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PERFORMANCE | SOLUTIONS | TRUST

CASE STUDY

CUSTOMER Superfeet Worldwide, Inc.

END APPLICATION Premium footwear insoles

CUSTOMER PROBLEM The customer wanted an experienced supplier to partner with them to develop a very specific feeling insole with particular material properties. They wanted samples to be developed and run through their testing equipment to find their perfect compound formulation. There were many tests that were required of the product including flexural fatigue, creep modulus, and shape memory.

AMERICHEM SOLUTION Americhem provided a solution that met the exact specifications that the customer was looking for as well as making the product into a formulation that can be reformulated down the road to create spin off and specialized products.

VALUE PROPOSITION Americhem not only provided the customer with the look and feel they wanted, but also formulated it so the reformulations can be spin offs for the insole brand. The project also had an extremely fast turnaround time since the customer wanted the new product released as soon as possible. Americhem went through research and development, production, and shipped to the customer within 2 weeks. The value of the experience that Americhem brought to the table from past experiences of creating products to be molded into knee braces was unmatched. This knowledge translated well into the insole and shoe insert industry.

CUSTOMER SUCCESS STORY Superfeet is the leader in high performance shoe inserts and through their willingness to innovate, has had huge success with the launch of this new product line. They have differentiated themselves from the competition by offering premium shoe inserts spanning from consumer use to professional athletes. For example, their Hockey line has provided pro-athletes with a 10% increase in their acceleration speed when using these insoles.

CUSTOMER TESTIMONIAL "Raphael, our account manager, and the whole Americhem team understood our objectives and were able to give us a number of options to test and validate on a very quick turnaround. We appreciate their efforts and their commitment to our business."

- Dan Wakeland, Product Manager at Superfeet



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