

A Dutch company in repairing, restoring and personalizing high heels of shoes is looking for resellers or agents of this service and product abroad

Summary

Profile type

Business request

Company's country

Netherlands

POD reference

BRNL20230907014

Profile status

PUBLISHED

Type of partnership

Supplier agreement
Commercial agreement
Investment agreement

Targeted countries

• **World**

Contact Person

Rita ELSTE - TOMSONE

Term of validity

7 Sep 2023
6 Sep 2024

Last update

7 Sep 2023

General Information

Short summary

The Dutch company has developed a nationwide working platform where consumers can late renovate or personalise shoe heels, in a B2B2C construction. In the Netherlands, around 40 - 50 million pairs of shoes end up in landfill every year, of which 8.5 million pairs of shoes with higher heels. The company offers a sustainable solution for this by giving shoes a 2nd or 3rd life and now is looking for partners abroad.

Full description

Every year, 40 to 50 million pairs of shoes end up on the Dutch waste mountain. Of these, approximately 7.5 million are in high heels. High heels are very vulnerable to damage and are difficult or impossible to repair. This is one of the main reasons why women (have to) say goodbye to their shoes early. High-heeled shoes such as pumps, boots and platform shoes are also very sensitive to fashion and trends. To solve this waste problem the company has developed a 'High Heels upgrade' set. The developed product is extremely suitable for repairing and personalizing shoe heels. In addition, shoes get a second, third or perhaps even a fourth life. This not only leads to cost savings for the consumer and less waste, but the consumer is also able to provide her favorite shoe with a new personalized look.

The consumer can choose the desired heel renovation via the online platform, and sends the shoes. The shoes are provided with a new look by a preferred shoemaker. The shoes are then returned to the consumer by post. The Dutch company has developed a solid, perfect fitting repair kit system. This is developed based on their knowledge and experience in the shoe production & repair sector. The repair kit is offered in different sized shapes, being able to offer a restoring solution to all high heels available in the market.

This “send and repair” service is offered in the Netherlands.

However, the Dutch company is looking for other markets in Europe, like Belgium, Germany, France, Italy and others, where sustainability in repairing shoes is of similar importance. The best way of servicing these other markets is by having a local / national agent, distributor and/or reseller offering the product to the local shoemakers, or setting up a national platform as being developed in the Netherlands. Via this profile, the company is eager to get into contact with interested companies abroad.

Advantages and innovations

The high heel repair system is a complete set of special developed tools and an serious number of different repair kits based on wrap foils with prints in personal preferred styling. A local agent or self employed shoemaker will be provided by all including instructions how to restore and apply.

Technical specification or expertise sought

The company is looking for partners already active in the shoe repairing industry. Larger franchise organisations who offer shoe repair will fit well in the expansion model. However, also self-employed Shoemakers & shoe repair stores are part of the target group.

Stage of development

Already on the market

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 13: Climate Action**
- **Goal 3: Good Health and Well-being**
- **Goal 9: Industry, Innovation and Infrastructure**
- **Goal 17: Partnerships to achieve the Goal**

IPR Status

IPR granted

Partner Sought

Expected role of the partner

For abroad, the company is looking for various partners:

- 1) Importers for the heel repair kits and tools
- 2) Agents / Wholesalers/suppliers, also for distribution.
- 3) Shoe supplies manufacturers

4) Licencees

For the Netherlands the company is willing to expand the network with

- 1) Shoemaker-shoe repairers
- 2) Wholesalers/suppliers, also for distribution.

Role of the partner:

- 1) Launched and sell the sustainable product & service of shoe heel renovation
- 2) Perform service of heel renovation
- 3) Expand network in home country by MarCom activities and finding local partners

Type of partnership

Supplier agreement

Commercial agreement

Investment agreement

Type and size of the partner

• **SME 50 - 249**

• **Big company**

• **SME 11-49**

• **SME <=10**

Dissemination

Technology keywords

- **03006001 - Dry filling related to Footwear / Leather Technology**
- **03006002 - Dyes related to Footwear / Leather Technology**

Targeted countries

- **World**

Market keywords

- **07002002 - Clothing and shoe stores**
- **07004001 - Clothing, shoes and accessories (including jewellery)**

Sector groups involved

Media

Images



[Hak in put.png](#)



[Hak gereed op toonbank.png](#)



[Hak slijpen.png](#)



[Schoen ingespannen.png](#)



[Starterskit.png](#)



[Hak bekleden.png](#)

Videos

[Process of renewing a damaged heel cover](#)