



MY PRESENTATION IS DIVIDED IN
3 PARTS



FIRST PART

“Why is it convenient to introduce
**m2m in a mass production
process?”**”



SECOND PART

“How it works or, what really means to produce a **m2m shoe in a mass production plan**”



THIRD PART

how to customize a moulded sole
with **NO CHANGE OF MOULD**



A data scientist is somebody
who is inquisitive, who can
stare at data and spot trends

**(Anjul Bhambhri, vice president of
big data products at IBM)**













**A customer profile
it is able to show them
how to make their products more
attractive for YOU
and how to make YOU a faithful
customer to the brand**

**WHAT DO WE KNOW ABOUT
OUR CUSTOMERS?**

**It is time also for us now to
start to profile our customers**



**A Made to Measure shoe
matches this aspect**





SECOND PART

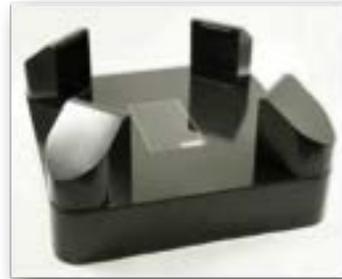
“How it works and what really means
to produce a **m2m shoe in a mass
production plan**”



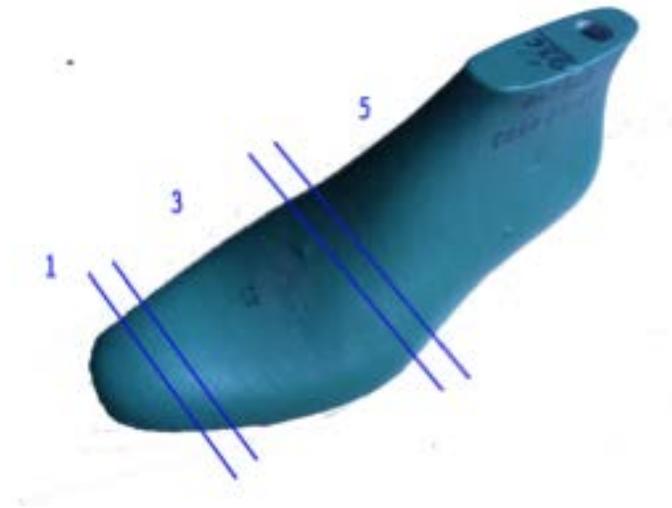
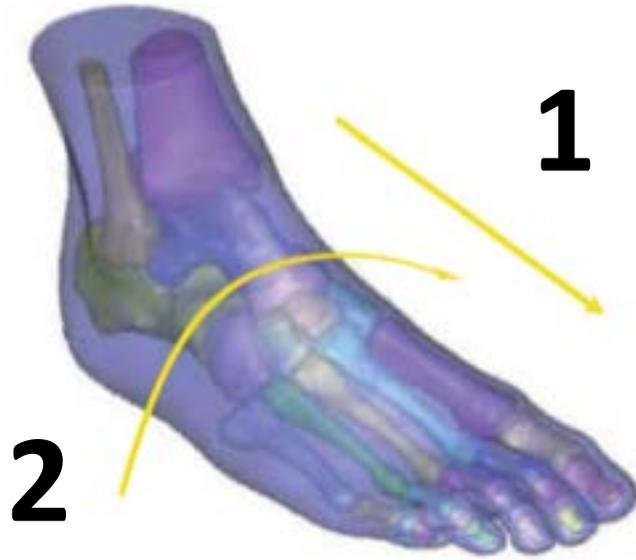
**A m2m shoe is absolutely not
a shoe designed from scratch
following the final customers
measures and request**



We have a last and we have
a scan image of our customer feet

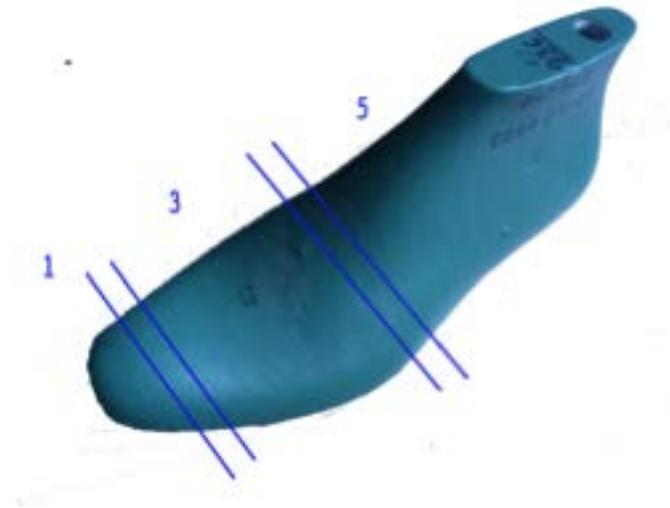


The SCANNER



What we have to consider are just
the **length (1)**
and the **volume of the INSTEP (2)**

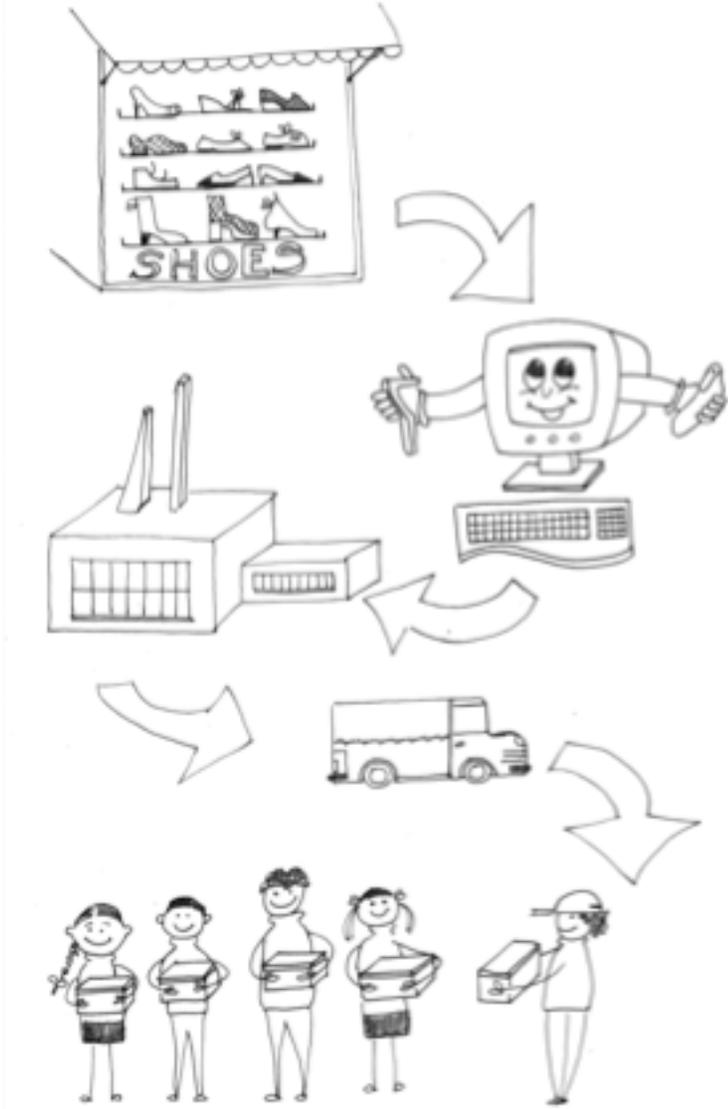
We modify the
central part (3) on
a standard last



while the two areas between (1) and
(5) are identified as transaction areas
to the unmodified parts
toe and heel



Insoles and soles can now be cut
by a CAD/CAM system
with the information controlled by
the m2m software





THIRD PART

how to customize a moulded sole
with NO CHANGE OF MOULD



Montaggi differenti **Il sistema della perfezione** Progetti News Area Clienti Blog

1.1 Il sistema della perfezione

- Ispezione
- Ripetere
- Riparazioni
- Controllo
- Automatizzare
- Monitorare

Il sistema della perfezione



RINGREAD non è soltanto un'idea rivoluzionaria nella ricostruzione dei pneumatici. Soprattutto è un sistema di ricostruzione completo che applica la soluzione dell'anelli utilizzando una tecnologia di avanguardia. Il processo di ricostruzione è diviso in 5 passaggi guidati da sistemi automatici. Ogni fase propone soluzioni tecniche altamente innovative progettate per assicurare la qualità del prodotto assicurando un ritmo produttivo che garantisce un eccellente rapporto fra qualità e prezzo.



IT WORKS!



how we can mould a sole in pieces
and assemble it on a modified last
and insole

19th International Technical Footwear Congress

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