



## PRESS RELEASE

# EXPO 2010 SHANGHAI INTERNATIONAL EXHIBITION

## VIBRAM, PARTNER OF ITALIAN PAVILION

### CONTENTS

VIBRAM® AT EXPO 2010 SHANGHAI In the sign of Excellence... toward the future	P2
VIBRAM®, ALWAYS A STEP AHEAD Today situation and projects	P3
VIBRAM®, ALWAYS A STEP AHEAD Over 70 years of leadership	P5
VIBRAM® CHINA, UP AND COMING A brand new technological center	P6
VIBRAM® ECOPOLICY 15 years of environmental efforts	P8
VIBRAM®, HISTORY AND FUTURE A sole, a logo that made history	P9
VIBRAM® FIVEFINGERS® Discover the alternative	P12



#### MEDIA CONTACT

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)

# VIBRAM® AT EXPO 2010 SHANGHAI

## In the sign of Excellence... toward the future

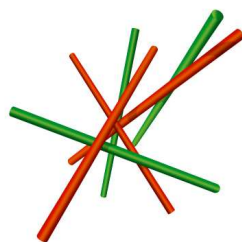
EXPO 2010 SHANGHAI major focus is « better city, better life ». Italy is echoing with an amazing pavilion looking like a future town, matching traditions, cutting edge architectural concepts and materials.

In the heart of this astonishing environment some of the most precious Italian brands are to be the ambassadors of the Italian culture, tradition, challenge and innovation : VIBRAM® will be under the spotlights to represent Italian originality and creativity.

VIBRAM® is proud to attend to Expo 2010 Shanghai showing VIBRAM® FiveFingers®, its revolutionary barefoot product that better underlines the knowledge in foot biomechanics and walking technology. FiveFingers® is the perfect proof that VIBRAM® is really a step ahead in inventing and designing solutions targeting new trends and attitudes.

VIBRAM® is also proud to be one of the sponsors of the Italian pavilion, because the company meets the Country values and history, based on respect for the past and looking into the future, through innovation, creativity and a long lasting faith in the human friendship.

During Expo 2010 Shanghai VIBRAM® will also sponsor a major event to underline the strong partnership with Italian, international partners and especially Chinese authority and exhibition visitors.



**ITALIA**  
expo shanghai 2010  
上海世博会意大利馆



#### MEDIA CONTACT

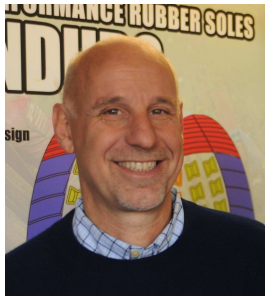
**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)

# VIBRAM® , ALWAYS A STEP AHEAD

## Today situation and projects



### **Adriano Zuccala, VIBRAM® General Manager, analyses the situation**

*Our presence on the five continents puts VIBRAM® in an excellent position to understand, anticipate and take action in a globalised world. With close ties to manufacturers, distributors and the markets themselves, VIBRAM® is moving fast to meet the challenges and confront the crisis. The forward-looking policy of the general management is showing good results.*

### **The current situation for VIBRAM® is based on a number of factors.**

The VIBRAM® brand is a reference and a solid name for manufacturers, distributors and consumers. Long years of hard work, cooperation, R&D and steady improvements in product and service quality explain the current results.

VIBRAM® is highly trusted by operators. At the same time, via its new customers, VIBRAM® is benefiting from its stronger commercial presence in conjunction with the R&D team that now works hand in hand with the new partners.

### **VIBRAM® in the Sports field**

VIBRAM® and ISF (International Skyrunning Federation) intend more than ever to support and develop trail and skyrunning. Our role as the main sponsor provides worldwide visibility and, via the various events, we are better aware of the needs of the athletes in extreme situations. This is a challenge that VIBRAM® has taken up with many world-class brands and the sales results are extremely encouraging!

Mountain biking is a segment of the outdoor market where VIBRAM® excels and in which our progress has been the steadiest. That is due to the higher demands made by users for quality products and the collaborative efforts undertaken by VIBRAM® with brands such as Lake, Scott USA, DMT, Northwave, Shimano, Gaerne...

A traditional favourite among hunters, VIBRAM® is now decisively entering the Fishing market with its compounds, such as Idrogrip, and soles designed specially for wet terrain. They provide excellent grip on wet surfaces. This is a new, high-potential segment that also caters to more occasional users.

VIBRAM® has made good progress in cold climates confronted with ice and snow. The new compounds and solution for skiing and snowboarding have been well received. Note also the particularly innovative 2CM concept, a new rubber-printing process without grooves between colours that offers a number of new technical and aesthetic possibilities.

In Rock climbing and Bouldering, VIBRAM® has again reached its goal with the launch of two new compounds, XSGrip2 and XSEdge, in parallel with the development of XSGrip, the world champion. Thanks to recent innovations, XSGrip continues to provide solutions suited to the high level of performance of the best climbers.

Another world champion is VIBRAM® VSM, the sole with interchangeable sliders for Supermoto motorcycling. In the field of motor sports, VIBRAM® has found solutions offering both better safety and less cost, the ideal situation for both users and nature!



### **MEDIA CONTACT**

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)

Breakdown of VIBRAM® sales

50% sports - 25% work and safety - 15% urban, casual, recreational - 10% resoling

### **VIBRAM® - BQI and brand protection**

The BQI (Brand Quality Innovation) strategy is working! The entire VIBRAM® team is now aware and, throughout the company, everyone is putting the strategy into effect in everyday operations. The indispensable element in BQI is brand protection.

The VIBRAM® general management has invested heavily and set up a network of "agents" to detect counterfeit products at the earliest possible stage and on all continents. Visits to production sites and to B2B trade shows and fairs are the means to detect counterfeit products that damage the VIBRAM® brand name. We demand that the products be withdrawn from the market and that the products themselves as well as the production moulds be destroyed. Collaboration with lawyers and customs services is now very effective.

### **VIBRAM® and diversification**

Over the past few years, the VIBRAM® innovations adopted by the sports industry, not only in the footwear sector, include the Gription Tex rubberised fabric, the SpiderWeb rubber mesh, the anti-clumping inserts for CAMP crampons, the VSM sole with interchangeable sliders for Supermoto racing, the soles for booties intended for rescue dogs and the soles with special rubber inserts for ski boots.

But it was certainly with FiveFingers® that VIBRAM® demonstrated its capacity to stand out from the crowd. This product, whose novelty was highlighted and praised by the international press, proposes a daring and original solution for people in the new millennium. With FiveFingers®, the wearer has the impression of walking barefoot, yet remains protected and safe. Uses are unlimited, for outdoor sports, even on rough terrain, in rivers or streams, out and about in town or even in a night club. FiveFingers® truly merits its place among the 100 most innovative products of the century, as noted in *Time* magazine! FiveFingers® was also awarded the prestigious Italian Industry Creativity Prize in 2009.



#### **MEDIA CONTACT**

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)

# VIBRAM® , ALWAYS A STEP AHEAD

## Over 70 years of leadership

### **VIBRAM® VISION**

Our Vision is to maintain and strengthen our leadership in the active lifestyle market with reliable, high quality, high performance products.

### **VIBRAM® MISSION**

Our Mission is to develop the brand through continuous innovation, originality and quality of the products, while remaining faithful to the tradition of our brand.

### **Over 70 years of experience**

VIBRAM® built its international reputation in the outdoors market when in the '30s they invented the rubber shoe sole, which revolutionized mountain climbing. In subsequent years, VIBRAM® strengthened their leadership, developing a range of high performance products suited for various sports and other activities. Realizing there were other markets that could benefit from high quality products, VIBRAM® began making safety shoes in the '70s and entered the recreation and fashion markets in the '80s.

### **35 million soles produced every year**

VIBRAM® creates products for many different markets, outdoor, recreation, industrial and safety, casual, fashion, repair and orthopaedics. Due to its ambition and innovative thrust, VIBRAM® is a company on the move, promptly responding to the needs of an evolving footwear market.

### **150 new models developed each season**

VIBRAM® designers and technicians are strongly committed to the invention and creation of new models to satisfy all requests. Each new VIBRAM® product is designed to respond in the best way for its specific use. Our new soles are always produced in modern designs with innovative compounds and are created with three objectives: to guarantee the best performance and the maximum levels of comfort and quality over time.

### **Over 1 million kilometres of testing**

Wanting to better understand the needs of specific sport disciplines, the Vibram Tester Team was formed. VIBRAM® cooperates with the top level athletes who constitute the team to create soles that guarantee the highest performance in relation to the surface and the specific requirements of each activity. In addition to athletes and sports professionals, VIBRAM® has also involved regular people to test their casual and safety shoes. Even if you're just walking around town, your shoes still deserve VIBRAM® performance.

### **Present in 120 countries**

VIBRAM® headquarters are located in Italy, at Albizzate (Varese). This is the central location of all industrial design, technology and product development activities. This is done to guarantee all our clients VIBRAM® quality, wherever they are. VIBRAM® also has production and commercial offices North America, in Japan, in China and in Brazil. Thanks to this organization structure, VIBRAM® can cover the needs of all their clients, spread throughout 120 nations in the world. In order to better penetrate the North American market, VIBRAM® found an exclusive licensee and manufacturer in the Quabaug Corporation, located in North Brookfield, MA, specializing in the work, military, hunting and fishing markets.

### **Partner with more 1,000 shoe and brand manufacturers**

Since 1937, the shoe companies that have changed the history of the outdoor shoe, like Timberland, Scarpa, Lowa, Asolo and Merrell have chosen VIBRAM®. Although mountain sports, trekking and climbing are the markets that made VIBRAM® a world leader, great attention is now also paid to our recreation and fashion soles. Our soles have also been used by well-known designers such as Ferragamo, Magli, Rockport, Sergio Rossi, Allen&Edmonds, Prada, Tods, Hugo Boss, Armani and Dolce & Gabbana. Stylists and shoe manufacturers agree in recognizing in VIBRAM® as the ideal partner for projects that require the best in technology, design and quality.



### **MEDIA CONTACT**

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)

# VIBRAM CHINA, UP AND COMING

## A brand new technological center

Vibram China in Huadu (Canton) is operational. Built as a cutting-edge TECHNOLOGICAL CENTER, this futuristic facility is at work to develop the company business in China, including R&D, Sales and Marketing, production management, strengthening cooperation with local and international partners from the footwear sector and beyond.

Inaugurated in April 2009, the Center hosted in December 2009 the first VIBRAM® Summit Meeting in China. The human and technical resources are now up and acting to develop activities focused on the present and the future of the company.

### Vibram China datas

Total surface of 45.000 square meters – Total built-up area of 15.000 square meters

- Over 1 000 square metres for R&D
- Over 4 000 square meters for prototype production and industrialisation
- 650 square meters for the "Performing test center"

### Vibram China, human and technical resources operational

The technological center is running from the operational and logistics standpoint. The zones devoted to producing the FiveFingers® prototypes and soles, and to industrialisation work are also operational. Using CAD systems, it is possible to follow each step in projects and thanks to the new CNC milling machine, workers can monitor models and significantly reduce manufacturing times.

Sales & marketing, quality and management activities are all operational.



*Prototypes making area*

### Performing test center

Over 12 000 square metres of floor space in the Vibram China technological center are devoted to tests.

The Performing test center (operational since October 2009) is a cutting-edge technological structure where various weather and terrain conditions (snow, water, tar, smooth and rough surfaces) are reproduced for comparative tests during the development of VIBRAM® products.



### MEDIA CONTACT

Osella Consultants [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

Vibram Internet Press Room: [www.vibram.com](http://www.vibram.com)



*Structures for test on various surfaces, conditions, slopes*



*Climbing wall & via ferrata for outdoor soles tests*



*Traction meridian static grip test*

### **Vibram China, a warm welcome with a spa**

The guest center, featuring high-tech design and comfort, was built to welcome all the customers, suppliers, technicians and engineers who will spend time at the VIBRAM® headquarters in China. The guests will enjoy the many services offered by the center, including the indoor and outdoor pools, the spa, the wellness center and the restaurant.



*Reception*



*Pools in spa area*



### **VIBRAM® awarded a prize for Italo-Chinese collaboration**

As part of the China Awards 2009, following an initiative by and with the support of the Italy-China foundation and Milano Finanza, VIBRAM® received the prestigious Lombard Elite prize, awarded each year to companies, institutions and persons who have succeeded in grasping the opportunities arising from the economic and cultural relations between Italy and China. The Lombard Elite prize, in the Business Model category, was awarded to VIBRAM® for its remarkable commitment in designing and setting up Vibram China.

### **First VIBRAM® Summit Meeting in China**

In December 2009, in the new Guang Zhou center, the President and the General manager met with the heads of the various departments at Vibram Italy, Vibram U.S.A. and Vibram China to discuss new strategies for the company. The participants in the Summit Meeting greatly appreciated the guest center.



#### **MEDIA CONTACT**

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)



# VIBRAM® ECOPOLICY

## 15 years of environmental efforts

**Corporate profits and respect for the environment are not mutually exclusive. VIBRAM® firmly believe this and has been working in this direction since 1994, putting innovation at the service of the environment.**

### **VIBRAM® EcoPolicy, 15 years of environmental efforts**

VIBRAM® wants to contribute to public awareness of the values of the eco culture, expressing, through actions and concrete activities, a new way to do business, with respect to the environment.

VIBRAM® promotional materials respect this philosophy: T-shirts are made in organic cotton while office supplies, paper bags, hangtags, pens and gadgets are made of recycled and eco materials wherever possible.

VIBRAM® products meet the requirements of the "European ECOLABEL" for footwear.

VIBRAM® is interested in all the advantages rising from renewable energy. This attitude is proved by the new VIBRAM® China in Guangzhou equipped with solar panels and water heaters to save on fossil fuel. And since early 2008 VIBRAM® USA has contributed to the development of wind energy through the purchase of wind RECs (Renewable Energy Credits).

### **VIBRAM® ECOSTEP e ECOSTEP+, up to 50% recycled rubber compound**

For 15 years VIBRAM® has been involved in developing both technologically-advanced production and environmentally sustainable conduct. The first step in this direction was made in 1994, with the launch of VIBRAM® EcoStep compound. VIBRAM® has been a pioneer in the use of ecological/recycled materials.

VIBRAM® ECOSTEP includes at least 30% of recycled rubber, and ECOSTEP+ up to 50%. Both maintain a level of product quality consistent with existing VIBRAM® products.

During the following years VIBRAM® extended its environmental efforts to EVA products. Currently, it uses 10% recycled EVA from EVA midsole flash.

VIBRAM® is pursuing efforts to use 100% natural (recyclable and oil-free) compounds, biodegradable TPU and rubber compounds, as well as recyclable PU and TPU products.

Additionally, the VIBRAM® North America production site supports the recycle policy, and has developed a full line of "green" products for flooring applications based on 100% recycled rubber.

### **Lifegate Zero Impact program: reforestation to compensate CO2**



VIBRAM® has recently joined the eco-sustainable project "Lifegate – Zero Impact". Through it VIBRAM® contributes to compensate part of the CO<sup>2</sup> the company generates. Through Zero Impact VIBRAM® finances the planting of new forests able to balance its CO<sup>2</sup> emissions. Up to now VIBRAM® has planted 16374 square meters of trees in Costa Rica and Madagascar.



#### **MEDIA CONTACT**

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)

# VIBRAM® , HISTORY AND FUTURE

## A sole, a logo that made history

Over 70 years of history, experience and adventure are not easy to sum up... Very few written documents provide a clear presentation of the various waypoints in the life of the company and the facts as well as the anecdotes risk being lost with the passing of time. That is why VIBRAM® is presenting its history through the story of Carrarmato, an emblematic sole for VIBRAM®.

### The starting point



The story starts in the 1930s. Vitale Bramani started off in the field by creating the "Gomma Tecnica" (Technical Compounds) company. Based in Gallarate, in the Milano province, he produced pipes and joints for irrigation systems. Vitale Bramani was also a mountaineer, one of the pioneering figures in modern alpinism like so many of his compatriots.

### The history of the logo



The VIBRAM® logo is a yellow octagon with the company name in the middle. But where did it come from? When it came into existence, there was no marketing team, no technical specifications, no graphics guidelines summing up any decisions made on how to identify the brand. Here is the story that we were able to piece together by consulting the oldest workers at VIBRAM® and the archives.

The name "Vibram" is a contraction of the founder's name, i.e. **VI**itale **BRAM**ani.

Vitale Bramani regularly used the colour gold in advertising documents to stress the excellence of his products. Because the colour gold could not be marked on the soles, he decided to use the closest available yellow.

The octagon shape is also said to have come from Vitale Bramani himself. Some people suppose that it was the shape that could most easily be fit among the lugs of the first Carrarmato sole. Others assure that the purpose of the octagon shape was to evoke a stamp of approval, a statement about the quality of VIBRAM® products.

These stories are certainly not too far off the mark, but the version we like best tells of Vitale Bramani walking through the workshops on a Tuesday afternoon, during his weekly visit to the factory. Suddenly, an idea strikes him; he grasps a piece of paper on a table corner and sketches the yellow octagon that was to become the historic symbol of our company.



#### MEDIA CONTACT

Osella Consultants [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

Vibram Internet Press Room: [www.vibram.com](http://www.vibram.com)

## Carrarmato, a name that in itself sums up VIBRAM® history

Carrarmato is above all an extraordinary invention, the first sole made of vulcanised rubber. It is also the sole that set countless records, namely the first invented by Vitale Bramani, the first intended specifically for mountaineering, the only one to have scaled all the highest summits in the world (including all the 8000ers), the most sold VIBRAM® sole ever, etc. A sign of its success is that Carrarmato is one of the most copied products in the entire history of the industry and the only sole to have given its name to a type of footwear. Indeed for decades, mountaineers and notably the military called their mountain boots their "VIBRAM®s".

## Carrarmato to enhance the safety of mountaineers

In 1935, Vitale Bramani lost six climbing friends during an expedition to Rasica Peak. The extreme cold, ice and terrain were responsible, but also the insufficient footwear. The tragedy convinced him to look for a solution to improve the grip of mountain boots.



The project was successfully completed with the assistance of his friend, Leopoldo Pirelli, and in 1937, he launched the first patented VIBRAM® sole that he called Carrarmato. He designed the lugs in the form of wedges, i.e. with a thick base and thinner bearing surface. This meant the snow did not stick and the sole remained free, thus ensuring good grip under all weather conditions. Such versatility was a true revolution in mountain equipment!

## Carrarmato tops the K2



In 1954, an Italian expedition sponsored by the company and equipped with VIBRAM® soles reached the top of K2. This highly publicised adventure had a profound impact on VIBRAM® history. The entire world saw the photos of the mountaineers... and of the very recognisable Carrarmato, of which six different versions were created for the event.

From the technical standpoint, the M65E was the first rubber compound exclusively designed for mountaineering. Its characteristics enable to soles to resist extreme temperatures without any modification in performance and substantially improve the safety of users.

## The success of Carrarmato spurred VIBRAM® to grow



In 1957, Vitale Bramani was confronted with the success of his innovative products. His decision to build the factory in Albizzate, to the north of Milano, was dictated by the presence of the Arno river. The strong and regular flow of water drove the machines and ensured a high level of productivity for the company.



### MEDIA CONTACT

Osella Consultants [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

Vibram Internet Press Room: [www.vibram.com](http://www.vibram.com)

## Carrarmato changed in step with technology

In 1969, the M65E compound for Carrarmato was changed for the first time. The high percentage of natural rubber in the compound made for long production times. To enhance productivity, Vitale Bramani replaced part of the natural product with a synthetic rubber. Production times were significantly reduced without altering the technical performance of the product. This first mixed product was called ORO (gold). In 1970, Vitale Bramani died and left the company under the management of his son, Cesar.

## Carrarmato penetrates the fashion market



In the 1980s, the fashion sector latched onto the highly distinctive look of Carrarmato which became famous in conjunction with the Yellow Boots from Timberland. The compound was again modified to make it more supple and adapt it to the need of "casual" footwear.

At the same time, the ORO compound intended for mountaineering was steadily improved to enhance the performance of Carrarmato under even the most difficult conditions. The soles were then available in three versions, TREK, MONT and TRONT.

## Carrarmato today

Carrarmato is now a universal product sold around the world on the mountaineering, industrial and casual markets, and even for luxury footwear with super-light foam compound. Over twenty VIBRAM® soles have been spun off of the Carrarmato and in 2006, over 500 000 pairs were sold worldwide.

Carrarmato is today a symbol for VIBRAM®, standing for its innovative capacity, its continuous quest for high performance and safety, and its impact on the footwear market.



### MEDIA CONTACT

Osella Consultants [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

Vibram Internet Press Room: [www.vibram.com](http://www.vibram.com)

# VIBRAM® FIVEFINGERS®

## Discover the alternative



### VIBRAM FiveFingers®

The Vibram FiveFingers product **concept** is Sensory Awareness. With this special and unique design, the feet are once again stimulated to be used with all their extraordinary natural qualities and capacities: moving with greater freedom on the ground with a completely new approach. The whole body can take advantage from this, driven by a natural return to its primitive functionality, acquiring and elaborating useful sensory data for the entire **human motor system**.

**VIBRAM FiveFingers®** is your foot's second skin, like a glove, gentle yet protective with your foot. FiveFingers allows you to go barefoot in the quietness of nature without any fear of small but potentially annoying environmental hazards.

Light, thin, snug on the sole, the five separated toes can independently move and adjust to the ground's irregularities. The extremely flexible outsole caters for an enhanced tactile dimension on most kinds of surfaces, even extreme ones, stimulating a re-education of the body to hold its balance.

The objective of this revolutionary project is primarily addressed to the people who like to be in motion, ideal for enthusiasts of all sports, and for simple city dwellers alike, providing a deep excitement in performances, from the gym to the mountain trails. It's also suitable for all water sports, on the sea rocks or on the river banks alike, protecting the foot from the most sharp and dangerous surfaces, and ensuring the qualities of Vibram® outsole grip known worldwide.

### MATERIALS

The heart of the product is the rubber outsole: very thin and surprisingly light, ergonomic, letting the foot move freely to feel the surface and texture of the ground. The upper is soft and elastic, "wrapping" the foot with an abrasion resistant second skin.

FiveFingers® can be conveniently hand or machine washed.

### 5 REASONS TO WEAR

Vibram® FiveFingers is different than any other footwear on the planet. Not only do they bring you closer to your environment, FiveFingers deliver a number of positive health benefits—by leveraging all of the body's natural biomechanics, so you can move as nature intended.

1. Strengthens Muscles in the Feet and Lower Legs
2. Improves Range of Motion in Ankles, Feet and Toes
3. Stimulates Neural Function Important to Balance and
4. Improves Proprioception and Body Awareness
5. Eliminates Heel Lift to Align the Spine and Improve Posture



ADI  
Associazione  
per il Disegno  
Industriale



grandesign®



### MEDIA CONTACT

**Osella Consultants** [albane@osella-consultants.com](mailto:albane@osella-consultants.com) - [pierre@osella-consultants.com](mailto:pierre@osella-consultants.com) -

Tel. +33 (0)4 76 41 08 23

**Vibram Internet Press Room:** [www.vibram.com](http://www.vibram.com)