



Birki Schuh GmbH
Rheinstraße 2 - 4
53560 Vettelschoß

Tel.: +49 2645 942-813
Fax: +49 2645 942-801

Ansprechpartnerin
Presse:
Julia Boltersdorf

E-Mail: info@birki.de
Internet: www.birki.de

Birki's Collection 2008

At the focus: Comfort, function, healthy walking – and many new styles and designs

With its 2008 Collection Birki Schuh GmbH headquartered at Vettelschoss in Rhineland Palatinate presents fashionable designs along with a great many new styles such as the two-strap sandals Tahiti and Skorpion or wellness sandals Mallorca and Menorca. These and many more novelties promise "colourful diversity" – hence the title of the new catalogue.

"Feeling good" is the main focus of this comfort brand and has been part of company philosophy since its foundation: simply recognisable by the anatomically moulded footbeds of all Birki's styles, which are the epitome of comfortable and healthy walking. Because of its special form the footbed encourages blood circulation in legs and feet and the natural rolling motion of step formation is supported and healthy body posture is fostered along the way.

But comfort is not the only thing that characterises Birki's styles in the segments cork, ALPRO®-foam/ALPRO®-cell (PU/EVA) and Kids. In the meantime a lot of styles also distinguish themselves by sophisticated functions which ease everyday life. Flip-over heel straps, removable instep straps and clip-on accessories are but a

few of the elements of our new and renowned styles.



Our best example is the Fun Air strap. Openings provide ample ventilation, the adjustable heel strap is completely removable in the adult style and can be opened quite easily by a snap in the children's style.

Functional sandals and clogs in modern design – that's what the name Birki's has been standing for since 1993. As licensee of Birkenstock Orthopädie GmbH & Co. KG, Birki Schuh GmbH can look back on more than 230 years of experience in shoe manufacturing. The anatomic footbeds of the Birki styles perfectly adjust to the foot and support the natural step formation even during extended periods of walking and standing. Special production methods allow for the production of very light and extremely durable sandals and clogs. Due to the combination of innovative polymers with natural materials Birki's can be employed in a variety of different areas, like sauna, pool, spa, hotel, kitchen, hospital, garden, holiday, leisure, etc. The terms "anatomically moulded" and "highly developed" best summarise all Birki's collections to date.

Birki's – Imagination knows no bounds.