



## Exchange / Return & Defective Footwear Guidelines:

By using this document as a reference, it will be easier for you to know when to accept a product as defect or not.

Exchanges and refunds should be completed in accordance with the Consumer Protection Act and retail specific returns and claims policies, where the product was purchased and with a valid store receipt.

### Manufacturing defects vs. wear&tear defects:

Please remember that these are only examples, and variations of similar defects can occur. As every case will be unique, it is important that you use your common sense and remember to always treat the customer with respect.

### Manufacturing defects – Considered as returnable defectives:

- Sole problems (cracked sole/sole separation)
- Stitching (loose threads or detachment due to stitching defect)
- Appearance problems on material (blemishes/marks/discolouration)
- Visible glue
- Shoelaces (wrong length, defect, wrong colour)
- Deformation (the shape of the product is incorrect)

#### Sole separation



*Parts of the product are not attached correctly*

#### Appearance problems



*Blemishes or gel marks on the finished product*

#### Stitching



*Loose threads or detachment*

*In all instances, check the condition of the rest of the shoe. It can easily be a wear&tear issue if the customer has treated the product badly.*



**Wear&tear defects – NOT considered as returnable defectives:**

- Any defect that has accrued from heavy usage (eg. outworn sole, collapsed midsoles, holes in places exposed to pressure, holes developing in the upper material “toe-lift”)
- Broken components due to heavy usage
- Uncomfortable fitting (if NOT caused by production reasons)  
*Fit issues should be resolved before the shoes leave the store. If the consumer is in doubt about the fit of their new shoes, suggest wearing them around the house for a few hours, before use. Ensure the consumer is aware of the retail specific exchange & returns policy*
- Usage in situations outside of its purpose (eg. working in running shoes)
- Material failure due to the use of orthotic inserts

**Fabric/material issues**



*Possible deterioration of fabric on the shoe*

**Toe-lift (broken mesh)**



*Broken holes in the upper mesh area*

**Holes in the heel area**



*Possible deterioration of fabric on the shoe*

**How to deal with the customer:**

**Treat all customer complaints with respect**

- Listen carefully and show sympathy. Never accuse or suggest false statement. Focus on understanding the problem and clarifying any questions the customer might have

**Ask the customer for the original receipt**

- A valid store receipt confirms the date of purchase

**Take a close look at the product to determine whether it is a manufacturing defect or wear&tear defect**

- Use the “Defective Examples” as a reference, when determining the cause of the defect



### Consult with the store/duty manager and make a decision on whether it is a manufacturing defect or wear&tear defect

- If manufacturing defect: Accept the return and offer the customer a full refund or exchange of product
- If wear&tear defect: Be polite and explain the reasons behind the decisions. If the customer requires escalation of the matter, refer them to your Area Manager
- If the Regional Manager requires further escalation, refer them via email to ASICS Customer Support: [kiera.powell@asics.com](mailto:kiera.powell@asics.com)  
*Please try to avoid this step by clearly explaining the reasons behind the decision*

### General care of your ASICS shoes:

Taking time to care for your shoes will allow them to perform at their peak as long as possible. Here are some tips to extend the life of your shoes:

- Shoes can be cleaned using mild soap and water
- Remember to remove innersoles and laces, and to thoroughly rinse off any soap
- To remove dirt, stains etc., use a clean rag or soft bristled brush
- **Do not put shoes in the washing machine or dryer**
- Allow shoes to dry at room temperature overnight
- **DO NOT dry shoes near or with heat sources such as space heaters, open fires, or hair dryers**