - 65 durometer* rebound EVA in foot bed. 40 durometer high rebound EVA in forefoot.

ANATOMICAL NYLON PLATE - Maintains flexibility & range of motion. Durable. Resistant to cracking & compression.

2.8 CM ARCH HEIGHT - Designed to fit broad range of flat feet.

CK MESH TOP COVER WITH ANTI-MICROBIAL EVA - Abrasion-resistant material. Inhibits bacteria growth & foot odor.

LIGHTWEIGHT - M 9-10.5 weighs @ 1.7 ounces.



Item Numbers:

12331 (W 5-6) / 12332 (W 7-8) / 12335 (W 9-10 / M 7-8)
12336 (M 9-10) / 12337 (M 11-12) / 12338 (M 13-14)



ACTIVITIES:





AIRR®

The Sof Sole® Airr® Insole features an encapsulated air chamber in the heel and Polymer Gel in the forefoot for customers looking for the ultimate in shock absorption.

- SKYDEX® air capsules in heel and arch convert impact into kinetic energy
- Polyurethane footbed for full-foot comfort
- COOLMAX® fabric top cover wicks away moisture

RECOMMEND FOR THE FOLLOWING ACTIVITIES:
Running, Walking, Cross-Training, Basketball, Hiking



Item Numbers:

17001 (W 5-7.5)	17002 (W 8-11)
17005 (M 7-8.5)	17006 (M 9-10.5)
17007 (M 11-12.5)	17008 (M 13-14)



AIRR® ORTHOTIC

The Sof Sole® Airr® Orthotic Insole combines an encapsulated air chamber with a reinforced stability plate in the arch to provide comfort and support for people with flat feet or low arches.

- SKYDEX® air capsules in heel convert impact into kinetic energy
- Nylon plate reinforces foot alignment
- Gel forefoot enhances shock absorption

RECOMMEND FOR THE FOLLOWING ACTIVITIES:
Running, Walking, Cross-Training, Basketball, Hiking



Item Numbers:

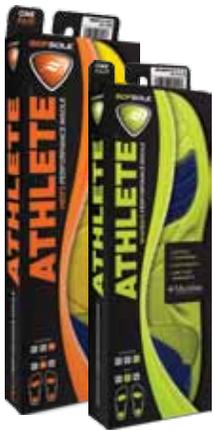
12341 (W 5-7.5)	12342 (W 8-11)
12345 (M 7-8.5)	12346 (M 9-10.5)
12347 (M 11-12.5)	12348 (M 13-14)

TRAIN:



PERFORMANCE SERIES

SOFSOLE



ATHLETE

The Sof Sole® Athlete™ is the preferred insole for anyone looking to improve the performance and comfort of their footwear.

- Gel in the heel and forefoot absorbs the shock of each foot strike
- Neutral arch contour makes the Athlete suitable for most users
- Hydrologix™ moisture wicking technology helps keep feet dry

RECOMMEND FOR THE FOLLOWING ACTIVITIES: Running, Cross-Training, Basketball, Hiking, Casual, Soccer, Baseball, Football, Volleyball, Office



Item Numbers:

13001 (W 5-7.5)
13005 (M 7-8.5)
13007 (M 11-12.5)

13002 (W 8-11)
13006 (M 9-10.5)
13008 (M 13-14)



ARCH

The Sof Sole® Arch™ Insole is designed specifically for customers with high arches or anyone looking for enhanced arch cushioning.

- Targeted gel drops in heel and forefoot add additional cushioning
- Polyurethane foam enhances comfort
- Deep heel cup prevents slippage

RECOMMEND FOR THE FOLLOWING ACTIVITIES: Running, Walking, Cross-Training, Basketball, Hiking, Casual, Soccer, Baseball, Football, Volleyball, Office



Item Numbers:

11101 (W 5-7.5)
11102 (W 8-11)
11105 (M 7-8.5)
11106 (M 9-10.5)
11107 (M 11-12.5)



THIN FIT

The Thin Fit™ insole is the thinnest and lightest insole from Sof Sole to date, made to fit naturally into low-volume footwear including cleats, basketball, running, and casual footwear.

- Light-Flexible foam conforms to foot and promotes natural stride
- COOLMAX® fabric top cover wicks away moisture
- Sleek and ultra-lightweight design (1.3 oz) fits comfortably in all types of footwear

RECOMMEND FOR THE FOLLOWING ACTIVITIES: Running, Walking, Cross-Training, Basketball, Casual, Soccer, Baseball, Football, Volleyball, Office



Item Numbers:

12371 (W 5-7.5)
12372 (W 8-11)
12375 (M 7-8.5)
12376 (M 9-10.5)
12377 (M 11-12.5)
12378 (M 13-14)



PLANTAR FASCIITIS

Item Numbers: 18651 (W 6-10) / 18651 (M 8-12)



The Plantar Fasciitis Orthotic Insole is a long-lasting and comfortable solution for pain resulting from stress placed on the plantar fascia.

- Plantar Relief Bridge provides sturdy support to painful arches
- Heel cup provides motion control and stability
- Gel in heel relieves pain from heel spurs



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Running, Walking, Cross-Training, Basketball, Casual, Soccer, Baseball, Football, Volleyball, Office

3/4 ORTHOTIC

Item Numbers: 18641 (W 5-7.5) 18642 (W 8-11)
 18645 (M 7-8.5) 18646 (M 9-10.5)
 18647 (M 11-12.5) 18648 (M 13-14)



The Sof Sole® 3/4 Orthotic™ Insole features a firm orthotic plate to support arches, providing relief from Plantar Fasciitis and over-pronation.

- Foam top cover for added comfort
- Woven nylon plate reinforces foot alignment
- 3/4 length design is compact enough for any shoe



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Running, Walking, Cross-Training, Basketball, Hiking

MEMORY

Item Numbers: 16101 (W 5-7.5) 16102 (W 8-11)
 16105 (M 7-8.5) 16106 (M 9-10.5)
 16107 (M 11-12.5) 16108 (M 13-14)



Constructed with our Sof Recall™ memory foam, the Sof Sole® Memory™ Insole completely conforms to your foot for unmatched comfort.

- High-density polyurethane material provides superior durability
- Deep heel cup increases support
- Microban® helps prevent the growth of odor-causing bacteria



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Walking, Cross-Training, Casual, Soccer, Baseball, Football, Volleyball, Office

MASSAGING GEL

Item Numbers: 16401 (Women's) / 16406 (Men's)



The Sof Sole® Massaging Gel™ Insole is made with more than 100 individual cells that offer comfort and support.

- Cell design disperses impact by moving independently as you walk
- Fabric cover helps keep feet dry
- Lightweight Sof Gel® layer offers excellent shock absorption



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Casual, Soccer, Baseball, Football, Volleyball, Office



G E L S E R I E S



GEL ARCH

Item Numbers: 18671 (Women's) / 18675 (Men's)

The Sof Sole® Gel Arch™ is made with dual-density Sof Gel®, a revolutionary, lightweight polymer gel that will outlast any foam arch support.

- Separate arch and heel components convert shock impact into comfortable steps
- Thin flexible edges allow for excellent fit in any shoe
- Double layered Sof Gel® material provides superior arch support



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Walking, Cross-Training, Casual, Soccer, Baseball, Football, Volleyball, Office



GEL HEEL CUP

Item Numbers: 18851 (Women's) / 18853 (Men's)

The Sof Sole® Gel Heel Cup is built to target relief to the heel during high impact activities.

- Flexible edges allow for excellent fit in any shoe
- Gel cushioning cradles heel
- Lightweight Sof Gel® ensures comfort



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Running, Walking, Cross-Training, Hiking, Casual, Soccer, Baseball, Football, Volleyball, Office



GEL HEEL PAD

Item Number: 18573

The Sof Sole® Gel Heel Pad™ soothes tired heels while optimizing shock absorption and increasing comfort.

- Slim design fits into any shoe
- Lightweight Sof Gel® enhances shock absorption



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Walking, Cross-Training, Casual, Soccer, Baseball, Football, Volleyball, Office



GEL BALL-OF-FOOT

Item Number: 18901

The Sof Sole® Gel Ball-of-Foot™ cushion provides additional forefoot padding in any type of shoe.

- Features secure placement that improves shoe fit and comfort.
- Textured surface prevents feet from slipping forward
- Lightweight gel design fits into any shoe
- 2 pairs per pack



RECOMMEND FOR THE FOLLOWING ACTIVITIES:

Running, Walking, Cross-Training, Casual, Soccer, Baseball, Football, Volleyball, Office



Sof Sole produces a variety of shoe care products to extend the look and feel of your footwear. They are broken into four categories: Clean, Protect, Deodorize, and Condition.

CLEAN



PROTECT



DEODORIZE

CONDITION



TRAIN:





Sof Sole's cleaning products remove tough stains from a variety of footwear.



INSTANT CLEANER

Item Numbers: 82019 (5 oz) / 82301 (9 oz)

The Sof Sole® Instant Cleaner is designed to remove tough dirt and stains from athletic shoes.

- Easy-to-use scrub cap helps power through stains
- Makes shoes look new again

MATERIAL / SHOE TYPE:
Athletic, Performance Material



OXY SPORT CLEANER

Item Number: 82207

The Sof Sole® Oxy Sport Cleaner features oxygenated cleaning power for tough stain removal.

- Innovative, all-purpose cleaner
- Bubbling action lifts dirt and stains off nylon, canvas & leather

MATERIAL / SHOE TYPE:
Athletic, Canvas



OXY SPORT STICK

Item Number: 82051

The Oxy Sport stick is great for on-the-go cleaning and stain removal.

- Removes all water-based stains (i.e. coffee, tea, juices) as well as oil-based stains (i.e. lipstick, crayon, grass stains and motor oil)
- Super-concentrated, oxygenated cleaning power

MATERIAL / SHOE TYPE:
Athletic, Canvas

HOW TO DEMO:

- Apply a cleaning formula to a small area of one of the shoes a customer walks in wearing. Wipe away cleaning foam using paper towel. The shoes will look like new!



Sof Sole's cleaning products remove tough stains from a variety of footwear.



SUEDE & NUBUCK CLEANER

Item Number: 82085 (5 oz)
82086 (9oz available
Fall 2014)

The Sof Sole® Suede & Nubuck Cleaner is designed to remove greasy spots and stains from suede and nubuck shoes and boots

- Restores nappy appearance
- Recommended for cleaning all suede and nubuck jackets and purses, too
- Easy-to-use brush applicator

MATERIAL / SHOE TYPE:
Suede, Nubuck



SUEDE & NUBUCK KIT

Item Number: 82119

The Suede & Nubuck kit removes stains with the help of an included eraser bar and brush

- Cleans and restores all suedes and nubucks by removing dirt, hair, lint, stains, water spots, etc.
- Restores nappy appearance

MATERIAL / SHOE TYPE:
Suede, Nubuck



CANVAS CLEANER

Item Number: 82369

The Sof Sole® Canvas Cleaner's fast-acting gel formula lifts away tough stains.

- Innovative cleaner with oxygenated cleaning power
- Removes dirt and stains from canvas, as well as rubber and vulcanized rubber outsoles
- Easy-to-use brush applicator

MATERIAL / SHOE TYPE:
Athletic, Canvas

HOW TO DEMO:

- Apply a cleaning formula to the shoes a customer walks in wearing. Wipe away cleaning foam using paper towel. The shoes will look like new!



Sof Sole features a variety of products to protect footwear and gear from the elements.



WATER PROOFER

Item Numbers: 82017 (5 oz) / 82303 (9 oz)

The Sof Sole® Water Proofer protects athletic and performance materials from water while maintaining breathability.

- Quick-drying fluoropolymer compound creates invisible and breathable protection and helps prevent stains
- Easy-spray nozzle allows quick and thorough application
- Ideal for use on shoes, boots, hats, jackets and other apparel

MATERIAL / SHOE TYPE:

Athletic, Canvas, Suede/Nubuck, Smooth Leather, Grain Leather, Performance Material, Outdoor Gear, Casual



HD WATER PROOFER™

Item Number: 82363

The Sof Sole® HD Water Proofer™ will keep gear drier longer by creating a long-lasting waterproof bond.

- 12% silicone formula creates durable, long-lasting waterproof bond to repel water, dirt and oil
- Aerosol can offers easy application
- Ideal for use hiking or work boots, tents, camping and outdoor gear

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather, Outdoor Gear



LIQUID SILICONE

Item Number: 82065

Liquid Silicone protects outdoor gear while maintaining the look and feel of different materials.

- Protects both leather and outdoor gear against moisture by coating every fiber
- Treated articles remain pliable through repeated wetting and drying cycles
- Ideal uses include sealing seams on tents, boots, etc.

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather, Outdoor Gear

HOW TO DEMO:

- Spray proofing formula in an “X” onto a paper towel. Let the fast-drying formula sit for about 30 seconds. Spray the towel with a water bottle to show the protective properties at work.



SNEAKER BALLS



These small, easy-to-use deodorizers tackle tough smells in hard-to-reach places.

- Perfect for use in spaces like gym bags and shoes
- Power through tough odors and leave behind fresh, clean scent
- Simple twist action

MATERIAL / SHOE TYPE:

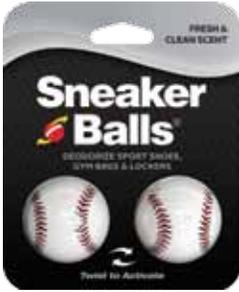
Athletic, Canvas, Suede/Nubuck, Smooth Leather, Grain Leather, Performance Material, Outdoor Gear, Casual



Soccer
#87004



Basketball
#87005



Baseball
#87007



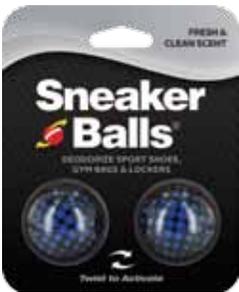
Football
#87037



Hockey
#87043



Ice
#87001



Matrix
#87002



Classic
#87003



Happy Feet
#87008



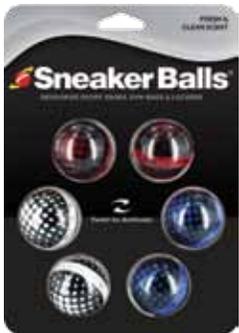
Tie Dye
#87103



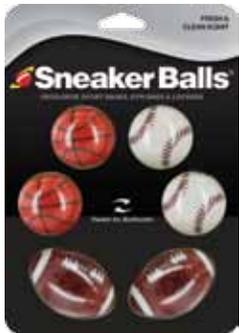
8-Ball
#87034



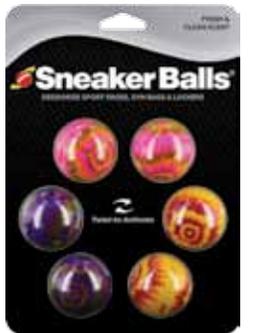
Skull
#87035



Matrix 6pk
#87021



Sports 6pk
#87038



Tie Dye 6pk
#87104



FRESH FOGGER

Item Number: 82357

Sof Sole® Fresh Fogger destroys tough odors, leaving shoes, lockers, bags and gear smelling fresh.

- Deodorizes and destroys tough odors
- Fast-acting formula
- Apply two different ways

MATERIAL / SHOE TYPE:

Athletic, Canvas, Suede/Nubuck, Smooth Leather, Grain Leather, Performance Material, Outdoor Gear, Casual



HOW TO DEMO:

- Ask your customer if he's interested in seeing a demo of Fresh Fogger.
- While the customer is trying on new shoes, flip the Fresh Fogger can upside down in one of the customer's old shoes and press against sole of shoe for 1 second until fog comes up from shoe opening,
- OR simply spray the Fresh Fogger into the shoe.



Sof Sole® conditioning products leave leather supple and like-new.

LEATHER LUBE

Item Number: 82023



Leather Lube conditions and protects quality leather against water, liquids and salt stains.

- Helps restore the original feel and color of leather while providing long-lasting protection
- Will not dry the leather or its stitching

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather, Outdoor Gear

LEATHER LOTION

Item Number: 82067



Leather Lotion cleans and conditions both smooth and synthetic leather

- Ideal for a variety of both smooth and synthetic leather footwear, including boots and boat shoes, as well as handbags and jackets
- Also safe to use on exotics, glove leather and other leather-like surfaces

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather, Casual

SADDLE SOAP

Item Number: 82113



Saddle Soap is an ideal cleaner for smooth leather products.

- Conditions and nourishes as it cleans away dirt and stains.

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather

HOW TO DEMO:

- Apply a cleaning formula to a small area of one of the shoes a customer walks in wearing. Wipe away cleaning foam using a clean rag. The shoes will look like new!



Sof Sole® conditioning products leave leather supple and like-new.

MINK OIL

Item Number: 82115



Mink Oil protects leather from the elements.

- Creates waterproof barrier on a variety of leather
- Conditions as it proofs leather

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather

NEATSFOOT OIL

Item Number: 82117



Neatsfoot Oil is a natural leather preservative for all smooth leather articles subjected to rugged use and exposure.

- Great for all smooth leather products, including ball gloves
- Used before exposure, it repels water and protects against the stiffening effect of repeated wetting/drying cycles
- Used after exposure, helps restore dried-out leather to its soft and pliable form

MATERIAL / SHOE TYPE:

Smooth Leather, Grain Leather

SHOE GOO

Item Number: 82049



Sof Sole® Shoe Goo permanently repairs leather, rubber, vinyl and canvas.

- Stronger than glue
- Prolongs life of shoes
- Seals and protects

MATERIAL / SHOE TYPE:

Athletic, Canvas, Suede/Nubuck, Smooth Leather, Grain Leather, Performance Material, Outdoor Gear, Casual

HOW TO DEMO:

- Apply a cleaning formula to a small area of one of the shoes a customer walks in wearing. Wipe away cleaning foam using a clean rag. The shoes will look like new!



Sof Sole® polishing products heighten shine and keep footwear looking new.



SHOE CREME

Item Numbers: 82355 (black) / 82356 (brown)

Sof Sole® Shoe Crème shines, polishes and protects a variety of leathers.

- Nano-technology creates protective barrier against dirt and water
- Glossy shine with no buffing
- Includes dauber for easy application on the go

MATERIAL / SHOE TYPE:

Casual



LIQUID SPORT POLISH

Item Number: 82099

Sof Sole® Liquid Sport Polish restores athletic shoes.

- Long-lasting applicator.
- No mess liquid polish.

MATERIAL / SHOE TYPE:

Athletic, Casual



PREMIUM SHINE KIT

Item Number: 82327

Use the Premium Shine Kit on polished leather footwear.

- Perfect for home, office, or travel
- Ideal for smooth leather footwear

MATERIAL / SHOE TYPE:

Smooth Leather, Casual



SHOE SHINE KIT

Item Numbers: 82329 (black) / 82331 (brown)

Easy on-the-go shine for leather footwear.

- Available in black and brown

MATERIAL / SHOE TYPE:

Casual



Sof Sole® inserts improve shoe fit and comfort.

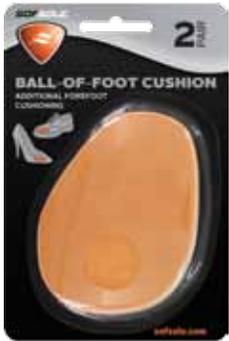


HEEL LINERS

Item Number: 82101

Sof Sole® Heel Liners reduce heel slippage and prevent blisters.

- Improve shoe fit and comfort
- Ideal for all types of shoes and boots



FOAM BALL-OF-FOOT

Item Number: 82105

The Sof Sole® Foam Ball-of-Foot inserts provide extra cushioning for the ball of the foot and prevent foot from sliding forward.

- Can be worn in all types of shoes
- Improves shoe fit
- Fits in place instantly



FOAM CUSHION INSOLE

Item Number: 12306

This full-length insole improves shoe fit and comfort.

- Can be worn in all types of shoes
- Adds instant cushioning
- Guaranteed to stay in place





Sof Sole® inserts improve shoe fit and comfort.

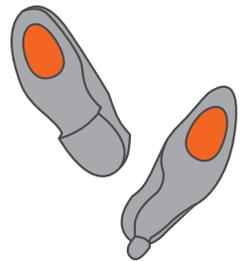


SURE STEPS

Item Number: 82103

Sof Sole® Sure Steps improve traction for all shoe types.

- Fit all shoe sizes
- Help prevent slipping on most surfaces
- Extend life of sole



CEDAR SHOE TREES

Item Numbers: 82225 (M 7-9) / 82227 (M 10-12)

These shoe trees not only preserve the shape of shoes, but also absorb moisture.

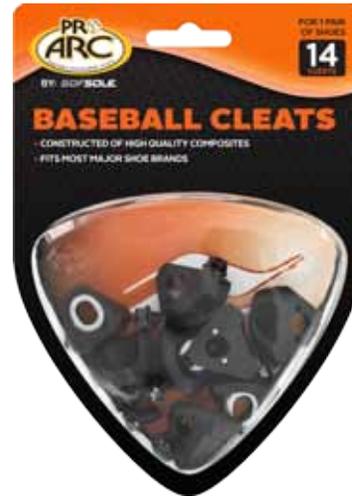
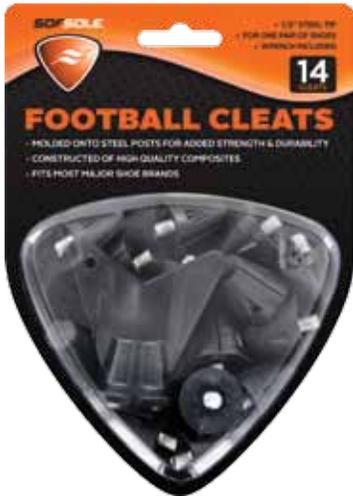
- Preserve natural qualities of shoes
- To renew the fresh scent, just lightly sand with fine sandpaper

CLEATS & SPIKES

SOFSOLE®



Sof Sole® Cleats and Spikes fit most major shoe brands and offer a variety of options for any sport you play.



Football	Steel/Plastic 1/2"	82403
Football	Nylon 1/2"	82404
Football	Nylon 3/4"	82405
Football/Multipurpose	Nylon Turf (Multipurpose)	82412
Football	1/2" Pink	90294
Track	Steel Pyramid 1/4"	82406
Track	Steel Pyramid 1/8"	82407
Track	Steel Needle 3/8"	82408
Track	Steel Pyramid 3/16"	82409
Track	Steel Needle 3/16"	82410
Universal	Cleat Wrench	90332
Baseball	Pro Arc - Black Nylon Cleat	90303
Baseball	Pro Arc - Metal Cleat	90304



Sof Sole® Athletic and Fashion laces are available in dozens of colors and styles, making it easy to find a set to match your needs.



ATHLETIC FLAT

STYLE	DESCRIPTION	COLOR
84087	BLACK 36"	
83013	BLACK 45"	
83015	BLACK 54"	
83411	GREEN 45"	
83415	ORANGE 45"	
84083	PINK 45"	
84067	RED 45"	
84069	RED 54"	
84091	WHITE 27"	
84093	WHITE 36"	
83033	WHITE 45"	
83035	WHITE 54"	
83407	YELLOW 45"	
83409	YELLOW 54"	
83934	GREY 45"	
83935	SPORT BLUE 45"	
83949	PURPLE 45"	
83950	LIME 45"	
83951	ORANGE 45"	
83992	BURGUNDY 45"	
83840	NEON RAINBOW 45"	
83841	NEON YELLOW 45"	
83843	NEON PINK 45"	
83847	NEON AQUA 45"	
83848	NEON ORANGE 45"	
83849	NEON PURPLE 45"	
83908	NEON GREEN 45"	
83799	BLACK/WHITE 45"	
83801	SILVER/WHITE 45"	
83803	BLACK/RED 45"	
83825	CAROLINA/WHT 45"	
83783	BLK/WHT CHECK 45"	

ATHLETIC FLAT

STYLE	DESCRIPTION	COLOR
83781	BLK/PNK CHECK 45"	
83791	SKULLS 45"	
83811	TRIBAL BAND 45"	
83815	RAINBOW CHECK 45"	
83941	FLAMES BLK/RD 45"	
83942	FLAMES BLK/PNK 45"	
83457	METAL TIP - BLK 45"	
83451	METAL TIP - WHT 45"	

ATHLETIC OVAL

STYLE	DESCRIPTION	COLOR
84149	BLACK 36"	
83009	BLACK 45"	
83011	BLACK 54"	
84031	RED 45"	
83225	ROYAL 45"	
84151	WHITE 36"	
83029	WHITE 45"	
83031	WHITE 54"	
84378	GREY 45"	
84125	BLACK / RED 45"	
84127	BLACK / RED 54"	
84185	BLK / WHITE 45"	
84189	BLK / WHITE 54"	
84129	WHITE / RED 45"	
84117	WHT / SILVER 45"	
84372	NEON GREEN 45"	
84373	NEON YELLOW 45"	
84374	NEON PINK 45"	
84375	NEON AQUA 45"	
84376	NEON ORANGE 45"	

ROUND

STYLE	DESCRIPTION	COLOR
83005	BLACK 36"	
83001	BLACK 45"	
83003	BLACK 54"	
83025	WHITE 36"	
83021	WHITE 45"	
83023	WHITE 54"	

BCA LACES

STYLE	DESCRIPTION	COLOR
83960	BCA PINK FLAT 54"	
83961	BCA PINK OVAL 54"	
83962	BCA PINK FLAT 45"	
83963	BCA PINK OVAL 45"	

NON-SLIP

STYLE	DESCRIPTION	COLOR
83923	BLACK 45"	
83924	WHITE 45"	
83991	PURPLE 45"	
83990	PINK 45"	
83989	ORANGE 45"	
83988	BLUE 45"	
83987	RED 45"	

NO TIE

STYLE	DESCRIPTION	COLOR
83535	BLACK 27-45"	
83369	WHITE 27-45"	
83919	NEON GRN 27-45"	
83921	NEON PINK 27-45"	

FAT LACE

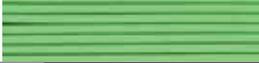
STYLE	DESCRIPTION	COLOR
83964	BLACK FAT 45"	
83965	WHITE FAT 45"	

L A C E S



Sof Sole® Performance Laces are easy to use – no tying needed – and are meant to keep you going.



83913	BLACK 42"	
83914	WHITE 42"	
83986	SILVER 42"	
83983	NEON PINK 42"	
83984	NEON GREEN 42"	
83985	NEON BLUE 42"	
83982	NEON YELLOW 42"	



With a variety of lengths and colors, Sof Sole® boot and casual laces match any footwear.



BOOT		
STYLE	DESCRIPTION	COLOR
83851	BLACK WAXED 45"	
83852	BLACK WAXED 60"	
83853	BLACK WAXED 72"	
83854	LT BRN WAXED 45"	
83855	LT BRN WAXED 60"	
83856	LT BRN WAXED 72"	
83873	DRK BRN WAXED 45"	
83874	DRK BRN WAXED 60"	
83875	DRK BRN WAXED 72"	
83868	BLK/TAN WAXED 45"	
83869	BLK/TAN WAXED 60"	
83870	BLK/TAN WAXED 72"	
83857	GLD/BRN WAXED 45"	
83858	GLD/BRN WAXED 60"	
83859	GLD/BRN WAXED 72"	
83860	BRN/BLK WAXED 45"	
83861	BRN/BLK WAXED 60"	
84382	BRN/BLK WAXED 72"	

BOOT		
STYLE	DESCRIPTION	COLOR
83862	GRN CAMO 72"	
83863	TAN CAMO 72"	
83866	MILITARY BLACK 72"	
83867	MILITARY TAN 72"	
83864	BRN LEATHER 72"	
83871	BLK LEATHER 72"	
83865	NTRL LEATHER 72"	
84383	RATTLE SNAKE 54"	
84319	BRN/GOLD 72"	
84415	BRN/BLK WAXED 144"	

CASUAL ROUND		
STYLE	DESCRIPTION	COLOR
84221	BLACK 27"	
84225	BLACK 36"	
84219	BROWN 27"	
84227	BROWN 36"	

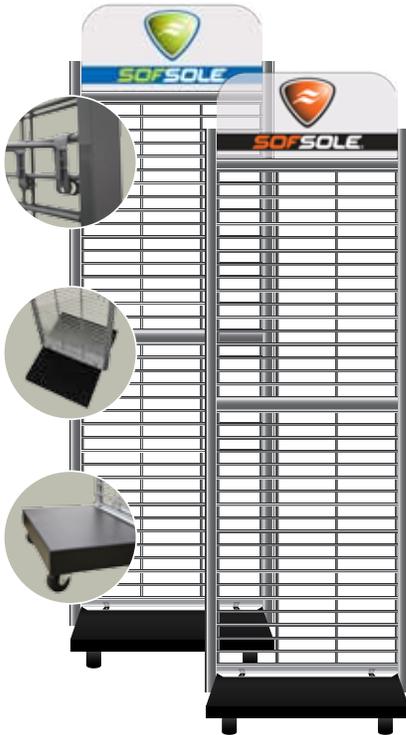
DRESS ROUND		
STYLE	DESCRIPTION	COLOR
84229	BLACK 27"	
84233	BLACK 36"	
84235	BROWN 27"	
84239	BROWN 36"	

DRESS WAXED		
STYLE	DESCRIPTION	COLOR
84371	BLACK 36"	
84369	BROWN 36"	

CASUAL WAXED		
STYLE	DESCRIPTION	COLOR
84386	BLACK 36"	
84388	BROWN 36"	

SOF SOLE DISPLAYS

SOF SOLE



The **P308** has a sleek, modern design that features the Sof Sole® products.

P308 2-Sided Display Rack

Includes 32 8" hooks

Dimensions:
18"W x 16"D x 55"H

*P309 & P270 must be ordered separately



P270 SS 2-sided Header



P309 Shoe Care Basket



P304 Heavy-Duty Water proofer Floor Display

60 unit capacity

Dimensions: 16 3/4" x 13 1/4" x 55"

Product must be ordered separately

87901 Sneaker Ball Countertop Display

24 unit capacity

Dimensions:
9.94" wide x 22.44" high

Product must be ordered separately



ENGINEERED FOR THE PERFECT FIT.

FIT ID System

Sof Sole's FIT ID System allows your associates and customers to interact in-store to determine their ideal arch type. The try-on set lets them immediately feel the difference.



19951* Try-On Pairs

P357* Thermal FIT board



P262 Slatwall Display Package

Flexible design works on slatwall or pegboard

Accommodates 48 pairs

FREE with 36-pair order

P261 Floor Display Package

2-sided display

Accommodates 48 pairs on back

FREE with 36-pair order

* Not part of Display - Must be ordered separately with display



FIT BOARD (P357)

How to Use:

1. Have customer remove footwear and stand evenly on ID pad for 10-15 seconds
2. When they step off, immediately examine the thermal impression that is left on ID pad
3. Focus on the arch areas, and best match the impression with pictures on the ID pad and packaging of FIT insoles
4. Help the customer choose the correct insole based on the thermal impression that is produced by their feet and FIT ID pad.



Sof Sole® partners with athletes and organizations to spread the word about the benefits Sof Sole can offer. This also gives us the chance to interface with our core audience and continue to improve our products. With the feedback we get from time spent face-to-face with our consumers, we constantly look to update our products so they can improve the performance and comfort of your footwear.



As the Official Insole of the Rock'n'Roll Marathon Series®, we attend each marathon expo to outfit runners and enthusiasts with performance socks and insoles. Each expo gives us the chance to interact with all types of marathon participants, from recreational walkers to competitive runners. Tune in on Facebook and Twitter for a peek at where we are each week, and to get the chance to win free entries or a VIP experience, courtesy of Sof Sole and the Rock'n'Roll Marathon Series.



Sarah Bowen Shea and Dimity McDowell, the duo behind the blog Another Mother Runner, race all over the country and have two books, *Run Like a Mother* and *Train Like a Mother*.

Their blog provides training tips, product reviews, and anecdotes aimed at women juggling busy schedules. Sof Sole partners with Sarah and Dimity to introduce the brand to a broader audience via various channels, including house parties, clinics and book signings at the Rock'n'Roll Marathon Series events, and through social media.

Sof Sole® works to create a positive impact on the community, both nationally and locally.



We support active duty military personnel by providing complimentary admission for every home game of our local Durham Bulls baseball team.



Sof Sole is an active sponsor of both the Kay Yow Cancer Fund and the Jimmy V Golf Classic, a part of the V Foundation for Cancer Research.



Sof Sole annually supports Toys for Tots, collecting toys throughout the month of December.



We also annually donate product to local first responders around the Triangle area of North Carolina during the holidays as part of a program called "Spread the Comfort and Cheer." Each department visits a different fire or police station, donating socks, insoles and other products and thanking the men and women for the work they do in the community.



OUR PERFORMANCE PROMISE:

Sof Sole has a 30-day money-back guarantee. If you or your customers are not satisfied with our product, you can return it within 30-days for a complete refund.

We also **GUARANTEE** our insoles for one year against manufacturer defects. If they are returning a product, please have your customer send it with the original receipt to the address below. Please allow 8-10 weeks for processing.

CONTACT US:

SOF SOLE
2001 T.W. Alexander Drive
Box 13925
Durham, NC 27709-3925
Phone: 1-800-446-7587
Email: help@implus.com