

THE GRIP

#3 October 2007

Ejendals – one of Europe's largest suppliers of protective gloves and footwear for professionals

New laboratory to be built

Ejendals to focus on own protective footwear

Popular commercial demonstrates again

Jalas Exalter – market's lightest protective shoe

Poståkeriet goes all out for hand and foot protection

Try your luck – take a photo and win!

ejendals

Protecting Hands & Feet

Constant development – one requirement

In one of the world's best-respected design competitions, the red dot awards, Ejendals recently won the "Best of the best" award. The prize was received for one of our new products, with integral wrist support, in the successful Tegera PRO series.

The series was launched a few years ago as the result of extensive development work. Comprehensive research conducted in the ergonomics of the hand, new materials and design of the highest order ensured the product enjoyed huge success among professional users.

In many sectors major resources are being invested in product development. The IT field is possibly the most prominent example of an area in which progress is being made at a furious tempo. The area of personal protective equipment is no exception to this. Products that protect and prevent ill health in people can never be "too good" or developed as fully as they could be.

Safety must be as near 100 per cent as possible. Comfort and user-friendliness should be optimal and the design highly attractive. Workplaces as well as working methods undergo development and change. A requirement that also applies to protective equipment. It is essential, too, for the young generation to be persuaded to use the right products.

As far as Ejendals is concerned the work involved in supplying the market with innovations is a high priority. In the adjacent column, Per-Olof Ejendal details the building of our new laboratory in Leksand. This, together with the company's seven product managers, will ensure that the market is continuously supplied with the latest products in hand and foot protection.



Samuel Enqvist,
Export Manager,
Ejendals AB



With the new laboratory, Ejendals will be able to test products under our own management.

New laboratory for development and tests

Yet another stage in the development of the company. More extensive warehousing and a new laboratory directly connected to the company.

"This will give us increased opportunities for co-ordinating stock-taking, and with the new lab we can conduct tests on our products under our own management."



Per-Olof Ejendal

Per-Olof Ejendal has a clear strategy, a strategy which has characterised the company since he took over more than 30 years ago. The focus is on developing and building the company using its own earned capital. This is something Ejendal feels is absolutely essential if the company is to continue to be a stable player in the market. And it is a strategy that has proved successful.

"That is clear from our successes," he says. "Which is why our policy is to build with a maximum of three to four years' long-term planning; no more than we can keep an overview of. We are continuously buying land in order to create opportunities for future expansion."

Effective logistics

A new warehouse was recently taken on with approximately 3,500 pallet places in operation, as well as extended office space and a new reception area with a large entrance hall. The time is now ripe for adding another 4,500 square

metres of warehouse space plus a new laboratory.

"Large warehouse capacity with efficient logistics is fundamental to the work of creating customer benefit. Our aim is for our customers to dispense with warehousing and rely on us completely."

Knowledge centre

With the new laboratory, Ejendals will be able to build up its own knowledge centre for the development and testing of hand and foot protection. The lab will measure approximately 400 square metres and be equipped with all essential resources.

"With this investment, we will create greater confidence among our customers. We sense a need in the market for us to evaluate our products ourselves," says Per-Olof Ejendal.

It will also give the company the opportunity to test the products thoroughly when they arrive from the manufacturers in China and India. By extension, it will ensure even higher and more consistent quality but will also provide more resources with which to develop new materials and variations in foot as well as hand protection.

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Protecting Hands & Feet

Ejendals AB
Box 7, SE-793 21 Leksand, Sweden

Tel: +46 (0)247-360 00

Fax: +46(0)247-360 91

E-mail: info@ejendals.se

Website: www.ejendals.com

ROXX Media
Sverige

VIMMERBY, HEAD OFFICE
Box 164, SE-598 23 Vimmerby, Tel: +46
(0)492-793 00
STOCKHOLM
Blekingegatan 26, SE-118 56 Stockholm,
Tel: +46 (0)8-694 07 70

Legally responsible publisher: Per-Olof Ejendal

Editor: Jörgen Nilsson

Project manager: Mikael Svensson

Project manager Ejendals: Tony Sylsjö

Photos: Tomas Jansohn, Anders Nilsson, Ejendals

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In the second wave of its campaign, Ejendals will be launching six pairs of winter shoes and boots, with the spotlight on the *Jalas 3978 Offroad*.

Here comes the second wave

“The feet demonstrate”. The first wave of the campaign exceeded all expectations, which meant that stocks did not stretch far enough to meet demand. Now the second wave is on its way. “And I can assure everyone that we have learnt some useful lessons. This time there will be enough shoes to meet demand,” says advertising manager Tony Sylsjö.



Tony Sylsjö

It was a complete success in every sense of the word. Even in its wildest dreams, Ejendals could not have imagined demand would be as great as it was as a result of “The feet demonstrate” campaign.

“Consequently, we hit all our targets with a bull’s eye – and more besides,” says a satisfied Tony Sylsjö.

The targets he refers to include increased sales together with making *Jalas* and *Ejendals* more widely known among the general public. The latter is particularly important bearing in mind the sales drive *Ejendals* has conducted which was aimed at consumers. Since last year, a special range has been introduced targeting GDS.

Adapted for location

The second wave of the campaign will also be operated through TV4 and Rix FM as well as a wide range of other sales activities. Locally adapted material has also been produced for retailers to use.

“This campaign will see the launch of six pairs of winter shoes and boots, with special emphasis on the *Jalas 3978 Offroad*. This boot features several functions including grip-sure soles, maximum shock absorption, aluminium toe-caps, spike protection and more,” Sylsjö explains.

Wider public

With music from James Hollingworth’s well-known tune “The elk demonstrate”, the *Jalas* and *Ejendals* brand was launched to a wider public. Tony Sylsjö stresses that TV advertising is an effective method which can have a major impact and where contact costs are relatively small.

“The aim with TV advertising is to reach 60 per cent of the target group with a minimum of five hits. We were successful with the first wave, which bodes well now that the second wave is about to start.”

Product News

New gloves and shoes added to the range

We are constantly launching new *Ejendals* products. Take a look here at a selection of the new products available in our product catalogue for 2007 as well as at www.ejendals.com.

Tegera 9126 is just the job for those of you who want warm, durable gloves that keep out moisture but remain breathable. They feature a water and wind-resistant Sympatex® membrane and are made of an extra strong form of Microthan which is both thinner and stronger than natural leather while providing excellent grip. The material is chromium and silicone free.



Sometimes you need an extra source of light on a job and that’s where *Tegera 9106* gloves are perfect for you. The upper hand area features a small pocket in which you can place the accompanying flashlight. The gloves are made of Microthan which is thinner and stronger than natural leather.

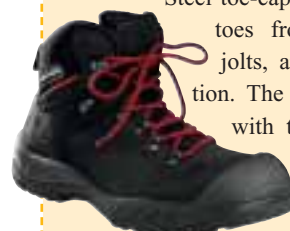


Jalas 3420 Easy Sport is an advanced protective shoe with Ergothan Hyper-sorb, aluminium toe-caps, normal fitting, non-skid outer soles, good shock absorption and Velcro fastening. The shoe is also ESD-approved, antistatic and has a low weight.



Ejendals 6298 is a value-for-money, robust protective boot with sturdy, non-skid soles. Excellent shock absorption.

Steel toe-caps to protect your toes from knocks and jolts, and spike protection. The shoes are fitted with toe wear protection, laces, bellows tongue and is antistatic.





Sällfors has gone all out for personal protective equipment, as demonstrated by the range of products on offer. With 17,000 different products in the store, Sällfors believes it is important to offer the full complement when electing to work with well-established suppliers.

Power to protect but attractive designs too

Personal protection in the broader perspective or, rather, the range of products required for working safely.

“We never compromise on our standards of quality and, in this respect, Ejendals’ products have an important part to play,” says Susanne K Stenström.

She is sales personnel, store and warehouse manager at Sällfors in Borås. A company that markets everything from tools, machinery, steel and reinforcements to everyday essentials. Their customers are chiefly from within construction, industry and public administration.

“Bearing in mind our area of specialisation, personal protective equipment is of enormous importance as demonstrated by the range of products we have on offer. We also place great emphasis on ensuring our own competence and knowledge is up to scratch when we come into

contact with our customers,” says Susanne K Stenström.

Sällfors believes it is important to offer the full complement when electing to work with well-established and well-known suppliers.

Demonstrating the options

The requirements she and her colleagues most frequently meet in their contact with customers are comfort, safety and functionality. Users want to be happy and feel comfortable with the protective equipment they use. Regardless of whether they work in industry, construction, health care or similar.

When it comes to protective footwear, it must be cool, lightweight and feature substantial shock absorption. With protective gloves, features required include excellent fit and fingertip sensitivity. And products must also be able to withstand dirt, wear and tear.

“As you would expect, safety and the power to protect are also of enormous importance. Our task is to show customers the range of options open to them. In this respect, I see



Claes Alexandersson is looking for a nice pair of gloves with fingertip sensitivity and Tegera has caught his eye

competent suppliers as an important resource in the form of the assistance they offer their customers.”

New products

In this context she cites Ejendals as a good example of a company that provides information about new products, their performance, application and other useful facts that Sällfors employees can pass on to their customers. A successful collaboration, as she puts it.

“But it is also a collaboration which has developed strongly over the years through open and honest dialogue. Their sales personnel are

Sällfors AB

Sällfors is part of Arvid Svensson Eksandh Pro AB which is Sweden’s third largest building materials and industrial consumables concern. The group has 170 employees and has an estimated turnover of SEK 480 million for 2007. Sällfors in Borås has approximately 17,000 products designed for professional use in its store. The company has 40 employees.



Susanne K Stenström helps Fredrik Persson try on a new pair of protective shoes. Apart from safety features, such as toe-caps, he thinks that comfort and design are the most important considerations.

well established in the company and meet our requirements,” she says.

Right colour and shape

Ejendals sales personnel visit Sällfors on a regular basis and offer suggestions on the most suitable shoes and gloves for particular purposes. Susanne K Stenström emphasises the fact that customer awareness concerning personal protective equipment has increased considerably in recent years.

“Design, too, has begun to play a more prominent role,” she says. Shoes and gloves must be neat and attractive with the right colour and shape.

She points out that demand for an attractive design runs throughout the whole range of personal protective equipment, particularly in the

area of working clothes where Sällfors also markets a collection under its own brand.

“We are constantly developing our range, trying to find new and even better products. It is through high quality products and extensive support that we are able to maintain our competitive edge.”

Facts about the BIG Group

Ejendals is the largest supplier of protective gloves and shoes to the BIG Group which includes Sällfors as a partner. The group is a voluntary arrangement between the sector's leading companies to form a constructive collaboration with the goal of becoming Sweden's leading trade chain within its market segment.

Hello,

Johan Sundström,
chief buyer, Ejendals



Why is Ejendals focusing on its own protective footwear?

“Back in 2005 we launched boots under our own brand, a venture which proved successful. So it was natural enough for us

to also focus on protective shoes as we need a range to complement Jalas and Graninge. The shoes have been developed with the best co-operation partners we have found.”

Which segment are we talking about?

“We're dealing here with protective shoes designed mainly for the construction and lighter industry sectors. We will also be launching a winter shoe in the autumn.

Could you describe the quality of the shoes?

“Among others, we are working with one of the leading manufacturers of polyurethane soles which guarantees a uniformly high standard of quality. The soles are durable and non-skid and manufactured exclusively for Ejendals.

“The uppers are all leather. Plus the shoes are designed for Nordic feet, in other words, they have a roomy fit. Bearing in mind the fact that we manufacture large volumes, we can also offer the shoes at an extremely advantageous price.”

What advantages do you see with this venture?

“Several, of course, including the fact that it represents an excellent complement to the rest of our range, we have developed shoes for our own customers plus it is a collection offered at a reasonable price.”

Which markets are you aiming at?

“Our existing ones, which are Sweden, Norway, the UK and Central Europe.”

What is demand like for the new shoe collection?

“Well in excess of expectations. Our target is 40,000 pairs from April 2007 to April 2008, but now our forecast is more than 50,000. A contributory factor is, naturally, our successful TV campaign.

For more info: www.ejendals.com



Ejendals gets established in UK

Ejendals has entered into a co-operation agreement with Cromwell, the UK industrial group which last year showed turnover of SEK 2.2 billion. The collaboration means that *Ejendals* will become established in the UK market and that our products will be available for sale in more than 50 industrial warehouses throughout the UK.

“We are extremely pleased that through co-operation with Cromwell we will now be available in the UK. It is an important market where we hope and believe that we can take significant market share,” says Samuel Enqvist, *Ejendals*’ export manager.

The company has an expressed goal to increase turnover in new markets and the UK venture will blaze a trail for future success. The aim of our international effort is to increase *Ejendals*’ turnover to SEK 1 billion within the next three years. Current growth in export sales is around 68 per cent and our long-term aim is to achieve further growth.



New sales manager for Graninge and DIY in Central Europe

As yet *one* more stage in our international effort, *Ejendals* has recruited a sales manager with responsibility for consumer sales in Central Europe. As *Ejendals*’ first employee outside the Nordic region, Thierry Gabriels will be responsible for supporting the company’s continued international expansion of the GDS range and Graninge through the establishment of sales channels in Central Europe.



“Gloves with fingertip sensitivity and good grip are essential, especially when, from time to time, we have to lift things manually,” says Hannes Hildor.



Feet are safe in comfortable protective shoes.



Hand and foot protection must be safe and comfortable for the user, areas in which Thomas Tull Gustavsson considers *Ejendals* to have been successful.



From receipt to dispatch, truck drivers handle goods at a furious pace. If required, goods can also be packaged on site.

Safe hands and feet when handling goods

In the terminal, the receipt and dispatch of 3,500 pallets of goods are handled using nearly 100 trucks – every twenty-four hours. As a result, the logistics required are of the highest order.

“Deliveries have to be precise, but a safe working environment for our employees is also of paramount importance,” says Thomas Tul Gustavsson, Poståkeriet Net Trafik in Gothenburg.

With 4,000 vehicles collecting and delivering goods daily for 70,000 customers, Poståkeriet is the largest firm of couriers in the Nordic region. A separate company within Posten the Swedish Post Office since 1991, Poståkeriet has seven terminals, including Gothenburg, in the country as a whole. In addition, there are more than 50 branch offices throughout Sweden covering the geographical network with a fine mesh.

“This means that we can work efficiently in local as well as regional and national markets. And, in effect, there are no restrictions on the type and volume of goods we can transport. Anything and everything from small and bulky to dangerous goods,” says Thomas Tul Gustavsson.

Increased growth

He points out that Poståkeriet’s operations are built on three pillars. Package transportation, pallet transportation and message/line trans-

portation. Apart from small and medium-sized companies, customers include Volvo, Rusta, Clas Ohlson, Expert and On Off.

“We are experiencing continuous growth of our market with annual increases of nearly 15 per cent over the past few years and we see no weakening in this trend so far,” he says.

And the activity is evident when The Grip visits the terminal. The truck drivers handle goods at a furious pace from receipt to dispatch.

Safe work

But working with goods also means that the employees must be able to protect themselves against any injuries that may occur. Protective shoes are an essential requirement and protective gloves are used where needed.

Hannes Hildor is a terminal worker handling large volumes of goods with his truck every day: “Gloves with fingertip sensitivity and good



grip are essential, especially when, from time to time, we have to lift things manually. It is important for them to protect against cuts and other injuries and, in this respect, I think Tegera PRO do a good job.”

He wears a pair of Jalas on his feet which he says are a good fit and keep his feet cool. Toe-caps are essential where you run the risk of dropping something on your feet or having them run over by the wheel of a truck.

Protection with quality

Thomas Tul Gustavsson says that the focus is very much on quality when it comes to hand and foot protection. Protective equipment needs to be safe and comfortable for the user, an area in which, he feels, Ejendals has been successful. “Personal protection has been upgraded since we started our co-operation. We anticipate fewer injuries which, by extension, will also lead to a reduction in our total costs.”



Ejendals gives its customers a specialised course in hand and foot protection. The programme included EN standards, the CE label, ergonomics and leather technology.

Ejendals Academy™ “Large flow of ideas and commitment”

Knowledge, commitment and dialogue. Close collaboration, a consultative role and an optimum range on offer.

“Ejendals Academy is an important venture in training our customers in hand and foot protection,” says Michael Hopkins, sales manager.



*Sales manager
Michael Hopkins.*

With Ejendals Academy the company has created a forum for knowledge with the focus on hand and foot protection. This involves asking customers and retailers to attend knowledge days where experts give lectures on subjects concerning various aspects of protection at work.

At the beginning of May, it was time to go to school again. Some 20 Swedish industrial customers attended the academy at Leksand to improve their knowledge of hand and foot protection. Lecturers invited by Ejendals included Lars Eghamn, an orthopaedic engineer, and Krister Forsberg, an expert in chemical protection.

“It is extremely important for us to give our customers a comprehensive picture with specialised information in hand and foot protection. This is why we also rely on external lecturers with specialist expertise in the subjects concerned. A strategy that has proved popular with our customers,” says Michael Hopkins.

Protect your body

Lars Eghamn lectured on the best way to protect your body by wearing the right footwear.

He stressed that poor shoes are often the cause of aching backs, painful knees and last but not least sore feet. Krister Forsberg focused on the best ways to protect yourself against chemicals, with materials and design as important components. He also explained the wide range of rules and requirements surrounding chemical protection.

In addition to this, Ejendals’ product manager provided information about new products, materials and development. The programme also included EN standards, CE label, ergonomics and leather technology.

“It’s all about getting customers to appreciate the advantages of products that offer durability, good fit, safety and, not least, uniform quality and constant development.”

Increased attendance

Michael Hopkins looks at the long-term benefits of using the correct hand and foot protection where an improvement in attendance figures plays a fundamental part. Fewer injuries mean less suffering for those affected and also, in the long term, a reduction in the number of days’ sick leave taken as well as total costs for the company.

“We have recently set up a co-operative working arrangement with Dalarna University to draw up a calculation model showing, in tangi-



Close to the end of the two-day course, participants took an exam.

ble form, the reduction in industrial injuries that results from the correct use of specially-designed hand and foot protection”.

An examination

Close to the end of the two-day course, participants took an exam. Niclas Wiklund, product manager for synthetic gloves, designed a test for the participants.

“This gave each and every one of the participants the opportunity to go over the material covered and receive a certificate of what they had learned. We experienced the course as extremely positive with a large flow of ideas and commitment, which bodes well for the future,” says Michael Hopkins.

What demands do you make of your supplier of personal protective equipment?



Patrick Sjöberg, departmental safety representative, Ovaco Steel, Hofors:

"Good service with fast deliveries. Close contact with the supplier. A good and functional product which delivers what is promised, serves its purpose."



Birgitta Järström, purchaser, Sandvik Coromant, Gimo:

"Service and quality are important but, so too, is delivery reliability. Information about new products and that the supplier

keeps me updated on what is happening with the company and how it is being developed."

Agneta Strand, safety representative at Ctep, Sandvik Coromant, Sandviken:

"Research, development and prototypes."



Erik Ovaska, chief district safety representative, Sandvik MT, Sandviken:

"The best possible quality. A good price is always welcome but the quality is the most important thing."



Per-Olow Linder, environment & fire protection, Outokumpo, Degerfors Järnverk:

"High standards with the right product at the right time. Functionality should be good for the person who is to use the product and it must be comfortable."



Gold medal received in Stockholm

Gold medal for "Beneficial contribution to Swedish industry". Per-Olof Ejendal receives the gold medal from King Carl XVI Gustaf's hand in Riddarhuset. In 1982, the Royal Patriotic Society established a medal to honour commendable, individual contributions to Swedish industry.

Tegera gloves campaign

A campaign for the Tegera range starts in November. Commercials will be run on TV and radio, as well as advertisements in daily newspapers and DR material to customers.

"Given the success of the campaign for J alas, we naturally expect our gloves to have a major impact on the general public," says Ejendals advertising manager Tony Sylsjö.



Tegera 9190, with wrist support, designed for building /construction and skilled work in cold environments..



reddot design award

winner 2007 – best of the best

In the competition with 43 countries and 2,548 products, Ejendals won the category "red dot: product design" for its unique protective gloves design with the focus on quality and fitness for use. On 25 June, representatives for Ejendals received the prize at the Opera House in Essen, Germany before a full audience. Launched in 1955, the red dot design award is one of the most important and well-respected design prizes in the world today.

Positive TV viewers

The response from TV viewers "The feet demonstrate" campaign was huge and extremely positive. Spontaneous comments were constantly being posted during the three weeks in April when the first campaign wave was run:

"Would just like to say you have a wonderful commercial on TV, the one with the singing toes."

"Have to send a few lines and tell you how good you are! I.e. how good the TV movie "The feet demonstrate" is. Please compliment the advertising agency that made the TV commercial and a big cheer to the manager who was sharp enough to go with it."

"I must commend you for your fantastic commercial with those toes. I've never seen anything better."

"When we see your commercial on TV it makes us smile. Unlike all the other rubbish that is on, that commercial of yours is really entertaining. Well done!"



The first sandals were made of papyrus, palm leaves and wood as far back as 4,000 B.C. Long before "Crocs"...

Before the birth of Christ

Back in 4,000 B.C. sandals were made of papyrus, palm leaves, wood and sometimes even gold. From Egypt in the days of the Roman Empire, large quantities of sandals, slippers, shoes and boots of leather have been found.

In Sweden, the shoemaker's trade was mentioned in the general municipal law of 1350, and in 1474 a guild law for shoemakers was introduced which was on the statute book until 1846.

The career route for a shoemaker went from apprentice and journeyman to master cobbler. The period of apprenticeship was between three and five years before the apprentice could become a journeyman. The Swedish Corporation of Shoemakers was formed in 1901. To this day, any shoemaker who wishes to become a master must pass a master craftsman's examination.

Industrialisation in the 19th century

The industrial manufacture of shoes began in the 19th century with the introduction of the sewing machine. During the 1950s, leather was often replaced with other materials and many shoemakers shut up shop. During the 1960s, stiletto heels, which were prone to breakage, gave the trade a welcome boost. Since then the demand for shoemakers has fluctuated with changes in fashion.

These days, heeling is the most common repair work undertaken. Followed by gluing on outsoles and various repairs to the uppers including broken seams, new edging and back lining.

Source: www.skomakare.com



A lot of steps are taken around the world in a year... The right training shoes are designed according to the shape of the foot and have good resilience with air cushioning and thick soles.

Protect your feet

Our feet have a complicated construction which is often subjected to tough treatment. During our lifetime we walk four times round the world. This involves taking nearly 10,000 steps every day.

This is why shoes have to meet high standards irrespective of whether the wearer is jogging, walking or hiking in tough environments. But you also need to protect your feet by washing them every day. Use a washcloth or similar and make sure you wash between your toes, too. Then dry your feet thoroughly. Clean, dry feet protect against the development of athlete's foot. A few times a week you need to give your feet a more thorough treatment. That's when you will need to get out the foot file, pumice stone or some other tool to remove hard skin followed by a session with a pair of nail clippers and tube of foot cream. Wash the feet in warm soapy water.

Extra care

File the soles of your feet carefully in order to remove hard skin. Pay special attention to the heels where dry, dead skin tends to build up. Dry the feet thoroughly, especially between the toes, and clip the nails straight across. Do not cut the nails at an angle on each side otherwise you may develop ingrowing toe-nails. Finish by moisturising the feet with a foot cream. Change your socks or stockings every day. Of



Protect your feet by washing them every day. Use a foot file, nail clippers and foot cream, too.

course, your shoes also have an important role to play in avoiding injury to your feet. It is important when you buy shoes to not merely choose the latest fashion but also to make sure they are of a good quality. Winter shoes should be sturdier than summer shoes and trainers better than dress shoes.

Designed to the shape of the foot

The right training shoes are designed according to the shape of the foot and have good resilience with air cushioning and thick soles. This rule also applies to protective shoes and working shoes which have various functional details including toe-caps and spike protection.

There is a wide variety of different styles designed for different professional categories and work tasks. Contact Ejendals or your retailer for advice and tips on which shoes are most appropriate for your feet.

Foot and footwear questions

Orthopaedic engineer Lars Eghamn answers readers' foot and footwear questions. Please e-mail any queries to: lars.eghamn@ejendals.se

Protective shoes for diabetics

What should I, as a diabetic, bear in mind when choosing protective shoes?

Regards, Eva

Answer: A diabetic must take extra good care of his or her feet and be extremely choosy when buying shoes and stockings. If your blood sugar levels are too high, this can lead to a loss of feeling in your feet.

You will also be more prone to developing sores that do not heal. To begin with, through your GP, consult an orthopaedic engineer who can assess whether you need an individually-created footbed insole or not. A footbed of this kind will mould itself to the shape of your foot and give maximum support.

Then all you have to do is replace the footbed that is already in your protective shoes with the new individually-created footbed.

Treatment of arthrosis

I have seen a large number of specialists for treatment of my painful hip. I have finally been given a diagnosis and it is arthrosis. What can I do to improve my work situation?

Regards "A resident of Dalarna"

Answer: Arthrosis is an injury resulting from



wear and tear and, as you mentioned, you have contacted several different orthopaedic doctors who have examined your hip and determined how it should be treated. It is, however, unfortunate that you were not given help earlier with the pain in your hip.

Another thing that surprises me is that you have not received information about the importance of checking the appearance of your feet. In other words, the appearance of the arch of the foot and whether your foot is at an exaggerated angle which in most cases leans inwards, so-called pronation, as this is part of the body's biomechanics.

You should contact an orthopaedic technician who will look at your shoes and help you correct your feet if this proves necessary. It's lucky that you live in Dalarna, so I suggest you ring me so that I can examine your feet and hopefully help relieve some of the pain you are experiencing.

Try your luck – take a photo and win!

Send us the best picture you have of Ejendals gloves and/or shoes in use. It can be at work, in your spare time doing some carpentry at home, pottering around the garden, enjoying the great outdoors or some other activity where you need to protect your hands and feet.

The photographer of the winning picture will be rewarded with the model of their choice from Ejendals' range of shoes, boots or gloves.

The winner will be selected by a jury consisting of Samuel Enqvist, export manager, Tony Sylsjö, advertising manager, and Päivi Hällman, AD/graphic designer. E-mail your picture to tony.sylsjo@ejendals.se or post it to Ejendals AB, PO Box 7, SE-793 21 Leksand, Sweden.

Mark the envelope or document "Competition picture". The picture must be received by us no later than 1 November 2007. (Submitted pictures will not be returned.) Good luck!



Capture Ejendals shoes or gloves in a photo.



The Pro Solid skincare range protects your skin.

Pro Solid protects your hands

Heavy manual work has a damaging effect on your hands, especially if you have sensitive skin. Then it needs frequent extra protection to keep it soft, preferably several times a day. Pro Solid hand cream with carbamide is non-sticky, is quickly absorbed by the skin and provides excellent protection against dehydration, chapping, and ragged cuticles. Rub it into your hands and you will find it much easier to remove dirt when you wash them.



Ed Belfour to boost strength of Leksand's defence.

NHL goalkeeper in Leksands IF

He has won the Stanley Cup, OS gold and been voted NHL's best. He is virtually a living legend in the sport. In the previous season, he played 58 matches for the Florida Panthers. In the autumn he will be playing for Leksands IF. The man we're talking about is goalie Ed Belfour.

"I consider it a great honour to play for a classic club like Leksand," he says to leksandsif.se.

His recruitment was made possible thanks to Per-Olof Ejendal who sponsored the purchase. In exchange, Ejendals will have all the advertising space on Ed Belfour's match shirt and shorts.



Order our product catalogue on www.ejendals.com

On our website, you can read more about Ejendals and the protection we offer for hands and feet, skincare, insoles, socks and other accessories.

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Protecting Hands & Feet