

A photograph of a construction site showing a grid of rebar for a concrete slab. Several workers in hard hats and work clothes are visible, some standing on the rebar and others on the ground. The image is overlaid with a semi-transparent orange filter.

# STEP INTO OUR ACTIV-STEP<sup>®</sup> FOOTSCAN SERVICE

**activ<sup>®</sup>  
step**

**3FEET**

**DO YOU SUFFER WITH  
BACK, HIP OR KNEE  
PAIN?**

**IT COULD BE YOUR  
FEET**

**FIND OUT MORE  
[ROCKFALL.COM/FOOTSCAN](http://ROCKFALL.COM/FOOTSCAN)**



**3FEET**

# AN INTRODUCTION TO THE FOOT

## UNIQUE

Your foot has its own morphology (size, volume, shape). We often hear of feet described as normal, hollow or flat. There is however a whole range of combinations in terms of the variables described above. Each foot leaves a footprint that is unique.

So how can everyone fit into the same mass-produced shoes?

## COMPLEX

Your foot is made up of 28 bones and your two feet combined make up a quarter of your skeleton: 16 joints, 107 ligaments and 27 muscles. When its muscular strength diminishes, your foot tends to sag, become deformed and absorb fewer shock waves.

This is why it's incredibly important to correctly support your feet



## SENSIBLE

Your feet carry you every day and it is through them that you receive a majority of sensations. They are real sensors that will have positive or negative impact that spreads quickly through your entire body.

Think about how your feet feel when you are hot or cold

## LIVING

Your foot has its own unique behaviour, it is constantly reacting to what is being asked of it.

Think about the effects of standing for long periods or walking long distances, how long does it take before your feet feel tired?

## YOUR FOUNDATION

Your feet are the foundation on which your body is built. Your entire weight rests on just a few square centimetres. Your foot has a role in stability, shock absorption and propulsion. It is therefore an essential factor in maintaining the balance and wellbeing of your body.

Did you know that a number of joint pains and problems can originate and be made worse by your feet?

## DO PEOPLE REALLY HAVE PROBLEMS WITH THEIR FEET?

MSDs (Musculoskeletal Disorders) are often caused by a change in a person's posture or body. Thinking about the foot, if a person has a high arch that is unsupported, they can develop strains of the muscles under the foot when walking.

8 out of 10 people will suffer foot problems in their adult lives. These can range from Plantar Fasciitis to foot fatigue, Achilles tendonitis, Pronation/supination instabilities and subsequently back and knee pain.

Knee, hip, back, shoulders and neck problems can be caused by poorly fitting or incorrectly supportive footwear, after all the soles of our feet are in constant contact with the ground we walk on.

# WHAT ARE THE DIFFERENT FOOT TYPES?

**LOW** -  
arched foot



**MEDIUM** -  
arched foot



**HIGH** -  
arched foot



**SHAPE**



**MOVEMENT**



Inward  
movement:  
**PRONATION**

Standard  
movement

Outward  
movement:  
**SUPINATION**

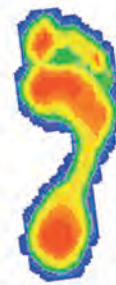
**PRESSURE**



**FULL**  
pressure distribution



**UNIFORM**  
pressure distribution



**LOCALISED**  
pressure distribution

# WHAT ARE PRONATION AND SUPINATION

Pronation and Supination are the names given to different positions of the foot whilst walking.

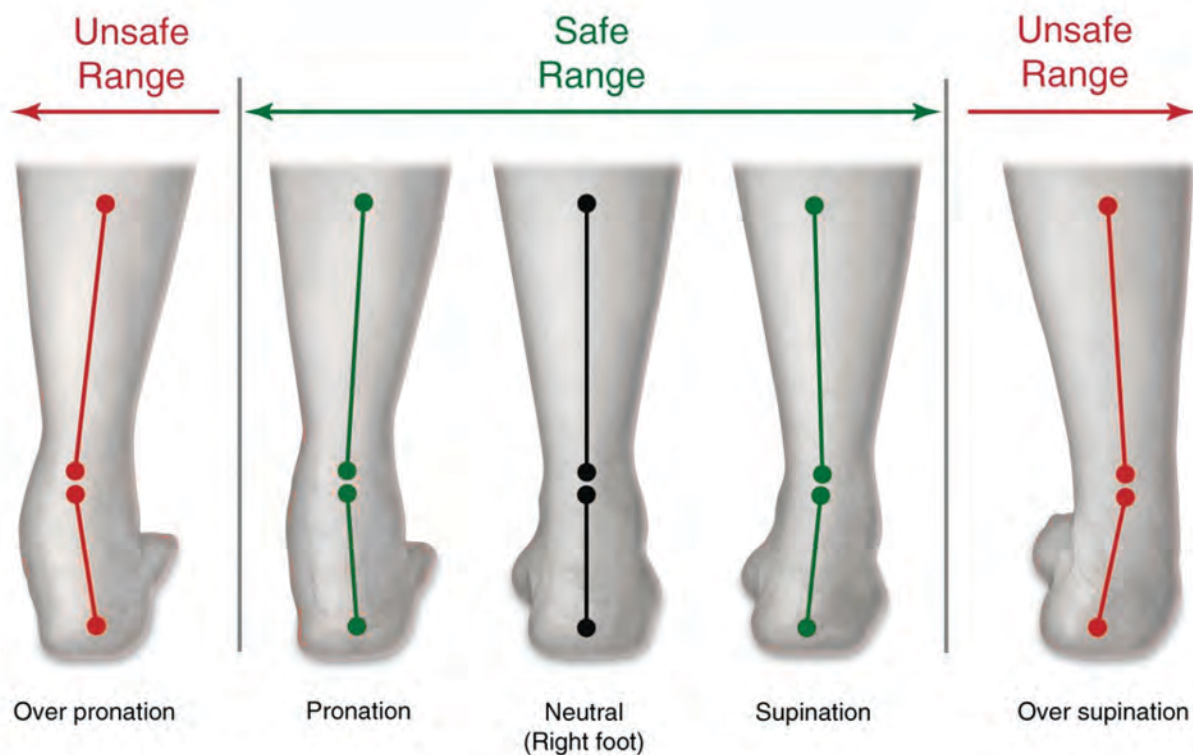
Pronation is a natural movement of the foot that occurs during foot landing while running or walking. It's a normal, desirable, and necessary component of the gait cycle.

It is the first half of the stance phase, whereas supination starts the propulsive phase as the heel begins to lift off the ground.

**Problems occur when an unsupported foot either over pronates or over supinates.**

When a foot over pronates, the main "push point" is the big toe and second toe. As a result, the shock from the foot's impact doesn't spread evenly throughout the foot and the ankle has trouble stabilising the rest of the body. Subsequently, an unnatural angle forms between the foot and ankle and the foot splay out abnormally - which can create imbalances in muscles and connected joints. This can also result in the wearer selecting one size too big.

Over supination creates the opposite problem, when there is not enough "inward roll" to allow the big toe to support the transfer the weight. Forcing the outside of the foot and the smaller toes to manage this strain - which can again create imbalances in muscles and connected joints.



# WHAT DO YOUR FEET NEED? 3FEET OPTIONS



SUPPORTS HIGH ARCHES WHICH CAUSE ACHES AND PAINS IF LEFT UNSUPPORTED HIGH ARCHES CAN COLLAPSE IF THEY ARE LEFT UNMANAGED. THIS CAN ALSO RESULT IN THE WEARER SELECTING ONE SIZE TOO BIG



3FEET® HIGH INSOLE



PROVIDES EXCEPTIONAL ARCH SUPPORT AND TORSION CONTROL (ANKLE SUPPORT) TO WEARERS WITH A "NORMAL" ARCH. WHICH REDUCES THE RISK OF ANY OCCURENCE OF FUTURE FOOT PROBLEMS



3FEET® MID INSOLE



PROVIDES A DEEP HEEL CUP TO A FLAT ARCH AND STIMULATE A "NORMAL" FOOT SHAPE. WEARERS WITH LOW ARCHES OR FLAT FEET CAN SUFFER FROM JOINT PAINS IF LEFT UNMANAGED



3FEET® LOW INSOLE

# SERVICE AND SALES SOLUTIONS

We have several options for customers, it's widely accepted that a large percentage of adults know their arch type meaning end-users can place orders off-the-shelf.

The Rock Fall Field Sales Team have portable foot scanning machines that can be booked anywhere in the UK for sizing days, staff surgeries and employee engagement events.

Large retail ready units can be installed in branch or in conference rooms as a conversation piece for customer meetings and internal meetings. These machines are offered on a free of charge lease to distributors placing a stock holding order, please contact us for further details.



**Activ-Step®  
Portable Footscan  
Machine**

Rock Fall  
Field Sales Team



**Activ-Step®  
Feet Revelator**

Available for  
Everyone



**Activ-Step®  
3D Footscan  
Machine**

Available on Distributor  
Lease

The Activ-Step® 3Feet Footbeds are packaged in high specification retail friendly packaging and offer distributors a premium add-on sales to complement their safety footwear offering.





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