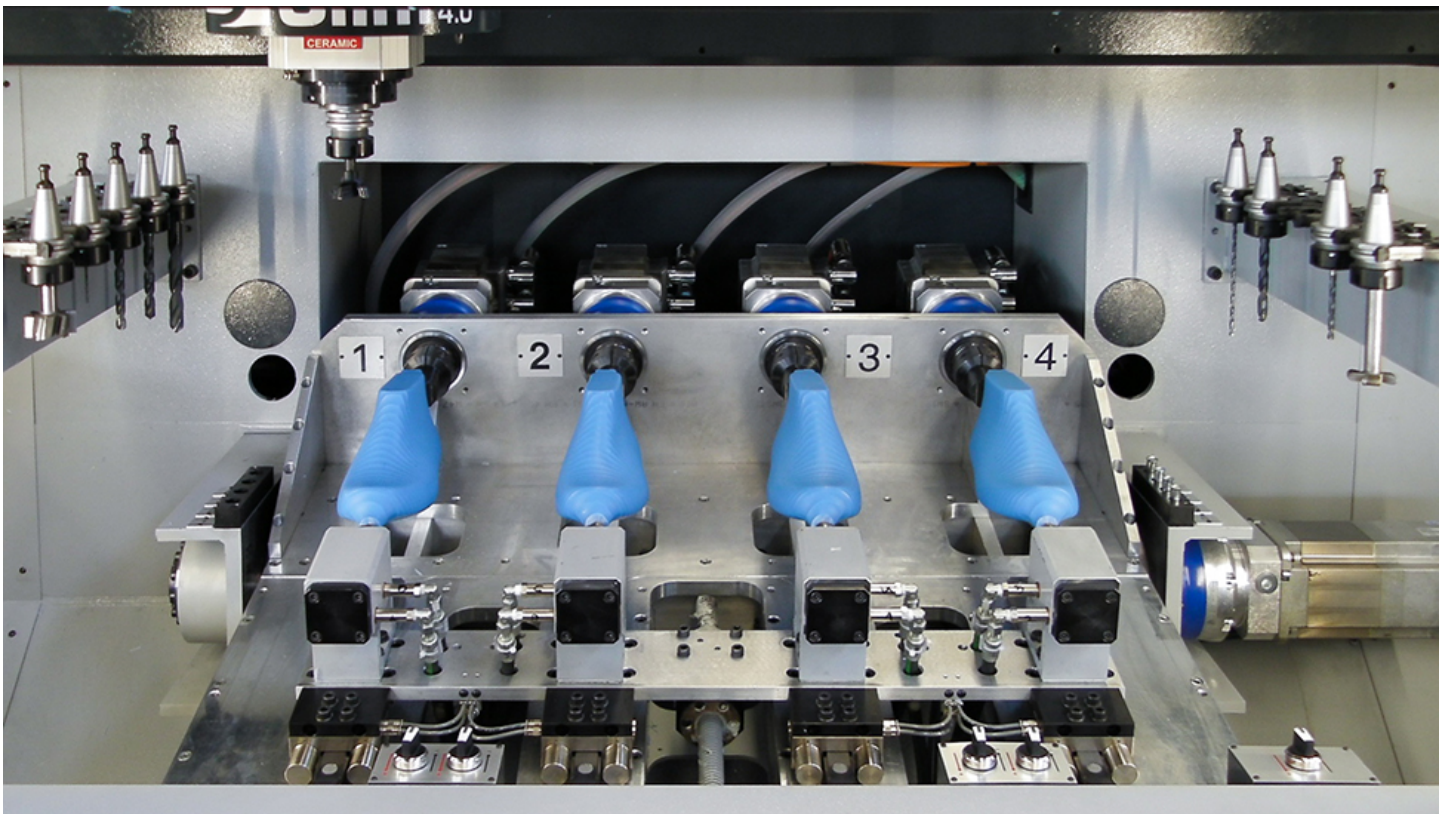


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HOW TO START THE "HEART" OF THE SECTOR



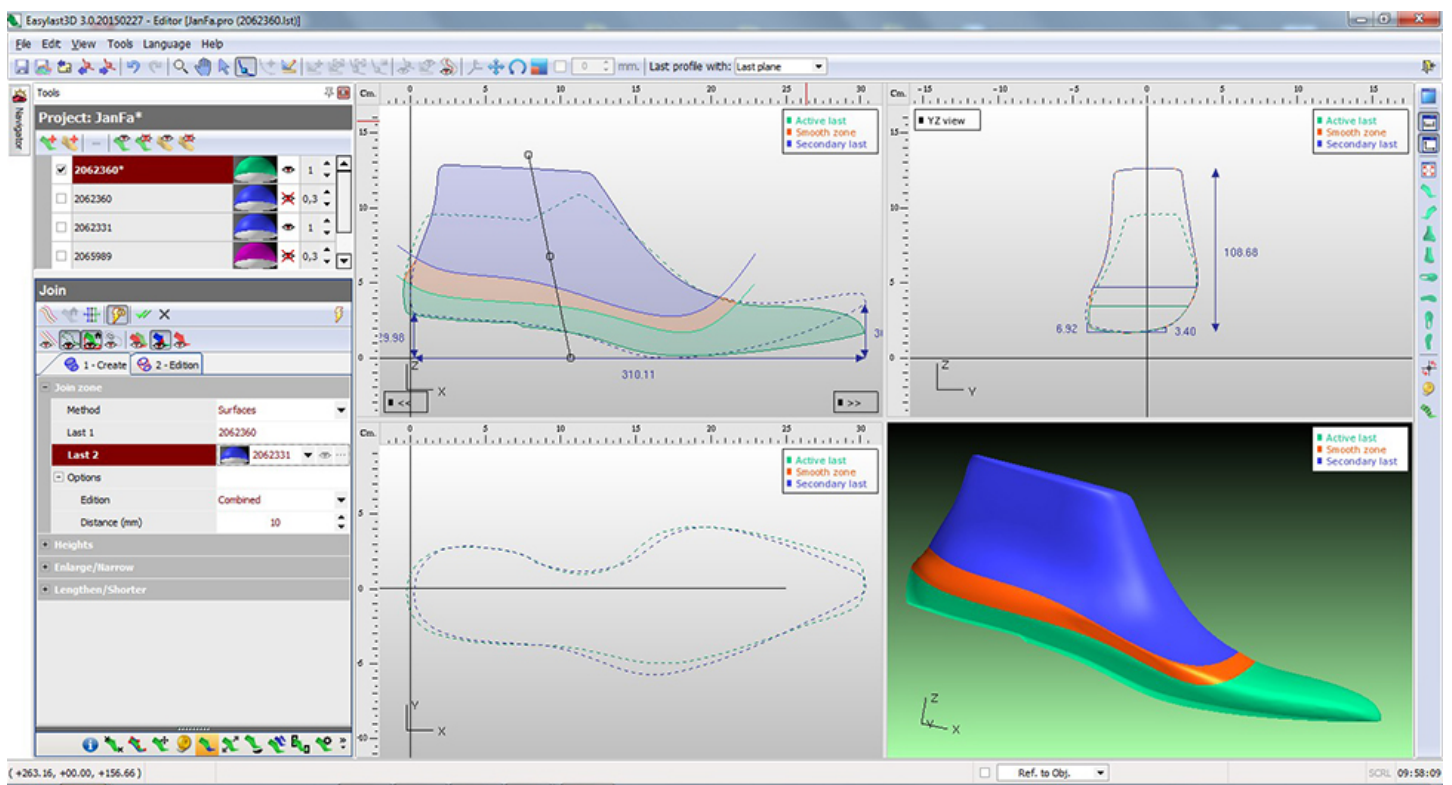
The story of NewLast begins in 1996, from the original idea of its founder, Roberto Carlone. Being a successful manager with great experience and deep knowledge of footwear industry, he has noted that while all other industries were enjoying the implementation of new technologies at a very fast pace, the footwear industry automatization, wasn't that reactive in introducing them at all. Especially this problem regarded the niche of modeling and shoe last production -which at that time generally used to be created and produced almost manually by various artisans, still using rudimental systems, with unique exception of mechanical shoe last copier machine produced by Oleodinamica Donzelli..

The idea of Mr. Carlone consisted in the introduction of CNC systems, and more specifically in machinery for shoe last 3D digitalization, CAD Shoe last modification software and the relative CNC machinery, where it could be possible to mill and turn the finished last starting from the file.

As NewLast machinery approached the market, it turned to be a real revolution in the shoe last industry and just in a lapse of few years, it was acquired by almost every shoe last maker and artisan modelist in Italy, giving so a great impulse to the further technological development of NewLast.

In the next years, not stopping at its first successes and foreseeing the great possibilities of the market, Newlast was successful in acquiring different strategical companies, with Oleodinamica Donzelli being one of them. Up to that moment, Oleodinamica Donzelli was considered to be an absolute leader in the production of mechanical machinery for shoe last milling and turning, so its entrance in NewLast galaxy brought NewLast to become the most advanced and referenced producer of shoe last machinery at all. NewLast kept up with its successes through the years, with important works and partnerships with various primary brands like Gucci, Ferragamo, Dolce&Gabbana, Geox, Nike, Clarks, Formificio Romagnolo and many others, mainly thanks to NewLast continuous innovation and optimization, Newlast was able to bring to its clients. In 2006, NewLast once again revolutionized the sector,

launching on the market its completely unique and innovative system- SDF, in its various versions. In SDF system, there was a general change in the concept of shoe last turning, which used to be strictly bonded to the traditional systems using hill/toe supports-legacy of the first mechanical milling machines. In SDF system the support was moved to the tail of the last, permitting so, an absolute milling and turning precision and overcoming the need of manual removal of supports, mainly performed by a human worker at that time- which was a great limit to the of precision repeatability in a mass production. Also given the absolute precision of SDF finished shoe last, it turned to be an ideal base for the production of technical shoe last, suitable to be used on direct injection machinery produced by German company Desma and Italian company Main.



Therefore recently, willing to fulfill its client's necessity of projection and production of technical lasts for direct injection machinery, NewLast have created a special multifunctional center SDMC4, based on NewLast unique patented development software S.L.I.M (SHOE LAST INTEGRATED MANUFACTURING). Also, faithful to its tradition of research and innovation, NewLast will soon be presenting several important innovations like shoe last laser marking systems, with unprecedented precision and automatization of the process. In this case we are speaking about a completely new system, which will permit the shoe producers to require any type of shoe last marking, including style lines and ID codes, rendering the full process much more functional and precise. Another important innovation, in a partnership with Swiss company RIGHT SHOES will be the launch of a new and revolutionary service, helping -

shoe producing brands to develop their footwear products, following the real morphology and specifics of every country/area.

In this case we are speaking about foot scanning systems, available in two versions- first is fixed version, more suitable to be installed in the shops and the second version which is portable IPHONE IOS APP based software, which will perform the analysis of measure/specs and morphology of the scanned feet, letting the brand to have a clear view on the feet specifics in a given area.

NewLast first approached Russian market in 2002, with the implementation of first CNC machines in several shoe last factories, at the time still bonded to traditional methodology and using multiple mechanical machines produced by Donzelli and acquired in great numbers by USSR government in 1970s and '80s, and seldom deeply antiquated after more than three decades of honored service.

Sadly, at the time in Russia, there were just a few shoe last producers still working, as after the fall of Soviet Union, most of shoe producing industry got destroyed or abandoned, with progressive disappearance of a shoe last modelist figure. So, facing this problem and having a great faith in the potential of Russian market and being firmly convinced to remain on the market, at the time NewLast decided to invest most on the most promising and developing niche of cutting tables for shoe industries, introducing several of them in different big factories, which are still using them successfully after many years.

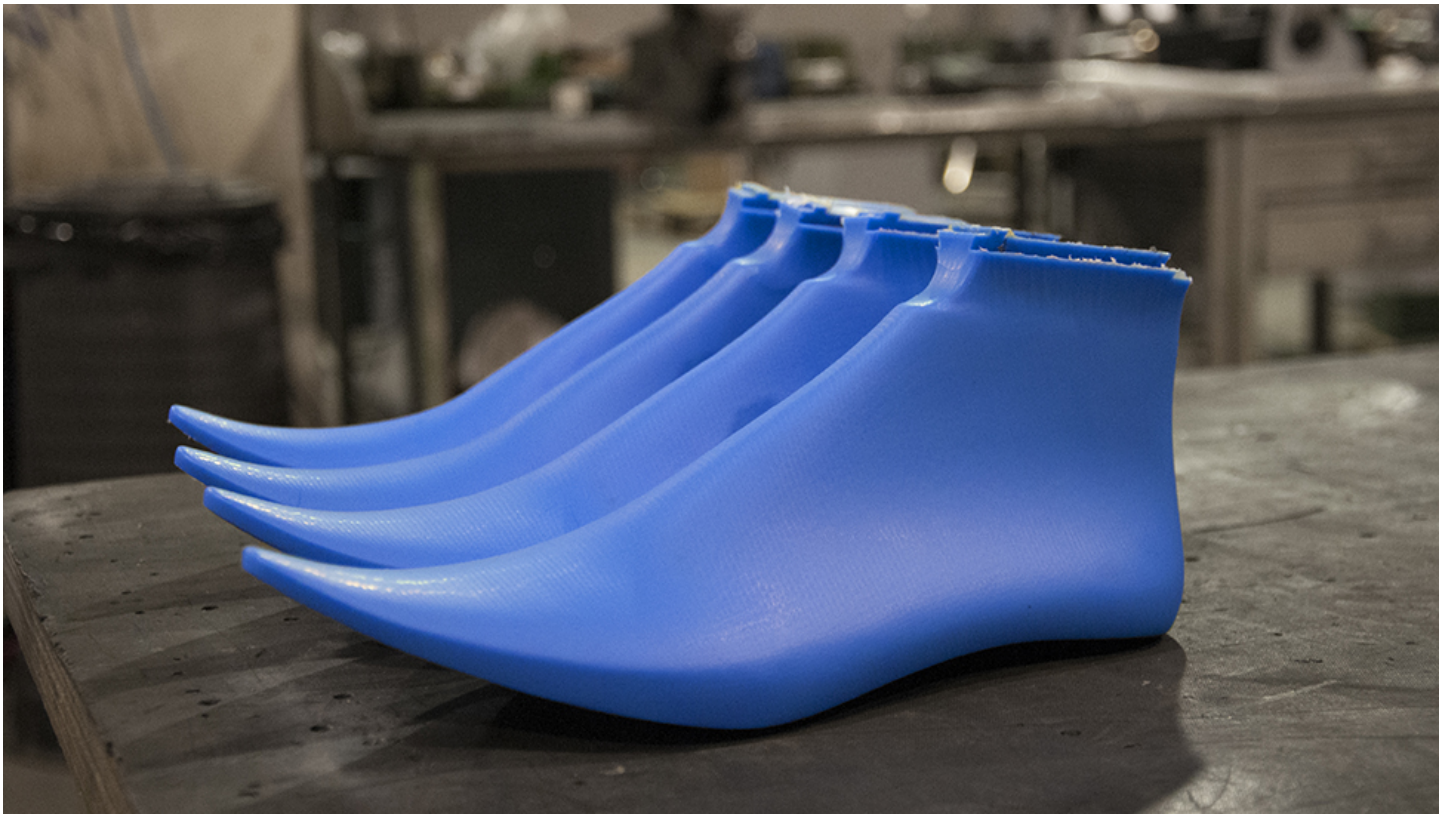


So, considering the fact that shoe last is rightly considered to be the “real heart” of any shoe, with comfort and quality depending directly on it, NewLast intends to massively promote the implementation of its modeling systems directly in shoe producing facilities, interested to drastically improve the quality and lower production costs through automatization and optimization of time needed for modelling a pair. In order to give the right support for this project, NewLast intends to partnership with most advanced shoe making institute in Russia- RUSSIAN INSTITUTE FOR SHOES DESIGN AND TECHNOLOGY “ KOSYGYN” in Moscow, where shortly will be introduced a new course-module for -

Currently, despite general crisis which had hit hardly on all the footwear production sector in the years 2009-2013 ,Russian shoemakers are seeming to have begun recovering well, also in sense of introduction of new technologies, given by major quality research caused by the final client become attentive not only to the price but also to the comfort and quality of the shoe. Therefore, many bigger producers have understood, that in order to remain competitive on the market, a deep productive modernization processes had to be undertaken.



modeling and use of Newlast’s EASYLAST 3.0 CAD software, where students and technicians from shoe industries will have the possibility to learn at best the ways of how the ideal shoe last should be done, using most advanced technologies available. Following this strategy and wishing to be present on Russian market in the most capillary way possible, NewLast have chosen an excellent local partner for distribution and technical assistance- company Gramos, being one of the best and experienced distributors of most advanced Italian shoe machinery in Russia through last decades.



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