

An illustration featuring a pair of orange feet standing on a white cloud. The background is a light blue sky filled with smaller white clouds and faint heart shapes. The text 'FRODDO' is centered in the middle of the image.

FRODDO®

Otprilike **98%** svih ljudi rađa se sa zdravim stopalima, ali samo **40%** njih imaju zdrava stopala i kad odrastu.

Brojni su razlozi koji uzrokuju oštećenja stopala, ali jedan od značajnijih su svakako i neodgovarajuće cipele.

Mnoge deformacije stopala mogu se spriječiti nošenjem pravilne obuće u dječjoj dobi. Otprilike dvije trećine ljudi žali se na tegobe u stopalima, koje se mogu u znatnoj mjeri spriječiti nošenjem ispravne i kvalitetne obuće.

Izrada dječjih cipela zahtijeva posebnu pažnju. Treba zadovoljiti kriterije kvalitete, funkcionalnosti, udobnosti i dizajna. Kvalitetna dječja cipela omogućava pravilan razvoj i čuva funkciju stopala.

Prof. dr. sc. Javor Vrdoljak, dr. med.

Subspecijalist dječje ortopedije
Klinika za dječje bolesti Zagreb
Klaićeva 1, Zagreb





About **98%** of all the people are born with healthy feet, but only **40%** have healthy feet when they grow up.

Numerous reasons cause feet impairment, but one of the most significant ones is inadequate footwear.

Many feet deformities can be prevented by wearing proper footwear in childhood. About two thirds of all the people complain about discomfort in their feet, which can be largely prevented by wearing proper and quality shoes.

Children's footwear production requires particular attention. A number of criteria have to be met, such as quality, functionality, comfort and design. Quality shoes make possible the right development of feet, and at the same time, preserving their full function.

DJEČJA CIPELA

Cipela mora štiti stopalo i slijediti njegov oblik. Slobodne kretnje u cipeli omogućavaju stopalu dobar rad mišića, prokrvljenost i pravilan razvoj.

Kapica prednjeg dijela cipele mora biti široka i visoka tako da prsti imaju dovoljno mjesta. Don mora biti mekan kako bi omogućio elastičan hod i pospješio rad mišića stopala.

Za dječja stopala, izgled cipela je manje važan, puno je važnije da cipele "suraduju" u svim pokretima. Cipela se mora prilagoditi stopalu, a ne obratno. Nošenje krutih i teško savitljivih modela cipela izrađenih od neodgovarajućeg materijala koji imitiraju cipele za odrasle, štetno je za dječje stopalo. Neodgovarajuće cipele mogu biti prekratke, preuske, preniske, prekrute ili čak mogu imati previsoke potpetice.

DJEČJA CIPELA KOJA NIJE IZRAĐENA NA ODGOVARAJUĆIM KALUPIMA, BEZ OBZIRA NA KVALITETU MATERIJALA, NE MOŽE BITI FUNKCIONALNA, ZDRAVA I UDOBNA.

Zato su vaš izbor FRODDO cipelice koje čuvaju stopala vašeg djeteta, omogućavaju normalni rast i razvoj i sprečavaju nastajanje deformacija stopala.

CHILDREN'S SHOES

The role of a shoe is to protect and a foot follow its shape.

Free movement in a shoe enables proper muscle operation, good blood circulation and proper development.

The cap of the front part of a shoe needs to be broad and high enough in order to provide sufficient spacing for the toes. The sole needs to be soft so as to enable the flexible walk and also to facilitate the work of the feet muscles.

The look is of a lesser importance than the fact that a child's shoe "cooperates" with a child in all the movements. A shoe needs to adapt to a foot rather than a foot to a shoe. Wearing models that are rigid, hard-to-bend and made of inadequate materials which imitate the adults' shoes, is harmful for children's feet. Inadequate shoes are often too short, too narrow, too low, too hard and can even have too high heels.

CHILDREN'S SHOES WHICH ARE PRODUCED WITH THE USE OF INADEQUATE LASTS, REGARDLESS OF THE QUALITY OF MATERIAL, CANNOT BE EITHER FUNCTIONAL, HEALTHY OR COMFORTABLE.

This is what makes FRODDO shoes your choice, because they look after your child's feet making possible normal growth and development, but also preventing appearance of foot deformities.



KAKVE CIPELE ODABRATI ZA SVOJU DJECU?

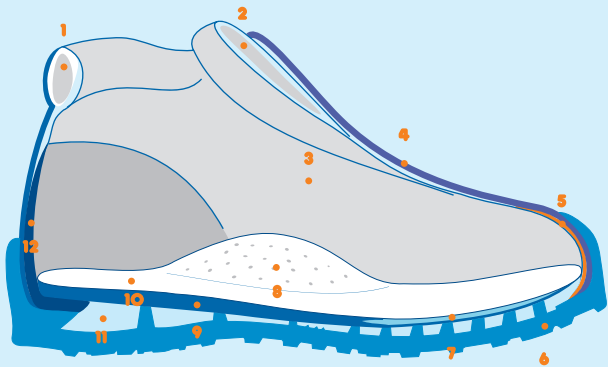
Dječje cipele moraju biti ugodne i funkcionalne. Materijal iz kojeg se cipela izrađuje mora biti mekan i prirodan - i ne smije štetiti stopalu. Unutrašnji materijal mora apsorbirati vlažnost, dok je vanjski materijal mora odbijati. Ovim zahtjevima najbolje odgovara najkvalitetnija prirodna koža. Zbog toga su sve FRODDO cipele izrađene od najkvalitetnijih prirodnih materijala.

- 1-2** Mekani jastučići od prirodnog latexa pružaju udobnost i prijanjaju uz stopalo.
The soft pads made of natural latex provide comfort and adhere to the foot.
- 3** Podstava od prirodnog materijala svojom mekoćom i podatnošću pruža udobnost i omogućuje disanje stopala.
With its softness and suppleness, the inner lining made of natural materials provides comfort and allows the foot to breathe.
- 4** Lice od prirodnih materijala omogućuje disanje stopala, pruža udobnost i štiti od atmosferskih utjecaja. U Froddo cipelice ugrađeni su najbolji prirodni materijali koji pomažu zdravom rastu nogu naših najdražih.
The front of the shoe made of natural materials allows the foot to breathe, offers comfort and protects from atmospheric effects. The Froddo shoes are made of the best natural materials allowing healthy development of children's feet.
- 5** Termoformirana kapica prstićima daje potreban prostor za nesmetano gibanje i razvoj.
The thermoformed toecap allows the toes enough space for unrestrained movement and development.
- 6** Elastičan potplat amortizira udarce o tlo.
The elastic sole absorbs the ground impact.
- 7** Umetak od prirodnog latexa na temeljnoj tabanici pospješuje savitljivost i udobnost potplata.
The insert made of natural latex placed over the main insole component enhances sole flexibility and comfort.
- 8** Anatomski uložak presvučen prirodnom kožom podupire uzdužni svod stopala, čime omogućuje pravilan rast.
The anatomical insole lined with natural leather supports the horizontal arch, allowing proper growth.
- 9** Temeljna tabanica zadržava oblik tabaničnog dijela kalupa.
The main insole component keeps the shape of the sole model.
- 10** Uložna tabanica od prirodne kože diše i apsorbira znoj.
The inlay sole made of natural leather allows the skin to breathe and absorbs perspiration.
- 11** Zračni prostor za "anti šok efekt" ublažava udarce pri hodanju.
The anti-shock airbags soften the impact while walking.
- 12** Stabilizator pete oblikuje petni dio i stabilizira dječje stopalo u hod.
The heel stabilizer maintains the heel shape and stabilizes the child's foot while walking.

FRODDO cipela je mekana, elastična, oblikovana prema dječjem stopalu, izrađena od prirodnih materijala i ne sputava aktivnost nožnih mišića. Stražnji dio cipelice s produženim tvrdim dijelom daje čvrstoću i onemogućava izvrtanje pete prema van, a anatomski uložak daje blagu potporu svodovima stopala.

WHAT SHOES SHOULD WE CHOOSE FOR OUR CHILD?

Children's shoes need to be comfortable and functional. The material chosen for the production of shoes needs to be soft and natural - it should not harm a child's foot. The inner material needs to absorb moistness, while the external material needs to repel it. These requirements are best met by top quality natural leather. This is why all FRODDO shoes are made of top quality natural materials.



FRODDO shoes are soft, flexible, their shape follows the shape of children's feet, and are made of natural materials which allow the feet muscle work. The extended hard part at the rear of a shoe gives it firmness and also prevents outward bound rotation of a heel. The anatomic pad gently supports the arch of a foot.





**ZAŠTO LIJEČNICI
NAGLAŠAVAJU
VAŽNOST
ISPRAVNIH
CIPELA?**

Jer su za djecu cipele bitan odjevni predmet - čuvaju funkciju stopala i omogućavaju pravilan razvoj.

**KAKO ZNAMO
DA JE CIPELA
ODGOVARAJUĆE
VELIČINE?**

Istraživanja pokazuju da velik broj djece ne nosi odgovarajuće cipele; često nose čak i do tri broja premale cipele, a ponekad i prevelike.

Cipela mora biti oko 6 mm veća od stopala koje je u njoj. Dječja stopala su vrlo mekana i zato lako stanu i u premale cipele. Malo dijete ne zna reći odgovaraju li mu cipelice koje nosi, ali ako te cipelice ne odgovaraju njegovom stopalu, vrlo brzo nakon nošenja početi će šepati i žaliti se na bolove u nogama. Na to treba obratiti posebnu pažnju. Razvijanje najvažnijih struktura, (kostiju, tetiva i mišića), kao i završno oblikovanje stopala i postizanje čvrstoće traje do završetka rasta.

**JE LI VAŽNO DOBA
DANA U KOJE
KUPUJEMO
CIPELE?**

Važno je. Stopala se povećaju u toku dana za otprilike 4% produžuju se i postaju šira. Zato se preporučuje cipele kupovati poslijepodne.

WHY DO PHYSICIANS STRESS THE IMPORTANCE OF CORRECT SHOES?

Because shoes form an essential part of children's garments - they guard the function of feet and enable their correct development.

HOW CAN WE BE SURE THE SHOES ARE THE RIGHT SIZE?

Research shows that a large number of children wear inadequate size shoes. Very often they wear even up to three sizes smaller shoes than necessary, but sometimes they wear too large shoes. A shoe needs to be 6 mm larger than the foot in it. Children's feet are very soft so they can easily be put into too small shoes. A small child cannot express itself about whether the shoes s/he is wearing fit or not, but if the shoes do not fit the child's feet, s/he will soon start limping and complaining about the pains in the feet. This requires particular attention. Development of the most important structures (bones, tendons and muscles) as well as the final formation of feet and acquiring firmness lasts until the end of the period of growing.

DOES TIME OF THE DAY FOR BUYING SHOES MATTER?

It certainly does. Feet increase by 4% in the course of the day: they become longer and wider. This is why we recommend buying shoes in the afternoon.

MJERENJA STOPALA

Mjerenja stopala bitna su kao i redovita kontrola zubi. Izaberite kvalitetne cipele u kojima se prstići vašeg djeteta mogu slobodno micati u svim smjerovima u kojima stopalo nije stegnuto. Izmjerite stopala svoje djece posebnim FRODDOVIM mjerkama na prodajnim mjestima obuće FRODDO.



FRODDOVA MJERKA

Dobro opremljene prodavaonice cipela mjere dužinu stopala vašeg djeteta napravom za mjerenje stopala. Iskoristite opremljenost dućana koji prodaju FRODDO cipele i izmjerite stopalo svojeg djeteta.

STOPALO OD KARTONA

Jednostavna metoda za provjeru ima li dječje stopalo dovoljno mjesta u cipeli:

- neka dijete (bosonogo ili u čarapama) stane na komad čvrstog kartona
- nacrtajte obris oba stopala
- dodajte im još 6 mm od najdužeg prsta
- spojite krajnje točke i izrežite nacrtano
- stavite izrezano kartonsko stopalo u cipele: ako lako ulazi u cipelu, znači da je cipela prave veličine

NAPIPAVANJE PALCA

Napipavanjem prstiju u cipelicama procjenjujemo jesu li cipele dovoljno duge. Stopalo ima dovoljno mjesta ako između djetetovog palca (ili najduljeg nožnog prsta) i ruba cipele ima dovoljno mjesta za vaš prst. Također, provjerite jesu li prsti u cipelama skvrčeni: lagano pritisnite prste jednom rukom, a drugom rukom napipajte dokle se pružaju. Mjerite uvijek oba stopala.

MEASURING FEET

Measuring feet is as important as a regular teeth check up. Choose quality shoes in which your child's toes can move freely in all directions in which the foot is not tightened. Take the opportunity to measure your child's foot with special FRODDO measures at FRODDO footwear sales outlets.



IDEALNO
IDEAL



PREVELIKO
TOO BIG



PREMALO
TOO SMALL

FRODDO MEASURE

Well equipped shoe shops measure your child's foot length with a foot measuring device. Make use of these facilities in FRODDO footwear shops and measure your child's foot.

CARDBOARD FOOTPRINT

A simple method of checking whether your child's shoe provides enough space:

- let the child (barefooted or in socks) step on a piece of cardboard
- draw the outline of your child's foot
- add 6 mm to the longest toe
- connect the end point and cut out the drawn outline
- put the cut out foot into a shoe: if it gets into it easily, it means that the shoe is the right size

FEELING THE BIG TOE

By feeling the toes in the shoe we assess whether the shoes are long enough. We say that the foot has sufficient space if between the child's big toe (or the child's longest toe) and the shoe edge there is enough space for your finger.

Also check whether the toes in the shoe are shriveled: gently press the toes with one hand and with the other one feel how far they have stretched. Always measure both feet.

MOŽE LI CIPELA BITI PREUSKA?

Naravno! Djeca iste dobi imaju stopala različite dužine, ali i širine. Sa širinom cipela problem je isti kao i kod dužine cipela. Za nesmetani rast i razvoj, mala stopala trebaju puno puno mjesta. Zato se izrada cipela FRODDO temelji na rezultatima znanstvenog istraživanja „Antropometrijske izmjere stopala u rastu“, koje je sa svojim suradnicima proveo prof.dr.sc. Javor Vrdoljak, subspecijalist ortopedije i znanstveni savjetnik. FRODDO cipele svojim oblikom omogućavaju dječjim stopalima pravilan razvoj, čuvaju njihovu funkciju, udobne su i poštuju rezultate antropometrije.

KOLIKO ČESTO TREBA PROVJERAVATI VELIČINU CIPELA?		HOW OFTEN SHOULD WE CHECK THE SHOE SIZE?	
DOB DJETETA	THE CHILD'S AGE	PREPORUČLJIVO PROVJERAVANJE	RECOMMENDED CHECK UP
1 - 2 GODINE / YEARS		SVAKA 2 MJESECA / EVERY TWO MONTHS	
3 - 4 GODINE / YEARS		SVAKA 4 MJESECA / EVERY FOUR MONTHS	
5 - 6 GODINA / YEARS		SVAKIH 6 MJESECI / EVERY SIX MONTHS	

Mala stopala i prstići se najbolje razvijaju kad se djeca kreću bosa po neravnom terenu, jer tada imaju potpunu slobodu pokreta koja im je nužna za pravilan rast i razvoj. Stajanjem, skakanjem i trčanjem bez cipela jačaju se mišići na nogama, koji su preduvjet za zdravo i otporno dječje stopalo. Za održavanje kondicije stopala, najbolje je hodanje bosim stopalima na prirodnim elastičnim podlogama poput pijeska, trave ili šumskog tla.

IZUJTE DJECI CIPELE - ONA MORAJU ŠTO ČEŠĆE I ŠTO DUŽE HODATI BOSONOGA!!!



CAN A SHOE BE TOO TIGHT?

Of course! Children of the same age have feet of different length and breadth. The breadth of a shoe creates the same problem as the length of a shoe. Unhindered growth and development of small feet require a lot of space. The FRODDO shoe production is based on the results of scientific research "Anthropometric measurements of feet in the development stage", carried out by the specialist orthopaedist and scientific adviser, Prof. Javor Vrdoljak, Dr Sc, together with his team. The shape of FRODDO shoes enables the correct development of children's feet, guarding their function. They are comfortable and take into account the results of anthropometrics.

Little feet and toes develop best when children walk on some uneven surface because there they have absolute freedom of movement which is necessary for the correct growth and development. By standing, jumping and running without any shoes on, leg muscles are strengthened, and this is a precondition for a healthy and tough child's foot. The foot condition is best kept by walking barefooted on natural elastic surfaces, such as sand, grass or forest ground.

**TAKE OFF YOUR
CHILDREN'S SHOES!
THEY NEED TO WALK
SHOELESS AS OFTEN
AND AS LONG AS
POSSIBLE!**



KAD MOJE DIJETE TREBA PRVE CIPELICE?

Ne žurite s kupnjom prvih cipela. Mala stopala se najbolje razvijaju bez cipela. Zaboravite sve prodajne argumente vezane uz visoke, niske, zaštitne i bilo kakve druge cipele. Vaše će dijete naučiti hodati, trčati i skakati i bez cipela. Djetetu kupite prve cipele tek kad prohoda, a najbolje kad počne stabilno stajati.

ULOŽNA TABANICA

Ne kupujte dječje cipele s jako uzdignutom uložnom tabanicom. Prijedite prstom preko uložne tabanice cipele: ako ste napipali 'brdo' - radije odložite tu cipelu. Što je uložna tabanica manje izražena, to je bolja za stopalo vašeg djeteta. Uložna tabanica i/ili uložak u FRODDO cipelicama samo blago podupiru uzdužni svod stopala.

WHEN DOES MY CHILD NEED THE FIRST SHOES?

Do not rush buying your child's first shoes. Little feet are best developed without shoes. Forget about all the sales arguments about high, low, protective or any other kind of shoes. Your child will best learn to walk, run and jump without wearing any shoes. You can buy your child's first shoes when it starts to walk, and at best, when it can stand up stably.

THE INLAY SOLE

Do not buy children's shoes that have lifted up inner soles. Go over the inner sole with your finger and if you feel a "hill", put this shoe away. The less lifted up inner sole, the better for the foot of your child. The inner sole or the pad in FRODDO shoes only gently supports the longitudinal arch of a foot.



FRODDO cipele izrađene su od najkvalitetnijih prirodnih materijala na odgovarajućim kalupima i sa standardiziranom tabanicom, oblikovanom na temelju istraživanja veličine i oblika stopala u dječjoj populaciji u Hrvatskoj. Anatomske oblikovane, lagane i savitljive, FRODDO cipele su zdrave i udobne, atraktivnog izgleda te omogućavaju zdravi rast i razvoj dječjih stopala.



**FRODDO CIPELE - HRVATSKI PROIZVOD
ZAJAMČENE VRHUNSKE KVALITETE.**



FRODDO shoes are made of the best quality natural materials on suitable lasts and with standardised inner sole, whose shape is based on the research of the size and foot shape of children in Croatia. Anatomically shaped, light and flexible, healthy and comfortable, FRODDO shoes do not only provide healthy growth and development of your child's feet, but they also pride themselves in exceptionally attractive looks.

**FRODDO SHOES - TOP QUALITY
PRODUCT OF CROATIA.**



IVANČICA D.D. | PETRA PRERADOVIĆA 12 | IVANEC | CROATIA
TEL + 385 42 402 222 | FAX + 385 42 402 206
E-MAIL IVANCICA@IVANCICA.HR | WWW.IVANCICA.HR