JACKSON ULTIMA SKATES

SUPREME INSOLE

February 16, 2021

* PRODUCT FEATURES/BENEFITS
	+ Insole system that provides a linear knee for greater stability and power.
	+ Enhances alignment with 3 options:
		- Low Arch 3°
		- Medium Arch 5°
		- Higher Arch 7°.
	+ Customizable by Skate Tech.
* PROPOSED PRODUCT POSITIONING

|  |  |  |
| --- | --- | --- |
| INSOLE PROGRAM | USA | CANADA |
|  | EP | MAP | EP | SRP |
| Supreme Insole FB6000 | $18.00 | $39.95 | $22.50 | $49.95 |
| Matrix Insole FB5000 | $13.50 | $24.95 | $15.75 | $29.95 |
|  |  |  |  |  |

The Supreme Insole which would be used with the Synergy Boot and extended to the 5000 Series Boots. The Supreme Insole would also be sold as an After Market Product and as part of Jackson Custom.

Also considering market need for a Better/Best Insole program with Matrix Insoles.

* + Size Range – Supreme Foot Bed

|  |  |
| --- | --- |
| * Soft Launch
 | 4 – 6 full sizes in 3°/5°/7° |
| * Production
 | 1 – 14 full sizes in 3°/5°/7° |

* DEALER FEEDBACK
	+ Performance aspect of the Insole relative to competitive product or Custom Foot Beds.
	+ Merits as an After Market Product and for Custom Boot Program.
	+ Commercial Aspects of the Supreme Insoles and a Better/Best Program.
	+ Solicit Skater Feedback