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3 Product segments

The Birki-Principle

In 1993 the Birki Schuh GmbH was founded by Stephan Birkenstock. Looking back on more than 230 years of experience in shoe manufacturing and with the goal to develop functional sandals and clogs in modern design, in 1993 Birki's set out with its first collection of colourful gardening clogs. In the years to follow a lot more sandals and clogs have been presented. Today, the collections for kids and adults have grown to more than 100 different styles and designs.

The anatomic footbed of each Birki style perfectly moulds to the foot and quite automatically supports step formation even when walking or standing for extended periods of time – not only adults, kids also benefit from the typical outward extension of the footbed which warrants safe standing.

In this case the footbed is outwardly angled toward the sole so that the contact surface is markedly wider and the little ones can simply stand more safely. Specially developed production methods allow for production of very light, extremely flexible and durable sandals and clogs. Due to the optimal combination of innovative and natural materials Birki's can be used in a lot of different areas e.g. at the sauna or spa, in hotels, kitchens or hospitals, in the garden, on holidays or during leisure times – and of course everywhere at home and in kindergarten.

The 3 segments of each Birki Collection

Cork-latex: This segment contains all shoes made with an anatomic cork-latex footbed. Cork-latex has different positive properties that are of special importance in our shoe production. It is extremely flexible, it absorbs moisture which forms when walking, and it is adaptable, i.e. it can be poured into any kind of shape. The anatomic footbeds of Birki's accurately adjust to the foot so that even longer standing in these sandals and clogs is hardly noticeable. Besides that, the anatomic shape lightly and pleasantly exercises the foot: by alternately flexing and relaxing the foot muscles. Blood circulation to the foot and calves is fostered, cold feet are counteracted.



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Meanwhile, cork-latex footbeds have become available in an even "softer" variety: as Soft Footbed. Here, a permanently elastic latex cushion inserted directly underneath the suede leather liner allows for longterm tender-soft comfort.

PU/EVA: In the PU and EVA segment Birki's materials are called ALPRO®-foam and ALPRO®-cell. They are our very own special development for the daily demands of walking and running. Even the footbeds in this segment are anatomically moulded and thus also useful for foot training and support. ALPRO®-foam and ALPRO®-cell are used wherever water-repellent materials are important. Easy-care and comfortable perfectly summarises where our main focus is.

Kids: The Birki-Kids segment basically features the same advantages as sandals and clogs in the adult segment. But there are important differences: here, the cork footbeds consist of a cork-ALPRO®-cell blend which is way more flexible than cork-latex. Another difference is the already mentioned outward angle of the kids footbeds, which extends toward the bottom in order to ensure safe standing. Even the first steps are no longer a problem. Similar designs in both the kids and adult segments allow parents and children to wear the same shoes.

Functional sandals and clogs in modern design – that's what the name Birki's has been standing for since 1993. As licensee of Birkenstock Orthopädie GmbH & Co. KG, Birki Schuh GmbH can look back on more than 230 years of experience in shoe manufacturing. The anatomic footbeds of the Birki styles perfectly adjust to the foot and support the natural step formation even during extended periods of walking and standing. Special production methods allow for the production of very light and extremely durable sandals and clogs. Due to the combination of innovative polymers with natural materials Birki's can be employed in a variety of different areas, like sauna, pool, spa, hotel, kitchen, hospital, garden, holiday, leisure, etc. The terms "anatomically moulded" and "highly developed" best summarise all Birki's collections to date.

Birki's – Imagination knows no bounds.