

PROCALÇADO

MISSION & VISION



Provide the footwear industry with solutions, innovative materials and technologies, which permit our clients to produce with high degree of Quality, passion and excellence.

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Continue to evolve and adapt to meet the needs of both the present and the future, while ensuring the excellence of our products.

2 

18 157 m²

=195 440 sq ft

SÃO JOÃO DA MADEIRA

PORTO



PRODUCTION TECNOLOGIES

10



MATERIALS

25+



EXPORTS

50%



ANNUAL PRODUCTION (Soles and Shoes)

6 Million



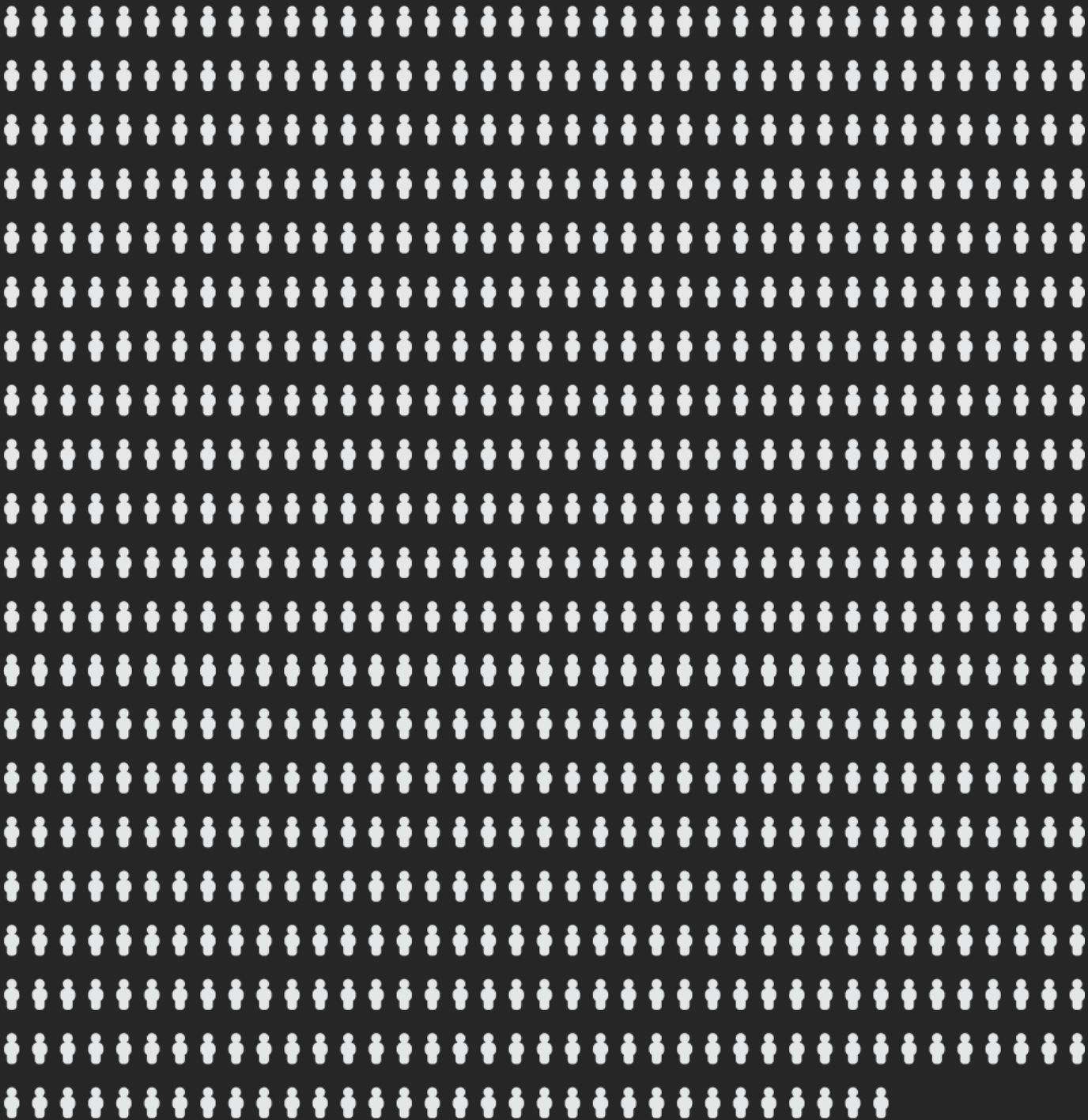
EMPLOYEES

350+



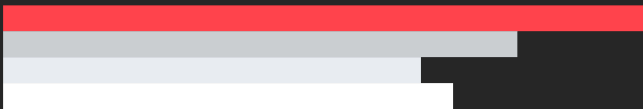
CLIENTS

2000+



TURNOVER (2016)

23 Million



















HISTORY

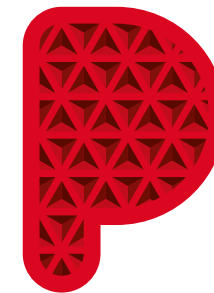
SUCCESS COMES FROM GREAT PASSION
AND WORK, WORK, WORK.

- Since 1973 -

40th
Anniversary

2013 •		2013	COMMERCIAL LAUNCH OF LEMON JELLY BRAND. GAPI AWARD IN THE "MATERIALS AND PRODUCTS" CATEGORY. GAPI AWARD IN THE "REVELATION" CATEGORY WITH LEMON JELLY BRAND.
2012 •		2012	EXPANSION OF FACILITIES, ACQUISITION OF RUBBER INJECTION EQUIPMENT AND GAPI AWARD IN THE "PROFESSIONAL FOOTWEAR" CATEGORY
2011 •		2011	ENERGY EFFICIENCY AWARD ON "EFFICIENT COMPANY" CATEGORY AND GAPI AWARD IN THE "INNOVATIVE MATERIALS AND COMPONENTS" CATEGORY
2010 •		2010	ACQUISITION OF FOOTWEAR INJECTION EQUIPMENT AND GAPI AWARD IN THE "PROFESSIONAL FOOTWEAR" CATEGORY
2009 •		2009	ACQUISITION OF EQUIPMENT FOR PRODUCTION OF EVA SOLES AND MOULDED FOOTWEAR
2008 •		2008	LAUNCH OF WOCK IN THE INTERNATIONAL MARKET, GAPI AWARD IN THE "INNOVATIVE MATERIALS AND COMPONENTS" CATEGORY AND INTEGRATION, BY INVITATION, IN THE NETWORK COTEC-BUSINESS ASSOCIATION FOR INNOVATION
2007 •		2007	COMMERCIAL LAUNCH OF THE 1ST PRODUCT OF THE WOCK LINE AND GAPI AWARD IN THE "INNOVATIVE MATERIALS AND COMPONENTS" CATEGORY
2006 •		2006	DEVELOPMENT OF THE WOCK PRODUCT LINE BASED ON THE CONCEPT OF MOULDED FOOTWEAR AND GAPI AWARD IN THE "INNOVATIVE MATERIALS AND COMPONENTS" CATEGORY
2005 •		2005	OBTAINING OF THE CONFORMITY CERTIFICATE FOR THE QUALITY MANAGEMENT SYSTEM AND GAPI AWARD IN THE "INNOVATIVE MATERIALS AND COMPONENTS" CATEGORY
2004 •		2004	GAPI AWARD OF TECHNOLOGICAL INNOVATION IN THE "INNOVATIVE MATERIALS AND COMPONENTS" CATEGORY
2003 •		2003	ACQUISITION OF TPU SOLES INJECTING EQUIPMENT
2002 •		2002	PROCALÇADO AND PROBOL START SELLING DIRECTLY TO THE MARKET UNDER THE BRAND FOR EVER
2001 •		2001	ACQUISITION OF THE 2ND PRODUCTION UNIT, PROBOL
2000 •		2000	CREATION OF PROCALÇADO AND EXPANSION OF COMPANY FACILITIES
1999 •		1999	FOR EVER BECOMES THE PORTUGUESE MARKET LEADER IN FOOTWEAR COMPONENTS
1998 •		1998	FOUNDATION OF FOR EVER, THAT STARTED DEVELOPING AND SELLING FOOTWEAR SOLES
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PROCALÇADO S.A.
OWNS
THE
BRANDS
FOR EVER[®],
WOCK[®]
AND
LEMON JELLY[®]



PROCALÇADO



fe For Ever[®]
Your soles mate.

SOLES
CUSTOMIZED PROJECTS



PROCALÇADO



WOCK[®]
Professional Footwear

PROFESSIONAL FOOTWEAR
MOULDED FOOTWEAR

WM WALKEMORE



LEMON JELLY
Quality Product

FASHION FOOTWEAR
MOULDED FOOTWEAR

designmore



Concept

Creatives and technicians



Prototyping

Maquettes and moulds



Design

Development center



Testing

Certified laboratory

PRODUCTION TECHNOLOGIES

5 MAJOR TECHNOLOGIES ON THE PRODUCTION FLOOR:

- Rubber compression moulding
- Thermoplastic injection moulding
- EVA injection moulding
- Rubber injection moulding
- PU casting







W  **CK**®

PROFESSIONAL FOOTWEAR



Vision

“We want to be the most desired brand of professional footwear.”

| Innovation - Product



- First bicolour clog
- First moccasin autoclavable up to 134°
- First sneaker autoclavable to 134°
- Removable insoles

| Inovation - Materials



- 100% Biodegradable
- Mixture of Polyurethane with Cork
- Use of recyclable materials
- Materials with Biocalce[®] certification.
- Materials resistant to high temperatures – *STERI-TECH*[®]

| Confort technology



- Shock absorption
- Temperature regulation
- Hygiene
- Correction of body posture
- Flexibility and lightness

CLOG model



W^UCK[®]
Professional Footwear

CLOG 
MAXIMUM PERFORMANCE.

CLOG model



BLOC model



WECK®
Professional Footwear

BLOC model



MOC model



WOCK[®]
Professional Footwear

MOC 
WORK IN STYLE.

MOC model



WöCK®
Professional Footwear

NEXO model



WOCK[®]
Professional Footwear

NEXO 
PROFESSIONAL SNEAKER.

NEXO model



EVERLITE model



WOCK[®]
Professional Footwear

EVERLITE 
LIGHTNESS OF MOVEMENTS.

EVERLITE model



WöCK®
Professional Footwear

NUBE model

WOCK®
Professional Footwear



NUBE model



| Certifications



DISTRIBUTION

NETWORK

DISTRIBUTION

AGENTS

DISTRIBUTION NETWORK

DIRECT

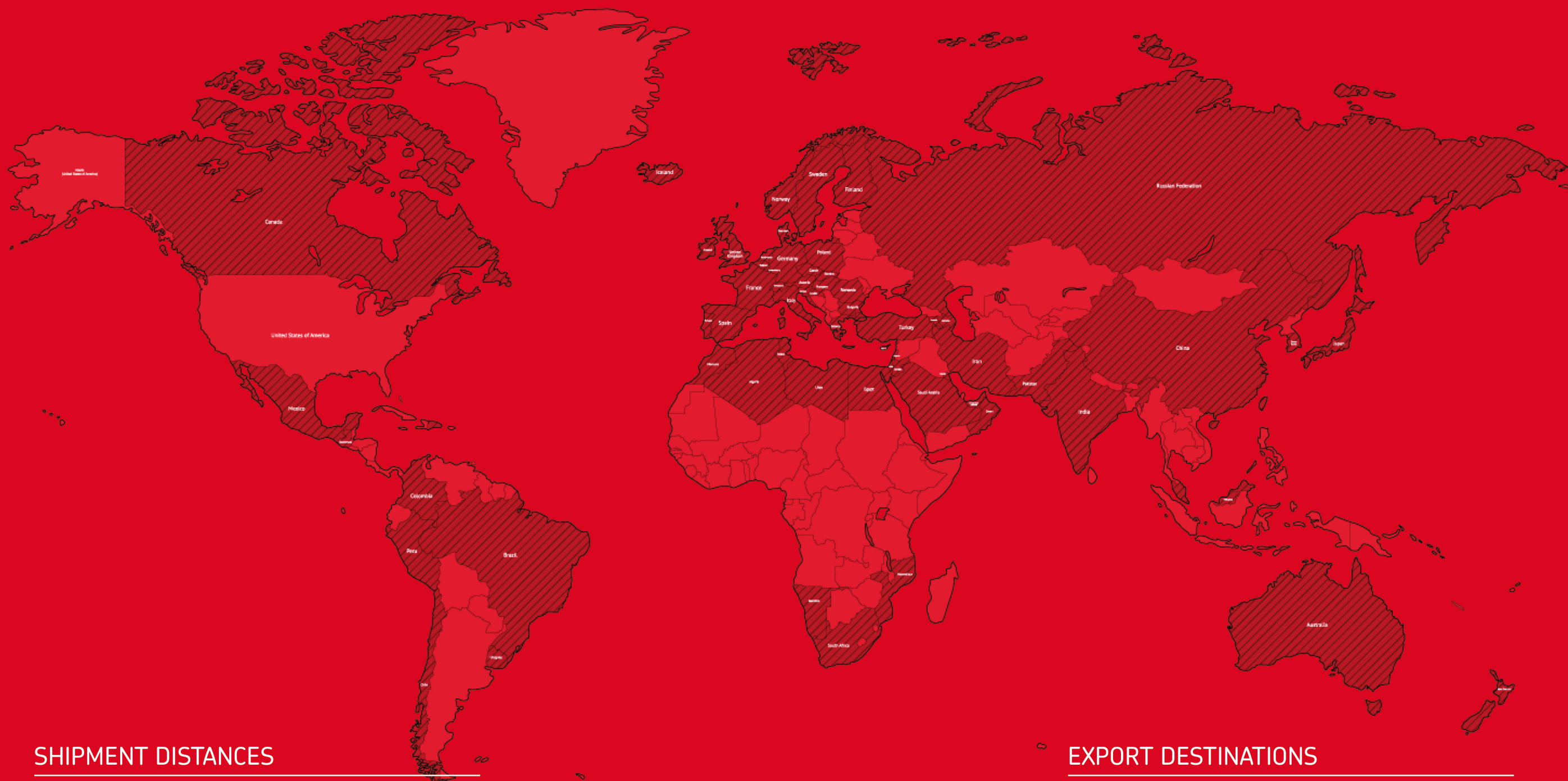
WHOLESALE

WHOLESALE

CORPORATE

ONLINE





SHIPMENT DISTANCES

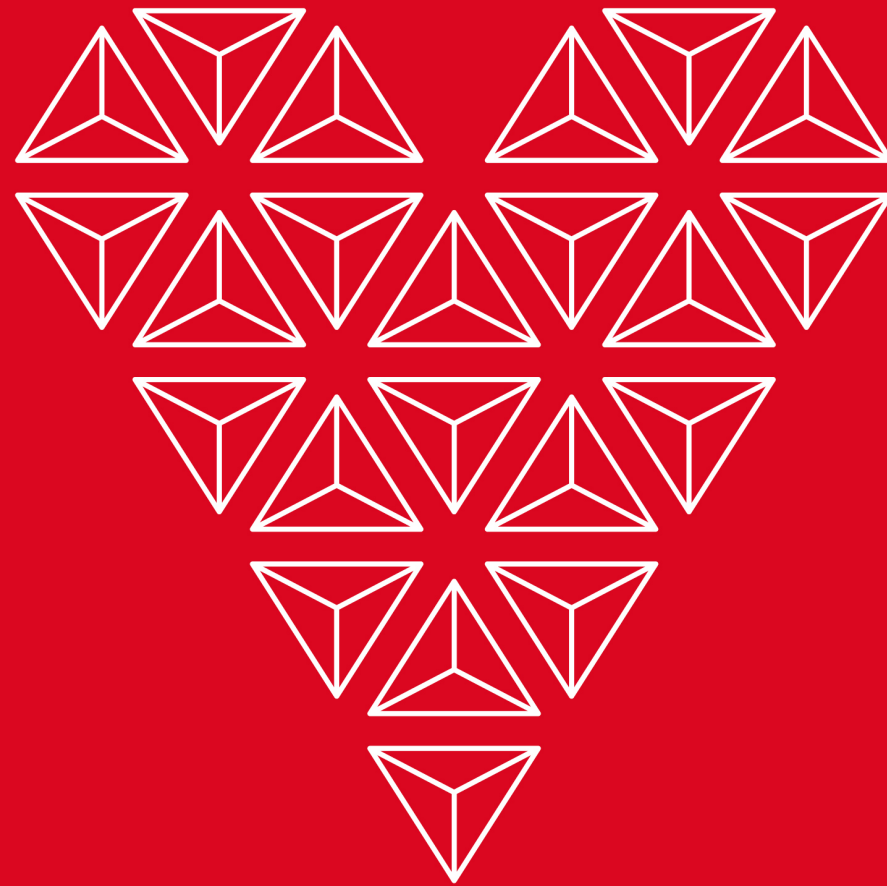
20 km  Harbor

25 km  International Airport

EXPORT DESTINATIONS

60+ Countries

we



shoes