

Case Study

Glue Dots® Help Customers Save Their Soles

ProFoot™, a leading manufacturer of insoles, arch supports and other footcare products, needed a versatile, simple way for customers to adhere insoles in their shoes. Glue Dots International worked closely with Valley Industrial Products and ProFoot to create a custom solution that worked for their entire product line.

The Problem **Slipping Insoles Annoy Customers**

For arch supports and insoles to work properly, correct installation by the customer is crucial. To keep their products from slipping inside customers' shoes, ProFoot included a sample of double-sided tape in the packaging.

However, ProFoot offers a variety of products made from different materials, so a different type of tape had to be offered with each product. The tape was also difficult to handle, and ProFoot received numerous complaints from their customers about the performance of the tape and insoles slipping inside the shoes.

The Solution **Custom Glue Dots® Provide a Simple fix**

To make using their product easier and to keep costs down, ProFoot needed an adhesive that was simple to use and that worked on all their products. They found help in Valley Industrial Products and Glue Dots International.

Glue Dots designed a custom solution, developing one adhesive that was effective with ProFoot's entire product line. Glue Dots tinted the adhesive blue and packaged them in two-dot sheets with a clear liner on one side and printed instructions on the other. This made applying the adhesive virtually foolproof.

The Result **Insoles Stay Put, Customers Stay Happy**

Using custom adhesives from Glue Dots allowed ProFoot to have a single adhesive solution for their complete line of footcare products. Glue Dots' customization capabilities also made the adhesives easier for customers by incorporating blue tinting, clear liners and instructions.

But the real proof is in customer satisfaction. Since they started using stronger, easy-to-use Glue Dots, ProFoot has seen drastically reduced customer complaints about product slippage.



ProFoot Inc.'s VP Richard Feldman states, "using Glue Dots allowed us to meet two critical goals; reduce customer complaints and create a single adhesive solution for our line of products".

