

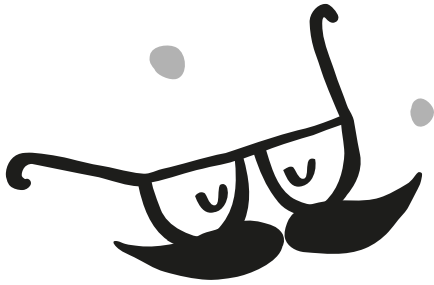
Froddo's guide
to buying children's shoes

froddo®

Every step is your story.

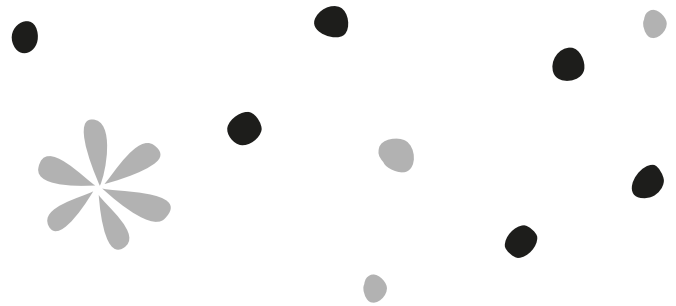


froddo®

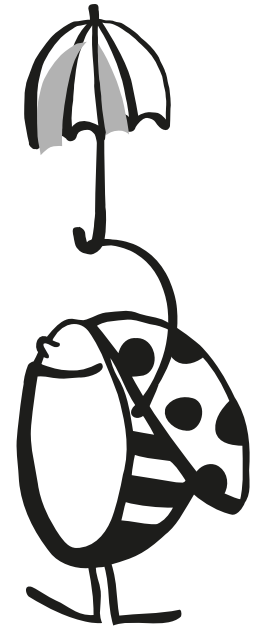


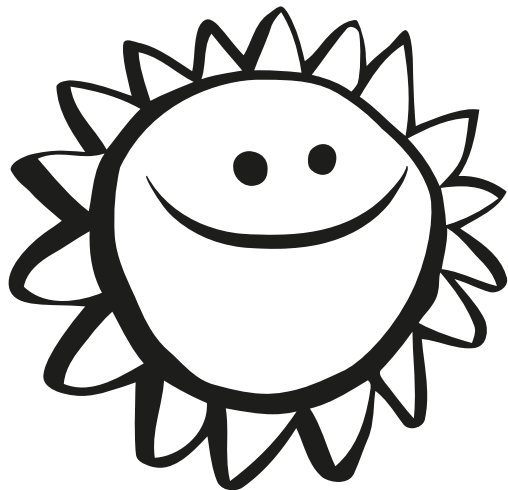
Brand values

Every foot, just like every child, is different. We know that. And this is why we find beauty in the development and production of our shoes. By choosing an individual approach we promise to create according to the wishes of children and parents, and to approach every child in a special way, thus making them happier and more confident.



Froddo insists on its footwear being anatomically designed, because without this, childhood may be fun, but it may not be healthy for the feet. Natural, because we use only natural materials which must meet our strict set standards. Individual, because every child is different and we are trying to adapt to this. Playful and fun, because a childhood without games and fun is not a happy childhood.



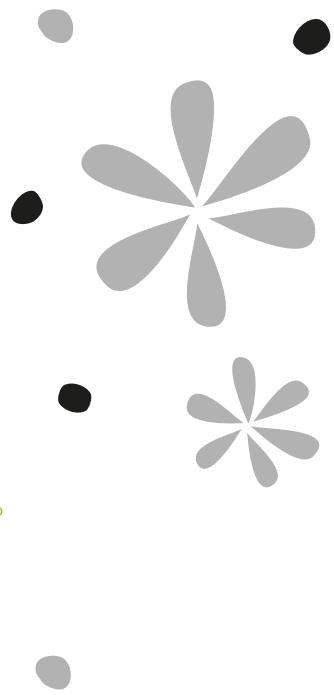


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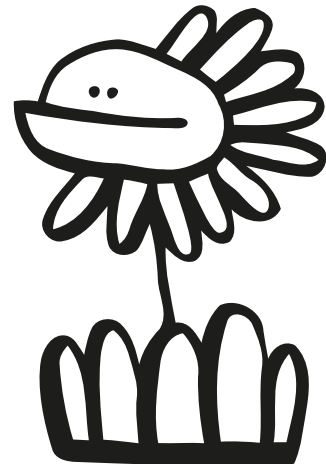
child is the same
no foot is the same.





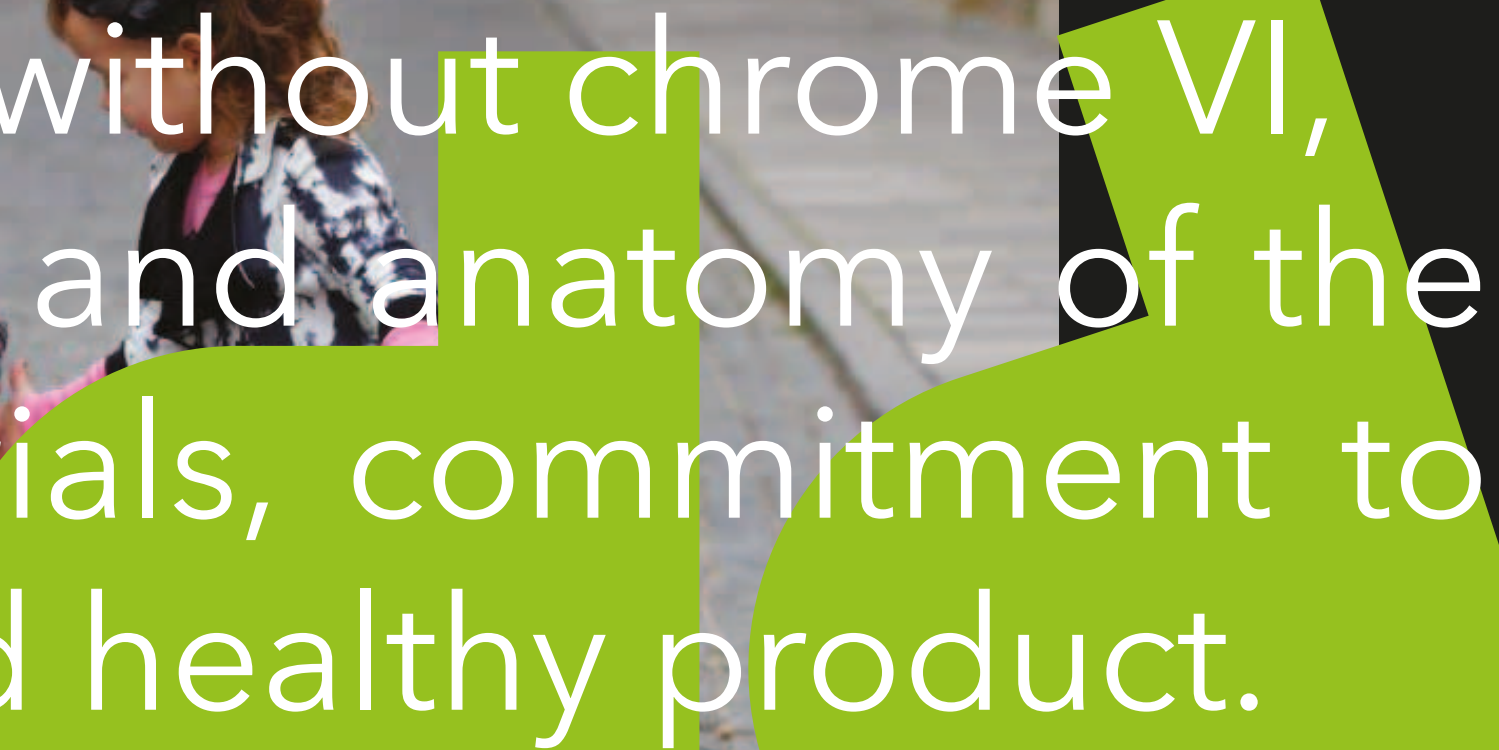
We are a responsible company. We offer our customers a product that meets health and safety standards and that is controlled at all stages of the production process. Every shoe that we offer on the market is produced in an environmentally friendly way without any harmful substances and compounds such as Chromium (VI). In addition, in the manufacture of our footwear we use exclusively water-based adhesives. We produce shoes that

care about the environment, as well as the health of children. Professional teams consisting of paediatricians, orthopaedics and designers are involved in the overall process, and we even consult child psychologists so that they can help us understand what is and what is not important from a child's point of view.



Natural materials, v
adjusted to the age
foot, certified mater
quality, a safe and



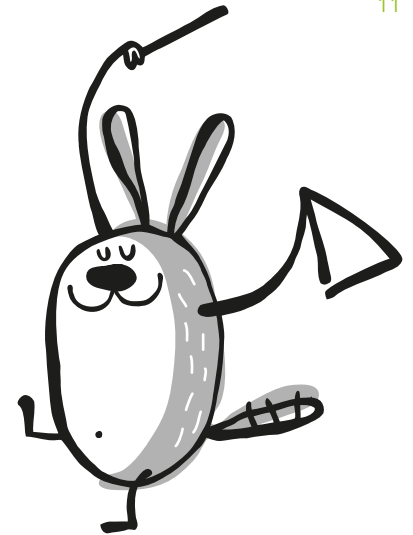


without chrome VI,
and anatomy of the
ials, commitment to
d healthy product.



Children's feet are extremely soft...

and therefore easily fit into shoes that are too small and for the foot to properly develop it needs plenty of space.



12 mm of space...

an ideal distance between your thumb and the top of the shoe. This will allow a child's toes to move freely which is important for the proper development of the feet.



When possible let children walk barefoot...

because in that way they train and strengthen the muscles in the feet. A good and strong foot musculature is essential for a child's health, growth and development.





More than 50%
of children are
not wearing
appropriate
footwear

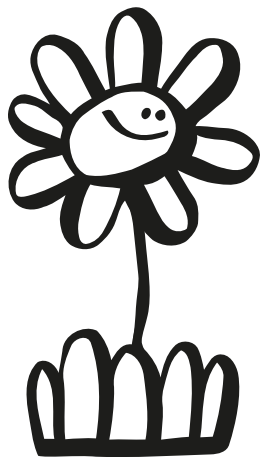
meaning, they are wearing footwear
that is too small.



Children's feet grow very quickly

between 3 and 6 years of age
the average growth is 1mm
per month.





Froddo children
in several
age and the a

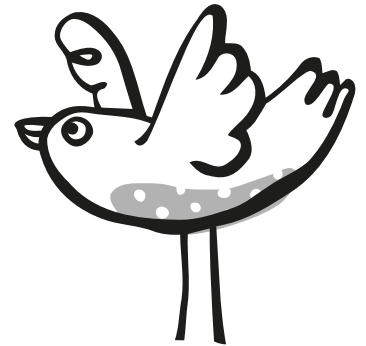
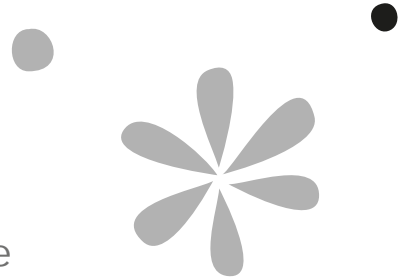
A photograph of a person's lower legs and feet as they run on a light-colored path. They are wearing bright, multi-colored sneakers. The background is slightly blurred, showing greenery and a body of water in the foreground. The image is partially covered by a solid green vertical bar on the right side.

en's footwear comes
lines adapted to the
anatomy of the foot



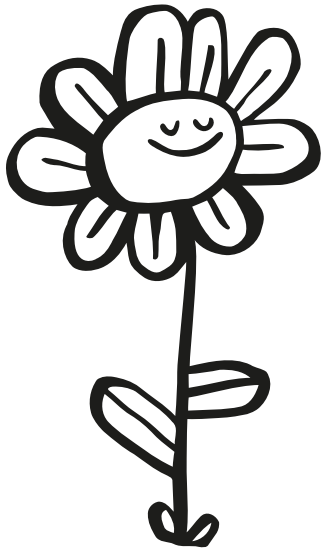
Variable feet

It is often the case that the right and the left foot are different in length – therefore when purchasing it's essential to try on both shoes. Feet are shorter and narrower in the morning when we wake up compared to when we go to sleep at night and therefore is better to buy shoes in the afternoon. Feet are longer when we are standing up and shorter when we are sitting or lying – so when buying shoes do make sure to stand up. Feet need the most space when walking or running because the toes move more, so take a few steps to make sure shoes are comfortable before you buy them.



Wide or narrow foot?

While they are small, children's feet are chubbier, but as they grow they develop in different ways. Some have a high instep and others have narrow feet. Froddo shoes are shaped accordingly and in our collections you can find styles for narrow, but also for wider feet. So try out several styles. Froddo collections offer footwear for all ages (sizes 17-40).



How to buy children's footwear?

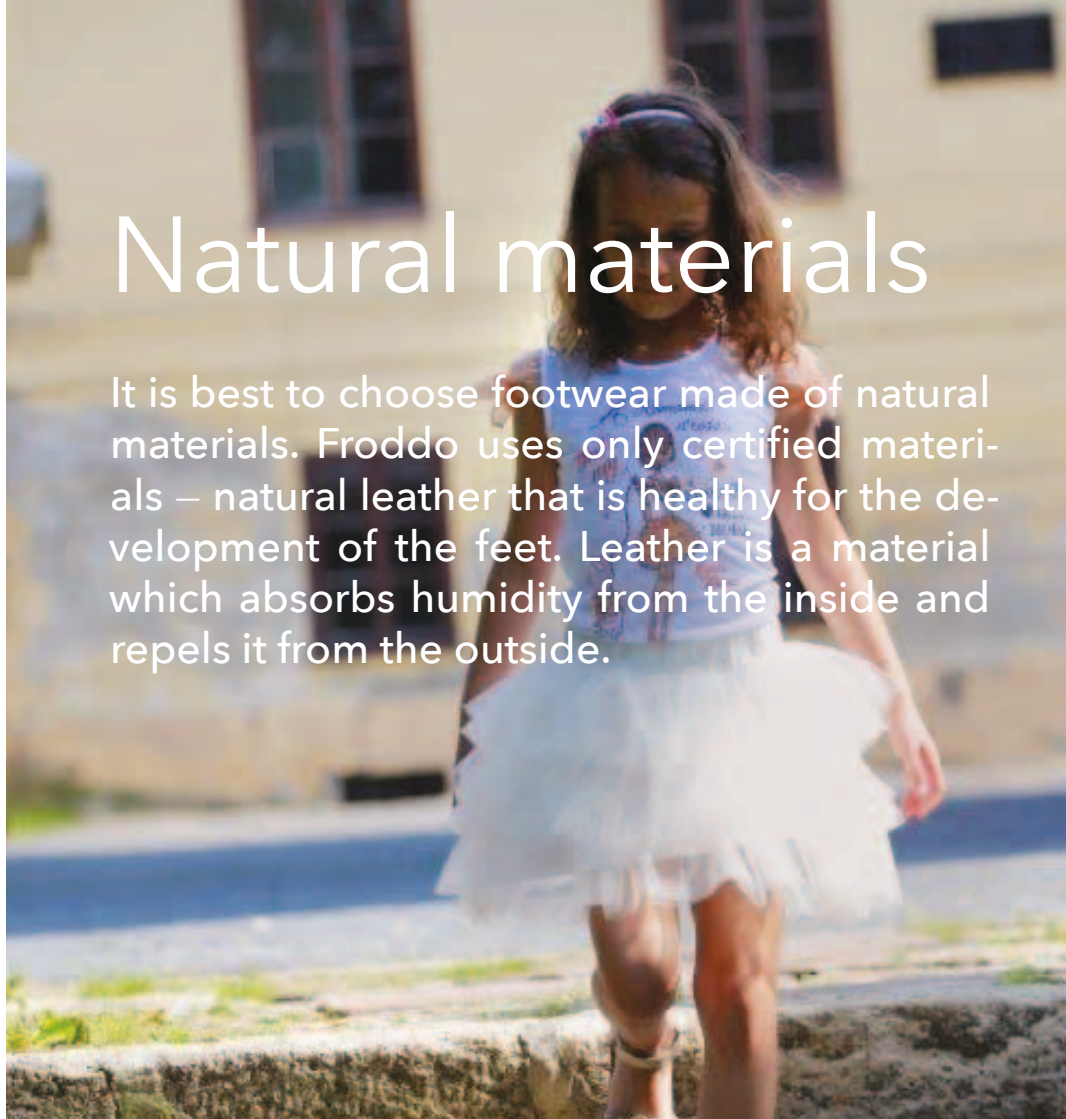
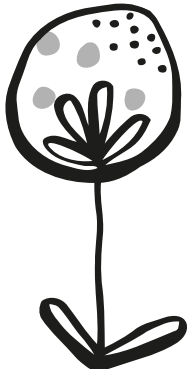
The proper purchase of children's footwear is extremely important because children's feet are still developing and growing. Parents need to pay attention to a number of things – which brand to choose, which materials, foot length, foot width, foot shape, how active the child is, where, when and how long the footwear will be worn. There are many variables, but good preparation is the key.

Children's feet
deserve only
the very best
materials.



Natural materials


It is best to choose footwear made of natural materials. Froddo uses only certified materials – natural leather that is healthy for the development of the feet. Leather is a material which absorbs humidity from the inside and repels it from the outside.





It takes a hurt
to man



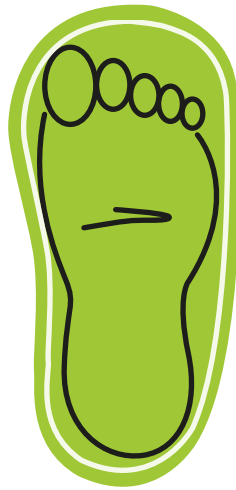


ndred hands
manufacture a shoe.



How should you measure the foot?

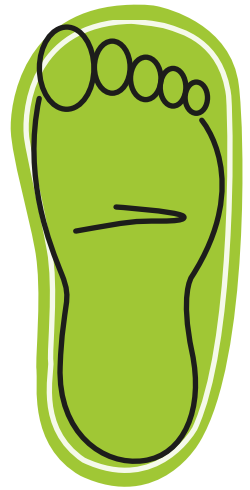
Foot outline on cardboard



Ideal



Too big



Too small

Here is a simple method for checking whether your child's foot has enough space in the shoe:

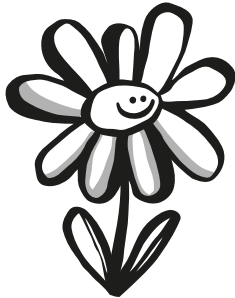
- let the child stand on a piece of firm cardboard (barefoot, or in socks)
- draw an outline of both feet
- add 12mm to each foot from the furthest toe
- connect the endpoints to the outline, and make a cut-out
- place the cardboard cut-out foot in the shoe – if it enters easily into the shoe, this means that the shoe is the right size



Feeling the toes

By feeling the toes in the shoe, we can estimate whether the shoes are long enough. The foot will have enough space if, between your child's big toe (or longest toe) and the edge of the shoe, there is enough space for your finger. Also, check whether the toes are cramped while in the shoes by lightly pressing the toes with one hand, and feeling how far they reach with the other. Always measure both feet.

28



Antibacterial removable insole

A patented insole made from recycled antistatic materials, which have superb powers of absorption and hinder bacterial development. A three-layer breathable system significantly reduces perspiration. Extremely lightweight and durable, these insoles are anatomically shaped for an anti-shock effect. They also have an imprinted smiley face to indicate the ideal place for your big toe, or longest toe. The insole is simply removed from the shoe and placed on the floor. The child steps onto the insole, at which point it should be immediately clear whether it is a correct fit.

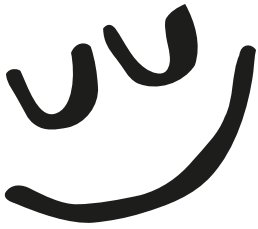


How often should shoe size be checked?

Child's age	recommended checking
1 - 2 years	every 2 months
3 - 4 years	every 4 months
5 - 6 years	every 6 months







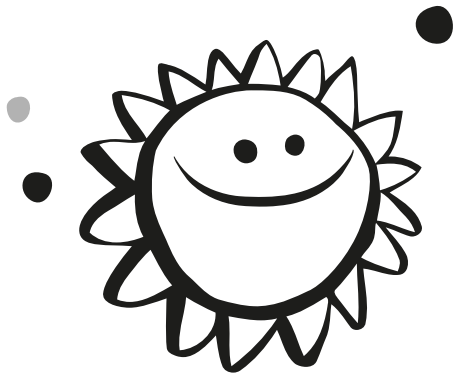
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Shoes that are not the right size can harm the feet. It is therefore important to measure the child's foot before every purchase.



2

Don't give away or accept previously worn children's shoes. Shoes that perfectly fit one child won't necessarily fit another.

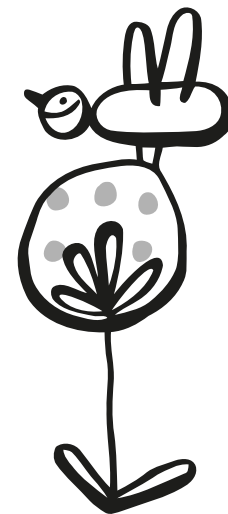
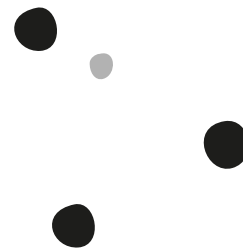


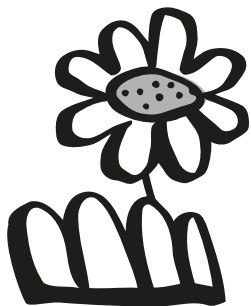
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Pay attention to the sole in the heel of the shoe. The child will often wear out the heel before growing out of the shoe. If the sole in the heel is unevenly worn on the left or right foot, then you should go with the child to visit an orthopaedic consultant.

4

Make sure you take your child with you when buying shoes. Let the child say whether the shoe fits, because every shoe fits differently.





5

Measure and try the shoes on both feet. Always buy shoes for the biggest foot (feet are rarely the exact same size). Often the biggest foot is on the opposite side to the hand the child writes with.

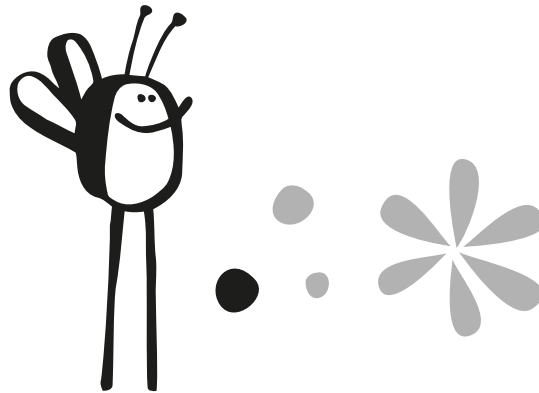
A close-up photograph of two young girls. The girl in the foreground has light brown hair and is smiling broadly at the camera. The girl behind her has curly reddish-brown hair and is smiling while hugging the first girl. They are both wearing light-colored clothing. The background is a soft, out-of-focus beige color.

6

If you are buying shoes that the child will wear with socks, make sure they try them on in that way.

7

The perfect time for buying shoes is in the late afternoon, when the feet are a little swollen.



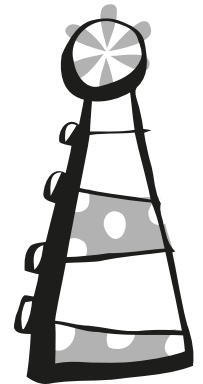
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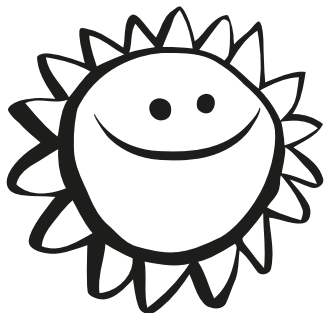
When trying on shoes it is very important that the child stands up once you have fitted the shoes and takes a few steps in them.



Why Froddo?

- Experience and heritage
- Natural materials
- No chrome VI
- Manufactured in the EU
- Certified materials
- Adjusted to the age and anatomy of feet
- Commitment to quality
- Safe products
- Controlled production in all phases of the development process





froddo.com

