

VINCENT WULF TECH PACK



VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

SUMMARY EMAIL

Good morning!

My name is Vincent Wulf, and I am developing the first shoe for Wulf. I’m excited to collaborate with you throughout this development process.

I have just designed a new shoe model called “Vanguard.” You will find the Tech Pack with more details attached below.

Here’s a quick overview of the design:

MODEL: VANGUARD
GENDER: UNISEX
LAST/SAMPLE SIZE: USM11
SIZE RANGE: M6-M15
SEASON: S/S 22
LAUNCH DATE: 1/1/2022

TFOB: \$30
RETAIL: \$150

CHALLENGES:

- MEETING SWAPPABLE SOLE FUNCTIONALITY WHILE MAINTAINING PERFORMANCE AND DURABILITY
- MEETING SWAPPABLE LOGO FUNCTION
- EYESTAY OVERLAY DURABILITY
- QUARTER/COLLAR WING PLACEMENT
- LACE POCKET ON TONGUE

Please let me know if you have any questions!

Vincent Wulf

WORKBACK CALENDAR

MILESTONE MEETING	DUE
HANDOFF MEETING	07/01/20
TECH PACK SHARED WITH VENDOR	08/15/20
PULLOVER SAMPLE DUE	09/15/20
FIRST SCRUTINY MEETING	10/01/20
SECOND SCRUTINY MEETING	01/01/21
THIRD SCRUTINY MEETING	04/01/21
COST	04/01/21 - 06/01/21
WEAR TESTING	07/01/21 - 09/01/21
PRODUCT CONFIRMATION	09/15/21
PRODUCTION	10/01/21 - 12/01/21
SHIPPING-DISTRIBUTION CENTERS	12/15/21 - 12/31/21
LAUNCH DATE	01/01/22

VANGUARD

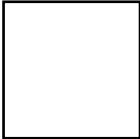

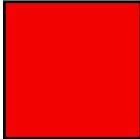

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

MARKETING BRIEF

<p>COMPANY/BRAND: WULF PRODUCT NAME: VANGUARD GENDER: UNISEX TIER: CORE PERFORMANCE (FOOTWEAR)</p>	<p>PRODUCT CREATION TEAM: DEVELOPMENT: VINCENT WULF DESIGN: VINCENT WULF MARKETING: VINCENT WULF</p>
<p>PRODUCT:</p> <p>-THE VANGUARD IS A LIFESTYLE SHOE WITH FEATURES TO SWAP THE SOLE AND LOGO.</p>	<p>COLORWAY:</p> <div><div><p>WHITE</p></div><div><p>BLACK</p></div><div><p>RED</p></div></div>
<p>TARGET CONSUMER:</p> <p>-MEN AND WOMEN AGED 15-30</p> <p>-THE VANGUARD CATERS TO BOTH MEN AND WOMEN IN THE SNEAKER COMMUNITY WHO LOVE TO PERSONALIZE THEIR FOOTWEAR FOR A UNIQUE STYLE. IT ALSO PROVIDES A SMART SOLUTION FOR THOSE SEEKING AN AFFORDABLE WAY TO UPDATE THEIR LOOK AND MAINTAIN THEIR SHOES WITH INTERCHANGEABLE SOLES AND LOGOS.</p>	
<p>HIGHLIGHT THE BUSINESS OPPORTUNITY/PROBLEM YOU ARE SOLVING/BIG IDEA:</p> <p>-VANGUARD CREATES A UNIQUE OPPORTUNITY BY OFFERING CUSTOMIZABLE SNEAKERS WITH INTERCHANGEABLE SOLES AND LOGOS. THIS INNOVATION CATERS TO STYLE ENTHUSIASTS WHO WANT PERSONALIZED FOOTWEAR AND PROVIDES A COST-EFFECTIVE SOLUTION FOR THOSE LOOKING TO REFRESH THEIR SHOES WITHOUT FREQUENT REPLACEMENTS. BY ADDRESSING BOTH FASHION AND FUNCTIONALITY, VANGUARD STANDS OUT IN THE MARKET AND MEETS DIVERSE CONSUMER NEEDS.</p>	

VANGUARD




BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

MARKETING BRIEF

COMPANY/BRAND: WULF PRODUCT NAME: VANGUARD SEASONAL FORECAST: S/S 22 DISTRIBUTION: WAREHOUSE FOR ONLINE SALES		COSTING/PRICING: FOB TARGET: \$30 RETAIL: \$150	PRODUCT CLASSIFICATION: FOOTWEAR: SHOE
<u>PRODUCT SPECS:</u> (FOOTWEAR) <u>LAST:</u> ALL NEW LASTS. SAMPLE SIZE 11M <u>UPPER MATERIALS:</u> PATENT LEATHER, FULL-GRAIN LEATHER, SUEDE, MESH, PU FOAM, PE FOAM, TPU, INDUSTRIAL STRENGTH VELCRO <u>MIDSOLE MATERIALS:</u> EVA FOAM, RUBBER, INDUSTRIAL STRENGTH VELCRO <u>OUTSOLE MATERIALS:</u> RUBBER <u>OTHER MATERIALS:</u> INDUSTRIAL STRENGTH VELCRO, LACES, LACE DUBRAE		<u>PRODUCT SPECS:</u> (FOOTWEAR) <u>COLORWAYS:</u> BLACK, WHITE, RED <u>SIZE RUN:</u> M6-M15 <u>SILHOUETTE:</u> VANGUARD <u>LOGOS:</u> 	
<u>THE PRODUCT-FEATURES:</u> INNOVATION: SWAPPABLE SOLES & LOGO TECHNOLOGY: INDUSTRIAL STRENGTH VELCRO THE OPPORTUNITY: CUSTOMIZATION PRODUCT ATTRIBUTES: MODULAR DESIGN			
<u>COMPETITION:</u> MY COMPITION IS NIKE WITH DUNKS AND AIRFORCE ONES. THE STORES THAT WOULD BUY THIS PRODUCT ARE RETAIL AND SHOE STORES LIKE FOOTLOCKER, FINISH LINE, AND ZUMIEZ. PRICING RANGES FROM \$115-\$125. I HAVE SEEN DISCOUNTING FOR THESE SHOES DOWN TO \$75.			

VANGUARD

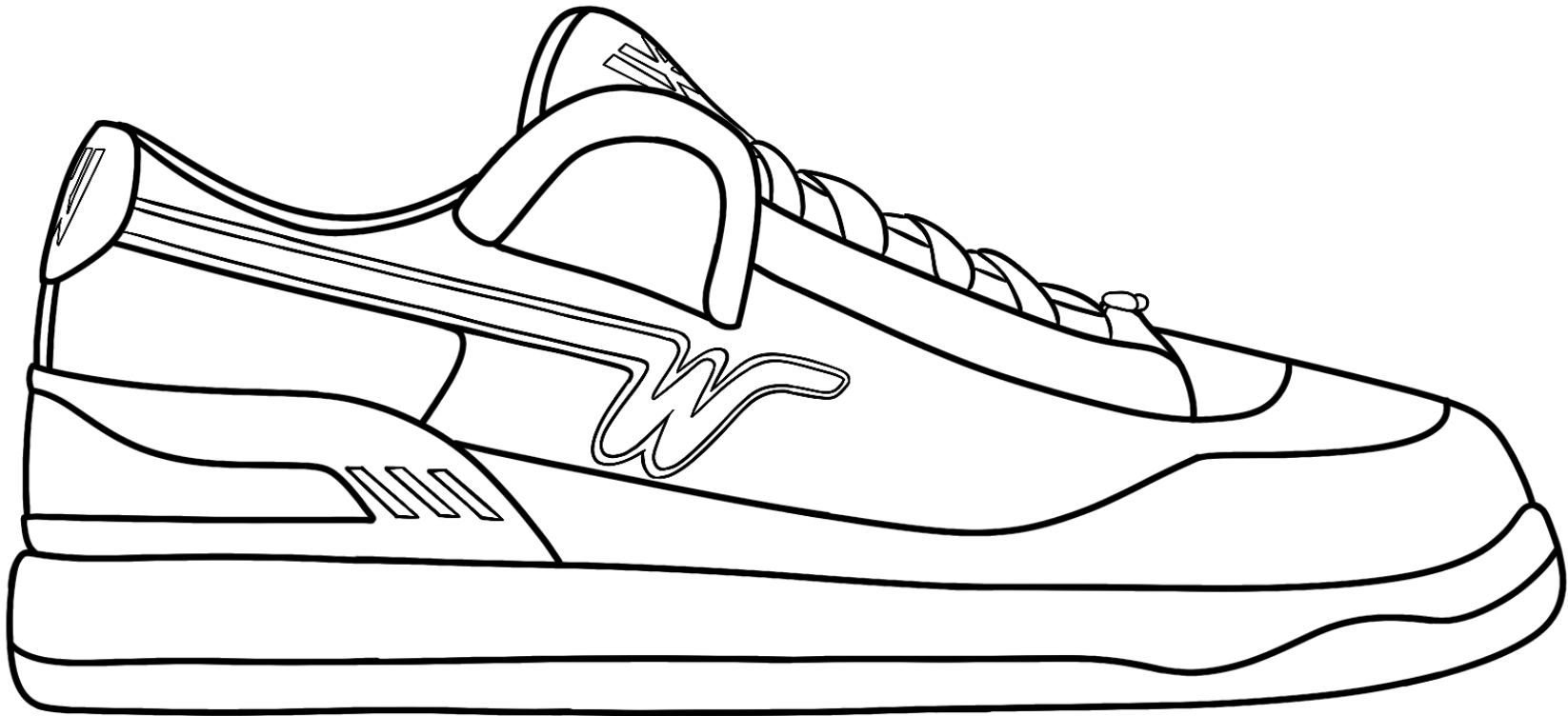
BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

CAD OUTLINE



VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX

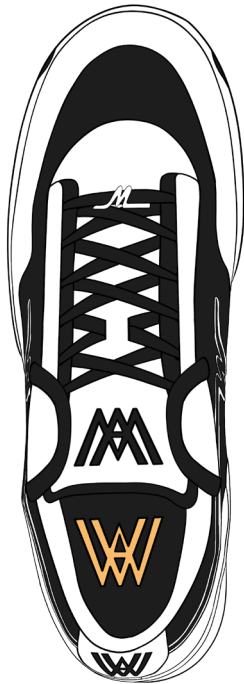


PRODUCT CREATION TEAM

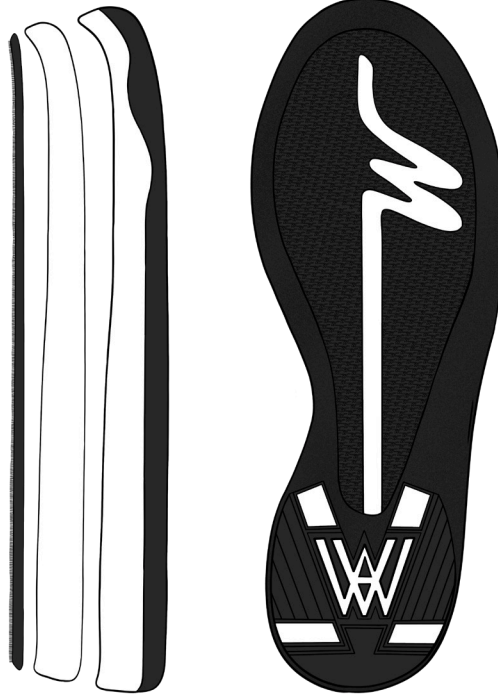
DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

MULTIPLE VIEWS

TOP VIEW



MIDSOLE & OUTSOLE VIEW



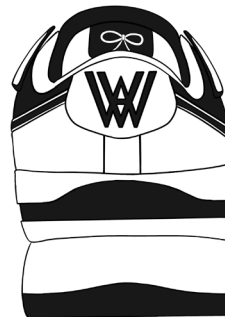
LATERAL VIEW



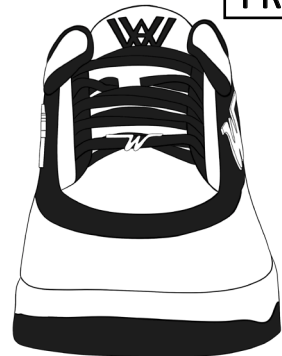
MEDIAL VIEW



HEEL VIEW



FRONT VIEW



VANGUARD

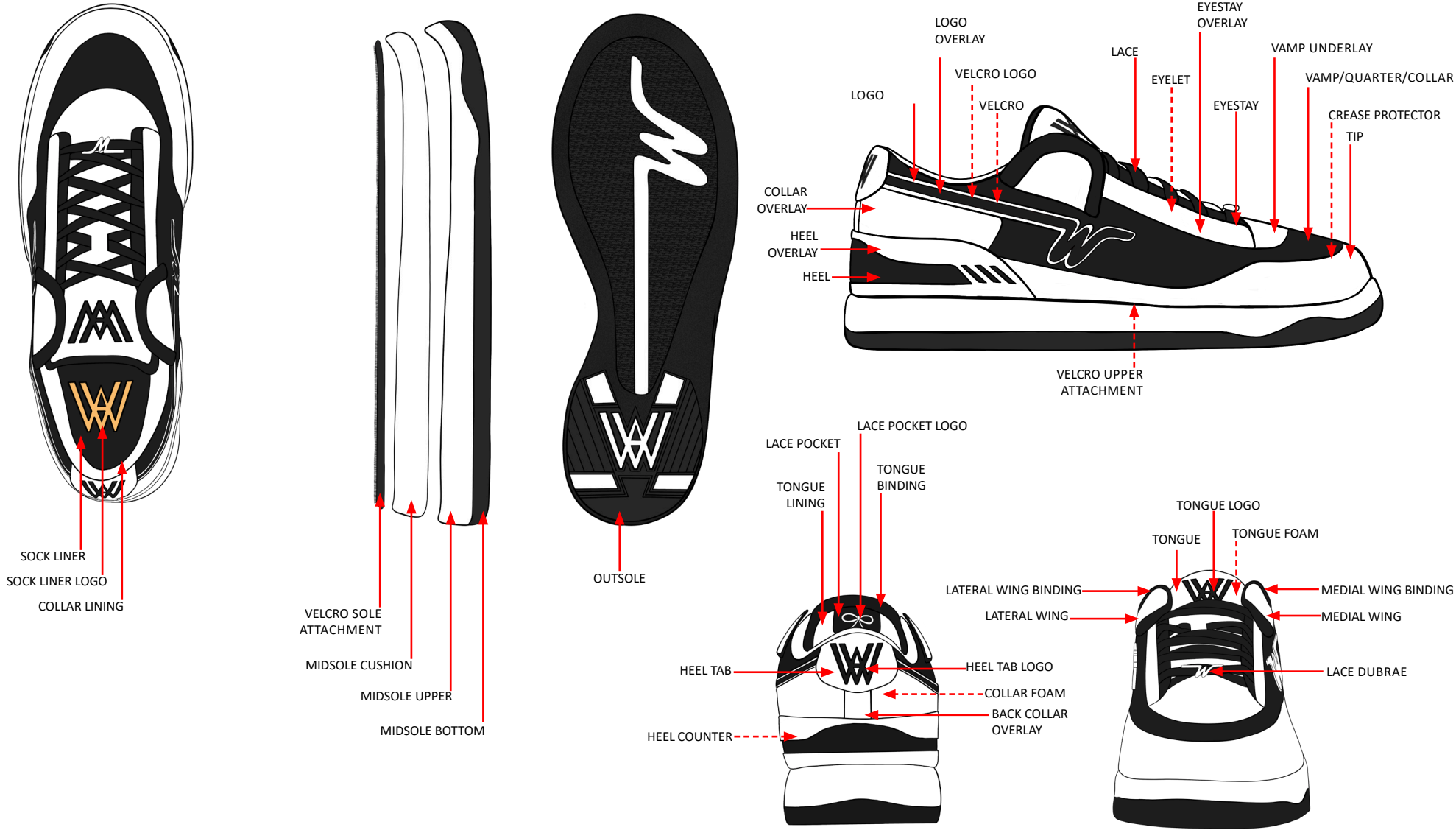
BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

COMPONENT CALLOUT



VANGUARD

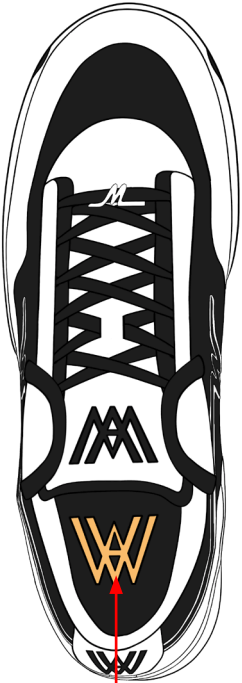
BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX

PRODUCT CREATION TEAM

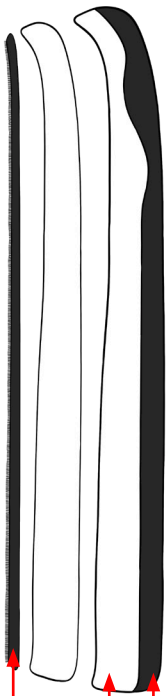
DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF



CONSTRUCTION CALLOUT



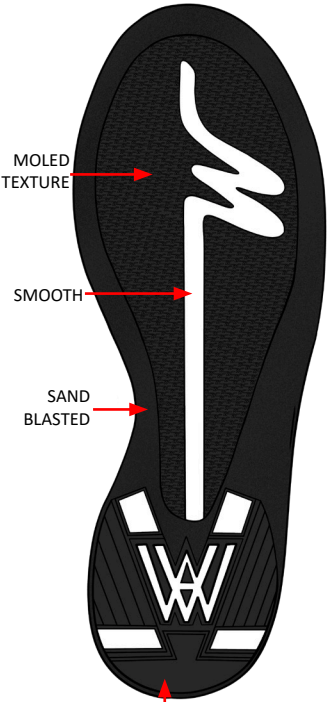
HEATSEAL



STITCHED & GLUED
TO CUSHION

SMOOTH

SAND BLASTED

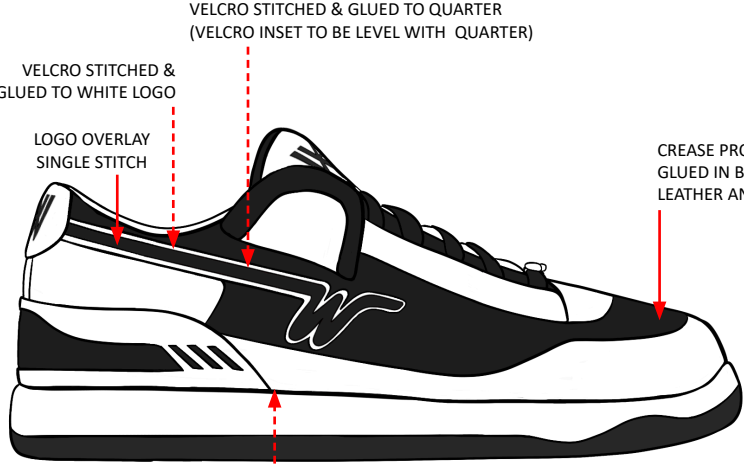


MOLED
TEXTURE

SMOOTH

SAND
BLASTED

SMOOTH



VELCRO STITCHED & GLUED TO QUARTER
(VELCRO INSET TO BE LEVEL WITH QUARTER)

VELCRO STITCHED &
GLUED TO WHITE LOGO

LOGO OVERLAY
SINGLE STITCH

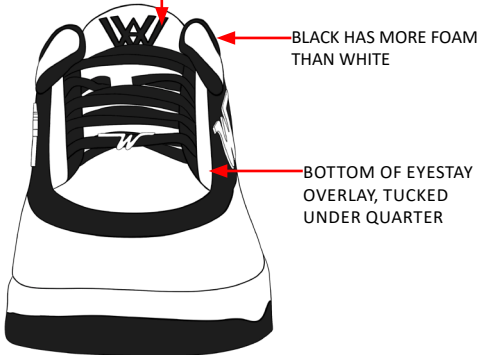
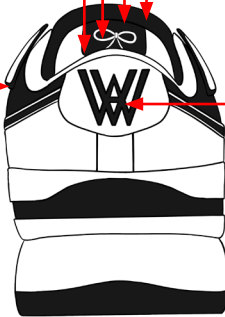
CREASE PROTECTOR
GLUED IN BETWEEN
LEATHER AND FOAM

VELCRO STITCHED
& GLUED TO
UPPER

STITCH TOP
HEATSEAL
VELCRO
BOTTOM
STITCH &
TURN

BOTTOM OF WING,
TUCKED UNDER
QUARTER

EMBROIDERED



EMBROIDERED

BLACK HAS MORE FOAM
THAN WHITE

BOTTOM OF EYESTAY
OVERLAY, TUCKED
UNDER QUARTER

***DOUBLE STITCH ALL
PANELS UNLESS CALLED
OUT OTHERWISE***

VANGUARD

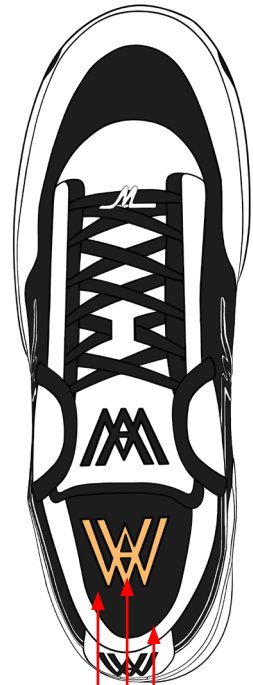
BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



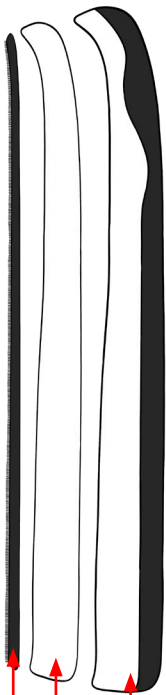
PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

MATERIAL CALLOUT



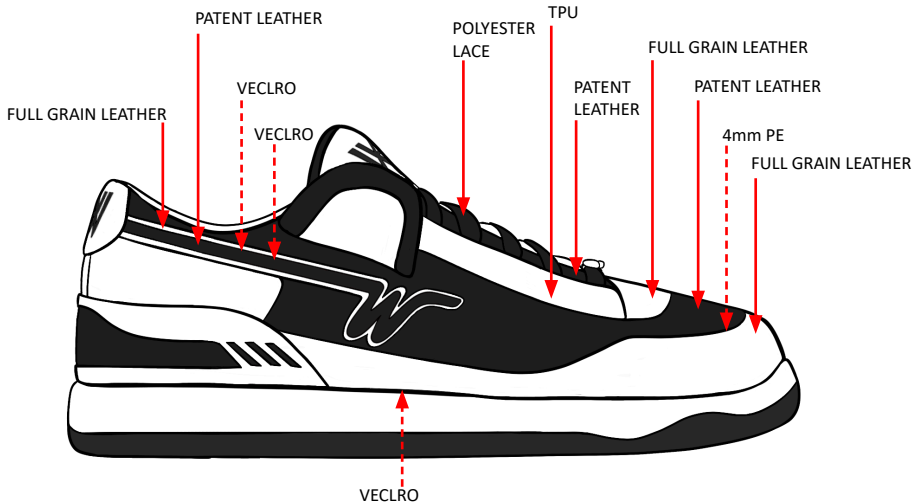
5mm EVA COVERED WITH TRICOT MESH
INK
SUEDE



VELCRO
EVA FOAM
RUBBER

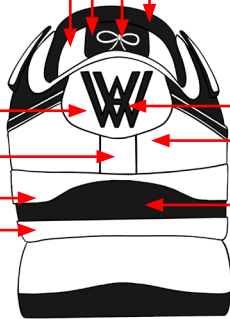


RUBBER



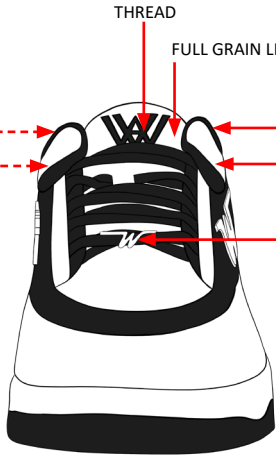
PATENT LEATHER
FULL GRAIN LEATHER
VECLRO
VECLRO
POLYESTER LACE
TPU
PATENT LEATHER
FULL GRAIN LEATHER
PATENT LEATHER
4mm PE
FULL GRAIN LEATHER
VECLRO

POLYESTER MESH
INK
POLYESTER MESH
SUEDE



FULL GRAIN LEATHER
FULL GRAIN LEATHER
FULL GRAIN LEATHER
FULL GRAIN LEATHER
THREAD
FULL GRAIN LEATHER
PATENT LEATHER

4MM PU FOAM MEDIAL & LATERAL
2MM PU FOAM MEDIAL & LATERAL



THREAD
FULL GRAIN LEATHER
PATENT LEATHER
FULL GRAIN LEATHER
METAL

VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

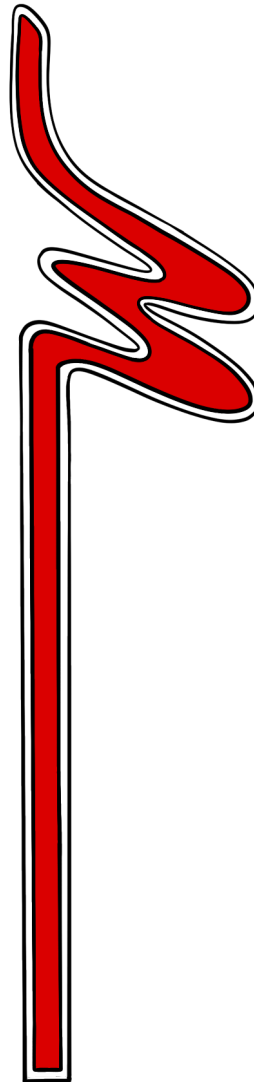
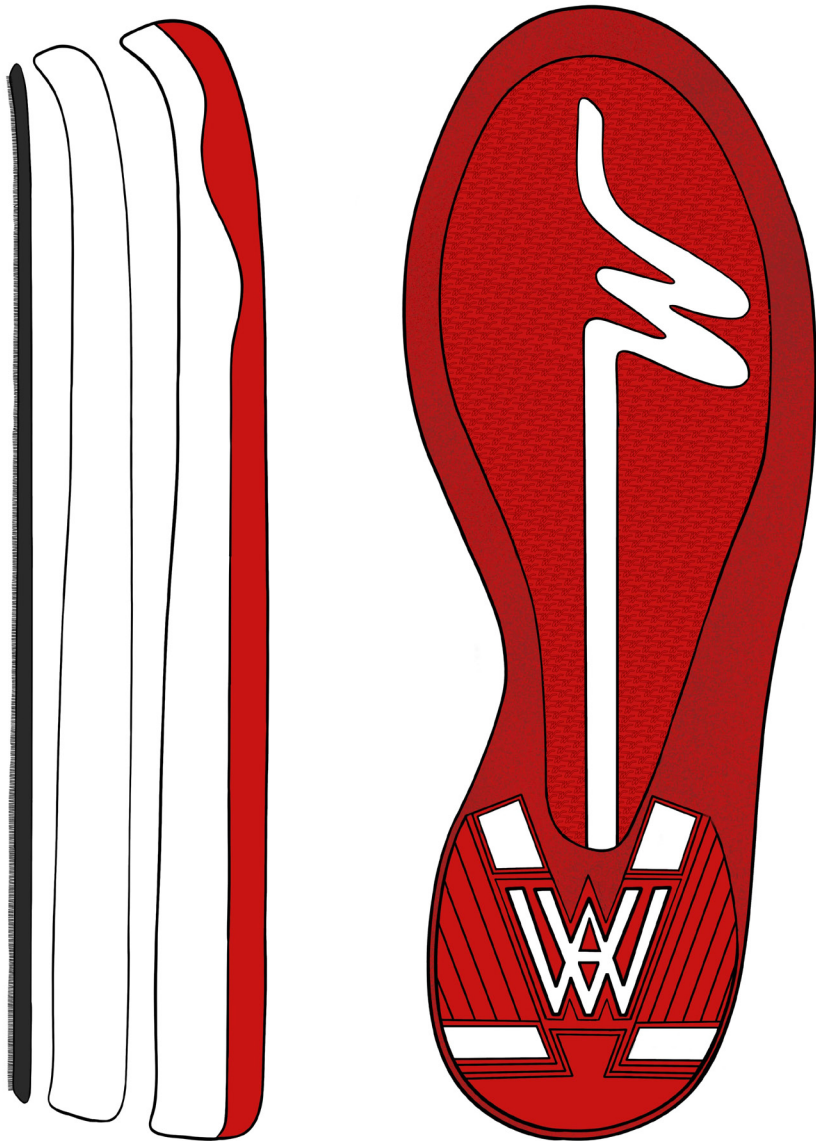
EXTRAS

2ND SOLE

2ND LOGO

COMES WITH

- 2ND PAIR OF SOLES
- 2ND PAIR OF LOGOS
- 2ND PAIR OF LACES (RED)





BILL OF MATERIALS

PART TYPE	COMPONENT	MATERIAL	VENDOR	MATERIAL COMMENT	COLOR	COMMENTS
UPPER	TIP	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	CREASE PROTECTOR	4MM POLYETHYLEN (PE)	TBD	CREASE PROTECTOR GLUED IN BETWEEN LEATHER AND FOAM	N/A	
UPPER	VAMP/ QUARTER/ COLLAR	PATENT LEATHER	TBD		GLOSS BLACK	
UPPER	VAMP UNDERLAY	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	EYESTAY	PATENT LEATHER	TBD		GLOSS BLACK	
UPPER	EYESTAY OVERLAY	4MM TPU	TBD		WHITE	BOTTOM OF EYESTAY OVERLAY, TUCKED UNDER QUARTER
UPPER	EYELET	6MM EYELET	TBD		BLACK	
UPPER	VELCRO	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO QUARTER	BLACK	VELCRO INSET TO BE LEVEL WITH QUARTER
UPPER	MEDIAL LOGO OVERLAY	PATENT LEATHER	TBD	LOGO OVERLAY SINGLE STITCH	GLOSS BLACK	LOGO COMES ON SHOE
UPPER	MEDIAL LOGO	FULL GRAIN LEATHER	TBD		WHITE	LOGO COMES ON SHOE
UPPER	MEDIAL VELCRO LOGO	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO VELCRO LOGO	BLACK	LOGO COMES ON SHOE
UPPER	LATERAL LOGO OVERLAY	PATENT LEATHER	TBD	LOGO OVERLAY SINGLE STITCH	GLOSS BLACK	LOGO COMES ON SHOE
UPPER	LATERAL LOGO	FULL GRAIN LEATHER	TBD		WHITE	LOGO COMES ON SHOE
UPPER	LATERAL VELCRO LOGO	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO VELCRO LOGO	BLACK	LOGO COMES ON SHOE
UPPER	2ND MEDIAL LOGO	FULL GRAIN LEATHER	TBD	LOGO OVERLAY SINGLE STITCH	WHITE	2ND LOGO COMES SEPA-RATE IN BOX



BILL OF MATERIALS

PART TYPE	COMPONENT	MATERIAL	VENDOR	MATERIAL COMMENT	COLOR	COMMENTS
UPPER	2ND MEDIAL LOGO OVERLAY	FULL GRAIN LEATHER	TBD		RED	2ND LOGO COMES SEPARATE IN BOX
UPPER	2ND MEDIAL VELCRO LOGO	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO 2ND VELCRO LOGO	BLACK	2ND LOGO COMES SEPARATE IN BOX
UPPER	2ND LATERAL LOGO	FULL GRAIN LEATHER	TBD	LOGO OVERLAY SINGLE STITCH		2ND LOGO COMES SEPARATE IN BOX
UPPER	2ND LATERAL LOGO OVERLAY	FULL GRAIN LEATHER	TBD			2ND LOGO COMES SEPARATE IN BOX
UPPER	2ND LATERAL VELCRO LOGO	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO 2ND VELCRO LOGO		2ND LOGO COMES SEPARATE IN BOX
UPPER	COLLAR OVERLAY	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	HEEL OVERLAY	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	HEEL	PATENT LEATHER	TBD		GLOSS BLACK	
UPPER	HEEL TAB	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	HEEL TAB LOGO	THREAD	TBD	EMBROIDERED	BLACK	
UPPER	HEEL COUNTER	TPU	TBD		N/A	
UPPER	VELCRO UPPER ATTACHMENT	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO UPPER	BLACK	
UPPER	TONGUE	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	TONGUE LOGO	THREAD	TBD	EMBROIDERED	BLACK	
UPPER	TONGUE FOAM	4MM PU FOAM	TBD		N/A	
UPPER	TONGUE LINING	SUEDE	TBD		WHITE	

VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

BILL OF MATERIALS

PART TYPE	COMPONENT	MATERIAL	VENDOR	MATERIAL COMMENT	COLOR	COMMENTS
UPPER	TONGUE BINDING	POLYESTER MESH	TBD		BLACK	
UPPER	MEDIAL WING	FULL GRAIN LEATHER	TBD		WHITE	BOTTOM OF WING, TUCKED UNDER QUARTER
UPPER	MEDIAL WING FOAM	2MM PU FOAM	TBD		N/A	
UPPER	MEDIAL WING BINDING	PATENT LEATHER	TBD		GLOSS BLACK	
UPPER	MEDIAL WING BINDING FOAM	4MM PU FOAM	TBD		N/A	
UPPER	LATERAL WING	FULL GRAIN LEATHER	TBD		WHITE	BOTTOM OF WING, TUCKED UNDER QUARTER
UPPER	LATERAL WING FOAM	2MM PU FOAM	TBD		N/A	
UPPER	LATERAL WING BINDING	PATENT LEATHER	TBD		GLOSS BLACK	
UPPER	LATERAL WING BINDING FOAM	4MM PU FOAM	TBD		N/A	
UPPER	LACE	POLYESTER LACE	TBD		BLACK	
UPPER	2ND LACE	POLYESTER LACE	TBD		RED	2ND LACE COMES SEPARATE IN BOX
UPPER	LACE DUBRAE	METAL	TBD		WHITE	
UPPER	LACE POCKET	POLYESTER MESH	TBD		BLACK	
UPPER	LACE POCKET VELCRO	INDUSTRIAL STRENGTH VELCRO	TBD		BLACK	
UPPER	LACE POCKET LOGO	INK	TBD		WHITE	
UPPER	COLLAR FOAM	PU FOAM	TBD		N/A	

VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

BILL OF MATERIALS

PART TYPE	COMPONENT	MATERIAL	VENDOR	MATERIAL COMMENT	COLOR	COMMENTS
UPPER	BACK COLLAR OVERLAY	FULL GRAIN LEATHER	TBD		WHITE	
UPPER	SOCK LINER	EVA FOAM	TBD	COVERED IN TRICOT MESH	BLACK	
UPPER	SOCK LINER LOGO	INK	TBD		GOLD	
UPPER	COLLAR LINING	SUEDE	TBD		WHITE	
MIDSOLE	VELCRO SOLE ATTACHMENT	INDUSTRIAL STRENGTH VELCRO	TBD	VELCRO STITCHED & GLUED TO MIDSOLE OR MIDSOLE CUSHION	BLACK	
MIDSOLE	MIDSOLE CUSHION	EVA FOAM	TBD		WHITE	
MIDSOLE	MIDSOLE UPPER	RUBBER	TBD		WHITE	
MIDSOLE	MIDSOLE BOTTOM	RUBBER	TBD		BLACK	
OUTSOLE	OUTSOLE	RUBBER	TBD		BLACK	
MIDSOLE	2ND VELCRO SOLE ATTACHMENT	INDUSTRIAL STRENGTH VELCRO	TBD		BLACK	2ND SOLE COMES SEPARATE IN BOX
MIDSOLE	2ND MIDSOLE CUSHION	EVA FOAM	TBD		WHITE	2ND SOLE COMES SEPARATE IN BOX
MIDSOLE	2ND MIDSOLE UPPER	RUBBER	TBD		BLACK	2ND SOLE COMES SEPARATE IN BOX
MIDSOLE	2ND MIDSOLE BOTTOM	RUBBER	TBD		RED	2ND SOLE COMES SEPARATE IN BOX
OUTSOLE	2ND OUTSOLE	RUBBER	TBD		RED	2ND SOLE COMES SEPARATE IN BOX

VANGUARD

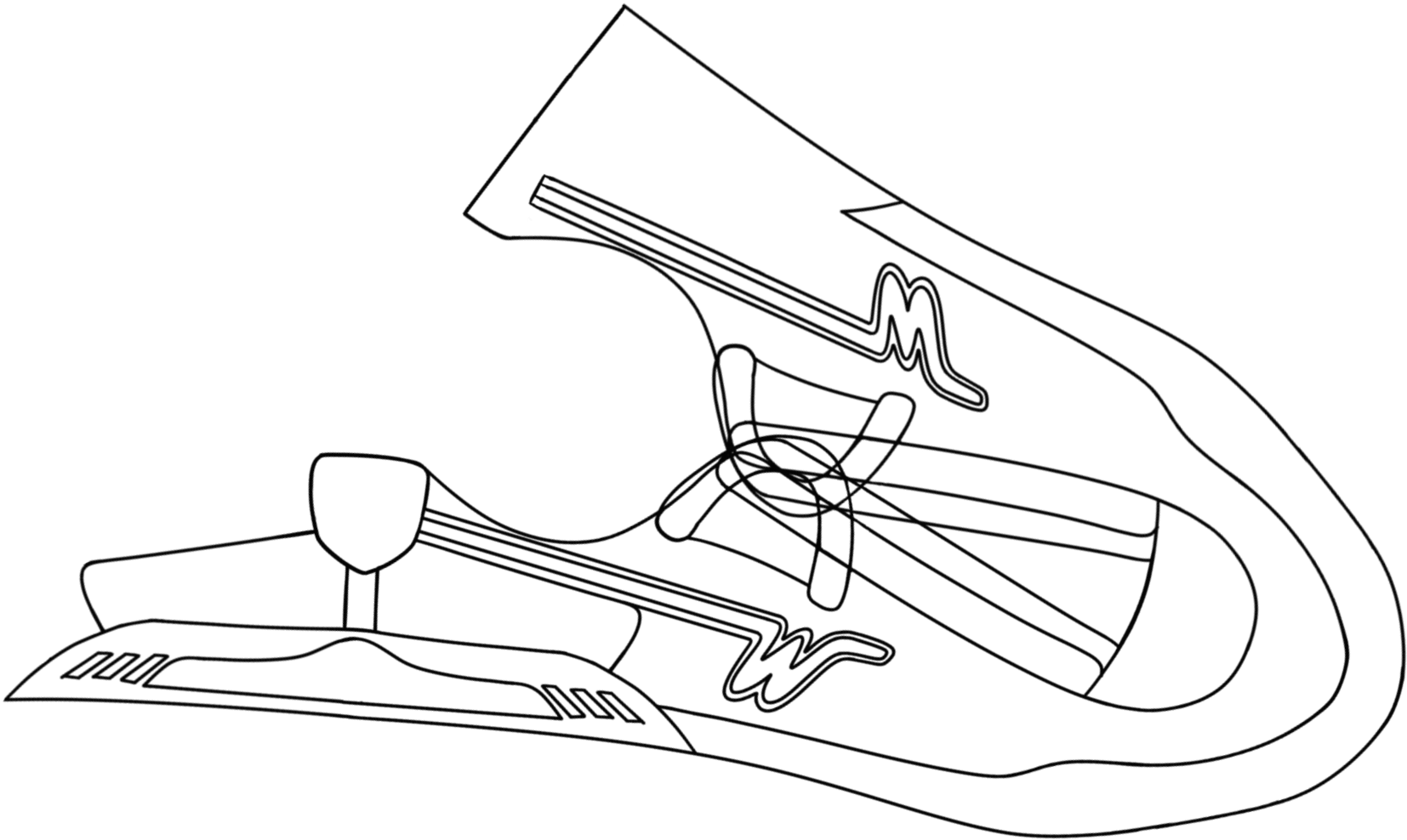
BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

SHELL PATTERN



VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX

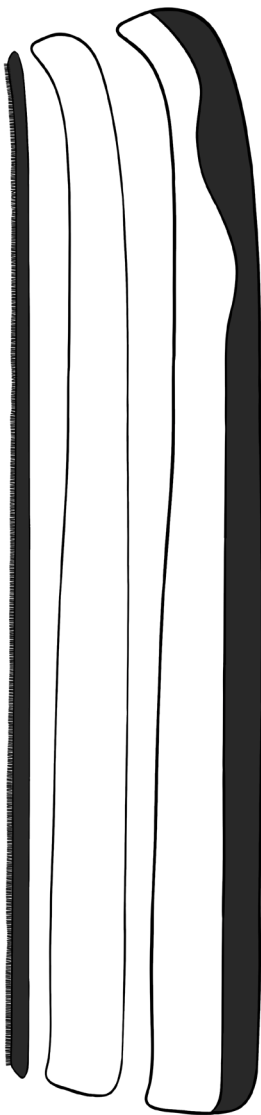


PRODUCT CREATION TEAM

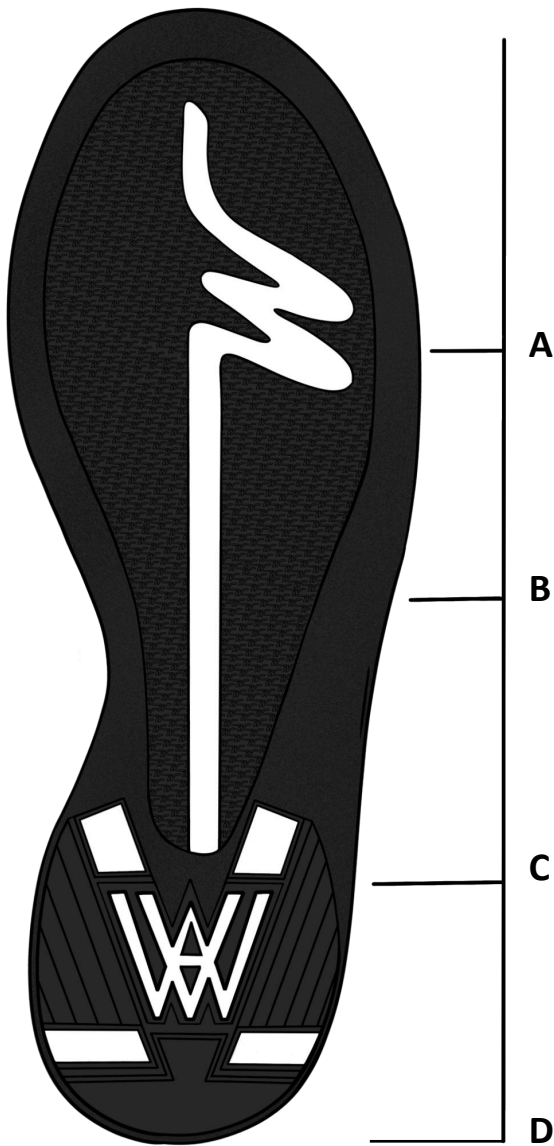
DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

TOOLING

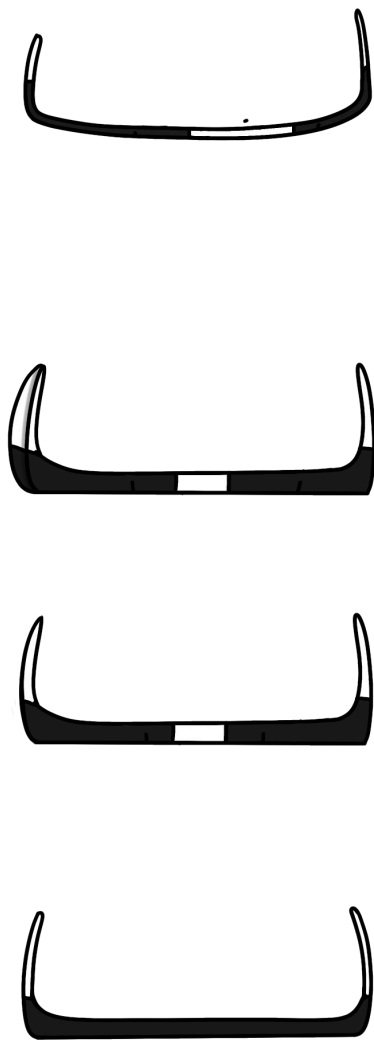
MEDIAL



OUTSOLE



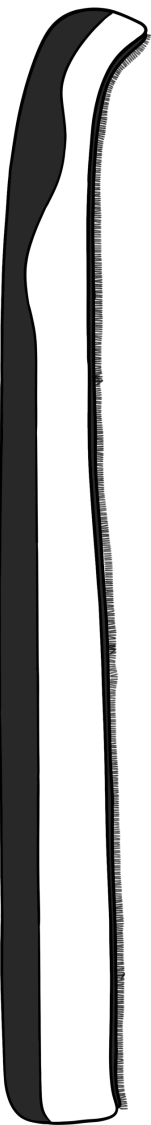
CROSS SECTION
MEDIAL TO LATERAL



CROSS SECTION
HEEL TO TOE



LATERAL



VANGUARD

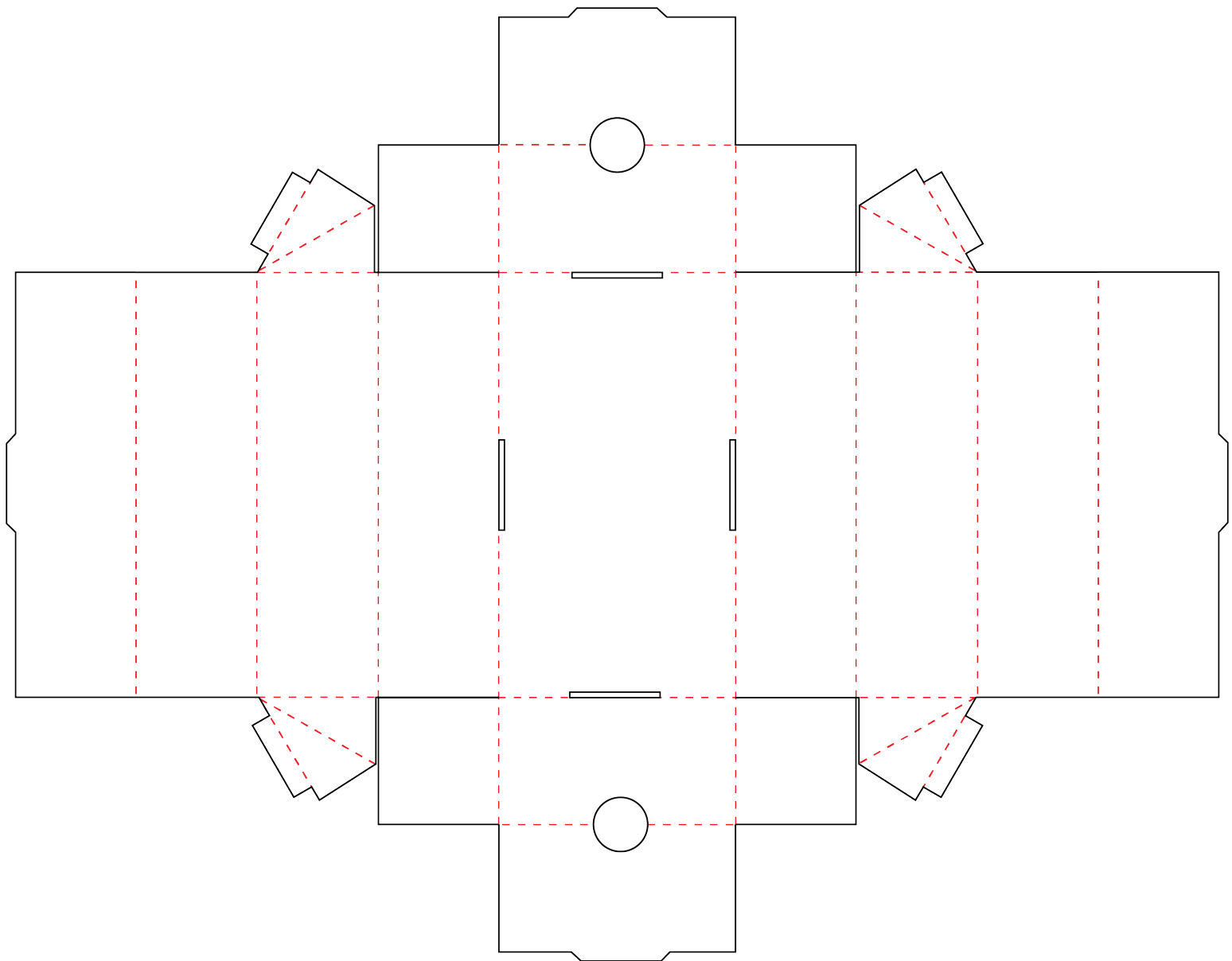
BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



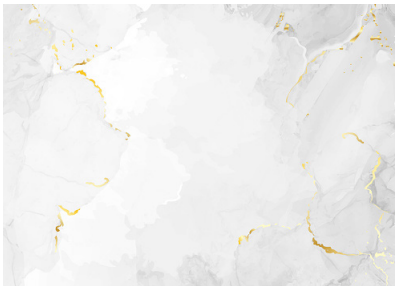
PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

PACKAGING TEMPLATE



BOX PRINT



BOX LOGO



VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

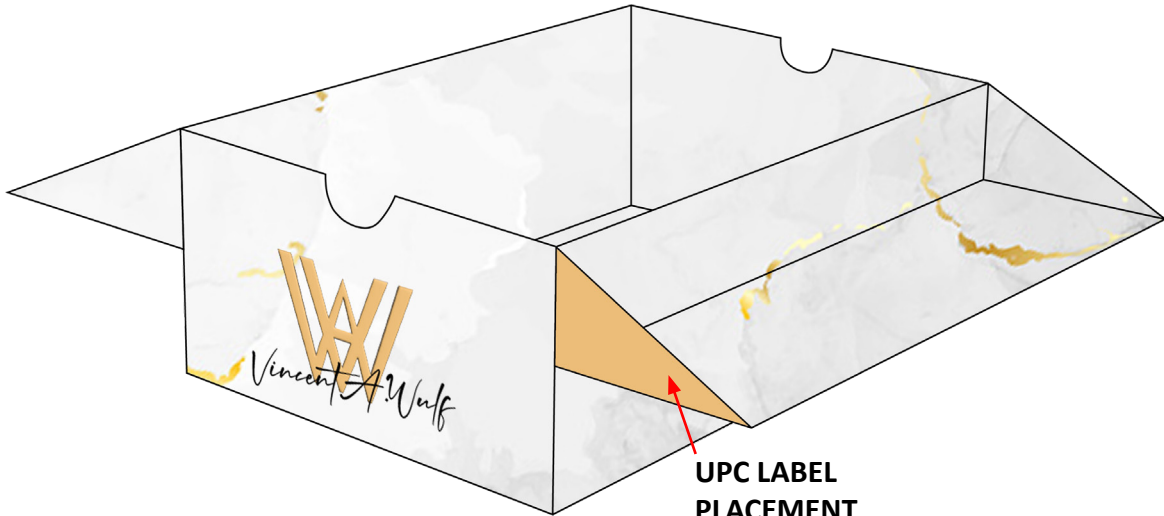
PACKAGING DETAILS

CLOSED



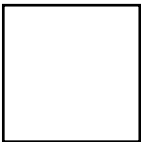
UPC LABEL
PLACEMENT

OPEN



UPC LABEL
PLACEMENT

WRAPPING PAPER



WHITE



PRINTED
PATTERN

WRAPPING PAPER
FOR FOOTFORM



VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

BUDGET

TFOB = \$30	VALUE
UPPER	42% = \$12.60
TOOLING	31% = \$9.30
LOP	15% = \$4.50
PACKAGING	12% = \$3.60
	= \$30

VANGUARD

BRAND: WULF
CATEGORY: LIFESTYLE
GENDER: UNISEX



PRODUCT CREATION TEAM

DEVELOPMENT: VINCENT WULF
DESIGN: VINCENT WULF
MARKETING: VINCENT WULF

WORKBACK CALENDAR

MILESTONE MEETING	DUE
HANDOFF MEETING	07/01/20
TECH PACK SHARED WITH VENDOR	08/15/20
PULLOVER SAMPLE DUE	09/15/20
FIRST SCRUTINY MEETING	10/01/20
SECOND SCRUTINY MEETING	01/01/21
THIRD SCRUTINY MEETING	04/01/21
COST	04/01/21 - 06/01/21
WEAR TESTING	07/01/21 - 09/01/21
PRODUCT CONFIRMATION	09/15/21
PRODUCTION	10/01/21 - 12/01/21
SHIPPING-DISTRIBUTION CENTERS	12/15/21 - 12/31/21
LAUNCH DATE	01/01/22



WEAR TEST PLAN

MY TO DO'S

1. I WOULD GET 25 PEOPLE TO PARTICIPATE IN THE WEAR TESTING.
2. ORDER THE WEAR TEST SAMPLES
3. DEVELOP A SURVEY FOR PARTICIPANTS TO COMPLETE AFTER THE TESTING PERIOD ENDS.
4. COLLECT ALL INFORMATION THEN CONSOLIDATE ALL COMMENTS AND CONCERNS IDENTIFIED.

SURVEY:

- DID YOU FIND THE SHOES COMFORTABLE?
- DID THE SHOES FIT AS EXPECTED?
- WERE THERE ANY AREAS OF THE SHOE THAT CAUSED DISCOMFORT?
- ARE THERE ANY CHANGES YOU WOULD SUGGEST FOR THE DESIGN OR MATERIALS OF THE SHOE?
- WOULD YOU RECOMMEND THIS PRODUCT TO FRIENDS AND FAMILY?
- WOULD YOU PURCHASE ANOTHER PAIR? IF NOT, PLEASE EXPLAIN WHY.
- DO YOU HAVE ANY ADDITIONAL COMMENTS?

PARTICIPANTS MUST DO'S

- ALL PARTICIPANTS MUST SWAP LOGO AND SOLE DAILY TO EVALUATE DURABILITY OF VELCRO.