



LUDWIG REITER



SHOE CARE
A PRIMER

TENDER RITUAL OR BURDENSOME DUTY? FOR MOST PEOPLE, SHOE CLEANING LIES SOMEWHERE BETWEEN THESE TWO EXTREMES. AN OLD RULE OF THUMB—UNFORTUNATELY NOT ALWAYS FOLLOWED BY THOSE WHO BUY HIGH QUALITY SHOES—SAYS THAT REGULAR CLEANING AND CARE WITH SUITABLE PRODUCTS SUBSTANTIALLY EXTENDS THE SHOES' LIFETIME, ADDS BEAUTY TO THE LEATHER, KEEPING IT SMOOTH, SOFT AND SUPPLE. WELL-CLEANED SHOES SIMPLY ARE PART OF A GROOMED APPEARANCE—AND ARE AN EXPRESSION OF SELF-RESPECT.

THE RIGHT CARE

16 TIPS FOR LONGER SHOE LIFE

TIP 1: Shoe care begins with the purchase. One should select carefully, allow enough time for trying on and take good advice. Poorly fitting shoes cause suffering not only for the feet but also for the shoes. Shoes that are too tight as well as those that are too loose put strain on the leather, causing either excessive stretching or wrinkling.

TIP 2: The upper leather should be chosen according to the manner in which the shoes are to be worn. Fine calf is certainly elegant but it is sensitive to moisture and physical damage. Cordovan tends to wrinkle more and can swell when exposed to water. Moreover one sweats more in horse leather. Embossed leather loses its structure and two-colour quality when frequently polished.

TIP 3: Even the sole should be chosen according to the demands made on the shoe. Leather soles breathe and are non-abrasive but they can slip and are never completely waterproof. Rubber soles are waterproof and the corrugated soles do not slip. However they can leave skid marks and do not breathe, meaning there is more sweat and faster wear to the shoe.

TIP 4: Untie shoes when putting them on and use a shoe-horn. Otherwise there is a risk that the cap and lining of the shoe heel will be damaged.

DRESSCODE



P025 Cobbler's apron
Protects clothing while cleaning shoes.
100 % cotton, washable.

PEDESTRIAN GUIDE



NP062-C Leather shoe horn small, cognac

NP062-S Leather shoe horn small, black

NP062-D Leather shoe horn small, dark brown

Bookbinder calf (calf's leather), 13 cm.

GLIDE PATH



NP261-S Leather shoe horn large, black

NP261-D Leather shoe horn large, dark brown

NP261-C Leather shoe horn large, cognac

Bookbinder calf (calf's leather) and Russia leather, 48 cm.

TIP 5: Feet and shoes always have to get used to each other. Good leather is adaptable and the cork layer under the leather insole of a welted shoe takes on the foot's shape with time. In the beginning, welted shoes can be hard and pinch—but develop their comfort over time. Therefore it is best to wear-in new shoes in stages: first only an hour a day, then maybe two hours, and then half a day, etc.

TIP 6: Shoes with new leather soles should first only be worn on dry days to prevent swelling of the leather due to moisture and premature damage to the shoes. With time the outer layer of the vegetable tanned leather soles harden through pressure and moisture and, if worn-in properly, acquire a natural protection against abrasion and wetness.

TIP 7: Never wear the same shoes on two consecutive days! If possible shoes should be changed during the day. Ideally shoes should rest twice as long as they have been worn so as to allow them to dry out completely. Foot sweat is very aggressive and can “de-tan” the leather, leading to rips and tears.

TIP 8: Always store shoes in a dry, well-ventilated place, use shoetrees made of unvarnished, absorbent wood, so that the shoe form will be maintained. The shoetrees are to prevent the soles from bending. They need not fill the entire shoe. The shoe should never over-stretch the shoe.

CHOLESTEROL- FREE



P002 Dubbin

Protects leather from drying out,
against brittleness and moisture.*

90 ml

STATE OF STRETCH

SHOETREES KEEP THE FORM OF THE SHOE,
ABSORB MOISTURE, AND SUPPORT DRYING PROCESS.



STR-H Shoetree
Unvarnished beech, perforated, adjustable
with screw fitting.

DE LUXE WOOD



STF-W Shoetree
Unvarnished beech, adjustable
with telescopic spring.

TIP 9: If the shoes are really wet or sweat-soaked, then they need to be thoroughly aired before inserting the shoe-trees. Stuffing the shoes with newspaper can accelerate drying. Shoes should never be dried by placing them near a heater.

TIP 10: The shoe's upper leather should be treated once a month with good shoe polish. Not only does this lend new shine but also smoothness and longevity. A good polish can be freshened from time to time using a good horsehair brush or cleaning cloth. If the leather is very dry then spots can form when polish is applied. To avoid this it is advisable first to moisten the leather lightly, then to apply polish very sparingly and spread it before it has a chance to soak in. Too much polish is not good since then leather then becomes crusted and can no longer breathe.

TIP 11: Self-shining shoe care products should never be used for fine leather shoes. These usually contain aggressive solvents that attack the leather. Moreover they coat the leather like a varnish that can no longer be removed.

TIP 12: Shoes that are dirty or crusted with polish can be cleaned using a scrubber, using water and saddle soap if needed. Dirt not removed can permanently damage the leather.

FAST & FINE



P015-C Application brush, light
P015-S Application brush, dark
To apply shoe polish
Beech, with horsehair bristles, 15.5 cm.

CLEANING FORCE



P004 Saddle soap

For essential cleaning of leather (shoes)

90 ml (sufficient for approx. 6 m²)

Contents: pure ox gall soap from tallow and vegetable oil,
aroma, water etc.

Application: Absorb soap with a damp sponge and squeeze until thick, white foam is formed. Treat the soiled places with this foam and then clean with a dry cloth. For heavy stains, repeat.

CRÈME DE LA CRÈME



P001-D Shoe polish, dark brown

P001-S Shoe polish, black

P001-C Shoe polish, cognac

P001-A Shoe polish, colourless

For regular leather care*

90 ml

* Content (for shoe polish and dubbin in various compounds):
carnauba wax, solvent, lanolin, silicone oil, emulsifier,
raw montan wax, water, oleate etc.

TIP 13: Sensitivity to mechanical damage from external causes is not a material defect in the case of elegant leather shoes. Minor damage usually can be covered with polish. Moreover there is no need to worry about the signs of a shoe's long wear, as long as they have been properly cleaned. Otherwise where else would there be the cherished patina of old leather shoes?

TIP 14: To preserve them from drying out and prevent brittleness, maintain their flexibility and weather-resistance, leather soles, welts and welt stitching should be treated with dubbin once in the summer season and twice in the winter season. **NOTE:** freshly dubbed soles can leave traces on the floor.

TIP 15: Soles and heels are parts that wear off. Depending on the demands of the wearer, they must be replaced every two to three years. In the case of a welted shoe, an expert can separate the sole from the welt and sew a new sole on so that the shoe is almost like new again afterwards.

TIP 16: Avoid incorrect repairs since especially in the case of welted construction these can substantially impair the entire function of the shoe. Moreover: If the correct material and original last is not used for the repair then the shoe's fit can be changed so much that increased wrinkling and tears in the leather can be expected as a result.

RESISTANT



P012 Boar's hair brush (scrubber)
To remove dirt, dust – and stones
from corrugated soles.
Beech, with genuine boar's hair, 19 cm.

THE BEAUTIFUL GLOW



P011-C Small polishing brush light

P011-S Small polishing brush dark

For polishing leather.

Beech with horsehair bristles, 19 cm.

HIGH GLOSS



P013-C Large polishing brush light

P013-S Large polishing brush dark

For polishing leather.

Beech with horsehair bristles, 21 cm.

CARE FOR SPECIAL LEATHERS

CORDOVAN

Cordovan is extremely high-quality, very rare leather involving an arduous tanning process and is therefore correspondingly valuable and expensive. A special advantage of this robust and long-lasting leather, made from the flesh split of the hide, is the very high fat content of some 30%. Therefore cordovan can be well polished—especially in the beginning—even without using polish.

The typical, fine shine of horse leather, obtained by “buffing” at the end of the production process, could be diminished were aggressive shoe care products containing solvents used. Therefore cordovan shoes are to be carefully cleaned and polished—preferably using hard wax polish. Due to the naturally high fat level and the oil treatment during the tanning process, whitish “fat efflorescence” can occur on the leather surface when the shoes are exposed to high temperatures and then intense cooling. This is often confused with mould but it is easily removed with a cloth. On account of this leather’s special properties, damage to the surface can be well covered using hard wax polish. The shoe polish is “massaged” into the leather with a hard, non-abrasive object (e.g. smooth hammer handle, spoon, etc.) with pressure in circular movement, then brushed and polished.

HAND CARE



P221-PY Cleaning glove

For optimum shine and perfect finish.

Genuine lambskin, cotton jacquard lining, 12 x 25 cm.

SUEDE

Care of shoes made of suede is especially easy. Scratches are barely visible. Dirt and rubbed off points can be brushed out—best with a special brass bristle brush. A degree of waterproofing can be had using common impregnation spray: apply damp – not wet – and brush the nap of the leather well after drying. Greasy spots can be refreshed using a suede eraser. Heavily soiled suede shoes can even be washed using saddle soap.

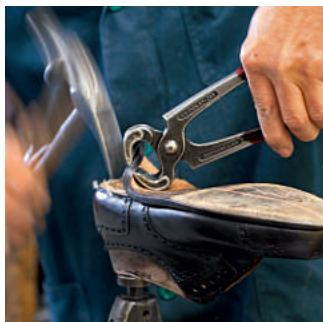
BAGS, CASES AND SMALL LEATHER GOODS

As a rule, leather bags and cases do not require special care. Only in the case of bags, cases, portfolios, pouches, etc. made from smooth leather is it advisable to treat them carefully with hard wax polish (sparingly applied) and polishing. Care of bags made of suede is easy. Brush the dirt and worn spots well—preferably with a special brass bristle brush. Greasy spots can be refreshed using a suede eraser. The leather's appearance can also be freshened using impregnating spray. That will also give it a certain degree of “waterproofing”.

WIRED



P016 Suede brass bristle brush
For cleaning and freshening of suede leather.
Beech, brass bristles, 15.5 cm.



SHOE REPAIR

One advantage of a welted, Ludwig Reiter shoe is that it can be dismantled into its individual parts and repaired—at least if the leather upper is intact. Above all the soles, heels, shoe tips and heel lining can usually be renewed with ease. We always replace the cork cushion, wooden shank and the insole when the sole is repaired.

The repaired shoe is cleaned thoroughly, treated with new shoe polish, polished and given new shoelaces. It is again almost like new since the soles are new however a bit stiffer than before.

If you want your Ludwig Reiter shoe repaired please bring it to one of our shops (addresses on the next page).

LUDWIG REITER STORES

YOU CAN BRING YOUR LUDWIG REITER SHOES
TO BE REPAIRED HERE:

AUSTRIA

Vienna I, Molkersteig 1	+43 1 533 420 422
Vienna I, Fuhrichgasse 6	+43 1 512 61 46
Vienna IV, Wiedner Hauptstrasse 41	+43 1 505 82 58
Vienna, Weingartenallee 2, factory outlet	+43 1 2559 300 61
Salzburg, Goldgasse 3	+43 622 870 580
Graz, Sackstrasse 12	+43 316 825 416
Gmunden, Sparkassegasse 1	+43 7612 71 587

GERMANY

Berlin, Kurfurstendamm 50	+49 30 886 81 776
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Frankfurt, Rathenauplatz 1	+49 69 282 066
Munich, Burgstrasse 8	+49 89 943 01 370
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SWITZERLAND

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GREAT BRITAIN

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