

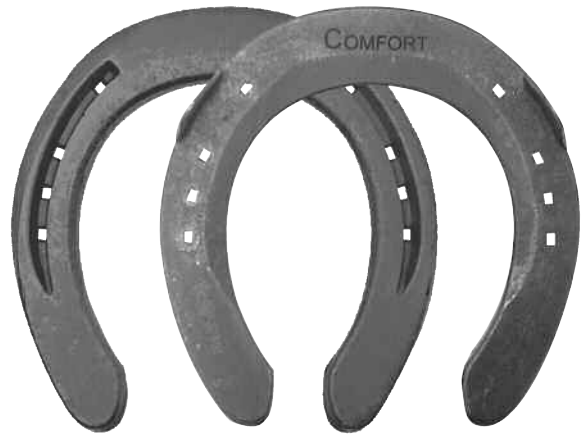
KERCKHAERT DF SELECT 10mm - AVAILABLE LATE MAY 2010



- Specifically designed for the hunter jumper market where additional support is required
- Heels are elongated and tapered
- Widest part of the shoe is moved forward, allowing an "extended" heel fit
- Designed similar to the *Werkman*™ RP shoe with these enhanced features:
 - More consistent clip size and punching
 - Cleaner punching
 - Tapered from toe to heel
 - Heel cut is cleaner and provides better "check"
- Hind, side clipped
- Punched for E-head nails

Sizes - 0 H (20x8), 1 H (20x8 & 21x10), 2 H (22x8 & 22x10), 3 H (22x8 & 22x10), 4 H (22x10)

KERCKHAERT STEEL COMFORT AVAILABLE MID-MAY 2010



The new Steel Comfort shoe is intended to meet the demands of farriers looking for a high quality shoe that aids in breakover.

Key design features of the Steel Comfort include:

- Slight roll of toe and branches
- Better breakover across the foot surface to provide better coordination of movement
- Optimized balance
- Less pressure on tendons
- Built in sole relief
- Support for the entire hoof
- Front, quarter clipped
- Punched for E-head nails

Sizes: 0, 1, 2, & 3 Front - Quarter Clipped

Good Business Practices

"Customer Service cannot be overemphasized, particularly now as tough economic times reduce the customer's buying power and/or their willingness to spend."

- Commit to sustained and improved customer service
- Be prudently aggressive
- Don't skimp on service and quality
- The customer views service in terms of time and convenience
- Understand and solve their problems

Source: Janet Runge PhD, 2010 FPD Business Seminar, Cincinnati, OH