



ZERO DROP™

ALTRA footwear offers runners the world's first fully cushioned, foot-shaped, training shoe without an elevated heel. This unique platform allows for a more natural foot strike and a more efficient, comfortable ride.



- Heel and Forefoot are the Same Distance From the Ground
- 1-to-1 Ratio Naturally Aligns Feet, Back and Body Posture
- Zero Drop™ Design to Reduce Initial Impact by 3 – 5x
- Encourages Better Running Technique
- Natural Achilles Loading for Better Propulsion

FOOT SHAPED

Setting Altra apart from other performance training shoes, a foot-shaped design ensures healthy, happy feet. The distinctive toe box follows the shape of a healthy foot for more comfort, balance and running efficiency.



FOOT-SHAPED DESIGN:

- Maximizes Shock Absorption and Powerful Toe Off
- Allows Toes to Relax and Spread Out Naturally
- Helps Maintain Proper Anatomical Foot Position

DESIGNED TO REDUCE:

- Bunions
- Forefoot Pain
- Excessive Pronation
- Shin Splints

THE TECHNOLOGY

AltraBound™

This unique protective layer sits directly under the foot to return energy back into each stride and reduce impact of hard surfaces. AltraBound™ doesn't compress like other shoes either, allowing you to get more mileage from your Altra's.

SeeNoSeam™

Found in select Altra shoes, this comfortable construction method allows the foot to rest against a smooth surface without seams.

StoneGuard™

This multi-sectional layer offers flexible protection and deflects rocks into the midsole for a smoother, more stable ride.

NRS – Natural Ride System™

This unique combination of outsole and midsole components, Zero Drop™ platform and foot-shaped lasts allows people to run as nature intended.

Asymmetric Lacing

Following the volume heights of the foot, this lacing system improves the fit and natural flex zones in the shoe for a better fit and fewer pressure points.

TrailRudder™

Stay in control on very steep descents with this throwback feature. It's a graceful nod to the very first trail running shoes.

Stability Wedge™

Perfect for those with collapsed arches. Allows for flexible stability without pushing up into the arch and weakening the foot.

Outsole

Altra's Zero Drop™ outsoles are designed for any weather, any terrain and any feet. Wherever your run takes you, Altra's wide-variety of outsoles will maintain traction and increase flex and responsiveness – giving you performance you expect. Altra's naturally-aligned outsoles include the FootPod™, MetaPod™, SpeedPod™, BareSole™, CheckerTrail™ and TrailClaw™ outsole technologies.

LEARN TO RUN

Learn to run naturally with the Altra Learn to Run Initiative. Your customers will learn to run with more efficiency, less injury and faster recovery time. Contact us to start a class today!

1) BALANCED FORWARD POSTURE

- Stand tall, gaze forward
- Keep chest forward and shoulders back and relaxed
- Don't bend at the waist

2) COMPACT ARMS

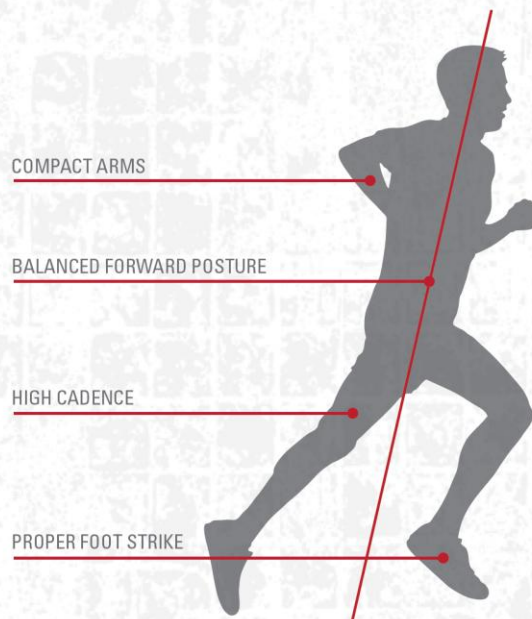
- Short, compact, relaxed arm movement
- Pump back and recover forward, don't sway side to side
- Elbows should not extend in front of the waist unless sprinting

3) PROPER FOOT STRIKE

- Land softly underneath a bent knee
- Avoid overstriding and excessive heel striking

4) HIGH CADENCE

- Maintain approximately 170 – 180 steps per minute
- Count 30 steps per leg in 20 seconds for a 180 cadence
- Light, soft and quick foot placement



TRULY GENDER SPECIFIC

Introducing truly gender-specific shoes from Altra. While other companies claim some gender-specific design, Altra features shoes separately designed for the male and female foot. Male and female feet are anatomically different from each other and a shoe should reflect that. Altra footwear accommodates the narrower heel and midfoot, longer arch and higher instep of the female foot, and the wider foot and shorter arch of the male foot. Whatever your gender, foot or run—Altra has a shoe for it.



Male Specific Design

1. Lower Instep
2. Shorter Arch
3. Wider Midfoot
4. Wider Heel
5. Male Foot Shape
6. Metatarsal Positioning
7. Cushioning
8. Last & Upper-Fit
9. Midsoles
10. Outsoles

Female Specific Design

1. Higher Instep
2. Longer Arch
3. Narrower Midfoot
4. Narrower Heel
5. Female Foot Shape
6. Metatarsal Positioning
7. Cushioning
8. Last & Upper-Fit
9. Midsoles
10. Outsoles

TRANSITIONING TO ALTRA ZERO DROP™ FOOTWEAR

Most running shoe midsoles are built on a 2-to-1 heel-to-toe ratio with the heel twice as thick as the forefoot. Altra Zero Drop™ footwear is built on a flat, 1-to-1 ratio, giving you natural body positioning.

A lifetime of wearing elevated heels has neutralized the Achilles and lower calf. They need time to redevelop! Depending on your foot and calf strength, many runners will experience some lower calf tightness due to the awesome natural loading effect of running with Zero Drop™.

Start with easier runs and rotate your Zero Drop™ footwear with your old shoes for the first few weeks. This will allow your muscles and tendons the necessary time to adapt back to their natural state.