

MEMIC

&

 SHOES FOR
CREWS

June 2026





The people accountable to MEMIC program's success.



Wilson Irizarry Jr.

Client Success Account Manager

Secondary point of contact for your MEMIC account.

Owns: account marketing and program communication, online portal assistance and other day to day needs. Across your sites.



Brian Fee

Strategic Account Manager

Your primary point of contact for the MEMIC account.

Owns: ~~day-to-day~~ needs—orders, exchanges, reporting, compliance, and anything in between.

The Real Cost of Slip and Falls

National Safety Council Injury Facts

Slip-and-Fall Related Costs

\$70 Billion Annually

Lost Workdays Every Year

95 Million

Lost Workdays Due to Slip and Fall Injuries

65%

Fall Related Workers' Comp Claims

85%

Average Medical Cost per Claim

\$28,000+

Average Indemnity per Claim

\$22,000



Eliminate the risk. Retain your workforce. *Strengthen your culture of safety.*

THE SHOES FOR CREWS® DIFFERENCE

Built Around Your People. Backed By Proven Science.

EXPERT PROGRAM DESIGN

We customize a safety footwear program that fits your workforce, ensuring participation, compliance, and reducing the administrative burden on your team.

THE GOLD STANDARD IN SLIP RESISTANCE & SAFETY

Every shoe features our proprietary, industry-leading slip-resistant technology. Our rigorous manufacturing, testing standards, and QC process ensures every shoe reduces slip-and-fall accidents and genuinely improves safety for your workforce.

Slip & Oil Resistant

Safety Toe

Clog-resistant

Water-resistant, Waterproof

ASTM & CSA

EH & ESD Rated

Turn-Key Solution



- Expert Onboarding & Integration
- US-Based Customer Service
- HR File Feed & Subsidy Mgmt.
- 60-Day Satisfaction Guarantee
- On-Site Services & Mobile Trucks
- Fast Lane Exchange
- Field Marketing Support
- Corporate Discounts
- Data & Analytics
- 5K Slip & Fall Warranty
- Custom Web Ordering & Reporting

Our Solution

The \$5,000 Slip & Fall Warranty

If an *employee* slips and falls wearing our shoes...

\$5,000

*Reimbursement
Guarantee*

We reimburse your company for qualifying incidents —No fine print, no surprises.

Impact

*Reduced
Liability
Exposure*

Lower your exposure to workers' comp claims, lawsuits, and lost productivity.

150K+

*Companies
Already
Protected*

Demonstrates your commitment to employee safety and due diligence to every stakeholder.

This isn't just a warranty *it's
peace of mind.*

Our Solution

60-Day No Hassle Guarantee



Your Workforce Tests Our Promise On the Job—**Risk Free.**

- **60 Days, On the Job**
Employees wear our footwear through real, demanding shifts.
- **No Questions, No Hassles**
Not satisfied? Swap for another size or style —simple.
- **No Delays**
Exchanges processed the moment return pickup is confirmed.
- **Easy & Efficient**
Your employees keep moving. We handle the rest.

Program Adoption · Safety Culture · Less Admin Burden



ONGOING MARKETING SUPPORT

We help you maximize compliance and participation across your entire workforce.

- Video tutorials
- Digital & printed catalogs
- Field marketing collateral
- Exclusive corporate offers
- Email campaigns

TOOLS TO TRACK YOUR SUCCESS

Comprehensive analytics that track participation, pinpoint gaps, and document your ROI.

Customized Data & Analytics	Participation Reports	Quarterly Business Reviews
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PRINT
SETTINGS
LOGOUT
LOGINS REPORT
EXPORT UNIT EPORT
EXPORT EMPLOYEES

Select Report: Apply Custom Filter: Employees Ordered Within:

STATE: REGION: DEPARTMENT: DISTRICT: SUBSIDY ELIGIBILITY:

APPLY FILTERS
SAVE FILTER
RESET FILTERS

Shoes For Crews Participation Report

REPORT DATE: March 16, 2026 | DIVISION: Location/Store Name

Participation Summary

Mar 16, 2026

Total: 29,600

Participating: 11,638

Locations: 587

Overall

39.3%

Participation

Participation Trend

Year-Over-Year Comparison

Total Employees	Participating	Non-Participating	Overall Rate
2026 29,600	2026 11,638	2026 17,962	2026 39.3%
2025 34,906	2025 13,255	2025 21,651	2025 38.0%

Brand Architecture

Proprietary Outsole Relaunch

TRACTIONiQ

TRACTIONiQ® as the Umbrella Brand represents the cutting-edge innovation powering all proprietary and partner brands.

With industry leading slip-resistant COF score:

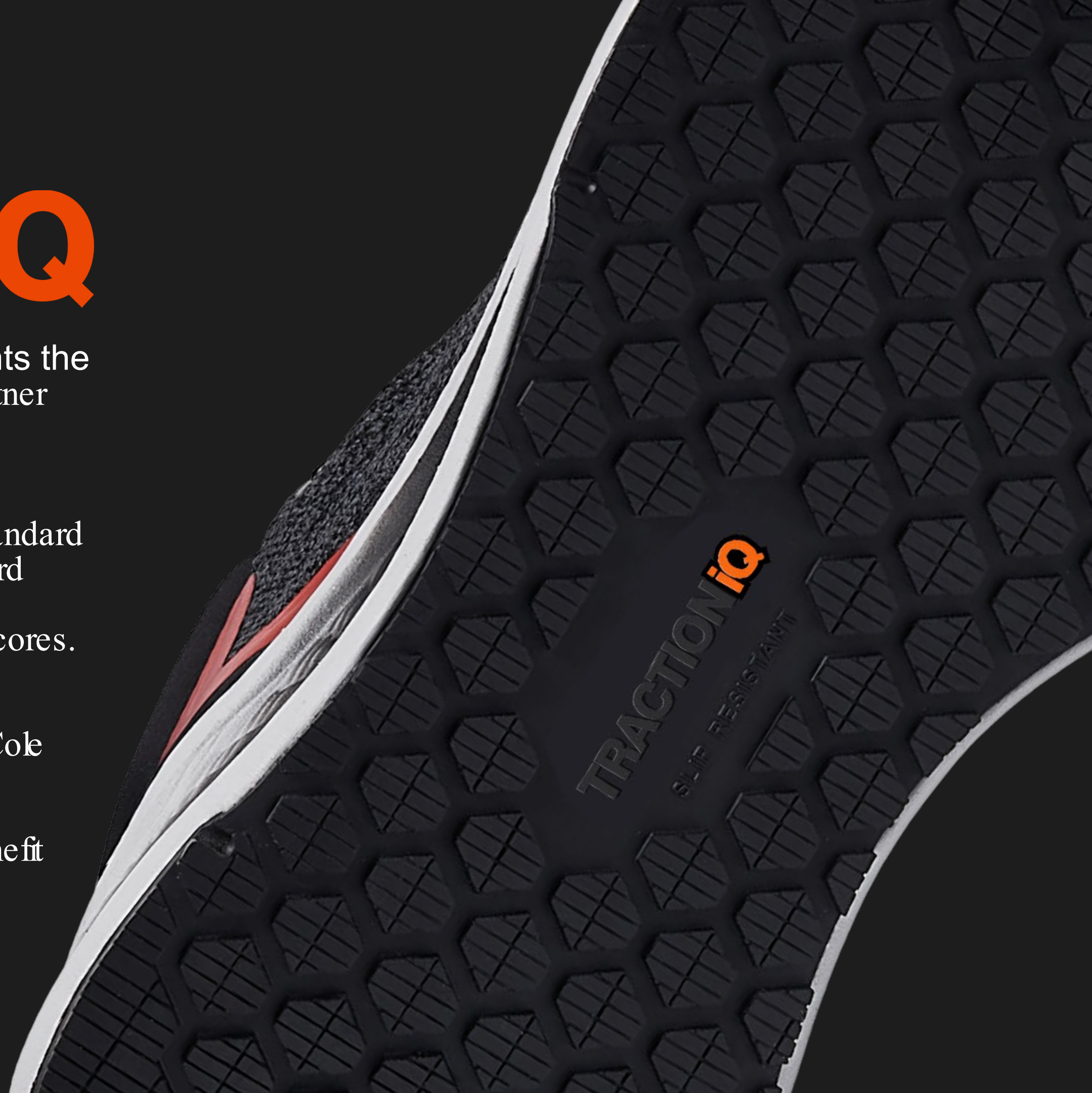
- Forepart: **+70% more compliant** than ASTM Standard
- Heel: **+85% more compliant** than ASTM Standard

Our competitors do not share their coefficient of friction scores.
But we do.

Elevates the credibility of partner brands (New Balance, Cole Haan, etc.) by offering best-in-class traction technology.

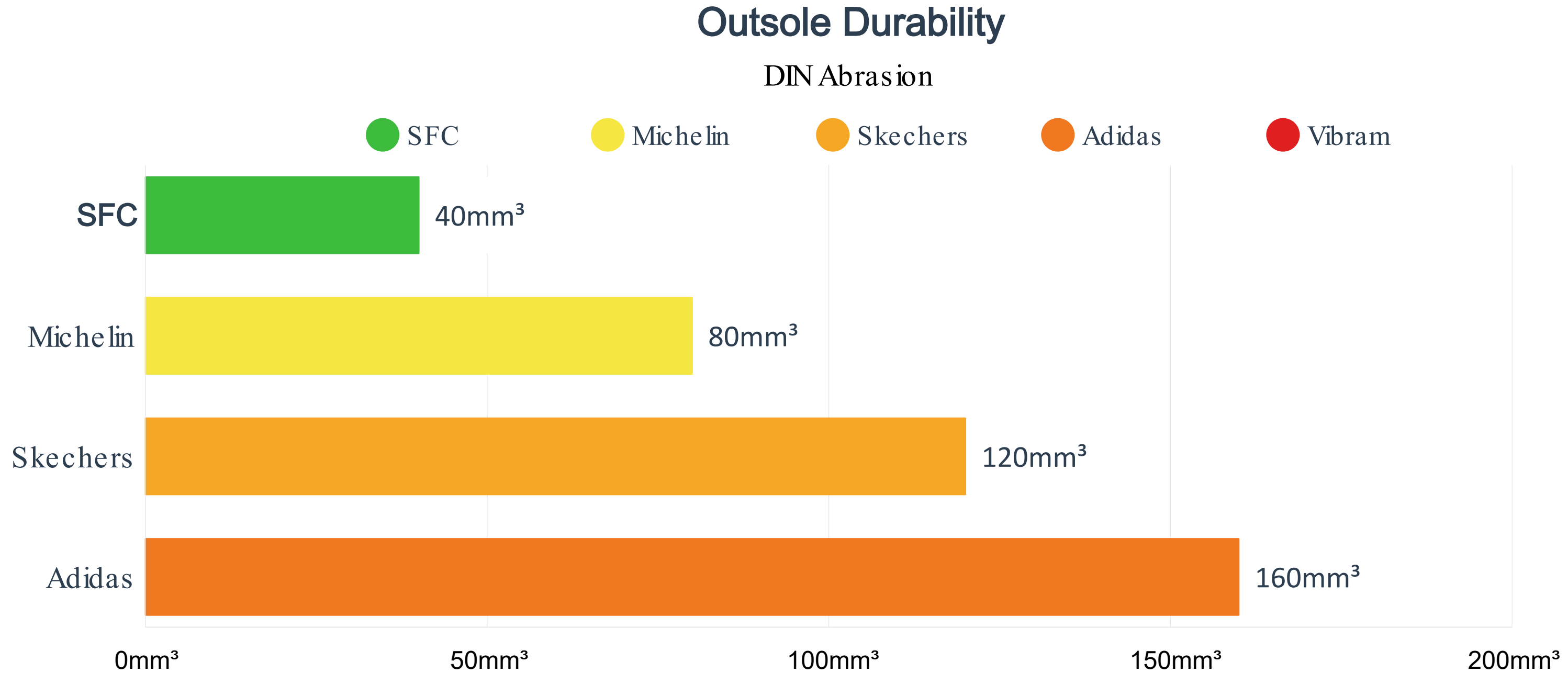
Ensures all footwear brands under TRACTIONiQ® benefit from a unified technology identity.

- ✓ Registered Trademark
- ✓ International Portfolio—27 Countries
- ✓ Domain Name Secured





What is DIN Abrasion—And Why Should You Care?



Lower DIN = More Durability | SFC = Industry Leader

If outsoles were race tires, SFC keeps you in the race—longer, maximum grip, maximum life.

Industry Leading Safety



Exclusive Outsole Technology

SFC® Compound

Made for indoor, room-temperature environments for different surface types and occasional spills.

4HD™ Compound— “High Durability”

Extreme resistance to abrasion and cutting. Increased durability against petroleum products such as oil & gas.

4SG Compound— “4 Season Grip”

Features a blue dot on the outsole. Built to maintain flexibility in a range of temperatures, including very cold environments.

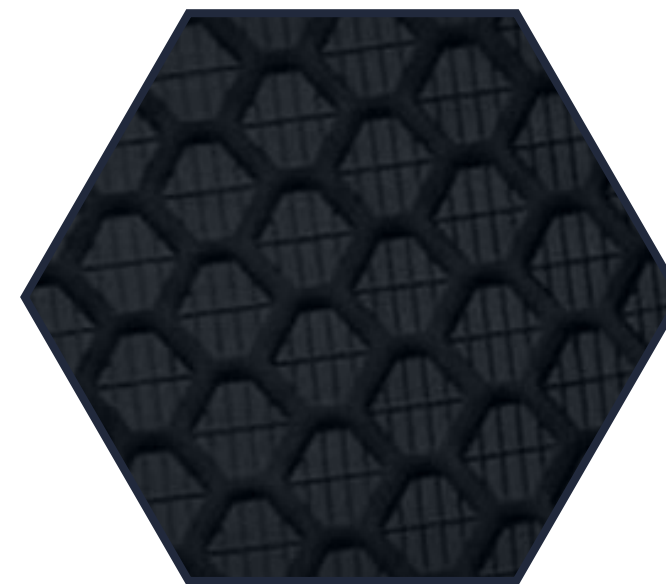
“ The most effective slip-resistant shoes in the industry! ”

Rose Roth, ARM | Enterprise Risk Management, Chick-fil-A



HYPERGRIP™

Tight square-shaped lug channel. Best for indoor environments with minimal floor debris.



EASYCLEAN™

Stops debris from sticking to the bottom of your shoes for easy cleaning



GLADIATOR™

Stops indoor & outdoor debris from sticking to the bottom of your shoe for easy cleaning

Brand Architecture
A Family of Brands



 **SHOES FOR CREWS**

SFC's mission is to keep the workforce safe on the job with comfortable, quality protective footwear solutions—reducing accidents and saving money.



ACE

Engineered to endure the job and outperform the competition, ACE work boots and shoes bring comfort, durability, and exceptional slip resistance to every project.



MOZO[®]

MOZO exists to empower industry disruptors—chefs, bartenders, and hospitality innovators—by delivering footwear that fuses function, comfort, and bold style.



 **Lila**

Lila footwear is designed for professional women seeking slip resistance, exceptional comfort, plus a touch of sophistication when needed.



HOVER^{LTE}

The future of movement at work. A premium athletic brand designed for agility, comfort, and nonstop motion—with the industry-leading traction of Shoes For Crews underfoot.



COLE HAAN

DEWALT[®]

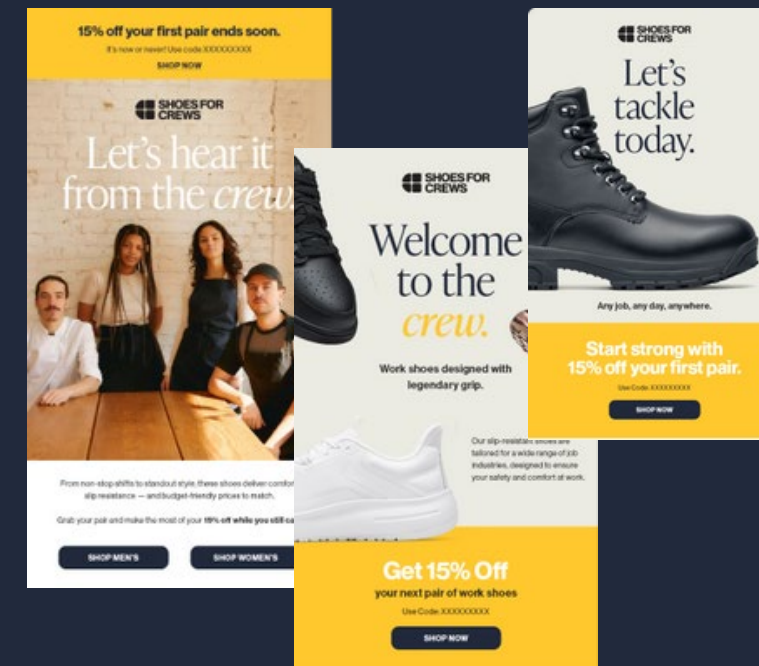
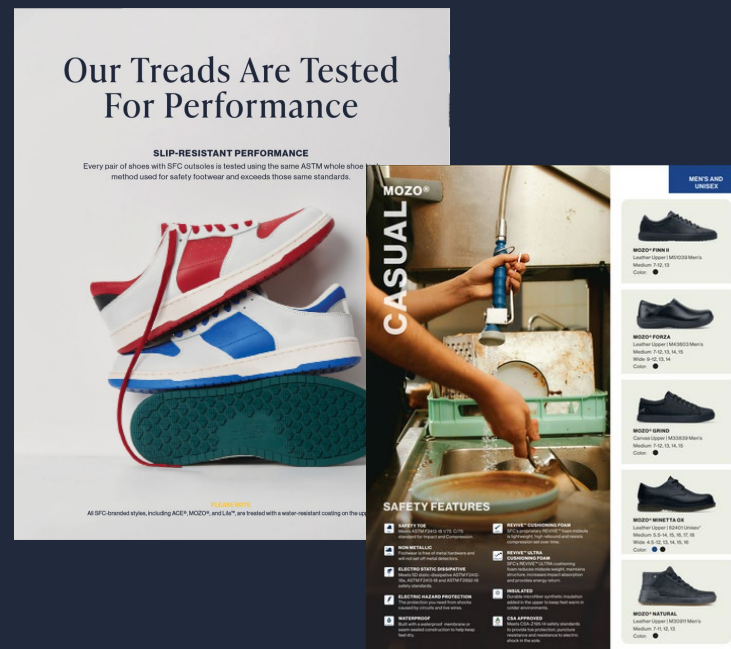


Powered by Shoes For Crews[®] *Industry Leading* Technology

Why Companies Choose Shoes For Crews Marketing Support That Drives Participation



We equip your teams with ready-to-go tools to *raise awareness, boost adoption, and keep safety top of mind.*



Seasonal Engagement:

- Catalogs
 - Fall/ Winter Edition [August Launch]
 - Spring/ Summer Edition [February Launch]

In-Store / On-Site Visibility:

- Posters
- Flyers
 - Product
 - Technology
 - Programs
 - Services [60-Day | Quick-Ship | On-Site | New Hire | Etc.]
 - National Safety Month
 - CrewGuard & MightyMat!™

Ongoing Communication:

- Newsletters [Monthly]
- Brochures, Bifolds & Trifolds
- Email templates [customized by vertical or program type]

Targeted Outreach:

- Business Cards
- Postcards
- Vouchers
- QR Codes [trackable links for orders, promos, or how-to guides]

Custom cêbranded materials and digital versions available upon request.

Ice Cleats On Sale For \$27! [Click Here](#) to Shop!

MEMIC

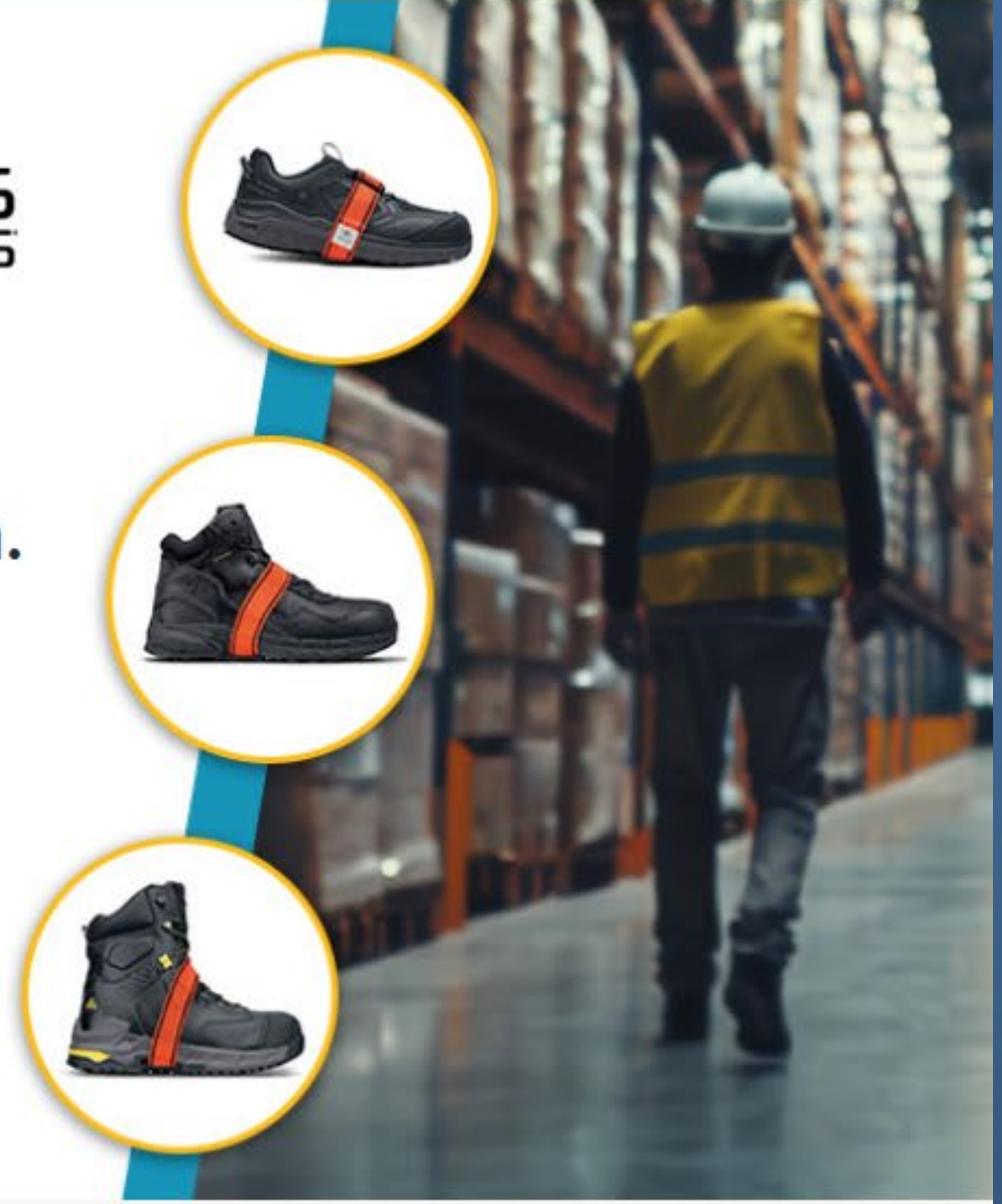


Strategic partners providing managed footwear solutions and full-foot protection.

MEMIC policyholders receive a 15% discount on all shoe types, including a special price of \$27.00 + shipping for three of the ice cleat products.

Get Started

Shop Footwear



✓ Reduce Workers' Comp Claims

✓ Simplify Program Management

✓ Improve Employee Morale



THANK YOU FOR YOUR PARTICIPATION

MEMIC

 **SHOES FOR
CREWS**

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www.memic.com/webinars-downloads

Check your email next week for:

- Resources associated with this webinar.
- A link to this recording.

