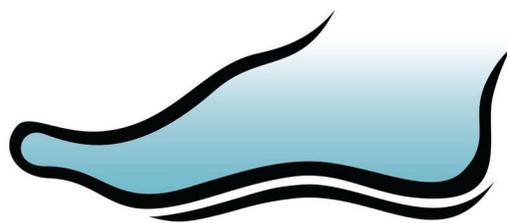


The Brannock Guide to Foot Measurement

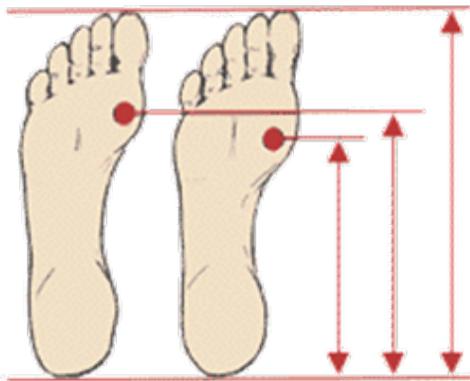
Prepared for you by:



WalkEZstore

The Brannock Guide to Foot Measurement

WHY HEEL-TO-BALL IS ESSENTIAL:



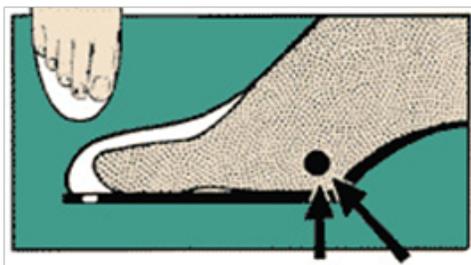
This illustration shows two feet which are the same length, but each require different size shoes. There are different fittings for short-toed feet and long-toed feet. Proper shoe-fitting incorporates not only overall length (heel-to-toe measurement) but also arch length (heel-to-ball measurement). Shoes are designed to flex at the ball of the foot. Correct fitting properly positions the ball joint in the shoe and provides room for the toes so they are not confined.

WITHOUT UTILIZING HEEL-TO-BALL MEASUREMENT:

Improperly fitted shoes (shown right) can cause a variety of foot problems in addition to general discomfort and shoe breakdown. If the arch of the foot is not positioned properly in the shoe, the foot will become fatigued and uncomfortable.



THE BRANNOCK FOOT-MEASURING DEVICE ENSURES CORRECT FIT:

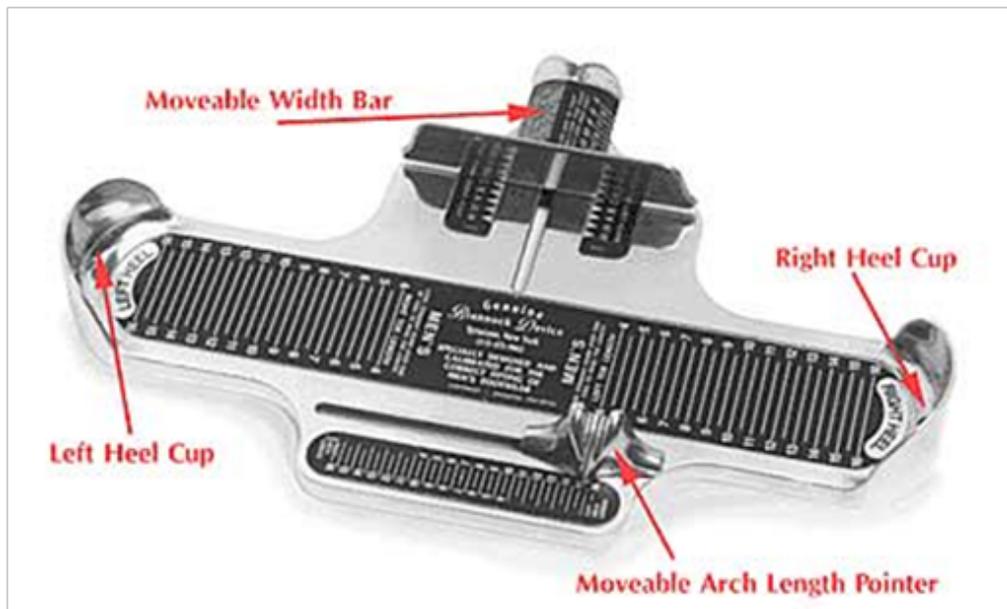


The foot to the left is correctly fitted. The arch of the shoe and ball joint of the foot meet at the same point. The foot arch is correctly positioned in the shoe. The foot and shoe bend at the same location, with the arch fully supported, allowing the toes to remain straight. There is ample space in front of the toes to allow adequate ventilation. This will ensure a correct and comfortable shoe which will keep its shape.

INSTRUCTIONS FOR USE:

PREPARE THE DEVICE:

Prepare the Brannock Foot-Measuring Device® as shown in the photo below. The width bar should be set to its widest position and the arch length indicator should be slid back, so the foot can be positioned easily on the device.



Note: Some devices have dual calibrations for the heel-to-toe, arch, and width measurements. Be sure to read the colored area which corresponds to the calibration you are fitting.

POSITION THE FOOT:



The shoe industry has no size standards and shoes and over the counter arch supports come in mirror matched images, feet do not. So, to get a pair of shoes to feel comfortable on both feet is not always an easy task. Take into account that the shoe industry has become an international industry with sizing differences across the globe making it even harder to get a good comfortable fit. For example, 60% of all shoes made today are produced in China. China has smaller sizing charts than the US, but they put US sizes on the labels. Therefore, if a shoe is made in China you can bet it will run short in comparison to the label in the shoe. We suggest if it's made in China go up a size for a better, more comfortable fit. If you follow the ball of the foot fitting technique and make sure the width is snug but not too tight you can be more certain of a comfortable and correct pair of shoes.

MEASURE LENGTHS:

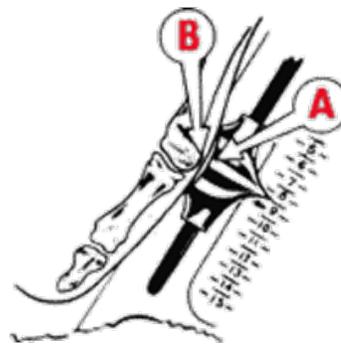
Heel-To-Toe Length



Press the toes flat against the base of the device and look straight down over the longest toe (not necessarily the first toe) to read toe length. Make sure the customer's socks are snug against the toes (without drawing the toes back) to yield an accurate measurement.

Place your thumb on the ball joint of the foot (as shown in the photo to the right). Slide the pointer (A on diagram) forward so the inside curve of the pointer fits the ball joint of the foot and the two high ribs come in contact with your thumb. When the pointer is properly located, the lower middle rib will be against the ball joint on the side of the foot (B on diagram). This yields the arch measurement. The arch length represented in the diagram is 8 1/2.

Arch Length (Heel-to-Ball)



FIND THE CORRECT SHOE SIZE:

Compare the arch length to the heel-to-toe length. Generally you'll use the larger of the two measurements as the correct shoe size. If the arch length and heel-to-toe length are the same, this will be the shoe size. If the heel-to-toe length is larger than the arch length, then fit to the heel-to-toe size. If arch length is larger than heel-to-toe, then fit to arch length.

THREE EXAMPLES:

	Heel-to-Toe Measurement	Arch Measurement	Shoe Size
 #1	8	8	8
 #2	8	8 1/2	8 1/2
 #3	8 1/2	8	8 1/2

It is important that both measurements be taken and compared to find the proper shoe size. Simply using the heel-to-toe length may result in an improper fit.

MEASURE THE WIDTH:



Slide the width bar firmly to the edge of the foot. Locate the shoe size (as determined in step four) on the movable width bar and view the width measurement indicated by the properly determined shoe size. If the shoe size falls between widths, choose a wider width for a thick foot, a narrower width for a thin foot.

MEASURE THE OTHER FOOT:

Reverse the device end-for-end and measure the other foot following the steps described above. Be sure to measure both feet, then fit the larger foot. It is common to have feet of different sizes.

REMEMBER THE FITTING PROCESS:

When used properly, the Genuine Brannock Foot-Measuring Device® is designed to indicate the correct shoe size. This is the first step in the fitting process. Due to differences in manufacturing, styling, and other variables, it is up to each fitter to be knowledgeable of shoe styles and fit characteristics. It may be necessary to make compensation in sizing to achieve a proper fit for each individual customer. The fitting process often involves trial fittings to ensure that the proper size was selected.

For more info go to www.walkeystore.com/shoe-fitting-reference-guide.

- Proper foot measurement is essential
- Proper shoe fitting can be achieved
- Best foot health comes from wearing the correct size shoe

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