



*ADvanced Digital technologies and virtual engineering for mini-Factories*

[www.addfactor.eu](http://www.addfactor.eu)



## Current Status of the ADDFactor Project

**Consumer demand for personalized, comfortable, safe, healthy, affordable, and sustainable products is continuously growing. This applies to all types of products, and in particular to shoes. Footwear bearing the label “Made in Europe” sets the gold standard all around the world. The European footwear sector generates annual sales of € 26.1 billion and employs nearly 405,000 people. To help European footwear companies to keep a competitive edge, the EU is funding a transnational European research project called [ADDFactor](#). PFI is a member of the project consortium.**

In today’s globalized world, companies strive to remain competitive by adopting a mass production strategy where high volumes provide the leverage to reduce costs per item.

Reversing this approach, the ADDFactor project proposes a concept of “mini-factories”. This innovative solution involves all the actors involved along the entire supply chain: the relationship between retailers and manufacturers as well as the manufacturing technologies are re-defined to comply with a new production framework concept based on centralized design and local manufacturing.

The ADDFactor consortium is made up of 15 project partners from 9 different EU countries and is coordinated by [Synesis \(Italy\)](#).

Partners:



PFI’s role in the ADDFactor project is testing and validation. So far PFI, supported by other project partners, has conducted validation tests on components and products that had been developed within the scope of the ADDFactor project, such as orthotics or sport shoes.

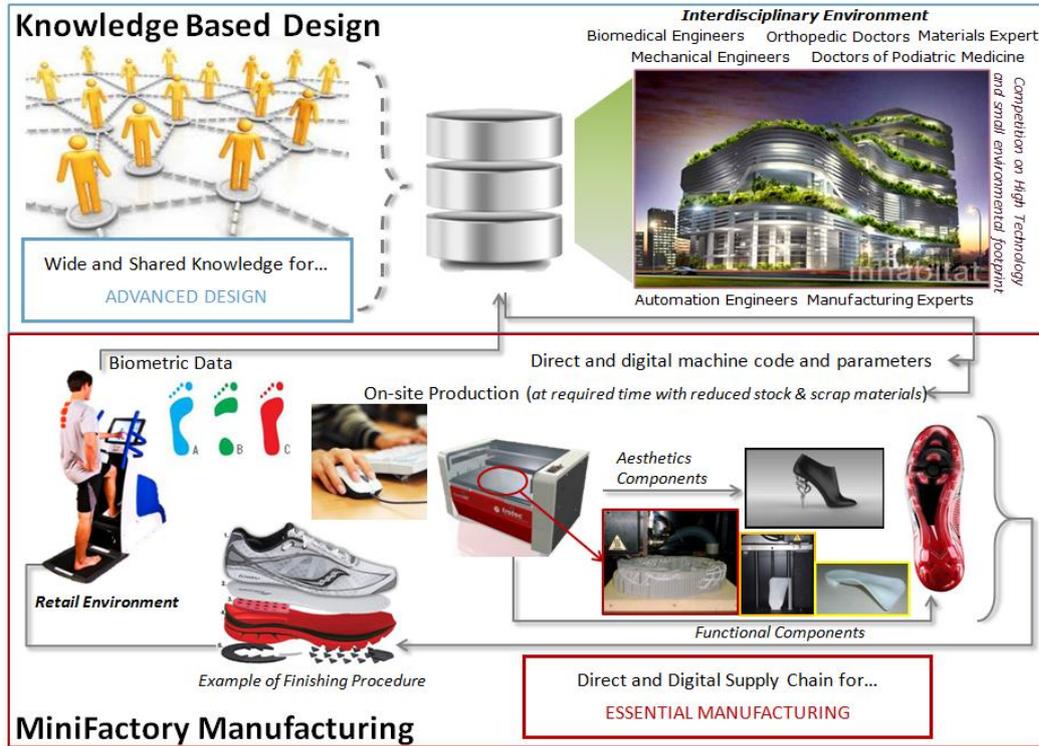
Most of the PFI tests serve to determine physical properties such as assessing the strength of the heels and their attachment, torsion and flexibility of soles, shock absorption properties of soles when new and after long-term load, as well as tests on personalized orthotics.



The ADDFactor concept focuses on need-driven products, meaning that only firm individual customer orders will be produced (so the manufacturer is sure to sell the complete production). The core component of the concept is a system establishing a direct connection between retailer and shoe manufacturer in order to manage the complexity of the design phase. The system will collect the biometric data of the feet of each customer and will propose design features for the customer to choose from, thus linking the two fundamental areas of functionality and aesthetics for an effective individual personalization.

ADDFactor envisions a two-level manufacturing solution:

- a retail or local level for manufacturing relatively simple products in terms of components and assembly (for example orthotics or modular fashion heels such as platform heels)
- a district level for more complex products requiring manufacturing procedures that cannot be scaled down to a local level



More information on [www.addfactor.eu](http://www.addfactor.eu)

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