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## Finding opportunities in tough times

Why introduce sandals at the February edition of WSA, a show that focuses on fall and winter footwear? Well, why not, says Aetrex? With many footwear manufacturers feeling the economic pinch and opting to cut R&D, or at best, taking a wait and see approach before committing to new initiatives, the door is open for a firm that is ready to go. Sandals are a year round market in many parts of the USA, and while it is not a huge market, many Canadians are highly mobile and looking for footwear that will be comfortable and stylish for their winter or retirement getaways.

Aetrex Worldwide Inc., industry leader in pedorthic footwear, mid-priced orthotics and foot scanning and measuring technology has developed a new line of footwear that happens to be sandals. The company was able to pull development forward to deliver for early May, so the decision was taken to go for it, rather than wait six months for the rest of the industry to catch up. The four new styles feature a removable footbed with Lynco shape arch support and memory foam and a suede top cover. The Mozaic footbed itself has removable gel plugs, the uppers are high-end nubuck and full grain leather, the soles are bright and cheerful.

### WORKING TOGETHER TO GROW

Aetrex has also chosen this time of economic challenges to reach out to their retail partners. "While the manufacturer/retailer relationship is not always the most congenial, there could not be any more important time than in an economy such as this for the two to work together to protect and build their businesses", said Larry Schwartz, CEO of Aetrex.

The Retail Partnership Financing Program is a sharp contrast to the programs of other firms that aim to tighten credit restrictions. Aetrex's program offers a 6-month payment plan for orders, complimentary stock rotations and an aggressive first month spiff allowance. There are bulk discounts and other perks, as well. All the new footwear styles are in-stock programs with no minimum orders for fill-ins.



Aetrex has also introduced new rental programs for their iStep technology packages. This foot-scanning device maps the pressure points of the customer's foot, allowing for custom comfort in conjunction with Aetrex's Mozaic orthotic footbed. Retailers looking for an edge in the lucrative pedorthic footwear market will find this an invaluable tool.

More information about Aetrex Worldwide Inc. can be found at [www.aetrex.com](http://www.aetrex.com) or by calling 1-800-526-2739.