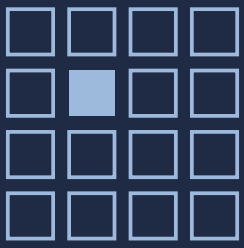
INDUSTRIES OF INDIA

THE SNEAKER

Source Companion



KETINENI RAMARAO

Source Companion

to The Sneaker, by Ketineni Ramarao

This volume lists every source cited in the book under its tag. For each source it gives the title, publisher, address, how much of it was read, the claims it supports, and any caveat. Entries are written to match the source's own figures and rounding.

Source types differ in weight. Primary filings (Nike's 10-K, the Adidas annual report), peer-reviewed papers, a governing-body press release and the European Patent Office page carry the load-bearing numbers. Company histories (Nike, Adidas family site, Converse via Nike) are the companies' own accounts. Wikipedia pages are used for background and dates only, and company figures come from company or filing pages.

Entries say what was read. Where an entry reads 'search excerpt' or 'listing line only', it supports only the narrow claim named in that entry.

What was not found or not verified

- A complete census of component makers. The book names a sample with published accounts (Vibram, Arkema, BASF, Feng Tay, Taekwang) and does not claim the list is complete.

- A global count of pairs sold, and a market size from a primary source. Production (23.9 billion pairs in 2024) comes from a trade summary of the World Footwear Yearbook 2025, because the yearbook itself was available only as a sample.

- Current wage data for the producing countries. Wage figures in the book are 1998 claims as reported.

- A current life-cycle assessment of a modern shoe. The carbon chapter rests on the abstract of a 2013 paper; the full paper was not read.

- A verified recycling or repair rate for sneakers.

- The full texts of the Nike 10-K, the adidas and PUMA annual reports and the Skechers 10-K. Company figures were read from the passages named in each entry.

- Funding and conflict-of-interest statements of the 2017 Sports Medicine shoe study. The book describes it as a test of one company's prototype against two rival shoes.

Where the sources disagree

- First Nike Air shoe (Tailwind): 1979 in the European Patent Office page (SN13), 1978 in the Air Max reference page (SN14). The book says 'late 1970s'.

- First rubber-soled canvas shoes in Britain: 1876 in the Guinness record (SN1). Other popular accounts give an earlier date for the Liverpool company and were not verified, so the book uses 1876.

- Chuck Taylor and Converse: Nike's account says he was hired in the early 1920s (SN6); SATRA says he endorsed the shoe five years after 1917 (SN7). The book says 'early 1920s'.

- Air Jordan first-year sales of 126 million dollars: reported, marked as disputed on the source page (SN17). The book gives it as reported.

Sources by chapter

Chapter 1. Four things a foot asks of the ground

SN5, SN7, SN13, SN18, SN19

Chapter 2. Sap and sulphur

SN1, SN2, SN3, SN4, SN24

Chapter 3. Canvas under rubber

SN1, SN2, SN3, SN5, SN7, SN32, SN37

Chapter 4. Two workshops and a court

SN5, SN6, SN7, SN8, SN9, SN10

Chapter 5. The waffle iron and the gas bag

SN11, SN12, SN13, SN14, SN15, SN31

Chapter 6. From importer to maker

SN11, SN24, SN40

Chapter 7. The foam race

SN5, SN20, SN21, SN22, SN34, SN35, SN44, SN45, SN46, SN53, SN60

Chapter 8. New bodies, new shoes

SN5, SN6, SN7, SN22, SN32, SN38, SN39, SN40

Chapter 9. The shoe becomes a signature

SN5, SN7, SN16, SN17, SN24, SN33

Chapter 10. What a pair is made of, and how

SN22, SN24, SN25, SN36

Chapter 11. The map of where they are made

SN2, SN3, SN8, SN11, SN23, SN24, SN26, SN27, SN41, SN42, SN47, SN49, SN50, SN51

Chapter 12. The companies

SN6, SN22, SN24, SN25, SN26, SN28, SN29, SN30, SN31, SN32, SN37, SN42, SN43, SN44, SN45, SN46, SN47, SN48, SN49, SN56, SN57, SN58

Chapter 13. The carbon in a pair

SN22, SN23, SN24, SN36, SN52, SN59

Chapter 14. Bottlenecks and dependence

SN5, SN13, SN16, SN17, SN18, SN19, SN21, SN22, SN23, SN24, SN27, SN33, SN35, SN41, SN53, SN54, SN55

Chapter 15. What is open

SN2, SN3, SN5, SN11, SN17, SN18, SN20, SN21, SN23, SN24, SN27, SN52, SN53

Entries

SN1. First sneakers

Guinness World Records (record entry)

https://www.guinnessworldrecords.com/world-records/776603-first-sneakers

Read: Full entry text

Supports: Vulcanization 1839 as accidental; croquet sandals of late 1860s; Peck & Snyder rubber-soled canvas shoe; New Liverpool Rubber Company shoes 1876; plimsoll name origin; shoes not made as left/right pairs

Caveat: Entry is a summary; its dating of the 1876 launch is the date used in the book.

SN2. Charles Goodyear and the Vulcanization of Rubber

Connecticut History, a CTHumanities project (Ann Marie Somma, 2014)

https://connecticuthistory.org/charles-goodyear-and-the-vulcanization-of-rubber/

Read: Full article

Supports: Goodyear biography, 1834 visit, years of debt, 1839 Woburn breakthrough, 1843 Naugatuck company, 1844 patent, death in 1860 with debt, Goodyear Tire name 1898, Naugatuck licensees, Keds maker, Rubber Avenue

Caveat: Secondary popular history citing Charles Slack's biography Noble Obsession.

SN3. Technological Advancements: Rubber Soles through Vulcanization

Digital Public Library of America exhibition on the Massachusetts shoe industry

https://dp.la/exhibitions/shoe-industry-massachusetts/technological-advancements/rubber-soles-vulcanization

Read: Full page

Supports: First rubber-soled shoes made in the late 1800s; vulcanization bonds rubber to cloth; Hood Rubber Company founded 1896, over 10,000 employees

Caveat: Short exhibition text.

SN4. Natural rubber

Wikipedia

https://en.wikipedia.org/wiki/Natural_rubber

Read: Full page

Supports: Olmec ball use; Hevea latex; Wickham 1876 seeds (70,000, 2,400 germinated); spread to Ceylon, Dutch East Indies, Singapore, Malaya; first commercial Indian plantation 1902; synthetic rubber 1909; leading producers

Caveat: General reference; individual claims were not traced to their footnoted originals.

SN5. Sneakers

Wikipedia

https://en.wikipedia.org/wiki/Sneakers

Read: Full page

Supports: Word 'sneaker' history (1887, 1917); plimsoll; Foster 1895; US Rubber 1892; Dassler; model counts 5/285/3,371; walking shoes; no injury reduction from prescribing shoe type; Asia production nine in ten

Caveat: General reference; several claims carry citation-needed tags on the page and were used only where corroborated or clearly flagged.

SN6. Converse Chuck Taylor All Star: the true history

Nike (about.nike.com magazine)

https://about.nike.com/en/magazine/converse-chuck-taylor-all-star-iconic-sneaker-true-history

Read: Full page

Supports: Converse founded 1908; 1917 Non-Skid; 1919 All Star branding; Chuck Taylor early 1920s; 1936 US team; 1957 low-top; skateboard adoption; Disney 1934

Caveat: Published by Nike, which owns Converse. Company history; treated as the company's own account.

SN7. How trainers conquered the world

SATRA Technology bulletin (footwear research body)

https://www.satra.com/bulletin/article.php?id=1615

Read: Full article

Supports: 'Sneaker' naming 1917; plimsoll of the 1870s; first basketball shoe 1917; Chuck Taylor endorsement five years later; 'trainer' from 1968 (Gola); Jordan 1984; punk and hip-hop

Caveat: Popular summary; uses 'reportedly' and 'apparently' for several claims, which the book repeats.

SN8. Chronicle (Life and work of Adi Dassler)

adidassler.org

https://www.adidassler.org/en/life-and-work/chronicle

Read: Full page

Supports: Adi's baker apprenticeship 1913; Olympics 1928/1932/1936; 1929 partnership; 1938 factory; 1948 split; 1967 warm-up suit; 1971 Ali-Frazier; 1972 Stan Smith; 1978 death and Hall of Fame

Caveat: Company-affiliated history site.

SN9. Puma (brand)

Wikipedia

https://en.wikipedia.org/wiki/Puma_(brand)

Read: Full page (search for key facts)

Supports: Puma founded 1948; Ruda name; Super Atom; first postwar German match

Caveat: Used for history only. No revenue or ownership figures are taken from this page.

SN10. Adidas

Wikipedia

https://en.wikipedia.org/wiki/Adidas

Read: Infobox and opening (search for key facts)

Supports: 1924 founding; 18 August 1949 Adidas name; largest in Europe, second worldwide

Caveat: Background only. Company figures come from the adidas and PUMA filing entries.

SN11. Bill Bowerman: Nike's original innovator

Nike (about.nike.com magazine)

https://about.nike.com/en/magazine/bill-bowerman-nike-s-original-innovator

Read: Full page

Supports: Bowerman biography; 1958 letter to Knight; 1960 letter; 1964 Blue Ribbon Sports and Onitsuka; Tokyo 1964 trip; TG-22 story and Cortez 1967 catalogue

Caveat: Company account.

SN12. From Waffle Iron to World Stage: The True Story of the Nike Moon Shoe

Nike (about.nike.com magazine)

https://about.nike.com/en/magazine/nike-moon-shoe-waffle-iron-true-history

Read: Full page

Supports: Urethane track problem; Model 251 waffle iron 1936; November 1971 NCAA cross-country title; summer 1972 Olympic Trials batch

Caveat: Company account; origin story.

SN13. Marion Franklin Rudy (European Inventor Award finalist 2009)

European Patent Office

https://www.epo.org/en/news-events/european-inventor-award/meet-the-finalists/marion-franklin-rudy

Read: Full page

Supports: 1,500 foot strikes per mile; forces over four times body weight, up to seven in basketball; Rudy's NASA background and blow moulding; 1979 patent; Tailwind and Ovett 1980; over 2 billion dollars of Air shoes 1986 to 1993

Caveat: Dates Tailwind to 1979; SN14 gives 1978.

SN14. Nike Air Max

Wikipedia

https://en.wikipedia.org/wiki/Nike_Air_Max

Read: Full page (search for key facts)

Supports: Rudy approached Nike 1977; Tailwind 1978; first Air Max model 1986; Hatfield; 1987 Beatles advertisement; Just Do It 1988

Caveat: Conflicts with SN13 on Tailwind year; book says 'late 1970s'.

SN15. Nike Air Force 1

Wikipedia

https://en.wikipedia.org/wiki/Nike_Air_Force_1

Read: Full page (search for key facts)

Supports: 1982; Bruce Kilgore; first basketball shoe with Air

Caveat: General reference.

SN16. Jordan Week 1985: All-Star breakout

NBA.com (Shaun Powell, 2019)

https://www.nba.com/news/jordan-week-1985-all-star-nike-air-jordan-breakout

Read: First half of the article

Supports: Jordan preferred Adidas; North Carolina a Converse school; Howard White on Converse dominance

Caveat: Read the opening section only.

SN17. Air Jordan

Wikipedia

https://en.wikipedia.org/wiki/Air_Jordan

Read: Full page (search for key facts)

Supports: 26 October 1984 deal, 2.5 million dollars over six years; April 1985 release; 3 million dollar goal; 126 million dollars first year (marked disputed on the page); NBA 51 percent white rule and 5,000 dollar fines; designers; Jumpman; Jordan Brand 1997; 5.1 billion dollars in 2022

Caveat: The 126 million figure is explicitly tagged disputed on the source page; the book labels it as reported.

SN18. Foot strike patterns and collision forces in habitually barefoot versus shod runners

Lieberman et al., Nature, 27 January 2010

https://www.nature.com/articles/nature08723

Read: Abstract and reference list

Supports: Barefoot versus shod landing patterns and collision forces; modern running shoe not invented until the 1970s

Caveat: Full methods and results not re-analysed.

SN19. Barefoot running

Wikipedia

https://en.wikipedia.org/wiki/Barefoot_running

Read: Full page (search for key facts)

Supports: Daasanach 2012 heel-strike study; 2019 prospective study on loading rates

Caveat: General reference.

SN20. A Comparison of the Energetic Cost of Running in Marathon Racing Shoes

Hoogkamer, Kram and Arellano, Sports Medicine, 2017 online (printed 2018)

https://link.springer.com/article/10.1007/s40279-017-0811-2

Read: Abstract, methods summary and conclusion

Supports: 18 athletes; 14, 16 and 18 km/h; energetic cost 4.16 and 4.01 percent lower; independent of velocity

Caveat: The paper is Nike-prototype research and its funding statement was not read; the book states that one company's prototype was tested against two rival shoes.

SN21. Modified rules for shoes

World Athletics press release, January 2020

https://worldathletics.org/news/press-release/modified-rules-shoes

Read: Full page

Supports: 40 mm sole limit; one rigid plate; availability on open market from 30 April 2020; 30 mm for spikes; stated rationale

Caveat: Rules have been revised since; the book describes the 2020 version only.

SN22. Running Shoe

How Products Are Made (madehow.com)

https://www.madehow.com/Volume-1/Running-Shoe.html

Read: Full page

Supports: Shoe anatomy, EVA insole, up to 20 parts, manufacturing steps, SATRA tests, New Balance 1960s research

Caveat: Dated reference text; modern factories differ.

SN23. Sourcing and Supply Chain, Annual Report 2024

adidas AG

https://report.adidas-group.com/2024/en/group-management-report-our-company/description-of-business-model/sourcing-and-supply-chain.html

Read: Full page

Supports: Almost 100 percent outsourced; Vietnam 27, Indonesia 19, China 16 percent; 92 percent Asia; largest factory 5 percent; local-for-local; tariff avoidance; manufacturing emissions a major contributor

Caveat: Primary company filing; other sections of the report were not read.

SN24. Form 10-K for fiscal year ended 31 May 2025

NIKE, Inc. (SEC EDGAR)

https://www.sec.gov/Archives/edgar/data/320187/000032018725000047/nke-20250531.htm

Read: First part of the filing (business section, about 50,000 characters)

Supports: 97 footwear factories in 11 countries; 15 contract manufacturers; 11 percent largest factory; Vietnam 51, Indonesia 28, China 17 percent; four manufacturers 59 percent; 184 Tier 2 suppliers; principal materials; Air Manufacturing Innovation sites; 77,800 employees; materials shortage disclosure; Jordan Brand description

Caveat: Primary filing; financial statements not read in full.

SN25. Nike fiscal 2025 results tables and annual-report operating results page

NIKE, Inc. investor relations (Q4 FY25 tables) and 10-K results page, as returned in search excerpts

https://investors.nike.com/_assets/_082c0a46160d97c30c75eae31f57999c/nike/db/938/9403/financial_schedules_key_financial_metrics/Q4-FY25_Combined-Tables.pdf

Read: Search excerpts only

Supports: Revenues 46,309 million dollars (FY25) versus 51,362 million; NIKE Brand footwear 29,510 versus 33,427 million

Caveat: Read as excerpts, not the full documents; the 10-K results page is at https://materials.proxyvote.com/Approved/654106/20250709/FO10K_614373/PDF/nike-10k2025_0036.pdf.

SN26. Manufacturing Business

Yue Yuen Industrial (Holdings) Limited

https://www.yueyuen.com/en/iframe-manufacturing-business.html

Read: Full page

Supports: World's largest branded sports and casual shoe maker by volume; customers; locations; Pou Chen as major shareholder

Caveat: Company self-description.

SN27. Nike pledges to end child labor and apply U.S. rules abroad

The New York Times, 13 May 1998 (John H. Cushman Jr.)

https://www.nytimes.com/1998/05/13/business/international-business-nike-pledges-to-end-child-labor-and-apply-us-rules-abroad.html

Read: Opening of the article

Supports: Knight's 1998 pledges; minimum ages; air quality; outside monitors; his quotation; critics' wage claims; Nike's commissioned report

Caveat: 1998 figures; not current.

SN28. Deckers Brands fourth quarter and full fiscal year 2025 results

Deckers Brands investor relations

https://ir.deckers.com/news-events/press-releases/detail/229/deckers-brands-reports-fourth-quarter-and-full-fiscal-year-2025-financial-results

Read: Full release

Supports: Net sales 4.986 billion dollars (up 16.3 percent); HOKA 2.233 billion (up 23.6 percent)

Caveat: Company release.

SN29. On announces fourth quarter and full year 2025 results

On Holding AG press release

https://press.on-running.com/on-announces-fourth-quarter-and-full-year-results-and-the-filing-of-its-annual-report-on-form-20-f-for-2025

Read: Full release

Supports: 2025 net sales exceeded CHF 3.0 billion, up 30.0 percent

Caveat: Company release.

SN30. On exceeds two billion in sales for the first time

Swissinfo, 2025

https://www.swissinfo.ch/eng/archive-multinational-companies/on-exceeds-two-billion-in-sales-for-the-first-time/88964193

Read: Search excerpt

Supports: 2024 net sales CHF 2.32 billion, up 29 percent; Asia fastest growing

Caveat: Excerpt only.

SN31. Asics

Wikipedia

https://en.wikipedia.org/wiki/Asics

Read: Opening and infobox

Supports: Founded 1 September 1949 by Kihachiro Onitsuka; headquarters Kobe; Performance Running largest category

Caveat: General reference.

SN32. Reebok

Wikipedia

https://en.wikipedia.org/wiki/Reebok

Read: Full page (search for key facts)

Supports: Foster 1895 and 1900; Olympic Works; Reebok 1958; Fireman 1979; Freestyle 1982; sales; NYSE 1985; Authentic Brands 2022; 5 billion dollars retail sales

Caveat: General reference.

SN33. Sneaker collecting

Wikipedia

https://en.wikipedia.org/wiki/Sneaker_collecting

Read: Opening sections

Supports: 1980s New York origins; resale multiples; SNKRS 2015; Flight Club 2005

Caveat: General reference.

SN34. Ethylene-vinyl acetate

Wikipedia

https://en.wikipedia.org/wiki/Ethylene-vinyl_acetate

Read: Opening sections

Supports: Closed-cell foam, adjustable, inexpensive, used in sports padding

Caveat: General reference.

SN35. Boost innovation in true adidas running style

adidas Group magazine

https://www.adidas-group.com/en/magazine/innovation/boost-innovation-in-true-adidas-running-style-and-where-it-found-inspiration

Read: Full page

Supports: BASF showed material; early instability; three years of development; Energy Boost launch end of February 2013

Caveat: Company account.

SN36. Nike launches next generation of Flyknit for footwear

NIKE, Inc. press release, 26 March 2018

https://about.nike.com/en/newsroom/releases/next-generation-flyknit-footwear-official-images

Read: Opening

Supports: Flyknit described as a digitally engineered knitting process for uppers

Caveat: No waste or emissions claims used.

SN37. Keds

Wikipedia

https://en.wikipedia.org/wiki/Keds

Read: Infobox only

Supports: Founded 1916

Caveat: General reference.

SN38. Jogging

Wikipedia

https://en.wikipedia.org/wiki/Jogging

Read: Opening and reference list

Supports: Roadwork; Lydiard; 1963 Eugene newspaper report on Bowerman jogging group meeting

Caveat: General reference.

SN39. Vans

Wikipedia

https://en.wikipedia.org/wiki/Vans

Read: Opening sections

Supports: 1966 founding; first day sales and prices; Off the Wall 1976; VF Corporation 2004

Caveat: General reference.

SN40. Nike, Inc.

Wikipedia

https://en.wikipedia.org/wiki/Nike%2C_Inc.

Read: Opening sections (search for key facts)

Supports: BRS 1964 to 1971; Nike name 30 May 1971; Onitsuka takeover attempt and 1972 end; first independent order of 20,000; Moon Shoe 1972; Waffle Trainer 1974; 1976 agency; 1977 brand ad; 1980 share and IPO

Caveat: General reference; several claims not traced to originals.

SN41. 2024: footwear production rebounds, exports rise in volume but not in value

World Footwear (trade site) summarising the APICCAPS World Footwear Yearbook 2025, 31 Jul 2025

https://www.worldfootwear.com/news/2024-footwear-production-rebounds-exports-rise-in-volume-but-not-in-value/10812.html

Read: Full article

Supports: 2024 world production 23.9 billion pairs, +6.9%; Asia 88%; China 13 billion pairs just over 54%; India 12.5%; Vietnam 6.5%; Asia 55.5% of consumption; 14.8 billion pairs exported

Caveat: Secondary summary of the yearbook. The yearbook PDF that was fetched was a sample, so the figures rest on this summary.

SN42. PUMA Annual Report 2024 and 2025 sustainability statement

PUMA SE

https://annual-report.puma.com/2024/en/downloads/PUMA_Annual_Report_2024_EN.pdf

Read: Text of the 2024 report (sales development section); the value-chain and supplier passage from the 2025 report page https://annual-report.puma.com/2025/en/combined-management-report/sustainability-statement/general-information/strategy-business-model-and-value-chain-sbm-1/index.html

Supports: 2024 sales EUR 8,817 million, +4.4% currency-adjusted; footwear inputs polyurethane, EVA, natural and synthetic rubber, leather; 141 independent suppliers in 27 countries in FY2025 (153 in 2024)

Caveat: Two different annual reports are combined; the supplier counts are for the years stated.

SN43. adidas reports strong results for 2024

adidas AG press release, plus the Group management report income statement page

https://www.adidas-group.com/en/media/press-releases/adidas-reports-strong-results-for-2024-and-expects-top-and-bottom-line-momentum-to-continue-in-2025

Read: Search excerpts of the press release and of https://report.adidas-group.com/2024/en/group-management-report-financial-review/business-performance/income-statement.html, and the dashboard page https://report.adidas-group.com/2024/en/services/dashboard.html

Supports: 2024 net sales EUR 23,683 million (+11% in euros, +12% currency-neutral); operating profit EUR 1,337 million; wholesale 60% of net sales

Caveat: Excerpt-level read, not the whole report. This replaces an earlier operating-profit figure taken from a reference page.

SN44. Pebax, the tiny chemical Lego that reinvented the running shoe

Marathons.com (running publication), interview with Arkema

https://www.marathons.com/en/equipement/pebax-the-tiny-chemical-lego-that-reinvented-the-running-shoe_84j8

Read: Opening sections

Supports: Pebax born in the 1980s; turned into foam around 2015 and 2016; in almost every shoe breaking times; Arkema as the source

Caveat: Trade-press interview, not a company filing.

SN45. Infinergy: superelastic foam for lightweight running shoes

BASF

https://www.basf.com/us/en/who-we-are/innovation/our-innovations/superelastic-foam-for-running-shoes

Read: Opening of the page

Supports: Infinergy described as a novel expanded thermoplastic polyurethane, as elastic as rubber but lighter

Caveat: Company description.

SN46. BASF to produce its Infinergy foam in Taiwan

FootwearBiz, 27 Sep 2018

https://footwearbiz.com/News/149348

Read: Article opening

Supports: BASF began producing Infinergy at its facility in Changhua County, Taiwan; closed-cell elastic foam of low density

Caveat: Trade report citing local media.

SN47. Feng Tay Group Profile

Feng Tay Enterprises

https://www.fengtay.com/en/about/detail/Feng_Tay_Group_Profile

Read: Full page

Supports: Founded 1971 in Taiwan; Nike manufacturing partner; Fujian 1988, then Indonesia, Vietnam, India; 1992 R&D centre; about 130,000 to 140,000 employees; moulds and soles

Caveat: Company self-description.

SN48. Vibram's history

Vibram

https://www.vibram.com/us/brand/br_history.html

Read: Full page

Supports: Founded 1937; Carrarmato sole by Vitale Bramani; based in Albizzate, Italy; more than 40 million soles a year; operations in the USA, China, Japan, Brazil, Italy

Caveat: Company self-description.

SN49. How Nike sneakers made a billionaire of Park Yen-cha

Business of Fashion, 12 Sep 2017

https://www.businessoffashion.com/news/news-analysis/nike-sneakers-made-a-billionaire-of-this-ex-convict-south-korean/

Read: Article text

Supports: Busan as sneaker capital in the 1970s and 80s; Taekwang founded 1971; Nikes since the late 1980s; about 60 million pairs, 12% of Nikes sold; factories in Vietnam, Indonesia and China

Caveat: The figures are for the year before publication, as reported, and are not current.

SN50. World Bank study of the footwear industry (June 1990)

World Bank

https://documents1.worldbank.org/curated/en/979391468764733157/txt/multi0page.txt

Read: Machine-read text of the document, key passages

Supports: Developing countries 50% of output in 1983 and 61.4% in 1987; China 1.9 billion pairs in 1987, 89.5% domestic; shift from Korea to Thailand and Indonesia

Caveat: The text was scanned from paper and has OCR errors; figures were read from clean passages. Data end in 1987.

SN51. The Chinese manufacturers behind U.S. shoe brands

Marketplace (public radio), 3 Oct 2019

https://www.marketplace.org/story/2019/10/03/the-chinese-manufacturers-behind-u-s-shoe-brands

Read: Article text

Supports: Sequence of shoe manufacturing from Europe and the US to Japan and Brazil, then Korea and Taiwan, then mainland China

Caveat: Journalistic summary.

SN52. Manufacturing-focused emissions reductions in footwear production

Cheah and others, Journal of Cleaner Production, 2013 (abstract)

https://www.sciencedirect.com/science/article/abs/pii/S0959652612006300

Read: Abstract and highlights only

Supports: 14 kg CO2e per typical pair of synthetic running shoes (SD 2.7); 29% materials, 68% manufacturing; 65 parts and 360 steps; company estimates of 18 to 41 kg

Caveat: The full paper was not read. The abstract also cites a figure for annual pairs sold that this book does not use.

SN53. C2.1A Athletic Shoe Regulations (effective from 20 April 2026)

World Athletics

https://worldathletics.org/download/download?filename=83826de9-1bbb-498d-9fc4-7c171c71df49.pdf&urlslug=C2.1A+%E2%80%93+Athletic+Shoe+Regulations+%28effective+from+20+April+2026%29

Read: Full text of the version approved 19 March 2026, effective 20 April 2026; listed as the latest C2.1A on https://worldathletics.org/about-iaaf/documents/book-of-rules (last modified 19 Mar 2026)

Supports: Sole limits (road running and race walking 40 mm; track, jumps, javelin 20 mm); throws, cross-country and trail excluded from sole rules; one rigid structure in non-spike shoes; availability for purchase in World Rankings Competitions

Caveat: Rules change; the version named is the latest one found on the governing body's page when checked.

SN54. CIRAD presents its roadmap for sustainable rubber growing

CIRAD press release, 24 Nov 2025

https://www.cirad.fr/en/press-area/press-releases/2025/sustainable-rubber-growing-roadmap

Read: Full release

Supports: About 80% of natural rubber from family farms; 14.6 Mt in 2024; Thailand 34%, Indonesia 14%, Ivory Coast 12%; China 45.8% and India 9.2% of consumption

Caveat: Research-institute release.

SN55. Regulation on deforestation-free products

European Commission, Environment

https://environment.ec.europa.eu/topics/forests/deforestation/regulation-deforestation-free-products_en

Read: Page text

Supports: Rubber among the commodities named; application dates 30 December 2026 (large and medium operators) and 30 June 2027 (micro and small)

Caveat: Dates are those on the page when read and may be changed again.

SN56. Skechers announces 2024 record annual sales of $8.97 billion

Skechers press release, 6 Feb 2025

https://about.skechers.com/press-release/skechers-announces-2024-record-annual-sales-of-8-97-billion

Read: Headline and release opening

Supports: 2024 sales of $8.97 billion

Caveat: Company release.

SN57. Skechers Annual Report 2024 (Form 10-K wrapper)

Skechers U.S.A., Inc. via SEC

https://www.sec.gov/Archives/edgar/data/1065837/000095017025052089/skx_ars_2024_10k_wrap.pdf

Read: First part of the filing

Supports: Products produced by independent contract manufacturers primarily in Asia; no owned factories; China and Vietnam named as sourcing countries

Caveat: First 50,000 characters only.

SN58. Asics ends 2024 with a strong foothold

World Footwear (trade site), 21 Feb 2025

https://www.worldfootwear.com/news/asics-ends-2024-with-a-strong-foothold-/10470.html

Read: Full article

Supports: 2024 net sales 678.5 billion yen, up 18.9% on a comparable basis

Caveat: Trade-press report of company results.

SN59. A sneaker's carbon footprint

MIT Technology Review, 21 Aug 2013

https://www.technologyreview.com/2013/08/21/252466/a-sneakers-carbon-footprint/

Read: Article text

Supports: 65 parts and more than 360 steps

Caveat: Journalistic report of the Cheah study.

SN60. New athletic shoe regulations approved (2022)

World Athletics press release

https://worldathletics.org/news/press-releases/new-athletic-shoe-regulations-approved-2022

Read: Search excerpt

Supports: Rules in place from 1 January 2022; deletion of transitional provisions inserted in 2020 and 2021

Caveat: Excerpt only.