



The FitSystem by Phil Oren® trains Retailers, Manufacturers, Certified Pedorthists and other Medical Professionals in the FitSystem by Phil Oren® technique of fitting footwear.

The FitSystem® techniques provide retailers with increased sales, increased profit, lowered returns, and improved customer satisfaction.

We use a systematic approach to quantify the overall fit of footwear. We examine both the top & bottom of the feet, recording anything that will be a potential issue in fitting. We choose the proper sock for thickness and fiber based on the customer's activity, volume, and physiology of their feet. We then measure both un-weighted in a neutral position and weighted to find the customer's elongation. We then use footbeds to stabilize the customer's foot to a certain degree. We then quantify the fit with an Incline Board, to find how much movement is taking place in the footwear. After this we use a footbed, or a better footbed, along with volume reducers to minimize the movement. We then modify the footwear for comfort. In the Phase I Course we train in the use of a Rubbing Bar, but will show an example of some of the more advanced modifications using some more advanced tools and also show an example of the Oren Fore-Foot Mold Process.

Our scientific approach comes from 20 years of testing, and gives the ability of fixing problems with a tried and true, quantifiable method. We have been conducting training in the Outdoor Industry since 1987, but are moving into the Running and Athletic Shoe Industries. Our fitting techniques transfer 100%. We can only do what we do by having the support of our many founders and sponsors, included in those now are **Brooks** and **New Balance**. Our founders are **Wigwam**, **SuperFeet**, **W.L. Gore** and **Backpacker Magazine**.

Topics Covered:

Socks

Construction & Features

Detailed information on Fibers and their performance for different physiologies and activities

Vapor Transmission

Fit

Understanding of the "Unsung Sock Chart"

Bio-Mechanics & Volume

Understanding of Bio-Mechanics

How Bio-Mechanics affect fit

How Bio-Mechanics affect Brannock Device measurements

Volume of footwear and explanation of the affects on fit by the dimensional aspects of footwear

Explanation of footbed function, features and performance

Information on footwear construction

Measuring & Foot Evaluation

Explanation of detailed evaluation of the feet to understand how this will affect fit

Detailed explanation of proper Brannock Device measuring

Incline Board

Explanation of use and understanding of the Incline Board and how to quantify the overall fit

Use of Socks, Footbeds, Volume Reducers, and Modification to improve overall fit

Modification

Explanation of easy ways to modify footwear with a rubbing bar

Examples of more advanced modification techniques offered in Phase II Workshops

Tanning & Footwear Maintenance

Explanation of Tanning of leather

How footwear maintenance products affect this tanning process

Proper care of footwear

Sales

Approach to customers

How and when to introduce products

Detailed Hands-On

Practice of Foot Evaluation, Measuring, Incline Board, and Modification