


10

questions
concerning



-children's shoes

1) What's the first intention of ?

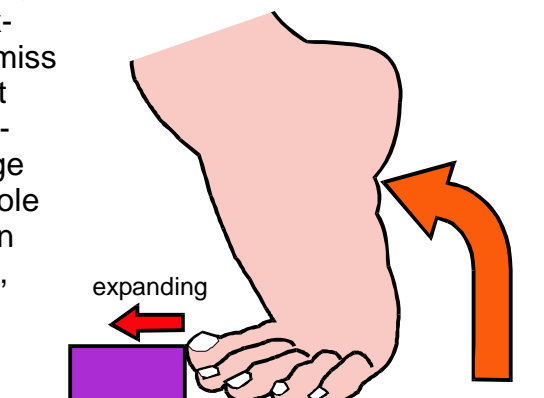
-shoes for children aim to let feet grow up healthily.

2) Are there special aspects of children's feet one has to take care of?

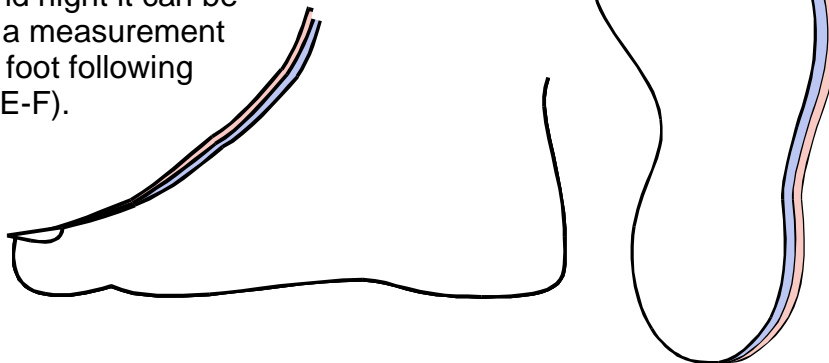
- a) Only 2% of foot damages are congenitally..
- b) Bad fitting shoes (most too short) are the main cause of foot damages and hit the health of children's feet.
- c) Bones of children's feet are tender, able to grow wrong and get damaged but don't feel pain when hidden by too short shoes. Children aren't able to answer the question whether shoes fit or not.
- d) Adults cannot get correct information by pressing the shoe tip with thumb like pressing their own shoe tip. Feeling pressed children's toes will be reflexive drawn back. So, one can get the impression of free space in front of toes, that is filled by toes if thumb is away.

3) What will children's feet require from shoes?

- a) free place to grow: children's feet are growing feet - on the average 2 - 3 length the year (depending on age).
- b) free place to expand: going, running or hopping and jumping - all feet will expand in shoes. If feet, especially toes, miss this space to expand forward, they get hidden back. To be hidden back for perhaps some month and more will damage feet, first the toes and furtheron the whole forefoot, than the whole foot and lateron the knees, hips and the whole skeleton, especially the joints.



- c) Feet are different broad and high:
Children's feet with the same length will have a different broadness or height. Instead of broadness and height it can be called width, a measurement surround the foot following the ball line (E-F).

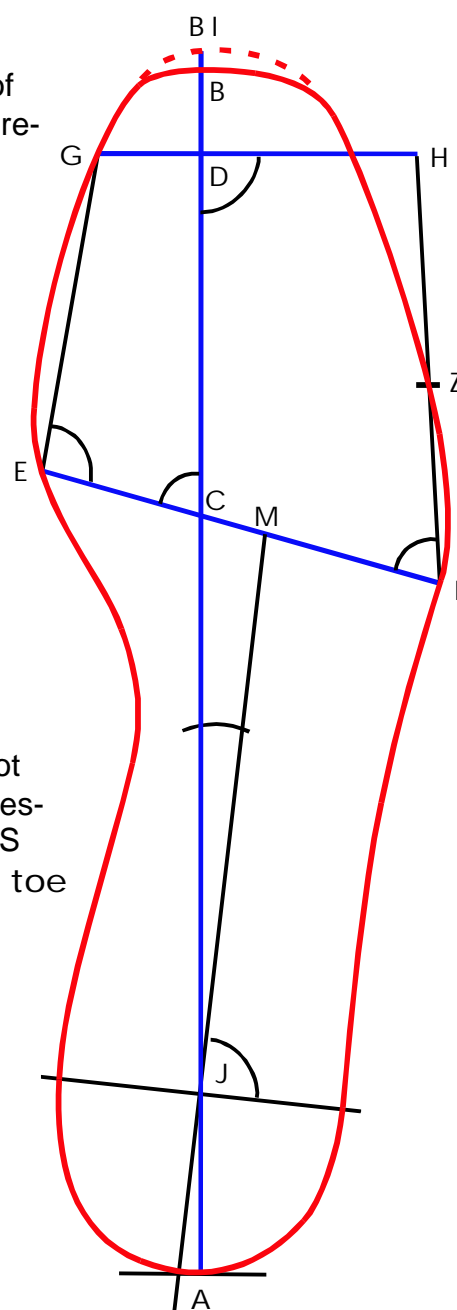


- d) Height of big toe: Feet will hit the leather of the shoe tip first with the nail of the toes. Therefore WMS has a point D (range of big toe) where WMS requires a minimum height.

- e) Position of inner and outer balls: For feet there does exist a special proportion of the part from ball line to toes and ball line to the end of heel. Shoes require this adequately. Therefore, WMS requires a fixed proportion of ball line C (E-F) backward to heel (A-C) and forward to the tip of the shoes (C-B).

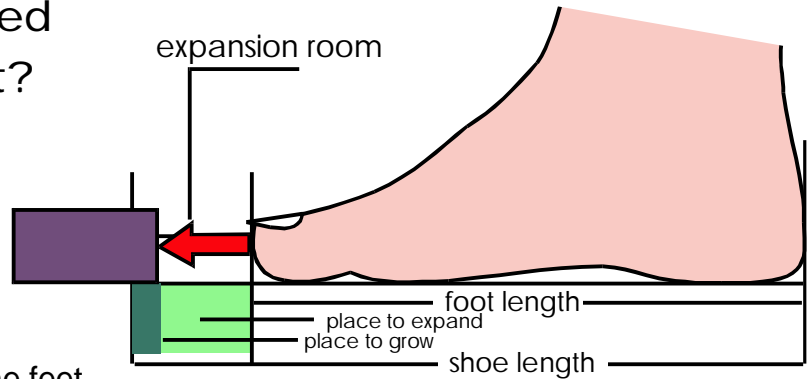
- f) Big- and little toe angle: A children's foot with its sensitive toes may also not be compressed too much from the sides. Therefore, WMS requires angles for big toe CEG and little toe CFH wide enough.

- A-B = bottom length of inner shoe
- A-D = length of feet - suiting to this shoe
- D-B = place for extension
- E-F = ball line
- C = point crossing ball line and length line
- CEG = big toe angle
- CFH = little toe angle

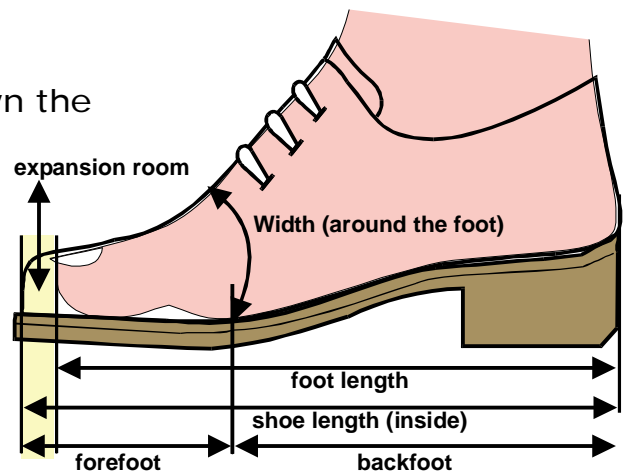


4) Considering all arguments, what shoe construction is required that shoes fit?

Place to grow + place to expand = expansion room, it's the part, which the shoes inside are longer than the feet.

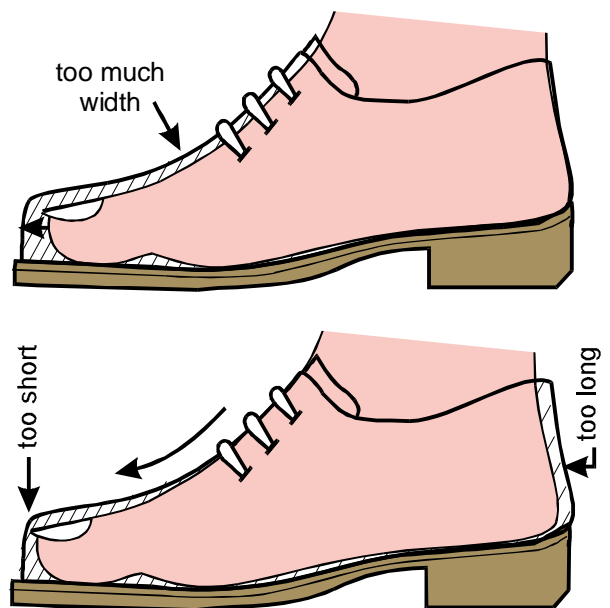


a) A suitable shoe has to own the 'expansion room'. In order to keep feet healthily shoes shouldn't be shorter than "foot length and 'expansion room' together".



b) The width has to be tight enough.

If feet are smaller than shoes, shoes cannot keep the extending feet backwards. The feet will slip into 'extension room'. The toes will hit the shoe tip - like they do in too short shoes - while the heels will slip out of the shoes and the heel area of the shoes cannot keep the heels.



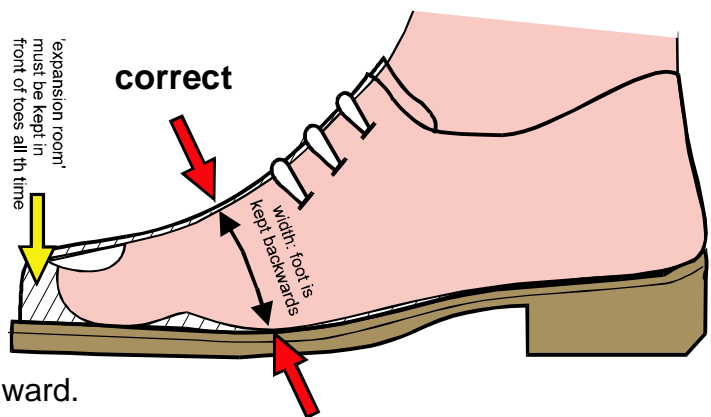
c) Ball lines and ball points of shoes should correspond to these of feet. The construction of WMS-Shoes will ensure this.

- d) There has to be enough height for toes in front of the toes. (WMS-children's shoes have a different height for toes corresponding to three groups of shoe-length.)
- e) It has to be ensured that toes aren't hidden from the sides. (WMS-children's shoes have standardized toe angles.)

5) Why is the width so important?

- a) If shoes are wide and feet are small, feet will slip forward into the 'expansion room'.

If shoes have too much width, they hit toes in a similar way than too short shoes do. The dynamic of the feet requires shoes which are longer than the feet but with correct width to keep the feet in the heel area while the forefoot is stretching dynamically forward.



- b) Shoes should not hit feet, especially the toes from the sides. The fastening area will gape. (Perhaps elastic fastenings will strangle the natural circulation of blood.)
- c) Width can be varied if it is sure that the length inside the shoes is 'foot length plus expanding room' (WMS-shoes). If shoes have correct length and fit well surround the instep area, the width is correct too. The same width can result from a broad and flat or from a small and high form because width is the measurement surround feet and has a broad and a high component. Therefore the saleswoman will propose M(middle) for flat and broad feet, even the measurement has shown W(wide). If feet are especially high, she will propose shoes in W(wide) although the measurement showed M(middle) .

The correct width causes that shoes which are longer than feet will fit surround the instep area.

WMS-shoes has the following widths:

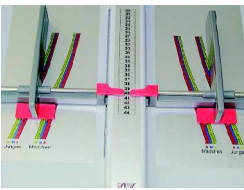
Wide - Middle - Small

So you see where the sign WMS comes from.



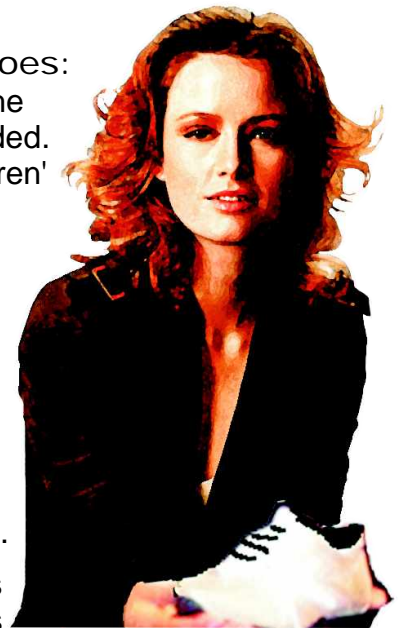
6) How to find fitting WMS-children's shoes?

- a) The WMS-measuring instrument:
The measuring instrument both shows: length and width. We measure the longest foot. It is measured, how broad a foot is as reference to the width. The child should stand straight upright wearing stockings. How long and broad feet are causes the length and width for shoes if these are standardized corresponding to foot measurements. This standardizing allows to use the result of foot measurement to different WMS-brands.



- b) How to get best fitting WMS-children's shoes:
In order to get best fitting WMS-children's shoes, the help of special knowledge of feet and shoes is needed. If saleswomen or -men learned how to handle children's feet and shoes with WMS instruments and shoes, they get an extra WMS-diploma, which attests that they are qualified to elect well-fitting shoes even if they have to find standardized shoes for not standardized feet.

- 8 Firstly, they take care for shoes that are long enough.
- 8 Secondly, they control that shoes fit surround the instep area - measurement of width will help.
- 8 Thirdly, they take care that every different types of feet get their necessarily corresponding types of shoes.



7) Why shoes in WMS?

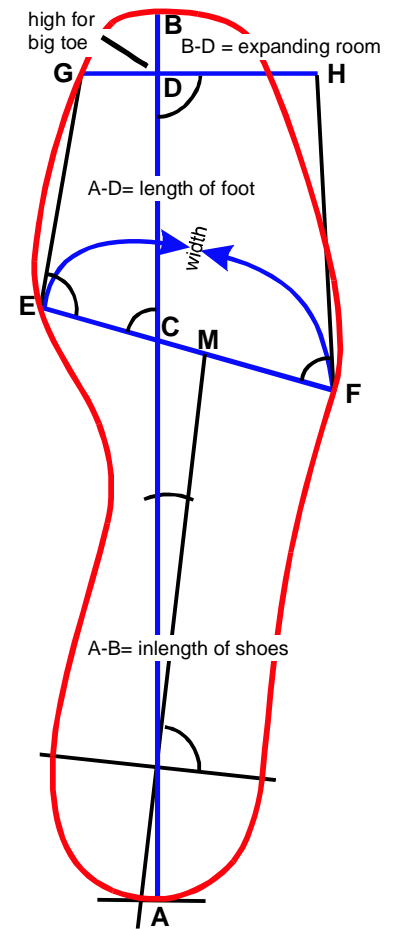
Children cannot judge if shoes fit well or not and without measuring feet it is very difficult to find well-fitting shoes for them. A thumb pressing shoe tip doesn't solve this problem. WMS allows to manage this measuring feet and use standardized shoes, corresponding to this measurement results. From the foot, WMS infers the necessary inside shoe length that is foot length plus 'expansion room'.

Measuring feet will require standardized shoes corresponding to foot measurement results! The construction of WMS shoes takes care of enough room for toes even to the sides, enough high and correct position of the ball line. This is guaranteed by the WMS-standardization.

Some important proportions of WMS construction instructions can be seen in the drawing right hand. This ensures that shoes have a foot-indicated form. But feet - especially children's feet - mostly are in dynamic movement. This causes feet to expand forward. Therefore, shoes are required to have an 'expanding room' in front of toes during the whole dynamic movement. To ensure this, they have to fit surround the instep area. On the one hand, we wish shoes from different brands following one standardization. On the other hand, we need some variation, because every foot is an individual one. So WMS requires some identic measurements, but different shoe types, different solutions in fastening shoes and different kinds to produce. So, WMS has standardization and variation.

To get measurements for standardization, in the early years some 100thousand feet have been measured and their shoes have been controlled by medicine scientists.

Last but not least, the quality of materials and producing processes have to ensure that all required measurements will be kept during all



8) How to handle children's shoes not following WMS?

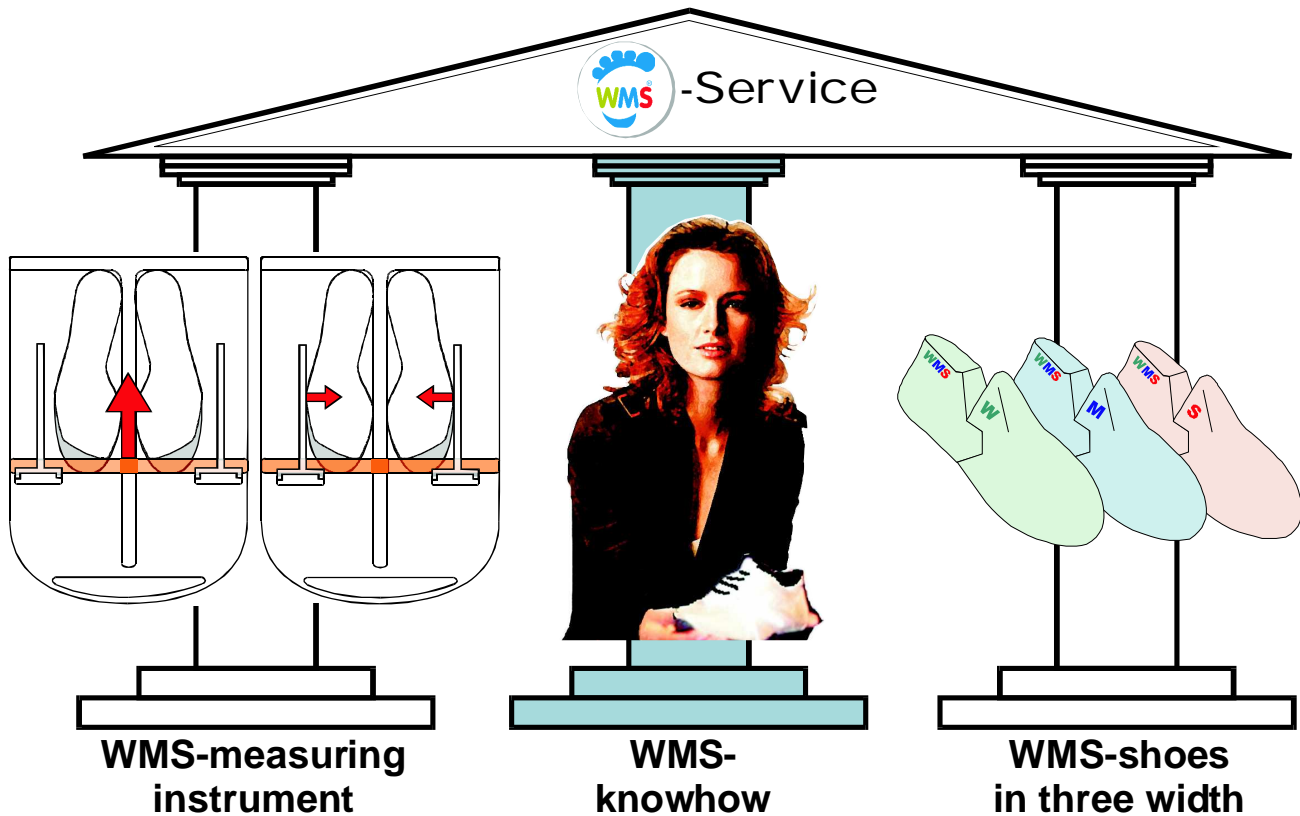
It's not sure that these shoes let children feet grow up healthily. Even they show the same number for length, their length inside differs mostly from the length inside WMS-shoes. The 'expand room' mostly is missed. Often, the ball lines differ from that position in WMS-shoes. Therefore, saleswomen cannot use the results of WMS-foot measurement. If they do so, they have to ensure what the important measurements really are.

9) Why do you find WMS-service only in retail trade fit to advice?

WMS-service makes it possible to find well-fitting shoes for children. But WMS-shoes are standardized - children feet are very individual. So, for best fitting one mostly has to find the best solution regarding the feet and different types of WMS-shoes to find the best variation. This requires long experience and special study on feet and shoes. It requires time to try on.

WMS-children's shoes don't fit 'automatically' to every individual feet and need help from saleswomen with WMS-knowhow.

WMS service profits by broad assortment with different types of WMS-shoes, and this needs retailers with love for children.



10) How can parents control?

- a) Take care that stockings fit correctly and that heels have contact with the heel-bar of the WMS-measuring instrument and feet to the bar in the middle.
- b) Take care to find the WMS-symbol in shoes and/or at the shoe-box. Children's shoes not following WMS don't ensure the correct length and width.
- c) No shoe should be shorter - even WMS shoes - than the result of measuring feet requires.
- d) Take care that the shoes in correct length will fit well surround the instep area (width).
- e) Different reasons can cause to select shoes longer than the result of WMS measuring feet requires. Have a look that the child doesn't stumble in it's shoes while a little bit walking around.