

# AUTUMN/ WINTER 19

—  
WIDE FITTING  
FOOTWEAR CATALOGUE

SIGN UP TO OUR MAILING LIST TO RECEIVE EXCLUSIVE DISCOUNTS

# REASONS WHY YOU SHOULD SHOP WITH US



## Small Business

We are an independent business and the Footwear Centre was established in 2001, where we compliment the Chiropody and Podiatry services we offer here at Ace, making it the perfect place to get your foot problems sorted all under one roof.



## Foot Experts

At Ace Footwear Centre we specialise in wider fitting footwear for customers whose feet suffer from conditions such as Arthritis, Diabetes, Hammertoes, Bunions and those who need a deeper toe box to cater for custom made orthotics and off the shelf insoles.



## Quality Brands

Over the years we have selected many top quality brands to bring you this unique product range. Our variety of footwear brands are continually growing to ensure we are offering our customers the best footwear for their feet.



## Helpful Staff

Offering a friendly, attentive and knowledgeable service is very important to us. Having foot problems and not knowing where to turn can be daunting, but by visiting our store, one of our experienced and dedicated members of staff can provide you with all the help needed.

### OUR OPENING TIMES:

Mon to Fri 9:30 - 5:00  
Saturday 9:00 - 4:30

Sanatorium Road,  
Canton, Cardiff  
CF11 8DG

### JOIN OUR MAILING LIST

By joining our mailing list you will be the first to hear about in store offers and events.

**You can join our mailing list via:**

1. Our freepost mail cards
2. Calling us on 02920 370 672



# CONTENT

## SHOE BRANDS

P3: DB Shoes

P5: Cosyfeet

P7: Padders

P13: Gardiners

P15: YDA Activity Footwear

P17: Cosyfeet Hosiery

P18: Accessories

## SPECIAL FEATURES

P9: Conditions We Cater For

P11: Winter Foot Care

## EVENTS

PAGE 10: ACE FOOTWEAR CENTRE *Winter 2019* TASTER DAY

## SHOE FEATURES KEY\*

  
Removable  
Insole

  
Water  
Resistant

  
Leather  
Material

  
VAT  
Exempt

  
Machine  
Washable


  
Stretch  
Material

\*Only highlighted symbols apply to shoes.

### POINTS OF CONTACT

  
To order or for  
advice call:  
029 2037 0672

  
Online at:  
[www.feetinmotion.co.uk](http://www.feetinmotion.co.uk)

  
In-store:  
Call in at our Cardiff  
Store to view all shoes

  
Orders & Enquiries:  
[footwearcentre@feetinmotion.co.uk](mailto:footwearcentre@feetinmotion.co.uk)





Ace Footwear Centre *Testimonials*

***"Great service and have bought some lovely shoes! So grateful for this shop". V.M.***



DB Shoes Ltd was founded in 1920. The company has spent nearly 100 years developing the skills it uses today to design, develop and produce the best collection of stylish genuinely wide and deep fitting shoes available on the market.

## BENEFITS

- ***Huge selection of genuinely wide & deep fitting shoes ranging from 1E to 8E, covering up to 5 width fittings to help find the perfect fit for wider feet***
- ***Many styles have removable 'Air Comfort' insoles to help achieve the best fit &***

*comfort for your feet*

- ***Lightweight Air Bubble Technology in the soles of many of their shoes***
- ***Footwear within the 6E – 8E range qualify to be VAT exempt***
- ***Extendable straps available for many styles***
- ***Many shoes recognised by the Healthy Footwear Guide, which denotes 'healthy shoes'. See page P12 for more information***
- ***Only high quality leather and fabrics used to ensure excellent quality***
- ***Winners of the prestigious Footwear Industry Awards for Comfort & Wellness Brand 2019***



# TASTER OF WHATS IN-STORE *pop in to see the many more available*

Only highlighted symbols apply to shoes.

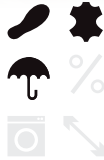


## Colorado

Price: £129

Sizes: 2V • 39 - 46

Gender: Male



## Barton

Price: £95 - £104

Sizes: 6V • 3 - 9

Gender: Female



## Stoke

Price: £95

Sizes: 2V • 3 - 9

Gender: Female



## Konrad

Price: £119

Sizes: V • 7 - 13

Gender: Male



## Orla

Price: £89

Sizes: 2V • 3-9

Gender: Female



## Dean

Price: £79

Sizes: 2V • 4 - 9

Gender: Female



## Tartan

Price: £45

Sizes: 2V • 6 - 12

Gender: Male



## Yvie

Price: £45

Sizes: 3 - 8

Gender: Female



## Pitsford

Price: £45

Sizes: 2V • 3 - 8

Gender: Female



DB SHOES



[www.feetinmotion.co.uk](http://www.feetinmotion.co.uk)



02920 370 672



[footwearcentre@feetinmotion.co.uk](mailto:footwearcentre@feetinmotion.co.uk)

P4

**Cosyfeet**

Ace Footwear Centre *Testimonials*  
***"Such helpful advice + support. Much appreciated".***  
K.M.



Cosyfeet have specialised in attractive, extra roomy footwear for swollen feet since 1983. Their footwear is probably the widest, deepest and roomiest you can buy. Over 11,000 healthcare professionals, including podiatrists and occupational therapists, recommend Cosyfeet.

## BENEFITS

- Exceptionally wide, deep & roomy. Many styles with 'Hidden Depth', this allows the foot to sit below the sole line so that it keeps the shoe neat and streamlined

- Very adjustable to fit a range of swelling
- **Easy to get on and off swollen feet**
- Can fit bunions, problem toes, orthotics & bandaging
- **Recognised by the Healthy Footwear Guide. A collaboration between UK footwear brands and foot health professionals. See page P12 for more info.**

They are specially designed to fit and flatter swollen feet, the footwear is much wider, deeper and roomier than the wide-fitting footwear you'll find on the high street.



# TASTER OF WHATS IN-STORE *pop in to see the many more available*

Only highlighted symbols apply to shoes.

COSY FEET



## Livingstone

Price: £140

Sizes: 3H · 7 - 13

Gender: Male



## Moose

Price: £120

Sizes: 6E · 4 - 9

Gender: Female



## Julia

Price: £87

Sizes: 6E · 3 - 9

Gender: Female



## Jones

Price: £95

Sizes: 3H · 6 - 13

Gender: Male



## Isabelle

Price: £79

Sizes: 6E · 3 - 9

Gender: Female



## Karen

Price: £77

Sizes: 6E · 3 - 9

Gender: Female



## Reggie

Price: £40

Sizes: 3H · 6 - 13

Gender: Male



## Holly

Price: £35

Sizes: 6E · 3 - 9

Gender: Female



## Diane

Price: £35

Sizes: 6E · 3 - 9

Gender: Female



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P6

**"Lovely staff - great help with choosing shoes. Good advice given". N.R.**

Padders have manufactured footwear since 1914. They pride themselves on their reputation, one that has gone from strength to strength over the past 100 years.

The quality shoemaking, coupled with a forward-thinking strategy and considerable investment in technology and innovation, makes them one of the UK's longest serving suppliers of premium footwear. You can count on Padders to help give you perfectly supported feet every step of the way.

## WHAT PADDERS SHOES CAN OFFER:

- **Memory Foam** – *Moulds to your feet for sublime comfort*
- **Ultra-Comfort** – *Supreme underfoot comfort*
- **Dual Fit System** – *Remove foot bed to convert to wider fit or if using orthotics*
- **VAT Exempt** – *On 6E & K width footwear*

All of Padders shoes are designed with customer comfort in mind encompassing soft leather uppers and linings with cushioned arch supports and lightweight, shock absorbing soles with features such as padded collars and in-shoe climate. Producing high quality shoes that don't compromise comfort for style.



# TASTER OF WHATS IN-STORE *pop in to see the many more available*

Only highlighted symbols apply to shoes.



## Crest

Price: £85

Sizes: G/H • 6 - 12

Gender: Male



## Halle

Price: £80

Sizes: 4E - 6E • 3 - 9

Gender: Female



## Stoneywell

Price: £80

Sizes: 2E - 3E • 3 - 9

Gender: Female



## Dover

Price: £75

Sizes: H/K • 6 - 11

Gender: Male



## Endure

Price: £69.95

Sizes: 1E - 2E • 3 - 9

Gender: Female



## Diana

Price: £69.95

Sizes: 4E - 6E • 3 - 9

Gender: Female



## Lewis

Price: £29.95

Sizes: G • 6 - 12

Gender: Male



## Camilla

Price: £29.95

Sizes: 2E • 3 - 9

Gender: Female



## Carmen

Price: £29.95

Sizes: 2E • 3 - 9

Gender: Female



PADDERS



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P8

# Conditions We Cater For

At Ace Footwear Centre, the shoes we stock can accommodate many orthotic products, such as AFO's, ankle braces & drop foot devices. The footwear can also help bring relief to the following conditions:



## ALL CONDITIONS

### **Bunions**

- Hallux Valgus
- Hallux Rigidus
- Hallux Limitus

### **Hammer toes**

### **Oedema/lymphoedema**

### **Gout**

### **Fallen arches**

### **Corns & calluses**

### **Plantar fasciitis**

### **Habitual toe walkers**

### **Arthritis**

- Osteoarthritis
- Rheumatoid Arthritis

### **Toe amputations**

### **Diabetes**

- Diabetic Foot Ulcer Prevention
- Neuropathy
- Vasculopathy

### **Poor circulation**

### **Swollen feet & legs**



# 2019 Winter TASTER DAY Coming soon

- 10 Minute free advice slots  
(All time slots must be booked in advance of the event & no treatment provided)
- Goody bags
- Light refreshments
- Discounts
- Expert footwear fitting advice
- Large selection of footwear from top quality brands

Ensure you are signed up to our mailing list to be informed of the upcoming event

# Winter Foot care

When winter arrives we need to change our foot care regimen to accommodate for the cooler weather. Many changes can happen between seasons due to wearing less supportive shoes in the summer.

Here are some of the common foot pain complaints and how to help with certain conditions.

## Dry Cracked Skin & Nails

Cold winter air can dry out your skin and nails and the lack of moisture can cause weakness, increasing the risk of damage and infection and making it more likely to develop calluses or corns and toenail fungus infections. Cracked heels, also called “heel fissures” are one of the most common cold weather foot complaints and can be very painful when you’re on your feet. By applying a moisturiser targeted to soften skin on clean feet and wearing padded socks that help cushion the heel area can help prevent heel cracks. A pumice stone can also be effective, but if you have diabetes however, it is always best to seek advice from a foot health professional to prevent any risk of infection.

**All of the following can contribute to cracked heels:**

- Pressure from standing for long periods
- Disorders such as athlete's foot, diabetes and eczema
- Obesity causing extra weight and pressure under the heel
- Footwear that exposes the heels
- Failing to keep the feet clean on a daily basis
- Poor fitting shoes



## Fractures

During the winter months it's particularly important to wear footwear with good support and a shoe that fits well around the foot to help prevent falls that could lead to a fracture. By wearing padded socks, you can help reduce the risk of a fracture as these will help protect the feet if a fall was to occur. If a fall did take place, keep an eye out for bruising, pain and swelling and seek professional advice from a foot specialist or doctor if the symptoms do not heal within a reasonable period of time.



# Plantar Fasciitis

Wearing unsupportive shoes during the summer months like flip flops and sandals with no arch support can add strain on your muscles and tendons. This can then overstretch, tear or inflame your planter fascia, which induces your foot pain.

## Symptoms of plantar fasciitis can include:

- A sharp pain at the bottom of the heel
- Pain when getting up first thing in the morning
- Pain in the heel after long rest periods
- Heel pain after an exercise session

## If diagnosed with plantar fasciitis, the following can help reduce the pain:

- Raising and resting your foot on a stool when you can
- Wear supportive wider shoes with good arch support and shock absorbency
- Avoid going barefoot, especially on hard surfaces
- Change from high impact to low impact sport, such as swimming or cycling
- Prescriptive insoles
- Shock wave therapy

# Cold Feet

## Tips on keeping your feet warm:

- Keeping active helps generate heat around the body. Leg movement will help keep the blood circulating to your feet
- Wear socks, slippers or shoes in the house and avoid going bare foot
- Wear bed socks
- Wear waterproof shoes when out and about in bad weather to help keep your socks and feet dry
- When sitting down raise your feet on a stool. Heat rises and floor level can be the coolest part of the room
- Wear socks with an insulating material such as wool

# Athletes Foot

Athlete's foot can be a year round problem, not just in the summer months as many people believe. As we layer up for winter and wear all-cotton or all-wool socks we can create problems where our feet can't breathe. This can lead to athlete's foot, which is a bacterial infection. You can help prevent this problem by wearing acrylic blend or acrylic-wool blend socks that wick moisture away from the feet and toes.

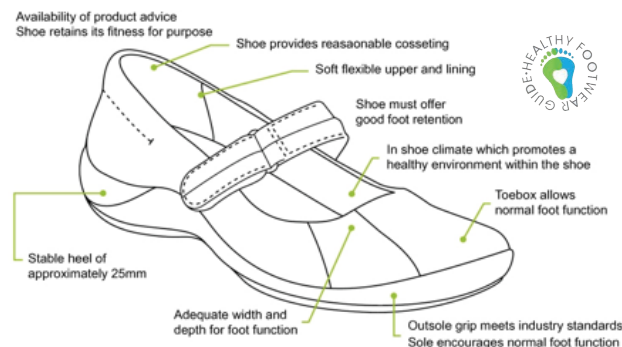
## Follow these tips to help keep athlete's foot away:

- Wash feet daily
- Dry the feet well, including between the toes
- Treat your feet with an antifungal powder daily if athlete's foot is present
- Alternate your shoes to allow for them to dry out after each use
- Do not share shoes or towels with others
- Wear footwear in communal areas

# Blisters

Blisters can be caused by friction resulting from the foot sliding around in the shoe or when you are on your feet more than usual and pressure points build up in footwear. You can help prevent blisters by wearing padded socks to help fill out a slightly loose fitting shoes.

## HEALTHY FOOTWEAR GUIDE



Ace Footwear Centre *Testimonials*  
***“Delighted with the service.  
 My second time here - will  
 be back again for sure”.*** H.

Gardiner Bros was first established in 1860. It is a family run business and we are proud to stock footwear from their ranges that offer extra width and features that can benefit your feet.

Within the Gardiners range that we stock, look out for ones with the GBS Med symbol next to them. This footwear has the following benefits:

## BENEFITS

- ***Slip resistant*** – The GBS Med sole is made from lightweight PU and is SRA slip resistant
- ***Anti-Shock*** – GBS Med shoes mitigate the impact of the foot on the floor

- ***Lightweight*** – These shoes are made from textile material micro plush with Velcro enabling super lightweight everyday comfort
- ***Washable*** – The naturally soft, light and natural coloured materials used in GBS Med shoes are machine washable at 30.
- ***Extra Width*** – GBS Med shoes are comfortably wide, medically certified, spacious shoes. Thanks to their width and easy fastening they are also convenient for people with physical limitation.
- ***Hygienic*** – GBS Med shoes undergo antibacterial treatment that effectively reduces the development of bacteria and odour.

## WHATS IN-STORE

Only highlighted symbols apply to shoes.



### Torbay

Price: £37

Sizes: 3/4E - 36-46

Gender: Unisex



### Celia Ruiz 300

Price: £37

Sizes: 3/4E - 3 - 12

Gender: Unisex



### Frenchay

Price: £38

Sizes: 3/4E - 36-46

Gender: Unisex



### Lewisham

Price: £33

Sizes: 3/4E - 39-43

Gender: Male



### Diaz

Price: £24

Sizes: WIDE - 36-41

Gender: Female



### Celia Ruiz 204

Price: £37

Sizes: 1/2E - 3 - 9

Gender: Female



### Brompton

Price: £36

Sizes: 3E - 36-46

Gender: Unisex



### Celia Ruiz 214

Price: £37

Sizes: 3/4E - 3 - 9

Gender: Female



### Brompton

Price: £36

Sizes: 3E - 36 - 46

Gender: Unisex



GARDINERS



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footwearcentre@feetinmotion.co.uk

P14





Ace Footwear Centre *Testimonials*  
***"Excellent service, very patient staff. knowledgeable, gave good advice". S.G.***



YDA are exceptional medically certified Italian footwear that has been specially formulated to improve the health and wellbeing of people with foot conditions like: Diabetes, Post-surgical procedures and Painful feet. The YDA shoe is also lighter in weight and more aesthetically pleasing than any other medical or therapeutic footwear currently on the market, recommended by many top orthopaedic surgeons and podiatrists.

### WHY WEAR YDA FOOTWEAR:

- *For the prevention and management of Diabetic foot problems*

- ***To decrease cardiovascular risk***
- *Activation of the foot plantar area using a controlled rolling point*
- ***They stimulate your foot and leg muscles***
- *Improve your posture and circulation*
- ***Accommodates custom made orthotics with ease***
- *Reduces common causes of foot pain*

The synthetic fibre insert which enables better propulsion (rocker sole). It works through an internal insert which induces a mechanical bending action with each step. The Spring System reduces impact pressure, enhances performance, stimulates self-awareness activity inducing a longer stride length and re-activates the gluteus medius muscle and micro circulation activity.



BLACK



SILVER



GREY



NAVY

## YDA ACTIVITY SHOES

PRICE: £175.00

GENDER: MALE & FEMALE

SIZES: EXTRA WIDE & DEEP 35-47



**“I can now walk miles without pain, which I couldn’t do before even in my expensive walking shoes”.**

Mark Kehoe *“My Miracle Shoes”*  
Sunday Express



YDA

### YDA are extra wide, extra deep & recommended for the following conditions:

- **Diabetics type 1 and type 2. Seam free inner lining, ideal in prevention of ulceration for diabetics**
- **Hallux Valgus, Hallux Rigidus & Hallux Limitus**
- **Restricted range of movement of the forefoot. Fractures of the metatarsal bones where support is needed**
- **Habitual toe walkers**
- **Toe amputations**
- **Painful feet and Plantar Fasciitis, Ligament injuries of the forefoot**
- **Post-surgical operations, where extra support is needed**
- **Osteoarthritis**
- **Rheumatoid arthritis**
- **Support at the back of the shoe again for added support and stability for the ankle**
- **Gout**



# Cosyfeet HOSIERY

We stock a range of hosiery from Cosyfeet and some of the key features include:

- **Softhold socks.** A lightly ribbed design that holds the socks up gently without restricting circulation.
- **Extra roomy socks.** Using more material in the foot and leg area, they provide a comfy fit for swollen legs.
- **Extra-extra roomy Fuller fitting socks.** Super-stretchy sock ideal for conditions such as oedema or lymphoedema.
- **Diabetic friendly.** These socks have smooth toe joins to help prevent irritation and are perfect for anyone with diabetes or sensitive feet.
- **Extra roomy Everyday knee highs.** Offering a generous fit, ideal for those with swollen legs.
- **Extra roomy Softhold Premium knee and ankle highs.** Superior comfort with a generous roomy fit but with a soft hold top to keep them gently in place.
- **Extra roomy Softhold light support knee highs.** With LEG CARE technology that's clinically proven to improve circulation and reduce leg fatigue.
- **Extra-extra roomy Softhold ultra roomy knee highs.** The roomiest knee highs in the range, ideal for conditions that cause fluid retention.

TASTER OF WHATS IN-STORE *pop in to see the many more available*



## Hosiery

Extra Roomy to Ultra Roomy  
From £9.50



## Socks

Extra Roomy - S/M/L  
From £8.50



# Accessories

We stock a range of accessories including lovely handbags, purses and umbrellas that can complement the range of footwear we have in store, as well as many helpful items such as, walking sticks, shoehorns, comfort insoles, elastic laces, foot creams plus polishes & sprays to help keep your footwear purchase in great condition.



# Gift Vouchers

A gift voucher from Ace is the perfect solution when someone you know is struggling with foot pain. They can be redeemed in both Ace Footwear Centre and Ace Feet In Motion Podiatry Clinic.

Surprise someone you might know that has lower limb pain with an appointment with one of our award winning podiatrists, or treat them to a pair of shoes from our specialist Footwear Centre.



## Follow us Social Media

We are now on Facebook and Instagram!! Follow us for latest new, offers, events and much much more.





# CHIROPODY CLINIC

ACE HAS A TEAM OF HCPC REGISTERED  
PODIATRISTS PROVIDING:

- ✓ NAIL CUTTING
- ✓ THICK & FUNGAL NAILS
- ✓ NAIL SURGERY
- ✓ CORN & CALLUS/  
HARD SKIN REMOVAL
- ✓ CRACKED HEELS
- ✓ FOOT HEALTH ADVICE

**10% OFF**  
YOUR 1ST CHIROPODY  
TREATMENT

9AM-5PM

EVENING APPOINTMENTS  
AVAILABLE.

GROUND FLOOR CLINIC  
AND DISABLED ACCESS.

WE CAN TREAT PATIENTS WITH MEDICAL CONDITIONS SUCH AS DIABETES,  
LYMPHOEDEMA AND IF YOU ARE TAKING BLOOD THINNING MEDICATION.

**TO MAKE AN APPOINTMENT  
CALL: 0800 6226 789**

\*This offer cannot be used in conjunction with any other offer. Present voucher at time of appointment. Terms and conditions apply

Sanatorium Road, Canton, Cardiff CF11 8DG | W: [www.feetinmotion.co.uk](http://www.feetinmotion.co.uk) | E: [ace@feetinmotion.co.uk](mailto:ace@feetinmotion.co.uk)



# Thank you

for your continued support

## NOTES

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We look forward to meeting you and helping you find comfort for your feet here at Ace Footwear Centre, Cardiff.



*Autumn/Winter 19 Catalogue was created for Ace Footwear Centre  
by Rita Cole(Shop Manager) and Andrew Roberts(Graphic Designer)*

# ORDERING INFORMATION

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## FOOTWEAR MEASURING & ADVICE

Every brand and style of shoe can measure very differently, for this reason we do not have a measuring chart but our experienced sales team are on hand to make sure you achieve the best fit possible from our wide fitting footwear. We also offer expert product advice and answer any queries.

## ORDERING IS SIMPLE

Telephone Orders: 029 2037 0672 Monday-Friday: 9:30am - 5pm - Saturday: 9am - 4.30pm  
Personal Collection from our store in Cardiff. Full payment can be made on collection.

## VAT RELIEF

Under the VAT Act 1994 certain items in this catalogue are eligible for VAT relief for those who are registered disabled or have a long term diagnosed chronic illness. Consult Notice 701/7 VAT relief for disabled people or contact the National Advice Service on 0845 010 9000. To qualify, our VAT declaration form must be completed, signed and the disability stated or disability registration number given. For telephone orders requiring VAT relief, we will require your Disability Registration Number. (Not all widths qualify for VAT relief). NB: It is an offence, carrying penalties, for those making false declarations.

## TERMS & CONDITIONS

All offers are redeemable against full priced items only and cannot be used in conjunction with any other offer. Management reserve the right to end an offer without any advanced warning. For full terms & conditions please visit our website.

## RETURNS POLICY

If you change your mind about your purchase, please return the item/s to store within 28 days from receipt date. We do not accept returns that have been worn outside or are soiled in anyway unless there is a manufacturing fault where the 28 day period maybe exceeded. If returned by post we will endeavour to refund all monies on full price items within 30 days to the original payment method. (In all circumstances we only offer an exchange or credit note on sale items.) We will refund the price of the product in full, excluding the cost of sending the item to you. Also, you will be responsible for the cost of returning the item to us.

## CANCELLATION RIGHTS

Customers have the right to cancel an order within 7 days of placing it under the distance selling regulations 2000. Item/s received prior or subsequently to a cancellation must be returned in accordance with our returns policy above.

## DELIVERY

We will endeavour to process your order as quickly as possible but please allow 3 - 5 working days for delivery of items that are in stock. Should the item be out of stock we will contact you within three working days to advise you of the expected delivery date. If this is unsuitable we will be more than happy to discuss an alternative with you. Standard postage and packaging within the UK will be charged at £4.99 per package up to 2kg.





## ACE FOOTWEAR CENTRE

**Address:** Sanatorium Road,  
Canton, Cardiff,  
CF11 8DG

**Tel:** 029 2037 0672

**Monday - Friday**  
9:30-5:00  
**Saturday**  
9:00-4:30

## BRANDS



**Cosyfeet**



**VIONIC**  
WALK. MOVE. LIVE.

**Padders**  
feelgoodfeet

**GARDINERS**

# AUTUMN/ WINTER 19

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WIDE FITTING  
FOOTWEAR CATALOGUE

## Why not download our AW19 Catalogue

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