



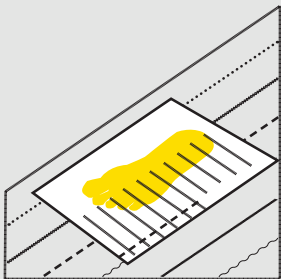
## 1. Printing

When printing, double check that your printer is set to 100% or 'do not scale' to ensure an accurate result. Once printed, use a ruler to check the millimetre markings match.



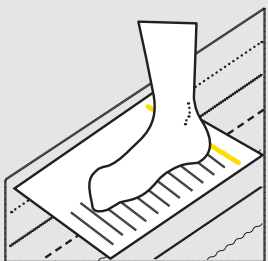
## 2. Make-a-tape

If you need a tape, just cut along the dotted line and... ta-dah!



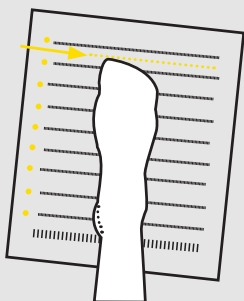
## 3. Place the chart on a hard floor

Stand with the heel against a wall to make measuring easier.



## 4. Wrangle your child into place

Stand on the paper gauge and line the thick black line up with the wall. Make sure they are standing normally with weight balanced equally on both feet.



## 5. The measure of the matter

Jot down the millimetre measurement from the heel to the tip of the longest toe - no need to add any extra as our expert last makers have added growing room.

Repeat for both feet and go with the biggest measurement.

Do you enjoy going into a store full of stressed out children and agitated adults and wait in a queue holding a ticket in order to have a 'specialist' measure your child's feet?

Well there is really no need! What is actually happening is the retail advisor is simply measuring your child's foot and then checking the size against the shoes they have in the stock room, to make sure they make a sale.

It's a marketing trick to make you feel like there is some great mystery in fitting a shoe - the fitting magic happens with the skill of a last maker in the factory. In the shop - it's just selecting the right size from what's available. And the big drama is to make sure you keep coming back!

Print out the Grow Fit chart and say goodbye to stressed out sales tricks!



### Length

Use the tape to measure from the heel to the tip of the big toe.

