

softstride™

“Great answer for tender heels, and they seem to stay put in your shoes!”





Soft Stride is a comprehensive line of flexible foot orthotics that addresses many specific ailments and injuries to feet, heels, ankles, arches and legs. These products help patients avoid or delay surgery, attenuate shock and provide pain relief. Athletes receive comfort during strenuous training and people who stand for long periods benefit from decreased fatigue and pain. The viscoelastic polymer mimics the qualities of soft body tissue. This unique polymer provides redistributes pressure and attenuates impact.

PRODUCT LINEUP

Hindfoot

Forefoot

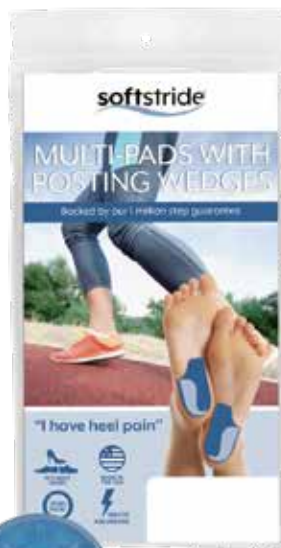
Insoles

Sheets



BACKED BY OUR 1 MILLION STEP GUARANTEE

Your Soft Stride insert is made from a 100% transparent medical-grade polymer with absolutely zero fillers. That means it will provide the same shock-absorbing support after your one millionth step as it does after step 1. If you notice any degradation of quality or the product has worn down, simply return it for a free replacement.





Bone Spur Pads - Cobra style

- Relieves direct pressure in heel spur, bruised and sensitive area.
- Viscoelastic polymer mimics the qualities of soft body tissue
- Provides pain relief

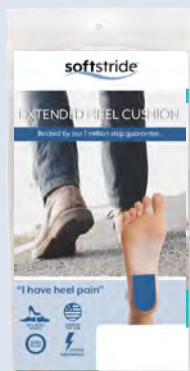
Item#	Size	Men	Woman	European size
71301	Small	4 - 6	5 - 7	36 - 38½
71302	Medium	6½ - 10½	7½ - 11½	30 - 43½
71303	Large	11+	12+	44



Bone Spur Pads - Donut style

- Relieves direct pressure in heel spur, bruised and sensitive area.
- Viscoelastic polymer mimics the qualities of soft body tissue
- Provides pain relief

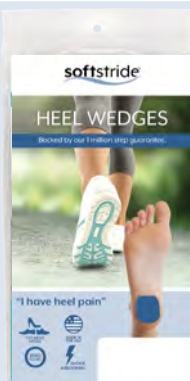
Item#	Size	Men	Woman	European size
71501	Small	4 - 6	5 - 7	36 - 38½
71502	Medium	6½ - 10½	7½ - 11½	30 - 43½
71503	Large	11+	12+	44



Extended Heel Cushion

- Absorb heel strike shock, useful in treating plantar fasciitis, heel strike impact reduction and Achilles tendonitis.
- Viscoelastic polymer mimics the qualities of soft body tissue.

Item#	Size	Men	Woman	European size
71311	Small	4 - 6	5 - 7	36 - 38½
71312	Medium	6½ - 10½	7½ - 11½	30 - 43½
71313	Large	11+	12+	44



Heel Wedge

- Fifteen degree angle is useful for leg length discrepancy, Achilles tendonitis and heel strike impact reduction.
- Viscoelastic polymer mimics the qualities of soft body tissue

Item#	Size	Men	Woman	European size
71341	Small	4 - 6	5 - 7	36 - 38½
71342	Medium	6½ - 10½	7½ - 11½	30 - 43½
71343	Large	11+	12+	44

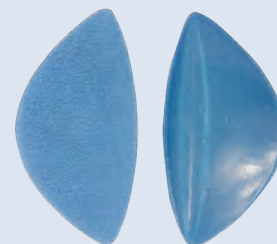




Longitudinal Arch Support

- Support and maintain normal longitudinal arch.
- Viscoelastic polymer mimics the qualities of soft body tissue
- Provides pain relief

Item#	Size	Men	Woman	European size
71351	Small	4 - 6	5 - 7	36 - 38½
71352	Medium	6½ - 10½	7½ - 11½	30 - 43½
71353	Large	11+	12+	44



MultiPad

- Provide an anatomical support pad that can be used as medial/lateral posting orthotic or neutral heel cup.
- Viscoelastic polymer mimics the qualities of soft body tissue

Item#	Size	Men	Woman	European size
71371	Small	4 - 6	5 - 7	36 - 38½
71372	Medium	6½ - 10½	7½ - 11½	30 - 43½
71373	Large	11+	12+	44





Metatarsal Pad

- Provides conservative approach for treatment of pain in and around head of metatarsal or metatarsophalangeal joint.
- Viscoelastic polymer mimics the qualities of soft body tissue

Plain Item#	Size	Men	Woman	European	With Top Cover Item #
71361	Small	4 - 6	5 - 7	36 - 38½	71366
71362	Medium	6½ - 10½	7½ - 11½	30 - 43½	71367
71363	Large	11+	12+	44	71368



Tender Foot Pad

- Superior for separating the metatarsal shafts and cushioning the metatarsal heads.
- Viscoelastic polymer mimics the qualities of soft body tissue
- Unique design alleviates pain and discomfort in forefoot.

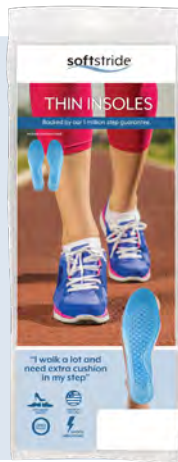
Item#	Size	Men	Woman	European
71411	Small	4 - 6	5 - 7	36 - 38½
71412	Medium	6½ - 10½	7½ - 11½	30 - 43½
71413	Large	11+	12+	44





Insoles Solutions

Flexible foot orthotics



Thin Insoles

- Reduce shock over entire plantar surface with lightweight and thinner forefoot design.
- Contain extra polymer in heel and arch areas to reduce shock.

Item#	Size	Men	Woman	European
71421	A	3 - 5	4 - 6	34½ - 37
71422	B	6 - 8	7 - 9	38½ - 40½
71423	C	9 - 11	10 - 12	41½ - 44
71424	D	12 - 14		45½ - 48
71425	E	15 - 17		48 +



Sheet Products

- Provide an alternative to preformed foot orthotics.
- Useful for customization or when making an orthotic is desired.
- Diamond design allows for polymer flow when pressure is applied creating a softer feel.

Item#	Size
71601	1/10" Depth
71604	1/8" Depth



OUR HISTORY

Physician and surgeon Ivan E. Brown, Sr. launched Brown Manufacturing in 1965 after receiving a U.S. Patent for his invention, the Plastalume® Finger Splint. When sales of this new product increased, Dr. Brown moved operations from a workroom in his basement to a small building behind his residence. Under the leadership of Ivan's son, Ivan E. Brown, Jr., the company continued to expand. The SEAL-TIGHT® Cast and Bandage Protector, introduced in 1989, was instrumental in the evolution of Brownmed, as the product's success resulted in considerable sales and employment growth – and the need for increased manufacturing space.

A lot of things have changed since Brownmed produced the first aluminum/foam finger splint more than 50 years ago – but one thing remains the same, and that's Brownmed's mission: Improving Life is Our Passion.

Today, Brownmed employs more than 70 people and manufactures and sells more than 130 different products to a worldwide market. Exports contribute approximately 20% of sales and Brownmed has distribution relationships in 130 countries. Brownmed has been awarded 24 patents and has 11 pending with the United States Patent Office. Brownmed has 25 registered trademarks.



1964

In his basement workroom, **Ivan E. Brown, MD** invented the Plastalume finger splint.



1965

Dr. Brown founded **Brown Manufacturing** and earned a patent for **Plastalume**.



1967

Dr. Brown expanded to a **2000 sq. ft building** in the backyard of his residence.



1982

A new era began.

Dr. Brown passed away. His three sons took over management of the company.



1985

Recognized with the **Iowa Small Business Exporter of the Year Award**.



1987

The company licensed the technology for **SEAL-TIGHT**.



1989

The company started manufacturing **SEAL-TIGHT** cast and bandage protectors.



1990

The company expanded to a **6,000 sq. ft building** and employed ten people.



1993

A new upper extremity line, **Steady Grip**, was released.



1994

Ivan E. Brown became CEO.

The **Steady Step** lower extremity line was introduced.



1997

A new location and expansion, this time to **30,000 sq. ft.** Credited with the **Governor's Export Award.**



1998

Brown assembled a **Board of Directors.**



1999

Polar Ice cold therapy line introduced.



2003

The company earned the **CE Marking** for entire product selection.



2004

The acquisition of **Soft Stride** orthotics from M-PACT.



2008

Credited with the **Governor's Excellence Award** and listed on the **Inc. 5000.**



2009

Plantar fasciitis line rebranded under **Nice Stretch** banner.



2010

The company acquired IMAK Products Corp. and received the **Ease of Use Commendation** for three products from the Arthritis Foundation.



2013

Brownmed launched **Intellinetix** and joined **Inc. 5000 Honor Roll**, making the list of America's fastest growing companies for the fifth time.



2014

Added **51,000 sq. ft.** to manufacturing facility in Spirit Lake, IA and acquired **NüRoo Products Corp.**



2016

Brownmed acquires Joslin Arm Slings



2016

Brownmed celebrates its **50th year** as a family-owned manufacturer of medical device products.



2017

Kyla Garver became President marking a transition to the third generation of family leadership.



2018

Brownmed launches **Spark Kinetic Sleeves.**



2018

Brownmed executive office moves into a new space.



2019

Brownmed launches **Body Furnace**, adding the first app-controlled device to product portfolio.



2020

Brownmed manufactured and distributed more than 1 million units of lifesaving PPE during coronavirus pandemic.

ABOUT US



OUR MISSION

At Brownmed, we believe you should be able to do what you love, no matter what. We believe pain causes road blocks that diminish your enthusiasm for life. We believe we can eliminate road blocks so you can get back to what drives you. We create products that are comfortable, well made and uncomplicated.

Improving life is our passion.



CERTIFICATIONS

CE Declaration of Conformity

The CE Marking allows Brownmed to trade its products freely within the European Union.

Certificate to Foreign Government

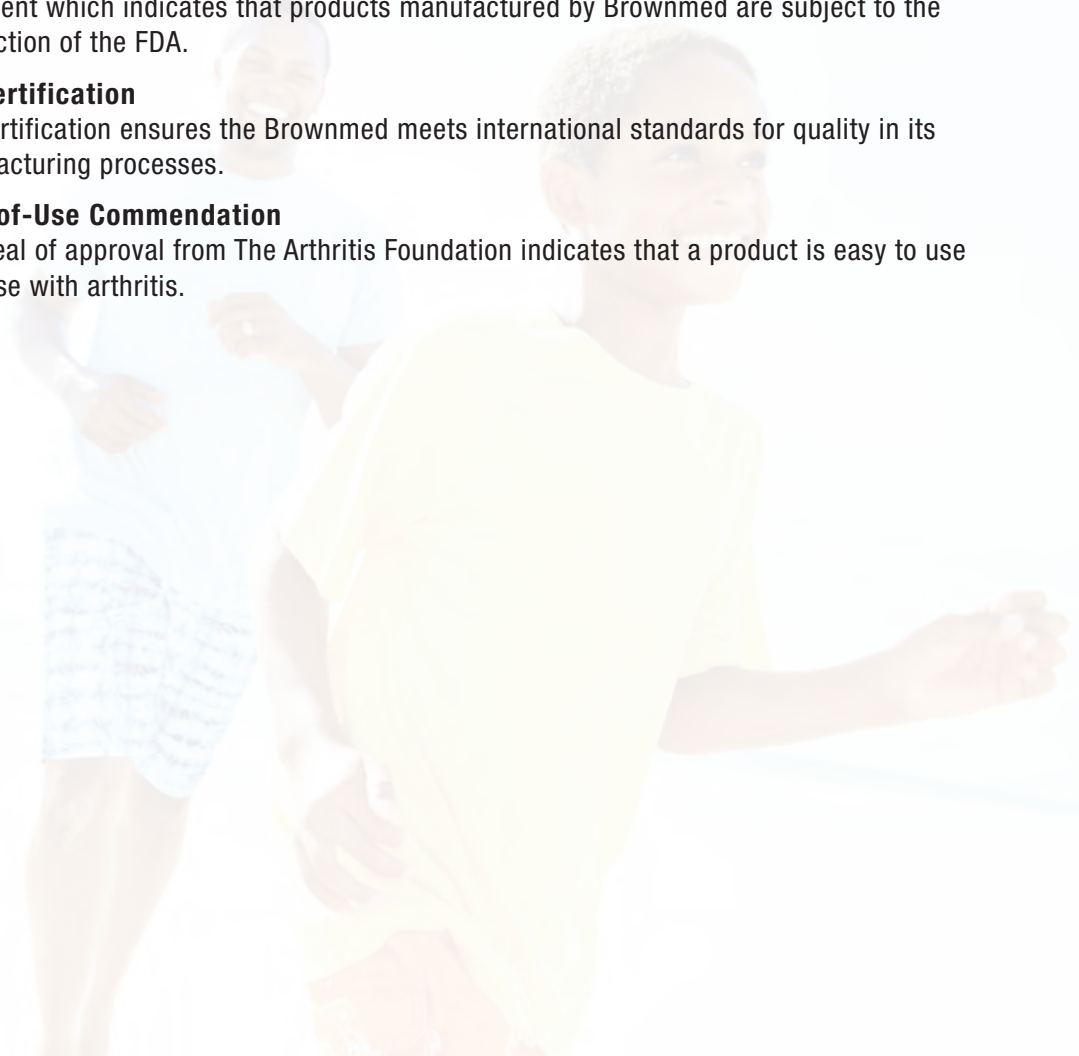
The Certificate to Foreign Government is a United States Food and Drug Administration document which indicates that products manufactured by Brownmed are subject to the jurisdiction of the FDA.

ISO Certification

ISO Certification ensures the Brownmed meets international standards for quality in its manufacturing processes.

Ease-of-Use Commendation

This seal of approval from The Arthritis Foundation indicates that a product is easy to use by those with arthritis.



ABOUT US



GREEN INITIATIVES

Operating Mindfully

Brownmed's manufacturing facility is nestled within the Iowa Great Lakes. In fact, it is less than five miles away from one of only three blue water lakes in the world, West Lake Okoboji. This area is home to more than 500 animal species and we have nearly 20,000 Public Wildlife Acres. Respect for and preservation of the environment is ingrained in our culture at Brownmed.

Our actions – the building and grounds:

We've transitioned to geothermal energy. This eliminated the need for all natural gas for heating. In addition, all air conditioning is provided by geothermal. Lighting is provided by high efficiency fluorescent bulbs that we recycle through an approved Universal Waste Management Company. We voluntarily requested a facility-wide waste management and environmental compliance survey by the Iowa Waste Reduction Center (2005). The lawn sprinkler system is supplied with water from a water retention pond fed by runoff from our roof and parking lot drains.

Our actions – manufacturing processes:

Zoned lighting system and skylights maximize energy efficiency. All used oil is recycled through a used oil recycler. All scrap vinyl and aluminum is recycled.

Our actions – packaging and shipping:

IMAK Compression, IMAK RSI and IMAK Ergo display boxes are made from 75% recycled pulp.

IMAK Compression, IMAK RSI and IMAK Ergo inner and outer cartons are made from 100% recycled pulp. Recycled paper is used for packing fill material. Customers are invoiced electronically to reduce paper use.

Our actions – recycling:

All cardboard generated in the plant is recycled. All batteries are recycled the ergoBeads found in many of our IMAK Compression, IMAK RSI and IMAK Ergo products are 100% recyclable.

INTRODUCING OUR BRANDS



Moisture Protection for Casts,
Bandages Wounds and more



Ergonomic Comfort for
the Digital World



Supporting Kangaroo Care and
Skin-to-Skin Contact



Dynamic Vibration
Therapy Products



Stretch-to-Fit Armslings

NICE STRETCH

Splints and Supports



Cold Therapy for Post-Surgical
Rehabilitation and Other Injuries

Plastalume®

The Best in Splinting Technology



Make Walking Easier
and More Comfortable



Flexible Foot Orthotics

