

With Spenco, Customers Wear Products More Comfortably

LESLIE RAABE

Whether your customers shop your store for a fashionable, well-constructed or properly fitted shoe—or a shoe with all three of those features—you can rest assured that they will wear your product more comfortably with a Spenco Medical Corporation shoe insert. Since 1967, the company has provided insoles, supports and cushions for people with foot ailments and others who just want to improve the comfort and fit of their shoes.

"We provide great products that are medically designed," says Ryan Cruthirds, director of sales and marketing for Spenco, which is based in Waco, Texas. "For more than 40 years, Spenco has focused on innovative product development and superior service to differentiate itself in the outdoor, sports, foot care and medical markets."

Started in 1967 by Dr. Wayman Spence, a foot care specialist, Spenco's mission is to help reduce foot pain while improving comfort and athletic performance. The company's core business is producing high quality and innovative insole and footcare products, but it also provides first aid skin care.

"There is not a lot to the insole that comes in most shoes, and it is often the first thing that breaks down," Cruthirds explains. "People can spend a bit more money to extend the life of their shoe,

improve foot health and reduce foot fatigue at the end of the day.

"Dr. Spence started this company with a medical heritage in order to manufacture a product that helps people, and those values and culture still exist today," Cruthirds adds. "We know all of our products are out there to help people, and that's a feel-good product to sell."

Key Product Lines

Spenco works with pedorthists and podiatrists to develop its foot care products, all of which are unconditionally guaranteed for one year.

> Spenco RX footbeds, arch supports and cushions have been accepted by the American Podiatric Medical Association. They have soft,



Spenco®

comfortable material that also absorbs shock, reduces friction and improves overall foot comfort. "These products help those with specific foot ailments, people with diabetes or plantar fasciitis, for example, and are often podiatrists' first line of defense before ordering custom orthotics for their patients," Cruthirds says. Most of the RX products sell for approximately \$30.

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Spenco products are easy to display and designed to add comfort.

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> Spenco Gel products, including insoles, heel cups and cushions and arch supports, are made of Spenco's proprietary Thermoplastic rubber that improves foot comfort and cushioning.

> Spenco PolySorb, a performance sub-brand for athletes, is one of Spenco's most popular lines. These insoles combine lightweight contoured polyurethane bonded to a layer of Spenco air-injected material to provide shock absorbency and energy return. "This product provides a good combination of cushioning and support so, in addition to athletes, it is helpful for people who work on their feet all day," Cruthirds points out. At the \$34.99 price point, the Spenco PolySorb Total Support, one of the insoles offered in the line, is the most expensive item in the line.

> Spenco for Her and Spenco Men's product lines take into account the natural strides of women and men to provide maximum comfort and support.

> Spenco Kid's was introduced in mid-2007 to address children's growing feet by providing insoles that are durable and flexible. The Spenco Kid's PolySorb Premium Insoles and Comfort Insoles allow the foot's muscles to move freely while providing needed support for balance. These products offered in children's sizes 3 to 8, retail for \$19.99 and \$9.99 respectively. "Proper care is important at the beginning of a child's life and can reduce the chance of foot issues later in life," Cruthirds says. "Research has shown that children's foot injuries are on the rise due to



Ryan Cruthirds directs Spenco sales and marketing.

Sponsorship of marathons is part of Spenco's outreach efforts.



improper footwear, obesity and excessive sport activities at an early age."

Customer service is an area where Spenco tries to maintain an edge over the competition, primarily SuperFeet. There are 25 to 30 customer service representatives available on any given day to answer retailers' questions and take or track orders.

"Independent retailers are incredibly important to us and they make up a significant proportion of our business," Cruthirds says. "We take great pride in how we service our customers and we do

that in a few different ways: by having actual people answer our phones and with our 10 independent sales and service representatives whose job it is to develop relationships with retailers, educate them about our products and respond to their individual needs."

Retailers are eligible for monthly specials via their sales team representative. Based on Spenco product sales, retailers can qualify for discounts. The independent sales representatives also have marketing material available at no cost to independent retailers. Among the available materials are brochures with room for a store's stamp or sticker with location and contact information.

In addition to these independent sales representatives, Spenco has 130 employees at its Waco facility. The company sponsors marathons and donates a percentage of the revenues from the sale of Spenco for Her products to breast cancer awareness and research. ■

For more information on Spenco®, please visit www.spenco.com.

