

Student Name
43460 Loudoun Reserve Drive
Ashburn, VA 20148

September 17, 2017

Donald Matthews
Birkenstock USA, LP
8171 Redwood Blvd
Novato, CA 94945

Dear Mr. Matthews:

Birkenstock sandals are very popular among most age groups and are one of my favorite shoes. They have a thick layer of padding that takes the shape of my foot, making them very comfortable to walk in. They also go with almost all of my outfits. However, something I've noticed about Birkenstock shoes is that they tend to slip when the sole is wet. After coming inside when wearing them in the rain or walking in wet grass, they tend to have no grip on hardwood or tile floor. This could cause serious injuries.

I believe one of the main reasons the sandal slide is because when the shoe is new the rubber on the bottom has a good grip to the ground, which keeps the foot from slipping. However, when the shoe becomes old, the rubber on the bottom starts to wear down and the traction starts to decrease. This means the rubber grip starts to smooth out. Subsequently the individual is more prone slipping, since there is nothing keeping the shoe from sticking to the ground.

One of my friends, who like me is an ardent fan of Birkenstock, almost slipped and hurt herself when she came running to greet me at school on a rainy day wearing her favorite Birkenstock sandals. Since it was her favorite style and color, she used to wear them more often causing the rubber sole to wear out more than usual. That day, I did not have this problem while wearing my Nike shoes. I think my Nikes' have better quality rubber soles, therefore, making them less slippery than my friend's Birkenstock.

I suggest using another material for the sole. For example, one that doesn't wear out easily. You could also enhance the texture of the soul so it grips onto the floor better. Thanks for your consideration of my ideas and I truly hope you will take my feedback to further improve these amazing shoes. If you have any additional questions on my experience with Birkenstocks, please do not hesitate to contact me with my address above.

Sincerely,

N.O.

