

PLEASE SIGN UP FOR NATIONAL SHOE FITTING WEEK

w/c 19TH MARCH 2016

**Every shop/clinic/surgery can use this week to promote their business.
Every supplier can play an important part in promoting this on behalf of their
stockists, with little effort – Websites, Facebook, twitter, P.R. etc.**

There is no substitute for healthy feet, but the public are mostly unaware that feet should be measured regularly and at point of purchase, as their feet continue to change shape throughout childhood and adulthood. Shops with a professional, qualified shoe fitter, or shoe fitting service should be given 100% support of the footwear industry – without them the entire industry and country will be a lot worse off!

SHOE SHOPS NEED HELP – PARTICULARLY INDEPENDENT STORES!

The trade should unite to promote shoe fitting and personal service, driving sales instore.

- **Independent Retailers and quality shoe multiples save this country money:**
 - They pay tax.
 - They employ others.
 - They need people to 'service' their business i.e. decorators, plumbers, electricians, carpenters, accountants etc.
 - If they provide a 'fitting service' they save the NHS money in remedial care*.
 - They also save other businesses money in lost working hours – a bad back, neck, hip, leg or knee pain means paid 'time off' out of the workplace, so selling shoes that fit wont create or add to a health problem.

Helping shops that offer a fitting service will create more business for brands!

- More 'windows' to display goods and opportunities to sell/promote product.
- More websites featuring brand logo and styles available to them.
- The consumer makes an informed choice at point of purchase and is happier with their purchase. The consumer will wear them more often, recommend the shoes and shop, and more likely to buy the same brand in the future.
- Suppliers have feed-back available from numerous sources regarding styling, branding, price etc.

PLEASE HELP THE SOCIETY OF SHOE FITTERS TO HELP MANY OTHERS!

Only one third of the population have average feet, therefore the majority need to be fitted carefully. Ill-fitting shoes create a problem, or make an existing problem worse!*

**Bear in mind there are now over 11,000 Podiatrists in the U.K. Think how many clients they see plus the number of other people suffering with other related aches and pains attributed to ill fitting footwear! All this adds up to a lot of people in unnecessary pain. More children than ever before are seeking medical help due to problem feet which can only be from ill-fitting or ill-fitted footwear - as most feet are born perfect. We all need to take some responsibility and support one another.*

**Special logo available for you to feature online and instore.
PR pack and instore display material also available.**

Fill in the form overleaf or email: secretary@shoefitters-uk.org if you can offer tangible support.