UNDERSTAND THE EXPECTATIONS OF CUSTOMERS

In order to understand better seniors’ expectations Podowell got involved in the ADOCS' researches. « ADOCS » is a French program which aims to improve the offer of shoes for seniors. This study was initiated by the department of Trade and Industry, the French Shoe Federation, the Leather Technical Centre and a group of French companies that were chosen for the quality of their products. It aims to improve the products that companies can offer to meet the requirements of customers in terms of estheticism and technicity.

3 TECHNICAL ASPECTS

To understand how senior feet work, the Leather Technical Centre made some experiments.

1. Anthropometric measures

A precise knowledge of the general morphology of senior feet will help design more well-fitted shoes. People's feet were scanned with a 3D scan to get their measurements.

The aim is to have 600 foot measurements of people aged over 50 years-old to get a representative panel with reliable data.

2. Ergonomic analysis

Are shoes adapted to everyday life gestures? Is there a way to improve phases such as putting-on, taking-off, falling prevention...?

The ergonomic analysis of shoes will enable the manufacturers to satisfy consumers’ behaviour and to fulfil their expectations.

3. Locomotion analysis

For this study, people walked with shoes with special features. Various factors were evaluated such as static balance, dynamic balance or articular rigidity to determine a positive or negative influence of these features on the walking and the well-being of seniors.
Since 1930, Podowell® has designed and manufactured orthopedic footwear which is ideal for those who have sensitive or painful feet.

The collaboration between Podowell® and the orthopedic industry has resulted in a variety of innovative shoes that provide a stable and comfortable fit for every lifestyle.

Podowell® offers a range of roomy, flexible and washable footwear with a touch of French elegance.

Not only is this line from Podowell® great for tired feet, it is also ideal for patients suffering from ulceration, neuropathy, diabetes, oedema or post-operative swelling and bandages.

Podowell® has become the preferred supplier to healthcare professionals in over 32 countries.

**3 Fitting**
Based on the width of the insole and the feet’s volume.

- **Normal**: standard and comfortable fitting room
- **Large**: more fitting room to protect swollen, painful or deformed feet
- **Extra large**: substantial fitting room to fit post-operative, diabetic or seriously swollen feet

**LOGOS LEGEND**

- Removable insole that enables the replacement by personalised orthotics
- Leather insole for more comfort
- Removable insole and insert to adapt the volume of the shoe
- Leather used in the construction of the shoe for a soft and durable product
- Memory foam insole that reduces plantar pain
- Leather with On Steam® lining for a soft, durable and anti-moisture product
- SANITIZED® Treatment that limits the development of bacteria and odors even after washing
- Adjustable strap for a perfect fitting
- Stretchable material on sensitive zones to protect sore feet
- Machine washable at 30°C maximum
- Great comfort: less constraints for sensitive feet
- Hand-wash at 30°C maximum
- Wool lining, naturally warm and antibacterial
- Product certified in Germany with a “Hilfsmittelverzeichnisnummer”
**Paramedical Line**

- **PODOSOLO**
  - Colour: Navy
  - Sizes: XS: 34 - 35
    - S: 36 - 39
    - M: 40 - 43
    - L: 44 - 48
  - Product sold individually
  - On stock

- **ADDAX**
  - Colour: Jean
  - Sizes: 36 - 46
  - On stock

- **ARRY**
  - Colour: Jean
  - Sizes: 36 - 46
  - On stock

- **ARSEN**
  - Colour: Jean
  - Sizes: 36 - 46
  - On stock

- **ARIAN**
  - Colour: Black
  - Sizes: 36 - 48
  - On order

- **ARRAS**
  - Colour: Purple
  - Sizes: 36 - 42
  - On order

www.podowell.com
**Paramedical Line**

- **ATHENA (ACADEMIE 3)**
  - Colour: Jean, Pearl
  - Sizes: Jean: 36 - 48
     - Pearl: 36 - 42
  - On stock

- **ACADEMIE**
  - Colour: Grey
  - Sizes: 36 - 46
  - On stock

- **ANDALOU (ACADEMIE)**
  - Colour: Navy, Beige, Black
  - Sizes: 36 - 46
  - Navy, Beige: On stock
  - Black: On order

- **ABVILLE**
  - Colour: Black
  - Sizes: 36 - 48
  - On stock
Alexis

- Colour: Black, Navy
- Sizes: 36 - 48
  - Navy: On stock
  - Black: On order
- Comfortable insole in microfiber with high absorption, antiperspirant, and antibacterial treatment. Removable insole, hand washable and ventilated for fast drying.

Athos

- Colour: Black, Burgundy, Navy
- Sizes: Burgundy: 36 - 44
  - Black, Navy: 36 - 48
  - On stock
- Large, stable and non-slip sole
- Large Velcro strap for a perfect fitting whatever the pathology

Alberta

- Colour: Grey
- Sizes: 36 - 46
  - On stock
- Low cut at the back to avoid frictions
- Thick and washable material with antibacterial treatment
- Wide opening and great adjustment thanks to Velcro straps.
- Light and non-slip sole for a perfect stability.
- Optimal ventilation thanks to perfect air circulation.

- Antibacterial material, machine or hand wash at 30°C for a perfect hygiene for many years.
- Fast drying thanks to shoe trees provided with the shoes.
- Large fitting room for a better protection of the feet.
- Thick removable and washable insole that enables the replacement by personalised orthotics.
- New style
ARREAU
Colour: Black
Sizes: 36 - 46
• On stock

ABITA
Colour: Black
Sizes: 36 - 48
• On stock

ANITE
Colour: Navy, Black
Sizes: 36 - 48
• Navy: On stock
• Black: On order

ALADIN
Colour: Black
Sizes: 36 - 48
• On stock

ALTITUDE
Colour: Black
Sizes: 36 - 48
• On stock
**Basic Line**

- **BOURDON**
  - Colour: Navy, Black
  - Sizes: 35 - 46
  - On stock

- **BOUKOR**
  - Colour: Navy
  - Sizes: 36 - 46
  - On stock

- **GRANIT**
  - Colour: Burgundy
  - Sizes: 36 - 46
  - On stock

  - Colour: Black, Navy
  - Sizes: 36 - 48
  - On stock
**BALAN**

Colour: Purple, Burgundy
Sizes: 36 - 42
- On order

**BLIZZARD**

Colour: Black
Sizes: 36 - 46
- On stock

**BALADIN**

Colour: Burgundy
Sizes: 36 - 42
- Black, Navy: On stock
- Burgundy: On order
Wide Fitting

**RECOMMENDED FOR DIABETICS**

Back lining with On Steam®, front lining in jersey assembled with foam with SANITIZED® treatment

Protective foam under the tongue and around the ankle

Upper in full grain leather with full lining, free of any seam that could injure the feet

Very wide fitting room and optimal adjustment thanks to 3 Velcro straps

Large and stable sole

**ANATOLE**

Colour: **Black**

Sizes: **36 - 46**

- On stock

Comfortable insole in microfiber with high absorption, antiperspirant, and antibacterial treatment. Removable insole, hand washable and ventilated for fast drying.

www.podowell.com
For several years, Podowell has been working in association with health professionals in order to develop specific products for people suffering from diabetes.

Because of the loss of sensation, diabetic people have to take great care of their feet and the choice of their shoes. Unspotted injuries are liable to worsen because of healing difficulties. The risks of complications can go as far as amputation. Diabetic people are recommended to use shoes with certain characteristics for prevention:

- Seam free on sensitive areas (full lining, external stiffening) to avoid any micro-traumatism.
- Removable insoles that can be replaced by specific orthotics,
- Low heel height to limit hyper-pressure zones at the front of the foot.
- Large fitting room to avoid any pressure also in case of foot irregularity such as hallux valgus, corn, callus…
- Protection from external risks thanks to a thick lining, a stiff upper and a wide edged sole.

The choice of suitable shoes must be accompanied by a daily observation of the feet.
Wide Fitting

- **ADULER**
  - Colour: Black
  - Sizes: 36 - 48
  - On order

- **AWELL**
  - Colour: Beige, Brown
  - Sizes: 36 - 46
  - On stock

- **ALVINE**
  - Colour: Beige, Black
  - Sizes: 36 - 48
  - On stock

- **AJACCIO**
  - Colour: Black
  - Sizes: 36 - 48
  - On stock

- **PARKER**
  - Colour: Black
  - Sizes: 39 - 46
  - On stock
OCTAVE
Colour: Black
Sizes: 39 - 46
- On stock

PATROUILLE
Colour: Black
Sizes: 39 - 46
- On stock

PARIS
Colour: Brown
Sizes: 39 - 46
- On stock

OWEN
Colour: Black
Sizes: 39 - 46
- On stock

OLIVIER
Colour: Jean
Sizes: 39 - 46
- On stock

PIERRICK
Colour: Black, Beige
Sizes: 39 - 46
- On stock
Wide Fitting

Comfortable insole in microfiber with high absorption, antiperspirant, and antibacterial treatment. Removable insole, hand washable and ventilated for fast drying.

**MAGIK**
- Colour: Black, Red
- Sizes: **36 - 42**
  - Black: On stock
  - Red: On order

**MAGENTA**
- Colour: Beige, Navy
  - On stock

**NEW STYLE**

Elegant jewelery

Large, stable and non-slip sole for a secure walk

Hard stiffener for a better support

Stretchable material to fit any deformed feet
MADONA
Colour: Black, Beige
Sizes: 36 - 42
- On stock

MADRAS
Colour: Beige, Black
Sizes: 36 - 42
- On order

MAYA
Colour: Black, Beige
Sizes: 36 - 42
- On order

PSYCHE
Colour: Black, Beige
Sizes: 35 - 42
- On stock

MACUMBA
Colour: Black
Sizes: 36 - 42
- On stock

MANILLE
Colour: Brown
Sizes: 36 - 42
- On stock
On Steam® lining
breathable and heat-regulating

Velcro strap
easy to grab and adjust

Elastane material
assembled with foam that fits the shape of the foot

Heel of 30mm,
large and stable

Light, flexible, stable and non-slip sole
that guaranties a secure walk

Leather front
that protects sensitive forepart

Removable insole in leather, ventilated and assembled with foam for more comfort.

SIMONA

Colour: Taupe, Burgundy, Black
Navy, Pearl
Sizes: 35 - 42
- On stock
THE HIDDEN TECHNOLOGY IN A SHOE.
FOR EXAMPLE: STYLE SIMONA.

High density foam for more comfort

On Steam® lining microfiber, micro-perforated, breathable and antibacterial

Lining at the front part assembled with foam, SANITIZED® antibacterial treatment

Reinforcement at the back support and protection

Removable insole, breathable and thick assembled on foam for more comfort

Sock insole sewed with « STROEBEL » technique All our know-how to assure you flexibility and lightness

Alveolus to absorb chocks when walking

Schank inserted in the sole to assure a good shape of the shoe and to help for a good walk
STIMULI
Colour: Black
Sizes: 36 - 42
On stock

STRONG
Colour: Brown, Black
Sizes: 35 - 42
On stock

SOISSON
Colour: Black
Sizes: 36 - 42
On stock

SIDONIE
Colour: Light Beige
Sizes: 35 - 42
On stock

VIRGINIE
Colour: Pearl
Sizes: 35 - 42
On stock

VIRTUEL
Colour: Navy, Pearl
Sizes: 35 - 42
On stock

www.podowell.com
**STAR**
Colour: Burgundy, Bronze
Sizes: 35 - 42
● On stock

**STADIA**
Colour: Navy, Black
Sizes: 35 - 42
● On stock

**SAGA**
Colour: Pearl
Sizes: 35 - 42
● On stock

**SWAN**
Colour: Pearl
Sizes: 35 - 42
● On stock

**SOPHIE**
Colour: Black
Sizes: 35 - 42
● On stock

**SONIA**
Colour: Pearl, Gold
Sizes: 35 - 42
● On stock
SAMIRA

Colour: **Black**
Sizes: **35 - 42**
- **On stock**

Removable insole in leather, ventilated and assembled with foam for more comfort.

On Steam® lining  
*breathable and heat-regulating*

Wide opening  
*thanks to a Velcro strap*

Heel of 30mm,  
*large and stable*

Very light and non-slip sole  
*to bring flexibility and stability*

Real stretchable leather  
*for a great comfort on the whole front part*
SARAH
Colour: Black
Sizes: 35 - 42
- On stock

SOLANGE
Colour: Brown
Sizes: 35 - 42
- On stock

SEVRES
Colour: Black
Sizes: 35 - 42
- On order

SOLEDAD
Colour: Black, Bronze
Sizes: 35 - 42
- On stock
Street Line

On Steam® lining
breathable and heat-regulating

Comfortable foam collar

Optimal fitting thanks to laces that don’t need to be took off and thanks to the zipper

Real stretchable leather
for a great comfort

Heel of 30mm, large and stable

Very light and non-slip sole
to bring flexibility and stability

Removable insole in leather, ventilated and assembled with foam for more comfort.

SERVANE

Colour: Brown, Black
Sizes: 35 - 42
On stock

www.podowell.com
**STELLAIRE**

Colour: **Black**
Sizes: **35 - 42**
- On stock

Removable insole in leather, ventilated and assembled with foam for more comfort.

**MARJORIE**

Colour: **Black**
Sizes: **36 - 42**
- On stock

Comfortable insole in microfiber with high absorption, antiperspirant, and antibacterial treatment. Removable insole, hand washable and ventilated for fast drying.
**DORINE**
Colour: White, Navy  
Sizes: 35 - 42  
On stock

**CHLOE**
Colour: Beige, Pearl  
Sizes: 36 - 42  
On stock

**GISELE**
Colour: Blue  
Sizes: 35 - 42  
On stock

**MADISON**
Colour: Black  
Sizes: 36 - 42  
On stock

**MAIWEN**
Colour: Navy, Silver  
Sizes: 36 - 42  
On stock
--- Summertime --

**DELPHINE**
- Colour: Black, Bronze
- Sizes: 35 - 42
- On stock

**DAMAS**
- Colour: White, Navy
- Sizes: 35 - 42
- On stock

**DIEPPE**
- Colour: Red, Beige
- Sizes: 35 - 42
- On stock

**KYARA**
- Colour: Pearl
- Sizes: 35 - 42
- On stock

**GINA**
- Colour: Beige, Pearl, Navy
- Sizes: 35 - 42
- Beige, Pearl: On stock
- Navy: On order
**ANIHERE**

- Colour: Burgundy, Dark grey
- Sizes: 36 - 46
- On stock

**AMIRAL**

- Colour: Jean, Camel, Grey, Red
- Sizes: 36 - 42
- On stock

**DONUTS**

- Colour: Red, Black, Camel, Jean
- Sizes: 36 - 46
- On stock
We have distributors in the following countries:

Australia  Germany  Netherlands  Slovakia
Austria  Greece  New Zealand  Slovenia
Belgium  Hungary  Norway  South Africa
Bulgaria  Ireland  Poland  South Korea
Canada  Israel  Qatar  Sweden
Croatia  Japan  Russia  Switzerland
Czech Republic  Latvia  Romania  Tunisia
Denmark  Lithuania  Saudi Arabia  United Kingdom
Finland  Morocco  Singapore

Shoe size conversion chart

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<th>1 Centimeters (Cm)</th>
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<th>25.7</th>
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