



Stand. Walk. Run.

Retail Concept



Dear Manager,

Subject

A Letter of Introduction about the '2ft Orthotics' mobile lab designed for the common area of your Shopping Mall

Introducing a common problem - FOOT PAIN.
Introducing a unique solution - Orthotics.

On average 87% of your shoppers are suffering from foot related discomfort.

Working together, 2ft Orthotics can provide a unique solution via our mobile "2ft Orthotics" lab.

Regards

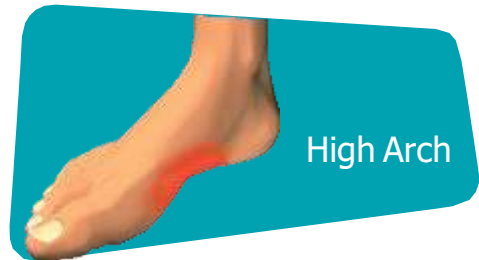
Craig Wight
Managing Director



The '2ft Orthotics' is a product of 20 years of biomechanical research resulting in an orthopedic appliance designed to balance the three most important components of the foot: bones, muscles and tendons.

'2ft Orthotics' are designed to restore the foot to the normal position "immediately" therefore giving the client almost instant relief from pain.

Common Foot Problems



Solution

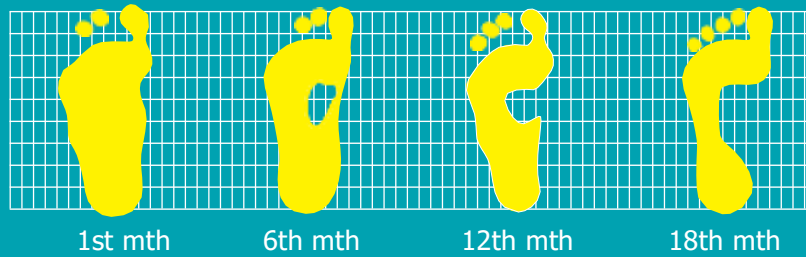


Is your child flatfooted?

CHILD



18 months program



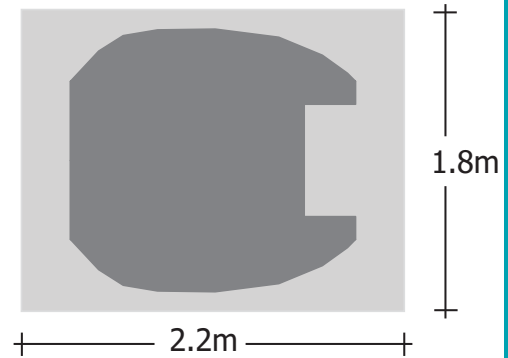


Advantage to the shopper

ADVANTAGE

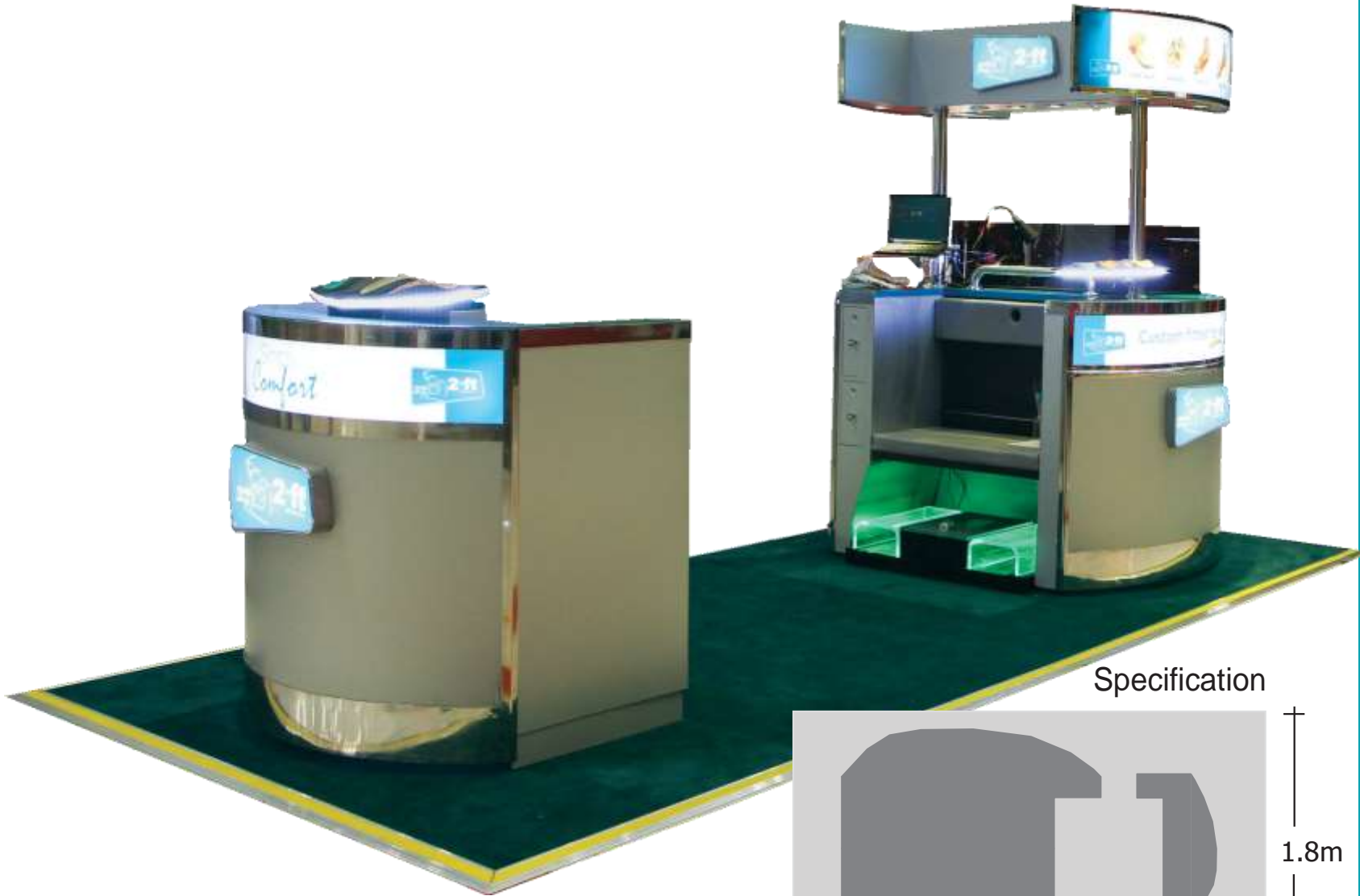


Specification

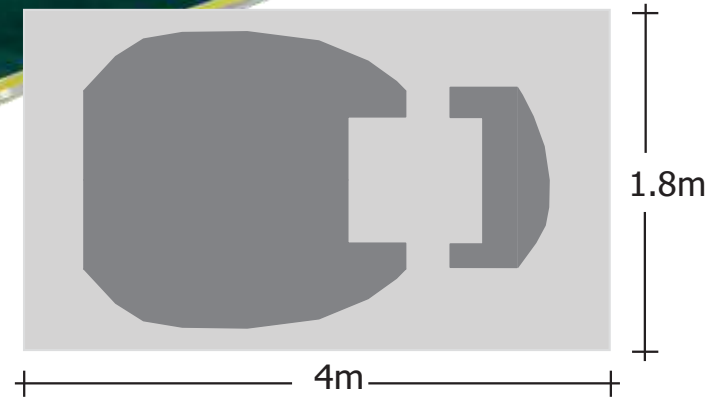


FUSION

FUSION DUO



Specification



The "2ft Experience"

APPROACH



"No charge" foot evaluation



Custom fitted in one hour



Instant relief from pain



Orthotic Booth

All materials used are non-combustible



Survey shows shoppers with **sore feet**

- Go home early
- Look for seating areas
- Are impatient
- Do not shop at large malls

'2ft Orthotics' client demographic

- Children: 38%
- Adult Male: 33%
- Adult Female: 29%



'2ft' Anti-Torsion System



- ◆ 3/4 Length Orthotic
- ◆ Material EVA & Stainless steel
- ◆ Contoured heelcup
- ◆ Air flow system
- ◆ Customized metatarsal rise
- ◆ Customized Longitudinal arch

'2FT ORTHOTICS'

The '2ftOrthotics' system has been tested, refined and proven over 25 years; our technology originated from Canada. Every year, we provide thousands of people with relief from pain, you can say, they regain their freedom to live without daily pain.

In Singapore alone, more than 10,000 have experienced relief from their foot, knee or back pain.

THE SYSTEM

The '2ftOrthotics' system utilizes a pre-molded orthotic shell; this shell is structurally designed to resemble the shape of a normal foot. The 'base shell' is then customized for each foot and its related foot problem.

The system is built on an understanding that the human foot has a degree of adaptability. Based on this knowledge, the '2ft Orthotics' will gently reshape and realign the foot when the client stands on his/her customized orthotics.

Upon reshaping and realigning the bones, muscles and tendons of the foot, comfort is immediate.

OUR TECHNOLOGY

The '2ft Orthotics' scan system captures the weight distribution of the clients foot; based on this and a proprietary 'bio-mechanical foot rating system'; the correct orthotic is designed and produced.

OUR PROFESSIONALS

Our '2ft Orthotics' technicians are extensively trained to design and produce custom fitted orthotics to set standards. Utilising digital calipers, each orthotic is crafted to within a 1mm set tolerance. Some of our current technicians have designed and produced more than a thousand pairs of orthotics.

OUR COMMITMENT

The '2ft Orthotics' company is the first orthotic provider to give our clients 1 year 'structural warranty' and 1 year 'comfort guarantee'.





2ft Orthotics
Singapore 298882
Tel:(65) 6735 6547 Fax: (65) 6737 9501
Email:admin@2ft.com
www.2ft.com

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form without permission in writing from the publisher
Produced by Craig A. Wight