



BIRKENSTOCK®

THE BASICS

BRAND EDUCATION





We make products that bring people
happiness and satisfaction!

Our business is a reflection of the high quality footwear and products we
represent and a genuine belief in their benefits. We offer timeless products
that are unique in the marketplace and have an authentic relationship
with our brand fans.



1774

THE BEGINNING

It all started with Johann Adam Birkenstock's commitment to his craft. The year was 1774 and Johann Adam Birkenstock is entered in the church archive of Langen-Bergheim, Germany as "shoemaker." This commitment to craftsmanship remained in the family and was passed down from generation to generation.



1896

ARCH SUPPORT

In 1896, Konrad Birkenstock, Johann Adam's great-great grandson, had a visionary idea: make and sell flexible footbed inserts. From there, it wasn't long before he invented the footbed.

1963

THE FIRST SANDAL

Karl Birkenstock launches the Madrid – the first sandal of its kind with a flexible contoured footbed.





1966

BIRKENSTOCK ARRIVES IN THE UNITED STATES

In 1966, Margot Fraser tried on a pair of the sandals while visiting a Bavarian spa; the contoured footbed relieved the pain in her toes. After initiating a partnership with Karl Birkenstock to bring the shoes to the U.S., Margot worked tirelessly to establish relationships with retailers across the country, spreading the word about the Birkenstock wellness philosophy.



2018

THE FIRST COMPANY-OWNED RETAIL STORE OPENS IN THE UNITED STATES

Birkenstock opens the first company-owned retail store in the SoHo neighborhood of lower Manhattan, New York City. Customers are able to explore the growing range of products including shoes, boots, socks, bags and belts.



BIRKENSTOCK



2019

NATURAL SKIN CARE LAUNCHES IN THE UNITED STATES

Birkenstock brings their Natural Skin Care line to the United States with innovative certified natural products. The same raw material that is used as a key component in the legendary footbed is also at the heart of the complete line of care products: natural cork.



BIRKENSTOCK®



FOOTBEDS

At the heart of every Birkenstock design is our legendary footbed. The evolution of the footbed started with the idea that the shape of the shoe should match the shape of the foot, much like the cast of a healthy footprint in the sand. Today most Birkenstock footwear is offered in two types of footbeds, Classic and the Soft Footbed.



FEEL THE FOOTBED

THE FOUNDATION OF EVERY BIRKENSTOCK



THE CLASSIC FOOTBED FEATURES & BENEFITS

The Classic Footbed is constructed with five distinct layers that each serve a specific purpose.

1. The top layer is made of soft yet durable suede leather helping to keep the foot dry and comfortable all day.
2. The top jute layer helps regulate moisture, increases the flexibility of the footbed and makes it significantly more durable.
3. The shock-absorbing and highly flexible cork and latex core supports and relieves pressure on the feet and provides insulation against heat, cold and moisture.
4. The bottom jute layer provides stabilization and protects the natural cork and latex core.
5. The sole is made of EVA (Ethylene Vinyl Acetate) for added cushioning and shock absorption.





THE CLASSIC FOOTBED FEATURES & BENEFITS

1. ROOMY TOE BOX

A roomy toe box allows toes to move more naturally, promoting better balance and correct foot alignment.

2. RAISED TOE BAR

The raised toe bar encourages the natural gripping motion of your feet, exercises the legs and stimulates circulation.

3. CONTOURED ARCH SUPPORT

Pronounced arch supports help relieve pressure from the heel and ball of your foot and provides a stable foundation that supports all four arches.

4. DEEP HEEL CUP

The deep heel cup cradles the heel and keeps your natural cushioning right under the heel bone.



THE SOFT FOOTBED FEATURES & BENEFITS

Select Birkenstock styles are available with a Soft Footbed.

The integrated Soft Footbed has the same properties as the original footbed with an extra layer of cushioning foam inserted between the suede liner and the layers of cork and jute fibers below. The foam insert contains millions of tiny air bubbles that help provide added cushion and shock absorption.

The blue color stamping and marker in the heel cup indicate that the style has a Soft Footbed.

The Soft Footbed is a great option for customers who have sensitive feet or prefer a little extra cushion.



ENVIRONMENTAL SENSIBILITY & SUSTAINABILITY

From the beginning, Birkenstock has maintained a deep respect for environmental sensibility. From the use of solvent-free adhesives, to solar powered buckle production and packaging made from 90% post-consumer waste, our footwear embodies our commitment to being environmentally friendly. 98% of the adhesives are water-based and therefore environmentally friendly. Birkenstock was one of the first shoe manufacturers in the world to use water-soluble and solvent free adhesives almost exclusively in its production process.



CORK

ENVIRONMENTALLY FRIENDLY COMPONENTS:
A high proportion of the natural materials that we use are from sustainable sources: cork, natural latex, jute.

Cork is a natural, renewable, biodegradable, recyclable and naturally insulating material. Cork bark is harvested by hand every 7-10 years without harming the tree. After 7-10 years, the bark regenerates and is harvested again.

The cork from which Birkenstock footwear is crafted is actually a byproduct of the wine industry. After the cork is harvested it is stamped to produce wine corks. The negatives are then taken and ground into granules that will be used to produce the iconic Birkenstock footbed.



LATEX

Natural latex is harvested from the rubber tree and serves as a natural binding agent in the production of the footbed. The rubber tree emits the milky liquid as the plant's natural protective mechanism against bacteria and fungi. The delicate natural materials has a much better energy balance than synthetic latex, which is obtained from crude oil and is free from pollutants. In addition, natural latex has very positive natural properties, such as a high point elasticity and high breathability.



JUTE

Made of natural plant fibers, the two layers of jute used in the production of the Birkenstock footbed provide additional stabilization to the cork and latex core, as well as improve the moisture-regulating properties of the footbed. Grown in humid climates, the jute plants are harvested approximately every four months, which makes it a renewable resource. Once harvested, the fibers go through several steps to be cleaned and softened before they are spun and woven into the materials that are used in making the Birkenstock footbed.



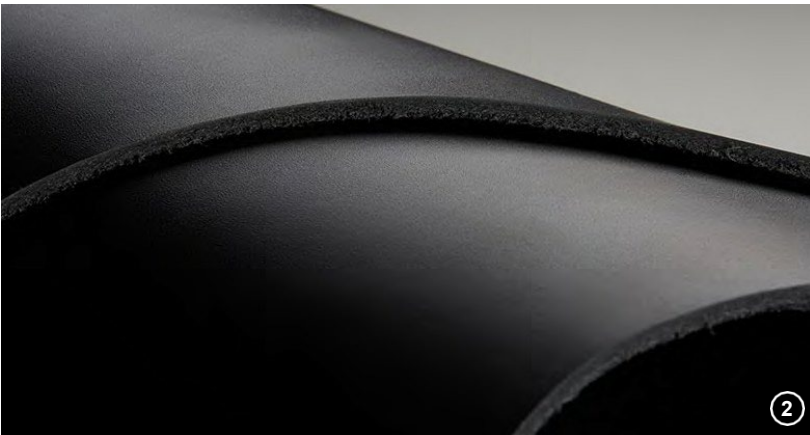
AN OVERVIEW OF MATERIALS

Birkenstock uses the highest quality leathers, synthetic materials and textiles to produce our footwear. Our materials are produced following the strictest social and environmental standards and are continuously monitored to ensure they meet or exceed all statutory requirements.



OVERVIEW OF MATERIALS LEATHER

As a shoe material, leather is unparalleled. It is one of the most robust natural materials used in traditional shoe manufacturing. It is breathable, absorbent and pleasantly soft. It adapts to the shape of the wearer's foot. At Birkenstock we use the highest-quality leather, which, thanks to the gentle production process, retains its natural properties.



1. SUEDE

Suede is a type of leather with a visible surface nap that results in a velvety finish. The breathable outer surface has a velvety finish and perfectly combines a soft comfortable feel with a robust design.



2. NATURAL LEATHER

Natural leather has a distinctive untreated surface. We don't smooth out these natural irregularities, so the material retains its natural qualities. We select particularly high-quality hides with a thickness of 2.8 to 3.2 millimeters.

3. OILED LEATHER

Our special form of oiled leather is obtained from European tanneries. Depending on the desired effect, either an oily or waxy grease-containing surface coating is applied to the leather.



OVERVIEW OF MATERIALS LEATHER

4. NUBUCK LEATHER

Nubuck leather is a top-grain leather that is naturally several millimeters thick. It has a softly brushed outer surface that gives the leather a very fine, uniform grain and is characterized by its high durability.



5. PATENT LEATHER

This specially finished smooth leather combines natural leather with a film coating, and is used in especially modern designs.



OVERVIEW OF MATERIALS SYNTHETIC

For non-leather products Birkenstock created Birko-Flor®, a proprietary synthetic material that is meant to mimic the look and feel of leather, while the felt backing is soft and comfortable on the skin.

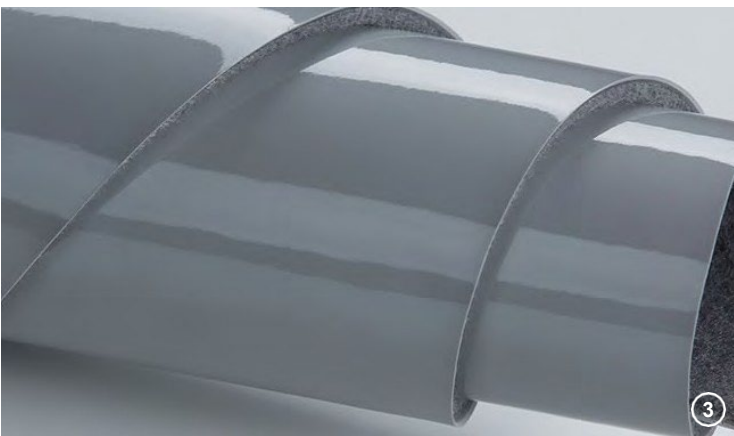
1. BIRKO-FLOR

A synthetic material that is gentle on the skin, very durable and easy to clean.



2. BIRKIBUC

A soft synthetic material that mimics the look and feel of nubuck leather with a subtle surface nap.



3. BIRKO-FLOR PATENT

A moisture-repellent synthetic material in a patent finish is brilliant and bold with a high-quality look.



OVERVIEW OF MATERIALS TEXTILE

1. CANVAS

The canvas that we use is made of a natural cotton fabric. Canvas is especially durable and breathable and can be produced in a number of different colors and finishes.



2. MICROFIBER

Microfibre fabric is a durable yet soft synthetic material known for its moisture-wicking properties, as well as color fastness.



3. WOOL FELT

We use high quality, breathable wool felt that allows your feet to stay warm yet dry.

SIZE CONVERSION CHARTS

WOMEN

U.S.	4-4½	5-5½	6-6½	7-7½	8-8½	9-9½	10-10½	11-11½
BIRKENSTOCK	35	36	37	38	39	40	41	42

MEN

U.S.	7-7½	8-8½	9-9½	10-10½	11-11½	12-12½	13-13½
BIRKENSTOCK	40	41	42	43	44	45	46

KIDS

U.S.	6-6½	7-7½	8-8½	9-9½	10-10½	11-11½	12-12½	13-13½	1-1½	2-2½	3-		-5½
BIRKENSTOCK	24	25	26	27	28	29	30	31	32	33	34	35	36

WIDTHS



NARROW (N)

Fits Narrow/Medium
Equivalent A-B



REGULAR (R)

Fits Regular/Wide
Equivalent C-D



NARROW (N)

Fits Narrow/Medium
Equivalent B-C



REGULAR (R)

Fits Regular/Wide
Equivalent D-EE

FIT TIPS

SIZING

As a starting point, add 31 to women's US sizing and add 33 to men's US sizing to determine Birkenstock size.

FLEX FOOTBED

Before fitting, flex the footbed. This will help them feel comfy sooner.

STEP IN

Open all straps and step into the footbed. Leave ¼ inch of space around the heels and toes to ensure natural rolling motion.

ADJUST STRAPS

Close the straps comfortably, leaving enough space to allow feet freedom of movement.

TAKE A WALK

Have the wearer take a few steps. If their feet are able to move freely and do not hit the footbed edge, the size and width are correct.

RECOMMENDATIONS

Limit the first 5 or 6 wearings to just a few hours. This allows the feet and body to gradually get used to the new support, straps and buckles.



ICONIC STYLES:

For nearly 250 years, Birkenstock has created products steeped in quality, function, health and wellness.

The iconic Core styles are the sandals where it all began. These silhouettes remain largely unchanged and most directly convey the Birkenstock spirit.

All products reflect key brand values of health and wellness, quality craftsmanship and environmental sensibility.



MADRID

LAUNCHED: 1963

The Madrid is the original model of silhouettes, making it a genuine classic and a world-wide best seller. The one-strap sandal came on the market in 1963. Its function and design have largely remained unchanged and has become a fashion favorite.



ZURICH

LAUNCHED: 1964

The Zurich combines the stability of an enclosed shoe with the lightness of a sandal and is popular in equal measure among both men and women. Although closed at the sides, this version is open at the toes and heel to ensure the feet get enough fresh air.



ARIZONA

LAUNCHED: 1973

The Arizona has helped shape the brand's image like no other sandal. For many, it is the epitome of the Birkenstock sandal because of its iconic design. The double strap upper provides a secure fit while allowing precise adjustability for the wearer.



BOSTON

LAUNCHED: 1976

The Boston provides all of the comfort of a sandal, but with a closed toe. Whether for work or pleasure this option offers additional wearing opportunities for new and existing fans.



GIZEH

LAUNCHED: 1983

The Gizeh's design and function have remained unchanged since it was introduced in 1983 and the classic thong sandal stands out for its timeless style. The anatomically shaped thong toe piece provides additional comfort, while the strap can be individually adjusted for a custom fit.



MAYARI

LAUNCHED: 2009

The Mayari thong sandal is a modern silhouette. The adjustable toe loop style wraps softly across the toe eliminating any tugging or pulling. This style is often a big hit on campus with first time wearers.



FOOTWEAR COLLECTIONS

These collections are newer styles that are fast becoming classics and fan favorites.



PAPILLIO BY BIRKENSTOCK COLLECTION

LAUNCHED: 1991

The Papillio collection of wedges and platforms delivers the support, comfort and quality of a classic Birkenstock sandal – with a lift.

Our wedges maintain even weight distribution with no increased pressure on the forefoot by bringing the trusted technology of our contoured footbed to new heights.

FEATURES & BENEFITS



PAPILLIO COLLECTION: NEW HEEL. SAME FEEL

See image to the left for Papillio wedge features and benefits.

Testing shows the contact area between the foot and footbed is the same for the Milano sandal and the Soley wedge.

There is no increased pressure on the forefoot common in most wedges and heels because the arches of the foot are well supported as in our standard footbed. The result? All-day comfort!

PRESSURE TEST RESULTS



SHOES AND BOOTS

LAUNCHED: 1991



Birkenstock launched their first closed toe shoe with laces in 1991, however boots started to make an appearance around the year 2000. Our growing range of shoes and boots give customers the feel of a Birkenstock sandal, in a shoe. Our shoes and boots have the same iconic, contoured cork footbed as our classic sandals.

Select styles feature a removable footbed, while others are made with an integrated, moccasin-style footbed.



PROFESSIONAL COLLECTION

LAUNCHED: 1998

The professional line includes styles that are designed and certified to maintain professional safety standards without sacrificing comfort and support. The legendary anatomically shaped footbed ensures foot well-being in daily work life, while signature elements ensure a safe and secure fit. Whether for the medical sector, the culinary & hospitality industries, crafts or gardening, the Birkenstock professional collection feature silhouettes that deliver on safety and style.



WATER-FRIENDLY EVA

LAUNCHED: 2015

The Birkenstock line of water-friendly sandals is made entirely of a single molded piece of lightweight EVA (ethyl vinyl acetate).

Our EVA sandals are a great add-on to any cork purchase are perfect for pool, beach or spa. However, they do not provide the same level of long-term support as our cork footbeds.



SHEARLING

LAUNCHED: 2016

COZY. COMFORTABLE. CLASSIC.
Embrace the changing seasons with a soft, shearling-lined version of your favorite Birkenstock styles.

The extra cozy shearling styles feature our classic silhouettes lined with soft, genuine shearling on top of our anatomically shaped cork and latex footbed. Genuine shearling is soft to the touch and will keep your feet warm and dry.

These styles are perfect for chilly, winter evenings.



BIG BUCKLE

LAUNCHED: 2018

The original icons, elevated Birkenstock launched the Arizona Big Buckle in 2018. The oversized buckles and rich leathers take these sophisticated interpretations of our most iconic styles to the next level.



HOOK & LOOP

LAUNCHED: 2020

The original icons, reinterpreted.....more copy
TBD



OUTDOOR COLLECTION

LAUNCHED: 2020

The new Outdoor Active Adventure series is designed to bring the comfort and support of our iconic contoured cork footbed to your favorite trail-based adventures.

With added durability, traction and weather resistance, we have created the finest off-road edition.

FEATURES & BENEFITS



OUTDOOR COLLECTION

Today we offer two collections. The Rugged Adventure styles, which have the most technical features, and the Rugged Casual styles, which have features perfect for everyday wear.

PU = Polyurethane is a lightweight, flexible and abrasion resistant polymer material.

TPU = Thermoplastic Polyurethane is an advanced form of polyurethane that is very sturdy, abrasion resistant and flexible.

SLIPPERS

LAUNCHED: 2019



The Zermatt is our first true indoor slipper. The design features a single piece of soft wool felt upper and a removable shearling-lined footbed that keeps your feet cozy when the temperatures drop. In addition, the sole on every slipper is meticulously hand-dipped in latex, for extra slip resistance.



Thank you.