



slipfree®

Welcome to our safe
and colourful world



non-slip shoes and swimwear
for beach, pool & home

Quick
drying
breathable
fabric

Easy to
wear and
take off

Light,
flexible and
comfortable

Easy to
swim in

Sun safe
UPF 50+

Protects
feet from
heat

Firm
grip
soles

Designed
for all
ages

Protection
from
infection



home garden sea beach nursery waterpark gym pool boat soft play holiday playground bathroom yoga

Slipfree® shoes were designed to keep children safe and help prevent slips and falls on wet or dry surfaces. They also help protect feet on hot sand and floors plus provide protection from infection and sharp objects.

Use them all year round – at home, at the pool and on holiday. They are easy to swim in, while their firm grip soles provide the all-important element to help parents relax!

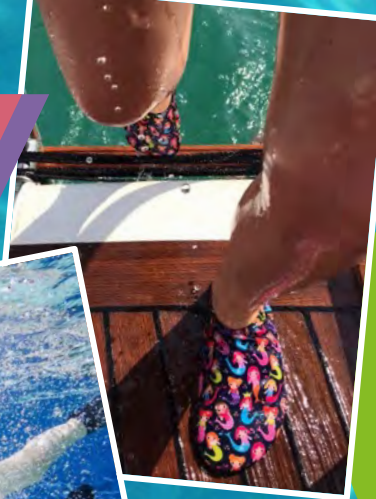
The Company

- Founded in 2014 in Istanbul, Turkey
- Fast global expansion – available in over 48 countries
- Sold in over 10,000 retail locations worldwide: department stores, sports stores, footwear shops, pharmacies, garden centres, gift shops etc.
- All products designed and manufactured in Turkey
- We have a Disney Licensed collection
- Matching sun safe UPF50+ swimwear range available
- Brand name is Slipfree® in UK, USA & AUS and Slipstop® in ROW.

Our happy customers!

“

These are our second pair of Slipfree® shoes, I can honestly say that we love them! We use them for holidays, the beach, the pool even for my little one to have a shower as it can be slippery on the tiled shower floor. They really are an amazing product!!!



“

*Brilliant Product..
Bought these shoes as a last minute buy... so pleased I did! They have been amazing both indoors and out. I will be a loyal customer for many years to come.*

“

We love our Slipfree® shoes we bought for our little boy. He has worn them non stop on holiday and I feel happy in the knowledge that his feet aren't getting burnt on the floor or he's less likely to slip!! They are super easy to get on and off and very comfy for him. Would recommend and will buy again!

“

These are amazing for our baby who has just started walking. He wears them at nursery and they are the perfect inside/outside slipper/shoe!



Our happy retailers!

“

We regularly hear how customers have been recommended them by a friend or family member and with so many fabulous designs to choose from, they really just sell themselves.

*Julie Poynton,
Barkers Department store,
Northallerton*



“

We have had the best response ever selling Slipfree®, customers feel safe when their kids wear them, they actually don't know how they managed without them!

*Lesley,
Clever Clogs @ 19
Scotland*



“

My customers love Slipfree® and are always amazed how their kids don't want to take them off. I love the fact I can sell them all year round and it's great to have matching UPF50+ swimwear as they make a perfect gift idea. I've sold sets with swimwear for presents!!

*Jane,
Hopscotch Shoe Boutique
Surrey*

“

2020 has been a very hard year for bricks and mortar only stores. So to have a product that can sell itself and a practical idea for kids and adults alike is great!

*Bob & Cindy,
Tots To Teens
Shoe Lounge*



Press & Awards

20  20
GIFT OF THE YEAR
FINALIST



The Footwear Industry Awards 2020 FINALIST

My Weekly

Little London Magazine

Sunday Mirror
Notebook
Magazine

[illegible]

**NO MORE
TRIP-UPS**

Whether you're on hols
or at the local lido, it can
be easy for kids to hurt
themselves when they
slip up beside a pool.

Worry not, Slipfree shoes
are thin yet durable, with
gripping soles to ensure
they won't trip up on
a wet surface or hurt
their feet on hot sand.

Slipfree shoes, from
£14.95, Slipfree.



Style at Home

[illegible]

Angels & Urchins Magazine

OUR ULTIMATE GUIDE TO PARENTING IN LONDON

Little London

100% A LUXURIOUS HOLIDAY

Keira Knightley
The role of motherhood

Mini Explorers
THROW A GARDEN PARTY TO REFRESH WITH TIPS FROM GARDEN MIMICRY TO JUNGLE CAMPS TO SUIT THE MOOD OF YOUR LITTLE CLIMBER
POWER TO THE PEBBLES: HOW TO ENCOURAGE LIFE ON TWO WHEELS

Love London
BICYCLE AND REVEALED

REIN FOGGIE ON MAKING THE MOST OF THE CAPITAL

HOW TO BE A STAR

FREE KIDS SUNGLASSES

from monkey monkey • for every reader

WORTH UP TO £20

FACE

[illegible]

TIME

for a CHAT

Catch up with all our latest news & views

We're Rubbing That Lamp.

BITS AND PIECES

The tips and tricks that will make you smile this week

A SLIPPY SOLUTION

KEEP your kids safe on holiday – these Slipfree shoes help prevent falls on both wet or dry surfaces. The next best thing to bare feet. Prices are €17.95 for children's and €22 for adults, available from iloveslipfree.co.uk. Protect those toes.

We're Trying Out...

We're Dreaming About...

WELC...

The Irish Daily Mirror

On the cool side of the poolside

Slipfree are shoes for adults and kids that are perfect for poolside posing. Prices for the kids collection is about £16.95, while the adult sizes costs from about £21.95. They can also be used for dance classes or for pottering about the house.

iloveslipfree.co.uk

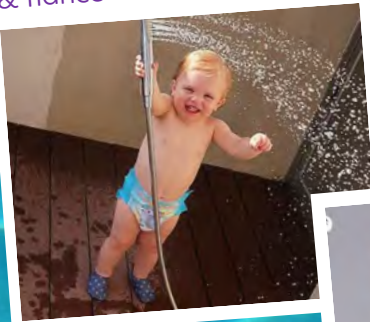
The Irish Times

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As seen on...



Gaz & Emma
4.45m Instagram
followers
Gaz from *Geordie Shore*
& fiancé Emma McVey



Harlen Bodhi White
202k Instagram
followers
At 15 months was the
world's most followed
Instagram baby



Gordon Ramsey
9.9m Instagram followers
Celebrity Chef



Abbey Clancy
499k Instagram followers
Model married to Peter
Crouch, won *Strictly Come
Dancing*



1,084 likes
abbeyclancyofficial My beautiful Beach
babe rocking her new beach shoes from
@blouseybaby - these shoes are a holiday
essential! Check out @blouseybaby



Jordan Banjo
410k Instagram
followers
From *Diversity*, now
presenting BBC1's
The Greatest Dancer



Children's Shoes



Adults Shoes



Matching Children's & Adults



Children's Swimsuits



Children's Swim Shorts



Children's Rash Vests



Girls Designs



Watermelon*



Strawberry*



Lime



Cherry*



Isabella



Dream

*Swimwear available.



Dilly



Stripe*



Adele



Mermaid



Magical*



Biancha*

*Swimwear available.



Ivy



Katy



Parade

Boys Designs





Sharks



Ocean



Shiver*



Jack*



Yacht



Dino*



Rugops

*Swimwear available.



Gator*



Giraffe



Cactus



Fox



Superhero



Oscar



Pacific

*Swimwear available.

Plain Designs





Neon Orange



Neon Yellow



Neon Blue



Neon Fuchsia



Navy



Black



Purple



Pale Pink

Matching Children's and Adults





Adult Stripe
(Women's)



Adult Dream
(Women's)



Adult Isabella
(Women's)



Adult Parade
(Women's)



Stripe



Dream



Isabella



Parade



Adult Yacht
(Men's)



Adult Pacific
(Unisex)



Adult Navy
(Unisex)



Adult Black
(Unisex)



Yacht



Pacific



Navy



Black

Swimwear





Strawberry:
Swimsuit, Bikini
and Shoes



Watermelon:
Swimsuit, Bikini
and Shoes



Cherry:
Swimsuit, Bikini
and Shoes



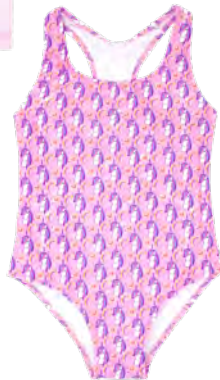
Ivy:
Swimsuit and Shoes



Parade:
Swimsuit and Shoes



Katy:
Swimsuit and Shoes



Biancha:
Rash Vest, Swimsuit
and Shoes

Stripe:
Rash Vest, Swimsuit
and Shoes

Magical:
Rash Vest, Swimsuit
and Shoes



Jack:
Rash Vest, Shorts
and Shoes



Gator:
Rash Vest, Shorts
and Shoes



Shiver:
Rash Vest, Shorts
and Shoes



Dino:
Rash Vest, Shorts
and Shoes

Merchandising

Sells fast
with little
need for
customer
service



Corner Stand

- Holds max. 120 pairs
- Included in the price of 120 pairs

Base Length 59cm
Base Width 41cm
Height 142cm

Small Stand

- Holds max. 180 pairs
- Included in the price of 180 pairs

Base Diameter 59cm
Height 142cm



Large Stand

- Holds max. 360 pairs
- Included in the price of 360 pairs

Base Diameter 76cm
Height 156cm

Easy to
store and
ship

Merchandising

Swimwear Stand

- Holds max. 240 pairs of shoes
- Included in the price of 240 pairs of shoes and 24 pieces of swimwear

Base Length 178cm

Base Width 59cm

Height 142cm



Table Top Stand

- Holds max. 40 pairs
- Rotates around
- Included in the price of 80 pairs

Width 42cm, Height 45cm

Only available to stores less than 20m² or as an additional option to another floor standing unit.

Children's Shoes	INF	XS	S	M	L	XL	TOTAL
UK shoe size	2 - 4	4.5 - 6.5	7 - 9	9.5 - 11.5	12 - 1	1.5 - 3	-
EU shoe size	18 - 20	21 - 23	24 - 26	27 - 29	30 - 32	33 - 35	-
Approx age	9 - 18mths	18 - 36mths	3 - 5 yrs	5 - 7 yrs	7 - 9 yrs	9-10yrs	-
Pack size	1	2	3	2	1	1	10

Swimwear	2-3 yrs	4-5 yrs	6-7 yrs	8-9 yrs	TOTAL
Swimsuits/Shorts/Rash Vests	1	2	2	1	6

Adults Shoes	XS	S	M	L	XL	XXL	TOTAL
UK shoe size	3 - 4	4.5 - 5.5	6 - 7	7 - 8	8.5 - 9.5	10 - 11	-
EU shoe size	35 - 36	37 - 38	39 - 40	40 - 41	42 - 43	44 - 45	-
Women's pack	1	2	3	2	0	0	8
Men's/Unisex pack	1	2	2	1	1	1	8

slipfree®

Join our safe and colourful world

UK & Ireland Distributor
Bonison (UK) Limited
Jo Robinson & Lou Rawlinson

Slipfree Office
0208 2438694

Email
wholesale@slipfree.co.uk

Consumer Website
www.slipfree.co.uk

Trade Website*
www.slipfreeretail.co.uk

*launching early 2021

