



A Women Only Sport Company | **RYKÄ**  
Fall 2012

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A Women Only Sport Company

***RYKÄ***<sup>®</sup>

# Technology

## Cushioning

**Nitracel Cushioning Cartridge:** Engineered from Nitrogen infused foam, this innovative heel cushioning cartridge absorbs impact and provides energy return for a smooth, resilient ride.

**N-GAGE:** High-grade EVA foam and premium rubber combine to create a super lightweight cushioning and rebound system that continues to exceed industry standards.

**N<sup>2</sup>-DM (Nitracel Dampening Material):** Our most advanced cushioning technology uses a flexible Nitracel foam compound to deliver high-level shock absorption and energy return, typically located in the heel and forefoot areas, where women need it most.

## Control

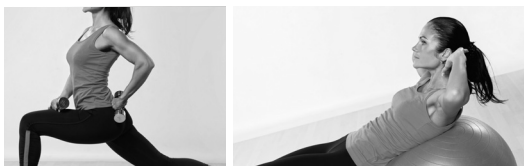
**S.G.S. (Skeletal Guidance Shank):** Uniquely engineered to keep the shoe lightweight yet provide mid-foot support during heel-to-toe transition. The S.G.S. works with the other technologies built around it by acting as a center frame stabilizer.

**I.H.G. (Infused Heel Guidance):** Designed to provide extra lateral stability support, this infused TPU clip works with the midsole to secure the heel and guide foot strike alignment.

## Comfort

**Ortholite® Footbed:** A molded, highly engineered comfort footbed that provides maximum ventilation, wicks moisture, is tear proof, has antimicrobial built in the foam compound and is hand washable.





# Training

## Studio Training

### DOWNBEAT

**PROFILE** A fashionably functional training shoe that fuses gym and street wear. Low profile cushioning and lightweight performance are combined with an adjustable midfoot strap to create a personalized fit and ensure proper foot impact alignment.

**STYLE** K1823W

**COLORS** BUV: Black/Blackberry Purple/Steel Grey (C/O)

SPO: Metallic Platinum/Zuma Pink/Shock Orange/ Vapor Grey (C/O)

BVF: Black/Metallic Steel Grey/Teal Night (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight low profile compression EVA features I.H.G. te for enhanced heel stability.

**OUTSOLE** Diamond shaped rubber provides minimal grip perfect for studio and dance activities.

0044/0008



BUV



SPO



BVF



NEW

### TRANSITION 2

**PROFILE** Low-profile performance brings all of your studio fitness needs full circle with this dynamic trend-right fitness trainer. A combination of superb breathability, cushioning, pivot-point, and lateral stability, provide the perfect combination of function for studio needs.

**STYLE** K1838W

**COLORS** SXP: Chrome Silver/Black/Coral Rose

DLY: Goddess Blue/Tile Blue/Neon Yellow

BPS: Black/Zuma Pink/Chrome Silver

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight low profile molded EVA with sleek I.H.G.

**OUTSOLE** Diamond shaped rubber provides contoured grip and pivot point, ideal for studio and dance activities.

5214/0057



SXP



DLY



BPS



## SYNERGY

**PROFILE** The ultimate, ultra-light low profile training shoe for the fitness enthusiast who seeks superior performance design features. Optimal flex, cushioning, and an asymmetrical upper design with a fully functional strap, creates a personalized fit and ensures proper foot impact alignment.

**STYLE K1820W**

**COLORS SUH: Chrome Silver/Impulse Purple (NEW)**

**BPH: Black/Zuma Pink/White/Metallic Platinum (C/O)**

**SIZE 6-11**

**WIDTH Medium**

**UPPER Synthetic, leather, mesh and high density foam.**

**SOCKLINER Ortholite® footbed.**

**MIDSOLE** Lightweight compression EVA with Nitracel injected forefoot, which acts as a pillow to the metatarsal region. Sleek S.G.S. provides mid-foot support.

**OUTSOLE** Four-piece, solid rubber with C2 Cartridge heel cushioning and high-functioning outsole plate traction with forefoot flex grooves offer serious grip and flexibility.

0044/0008



NOTES:

NEW

## AMBITION

**PROFILE** A low-profile, lightweight shoe engineered for hybrid training and fitness walking. The unique cobblestone platform features a proprietary RE-ZORB active foam that works with the individual's fitness level to create a full body challenge in every movement.

**STYLE** K1836W

**COLORS** SVI: Chrome Silver/Steel Grey/Met. Baja Purple/Tile Blue

BPS: Black/Coral Rose/Chrome Silver/Met. Steel Grey

KSA: Wild Lime/Chrome Silver/Aqua Daze

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight low profile EVA features full length internal RE-ZORB platform.

**OUTSOLE** Eight piece radius skeletal rubber works simultaneously with the RE-ZORB internal drop-in and cobblestone engineering for responsive energy return.

5764/0058



SVI



BPS



KSA



## TRANSPIRE



**PROFILE** The ultimate, high-performance training shoe developed for the avid fitness enthusiast. Designed to fully support the foot via upper-engineered layers, dual foam cushioning and medial arch support deliver precise foot alignment with unsurpassed comfort.

**STYLE** KR1826W

**COLORS** SVP: Chrome Silver/Steel Grey/Pink Lollipop (NEW)

MSK: Metallic Twilight Blue/White/Chrome Silver/Wild Lime (C/O)

BV: Black/Metallic Steel Grey (C/O)

SLP: Chrome Silver/Detox Blue/Sunset Coral/White/Black (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Full foot N-Gage cradle sits into 3D outsole grade EVA platform which provides engineered medial arch support and a variety of flex grooves that promote natural foot movement.

**OUTSOLE** Dual-piece, solid rubber placement provides superior traction.

0583/0007



SVP



MSK



BV



SLP





## AQUA FIT 4

**PROFILE** Specifically-designed, hybrid water trainer engineered with a superior water drainage system, quick dry upper, proper cushioning and a molded support cage to keep you comfortable and moving. The perfect functional shoe for all your water sport needs.

**STYLE** K1220W

**COLORS** OVL: Bittersweet Orange/Met. Steel Grey/Winter Blue (NEW)

SLK: Vapor Grey/Angel Blue/Splash Lime/Chrome Silver (C/O)

BHS: Black/White/Chrome Silver (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Removable perforated molded Nitracel.

**MIDSOLE** Lightweight compression EVA with drainage ports keeps the foot comfortable and supported.

**OUTSOLE** Solid rubber with webbed forefoot and asymmetrical siped heel grooves provide the perfect balance between flexibility and traction.

5753/0056



OVL



SLK



BHS



NEW

## INTENT XT

**PROFILE** This versatile, entry-level trainer is designed to meet the basic performance needs for a variety of fitness activities. Features full-foot cushioning, support and shock absorption for quality fit and comfort.

**STYLE** K1842W

**COLORS** SUV: Chrome Silver/Dewberry Purple/Iron Grey

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Full foot N-Gage cradle sits into 3D outsole grade EVA platform which provides engineered medial arch support and a variety of flex grooves that promote natural foot movement.

**OUTSOLE** Dual-piece, solid rubber placement provides superior traction.

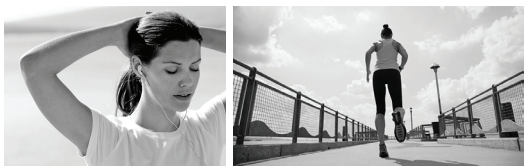
0033/0006



SUV







# Running

NEW

## ECLIPSE

**PROFILE** Our new women's specific last allows the foot and shoe to become unified while offering only a 7 millimeter heel-to-toe variance. The scale-like appearance outsole contributes to a fluid and flexible ride. On the outsole description, please put a dash between multi and angular; multi-angular.

**STYLE** K21075W

**COLORS** LSY: Detox Blue/Chrome Silver/Custom Neon Yellow

SPH: Chrome Silver/Coral Rose/White

**SIZE** 5, 6-10, 11

**WIDTH** Medium

**UPPER** Synthetic, air mesh, and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** High rebound foam fully cradles the foot.

**OUTSOLE** Precision injection 3D foam with multi angular flex sipes.

0044/0008



LSY



SPH

NEW

## DESIRE

**PROFILE** Our new women's specific last allows the foot and shoe to become unified while offering only a 7 millimeter heel-to-toe variance. The scale-like appearance outsole contributes to a fluid and flexible ride. There is an extra space on the first color description between / and Custom, should be Blue Ribbon/Custom Neon, etc. On the outsole description, please put a dash between multi and angular; multi-angular. Please add space for the 4th color on the shoe images; please leave space between SPY and BP and insert the color code ASH.

**STYLE** K21078W

**COLORS** MYL: Blue Ribbon/ Custom Neon Yellow/Coastal Blue

SPY: Chrome Silver/Custom Neon Pink/Custom Neon Yellow

ASH: Aqua Mist/Aqua Daze/Chrome Silver/White

BP: Black/Custom Neon Pink

**SIZE** 5, 6-10, 11

**WIDTH** Medium

**UPPER** Synthetic, air mesh, and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** High rebound foam fully cradles the foot.

**OUTSOLE** Precision injection 3D foam with multi angular flex sipes.

5214/0057



MYL



SPY



BP



## EQUATION

**STYLE K21067W**

**SML: Chrome Silver/Met. Twilight Blue/Detox Blue**

**WIDTH Medium**

**SOCKLINER Ortholite® footbed.**

**MIDSOLE** Lightweight molded outsole grade 3D EVA.

**OUTSOLE** Alternating staggered flex grooves provide enhanced multi-channel flexibility with minimal rubber placement, allowing the shoe to move naturally with the foot's movement during ground contact.

5214/0057



NOTES:

## ASPIRE



**PROFILE** A minimal ultra lightweight shoe that promotes mid-foot strike based on a more even heel-to-toe variance. Designed for a variety of runners looking to transition into a more natural running pattern that provides minimally sleek upper support, partnered with a cushioned ride.

**STYLE** KR21059W

**COLORS** DYH: True Navy/Neon Yellow/Winter Blue/White (NEW)

SUK: Chrome Silver/Impulse Purple/Yellow Glow (NEW)

WPS: White/Pink Lollipop/Chrome Silver (NEW)

SLP: Chrome Silver/Mauvi Blue/Sunset Coral/White/Reflective (C/O)

PHK: Metallic Meadow Mauve/White/Wild Lime/Chrome Silver (C/O)

BAV: Black/Aqua Sea/Metallic Steel Grey/White (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh, and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight molded outsole grade 3D EVA.

**OUTSOLE** Alternating staggered flex grooves provide enhanced multi-channel flexibility with minimal rubber placement, allowing the shoe to move naturally with the foot's movement during ground contact.

5753/0056



DYH



SUK



SLP



WPS



PHK



BAV

## NOTES:

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## ASCENT

**PROFILE** Hit the trails to reach all of your off-road goals in this high-performance, savvy running shoe. Engineered to keep debris out while allowing the foot to breathe easily, the no-sew fused seam supportive upper works with the rugged rubber tread to align your foot properly through tough terrain.

**STYLE** K21061W

**COLORS** SVK: Chrome Silver/Steel Grey/Detox Blue/Wild Lime (C/O)  
SVP: Metallic Platinum/Steel Grey/Chrome Silver/Zuma Pink (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Synthetic, air mesh, high density foam and reflective.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight molded EVA features N<sup>2</sup>-DM at lateral impact points in heel. S.G.S. offers mid-foot guidance control.

**OUTSOLE** Four-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Forefoot flex grooves provide accurate traction for an ultra-light ride.

5214/0057



SVK



SVP

## REVIVE 3



**PROFILE** High performance, lightweight shoe developed for the avid runner looking for moderate Q-Angle support. Features N<sup>2</sup>-DM heel shock absorption combined with the cushioning needed for a smooth ride.

**STYLE** KR21056W

**COLORS** SUL: Chrome Silver/Bright Violet/Winter Blue/Met. Steel Grey (NEW)  
BLV: Black/Metallic Steel Grey/Detox Blue/White (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Leather, air mesh, high density foam and reflective.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight molded EVA features N<sup>2</sup>-DM at lateral heel to provide energy return, rebound and impact protection. S.G.S. offers moderate medial support.

**OUTSOLE** Five-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Forefoot flex grooves provide accurate traction for an ultra-light ride.

0583/0007



SUL



BLV



## ILLUSION

**PROFILE** Sleek and well cushioned entry level running model features a minimalistic no-sew design that provides flexibility, a lightweight feel and sleek support for the casual runner.

**STYLE K21084W**

**COLORS SXP: Chrome Silver/Black/Neon Pink**

**SMK: Chrome Silver/Neutron Blue/Yellow Glow/Steel Grey**

**SIZE 6-11**

**WIDTH Medium**

**UPPER Synthetic, air mesh, and high density foam.**

**SOCKLINER Ortholite® footbed.**

**MIDSOLE** Lightweight molded EVA features a full length TPU guidance plate.

**OUTSOLE** Two-pieces skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Forefoot flex grooves provide accurate traction.

0033/0006

**SXP**



SMK



**NOTES:**



# Walking



NEW

## CONSTANT

**PROFILE** Whether you are fitness walking or running errands, this modern, feminine shoe is designed for the woman seeking comfort and style. This versatile shoe offers heel stability combined with a cushioned heel zone for impact.

**STYLE** K24145W

**COLORS** SU: Chrome Silver/Met. Bright Violet/Steel Grey

WSX: White/Chrome Silver/Black/Steel Grey

**SIZE** 5, 6-10, 11

**WIDTH** Medium

**UPPER** Synthetic, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Full foot N-Gage cradle sits into 3D outsole grade EVA platform which provides engineered medial arch support and a variety of flex grooves that promote natural foot movement.

**OUTSOLE** Dual-piece, solid rubber placement provides superior traction.

5214/0057



SU



WSX

## RADIANT

**PROFILE** The ultimate, high-performance walking shoe designed for women seeking both comfort and speed. A versatile shoe with tremendous cushioning, heel stability and natural forefoot flex, work well with your body's momentum to maximize your workout.

**STYLE** K24109W

**COLORS** SHL: Chrome Silver/White/Metallic Lake Blue/ Submarine(C/O)

WSX: White/Chrome Silver/Black (C/O)

ETK: Metallic Java Brown/Stone/Metallic Basil Green/Snowline Ecru (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Leather, air mesh and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight compression EVA features N-Gage heel cushioning and I.H.G. support.

**OUTSOLE** Four-piece, solid rubber with balanced flex grooves provide superior traction and flexibility.

0583/0007



SHL



WSX



ETK



## DASH

**PROFILE** A low profile, sleek, light-weight fitness walking shoe with upper stability and cushioning that provides versatile performance. The rocker feature at arch area helps to propel you forward through the walking gait.

**STYLE** K24142W

**COLORS** SU: Chrome Silver/Bougainvillea/Steel Grey (NEW)

LSV: Metallic Lake Blue/Chrome Silver/Steel Grey/White (C/O)

BUV: Black/Purple Wave/Metallic Steel Grey (C/O)

WSP: White/Chrome Silver/Meadow Mauve/Steel Grey (C/O)

**SIZE** 6-11

**WIDTH** Medium

**UPPER** Leather, mesh, and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight molded EVA .

**OUTSOLE** Longitudinal solid rubber feature provides the perfect balance of traction and flexibility.

0033/0006



## SPORT WALKER ADVANCE

**PROFILE** Challenge your walking gait with our rykäRocker technology walking shoe. The rocker feature at arch area helps to propel you forward through the walking gait, while using the body's momentum to take the foot to flex off the walking gait.

**STYLE** K24111W

**COLORS** WLD: White/Metallic Lake Blue/Metallic Midnight Navy (C/O)

WSQ/WSQ.W: White/Chrome Silver/Angel Pink (C/O) *All leather and offered in wide*

**SIZE** 6-11

**WIDTH** Medium & Wide

**UPPER** Leather, mesh, and high density foam.

**SOCKLINER** Ortholite® footbed.

**MIDSOLE** Lightweight compression EVA with rykäRocker arch feature.

**OUTSOLE** Six-piece, solid rubber with balance flex grooves.

0033/0006



# Notes





# Terms and Conditions

**Orders:** All orders are subject to acceptance by ASG, and such acceptance is conditional upon the Purchaser's acceptance of terms and conditions printed on order forms, catalogs, and invoices. Purchasers taking delivery of any merchandise or payment of any invoice shall be conclusive evidence of Purchaser's acceptance of such terms and conditions.

**Prices:** Prices are subject to change without notice. All merchandise (original orders and backorders) will be billed at prevailing prices at the time of shipment. No ASG employee, ASG Sales Representative, or any other party is authorized to alter the pricing or other terms and conditions of the sale of ASG merchandise.

**Payment Terms:** Payment terms are Net 30 days from invoice date, unless specifically noted otherwise. A service charge of 1.5% per month (18% annually) will be charged on all past due accounts. Any Purchaser who has an overdue balance will not be eligible for discounts. All accounts past 60 days from invoice date will not be eligible for discounts. All accounts past 60 days from invoice date will not receive further shipments until account is current. The Purchaser will pay such costs, expenses and reasonable attorney fees that ASG may incur due to collection of past due amounts.

**Delivery:** All ASG merchandise (including backorders) will be sold F.O.B. shipping point. Unless otherwise directed by Purchaser, we will use our discretion in the selection of carriers. All shipments are shipped "Freight Collect." Title to the products and all risk of loss or damage with respect thereto shall pass to and be borne by the Purchaser upon delivery to the carrier. In no event shall we assume liability, consequential, or otherwise, as a result of our failure to deliver merchandise in accordance with indicated delivery schedules. We reserve the right to make deliveries in installments. Partial delivery of an order does not obligate us to make further deliveries.

**Liability:** We assume no liability except as previously provided in these Terms and Conditions. We will not be liable for any loss of profit, interruption of business, or any other special, consequential or incidental damages suffered or sustained by the purchaser, whether arising in contract, in tort, under warranty, or otherwise. In addition, any merchandise presented in our catalogs is sold under the condition that we cannot guarantee the user freedom from injury. The user assumes all risks related to the use of the merchandise and no employee or ASG sales representative can waive or change this condition.

**Cancellation:** Orders may be canceled by the Purchaser only upon written notification to our Customer Service Department at least 30 days prior to ship date. Any customer refusing orders (delivered to their door) prior to cancellation date will be responsible for all freight and a 15% re-stock charge.

**General:** We may immediately terminate the Purchaser's ability, to purchase merchandise on credit or otherwise, at any time at our sole discretion. Prices and other terms and conditions are subject to change by us without prior notice. We reserve the right to discontinue product lines and to make changes in products at any time. No supplement, modification or amendment of these terms and conditions will be binding upon us unless made in writing and signed by a duly authorized representative of our company. The terms and conditions herein being final, complete and an exclusive statement of the contract of sale. Purchaser's rights under this contract may not be assigned or sold by purchaser without prior written

consent. These terms and conditions shall be construed and enforced in accordance with the laws of the State of California.

**Refused Shipments:** Refused shipments will be charged a 15% re-stock fee. Accounts with two, consecutive “refused” shipments will be put on “Shipping Hold.” Upon thorough review of the account by the credit department, the Purchaser may regain shipping status. All transportation costs are the responsibility of the customer and will be considered as a past due invoice.

**Shortage Claims/Proofs of Delivery:** ASG will not be responsible for merchandise lost or damaged in transit. Purchaser will be responsible for inspecting shipments upon delivery for total carton count and condition. Any shortages or evidence of damage to merchandise must be noted on the carrier’s delivery receipt and reported to the carrier’s local office. All shortages must be reported within 10 days of receipt in writing to our Customer Service Department. Purchaser will be required to furnish our Customer Service Department with an invoice or shipping order number and an itemization of all shortages/overages by product code, size and quantity. Requests for POD’s (Proof of Delivery) must be received in ASG’s office within 15 days of invoice date.

**Returns:** All requests for returns must be in writing to our Customer Service Department. All merchandise returns are subject to acceptance by our Customer Service Department. No return will be authorized after one year from date of purchase. Upon approval by our Customer Service Department, special return authorization labels, that must be affixed to the carton, will be issued to the Purchaser. Merchandise returned without our special return authorization labels will be refused and returned unopened. Credit will not be issued for any merchandise determined to have been damaged by improper use or care of, or for which no defect can be found. Display merchandise will not be credited. Return freight must be paid by Purchaser. Merchandise returned collect will not be accepted. A 15% re-stocking charge will be levied unless the return is due to our error and reported within 10 days of receipt. Additional charges will be assessed if reboxing, unlacing, and/or removal of customer tags or stickers are necessary.

**Non-Sufficient Funds (NSF):** NSF checks will automatically put an account on “Shipping Hold.” Checks will be resubmitted after a first return and a \$25.00 fee charged to the Purchaser’s account. If a check is returned a second time, another \$25.00 fee will be assessed and the account will be immediately referred to a corporate attorney. Upon resolution of NSF check and related fees, account will be referred to the Credit Department for review and possible revision of Credit terms.

**Transshipment/Diversion of Merchandise:** In order to enhance the AVIA image and goodwill that has been created by the AVIA name, we will only sell selected retail outlets on the express condition that such outlets may not resell to any person or entity who is not the final user of the AVIA merchandise. Accordingly, the resale, transshipment or other diversion of AVIA merchandise to any person or entity who is not the final user is prohibited and may constitute a breach of the contract of sale, for which we may seek appropriate legal remedies, including money damages and injunctive relief. We reserve the right to cancel all previously accepted orders of any Purchaser who we believe engages in such activity and to demand the return at Purchaser’s expense, of all diverted merchandise and any other merchandise previously shipped to the Purchaser.

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