

SHOE SERVICE

The Newsletter of the Shoe Service Institute of America

Fall 2018 • Volume 7 Issue 3

SSIA CONVENTION

PROMOTE SHOE REPAIR IN OCTOBER

National Shoe Repair Awareness Week is October 8-12 this year, and SSIA is celebrating by creating materials to help you promote shoe repair in your community.

"Our theme this year is Put Your Best Foot Forward," says SSIA President Jim McFarland. "We have created materials to reinforce how shoe repair saves consumers favorite shoes, saves them money, saves them physical discomfort and helps to save the environment."

SSIA has created four items for repairers to use. All are available for SSIA members to download free of charge from www.ssia.info/nsraw.

Poster: Artwork is available as a high-resolution PDF file. The poster is designed to be 24" x 36" but can also be reproduced at half that size if wall space is limited.

Press Release: Available to download, personalize and send to your local media. There are also tips and talking points on the site to help you work with the media.



Bag Stuffer: There is artwork for a bag-stuffer you can send home with your customers. Just download the artwork, personalize it with your logo and contact information and take it to your local copy center. It is an inexpensive and effective tool.

Facebook Header: Just download the artwork and follow the simple instructions for changing your Facebook header.

These materials are part of SSIA's ongoing commitment to help its members promote shoe repair.

Repair With Pink is Back

Sponsored by Shoe Repair International. "Repair with Pink" participants offer pink heels and pink protective soles to their customers during October and donate a portion of the proceeds to the National Breast Cancer Foundation or their local breast cancer foundation. It is a chance for shoe repair shops to support a worthy cause and generate some publicity for doing so.

"We received loads of publicity for the program and it was for a great cause," says Sandra Verbruggen, whose Delaware shop, Fast Feet, participates in the program. "We were featured on the six o'clock news and in a full-page article in the *Sunday News Journal*. Radio stations announced the program. It was featured on the billboard at the mall and local businesses let us advertise for free in their locations."

If you would like to participate this year, visit www.repairwithpink.com. Pink products are available from your wholesaler.



Support the Companies that Support You

The following companies are supplier members of SSIA. Their support of this association helps us bring you this newsletter, our conventions and everything else we do. Please support them as they support you.

Angelus Shoe Polish Company
Arbelsoft, Inc.
Auburn Leather Company
Barge Adhesives, Inc.
Boris Shoe Components Supply
C.A. Zoes Manufacturing Co.
Casali SNC dei F.lli Casali & c.
Cuioificio La Querce S.R.L.
DM Group
DRV Enterprises
Fiebing Company Inc.
Goodyear Shoe Products
Guard Industries
Hickory Brands
Joh. Rendenbach Leather
Landis International, Inc.
Lyons & Volpi Leather Company
Moneysworth & Best
Pecard Leather Care Company
Pedifix Footcare Products
Petronio Shoe Products
Renia GmbH
SC Johnson
Sellari Natural Wax Company
SFS Associates, Inc.
Shoe Systems Plus
SoleTech Inc.
SRE Importers Corporation
SVIG
Tacco Footcare International
Talaria LLC / Pedag USA
Tarrago Brands International
Tauer & Johnson, LLC
Toe Armor
Topy S.A.
TRG Bestnets USA, LLC
URAD Products
Vibram USA



PRESIDENT'S MESSAGE



We Need Your Support to Keep SSIA Great

I can't believe another year has gone by and we've finished another annual show. Baltimore was a huge success, lots of shops and wonderful seminars. I would like to thank all the sponsors, exhibitors and speakers that put their time and efforts into building such a wonderful show.

If you have a shoe repair shop and have not experienced an SSIA show, you have no idea what you're missing. My first show was in 1990 and I have been to most for the last 28 years. I can't express how important it is to be up to date on the products available and to take in all of the wonderful information from the seminars.

Next year 2019 in Orlando I encourage everybody to do whatever is necessary to make the show. You will not go back the same person. This I can promise.

I'd like to say a special thank you to Sandra Verbruggen for the wonderful two years she spent as SSIA president. She works very hard and has the passion it takes to be a leader. As we start this next year, I look forward to working with the SSIA board of directors to continue to explore new ideas and new ventures to keep our industry growing to its fullest potential.

One of the most exciting things next year will be the 2019 Silver Cup and World Cup competitions. If you have never en-

tered, there is no time like the present! One of the best ways to promote your business and our industry is through this contest. If you win an award, it gives you a wonderful marketing tool to attract the media and generate publicity.

These awards never stop giving back. Go to www.ssia.info to register for the competitions. The rules are posted on the page as well.

Between now and next July's convention, there will be several open houses across the country. I encourage you to attend one not only to support your wholesaler, but to support your store. It's a great time to talk to other repairers and learn new techniques and new ideas to grow your business.

Also do not forget we need everybody's support. We are a volunteer organization and encourage everybody to join and support the SSIA. It takes all of us working together to make our shows great. To keep SSIA great, we need members from all parts of the industry.

Finally, a special thank you to all of the advertisers in this newsletter. Advertising keeps the newsletter going to all shops. It's wonderful to have a newsletter and without our advertisers, this would not be possible. So thank you once again.

Jim McFarland
SSIA President

Coming Events

October 13-14, 2018
Burten Distribution Open House
4630 Valley Blvd.
Los Angeles, CA 90032
Details www.burten distribution.com

December 2, 2018
8 a.m. - 3:30 p.m.
Miami Leather Holiday Open House
4334 SW 73rd Ave.
Miami, FL 33156
800-749-9402

If you have an event coming up, send details to webmaster@ssia.info.



SOLE FACTOR

STEP UP YOUR STYLE WITH VIBRAM® SOLE FACTOR.

CUSTOMIZE. UPGRADE. REPAIR.





Vibram® Sole Factor turns your shoes into a statement about who you are, and where you are going. Upgrade any pair to have better performance and personalized style no matter what the terrain or adventure.

WE'VE GOT SOLE



YOU'VE GOT OPTIONS

Upgrading your shoes with Vibram® Sole Factor is simple: choose a sole and step into style.

VIBRAM.COM |    

I have a dream ...

safer products, easier to use, without Toluene and MEK, always fresh off the line ...

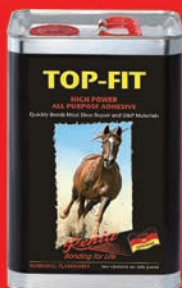
Renia has the solution...

- ☒ the True All-Purpose Cements
- ☒ controlled by Chemists
- ☒ state of the art
- ☒ produced by professionals

made in germany



Renia USA Inc. • 6180 Atlantic Blvd. • Suite N • Norcross, GA 30071
www.renia.com • info@renia.com



BONDING IS OUR CHALLENGE

accept only the best
you can get!

Available through all SSIA wholesalers!

CONVENTION HIGHLIGHTS



BALTIMORE CONVENTION IS A SUCCESS



The shoe repair industry gathered in Baltimore in July for an interesting and informative meeting. The 114th Annual SSIA Convention attracted more than 400 people from 168 shoe repair shops, 17 wholesaler companies and 34 exhibiting companies. The convention attracted retailers from 24 states and four countries outside of the United States. The show floor was crowded with people looking for ways to enhance their businesses.

Expo Draws a Global Crowd

Exhibitors came from the United States, Canada, Germany, Spain and Italy to display their wares. Products on display ranged from machinery, to back room supplies, to retail products designed to add value for customers and profits for shoe repair shops.

Seminars Address Repair and Marketing Techniques

When the expo was closed, SSIA's seminars were open. Members shared their knowledge on topics ranging from expanding profits, to repair techniques, to customer service. Highlights from the seminars are featured in this issue of the newsletter.

New Directors Elected

Elections were held for new supplier, wholesaler and repairer board members. Supplier members elected Phil Wadzinski of Pecard Leather Care. Wholesaler members elected Pat McCabe of Miami Leather Company. Two repairer positions were open. Repairer members elected Jim McFarland of McFarland's Shoe Repair to serve a two-year term and Todd Roberts of Park Shoe Repair to serve a three-year term. Wadzinski and McCabe will serve three-year terms.

Thanks to Our Supporters

There are many companies that made this year's convention a success. SSIA would like to thank all of the exhibiting companies.

Without their support the event would not have taken place. Thanks also go to the convention sponsors for their support of SSIA's efforts. They are:

Gold Sponsors

Barge Adhesives
Moneysworth & Best
Soletech
Vibram

Silver Sponsors

ArbelSoft
Fiebing's
H.L. Zitrin Corp.
Hickory Brands
Petronio Shoe Products
SVIG

Tacco Footcare

Bronze Sponsors

Casali 2.0
DC Leather & Findings
Frankford Leather Company
Kaufman Shoe Repair Supplies
Miami Leather Company
National Shoe Findings
Pecard Leather Care Company
Renia
Supertap
Topy

Special thanks to the wholesalers that promoted the show. Frankford Leather Company and DC Leather and Findings worked hard to turn out customers and make the show a success.

McFarland Elected President

Jim McFarland of McFarland's Shoe Repair in Lakeland FL was elected president of SSIA. McFarland, a third-generation shoe repairer, brings a wealth of industry experience to the position. He served several terms on SSIA's board and has also headed the Silver Cup and World Cup contests for many years.

Phil Wadzinski of Pecard Leather Care, was elected vice presi-



John McLoughlin recognized Sandra Verbruggen for her service both as a member of SSIA's board of directors and as president in Baltimore.

dent. John McLoughlin, Vibram USA, was elected treasurer. Pat McCabe, Miami Leather Company, was elected secretary.

Mark Your Calendar

SSIA is expecting another good show next year. The 115th Annual SSIA Convention will be held July 27-28, 2019 at the Wyndham Grand Orlando Resort Bonnet Creek in Orlando, FL. Preliminary convention details and a link for room reservations are on the SSIA web site at www.ssia.info. Make your plans to attend today and we'll see you in Orlando next July.



SNEAKERS: Repair them!



SVIG: Italian top QUALITY rubber

www.svg.it

Available in the US at



Lyons & Volpi
LEATHER CO. INC.

Support the Companies that Support You

The following companies are wholesaler members of SSIA. Their support of this association helps us bring you this newsletter, our conventions and everything else we do. Please support them as they support you.

AGS Footwear Group
Belmont Leather
Burten Distribution
DC Leather & Findings
Fort Pitt Leather & Shoe Repair Supplies
Fournitures De Cordonnerie C.B. Inc
Frankford Leather Company
H.L. Zitrin Corp.
H. Leffler & Son Pty Ltd
I. Samuels & Sons
J.H. Cook & Sons, LLC
J. Weiner & Co.
Justin Blair & Company
Kaufman Shoe Repair Supplies
Konomos Distributing
LaBelle Supply Co., Ltd.
Landwerlen Leather
MacPherson Leather Co.
Miami Leather Company
Montana Leather Company
National Leather & Shoe Findings
O. Baltor & Sons
Oregon Leather
Ruby Leather Company
Saderma of LA
Southern Leather Co., Inc.



JOIN SSIA TODAY!

Visit www.ssia.info/join to become a member today. You can join online or download an application to return by mail.

HUVAL'S IS THE PROPER FIT FOR LOUISIANA CUSTOMERS



Dana Huval grew up in her father's shoe repair shop and took over at age 18 when he passed away. She has been serving Louisiana customers ever since.

Dana Huval grew up in the shoe repair industry. Her father had a shoe repair and Western Wear business in Crowley, LA. As a child, Dana was in the shop all the time.

"It was sort of like my playland," she recalls. "My dad would bring me to school in the morning. The outsole stitchers used to have a wax pot that needed to be heated. So we would go to the shop first to turn on the wax pot so the wax could heat while we ate breakfast. Then he'd come back and stitch the shoes and bring me to school."

Dana's father started in a shoe repair shop at eight-years-old to earn money to buy his clothes for school. He died when Dana was 18 and she took over the business with one of her sisters. Six years later, they closed everything and Dana opened on her own.

Shoe Service: What are the best things you've done to grow your business?

Huval: Becoming a certified pedorthist has really helped me. It helped me understand the dynamics of the foot and allowed me to help the customers with products that can help their shoes. I'm able to recognize the causes when shoes are worn badly. It's given me better ter-

minology and a better understanding of how important proper footwear and foot care is to the whole body. Everything starts with the feet. If your feet don't have a good foundation, everything else doesn't stand a chance.

Unfortunately, becoming a certified pedorthist might not be worthwhile today. The prerequisites now include working 1,000 hours in a clinic or orthopedic shop. You need a two-year degree from a college. It wouldn't be practical for most shop owners. I got certified before that happened, so I got lucky.

Reading books on the feet is also really beneficial and understanding proper shoe fit is essential. Most people wear their shoes entirely too small. People go into stores and, if they find a shoe they like and can shove their foot into it, they're going to buy it.

There is nobody guiding consumers about proper fitting anymore. They're doing it themselves and people have no idea that shoes should feel better than they do – that shoes should not end up creating plantar fasciitis, hammer toes, bunions, callouses and all kinds of issues.

I do a lot of educating about proper shoe fit. I sell shoes and I have the I-step

Shoe Service Institute of America

machine from Aetrex. It shows pressure points, arch height and shoe size.

I have been selling Brooks Shoes for eight years. That has been my saving grace. If I didn't sell Brooks, I probably wouldn't still be open. Brooks accommodates the foot. If you have a medium arch, you wear certain shoes that they offer. If you're flat-footed, you wear different shoes. Your activity level and your shoe size determine the type of shoes you wear. That's what's so neat about them.

Some people come in with feet that hurt a lot. Putting them in the proper shoe really helps them.

If I was not a C.Ped., I couldn't sell Brooks Shoes. They wouldn't let me have an account. Having the certification proves that I know how to fit the feet correctly.

I also sell Spenco and Aetrex shoes. I used to sell boots, but I don't do that anymore because they're made so badly.

I've added socks that absorb moisture from your feet and several other things just to help your feet.

I sell Amish-made leather belts which have really done well. I try to have high quality products. Retail is so much easier. I sell a lot of leather wallets too.

Shoe Service: How have you been able to bring more customers into your shop?

Huval: I do a local AM radio program in the morning. I do my ads live. That has gotten me more business than anything else. I talk about shoe care, shoe fit and

what can be fixed. The DJ is a customer. A lot of times, he does most of the talking. That has helped tremendously.

I do Facebook which does help. You can do pictures and videos. People love to see how we do things.

Shoe Service: Any other tips?

Huval: Keep your shop as clean as you can. It is so important for people to feel comfortable leaving their precious shoes in a nice place.

Having your shop as organized as possible makes it so much easier. I make sure the things I use the most are convenient-

ly located near my workstations. I have different workstations for different things and I run my shop by myself. So having everything organized saves a lot of time.

I went prepay in 2003 and could not be open today if I wasn't. Even though I'm prepay, some people still don't pick up their shoes.

I use ShoeMax point of sale software and it is a life saver. It keeps track of everything and tells me what is due each day. This morning I could see how many jobs were due today and what each job was to make sure I had everything I needed. It e-mails the customer when their work is ready.



**TOPY** **THERE IS NO SUBSTITUTE**

Offer dull & tired shoes a SHOE SPA with TOPY ELYSEE protective soles!

TOPY ELYSEE - NUMBER 1 IN THE WORLD

11 colours in 1,0 and 1,8 mm:
black, dark brown, caramel,
leather colour, beige, red, blue ...
and **new**:
titan, orange, green, yellow



**CROCO** sheets

ASK YOUR LOCAL FINDER FOR TOPY
www.topy.fr - info@topy.fr

TIPS FOR GETTING MORE ONLINE CUSTOMER REVIEWS

When it comes to reviews there are four types of businesses:

- Businesses that get most of their business from referrals, don't get any online reviews and couldn't care less about them.
- Businesses that get most of their business from referrals, get online reviews and think that nobody reads them.
- Businesses that think reviews are hugely important and work hard to

get a lot of them.

- Businesses that think reviews are hugely important and work hard to get them, but don't get many.

What the types that ignore reviews don't realize is, some time in the next year or two, someone is going to write something about them online and there's a good chance it's going to be negative.

If it gets around, which it usually does thanks to Google, their referrals are at

risk of drying up. If the first thing that shows up in Google for your brand is a negative, you are in trouble.

Some businesses that work hard at getting a lot of reviews are leaving a lot of opportunity on the table.

While positive reviews are great, the real power is in the reviewer. A customer willing to spend the time to review you is a brand ambassador. Instead of just asking them for reviews, you should be thinking about how you can harness your relationship with these valuable people to help spread the word, both online and off.

If you try but can't seem to get traction with reviews, consider building review generation into your business processes.

There are four ways to get an online customer review:

- Via phone
- Via email
- Via a Website
- Via transcription from a handwritten review

The right method for you depends on how you conduct your business.

Do you collect customer email addresses? Many businesses know they should but rarely do, or rarely do it with any rigor.

Do you have more than 50 percent of your customers' up-to-date email addresses? If so, then you can use email solicitations. Ask customers to provide a review via email or direct them to a website where they can leave a review.

If email doesn't work for you, then you'll need to consider how you typically interact with your customers. If most of your business is done in person then give them a comment card. |

[illegible]

Try including a comment card with return postage with the finished work.

When figuring out your review acquisition strategy, take a good look at yourself in the mirror and ask yourself what your staff can realistically do every day.

Some tips for asking customer reviews:

Don't offer incentives. A percentage of your customers will do it for free. If you offer to pay your top brand ambassadors, it's possible they will get turned off, which could hurt your business by dampening the enthusiasm of these mavens.

Make it easy for customers. Don't send them a link to review you on Google unless they have a Gmail address.

Don't ask people for Yelp reviews. This almost always backfires. You may get a few positive reviews in the short term, but if your customers are not active Yelpers, Yelp's SPAM filters will eventually toast their reviews. You'll end up with no reviews and potentially some angry customers who wonder why their work of review art disappeared.

Do it promptly. Don't wait. People are most likely to give you feedback right away. The longer you go from the time of service to the time of request, the likelihood of getting reviews drops precipitously.

If you have the customer's email address, follow up your initial request three days later with a reminder email containing links of where to for review submissions. Reminder emails can account for a huge percentage of review conversions.

Always underpromise and over deliver. Business owners can feel embarrassed when asking customers for reviews. If that sounds like you, be totally candid with your customers.

Tell them that you are working on improving your business and asking for reviews is a good way to do this. That this kind of candor makes the asker feel less bad about asking for reviews which improves the chances of actually getting them.

SILVER CUP AWARDS

TIME TO START ON SILVER CUP ENTRIES

The next Silver Cup Contest will be held in 2019. Like the last contest, it will include North American and International divisions. Repairers from the United States and Canada will compete for the Robert DiRinaldo Grand Silver Cup. Repairers from all over the world will compete for SSIA's World Cup.

Entry Requirements

The entry requirements and deadlines for each contest are available online at www.ssia.info/silvercup. You will also find sample scoresheets to aid in preparing your entries.

Why Enter?

Put simply, SSIA's Silver Cup Contest is the best tool available to separate your work from your competitors'. When customers come in to your shop and say, "What makes you different from the guy down the street?" a Silver Cup award is the answer.

A Silver Cup award also offers a great opportunity to get publicity for your shop.

Previous winners received significant coverage in local newspapers, on local television stations and some even in the national media.

Tips for Preparing Your Entry

"The scoresheet is your best teacher," says previous Grand Silver Cup winner and Silver Cup Judge Jim McFarland. "It is the map to the Silver Cup. Make sure to restore the shoes to their original factory condition. Don't do anything different than the way they came out of the box."

For additional tips, check out the Fall 2013, 2015 and 2017 issues of SSIA's newsletter. We interviewed each of the winners and asked them for their best tips for Silver Cup success. You will find them online in the members-only section of SSIA's web site.

Entry Deadlines

Entries are due in SSIA's office by March 20, 2019. For details and to register online, visit www.ssia.info



PECARD
LEATHER CARE COMPANY®

HANDCRAFTED LEATHER CARE

Manufacturers of the very best leather care products for your toughest customers.
Quality you can trust.

Easy
Affordable
Effective

Made in the USA
Since 1902

SHOE OIL
PECARD
NEVER LEAK
PRESERVES WATERPROOFS
LEATHER
MADE IN U.S.A.
8 FL. OZ. / 0.24 LITER
WATERPROOF

PECARD
NEVER LEAK
LEATHER DRESSING
MADE SINCE 1902
8 OZ. (0.18 LITER)
PECARD CHEMICAL CO. • GREEN BAY, WI

Condition • Preserve • Protect

WWW.PECARD.COM • 1-800-467-5056 • info@pecard.com

MAKE YOUR HOTEL RESERVATIONS TODAY FOR 115th SSIA CONVENTION



SSIA's 115th Annual Convention will be held July 27-28, 2019 at the Wyndham Grand Orlando Resort Bonnet Creek in Orlando, FL. You can make your hotel reservations today.

SSIA has secured a group rate of \$149 per night. This rate will be honored until June 24, 2019 or until SSIA's room block sells out, whichever comes first.

"It's important to SSIA that those reserving rooms stay at the host hotel," says SSIA President Jim McFarland. "In exchange for our guests staying at the hotel, SSIA receives concessions, not the least of which is complimentary meeting space for exhibits, seminars and meetings."

"The money SSIA saves is passed along to members in terms of lower exhibit prices for suppliers and free registration for everyone else," he continued. "But we can only maintain that if those booking hotel rooms do so at the host hotel. SSIA negotiates the best rate possible, but we can't have our convention at discount hotels as they are not equipped to provide the level of service we need."

To reserve a room, visit www.ssia.info and click on the link for hotel reservations or call 407-390-2300 or 800-996-3426 (make sure to tell them you're with the SSIA 2019 Convention).

GET YOUR SSIA Apparel

You can order SSIA t-shirts and hoodies from tspring.com. To learn more, visit the SSIA web site (www.ssia.info) and click on the link on the home page of the site.



Zoes

FINEST SHOE CARE PRODUCTS SINCE 1905





Buy and recommend the complete line of ZOES and DYANSHINE shoe and leather care products. Available at better wholesalers nationally.



Products Made in the U.S.A.

C.A. Zoes Mfg. Co.

Chicago, IL • 312-666-4018
www.zoesmfgco.com



Angelus

BRAND

SHOW YOUR SUPPORT FOR BREAST CANCER AWARENESS MONTH

with

ANGELUS ACRYLIC LEATHER PAINT

- FLEXIBLE LEATHER PAINT
- MIXABLE FOR COUNTLESS COLORS
- WILL NOT CRACK OR PEEL
- WATER-BASED FOR EASY CLEAN UP

AVAILABLE THROUGH YOUR LOCAL DISTRIBUTOR
CALL FOR MORE INFO: 562.941.4242



TOP TAKEAWAYS FROM BALTIMORE SEMINARS

SSIA offered seminars on a variety of topics during its 114th Annual Convention. We asked speakers to provide the most important take-aways from their presentations. Here is what they had to say.

Expanding Shop Profits

Ronald Nijdam

- Pre-pay, my best business decision ever.
- Set your prices so you make money every minute: at \$3/minute!
- Margin (PROFIT!) on repairs is much higher than on retail, with a much lower cash investment.
- Not busy enough? Be the expert and increase your customer base instantly.
- Not busy enough? Have less expensive options for your 'cheap' customers and offer your 'loaded' customers more, and charge them more!
- Too busy? Increase your prices.
- Too busy? Work more efficiently. Time is money.
- Take good care of your business reputation.
- Make a difference.

Front Counter Excellence

Lisa Hubbs

Both professional counter service *and* good repairs are critical.

Great front counter service is a skill set (just like shoe repair).

- Not everyone naturally has the skills, but they can be learned.
- It may make more sense to hire someone if you struggle with it.

Project a good mood and professional attitude with EACH customer.

- Phone and in-store: smile, good morning, please, thank you.
- Always thank them for coming in, regardless if repair can be fixed/product sold.

Shop is neat and clean, and so are you.

- Your shop and staff appearance is a direct reflection of your service.

Maintain professionalism.

- Try not to take questions personally
- You may need to "re-set" your at-

titude after each customer

- Listen, ask relevant questions, be present and responsive/empathize

Educate on options and preventative care

- Inspect the item, and address potential other repairs/maintenance.
- Manage expectations---cost, time to complete, what will be repaired?
- Create a valued experience for the customer (vs. simply transactional).

Helpful tips

- "Protect" known front counter busy times by staying out front.
- For long-winded customers, work on rips or something that allows you to listen and work.
- Empathize with the customer—they came to YOU for help.
- Remember that every customer is an opportunity to deepen relationship/loyalty to you.



COMPLETE CARE KITS

ATHLETIC | SUEDE | LEATHER





3 NEW kits that contain everything you need to keep your footwear looking their best.


www.moneysworth-best.com


[@MONEYSWORTH_AND_BEST](https://www.instagram.com/MONEYSWORTH_AND_BEST)


[@MoneysworthBest](https://twitter.com/MoneysworthBest)


[Moneysworth-Best-Page](https://www.facebook.com/Moneysworth-Best-Page)


[MoneysworthandBest](https://www.youtube.com/MoneysworthandBest)


[Canadian Company](#)

High Quality German Handmade Insoles and Shoe Care

pedag

USA

**For Samples and Catalogs
Contact 1-800-726-7304**



DOWELS



- Supertap manufactures its own steel pin especially designed to avoid rotation, breakage and accidental extraction when walking.
- Available in colors black, oak, brown and red.
- Manufactured in the USA.

NEW!



• Thin Pin (Aqua) • Gold Pin • Copper Pin • Flexpin Size 6-12 (Black + Oak)

For more information please visit
www.Supertap-USA.com



**WE'RE STILL THE ONE
The Clear Choice**



MASTER
PETRONIO
"MONARCH of them All"
**CLEAR BOND
ALL-CLEAR CEMENT**
MEK / Toluene Free
WARNING! FLAMMABLE. SEE CAUTIONS
ON SIDE PANEL AND MSDS SHEET
Petronio Shoe Products • Belleville, NJ 07109

Toluene and MEK FREE

**PETRONIO SHOE PRODUCTS
Belleville, NJ US**

SSIA CLASSIFIEDS

SSIA's classified advertising section is available to shoe repair shop owners or shoe repairers desiring to sell or buy shoe repair businesses; to employ help or find employment; or to offer for sale or to buy machinery or equipment.

Advertisements in this section cost \$25 and run for three months on the web site and appear in this newsletter. Visit www.ssia.info/classifieds to submit your ad.

While SSIA will not knowingly accept advertisements that contain misleading representations of items offered for sale, it does not assume responsibility for the accuracy or truthfulness of advertisements in this section. Buyers of any offerings in this section should make their own investigations.

Experienced Shoe Repairman Wanted

Looking for an experienced shoe repairman to work in our family ran business in Boise Idaho. We would prefer an experienced shoe repairman, but would be willing to train the right individual. 40 hour work week, involving all aspects of the trade. Shop work only, no interaction with customers. Pay D.O.E. up to \$20 an hour for a high quality shoe repairman. If interested please contact Alex at (208)455-5615 or alexjs78@outlook.com Rosendahl Foot and Shoe Center <https://www.rosendahlsboise.com>.

Cobbler Wanted

Experienced full-time cobbler wanted for busy shop in Charlotte, North Carolina. Need to have extensive knowledge of all machinery (stitchers, sanders, etc). Wanted for long term commitment. Pay will be discussed and based on experience. Serious inquiries only. Please contact Mohamed @ 704-334-8985.

Shoe Repairman Wanted

Full time Shoe Repairman wanted in Sunny South Florida! Looking for an experienced, honest and hardworking individual to join our team. We are a well established second generation shop that has been in business for over 50 years, and have an extremely loyal following. Please call Dan at 772-220-0845 or email to: dannobile@aol.com.

Equipment for Sale

All equipment refurbished by professional mechanic. S2000 finisher, all new bearings, motors replaced or rebuilt. New dust bags, adjustable sole trimmer with new cutting wheel. New lift trimmer cutting blade. Landis L curved needle outsole stitcher...completely refurbished! Champion 5in1 also completely refurbished, all new blades, and new paint job. Landis 88 McKay, completely refurbished. Stitches like new. Misc. Other stuff. I paid

\$8000 just for the s2000 finisher. I'm to accept best offer for all. Located in Tallahassee FL. Must pick up or arrange for shipping. I will consider delivering with very substantial deposit. 229-308-9252. Shuumaan1@yahoo.com. please text or email. Thanks!

Shoe Repair Shop For Sale in California - PRICED TO SELL !!!

The Cobbler's Bench Shoe Repair for sale in Costa Mesa, CA. Great location in Orange County. Medium volume shop. All machinery works great. RENT = \$2100/ mo. Very good rent for the area. Same family has owned

shop since 1976. Loyal customer base. Open 5 days a week (closed Sun & Mon). Nice to have that extra day off each week. OWNER IS MOTIVATED TO SELL. LOOKING TO RETIRE AFTER 55+ YRS IN THE SHOE REPAIR INDUSTRY. I can send pics of machinery and store front via text to anyone interested. SHOP IS PRICED TO SELL @ \$40,000. Call (949) 650-1939. Ask for Jamal or Jack.

Shop for Sale in North Georgia

Nice shop fully equipped with back up machines. Great location with loyal clientele. Retail boots, belts and other accessories.



Proudly Made in the US 



Kelly's SHOE CREAM - Available in 44 colors!

Neutral	Light Bone	Brown Sugar	London Tan	Goldenrod	Fashion Brown	Cordovan	Scarlet
White	Bone	Chamois	Cognac	Beige Taupe	Brown	Dark Cordovan	Olive
Delicate Cream	ECRU	Beige	Saddle	Taupe	Dark Brown	Burgundy	Sherwood
Winter White	Banana	Camel	Medium Brown	Brick	Dusky Brown	Red Mahogany	Grey
Ivory	Tan	Light Brown	Bark	Sandalwood	Bordeaux	Red	Charcoal Grey
				Dark Navy	Imperial Blue	Navy Blue	Black

Kelly's Color Spray Now Available in Black, Dark Brown, Navy Blue & White!



Convenient instant spray on color for leather articles | Packaged in 12oz Aerosol can.

Used by Professionals Since 1899

The Fiebing Company | Toll Free: 800-558-1033 | www.fiebing.com | custserv@fiebing.com



SSIA CLASSIFIEDS

Sutton S 1000, two patchers a Cobra and an Adler. Landis K boot stitcher, Champion straight stitcher, System plus press, Two brush machines. full inventory. Owner looking to retire. Contact fetner_robert@yahoo.com.

Washington DC Area Shoe Shops for Lease/Sale

Cobbler's Bench is family Shoe Repair business with Stores in Maryland, DC and Virginia. The DC market is vibrant and with the right person running a Shoe Repair Shop, the opportunity is endless. There are currently multiple opportunities available in Downtown DC and Suburban Maryland. Each shop is unique and is in need of an experienced owner/operator. Lease to own options are available. Call Joe Stern at 301-583-0557. Check out our website at www.cobblersbenchshoerepair.com.

Full Shop Set Up

Full Shoe Shop Set Up for sale, \$13,000.00 OBO. Located in Henderson, Nevada, price includes Sutton 2000 Finisher, Landis G Outsole Stitcher, Autosoler McKay Lockstitch, Nose Cone 12, Cinderella 8 Nailer, 4 Lamp Heat Master, Landis 5 In 1, Jack Stand, 2 Heel Wheels, Singer Stitcher Vamp Machine, Grinder, Hand Press, and More Accessories. Phone: (702)556-2882 or email at gvsrl2@yahoo.com Ask for Gary.

Looking for Old Stock Crepe Cushion Wedge Soles

Looking for new old stock crepe "CUSHION" WEDGE SOLES in off white color. We can take 30-100 pairs. Separately we are looking for new Old stock MADE IN USA Biltrite 1/2 Soles (with or with out green plugs). Hollywood Trading Company, 323-855-9521, ziphtc@gmail.com.

Complete Shoe Repair Shop For Sale

Fully operational shoe shop for sale, \$19,900.00 or Best Offer. Located in Fieldale, Virginia, price includes building which will need to be moved, machinery, equipment, hand tools and much more. Building and equipment can easily be moved to the location of purchaser's choice. Everything is included in this one low price, it only needs you to relocate and step inside! Phone: 304 947 5957 or email at ellen@ellendye.com.

Business Partner/Production

Mail Order shoe and boot resoling operation in Rocky Point/Wilmington NC looking for equity partner to run production facility and eventually own and operate herself/himself. This is hands on so candidate must be able to turn out the work, providing elite level of quality to the brands for whom we provide preferred service.

Maybe you're looking for a change of scenery and venue; shoe repair is changing-- this is the next generation. E-mail john@resole.com.

Shoe Repair Shop for Sale

Shoe repair shop established 60 years ago for sale in Los Angeles, CA, owner of 25 years retiring. Prime location, just minutes from Beverly Hills. Fully equipped, impressive 1100 sq. ft. shop with \$150k+ annual net income. Asking \$180K. For any questions or more information, please contact Alfred at 818-326-8040 or alfreddd55@gmail.com.

Shoe Repair Business for Sale

Located in the affluent downtown Claremont Village, California. Great opportunity for a hardworking, qualified shoe repairer. Easily can make a six figure income for themselves. Business has been established since pre Great Depression era. Must be able to prove ability to purchase before books will be opened. \$150,000 Email: Pvikings52@gmail.com.

Shoe Repair Shop For Sale in California - PRICE REDUCED !!!

The Cobbler's Bench Shoe Repair for sale in Costa Mesa, CA. Great location in Orange County. Owner retiring. Medium volume shop. All machinery works great. RENT = \$2,100/mo. Very good rent for the area. Same family has own shop since 1976. Loyal customer base. Open 5 days a week (closed Sun & Mon). Nice to have that extra day off a week. I can send pics of machinery and store front via text to anyone interested. Asking \$50,000. Call (949) 650-1939. Ask for Jamal or Jack.

A Business Opportunity, Including the Building in Redmond, Oregon

Great opportunity to purchase a well known and highly regarded business and building in the heart of Redmond, Oregon. The only cobbler in Redmond. Owners will offer training in the leather goods repair and footwear industry. Buyer will acquire a business with a long and successful history, a known storefront location and a client list of extremely satisfied customers. Training is available for industrious and motivated individuals. National name brand inventory list included. \$269,900. View listing on MLS#201803255.

Shoe Repair Shop for Sale

Looking to retire from 35 years of success in repair & retail business with excellent growth potential. Located on main thoroughfare in sunny Fort Myers, Florida, shop is priced to sell. Contact Carroll Barr @ 239-278-3566 or cobblercarrollinc@hotmail.com.

Shoe Repair Shop for Sale in California

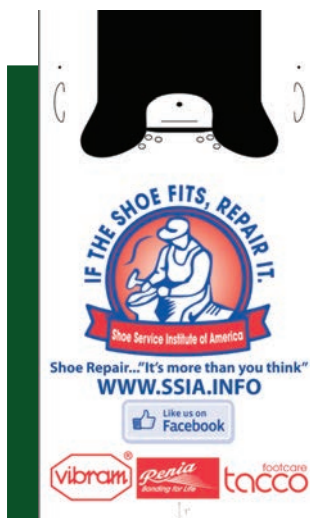
Shoe Repair Shop For Sale in Costa Mesa, CA. Great location in Orange County. Medium volume shop. Owner retiring. RENT= \$2,100/mo. All machinery works great. Family owned since 1976. Loyal customer base. OPEN 5 DAYS A WEEK (closed Sun & Mon). Nice to have that extra day off a week. Asking \$65,000. Call (949) 650-1939. Ask for Jamal or Jack.

Shoe Repair Shop for Sale

Shop for sale in southwest Atlanta. Free training for one year. Complete shoe repair shop for sale, at good price, with three full time employees. Call for details, 404-789-9930.

Shop for Sale

Manhattan Shoe Repair. Manhattan, Kansas. Interested parties call 785-477-4981 after 6 p.m.



SSIA BAGS AVAILABLE

SSIA has produced millions of plastic bags in recent years designed to drive consumers to the SSIA web site and promote shoe repair. Sponsored by member suppliers and available from member wholesalers in boxes of 1,000, the bags carry the theme, "Shoe repair ... It's more than you think."

Artwork showing what the bags look like is on the right. More sponsor logos are on the backs of the bags. The bags are stocked by several wholesalers. If yours isn't one of them, stop by the SSIA Facebook page and ask who has them. You will get a prompt response.



Retailer

MEMBERSHIP APPLICATION

Retailer membership in the Shoe Service Institute of America is available to firms engaged in the shoe repair business at the retail level and costs \$65 for the calendar year. To join the association, complete the application below and mail it to SSIA, 1013 Beards Hill Rd., Suite 101, Aberdeen, MD 21001.

CONTACT INFORMATION

Business Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____
Web Site: _____

SOCIAL MEDIA

Please provide the FULL URL (example <https://www.facebook.com/fastfeetshoerepair>) to your social media accounts and SSIA will include them in your online profile for consumers to see.

Facebook _____
Twitter _____
LinkedIn _____

Describe your business for SSIA's Shop Locator. This is what consumers will see. Keep in mind that your contact information will already be listed, so this should be anything else you want customers to know.

PAYMENT INFORMATION

Credit Cards: ☐ VISA ☐ MasterCard ☐ American Express

CardNo. _____ Exp. Date _____ Security Code: _____

Checks: Membership dues are \$65 for one year. Make your check payable to Shoe Service Institute of America and send it to:
SSIA • 1013 Beards Hill Rd., Suite 101 • Aberdeen, MD 21001

Questions: Contact Mitch Lebovic, at webmaster@ssia.info or 410-569-3425

Authorizing Signature

Date

Your dues are deductible as an ordinary and necessary business expense, and are not deductible as a charitable contribution.

RETURN TO: SSIA • 1013 BEARDS HILL RD., SUITE 101 • ABERDEEN, MD 21001



Shoe Service Institute of America
1013 Beards Hill Rd., Suite 101
Aberdeen, MD 21001



REPAIR TRADE
PRODUCTS



PRODUCT SPOTLIGHT:
GOODYEAR R51 SARATOGA
"Green Dot" HEEL

- Contains 30% restored rubber.
- Long lasting.
- Slip resistant.



SRE IMPORTERS CORPORATION
3218 Lucas Circle, Lafayette, CA 94549 • (888) 850-8180 • (925) 284-1366 fax
Email: SREImporters@comcast.net
Website: www.sreimporters.com

Please contact us for more information and a list of wholesalers who carry the Goodyear line.

© 2017 Polyconix Corp. Goodyear (and winged foot design) and blimp are trademarks of the Goodyear Tire & Rubber Company, Akron, Ohio. Used under license by Polyconix Corp., Englewood, Florida. R51 is a registered trademark of Fitday Enterprise, Ltd.