

# Steps to Get a Great Fit

presented by



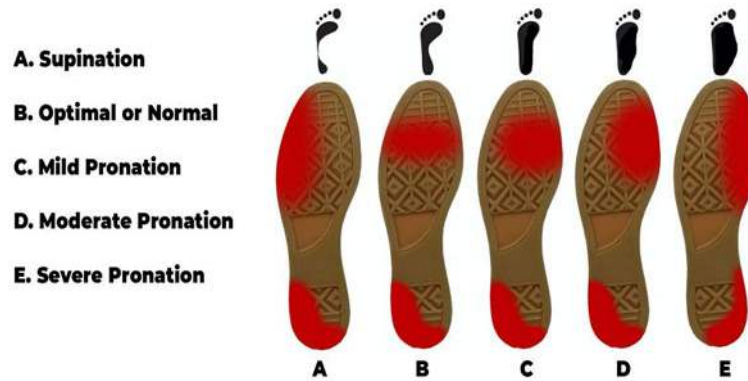
## 1. Shoe Anatomy and Terminology



- **Upper:** The entire part of the shoe that covers the foot
- **Midsole:** The midsole is sandwiched between the upper and the outsole. This midsole is the most important part of the shoe in terms of cushioning and stability
- **Outsole:** The very bottom of the shoe; commonly referred to as the tread pattern of the shoe
- **Heel Counter:** a firmer material, like a stiffer plastic, either external or as an insert to reinforce and support the heel
- **Toe Box:** This is the front of the shoe where your toes are. It is important to note that the width of the toe box frequently does not correlate with the width of the shoe
- **Forefoot Rocker:** An upward rotation of the midsole and outsole of the shoe. This helps transition the foot quicker to the push off phase of gait and helps propel the body forward
- **Last:** the foot shape around which the shoe is designed

## 2. Know your foot

- Get your feet measured by a specialist (Heel-to-toe, arch length, width)
- Know your foot shape (“Cinderella” or “Fred Flintstone”)
- Communicate pain issues to your fitting specialist
- Look at wear pattern to see if you supinate/pronate (alignment is key!)

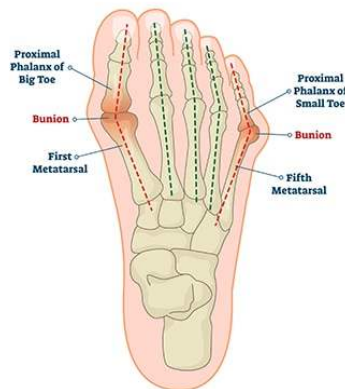


- Common foot issues:

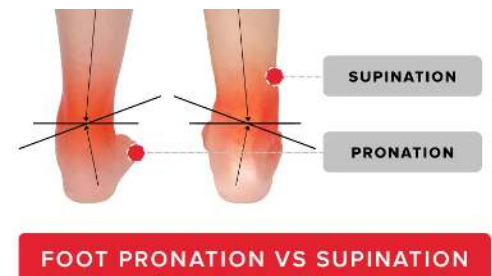
### Plantar fasciitis



### Bunions/Bunionettes



### Pronation/Supination



## 3. Focus on the most important feature for your needs

- Is it looks/style? Functionality? Fixing a pain issue?
- Choose shoes appropriate to the activity in which you will be using them

## 4. Make adjustments to customize to your foot

- a. Inserts (can be customized)
- b. Stretching
- c. Lacing techniques

### Narrow Heel

Known as the Runner's Knot or Loop Lacing Lock.  
Do not over tighten since that may cause numbing to occur.



Step 1 Start with normal criss-crossing laces.



Step 2 At the top create two loops.



Step 3 Thread laces through opposite side.



Step 4 Slowly rock laces back and forth to tighten and make the loops smaller.



Step 1 Start with normal criss-crossing laces.



Step 2 Towards middle of the shoe, thread laces vertically up the side of the eyerow.



Step 3 Continue criss-crossing lacing at the top.

### Narrow Foot

This lacing pattern will create a more secure fit around the midfoot area.



Step 1 Start with normal criss-crossing laces.



Step 2 Towards the middle of the shoe, create two loops.



Step 3 Thread laces through opposite side.



Step 4 Tighten.



Step 5 Continue with normal criss-crossing.

### Wide Forefoot

This lacing technique will provide approximately a half-width of additional room to the shoe.



Step 1 From the bottom of the eyerow, lace vertically up the inside of the shoe.



Step 2 Continue with normal criss-crossing.

### More Room

Parallel lacing will allow more room throughout the entire shoe.



Step 1 Start on side, lace vertically through bottom 2 eyelets.



Step 2 Go across to the other side.



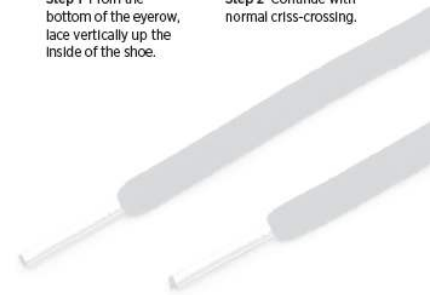
Step 3 Start pattern of across and up (skipping an eyelet).



Step 4 Continue pattern of across and up (skipping an eyelet).



Step 5 Put laces into top of eyelet (during the repeat of the pattern). Finish by threading through underside of last eyelet.



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## 5. Try at home (indoors) to ensure they feel good outside of the store

- a. Take your time (several hours)
- b. Try different times of day (to account for swelling)

Find Your Perfect Fit at



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