

CLOTHING

# OUR DESIGN THINKING



### Design lines



- Different needs for outdoors
   → select the right product.
- Different store profile → select the matching range.
- There is variation in price levels in each line.
- Always highly functional & comfortable!

### Play

- For the best outdoor experience at play age
- Practical & safe: focus
   on waterproof properties,
   breathability and durability
- Playful design, yet highly functional





### Active

- Multifunctional clothing
- All technical, all especially designed for kids
- Kids and junior styles
- Materials chosen for the best comfort in any activity

### Urban

- City-proof Reima functionality with a trendy twist
- Varying designs, focus on junior sizes
- Modern fits, unisex, girls and boys

### reima

### Base layer

- Safe and protective next-toskin garments
- Always breathable for optimal comfort
- · The best choice in its category!

### reimatec

Reima product categories in 3 layers



### Mid layer

- Safe, warming layers
- Always breathable for optimal comfort
- The best choice in its category!
- Works also as light protective outerwear in summer

### Outer layer

- The guaranteed basis of Reima functionality for everyday wear
- Comfort and protection. Windproof
   & breathable, usually also water and dirt repellent
- Always waterproof, windproof & breathable all-weather wear
- Seams taped according to performance level – different price levels, from daily practicality to



# 

### Waterproof footwear





### **BAREFOOT COMFORT**

- Now waterproof, too!
- For a natural stance, healthy growth and an undisturbed gait

### **ROLLING IN THE RAIN**

- Rolling steps sole makes moving more fun!
- Softshell shoes, Reimatec sneakers, and sturdy walking boots

### Adjust the warmth



### SOFTWEAR AND LIGHT INSULATED ITEMS

- Next-to-skin comfort
- Recycled fibers for warming the kids, not the planet

### Always rainproof



### WHERE FUN MEETS FUNCTION

- Recycled fibers play a strong part in weatherproof outerwear
- Softshell, Reimatec, & traditional rainwear - plenty of choice for any purpose



### RECYCLED AND MULTI-PURPOSE

We design all Reima clothes for easy care and easy wear. Perfect for exploring both city streets and forest paths, Reima outerwear comes in a range of fresh looks and various levels of waterproof performance - because free play and umbrellas just don't mix.

To save resources, we need to keep plastics in use for as long as possible. Used PET bottles become high-quality fibers for our outdoor garments, making them the true heroes of sustainability.

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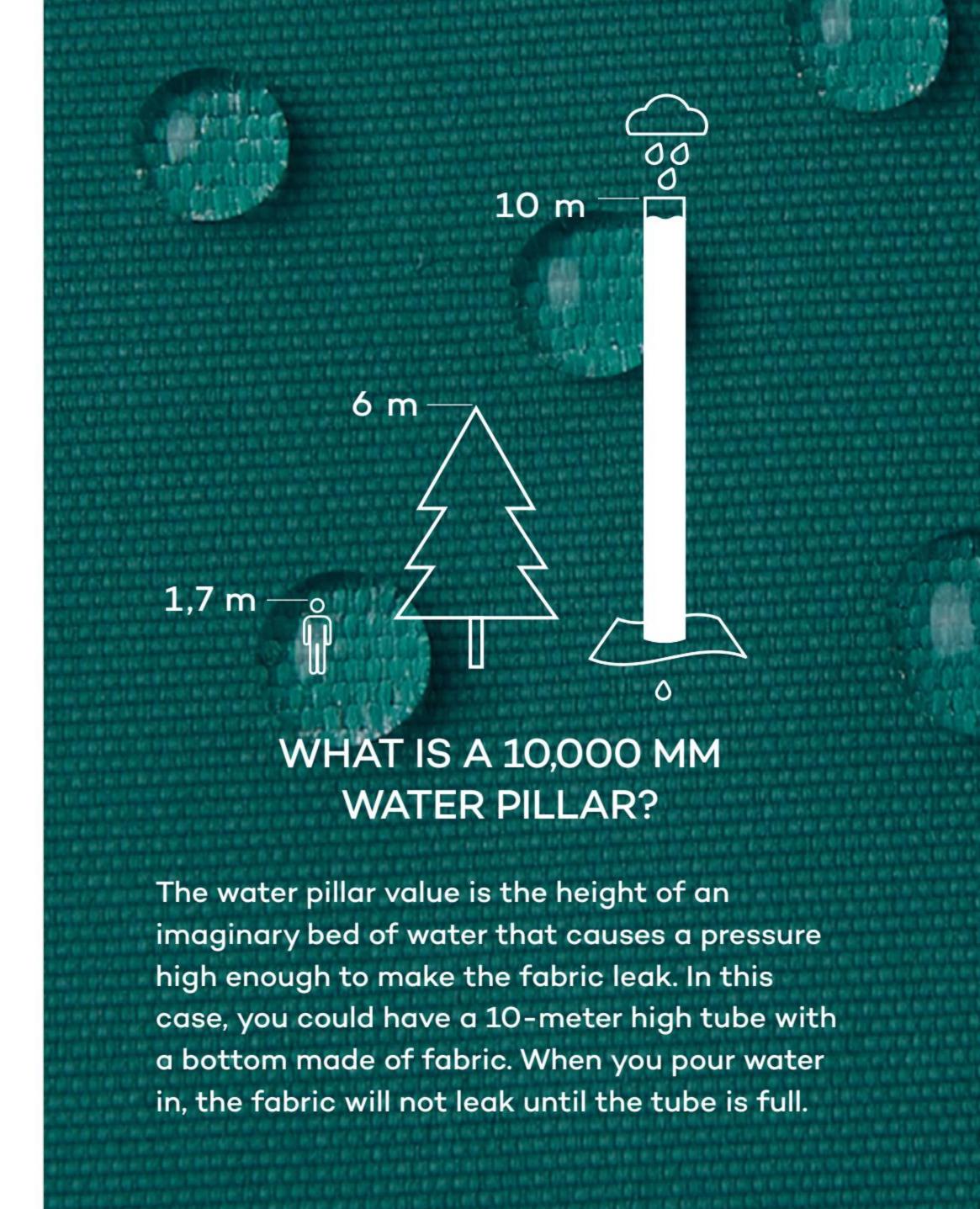


BREATHABLE

RECYCLED MATERIAL WATER AND DIRT REPELLENT

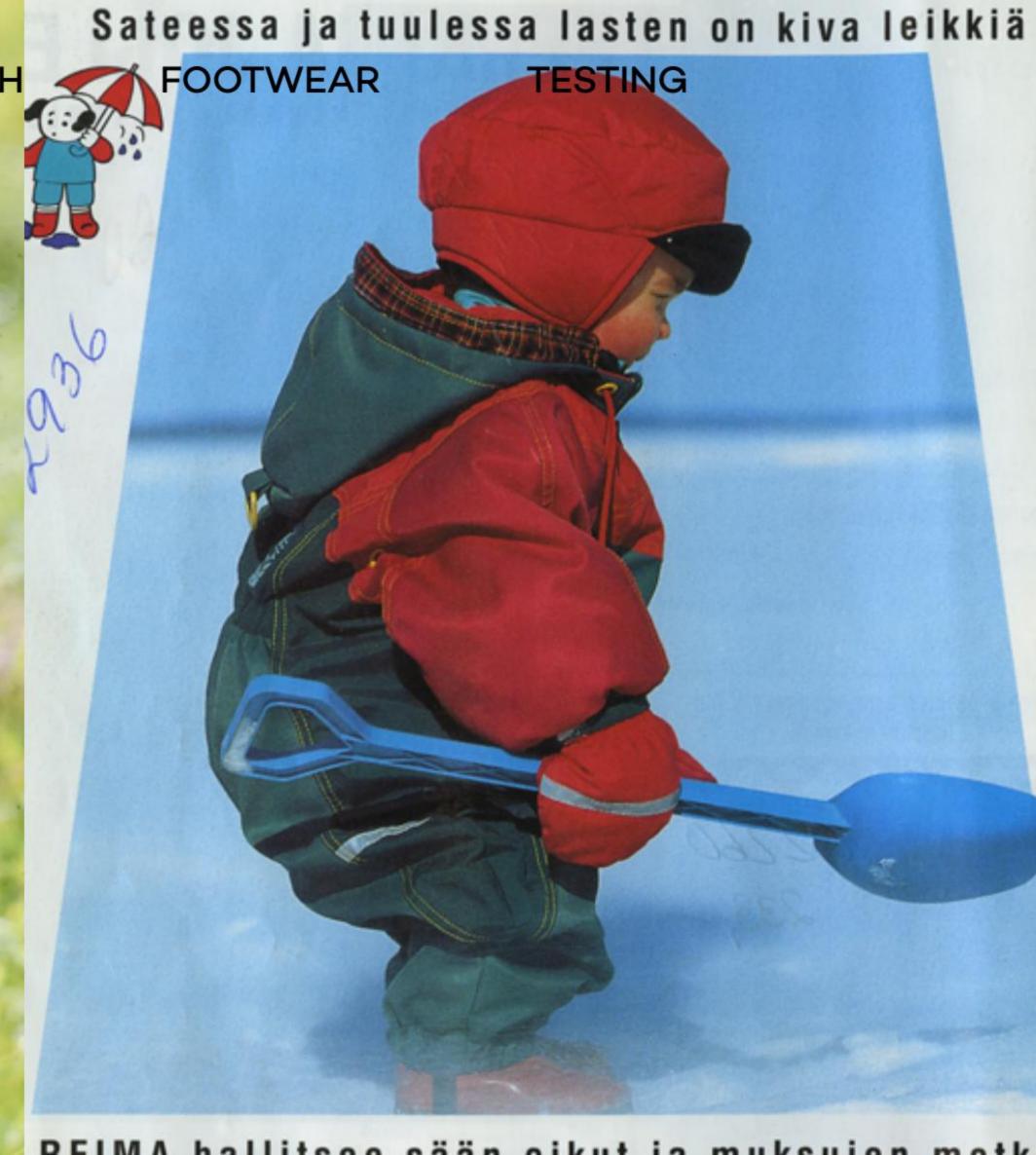
### Outerwear by age group

Years	Pants	Jackets	Jump- suits
0-1			
1–3			
3–8			
8-12			









### REIMA hallitsee sään oikut ja muksujen metk

Reima on johtava suomalainen lastenvaatteiden valmistaja, jonka tuotanto on aina perustunut tuotekehitykseen. Kaikille tuttu Reima-klassikko on talvikäytössä voittamaton Enstex.

### FROM ENSTEX TO REIMATEC

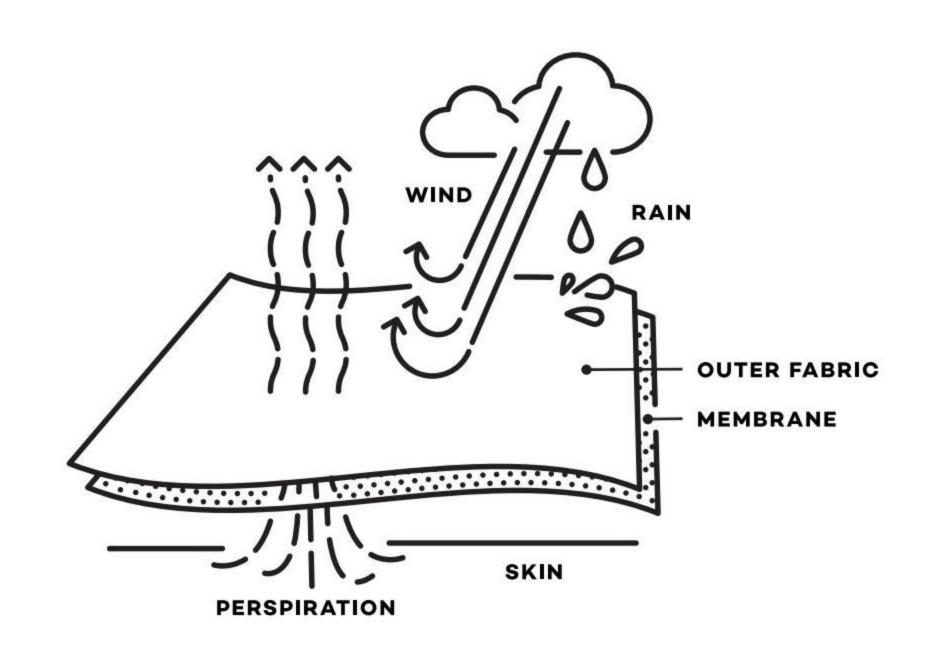
At the end of the 1960s, Reima created Enstex, a durable fabric that would change children's playtime forever. The material of choice for working mothers looking for convenience and reliability, Enstex became a hallmark of 1970s fashion.

In the 1990s, we applied a microporous polyurethane coating to Enstex in the hope of making a waterproof material. The combination proved a bit too rigid for little kids' clothes, so we kept working. Finally, we created a breathable, weather-resistant material that offered full protection while enabling free movement. We called that material Reimatec, and it went on to replace Enstex as the material of choice for parents and kids alike.



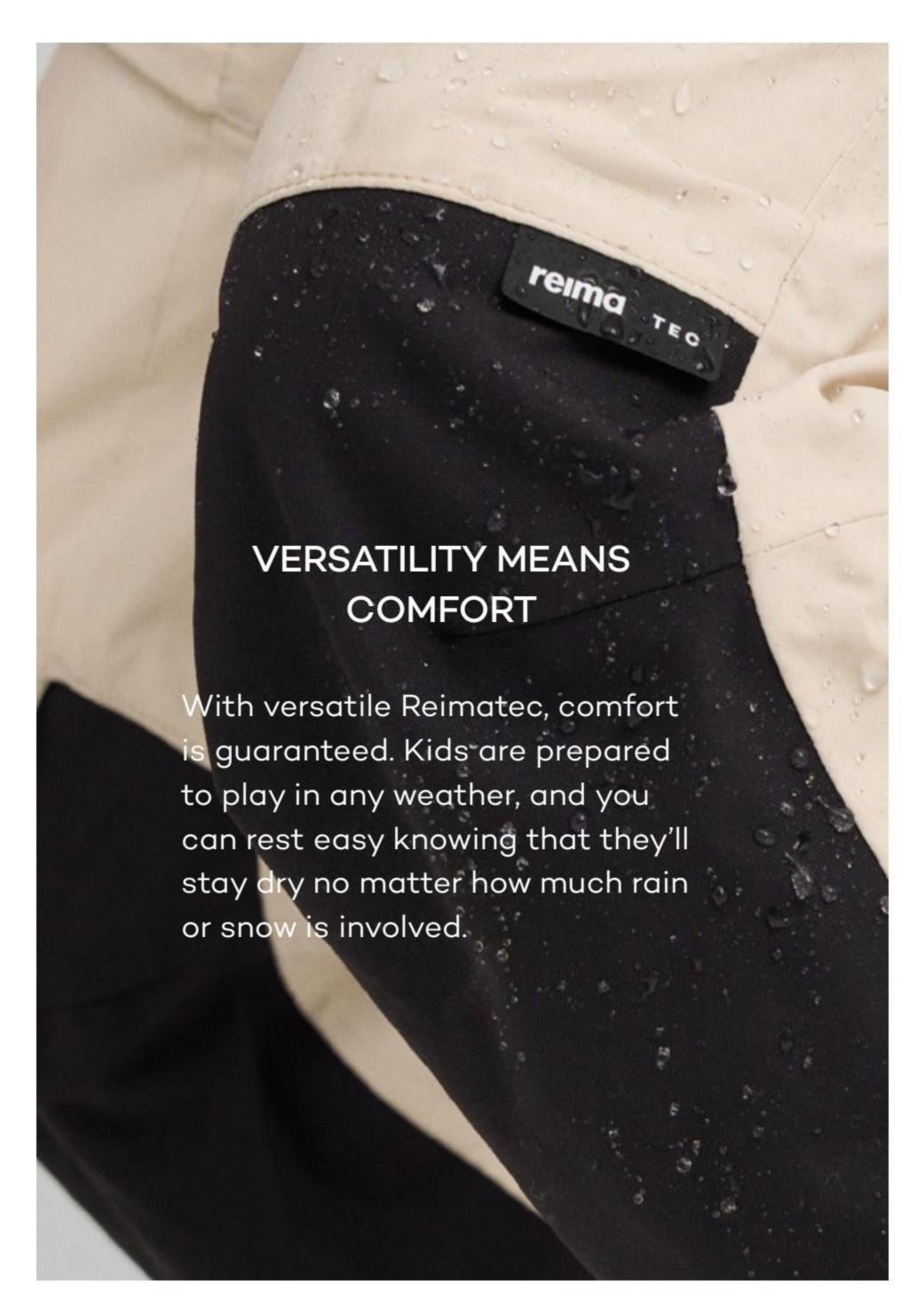
### Always dry & comfortable

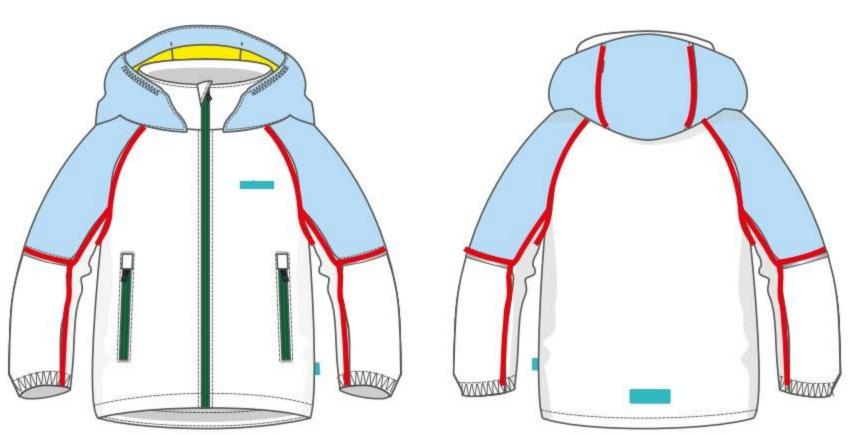
### IN REIMATEC GEAR, ALL WEATHER IS GOOD WEATHER



### REIMATEC IS FOR ANY WEATHER

Like rainwear, Reimatec outerwear is wind- and waterproof. But unlike rainwear, Reimatec can be worn comfortably on sunny days, too. The breathability of Reimatec products makes them the perfect choice, no matter the weather.





### REIMATEC IN GARMENTS

- Waterproof, breathable material
- Seams taped waterproof either all seams, or just the main ones



POSED ALL SEAMS

EXPOSED SEAMS SEALED



### NON-TOXIC PROTECTION FOR FEARLESS PLAYGROUND CHAMPS

### **GEAR FOR A RAINY PLANET**

Reima rainwear is a relief for parents: it needs less washing, which is also great for our planet's precious resources. The garments are cut ample enough to be worn on top of all other gear. They protect against rain and dirt with watertight, welded seams and a waterproof, non-toxic coating that remains flexible in winter frosts, too. What's more, the fabric contains plenty of recycled material that has a much smaller carbon footprint than virgin material.

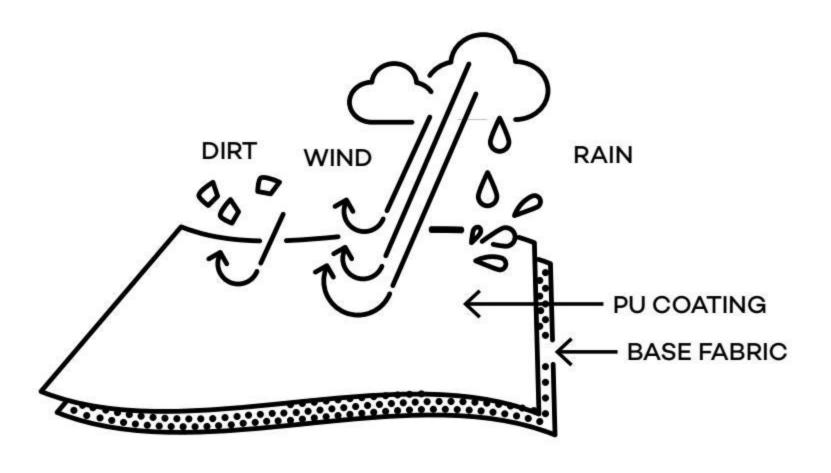
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WATERPROOF MATERIAL

WELDED SEAMS WINDPROOF



### 70% RECYCLED!

**TOP:** smooth, water and dirt repellent, waterproof PU

BASE: smooth, elastic 100% recycled PES jersey → 70% recycled in total

### **CLEAN ENOUGH TO TASTE**



Our rainwear material is non-toxic. There's no PVC, because we want to make sure no harmful phthalates end up in our clothes.



The fabric has Oeko-Tex class 1 certification (approved for baby wear). This is proof for Reima retailers that the material is safe enough to taste.



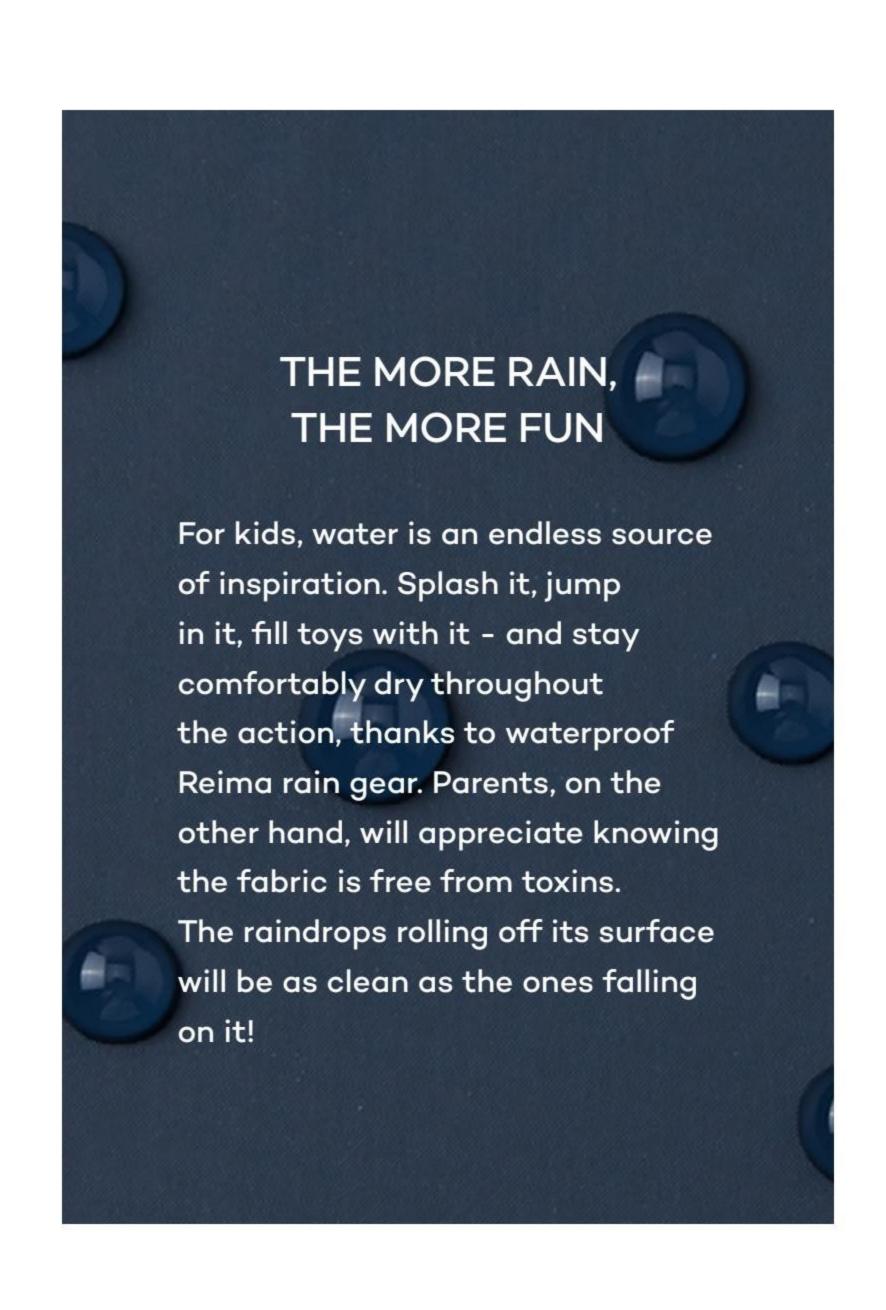
The material is elastic and flexible. It will not harden in frost, so it's usable all year round.



The polyester jersey base is 100% recycled. Its total share of the fabric weight is 70%.



The seams of Reima rainwear are waterproof because they are welded: sealed with heat. Thus there are no needle holes where water could seep in.



# Waterproof toeiscover



### DESIGNED FOR ADVENTURERS

What's as easy as rainwear, yet a bit warmer, and wonderfully soft against the skin? Reima softshell outerwear is perfect for enjoying the outdoors. Waterproof and windproof technology keep kids dry and warm, without limiting movement or breathability, so they love wearing our light, flexible softshell material. Our softshells also feature recycled fibers - a small change for better.

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WATERPROOF

RECYCLED MATERIAL FLUORINE FREE



### WHAT MAKES REIMA SOFTSHELL POPULAR

Waterproof material to keep occasional rains at bay: water column 10,000 mm

Windproof, therefore warm

<u>↑Ô↑</u> Water and dirt repellent - easy care!

(Fc) Without any kind of fluorocarbons

Breathable for comfort

Lightweight and soft to the touch

Flexible and elastic for freedom of movement



### IF IT HAPPENS TO RAIN

The Vantti softshell jacket is a classic Reima mid-season piece, designed to be worn every day. The waterproof material lets kids head out without minding the weather, yet it's comfortably breathable. Plus, the brushed 100% recycled reverse feels super nice and soft against the skin.

PROTOOL EA'24 CLOTHING TECH FOOTWEAR TESTING



### RECYCLED FIBERS WITH

**UNBEATABLE PROPERTIES** 

When it comes to being active outdoors, synthetic fibers have one asset over all others: they manage moisture very well, guiding it away from the skin and outwards. Soft Reima items take wear and tear, are easy to care for, and stay neat from wash to wash. They have what it takes to keep kids feeling comfortable all year round.







SUSTAINABLE SOFTWEAR | RECY

RECYCLED







When Finns roam in the wild, they can use the verb "samota". We named this zip jacket so because it's the perfect gear for wandering off to fun and friends outdoors. It's warm and cosy to keep chills at bay - and so soft your buddies will surely want a hug!



### **FUN FUR IS NO JOKE**

The sporty print on this Turkkinen pile sweater sets kids in an outdoor mood. Cuddly, comfortable, and soft, this zip-up is their ultimate chilly weather companion. Use it on its own on clear fall days, and as a luxuriously fluffy warmer underneath a parka in the winter!



### RECYCLED EVERYDAY COMFORT

### FROM PLASTIC TO FANTASTIC

The handy, durable PET bottles we pack beverages in become incredibly soft when spun into fibre.

Several Reima soft wear qualities owe their lightweight comfort and superb moisture management to recycled polyester. Given an airy structure, they become warming, too.





### **LET IT SWING**

When Finns say the music is "letkee", they mean it's groovy and totally relaxed - just like this smooth, flexible sweater! Recycled bottles make 91 per cent of its ingredients.

### FIVE SOFT WEAR MATERIALS - ALL WITH RECYCLED PES



### ELASTIC JERSEY REC

91% recycled polyester, 9% elastane

160 g



ELASTIC MATERIAL



### **ACTIVEKNIT GRS**

90% recycled polyester, 10% elastane

180 g



(1)

ELASTIC QUICK MATERIAL DRY





### SPACER GRS

91% recycled polyester, 9% elastane

232 g

Smooth on both sides





ELASTIC MOISTURE MATERIAL WICKING





### **PURL KNIT REC**

50% recycled polyester, 50% polyester

270 g

Brushed on reverse



THERMAL MOISTURE

CONTROL WICKING





### BRUSHED FLEECE GRS

92% recycled polyester, 8% elastane

280 g

Brushed on both sides





ELASTIC THERMAL MATERIAL CONTROL



### THEY'RE ALL FABULOUS – AND ALL WITH FUNCTIONAL FEATURES



### THE ORIGINALS: TIKSI

Tiksi pants come with a light, recycled padding that warms your kid nicely during transitional seasons, while the waterproof Reimatec shell fabric keeps them dry. The roomy pockets and visible reflective stripes give this pair a tough work wear outlook that matches the durability.



### FRIENDS WITH THE WEATHER

Come rain or shine, Reimatec Kaura pants do the trick. This streamlined style has a functional form and an adjustable waist, but no extra fuss. Kids can just pull them on and off, while parents can just shower them clean - and wash less.



### MORE TIME TO WANDER

Does your kid practice Parkour on the way home from school? No problem: The cut of our comfortable, stretchy Vaeltaa pants is just right for jumping, running and rolling action. Note the protective knee patches - wouldn't leave home without them.



### **CUT FOR COMFORT**

Each kid is uniquely handsome and beautiful in their own way. Our plus size pants Komea have more room around the waist, which makes them extra comfortable to wear. We developed this waterproof pair because it's much more fun to play in pants that fit!

### EA'24 PANTS AT A GLANCE

	TODDLER/KID	KID
		5100133A LENTO
	\$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	5100010A OIKOTIE
<u> ↑</u>		

### JUNIOR/KID



5100015A IDEA



5100248A KOMEA







### PERFECTING THE PACKAGE



**5300058B HATTARA** 

### ONE STYLE SUITS ALL

The organic cotton beanie Hattara comes in fresh colors that are the only spice this classic Reima style needs. It's a favorite all-rounder for transition months - easy to match with any outfit.



ORGANIC COTTON



5300062B TEHDEN

### BIKE, HIKE, & BAKE

From trying out a new bicycle to making sand cakes, softshell gloves Tehden will protect your kid's hands. The waterproof, windproof material makes sure fingers stay cosy and covered in changing weather.



TOUCH SCREEN FRIENDLY



**5300073B REISSUUN** 

### DOUBLE THE SOFTNESS

Beanie Reissuun keeps little heads happy and warm on chilly fall days. The soft, elastic organic knit is used in the lining too, so there's plenty of insulating air in between and zero itching, guaranteed.



ORGANIC COTTON



5300280A RUKAS

### THE MIGHTY MITTEN

Looks as cool as a boxing glove, only it's way more comfortable! Lightly insulated for just the right warmth in late fall and mild winter weather, the new Reimatec mittens Rukas are waterproof and breathable for maximum comfort.

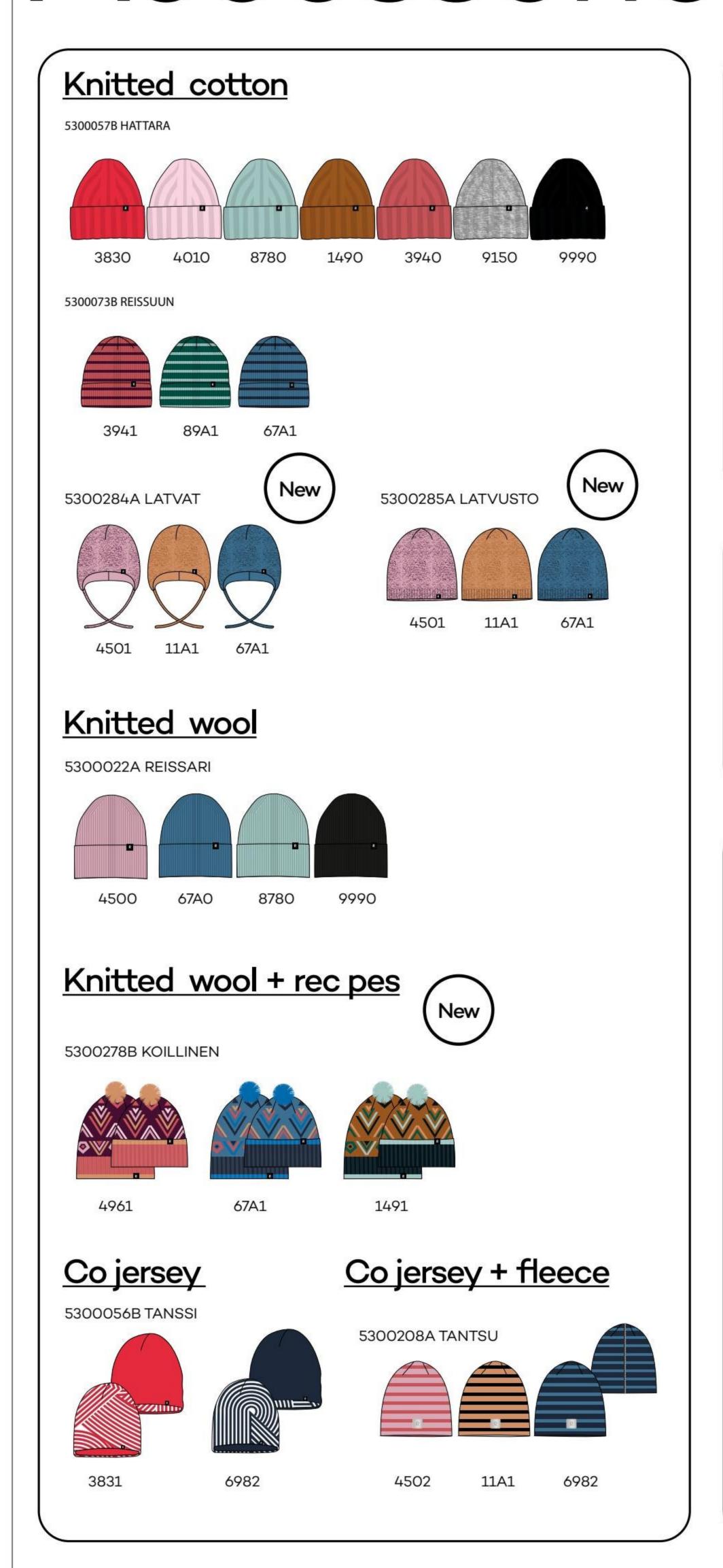


WATERPROOF INSERT

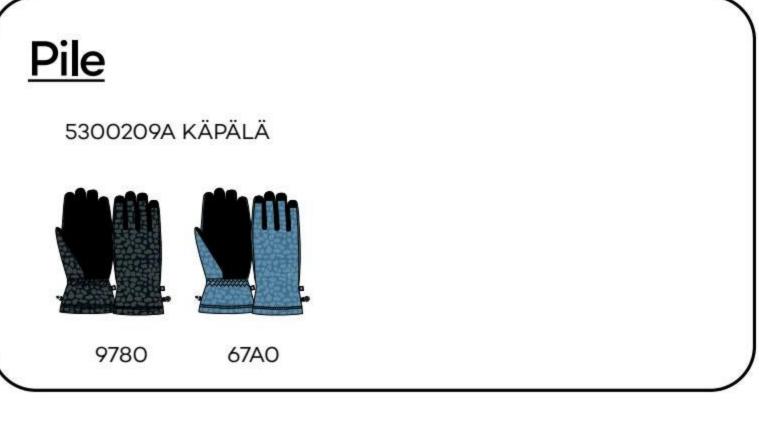




### Accessories















# Two roads to a better future

# Natural? Keep it so.

### ORGANIC

### All cotton-containing Reima clothes and accessories are made with organic cotton

Organic cotton is a much better choice for the environment. Its production saves water and energy compared to traditional cotton. It is produced without harmful pesticides or herbicides.



5300057B HATTARA



### **MULESING-FREE**

### Children care about animals and so do we

Our wool is produced keeping the welfare of the sheep in mind. Wool is naturally dirt-repellent and needs less washing. Most Reima wool is RWS certified, and all our wool is guaranteed mulesing-free.



5300012C AURORA



100% WOOL

## Man made? Keep it out of nature.

50% RECYCLED

### Synthetic fibers can improve the properties of natural fibers

Adding synthetics to the blend helps natural fibers last longer and dry more quickly.

The more we recycle synthetic polymers, the less they end up as waste - and the less virgin fossil oil we need to make new polymers.



**5300278B KOILLINEN** 



### RECYCLED ON THE INSIDE

### Reverse of 100% recycled fleece. No need to sacrifice comfort or performance

Waterproof material, durable reinforcements, fluorine-free DWR finish.



5300060B OSATEN



RECYCLED MATERIAL

# LAYERS & PERFOR-MANCE

# LAYERS & PERFORMANCE



#### SAFE & NON-TOXIC EASY-CARE

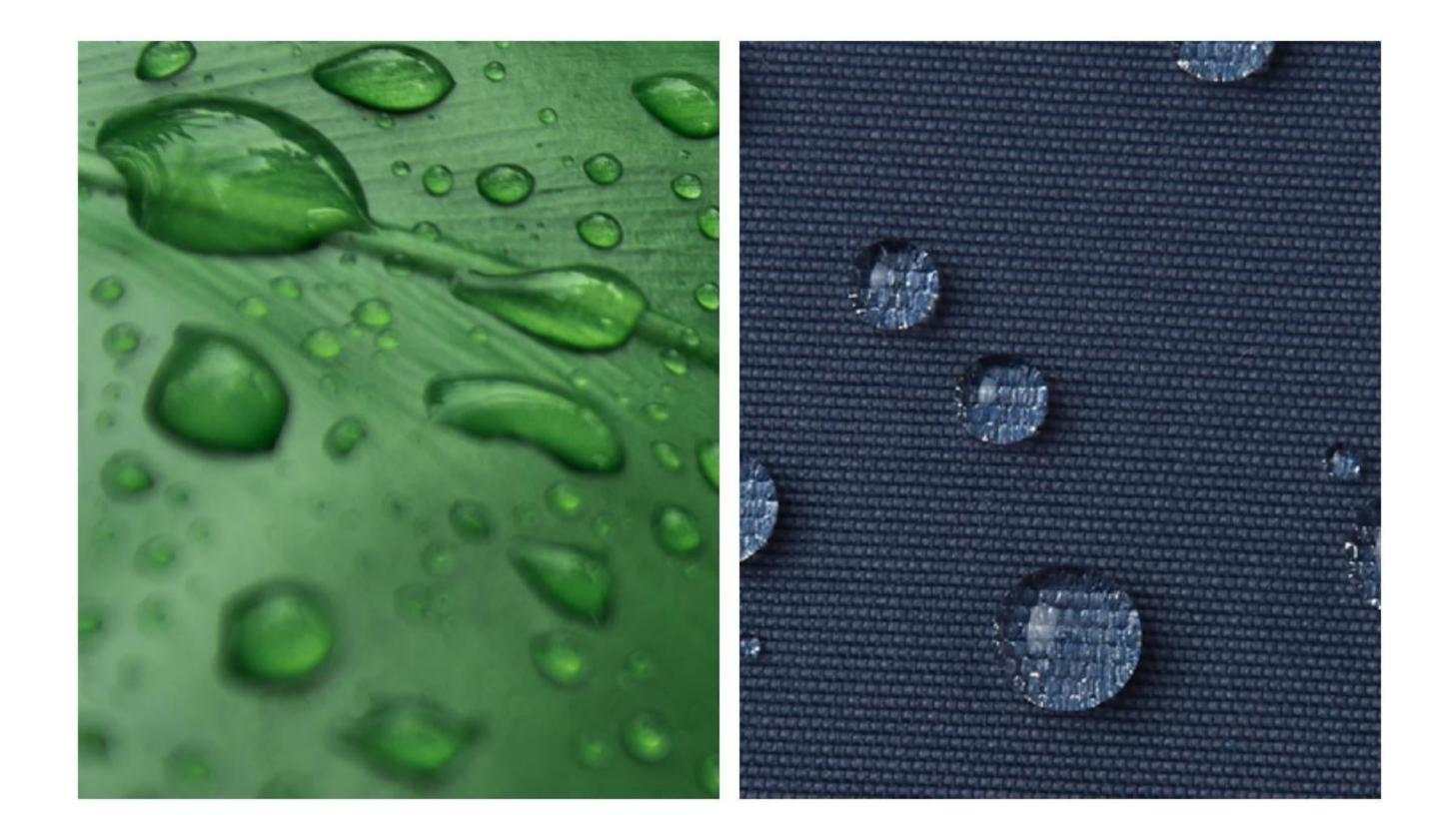
#### **ALWAYS FLUORINE FREE**

We want to let our kids enjoy swimming in clean oceans and eating healthy seafood. To protect all living things, we don't use any fluorocarbons in Reima clothes. Our water & dirt repellent DWR finish is

- Different from waterproof finishes
- · On the front side of the fabric
- The aim is to stay clean and dry longer and diminish the need of washing.
   Finishes are 100% safe for children too.

#### **CARE RECOMMENDATIONS:**

- Reduce detergent use
- Rinse well
- Use tumble dryer 15-30 min to activate the DWR performance



Leaf – natural repellency. Our DWR finishes work in a similar way.

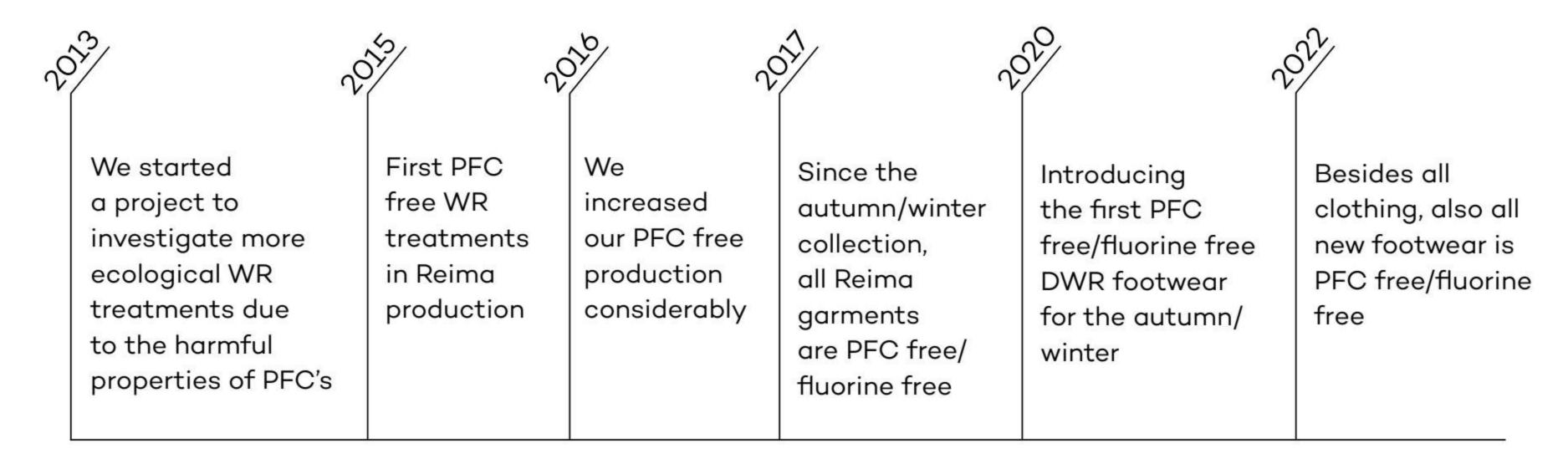
# Reima is 100% fluorine free

#### WHY NO FLUOROCARBONS?

Perfluorinated chemicals (PFCs) belong to a larger group known as fluorocarbons. All fluorocarbon water & dirt repellents are made with PFCs, or using substances that can biodegrade to PFCs. Their performance is excellent, but they are stable - they take a long time to degrade in nature, are bioaccumulating in the environment and in all animals & humans, seem to be carcinogenic, and may affect reproduction and hormone production in mammals.

## WHAT TO USE INSTEAD OF FLUOROCARBONS?

Non-PFC based repellent textile technology: provides protection against water and water-based stains but is not so efficient against oil or grease. Keeps garments dry, ecologically.



Reima's history of eliminating PFCs



#### OUR FLUORINE FREE FINISHES IN EA24



TEFLON ECOELITE™
In fabric qualities
7367 Softshell GRS
7388 Softshell BS GRS



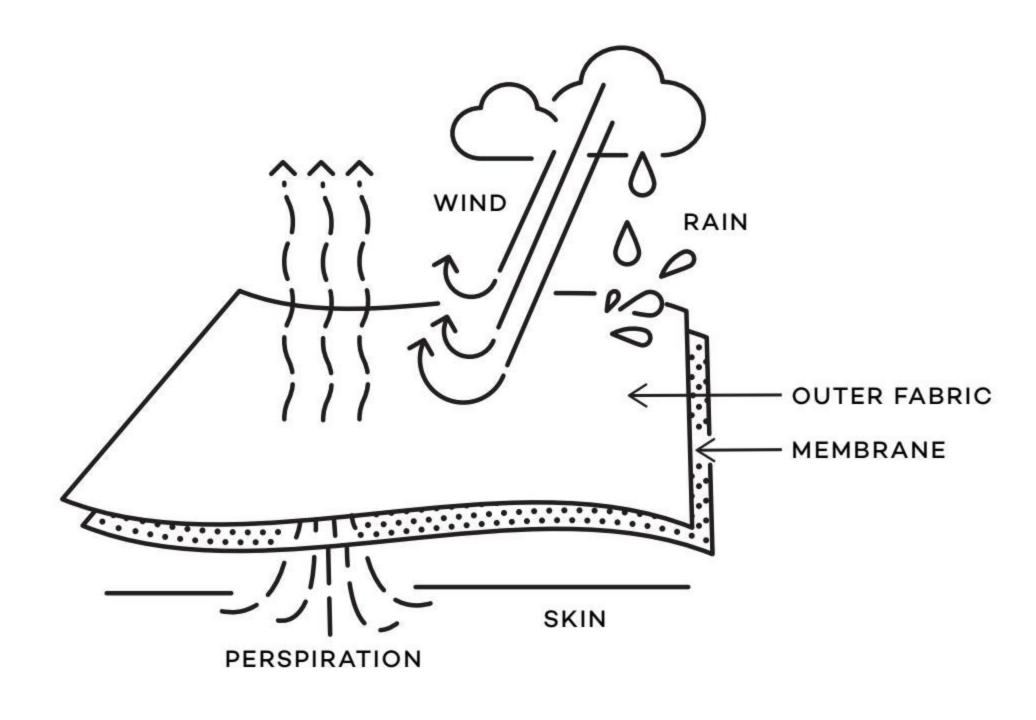
BIONIC FINISH® ECO In all other water-repellent finished fabric qualities

# Water out, confort in

# WHEN REIMA IS WATERPROOF, IT IS ALWAYS WITHOUT PFCS.

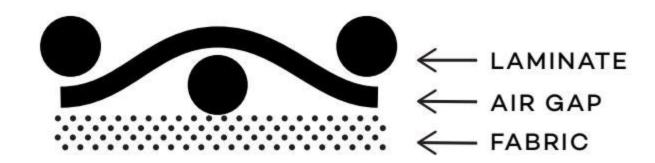
- Solutions based on polyurethane (PU) or polyester (TPE)
- Safe and non-toxic
- Durable and flexible
- · Won't harden in extreme cold

#### WATERPROOF & BREATHABLE 1: COATED MEMBRANE



#### PU COATED MEMBRANE

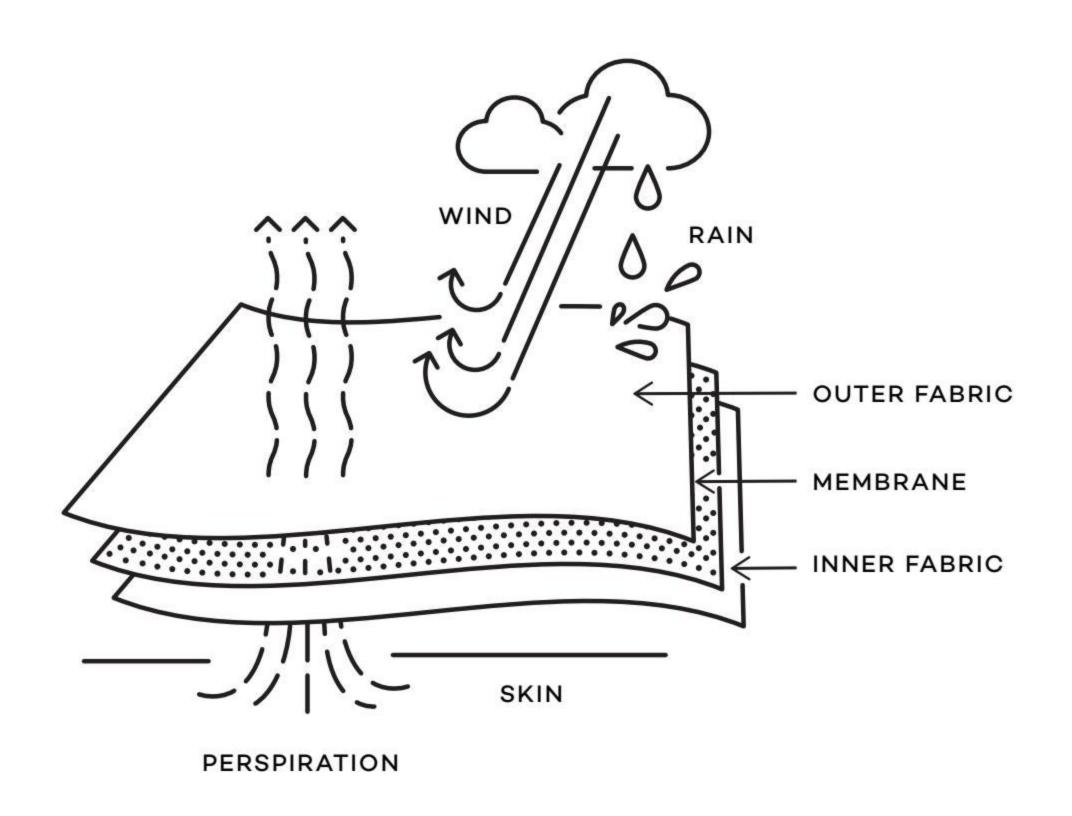
- On the reverse of functional fabrics
- On the surface of rainwear



Coating is a process in which a polymeric layer is applied directly to the fabric in the form of a thick liquid, and fixed by heating and curing.

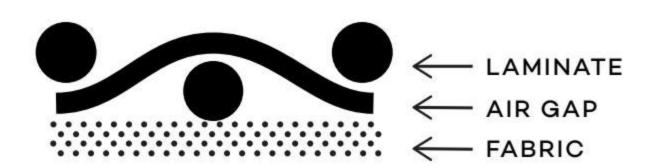
Coating is able to penetrate the fabric structure → more durable.

### WATERPROOF & BREATHABLE 2: LAMINATED MEMBRANE



# PU OR PES LAMINATED MEMBRANE (FILM)

Laminated to the reverse side
 of fabrics or between two
 fabrics, for example in softshells
 and functional fabrics



Textile fabric is bonded to the membrane by an added adhesive or by adhesive properties of the membrane.

Laminate has fewer points of contact, adhesive is often applied as dots → great flexibility and less stiffness.

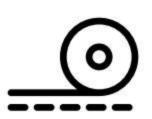


## WATERPROOF & BREATHABLE 3: TAPED SEAMS

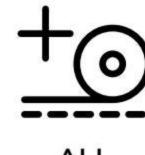
Garments are taped at the seams with PU or PES tape to cover the stitching holes and make the seams waterproof

#### Levels of taped seams

Check the amount of taped seams in the catalogue



EXPOSED SEAMS SEALED



ALL SEAMS SEALED



## WATERPROOF & BREATHABLE 4: PU MEMBRANE (FILM)

(1) Laminated to the lining of shoes, with taped seams, or (2) laminated inside the upper



# WATERPROOF & BREATHABLE 5: LOOSE PU INSERT

- Follows the form of the product
- Between the shell and lining in mittens and gloves
- Inserts are needed in gloves & mittens, because small seams can't be taped



# COMPARISON BETWEEN OUTERWEAR FABRIC TYPES

	SOFTSHELL/ WINDFLEECE GARMENTS	RAINWEAR	REIMATEC GARMENTS
WATERPROOF?	Waterproof fabric	Waterproof	Waterproof
WATER COLUMN	Ss 10 000 Wf 3 000	10 000	> 10 000
TECHNOLOGY	Membrane sandwiched	Coated surface	Membrane on reverse
BREATHABLE?	Breathable	Not breathable	Very good breathability
WINDPROOF?	Windproof	Windproof	Windproof
SEAMS	Seams not taped	Welded seams	Seams taped
EASY-CARE	Ss has DWR	By nature	DWR
COMFORT	Jersey or fleece inside	Smooth reverse or cozy lining	Lining or smooth print inside

# WHAT TO CHOOSE WHEN GOING OUT



PROBABILITY OF RAIN



SOFTSHELL Also OK when the sun shines



RAINWEAR
Can get sweaty
when the sun
shines



REIMATEC
Comfy when
the sun shines,
too!





DISTANCE FROM HOME BASE/TIME TO STAY OUT



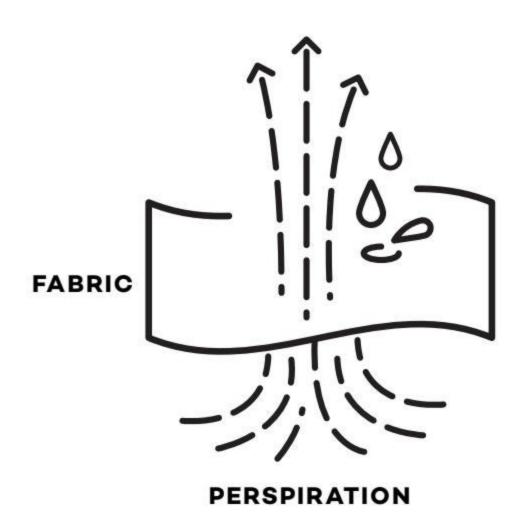
# Keeping kids warm

TECH

#### TWO KEY PRINCIPLES FOR PERFECT THERMAL COMFORT:

#### 1. MOISTURE MANAGEMENT

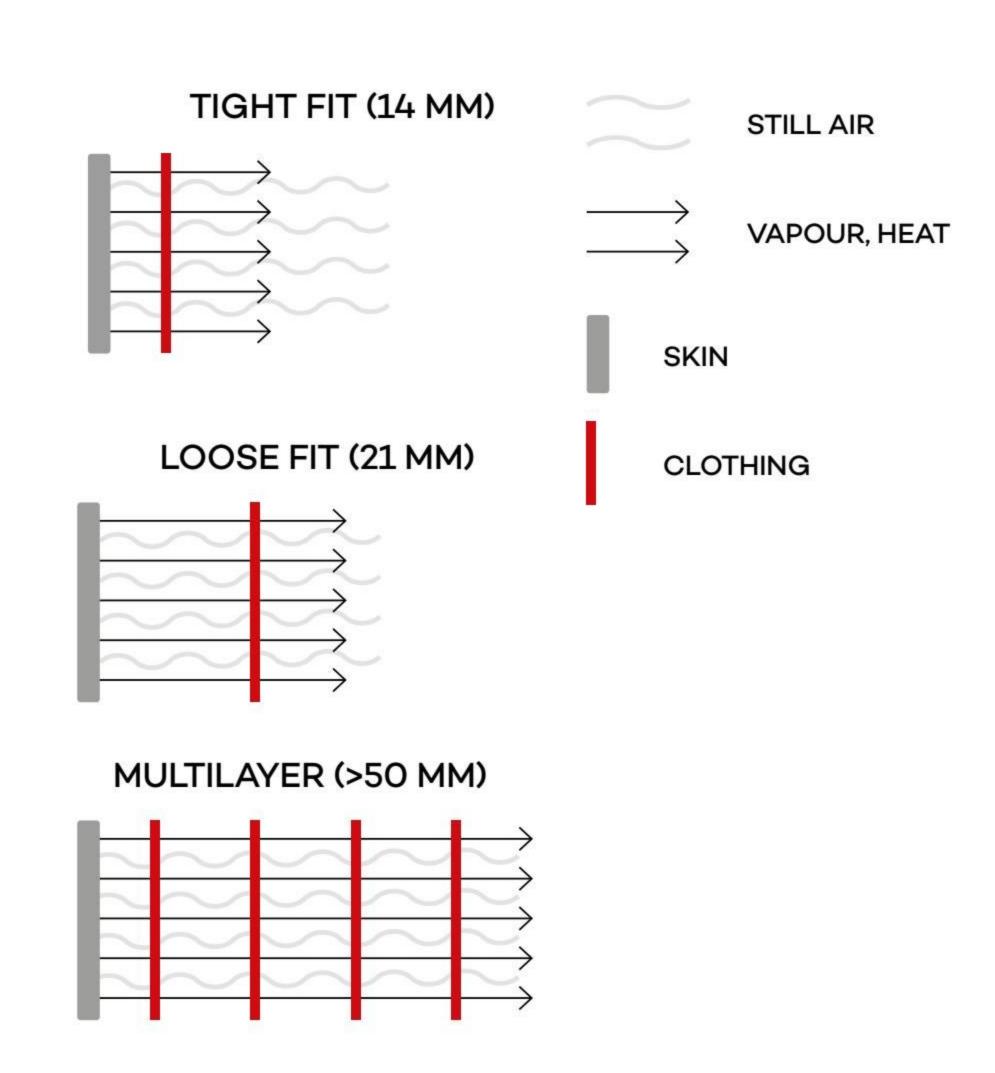
- = A fabric's ability to let vapor and liquid perspiration pass through
- Having wet skin and wet clothes feels cold and uncomfortable and reduces thermal insulation. Wet skin cools down 25 times faster than dry skin.
- Breathability = Water vapour permeability
- Wicking = Liquid moisture transport
- Quick-dry = Hydrofobicity

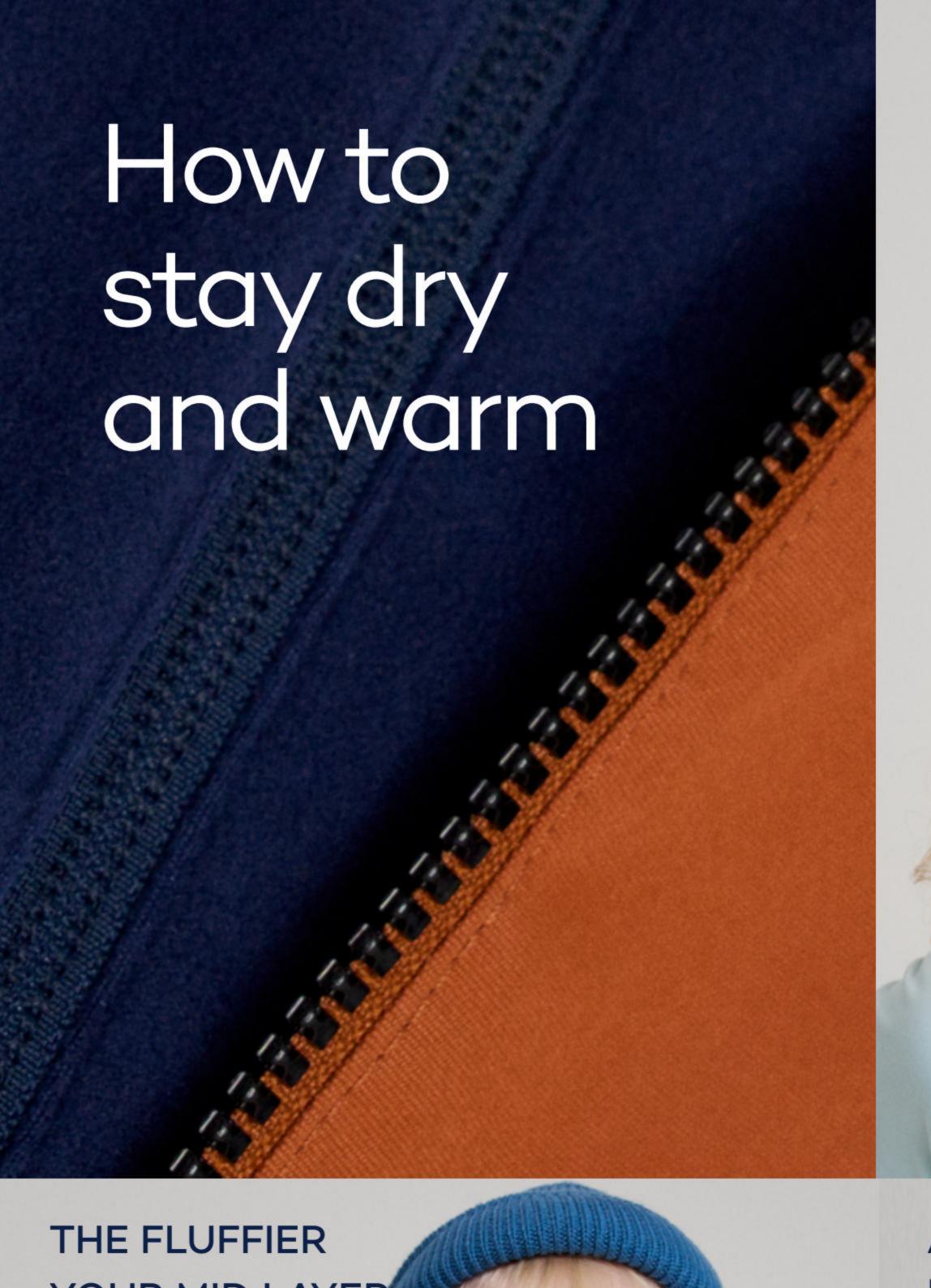


A breathable outer shell significantly improves the warmth of the entire outfit.

#### 2. AIR IS THE BEST INSULATION

- For warmth, fabric layers with lots of space between them are ideal.
- The weight of the insulation is not crucial, but how much air it can trap and store.





A BASE LAYER that manages moisture well feels comfortable all











#### EA24 insulations

# All with bluesign®, GRS, and Oeko-tex class I certification

Q. NR	1971	1972	1973	1975
NAME	FELLEX® ECOFILL BS GRS	FELLEX® ECO HIGH-LOFT BS GRS	FELLEX® ECO SOFT COMFORT BS GRS	FELLEX® ECO FLEX BS GRS
	<ul> <li>100% REPREVE recycled polyester</li> <li>Polydown (down-like, loose insulation)</li> <li>High-loft</li> </ul>	<ul> <li>100% Recycled polyester incl. 90% Repreve recycled fiber</li> <li>High-loft</li> </ul>	<ul> <li>100% Recycled polyester</li> <li>Middle/high-loft</li> </ul>	<ul> <li>100% Recycled polyester</li> <li>High-loft</li> </ul>
	を を RECYCLED MATERIAL	RECYCLED MATERIAL	RECYCLED MATERIAL	RECYCLED MATERIAL

## 1. SYNTHETIC INSULATION FOR EASY CARE



- Different types depending on end use
- Different weights and thicknesses for desired level of warmth
- All qualities are 100% recycled



# 2. DOWN FOR LIGHTWEIGHT WARMTH





- Our down and feathers are RDS certified. The goal of the Responsible Down Standard is to ensure that the water fowl in the down supply chain are treated humanely.
- Reima uses 80% down/20% feather (FP 700) and 60% down/40% feather (FP 550). These are both classified in fill power class 550-750 (very good).

PROTOOL EA'24 CLOTHING TECH FOOTWEAR TESTING

#### EA'24 PERFORMANCE OUTERWEAR MATERIALS

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ΑII	with	certifications
, ,,,		

Q. NR	2080/1	2128/9	2162	2350
NAME	REIMATEC ULTRA LIGHT BS GRS	DROPSTOP PRO BS GRS	REIMATEC 2.5 BS GRS	REIMAT FLEX BS
СОМР	100% REC PES	50% REC PES, 50% PES	55% REC PES, 45% PES	100% RE
MEMB	TPU lamination	TPU lamination	TPU lamination	Recycled ination
G/M2	112	140	171	165
CERT	Oeko-Tex I bluesign® GRS	Oeko-Tex I bluesign® GRS	Oeko-Tex I bluesign® GRS	Oeko-Tex bluesign®
WP	10 000	10 000	10 000	10 000
AR		10 000	30 000	30 000
BR	7000	7000	7 000	7000
PRODUCT	5100319A TUULOS	5100243A HEDE	5100244A SUOJALA	5100 KA
	S &	R R P	R R P	8

#### LAYERS & PERFORMANCE | OUTERWEAR MATERIALS

2390 REIMATEC	2378	2440/1 (New)	2502
REIMATEC			
OXFORD BS GRS	TASLAN PRO+	REIMATEC PRO BS GRS	REIMATEC DURAPLUS BS GRS
55% REC PES, 45% PES	100% PES	100% REC PES	59% REC PA, 41% PA
PU lamination	PU coating	PU coating	PU lamination
250	180	185	235
Oeko-Tex I bluesign® GRS	Oeko-Tex I	Oeko-Tex I bluesign® GRS	Oeko-Tex I bluesign® GRS
10 000	10 000	12 000	12 000
50 000	35 000	40 000	80 000
7000	6 000	7000	7000
5100007A NURMES Reinforcements	5300260A KOKEVA	5100169A SOUTU	5300064B PIVO
	reima		
R.		& &)	R R
	PU lamination  250  Oeko-Tex I bluesign® GRS  10 000  50 000  510007A NURMES Reinforcements	PU lamination	PU lamination

# Sustainable SING

TECH

A SMALL IMPROVEMENT WITH A BIG EFFECT

#### NICKEL-FREE

The metal parts in Reima products are always nickel free, i.e. they comply with EU anti-nickel standards, meeting both Oeko-Tex 100 and REACH.

#### NO ELECTROPLATING

Reima uses high-quality YKK snaps. All Reima metal snaps and the metal parts of plasticcoated snaps have an environmentally friendly finish that is done entirely without electrical plating.

- → Reduces the use of water and electricity
- → No emissions of hazardous substances such as heavy metals







YKK's original finishing technology for Snap Fastener Buttons is environmentally friendly. It utilizes the base color of materials and does not involve an electrical plating process.

By switching away from electroplating, YKK are able to save about 3,600 kWh(\*) per 1,000 kg of metal. This is the average electricity consumption of one family for 20 days.

https://ykkdigitalshowroom.com/en/ item/62/





# Repair. Reduce. Reuse.

KEEPING GOOD STUFF IN USE LONGER, ONE GARMENT AT A TIME.

#### REIMA REPAIR KIT

M00164

Minimum order 10 pcs

Parents can mend small cuts and holes in their kids' outdoor gear quickly and easily, without sewing! The self-adhesive, waterproof, reflective 3M patch material in Reima Repair Kit works for any outfit in any color, and adds visibility in the dark, too.

This comprehensive, beautifully designed kit packed in unbleached cardboard is perfect for creating additional sales at checkout - or to be given as a gift to loyal customers.

#### THE KIT CONTAINS:

- Reflective sticker patch for waterproof mending without sewing
- Black elastic band to replace elastic foot loops or elastic band at waist
- Silicone foot loops to replace broken ones
- Snap button to replace a lost snap
- 4 transparent buttons for attaching the foot loops

#### SPARE REIMA FOOT LOOPS

M598321

Order in 10-packs

The silicone foot loops that come with many Reima pants and jumpsuits are super durable. But they have a tough life under active kids' shoes, and so our clothes often outlive them!

When it's time to replace the foot loops of a Reima garment - or perhaps any other garment - you can sell or give an extra pair to your customer, and they will be extra happy.

- Easy to use: just detach the old foot loops and attach the new ones to the buttons at leg ends.
- No buttons
   at leg ends?
   Get the Reima
   Repair Kit it
   includes buttons
   and foot loops!





reima





# Measuring the feet

#### ALL BONES AREN'T THERE YET

The foot of a newborn child has only one bone; the rest of the foot is made up of soft cartilage. It takes 6 years for all bones to take form. So the first 6 years are extremely important for the normal development of the feet. The wrong kind of shoes and poor fitting can ruin a child's feet for life.

#### **GROWING IN SPURTS**

The growth of the human foot comes in spurts. Studies show that during the first ten years of a child's life, the foot grows about one-half inch a year. But even at a late stage of development, incorrect posture, poor walking and incorrect shoes can still destroy the joint alignment of the foot structure and the bones themselves.

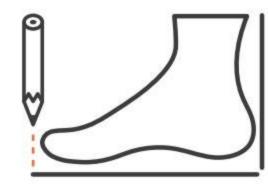
#### RIGHT SIZE & FIT ARE CRUCIAL

For good development and physical motor skills of the feet, it is important to choose the right size and shape of shoe. It is also essential to follow the growth of the feet and see that the shoes fit properly.

#### **HOW TO MEASURE**

The correct shoe size can easily be measured by taking out the insole and have the child step on the insole. In total, the length of the foot + 1.5 cm for growth and operating reserve is necessary for children's shoes.

AGE FEET GROWTH		NEED TO MEASURE
1-3	1,5 mm/month	Every 2 months
3–6 1,0 mm/month		Every 4 months
6-10	Less than 1,0 mm/month	Every 6 months



Measure the child's foot when standing against a wall, on a sheet of paper or on a Happy Fit insole.



33 33

US 1,5 | CM 20,50 CN 215(1,5)





© <u>Right</u> size!



# Fitting made easy

The Happy Fit insole is Reima's clever innovation.

It is a removable insole with a print that helps parents choose the correct size.

#### WE HAVE ROOM FOR GROWTH

In the Happy Fit system, the extra 1.5 cm for movement and growth is already included. It means that if according to our size table your child has size 28 feet now, you don't have to buy size 29 or 30. Reima has thought about that already.

Winter boots usually have a wider fit and more room to accommodate thick socks and ensure insulation. In summer shoes, there is less room for additional socks, depending on the style and intended end use.

For **barefoot shoes**, a smaller reserve is recommended. The extra space for growth and movement in barefoot/minimalist shoes should ideally be around 1.0 - 1.2 cm.

## CHOOSE ADJUSTABLE CLOSURES FOR BEST FIT

The actual length or girth of the last is not the only thing affecting the fitting; the upper design and fastening are very important factors as well. With adjustable fastening, common in Reima shoes, the fitting can be tightened or loosened as needed.

#### WHAT IS A PROPER FIT?

Small kids' shoes should not be overly supporting, which would hinder the development of the muscles and cause problems in future.

Good children's shoes support correct posture and natural muscle development. The sole should be flexible and light. There should be enough room for toes, heel and the ball of the foot. The shoes should allow the toes to splay naturally.

# First comes the last, then the patterns

### IN FOOTWEAR, EVERYTHING STARTS WITH THE LAST

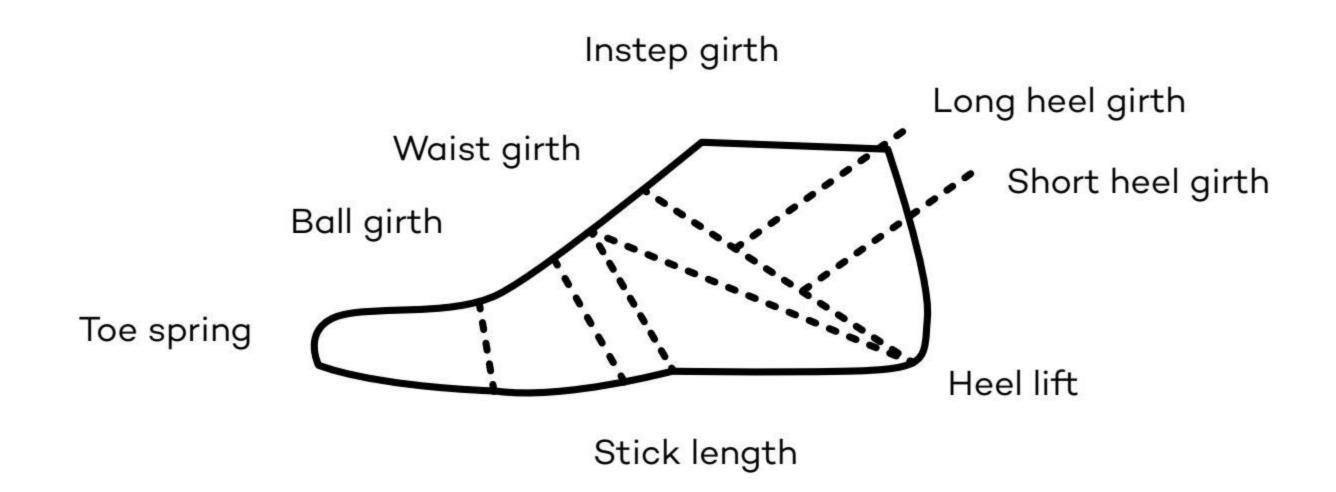
A last is the 3D shape, around which footwear is designed and built. Also the patterns are first drawn on the 3D last and then flattened to 2D. Every cushioning, stiffener, insole and any other components must be taken into account in pattern making, as they all increase he total thickness of the upper, and therefore affect the fitting.

Our designers design the shoe knowing the shape of the last, the end use of the shoe, and the functional details needed. Specially educated engineers and pattern cutters make the patterns at the factory sampling rooms to match our designs. The shoes are fitted and tested in Finland.

#### LAST MEASUREMENTS

There are many differences in the measurements, heel heights and toe shapes between lasts.

The lasts Reima is using are targeted to fit most kids. Winter shoes usually have wider lasts, so that there will be enough space to wear thick woolen socks, yet leaving space for air to circulate and the toes to move.



All girth measurements are measured around the last with a flexible tape.



PROTOOL EA'24 CLOTHING TECH FOOTWEAR TESTING

# Materials and components

#### Textiles

Cotton	Breathable, moisture absorbing
Faux fur/Textile fur	Man-made imitation fur, usually polyester based
Hemp	Durable, breathable and moisture absorbing
Mesh and knits	Lightweight, very breathable
Softshell	Light, elastic and breathable material with good water repelling properties
Wool/Felt	Warm and breathable, natural material. Felted wool naturally repels water and dirt
Woven materials	Dense surface textiles repel moisture



## Synthetics and rubber

Abrasion resistant PU	Rubberized surface, durable in use and easy to clean. Often used in toe and counter area because of its durability.	17
Microfiber	Washable, breathable and lightweight	
PU	Lightweight, easy to care and durable in use. Various options for surfaces and color, eg. reflecting.	
Rubber	Different compounds for soles, depending on activity. Many options with recycled rubber. Very durable in use. Often used in the toe area.	
Softshell	Light, elastic and breathable material with good water repelling properties	
Wool/Felt	Warm and breathable, natural material. Felted wool naturally repels water and dirt	
Woven materials	Dense surface textiles repel moisture	(

TECH

# Making the sole

In Reima footwear, we use both universal outsole designs and our own ones, depending on the style. Our own outsole molds are made by co-operating with the footwear factory technicians. Our designers make a specification that shows all the measurements, style lines, surface patterns, bending lines and details, and the technicians use it to create the technical drawings. Sometimes, a wooden model, maquette, is made to finalize the shape. A prototype shows how the outsole matches the shoe.

This process takes approximately 1-2 months to complete, not including the grading. The sole unit is assembled in the sole factory, and attached to the upper/last at the shoe factory. It may consist of several particles and components, such as different supports, cushioning or decorations.

#### Last

The last defines the shape of the sole

#### Blueprint

Wooden mold/ 3D design

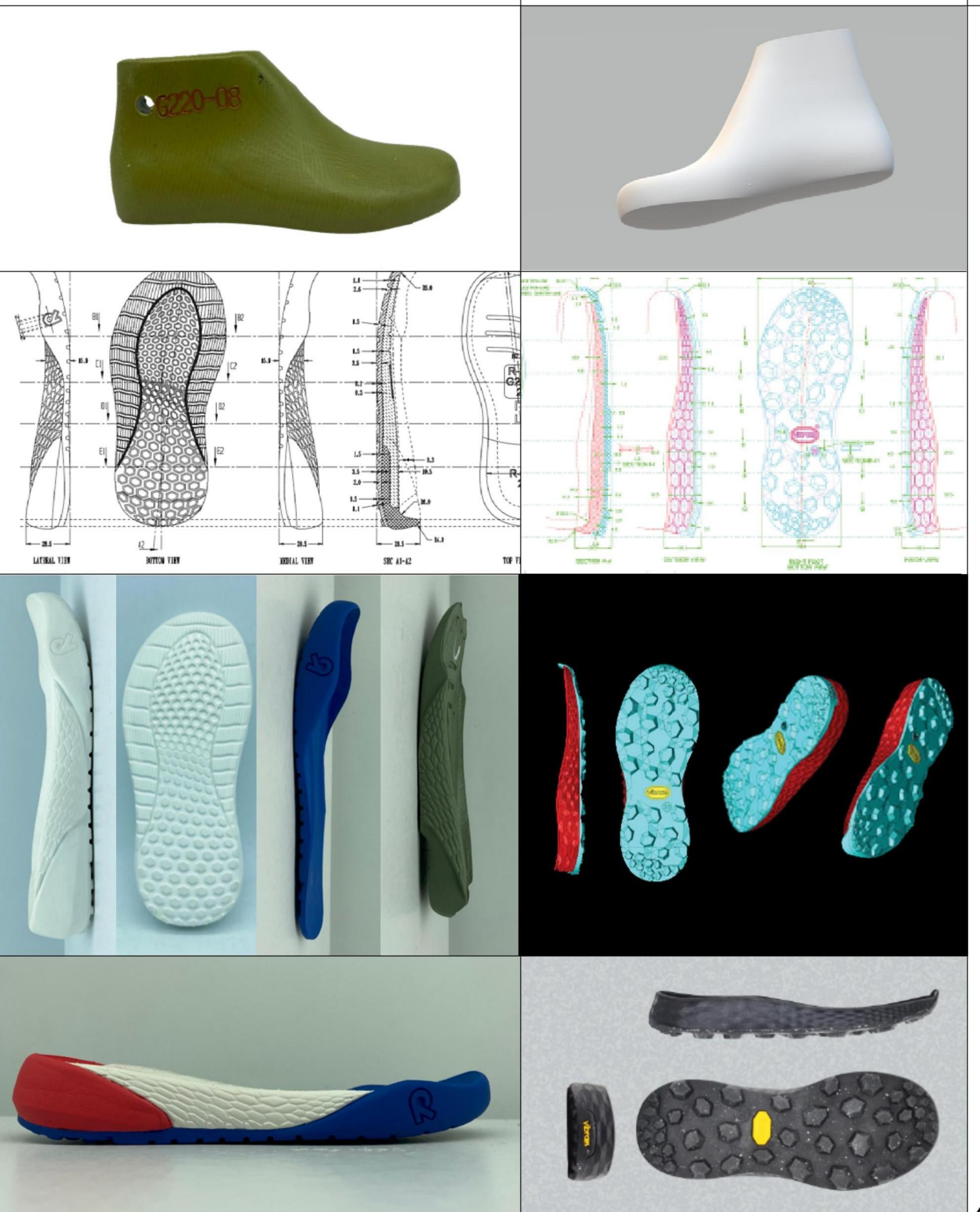
Molds/parts of the sole unit



Finished sole unit

#### With wooden maquette

#### CAD 3D model





# Sole unit materials

#### MIDSOLE FOR SHOCK ABSORPTION AND COMFORT:



5400013A WETTER 2.0

#### ← DOUBLE DENSITY PU

A modern way of combining mid-sole and outsole by injection. Lightweight & flexible.



#### ← EVA

(ETHYLENE VINYL ACETATE)

EVA is very lightweight and flexible.

5400007A ENKKA

#### **OUTSOLE FOR GRIP AND ABRASION RESISTANCE:**



5400115A SKEITTI

#### ← RUBBER BLENDS

High flexibility, good grip. With rubber blends we can customize performance, creating compounds suitable for different surfaces (wet/dry) and weather conditions, a bit like we do for car tires. We also use recycled rubber blends.

# Construction methods

MAKING THE UPPER AND ATTACHING IT TO THE SOLE

#### The Upper

<u>Ine Opper</u>		
	a.	Strobel, slip or force lasting
		The upper is attached to the insole by stitching. As the upper is dressed on the last, the heel and toe reinforcements are placed under the upper and pressed into shape using heat. The upper material will not stretch. This method gives a stable form to the shoe.
	b.	Combination lasting strobel lasted with a pulled toe tip
	C.	Board lasting
		The upper is placed on the last and the inner sole, and its edges are stretched around and under the insole and glued in place. The shoe has a softer shape that can stretch in use.

#### CONSTRUCTION

#### The Sole

a.	Cemented (=glued)
	Molded rubber sole, cemented construction
b.	Injection
	Double density PU, injected construction
C.	Vulcanized
	Prevulcanised rubber sole in autoclave construction

# The advantages of direct injection PU

## IN USE IN THE NEW WETTER & PASSO 2.0

Direct injection is the process of introducing a molten material, commonly TPR, PVC or PU, into the cavity of a mold to achieve the desired shape. This process can be used for the production of outsoles, decorative details or to join an outsole to upper directly. The latter is known as DIP or Direct Injection Process. The investment to set up a DIP line is high due to the cost of molds which are big in size but also needs to be very precise.

The benefits of DIP are high production efficiency and low material wastage during production.

- No use of glue for attaching the sole
- Perfectly sealed-in waterproof shoes
- 3. Maximum flexibility
- 4. Excellent resilience using PU
- Environmentally friendly, as the PU formula can be partially bio-based
- Less processing and time in the production
- 7. Smaller CO<sub>2</sub> footprint





The injected polymer mass evens out all irregularities there might be in the bottom of the insole - much like when you decorate an uneven cake with an even coating of whipped cream. Result: an even outsole without bumps!

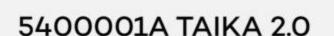
**TECH** 

## the highest DUCIE

### Hassle-free, super easy wellies

Rain boots are many kids' favorite footwear. Why on earth? It's simple: they're super easy to pull on and off. They're often the first footwear a toddler learns to put on without help. Ease of dressing means getting them on is fast, too, which lets kids rush off to the fun outdoors quickly, regardless of the weather.







5400039A ANKLES



5400001B MAGISK MOOMIN



**5400139A TAIKUUS** 



### SMALL DETAILS THAT MAKE A BIG DIFFERENCE

The Reima Amfibi rain boots are super lightweight and carefree. As the name says, they're at home on dry land as well as in water. With amphibian-inspired fun design and handy handles, kids are sure to take them as their new favorites.



**WATERPROOF** 

CONSTRUCTION





**PVC FREE** 

LIGHTWEIGHT

## Waterproof wanderers

Rain is no obstacle, and each puddle is a possibility with waterproof
Reimatec

Most kids love playing with water, and it's with us all year round: rain or snow, slush or ice.

Classic wellies are great for rain storms and for wading in the slush. But what if you're not exactly sure if it's going to rain or not, and boots would just be too much?

The answer is Reimatec: our shoes with a waterproof membrane. They will keep kids' toes dry, so our little professionals of play are free to roam.



5400010A PASSO 2.0



5400042A PATTER 2.0



5400007A ENKKA



5400115A SKEITTI



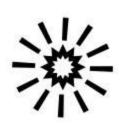
### SMALL DETAILS THAT MAKE A BIG DIFFERENCE



WATERPROOF MEMBRANE



HAPPY FIT INSOLES



REFLECTIVE DETAILS

### Waterproof barefoot

**TECH** 

### New: barefoot Reimatec protection <u>all through the autumn!</u>

When summer's green turns to autumn's gold, rains are sure to happen. In our waterproof barefoot shoes, kids can explore the joys of jumping piles of leaves and treading rain-fresh forest paths.

The thin, uncushioned soles of Reima barefoot shoes will help kids' bones become stronger, and thanks to the roomy toe box, their toes can grow straight.



5400115A TALLUSTELU



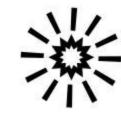
5400143A LOIKKII



### SMALL DETAILS THAT MAKE A BIG DIFFERENCE







WATERPROOF MEMBRANE **BAREFOOT** 

REFLECTIVE DETAILS

## Almost like going bare-foot

### Minimalist shoes for natural movement

The human foot is designed to best walk bare. Anything we dress on our feet - boots, shoes, even socks - affects our gait.

For healthy foot and posture development, kids should walk and run barefoot as much as possible. But because kids' feet also need protection, we developed our minimalist shoes.

Wearing Reima barefoot shoes, your kid can maintain a natural stance and gait, yet walk, run and hop safely.





↑ The Reima barefoot last is wide at the toes, just like kids' feet are. The shape lets the toes move naturally and grow straight. There is no heel drop - the sole is completely straight and flat.





### The bare essentials

- 个 Wide last enough room for the toes to grow straight
- Very flexible, thin sole for a natural gait and sensing the ground
- Zero heel drop same sole thickness at ball and heel, for a natural stance



CLOTHING

### Thin soles for flexibility



### <u>Tallustelu</u> As thin as possible 4 mm

### Kids' feet aren't ready yet

The foot of a newborn child has only one bone. The rest of the foot is made up of soft cartilage, and it takes 6 years for all bones to take form. Those years are extremely important for the normal development of the feet. Even at a late stage of development, poorly fitting shoes can cause incorrect posture or problems in walking and affect kids' foot health negatively.

### Why zero heel drop?

All shoes change the natural positions and functions of the entire body. When a person wears heels, the angle of their hip changes, causing changes in their spine and neck, too. For healthier knees, heels of everyday shoes should always be flat, no more than 1 cm, and one should walk barefoot as much as possible.

### Free to grow and go

Reima barefoot shoes are entirely zero heel: without heel drop or toe rise. This frees kids to stand, walk and run naturally, while the spacious last lets the toes grow straight.



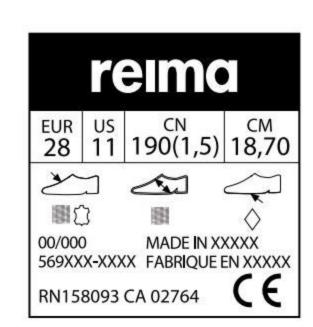


### Packed to perfection



### **SHOE BOXES**

Shoe boxes store the shoes for retail and storage over long periods of time, protecting them against weathering caused by changing temperatures and humidity or dust. We design our shoe boxes for assembly without glue, and the cardboard material is uncolored and recyclable. Each box has a sticker on the side, with style information and bar codes.



### **TONGUE LABEL**

Tongue labels are attached either on the tongue part or insole depending on the style. The label has information about size, materials used in the upper, lining and sole, style number, factory initials and production month and year.



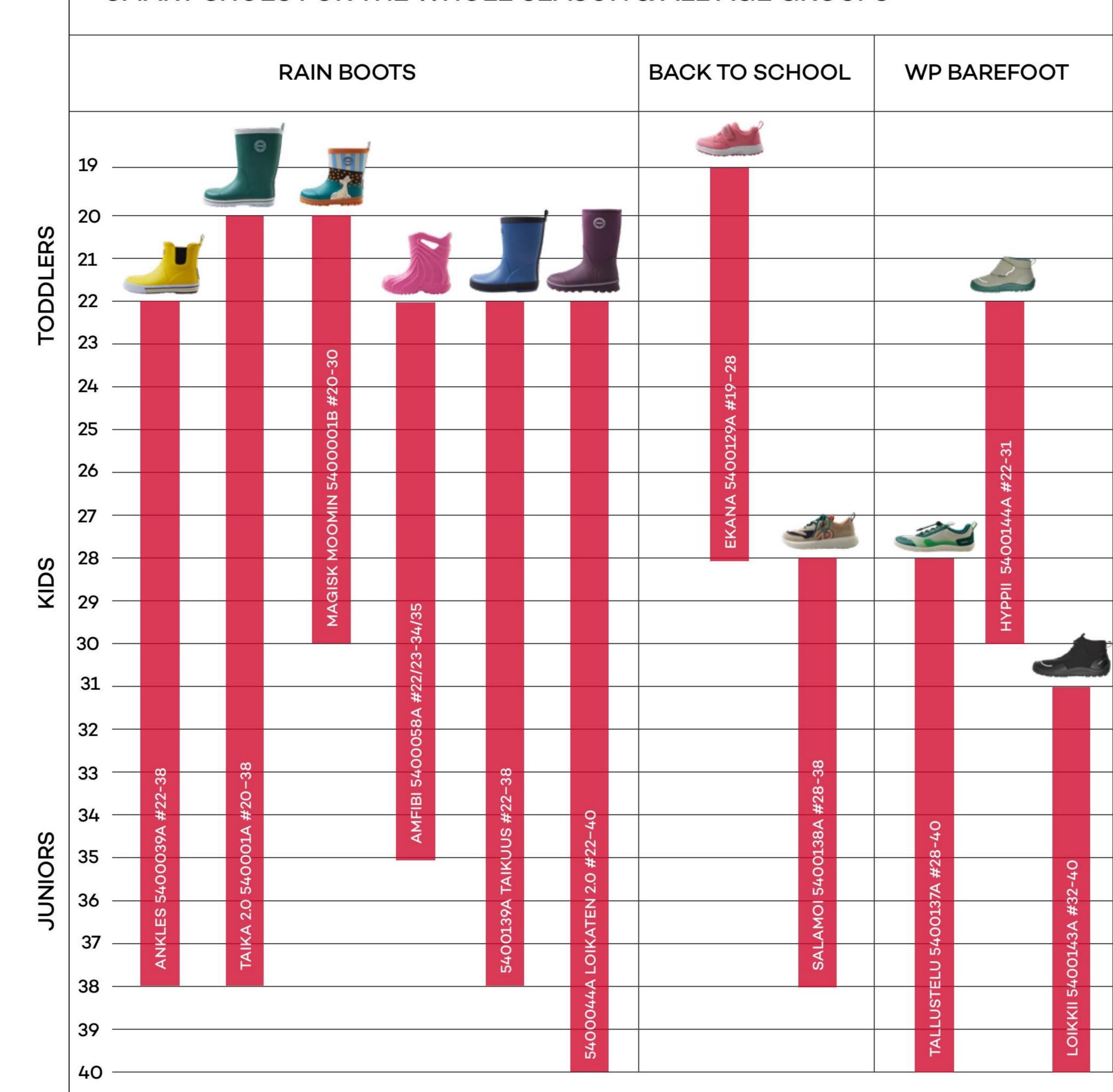
### **HANG TAG**

Reima footwear hang tags give instructions for care if the shoe is machine-washable.

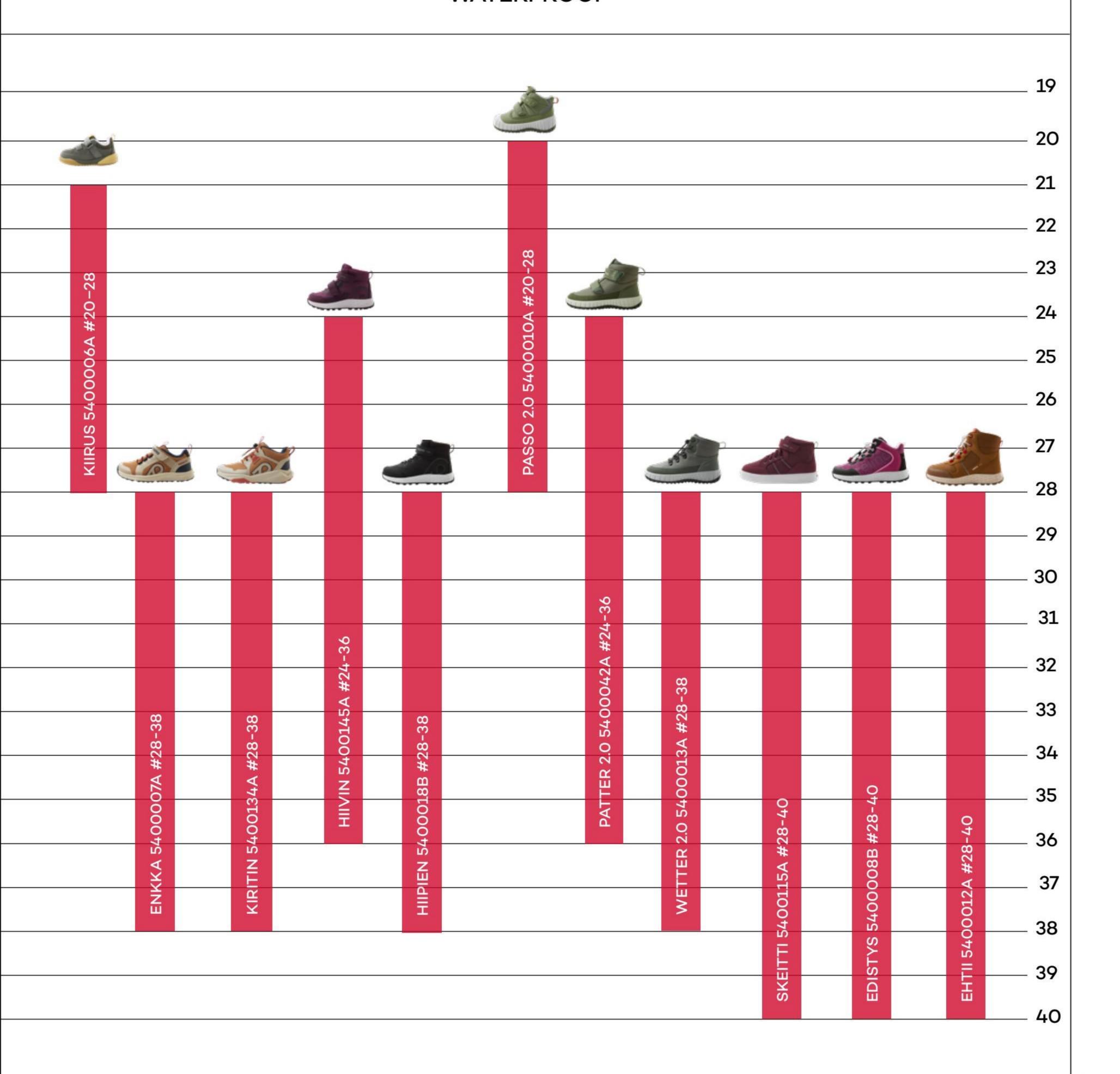
Other indicated features can be for example the waterproof properties and thermal comfort level. There is a QR code in the price sticker that leads to the product data page of the shoe, where a product description and complete information can be found.

### EA'24 Footwear collection

### SMART SHOES FOR THE WHOLE SEASON & ALL AGE GROUPS



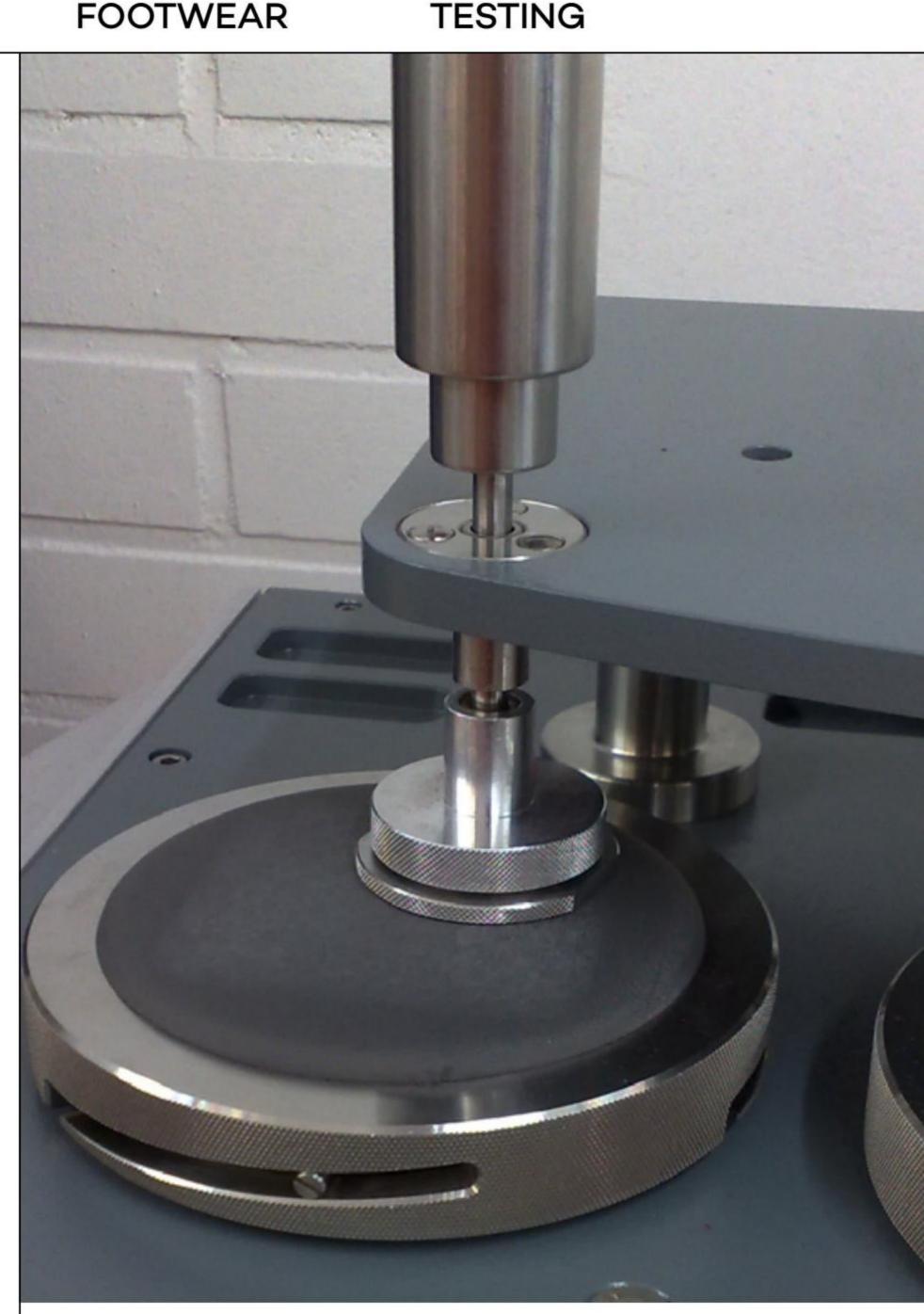
### WATERPROOF



# TESTING THE QUALITY



### Tests for footwear proving the Reima quality



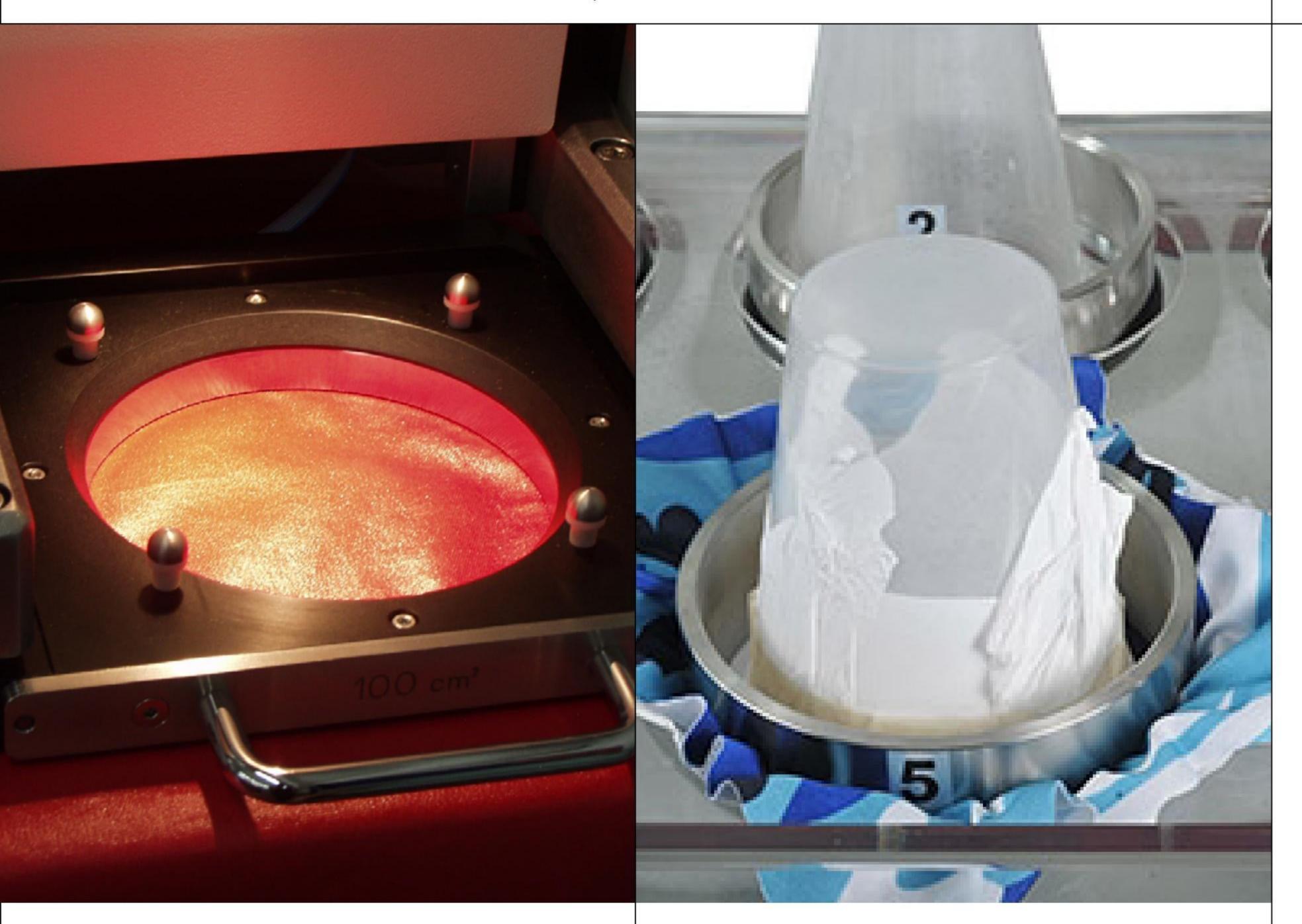
### Durability

Abrasion resistance / EN ISO 5470-2 method 2 (a.k.a. Martindale w. sand paper)

The machine rubs the test sample with a piece of sand paper until two yarns on the fabric surface break. The result is the amount of rub cycles achieved before last replacing the sand paper (every 5,000 cycles).

### Fun fact:

The furniture trade uses a similar test, but usually they use wool fabric instead of sand paper. Naturally, they get high cycle counts, which of course makes the furniture fabrics look durable. But then, kids really rub their clothes with sand, don't they?



### Waterproof protection

### Breathability

Hydrostatic head, also known as water column or water pillar / EN 20811

Water vapor permeability / ISO 15496

A jet of water comes from underneath the fabric. We raise the pressure until drops emerge on the sample. The result is given as millimeters: the thickness of a mass of water that would make the fabric leak.

The inverted cup method: the waterproof fabric sits against the water at an even temperature of 23 °C. We weigh the water that has evaporised through the fabric, and announce it as grams per square meter per day (24 h).

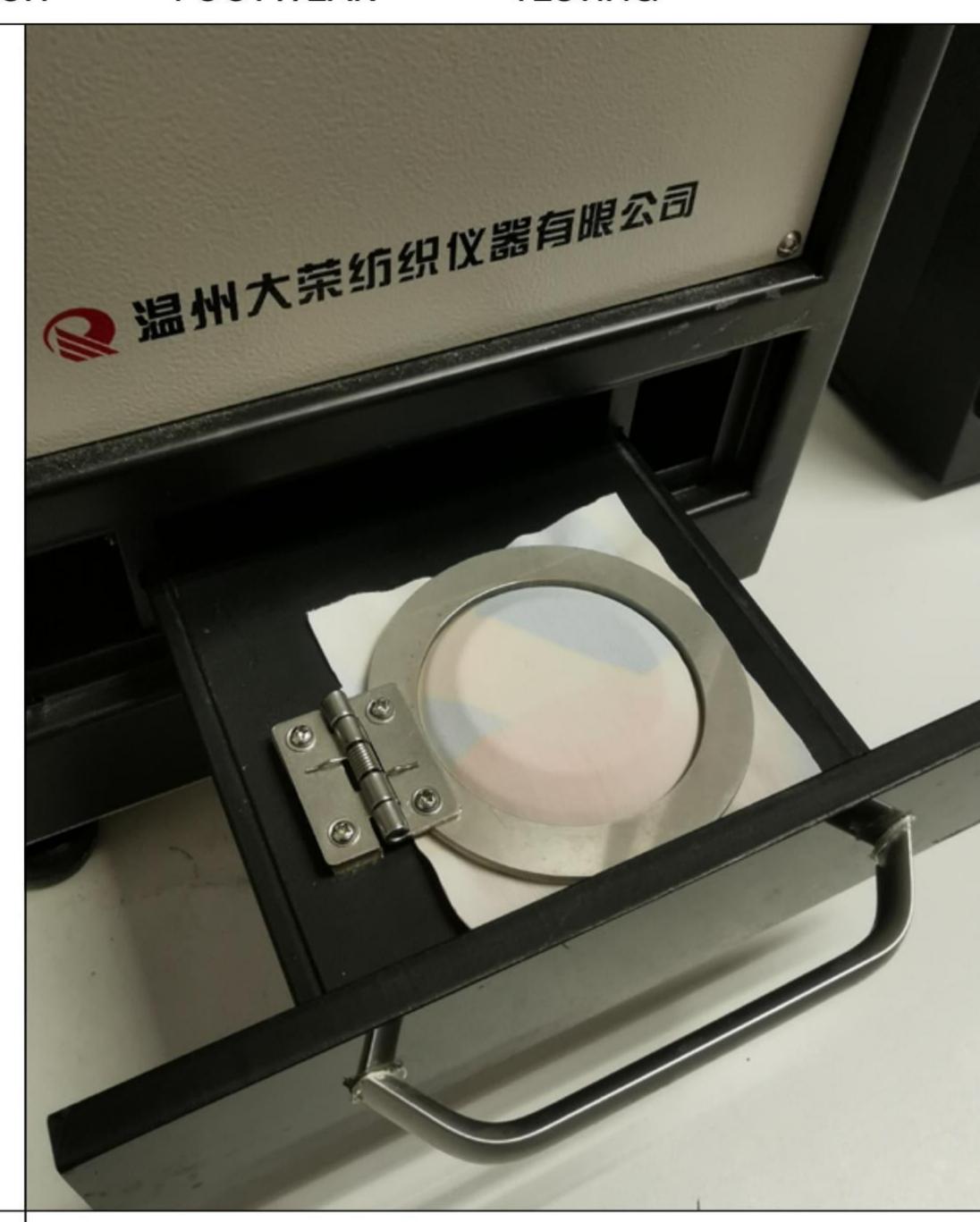
### Fun fact:

Other measuring standards may result in different numbers, and comparing standards is difficult. To be "waterproof", a result of 3,000 mm in this test is enough - and most Reima waterproof fabrics achieve way more.

### Fun fact:

Water always evaporates to the drier space, here inside the cup. When it rains, fabrics don't "breathe", because the humidity outside and inside the garment is the same. But when the rain stops, breathable clothes prove their power!

## Tests for footwear proving the Reima quality



### Textiles-Solar UV protection

UPF Test/EN 13758-1 + A1

### Purpose

This test determinates the UV radiation transmittance and the results are used to assess the fabric's UV protective properties.

The UPF should always be tested for fabrics which are communicated to have UV protective properties.

### **QUALITY | TESTING**





### Test procedure

- Place the fabric in the sample chamber (A).
   Make sure the face of the fabric is exposed to the UV source.
- The fabric is irradiated between 290 nm and 400 nm (B), and then UPF and UVA values can be obtained.
- Evaluate the fabric performance according to the standard.

### Please note:

UV protective clothes alone are not enough!

Reima SunProof clothes only protect the areas of skin they cover. Bare areas of children's skin should always be protected by using a sunscreen lotion, and children should always wear sunglasses when the sun shines brightly in winter, too.

## Tests for footwear proving the Reima quality



### Reima test method static waterproof test

### Purpose

The purpose of this test is to determine the waterproofness of the shoes in a static water environment.



### Test procedure

- Prepare 1 pair of finished shoes for each style to be tested. The finished shoes must be conditioned for 24 hours under specified room condition (temperature 23±2 °C and humidity 50%±10%) before testing.
- Weigh the absorbent paper on the scale, use it to wrap the removable insoles all around, and then put the removable insoles back into the test samples.
- 3. Place test samples into the Static Test Tank, set water level as required height (1 inch above the lowest topline of the sole, see Figure 1). Pour water outside of test samples in Static Test Tank. Make sure you don't splash water into the shoes during pouring.
- 4. Check waterproofness of test samples after 4 hours static test and record the results.

### Interpretation of test results

### Visually:

- Dry inside the test sample = no water penetration
- Water penetration area no more than
   3 cm<sup>2</sup> = little water penetration
- Water penetration area above
   3 cm<sup>2</sup> = severe water penetration

### Weighing:

Weigh the absorbent paper on the scale after test, and use the formula below to calculate water absorption.

Water absorption% = [(weight after testweight before test)/weight before test] x100

Water absorption exceeds 25% = test fail

## Tests for footwear proving the Reima quality



### Insulation against cold ISO 20877:2011

### Preparations

- Fix a temperature probe to the insole or insock of the shoe (a). It measures the temperature in the front part of the shoe, directly above the area where the sole contacts the ground.
- Fill the shoe with steel balls (b).
- Close the top opening carefully with a suitable plug, made of semi-rigid polymer foam that's at least 25 mm thick (c). Fix the plug to the shoe collar by e.g. adhesive tape.



### Test procedure

- Keep the test shoe with steel balls at 23 degrees temperature for at least 3 hours, until its temperature stays constant at (23 ± 2) °C.
- Adjust the temperature of the freezer box to your desired test temperature ± 2 °C. It's important to maintain this temperature all through the test.
- Place the test piece inside the cold box. We first
  measure the temperature given by the probe
  right after placing the test piece in the cold box,
  and then again after 30 minutes.
- Rounded to the nearest 0,5 °C, the result tells us the temperature drop measured during the 30 min. period of cooling.
- When the measured temperature drop is less than 10 °C, we can announce the test temperature to the consumer. We estimate that in this temperature, our shoe could keep the feet comfy during an outing of approximately 30 minutes.

### Please note:

This test doesn't consider the effects of movement (warms the feet) or sweating (cools the feet). Also, kids are individuals and they will each will feel cold differently.

But as a general rule of thumb, we can say that when moving a bit and wearing socks that wick moisture, kids' feet can stay nice and warm even for longer!