

**THE NAOT
FEEL FREE GUIDE**





About NAOT

NAOT shoes of Israel is an international success story.

NAOT was founded in 1942. The small shoe factory that made simple workshoes and sandals has become an international business and is now Israel's leading manufacturer and exporter of shoes. Some 80% of the company's products are exported to major markets around the world, while in Israel **NAOT** is leader in the comfort shoe category.

NAOT offers customers a unique combination of quality, comfort and fashion. Our footwear features a unique anatomical footpad that replicates an image of your foot, just like the footprint we leave when walking in the sand. The production process includes an innovative technology designed to help maintain a healthy foot. Additionally, our guiding principle is to provide a personal touch to each and every item we manufacture, from design to planning stage and through to the end of the production process. This is achieved by using the finest and highest quality raw materials combined with superior standards of advanced design.

Every year we manufacture hundreds of thousands of pairs of quality shoes sold in the United States, Israel, Canada, Germany, Australia and other countries around the world. In international markets our brand has met with spectacular success, and we are proud to be on the list of the world's ten leading companies in the comfort category.

The **NAOT** plant has approximately 160 employees from Kiryat Shmona and the surrounding area.

Each year our seasonal ranges feature a rich variety of shoes, boots, clogs, and sandals for man and woman. Our colorful footwear range is designed in line with the latest world fashion trends.

NAOT's primary concern is to keep you, our customers, in the center. We believe in continual dialogue in order to gain a profound understanding of your needs. We are continuously attentive to you and your wishes and are always happy to receive your recommendations, comments and ideas.



Durability and quality

NAOT footwear is highly durable thanks to the use of materials of the highest quality and our uncompromising and strict quality control. The materials have been specially developed and adapted to withstand the conditions of varying climates and environments around the world.

- The upper is made of fine natural Italian leather that breathes and keeps the foot fresh.
- The footpad is made of natural materials that are shock-resistant and absorb perspiration.
- The sole is constructed of high-quality rubber, polyurathane and latex that retain flexibility and are highly resistant to erosion.



Support and massage

- The **NAOT** footpad possesses a supportive anatomical structure that encourages a natural and correct posture.
- The insole adjusts to the foot like a footprint in the sand. This alignment improves within a short time, so the feeling of comfort increases as time passes.
- The anatomical support distributes the weight of the body equally over the entire foot, massaging and releasing pressures caused by other parts of the body. The footpad is particularly wide and enables the foot to rest and relax.
- The flexible, shock-absorbent sole enables the foot to move gently and continuously.



The twenty-first century Flexi line

A new, unique technological development that possesses three major properties:

- The removable footpad
- Light weight
- A high degree of flexibility, developed through a special technology enabling a personal anatomical match with the structure of the foot.

The unique technological production process, up-to-date design, functionality and uncompromising quality are the secret of Flexi's success.

Are you trying on original NAOT footwear?

NAOT is the only company to manufacture original natural footwear. Look for the **NAOT** symbol imprinted on the insole and sole.





The removable footpad

- Removing the footpad from the shoe allows for cleaning and ventilation.
- After a great deal of use the insole can be replaced with a new one, available at **NAOT** points of sale.
- Although the footpad can be replaced with a customized orthopedic/medical insole as required, our unique technology applied to its construction combines a blend of natural latex with light flakes of cork, whose function is to adapt to the shape of the foot, absorb shocks and remove moisture from the foot. All substances used in the footpad are 100% natural.
- The footpad is coated in quality, comfortable suede that helps to absorb moisture.
- A layer of natural latex sponge padding absorbs shocks and provides a caressing softness while walking.



Note to the salesman:

When presenting the Flexi line to customers, it is desirable that its advantages be emphasized by demonstrating the removal of the footpad from the shoe and stressing the shoe's anatomical structure, flexibility and light weight.



Other features of the NAOT footpad

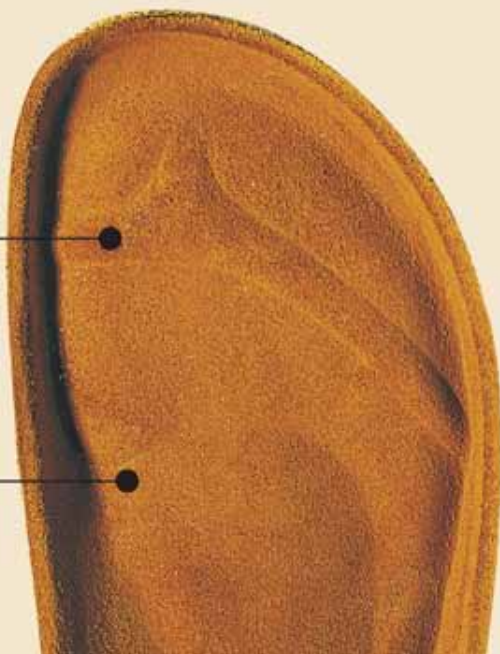
- A unique technology is applied in building the footpad, which combines a blend of natural latex and light flakes of cork designed to adapt to the shape of the foot, absorb shocks and remove moisture.
- Coated in high-quality, pampering suede that helps absorb moisture.
- A layer of natural latex sponge padding which absorbs shocks and provides a caressing softness while walking.

Hallux support

Enables natural hold by the big toe, prevents the foot from slipping forward, and improves the foot's hold on the shoe.

Elevated footpad center

The elevated center of the insole releases pressure in the joints of the central part of the foot.



Arch support

Enables the weight of the body to be correctly distributed and reduces pressure generated by the spinal column and joints.

Deep heel indentation

Helps the body's balance and maintains the natural shape of the pad of the heel that protects the heel bone.

Latex sponge layer

A layer of padding that provides caressing softness.

Flexibility, durability and shock absorption

The comfort footpad is made of a unique, high-quality blend of cork and latex (natural rubber) granting it flexibility, shock absorbing qualities and long-term durability.





Looking After NAOT footwear

Remember: Shoes are bought with the eyes.

Make sure that the store and the shoes look their best, in the window and on the shelf. This will increase your sales. Therefore:

- Take a look at the shoes at least once a day, checking that they are aesthetically placed on the shelves. Close the buckles and make sure the shoes are clean and tidy.
- Shoes must be stuffed with paper. Make sure that sandals are equipped with a special support.
- Change the shoes on display on the shelves and in the window frequently, to make sure that they are fresh and to prevent them from being dirtied with dust and spoiled by direct artificial lighting or sunlight.
- Make sure that display areas are clean and tidy.
- The price tag must be stuck on the bottom of the sole and not on the insole. A stapler can be used if the glue is not strong enough. Labels stuck on the footpad hide the shoe size and the **NAOT** brand, and leave a sticky layer that is a bother to the customer.
- Tags hanging on the shoes should be placed inside the shoes on display inside the store to keep the appearance tidy. In the display window, leave the tags outside the shoe.
- Shoes that have been tried on must be returned to their box, properly arranged and wrapped in the enclosed paper.





If the shoe fits

When serving a customer...

- Before the customer tries on the shoe, check whether his/her foot is wide or narrow and recommend the most suitable **NAOT** shoes.
- When the customer tries on the shoe make sure to guide the upper to achieve maximum fit.
- Make sure that the foot is comfortably placed inside the elevated borders of the footpad and not on top of them.
- It is important to let the customer try on both shoes, because the feet are not identical.
- Suggest that the customer walk around the store to feel the comfortable fit.



Caring for the shoe over time

- Freshening: Nubuk and suede should be wiped with a damp sponge once every few days, or cleaned with a special nubuk or suede brush.
- Protection: Before wearing the shoe for the first time, a protective layer of the suitable sealant spray should be applied to the shoe according to the manufacturer's instructions. This will seal the shoe against damage by water and dirt.
- Care: Prevent the shoe from coming into contact with water and moisture. Drying the shoe in front of a heater or in direct sunlight may damage it. Be sure to polish the shoe once a week with an alcohol-free shoe polish.
- Staining: Staining may occur in the initial period of use. The inside of the shoe can be sprayed with a protective anti-staining substance. Wearing dark socks in the early stages of use is recommended.
- The Flexi footwear line is not waterproof, as the upper is stitched to the sole by hand.



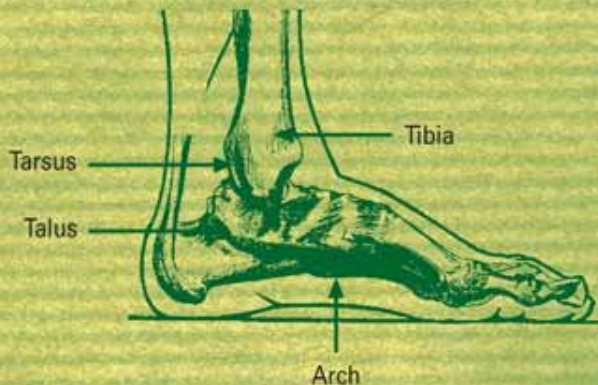
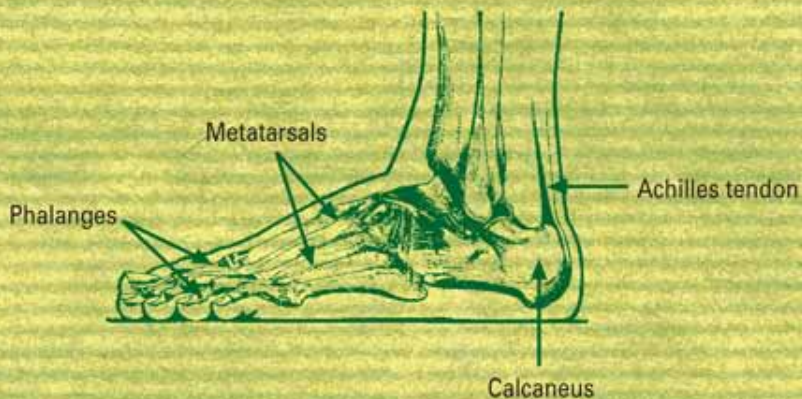
A brief description of the foot

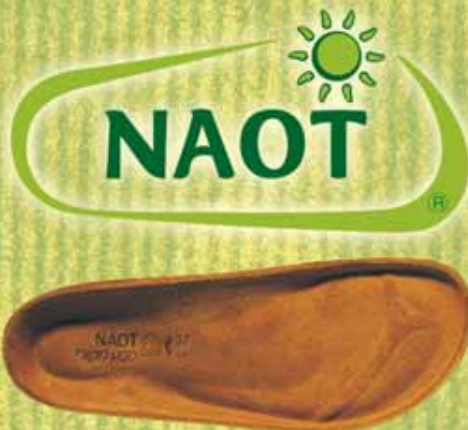
- The foot contains 26 bones, 33 joints, 107 tendons and 19 muscles.
- One-fourth of all of the bones of the body are in our feet. When these bones are out of balance, the whole body is out of balance.
- There are 125,000 sweat glands in the foot. Each day, the foot secretes up to one-quarter litre of perspiration! Most of the sweat glands are in the bottom of the foot.
- The function of the tendon is to connect the muscle to the bone.
- The ligaments serve to connect the bones.
- In each step, most of the bodys weight is first transferred to the heel, and is then distributed through the arch to the other parts of the foot.
- The arch serves as a shock absorber, and like an architectural arch enables the right distribution of the force/pressure of the weight of the body over the entire foot. When the arch is too high the pressure on the extremities beneath the calcaneus (heel bone) and the metatarsals is excessive. When the arch is too low (flat feet) the shock absorbing effect is deficient.
- The tarsus enables up and down movement.
- The talus enables sideways movement.





Anatomy of the foot





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