

ABOUT BLU

in collaboration with

PROGETTO POSTURA



1 / **WHEN SHOES ARE GOOD**

THERE IS NO HURRY TO TAKE THEM OFF

For more than 40 years we have been producing shoes designed to protect feet in the best way possible.

We take care to make them safe not only from dangers due to possible accidents, but also from wear and tear that hard working inevitably exerts on our bodies.

The results achieved are excellent and are the result of century old Italian footwear tradition and cutting-edge research from our Research and development department.

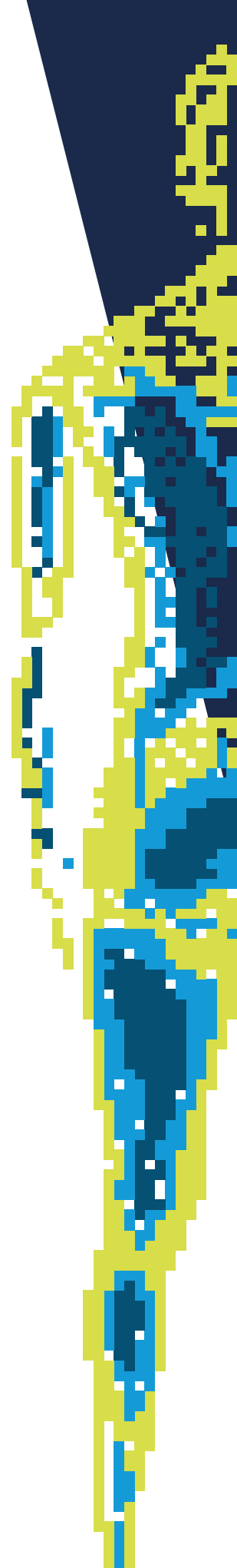
Aboutblu's mission is to make the best and most comfortable work shoes, that respect the anatomy of the foot and therefore its postural functions, improving muscle activity and improving work performance.

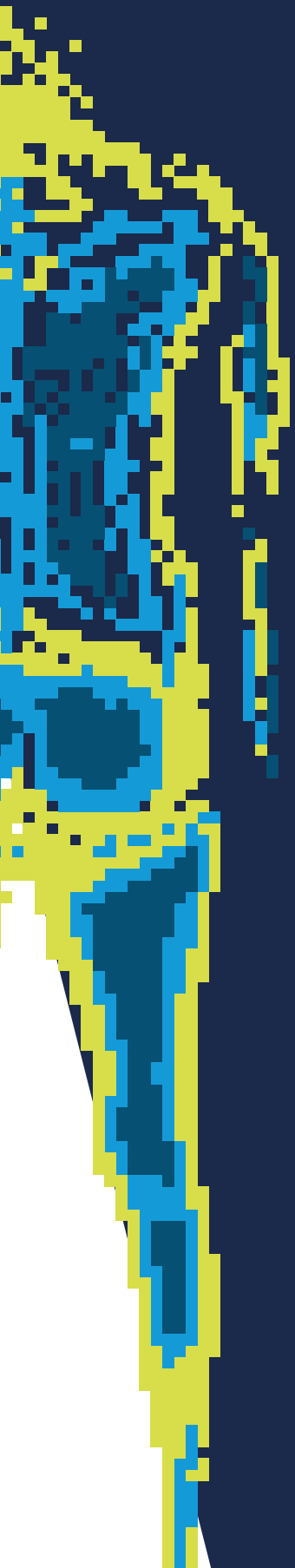
The cooperation with the Progetto Postura team has validated Aboutblu's comfort research by analyzing and quantifying the benefits of our footwear.

2 / **SCREENING OF PROGETTO POSTURA**

Progetto Postura is an advanced reality, composed of podiatry and posturology experts, born with the aim of using innovative postural evaluation techniques and ensuring tailor-made treatments for prevention and patient safety.

The analysis and consulting services offered by Progetto Postura to companies allows the latter to obtain the necessary data to proceed with the improvement of working conditions. This results not only in the obvious achievement of greater well-being for employees, but also a drastic reduction in the substantial economic costs caused by absenteeism and accidents.



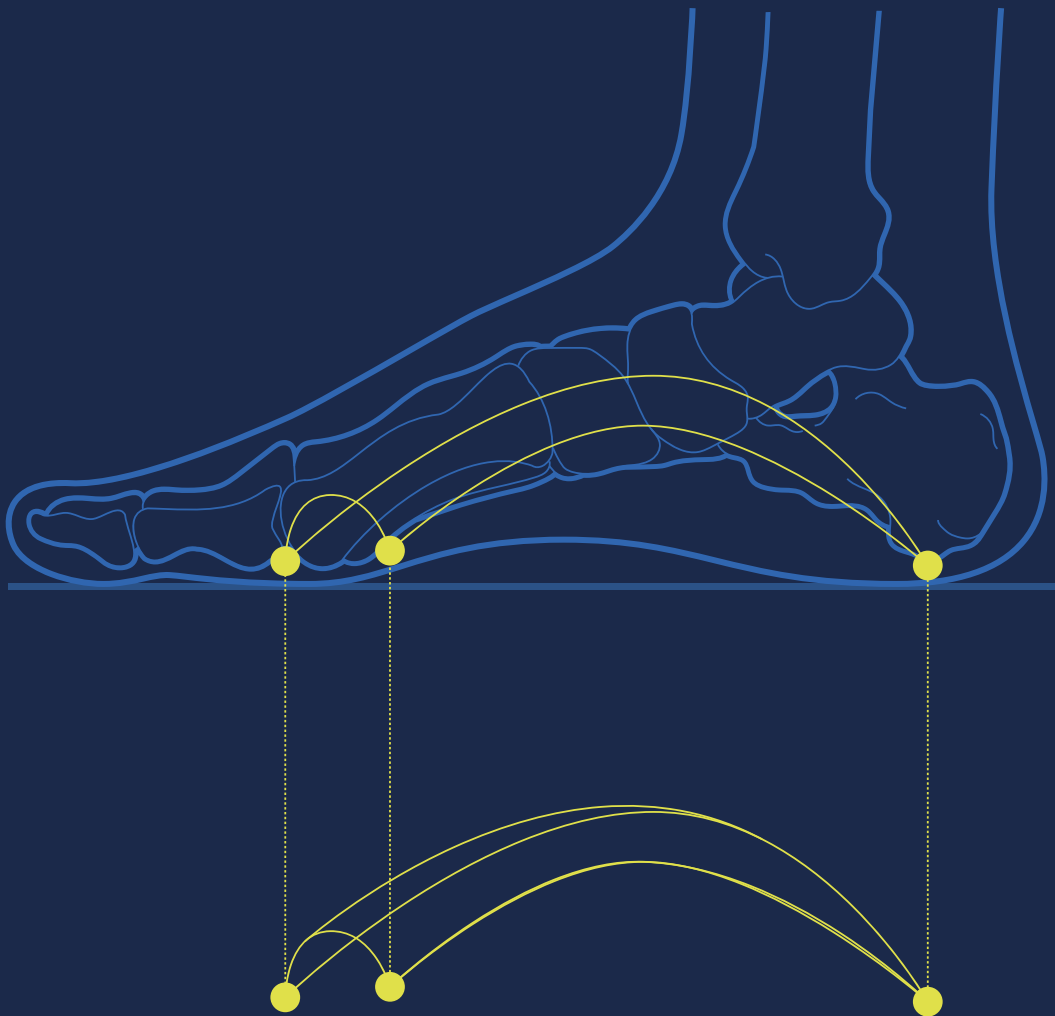


The case study of Progetto Postura that you are reading reports both an analysis of the impact on the body of Aboublu shoes in the laboratory by means of innovative technological tools such as the Cryovizion and the Baropodometric Platform, and the experience of postural screening at HI LEX a leading italian automotive components manufacturer.

In the surveys conducted by Progetto Postura we can literally see the muscle work through the images that the adopted tools provide. The greatest intensity of muscle work is given by the blue color, for this reason we wanted to replicate the name of our brand in the title of this study: "about blue" is like saying "about work".

ABOUT BLU ABOUT WORK

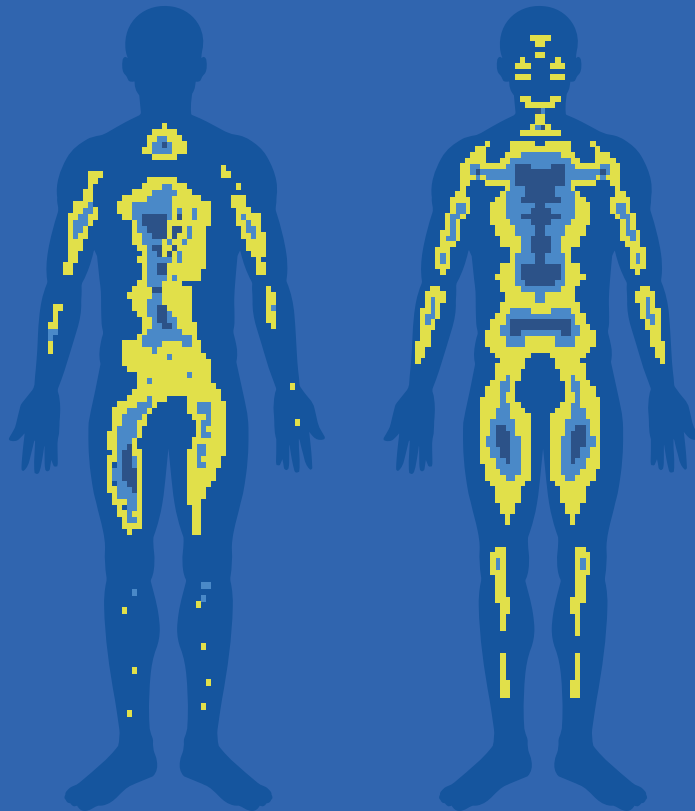
RESPECTING THE BIOMECHANICS OF THE FOOT



VISUAL DETECTION OF IMBALANCES

If the shoes worn do not respect the anatomical characteristics of the foot, our body will create compensation strategies that can lead to muscle overloads with consequent structural pains and assimmetrys. These postural conditions are verified thanks to the use of specific detection instruments, both for the foot and for the posture.

Postural changes, if not corrected, can lead to: **muscle pain, tiredness, cramps** and **fatigue**.



ATTENTION

Statistically the more a person's posture is symmetrical the less he/she is prone to injuries.

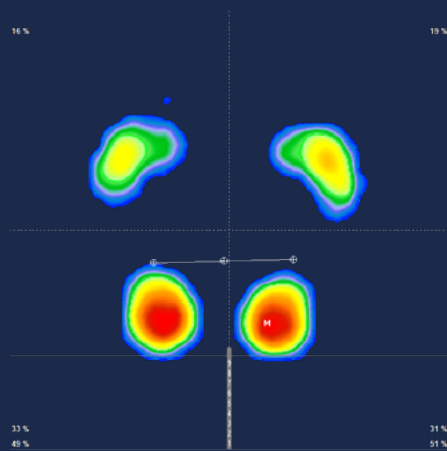
3 / THE LABORATORY STUDY

Progetto Postura makes use of cutting-edge detection instruments that identify the variation of muscle activity in the body.

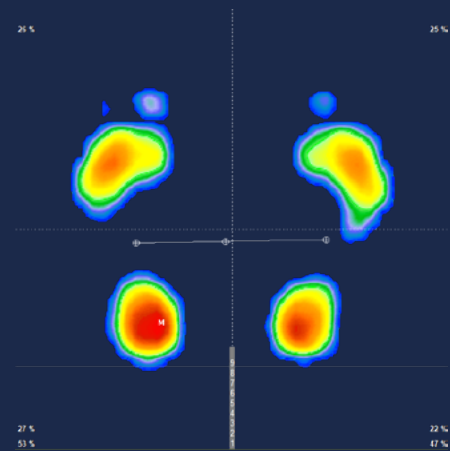
A / TEST WITH BAROPODOMETRIC PLATFORM

The baropodometric platform evaluates the support and the load of the foot. It is clear how the “before” and the “after” reported by the images, show the result of greater presence of the foot sole on the ground together with an improved harmony of load distribution.

GREATER PRESENCE OF THE SOLE OF THE FOOT ON THE GROUND, IMPROVED LOAD DISTRIBUTION HARMONY



Without shoes before using AB shoes



Without shoes 2 months after using AB shoes

THE IMPORTANCE OF AN APPROPRIATE SHOE STRUCTURE

The podiatry treatment with customized orthotics must increase the patient's postural performance,

but this must be inserted in a shoe that respects the anatomy of the foot. The better the structure of the shoe, the less the impact of the orthotics on the person. Proper footwear has great potential for patient care during 8/12 hours of work.

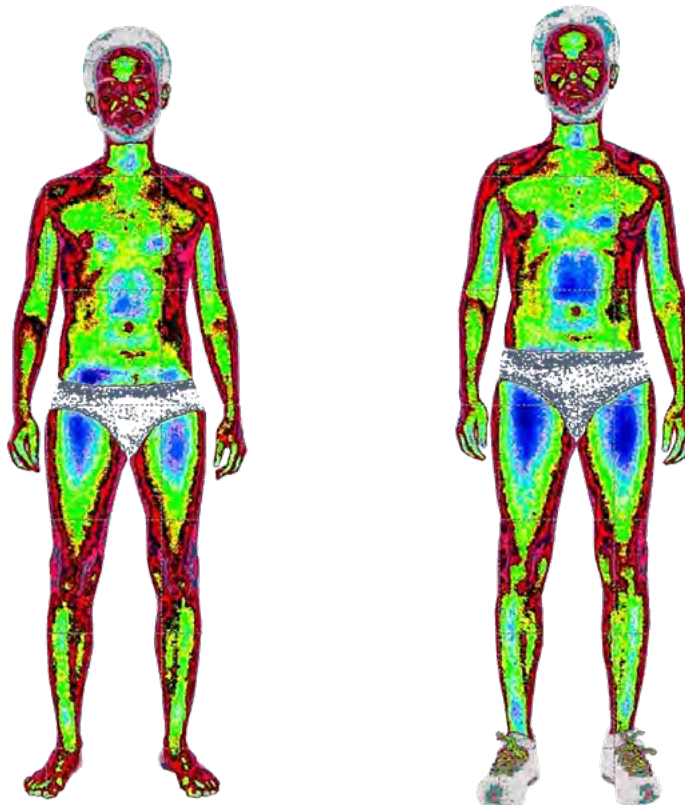
B / TEST WITH CRYOVIZION

Cryovizion is the instrument that shows muscle tension of the patient, highlighting the different muscle activations of the body. Scanning by Cryovizion allows you to assess the postural condition of the person in different situations.

The images generated by Cryovizion show the comparison between a patient first barefoot and then wearing Aboutblu shoes.

Using Aboutblu shoes you will observe:

- 1) a reduction in hypertone (harmful exaggeration) of the thigh flexors;
- 2) an overall harmonization of tensions.

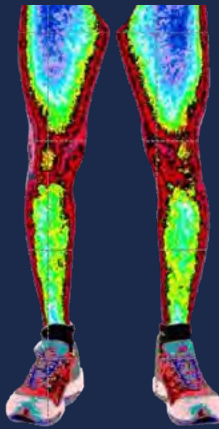


Without shoes

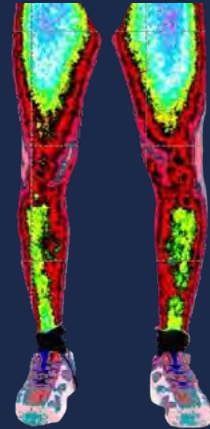
With AB shoes

Subsequently, the analysis was also extended to the comparison between wearing Aboutblu or safety shoes of other well known italian brands.

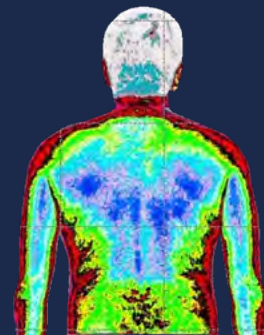
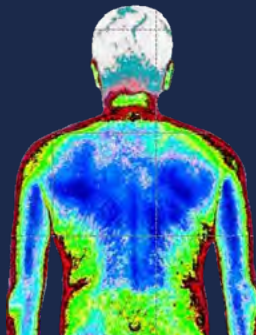
In the images on the left, in which Aboutblu shoes are worn, you can notice a better muscular condition than the images on the right [competitor shoes].



AB SHOES



COMPETITOR SHOES



A HARMONIOUS IMAGE INDICATES WELL-BEING

4 / THE FIELD SURVEY

Below you will find, the analysis and results obtained on a significant number of employees of HI LEX, an Italian company operating in the automotive sector.

Progetto Postura evaluated the postural condition of each employee.

None of the HI LEX workers wore Aboutblu footwear.

We often forget that well-being is a state of balance of many and different elements. In fact, there is no ideal shoe because there is no ideal foot and not even an ideal body.

We then have to consider the environment and the conditions of that moment. In short, our working day is a dynamic situation where operating parameters are constantly changing and our body adapts accordingly.

In the case of work shoes, it is important that they are able to carry out their task of protection without hindering this capacity for postural harmonisation. In short, the ideal shoe, is the one that can protect the foot respecting biomechanics.

MALFUNCTIONS DUE TO SHOES

Compared to the supplied footwear, the tests showed postural changes in 72% of cases. Lumbar stability tests worsen dramatically with the use of regular footwear.



MOBILITY OF THE SPINE

The posturodynamic test allows you to evaluate the quality of movement of the spine.



DISTANCE OF THE LIMBS

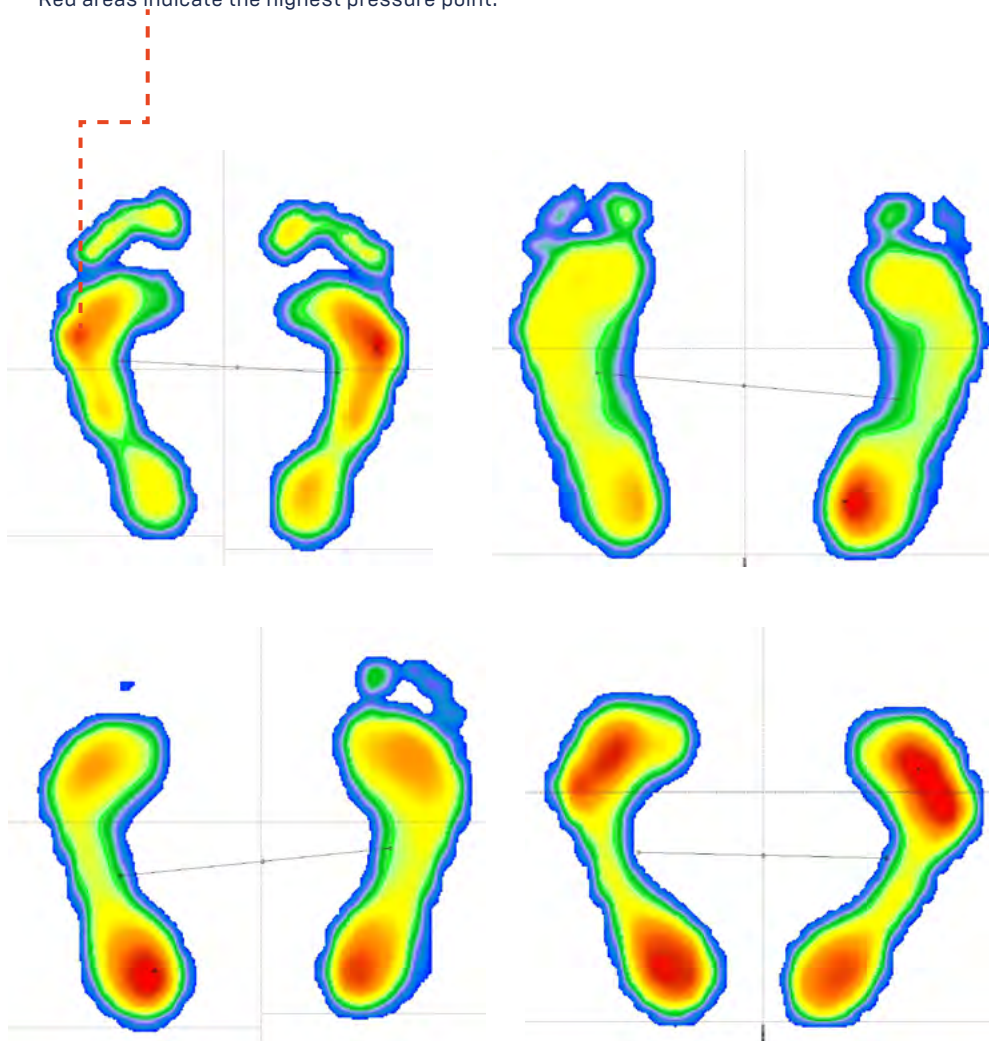
An important data during the evaluations was the frequent presence of a short lower leg. The condition "short leg" is harmful for the posture as it modifies the plantar support, creating an asymmetric work of stability. The footwear will therefore be put to the test for this alteration of support. It is important to have a reliable shoe structure to limit postural changes.



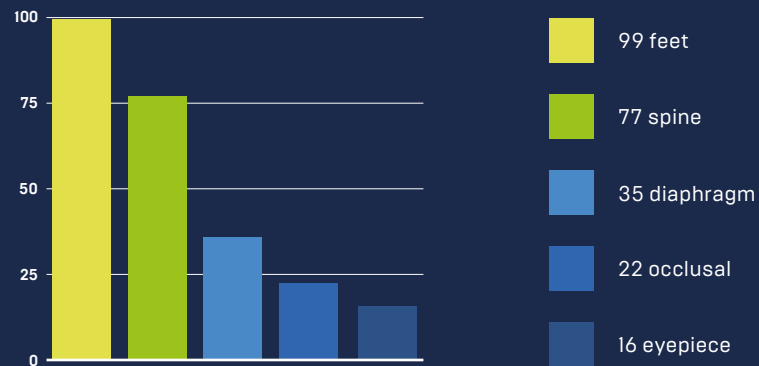
FOOTBED

Thanks to baropodometric analysis it is possible to evaluate the different postural loads on the sole of the foot. Interesting to note that in many cases the asymmetry of plantar support confirms a postural alteration.

Red areas indicate the highest pressure point.



MALFUNCTIONS DETECTED



During the assessment, all the anatomical areas were tested whilst in function. Considering that the vast majority of employees spend most of their time standing with little movement, it is noticeable that the areas of disfunction are mainly the feet, the lumbar area and dorsal column. The footwear is put under severe test when such disfunctions are present.

PROPOSED FOOTWEAR

Compared to the employees on whom postural problems were found, Progetto Postura considered it appropriate to propose the introduction of Aboutblu shoes.

**ABOUTBLU IS THE SHOE THAT RESPECTS
THE DIVERSITY OF FOOT SUPPORT**

5

CONCLUSIONS

Tests have shown that Aboutblu footwear:

CORRECT REAR FOOT STABILITY

Heel reinforcement

PROTECT THE UPPER FOOT

Resistant and breathable uppers

TORSION CONTROL

Composhank

HAVE THE CORRECT CUSHIONING

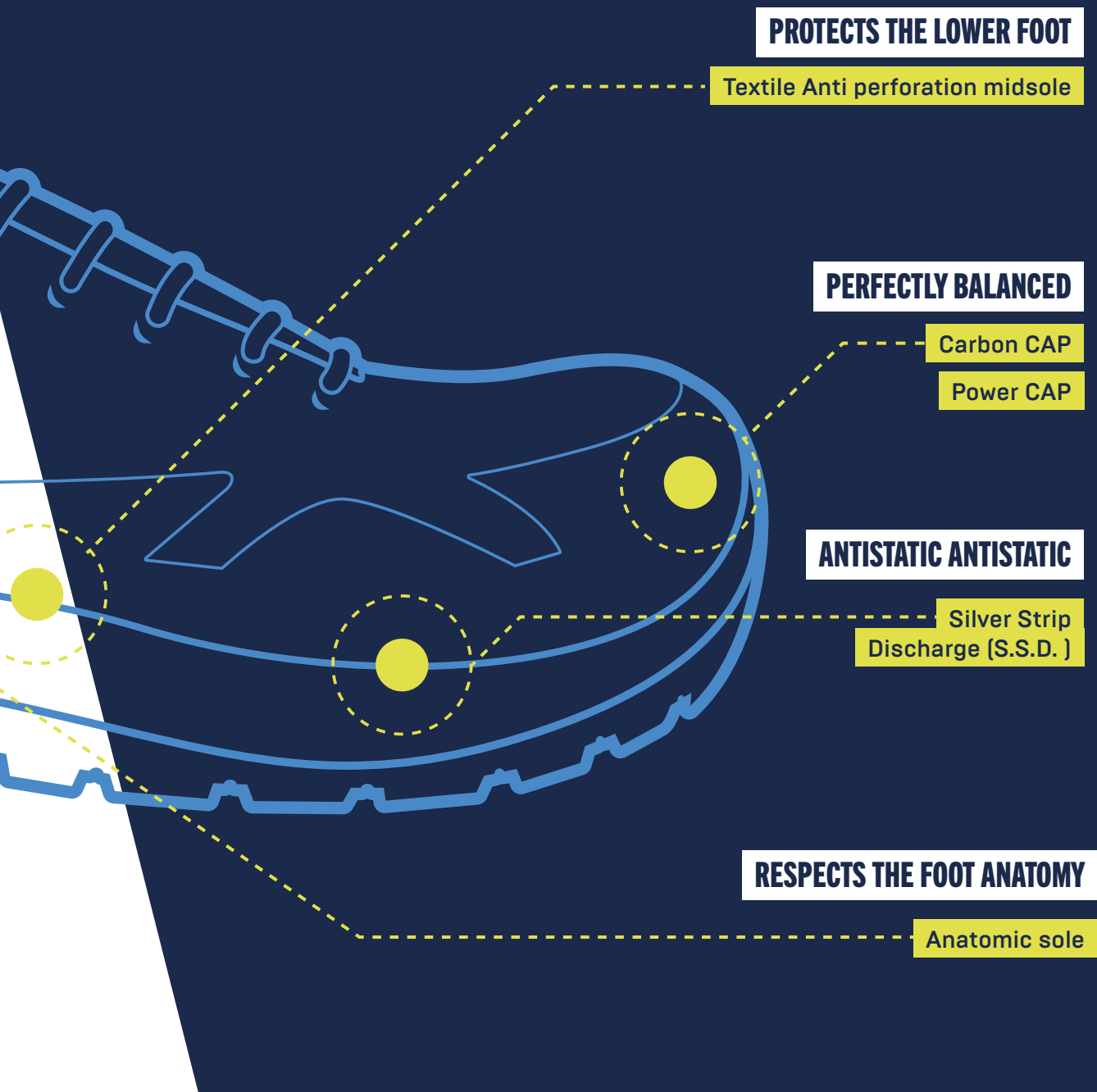
Alveosystem

PU/bi-density injected sole



Compliance with these features brings benefits in: **stability, functionality, ergonomics** and **performance**.

Aboutblu shoes create the best conditions of postural well-being throughout the working day, preventing asymmetric muscle tension and enhancing a general improvement of posture.









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