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**FROM FASHION TO FACTORY**

A New Technological Age



# Intelligent Development and Manufacturing DIP Excellence

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## Today's Agenda



- Status Quo & Facts to consider
- DIP (Direct Injection Process)
- Advantages DIP
- DIP Production Factors
- Single pair mass production “Fit Station”

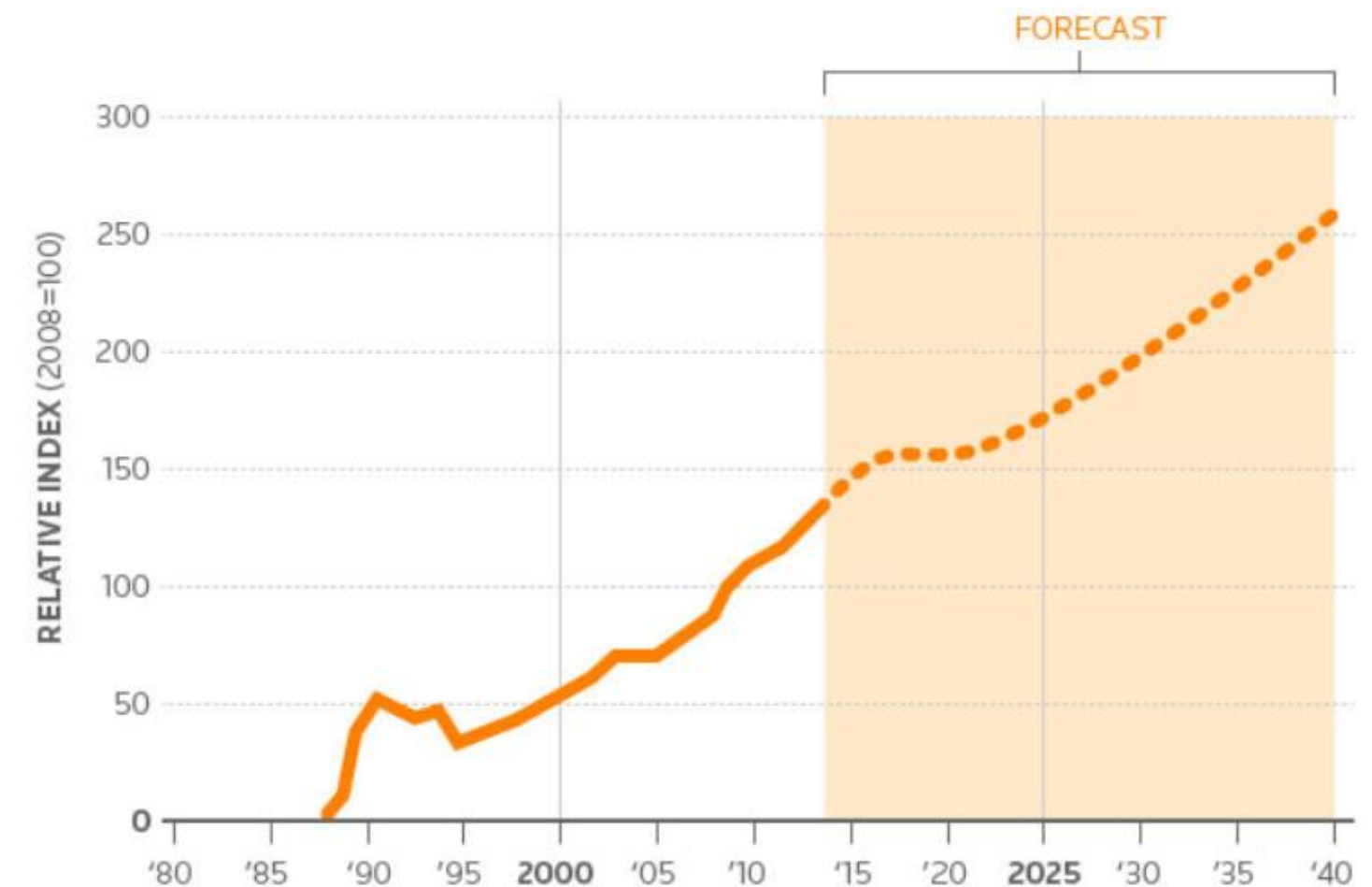
## Status Quo & Facts to Consider

- Worldwide rising labour costs
- For example – China

China's average wage level tripled between 2005 and 2016 and now is equal to or surpassing parts of Europe.

Source:  
<https://www.forbes.com/sites/kenrapoza/2017/08/16/china-wage-levels-equal-to-or-surpass-parts-of-europe/#7935725b3e7f>
- Decreasing availability of qualified employees
- Relocation of production facilities

Forecasted unit labor costs in China



SOURCE: OXFORD ECONOMICS, THOMSON REUTERS DATASTREAM



## DIP: Direct Injection Process

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## Shoe Production with DIP

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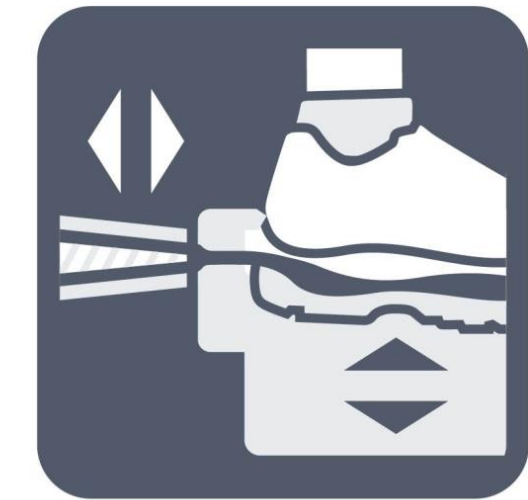
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## Advantages DIP

- New design possibilities
- Increase in productivity
- Preference for large production output
- Quality of sole adhesion
- Reduction of labour costs
- Fewer workers
- No transportation and storage of soles
- No or less adhesive needed
- Low environmental impact
- Better human working conditions, less stress in working areas
- Standard manufacturing process with high flexibility
- Lean and clean production

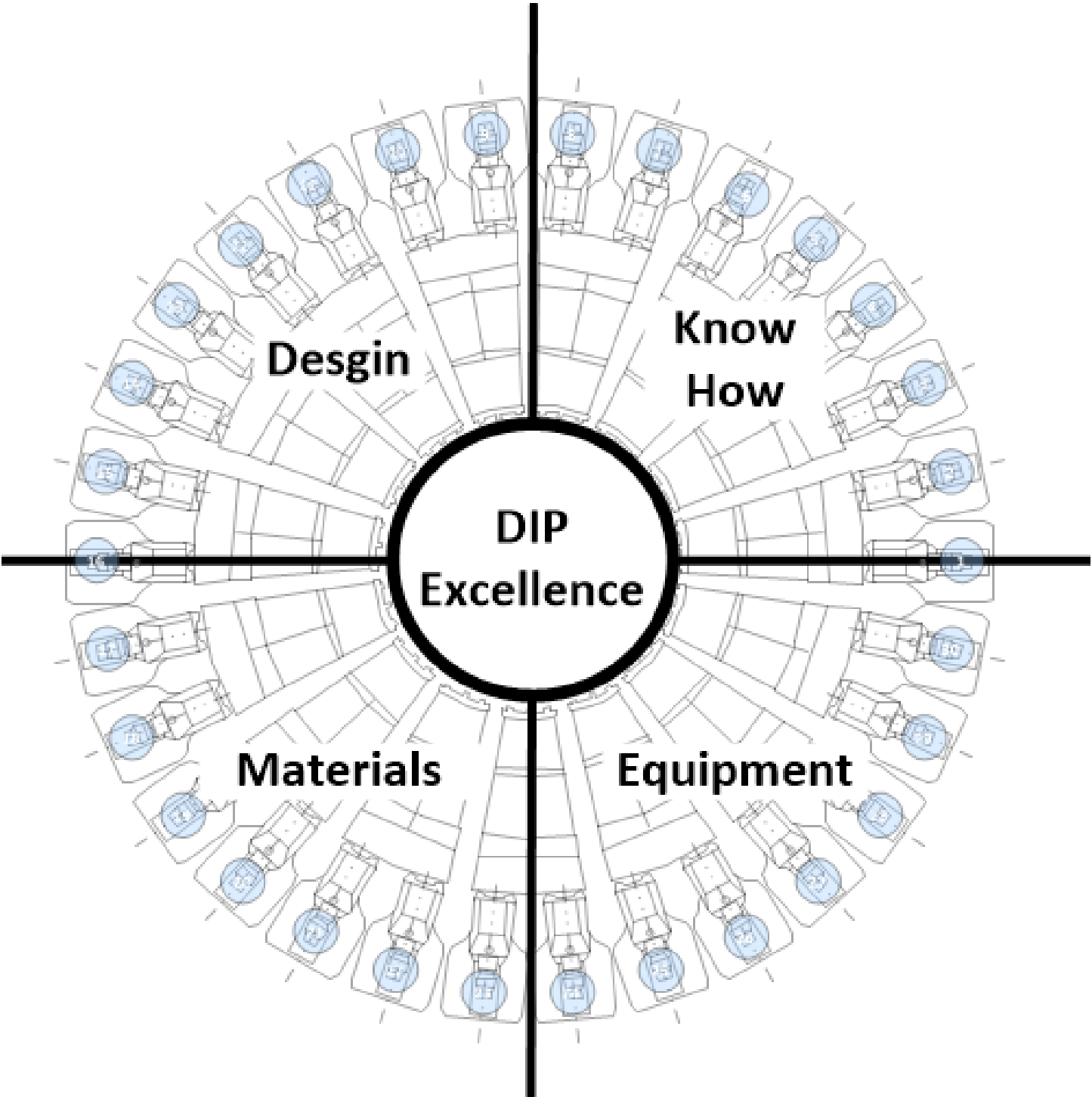


**DIRECT***SOLING*

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# DIP Excellence by Matching Production Factors





# Design to Manufacturing

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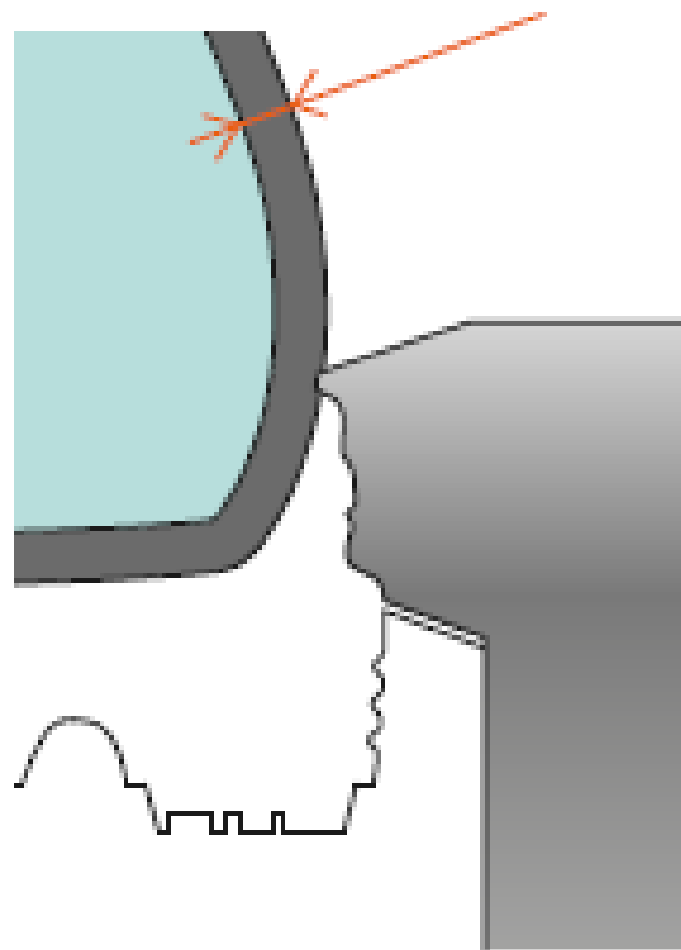


## Materials

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- Upper thickness tolerance  $\pm 0,25$  mm





# Equipment

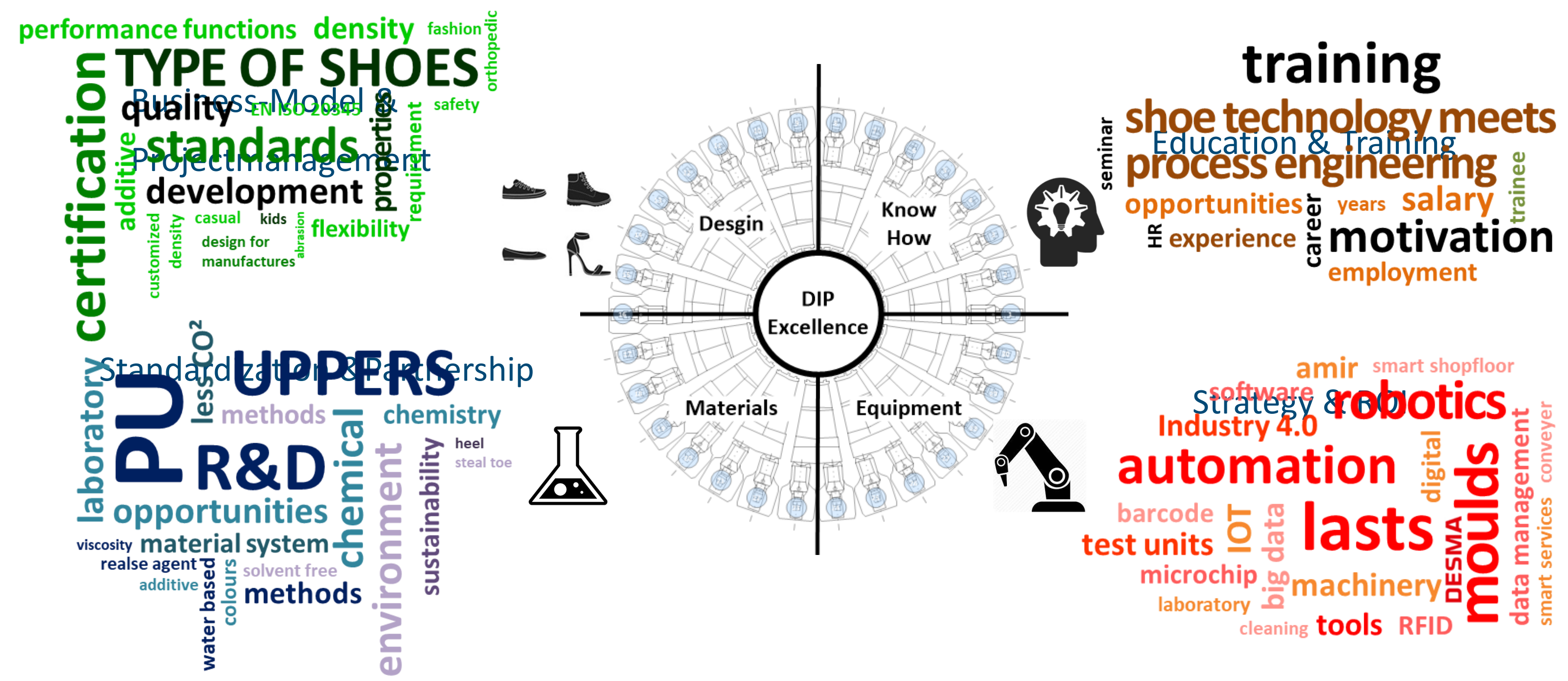




# DIP Excellence by Matching Production Factors

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# Shoes made by DIP

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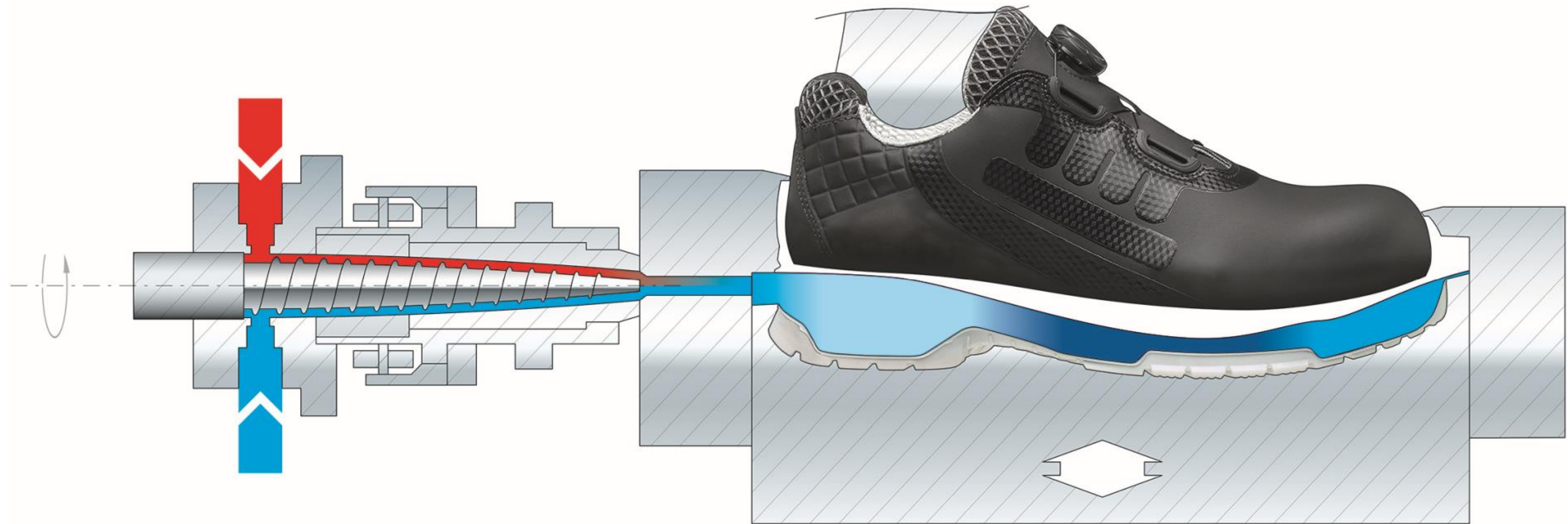
- Safety
- Military
- Casual
- Kids
- Business
- Sports
- Trekking
- Sandals
- PU boots



## MSI (Multi Section Injection)

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## Multi Section Injection

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- High rebound section
- Good stabilization section
- Super flexible section





# Concept overview: Scan to Production



- Thanks for your interest!

