

## **SOLS and Rykä Team up to Offer Women Custom-Fit, 3-D Printed Orthotics**

### **Release Date:**

Tuesday, August 16, 2016 8:00 am CDT

### **Terms:**

### **Dateline City:**

NEW YORK

### **Contacts:**

Jen Mangham [jenmangham@maxborgesagency.com](mailto:jenmangham@maxborgesagency.com) 305-374-4404 x. 191 Meghan Petchel  
[meghanpetchel@maxborgesagency.com](mailto:meghanpetchel@maxborgesagency.com) 305-374-4404 x. 162 Rachel Zakoura [rzakoura@caleres.com](mailto:rzakoura@caleres.com) 314-854-2605

*The RYKA + SOLS partnership adds 3D printed custom orthotics to the woman's only footwear line, bringing customized support to women's feet nationwide.*

SOLS, a pioneer of custom footwear manufacturing, today announced a new partnership with Rykä, an innovative athletic footwear brand made exclusively for women. This makes Rykä one of the first footwear brands to expand their core product offering to include SOLS' 3-D printed customized orthotics, made with MAPP3D™ technology, which identifies the contours of your feet to translate your unique biochemical data into a 3D model.

For years, Rykä has designed shoes specifically for women. Understanding women's feet are built differently, Rykä takes everything from foot shape to angle of stride into consideration. The partnership with SOLS takes this focus one step further, leveraging SOLS' patent-pending technology to offer RykäFit consumers all the wellness benefits of custom 3-D printed orthotics. RykäFit is a member-based fitness professional purchase program.

The new 3-D printed orthotics will be available in August at SCW Mania Fitness Conference in Dallas August 26-28. Both brands will be onsite at the show to launch the new program in which SOLS will be available exclusively to the RykäFit consumers for a limited time.

"Today's consumer is looking for customization and comfort. Partnering with SOLS allows us to offer a truly customized product solution," says Deb Krivelow SVP and GM of Rykä, one of the Caleres brands. "This is just the beginning of unlocking the potential around 3-D printing."

"Introducing 3-D printing technology positions Rykä into the forefront of the fast-moving needs of the industry while satisfying the needs of the consumer," Says Natacha Alpert, senior manager of innovation at Caleres, Rykä's parent company.

This partnership represents the first of many brands to adopt the MAPP3D™ platform and represents a new focus for the company, offering major shoe brands access to plug-and-play customization.

"Rykä's approach to female biomechanics is exemplary, and mirrors our own vision that no two feet are made equal. This makes them the ideal launch partner for our platform. By partnering with Rykä, we're reducing the reliance on aftermarket products for customized support, and ensuring a perfect fit every time. We love that a female focused brand is leading the charge towards mass customization," says Kegan Schouwenburg, SOLS founder and CEO.

Media members interested in more information or executive interviews can contact Jen Mangham at [jenmagham@maxborgesagency.com](mailto:jenmagham@maxborgesagency.com).

###

### **About SOLS**

Founded in July 2013, SOLS Systems is a pioneer of custom mass manufacturing. SOLS combines medical research, technology and digital manufacturing to create products that are truly customized and mapped to fit each unique individual. To date, the company has raised \$23.7 million in funding from investors including Lux Capital, Founders Fund, Tenaya Capital and Melo7 Tech Partners.

### **ABOUT CALERES**

Caleres is a diverse portfolio of global footwear brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. Our products are available virtually everywhere - in the over 1,200 retail stores we operate, in hundreds of major department and specialty stores, on our branded e-commerce sites, and on many additional third-party retail websites. Famous Footwear and Famous.com serve as our Family brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, LifeStride, Bzees and Rykã represent our Healthy Living brands. Combined, these brands help make Caleres a company with both a legacy and a mission. Our legacy is our more than 130-years of craftsmanship, our passion for fit and our business savvy, while our mission is to continue to inspire people to feel good...feet first. Visit [caleres.com](https://caleres.com) to learn more about us.

**Language:**

English

---

**Source URL:** <https://investor.caleres.com/press-release/sols-and-rykae-team-offer-women-custom-fit-3-d-printed-orthotics>