

BRUSH THE DUST AWAY



EMMA SHOE CLEANING INSTRUCTIONS

3 Parts:

Find the right cleaning products

Apply the shoe polish

Polish the shoes



www.emmasafetyfootwear.com/manual

By taking appropriate care of your shoes they will not only look lovely and shiny, they will also last longer. So, if you learn to clean your shoes properly, you will not only be rewarded for your work, you will also save considerable costs in the long term. It's easy to clean shoes when you have the right material and a little patience.

Part 1: Find the right cleaning product

1. Choose the right shoe cream. You can use a specific colour to suit the shoes that you wish to clean or buy natural shoe polish that can be used for shoes of any colour. For Emma's Business collection, 4 colours have been selected to match the shoe colours perfectly: black, brown, cognac and blue.
2. Choose the right shoe brush. There are different ways to apply the shoe cream. Although many people use an old cotton T-shirt or other soft cloth, you can also use the special brush with short, sturdy bristles.
3. Use a soft, fluff-free cloth. If you want to polish your shoes to a shine, you will need a soft fluff-free cloth.
4. Cover your work surface with a newspaper. Cleaning shoes is dirty work, so protect your floor and furnishings by laying newspapers on your work surface. You can also use cardboard.

Part 2: Apply the shoe polish

1. Clean your shoes. When cleaning your shoes, it is important to start by removing engrained dirt, salt or dust. Otherwise this dirt can become embedded under the shoe cream and scratch the surface of the shoes. Brush the shoe well with your brush to remove dirt.
 - Alternatively you can rub the shoes with a damp cloth. Allow the shoes to dry completely before continuing with the next step.
 - Now is a good time to remove your laces from your shoes. This makes it easier to clean the tongue of the shoe and also prevents you from getting shoe polish on the laces.
2. Apply the shoe cream with circular movements. Dip the brush in the shoe cream and apply it to the shoe with small circular movements. Apply a little pressure and ensure that the layer spreads evenly across the shoe, paying particular attention to the toe and heel.
3. Allow the shoe polish to dry and apply further layers if necessary. Once you have finished applying shoe polish to the first shoe, put this to one side on a newspaper and start on the second shoe. Each shoe will require around 15 to 20 minutes to dry.
 - If you feel that the shoes require an extra layer of shoe polish, add a second layer repeating the above technique.
 - Use as little shoe polish as possible to cover the shoe. It is better to build up various thin layers than to apply a single thick layer.
4. Brush off any excess shoe polish. Once the extra layers of shoe polish have dried, take your brush and remove the excess shoe polish with quick, short strokes. Don't be afraid of putting some energy into it – the heat that is created by giving the shoe a good brush helps the shoe polish become absorbed in the leather.



- The movement comes mainly from your wrist. Keep the rest of your arm stable while your wrist moves the brush quickly backwards and forwards.
- Make sure that you brush both shoes in an equivalent fashion. Once you have finished, your shoes should have a comparable light shine. If you are not a big fan of really shiny shoes you can stop cleaning now.

Part 3: Polish the shoes

- 1 Buff up your shoes with a soft cloth. The easiest way to give your shoes some extra shine, is to clean them with a soft cloth. Place your hand on the opposite site of the cloth and rub it backwards and forwards over the shoe.
 - Some people like to moisten the shoe by breathing on it (like steaming up a mirror) before buffing up their shoes to make them extra shiny.
 - If you want, you can pop your shoe onto a shoe last (or onto your foot) to make the process easier.
- 2 Use the method known as 'spit and polish'. This cleaning method is used by the army to give shoes a good shine. Once you have rubbed on a first layer of shoe polish spray a little water onto the shoes and polish this into the leather. Then dip your cloth in warm water and use it to apply a second layer of shoe polish.
 - Keep repeating this process until you achieve the desired shine. Just make sure that you allow each layer of shoe polish to dry completely before applying the next layer.
 - You can polish with water using a soft cloth or some pads.

TIPS

- Unless your shoes are made of patent leather, don't expect to be able to make them really shiny without spending hours on them. Having said that, once you have achieved the basis, in combination with the use of shoe trees to prevent the leather from wrinkling, it is quite simple to maintain the shine on your shoes.
- Always clean new shoes immediately after buying them; despite looking new and perfect, cleaning them helps to wear in the shoes and prevent wear and tear.
- If you get a scratch on your shoe, you can try to melt in some shoe polish. Heat the shoe polish until it becomes runny and pour a little into the scratch. Polish, allow to dry and repeat. It is tricky to make it stay, so if anyone has a tip to do so, please let others know. In any case, this method is better than leaving the scratch unattended.
- If you choose to work with a polishing cloth, it's a good idea to use a hard brush to clean the edge, the vamp, outer heel piece and heel of the shoe (including the sole).
- The art is not to put on too much shoe polish, but instead to build up the shine in thin layers.
- Store your shoes in a cool room, or even in the garage to dry. Protect them from dust and damp by storing them in a covered shoebox.
- Avoid using cracked shoe polish – this is too dry to be of any use.

NEW

Emma's sustainable shoe cream

- 50 ml pot of high-quality sustainable shoe cream
- Available in 4 shades
- For all types of smooth leather
- Provides intensive nourishment and gives a brilliant shine after rubbing