

A New Step in Footwear Innovation

Footwear Startup Relies on AM Experts for Successful Launch

Studio LINQ is a brand and manufacturing company dedicated to enabling humanity in the climate crisis era with fashion, culture, design, sport, science, and technology. The company's revolutionary footwear was designed with a unique cushioning structure their team had invented using architectural principles and ergonomics, and the feedback garnered from Olympic athletes. When the primary factory they were using for manufacturing was acquired and no longer available, they turned to ADDMAN and found a partner that not only comprehended the business model, but also showed a willingness to shepherd their project in order to execute the vision in an efficient way.



Machine & material access



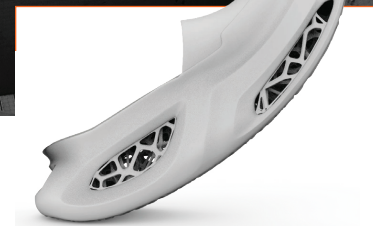
Deep understanding of business goals



Operational unity



Innovation



STUDIO LINQ-ADDMAN PARTNERSHIP – A GOOD FIT

Energizing footwear design: Hundreds of “mini-trampolines” disperse pressure while massaging and priming the muscle fascia

Operational and business gains: Reduced lead times, established SOPs for proprietary parts, and expanded business as market adoption grows

Industry recognition: Showcased at various high-profile events, including New York Fashion Week, and honored with global design awards for innovation

Solution Found in Additive Manufacturing

- Lattice design enables unique new cushioning system
- Beyond prototyping, AM seamlessly continues through development and into production
- MJF delivers high dimensional accuracy along with isotropic tensile and impact strength properties

Final Product: Innovative Footwear for Athletes

- Flexible TPU construction: vapor-smoothed with a flex-paint finish in black or white
- Sustainable production: Zero-waste cushions enabled by MJF's high material reusability
- Enhanced support: Footwear designed with three-way arch support

“Few organizations have the soft skills required for successful consumer goods. The ADDMAN team knows not every project is designed for 3D printing yet, and they are willing to educate and bring customers along in the process.”

➤ **Tarik Kaddouri, Studio LINQ founder**

Find out how ADDMAN can take your product from prototype to production.

Visit addmangroup.com today or contact us directly at (888) 266-1837 or, info@addmangroup.com