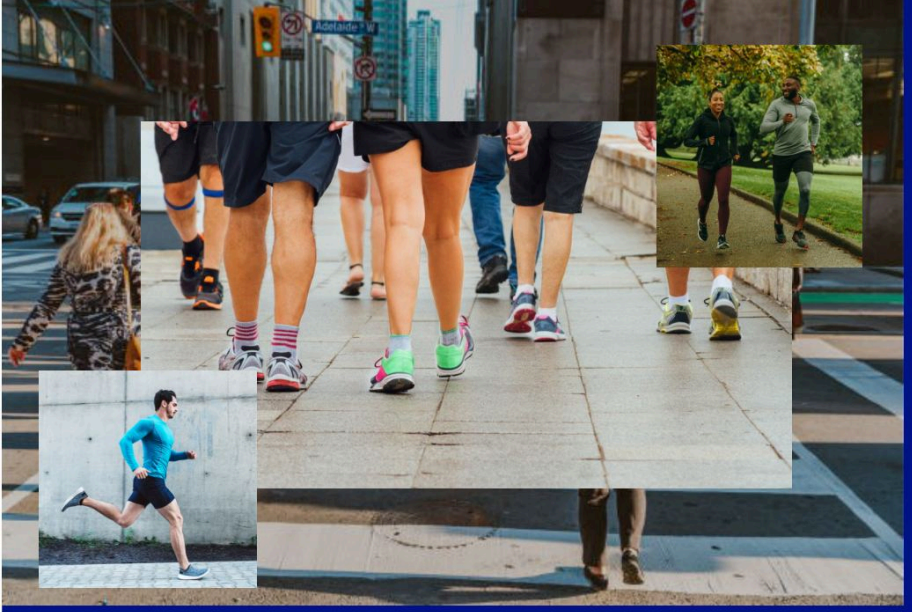


Model: Mizuno Synchro SL 2

Category: Running
Market: Global

Distribution: U.S. Mens 6-12, 13,14,15
Tier: Good

Costing
Retail: $90
FOB: $18

Materials:
- Polyester Knit Mesh
- PU Film
- Injection Molded EVA

Insight:

Casual runners lack accessible, affordable everyday footwear that delivers comfort, forcing them to choose between premium running shoes or discomfort in lifestyle or less sporty alternatives.

For an everyday runner seeking everyday comfort and performance.

Consumer:

Our consumer is a 25 - 45 years old.

Working professional, making around 70K a year. They're constantly on their feet, walking and running, but they don't spend a lot of money for shoes.

Loves to use the same shoes almost everyday for comfort.

Enjoys long walks and short jogs.

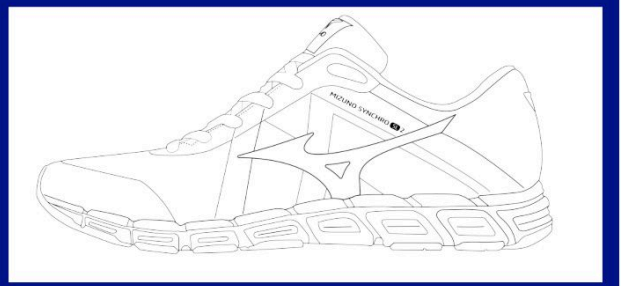
Heavily involved with family. Has kids and wants to have time for their kids when they play sports.



Product Features

- Extremely Comfortable (Hero/Challenge)
- Breathable (Hero)
- Lightweight
- Durability

Other Features:
- Easy to use
- Performance running shoe



Competitors



Brooks Ghost 16
Retail $89.95
Lightweight



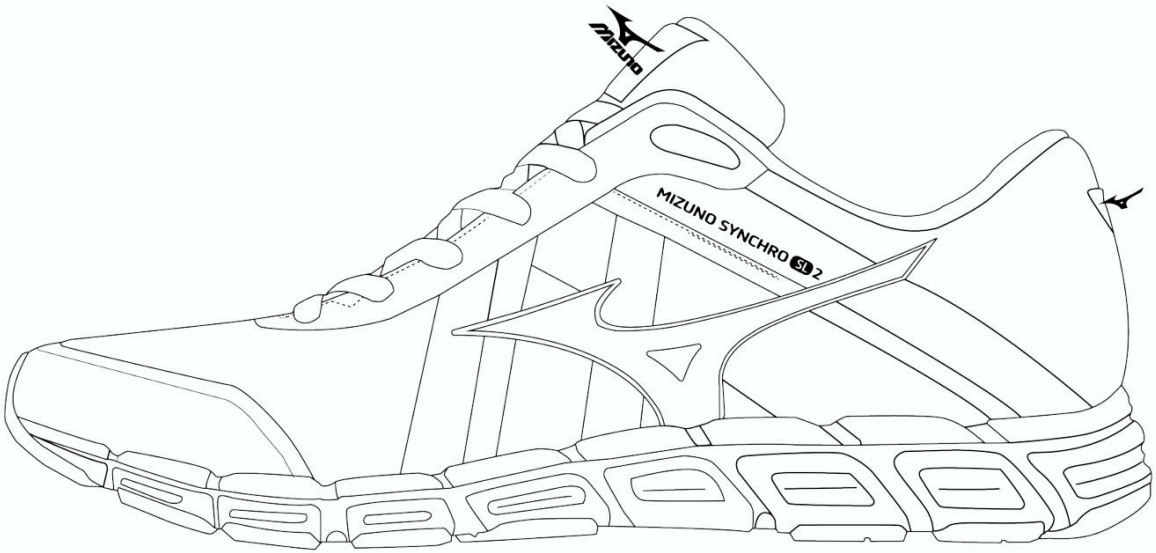
New Balance
Fresh Foam 680v9
Retail: $84.99
Comfort/Running



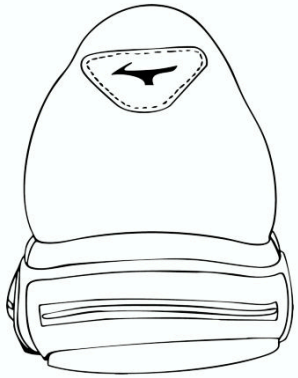
Asics Gel-Excite 11
Retail $90
Comfort

Blank CADs

Lateral



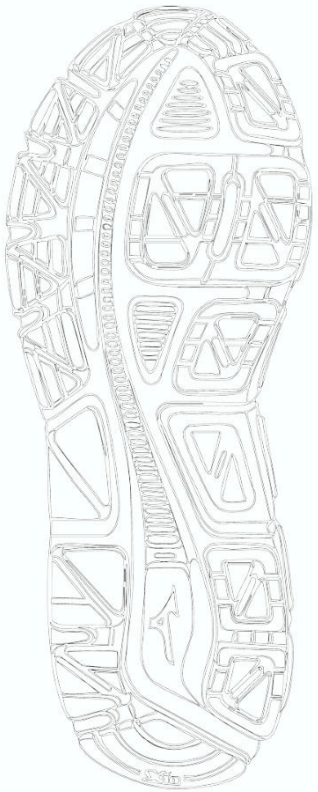
Heel



Top-Down



Bottom



Medial



Last NO:	8N2153UN	**Model:**	Synchro SL 2	**Size Range:**	M 6-12, 13,14,15
Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Color CADs

Lateral



Heel



Top-Down



Bottom

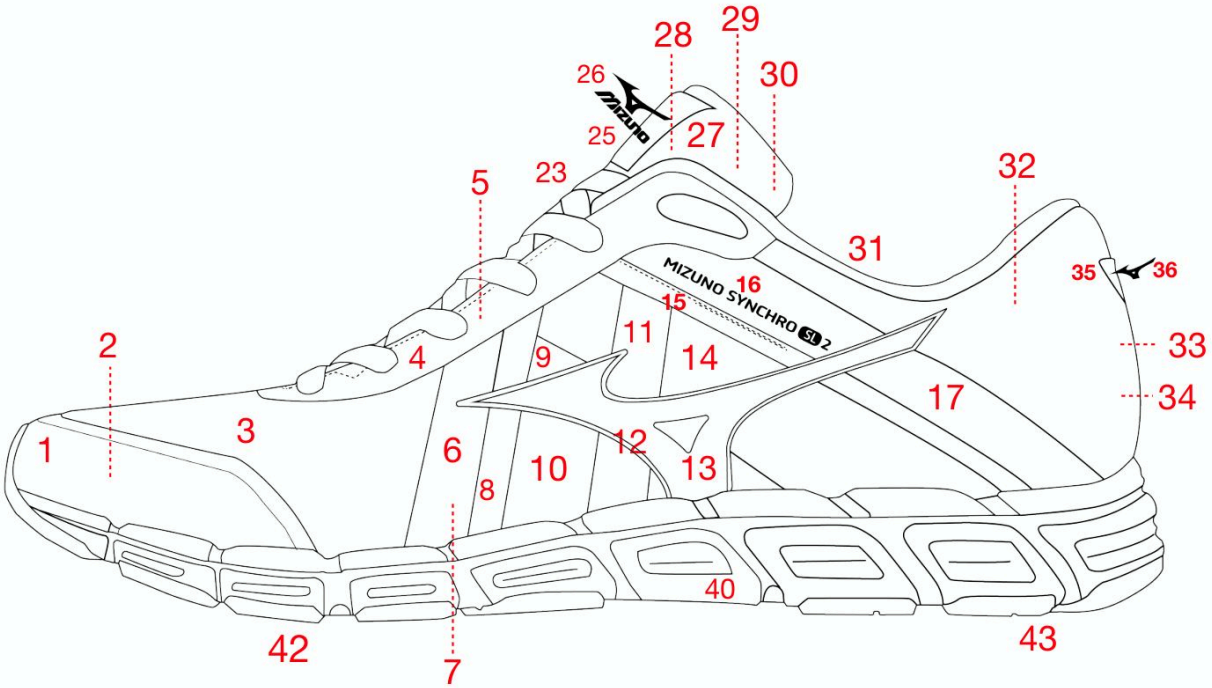


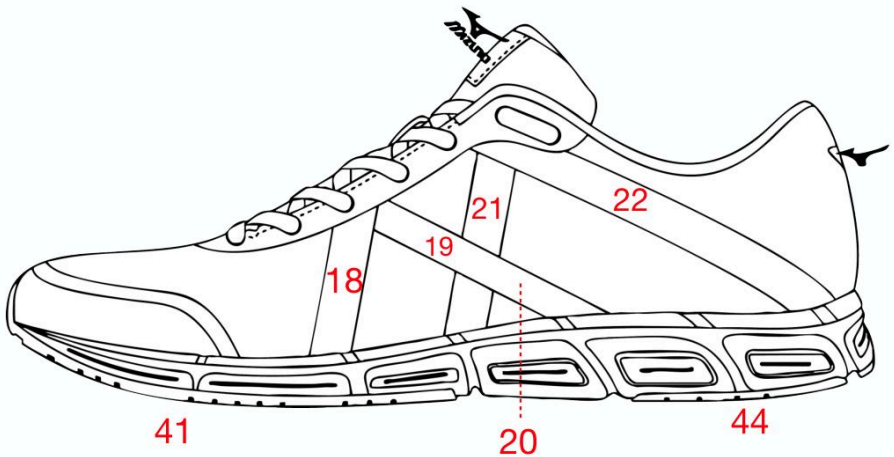


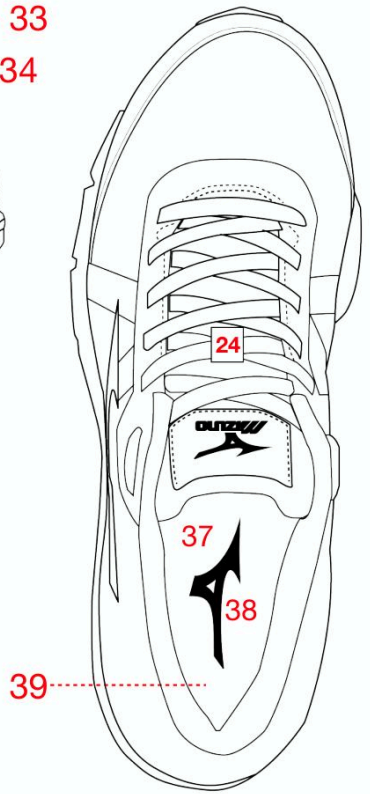
Medial

Last NO:	8N2153UN	**Model:**	Synchro SL 2	**Size Range:**	M 6-12, 13,14,15
Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Component Callouts



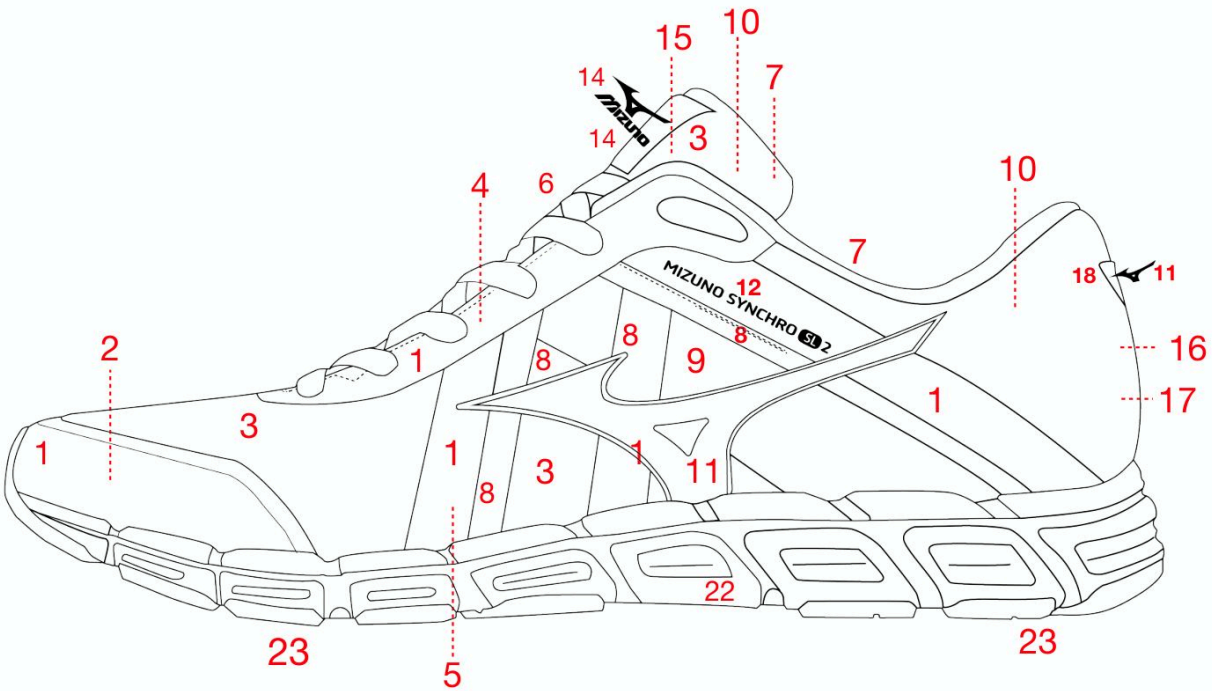


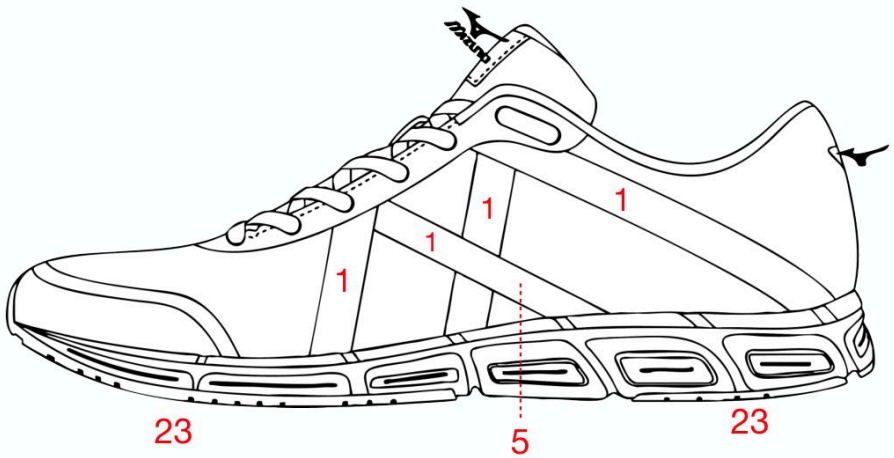


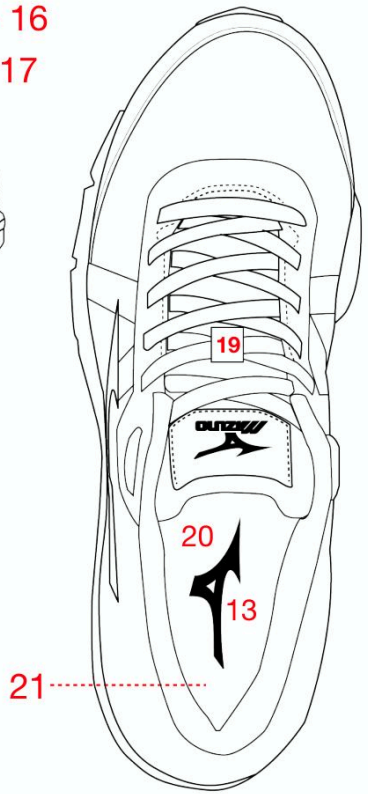
#	Component
1	Toe Tip
2	Toe Reinforcement
3	Vamp / Medial Quarter
4	Eyestay
5	Eyestay Reinforcer
6	Lateral Quarter Front Outer Overlay
7	Lateral Quarter Seam Cover
8	Lateral Quarter Inner Overlay 1
9	Lateral Quarter Inner Overlay 2
10	Lateral Inner Quarter / Heel
11	Lateral Quarter Inner Overlay 3
12	Lateral Quarter Logo
13	Lateral Quarter Logo Overlay
14	Lateral Outer Quarter Overlay
15	Lateral Inner Quarter Overlay 4
16	Lateral Quarter Wordmark Logo
17	Lateral Quarter Rear Outer Overlay
18	Medial Quarter Front Overlay
19	Medial Quarter Middle Front Overlay
20	Medial Quarter Seam Cover
21	Medial Quarter Middle Back Overlay
22	Medial Quarter Rear Overlay
23	Laces
24	Lacekeeper
25	Tongue Logo Tab
26	Tongue Logo
27	Tongue Face
28	Tongue Spec Label
29	Tongue Foam
30	Tongue Lining
31	Collar Lining
32	Collar / Heel Foam
33	Heel Counter
34	Heel Counter Foam Backing
35	Heel Patch
36	Heel Patch Logo
37	Sockliner
38	Sockliner Logo
39	Strobel Liner
40	Midsole
41	Front Medial Outsole
42	Front Lateral Outsole
43	Back Lateral Outsole
44	Back Medial Outsole

Last NO:	8N2153UN	**Model:**	Synchro SL 2	**Size Range:**	M 6-12, 13,14,15
Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Material Callouts



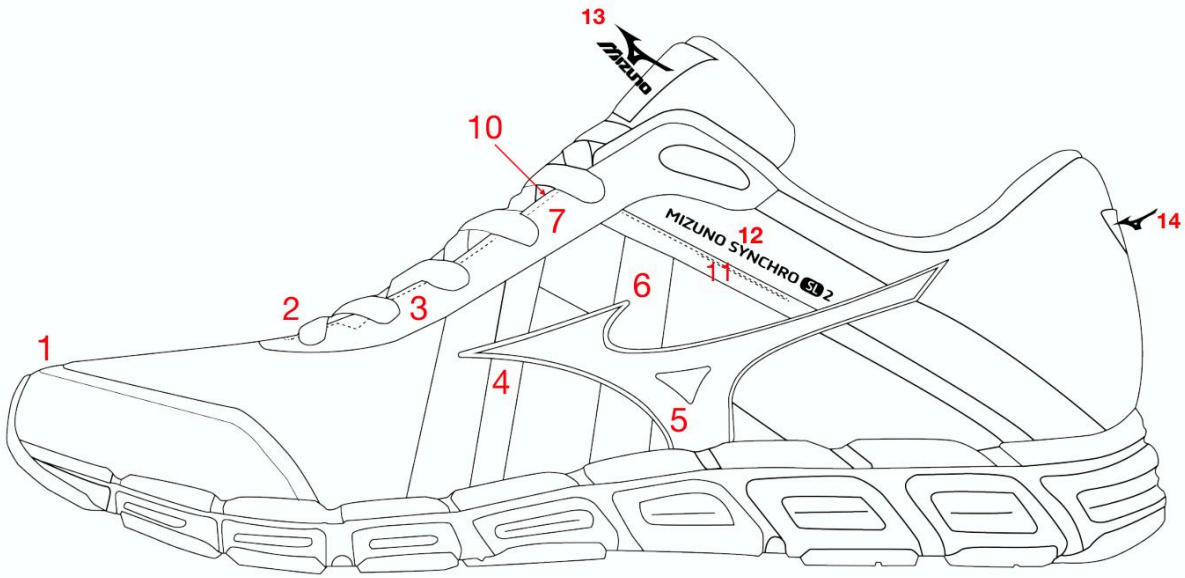


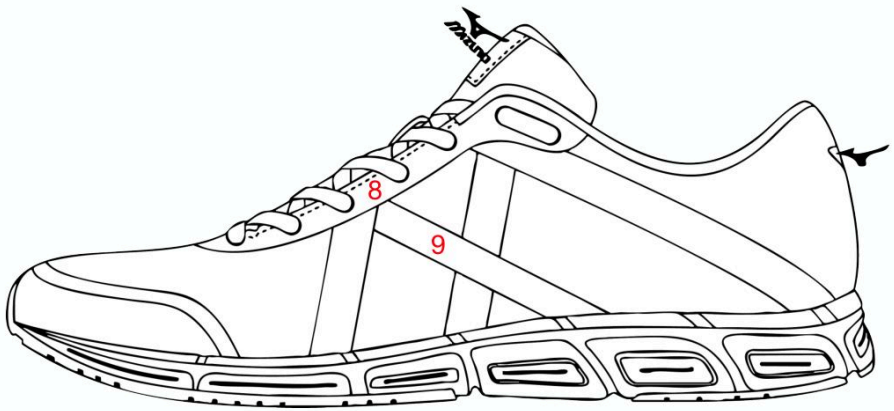


#	Material
1	PU Film (Asphalt)
2	Polyester Knit
3	Polyester Knit Mesh
4	Suede
5	Nylon
6	6mm Polyester Flat Lace
7	Merry Mesh
8	PU Film (Clownfish)
9	Nylon Mesh
10	Open Cell EVA Foam
11	TPU Film (Black)
12	TPU Film (Clownfish)
13	TPU Film (White)
14	Woven Polyester Jacquard
15	Vinyl
16	Thermoplastic
17	1mm EVA Foam
18	PU
19	Woven Polyester
20	Recycled Polyester / Plant-Based Blend
21	Non-woven Polyester
22	Injection Molded EVA Foam
23	Blown Rubber

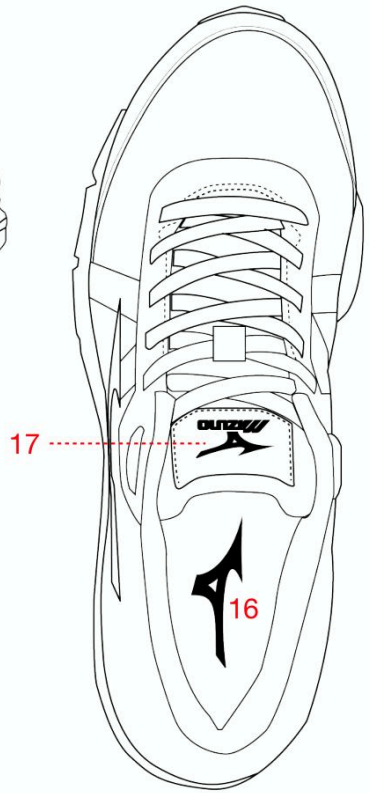
Last NO:	8N2153UN	**Model:**	Synchro SL 2	**Size Range:**	M 6-12, 13,14,15
Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Construction Callouts







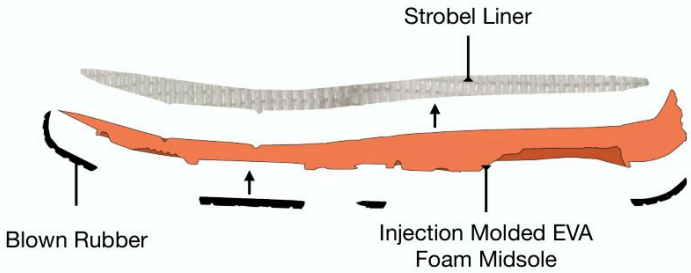


#	Construction Details
1	No-sew with 6mm X-Ray from top
2	Bottom of eyestay has 2 single needle stitch lines
3	Eyestay is no-sew attached first, then stitched to going through no-sew layer and Eyestay Reinforcer
4	Inner Overlay is no-sew on top of Inner Polyester Knit Mesh Quarter
5	Screen print logo on top of PU film, with 2mm to edge
6	Lateral Quarter Inner Overlay 3 is layered on top of Overlay 2, and both are layered under Overlay 1 and 4
7	Eyestay PU Film layered above Lateral Quarter Front Outer Overlay and Lateral Quarter Rear Outer Overlay. All PU Films are layered over Lateral Outer Quarter
8	Medial Eyestay PU Film is layered above Medial Quarter Front Overlay and Medial Quarter Rear Overlay
9	Medial Quarter Middle Front Overlay is layered above Medial Quarter Middle Back Overlay, with are both layered below the Medial Quarter Front Overlay and Medial Quarter Rear Overlay
10	Raw edge
11	Collar Lining single needle stitched through all layers 2 times with back stitch
12	Lateral Wordmark Logo screen printed
13	Mizuno Logo and Tongue Logo Tab are one piece, the logo being jacquard woven into the tab
14	Logo screen printed onto PU
15	Blown Rubber Outsole stock fitted to Midsole by cementing
16	Sockliner logo screen-printed
17	Tongue Spec Label heat-pressed to Tongue Lining

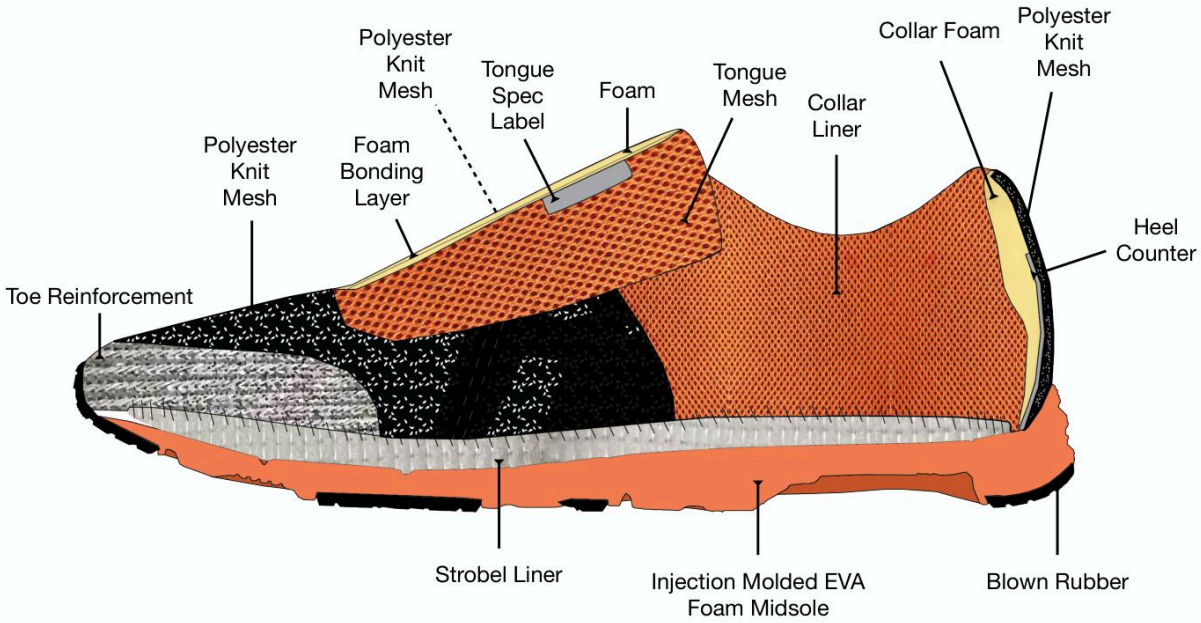
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Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Layering

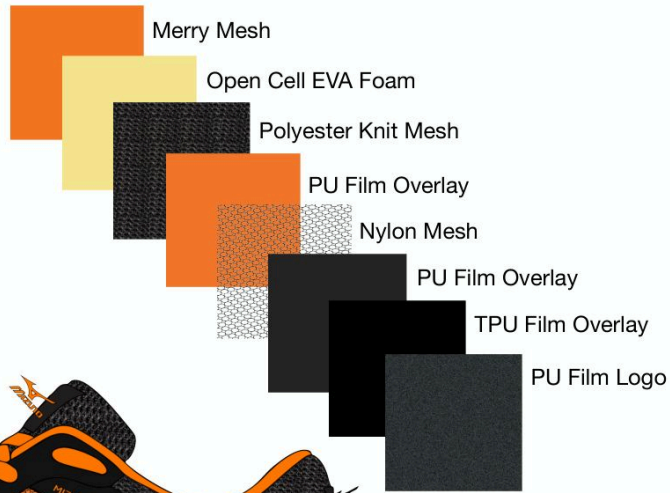
Tooling



Sliced View

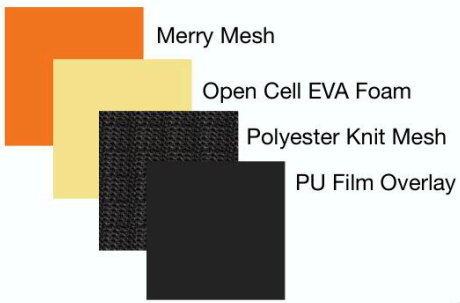


Lateral





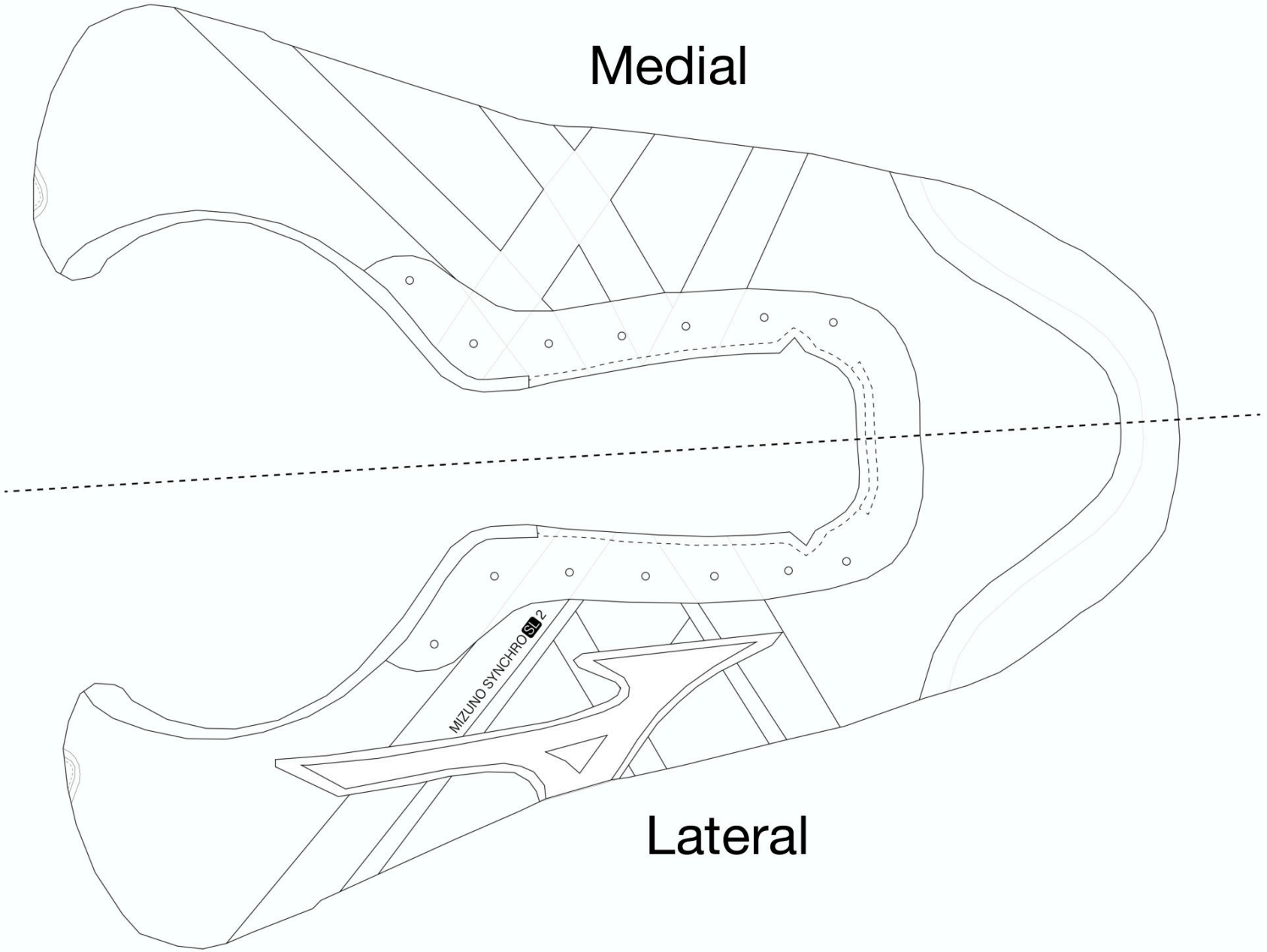
Medial





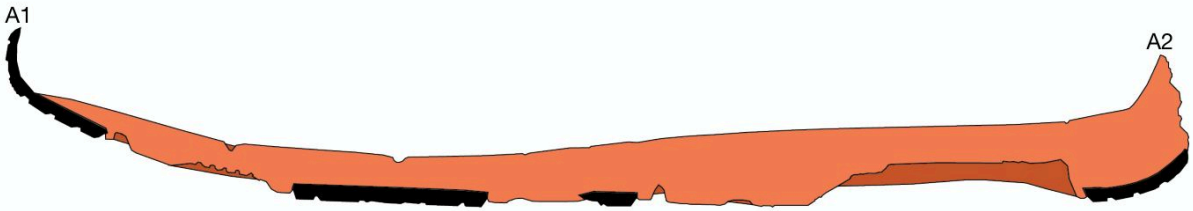
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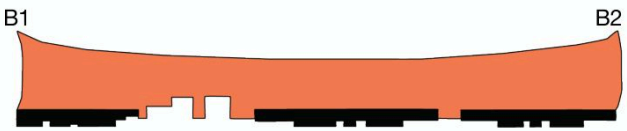
Shell Pattern

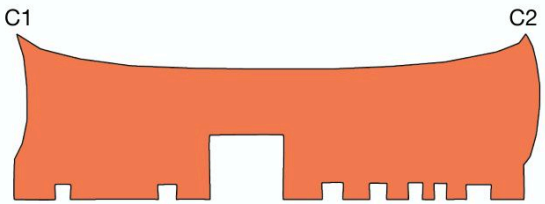


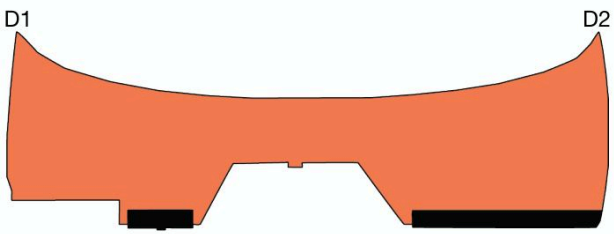
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Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Tooling Cross Sections

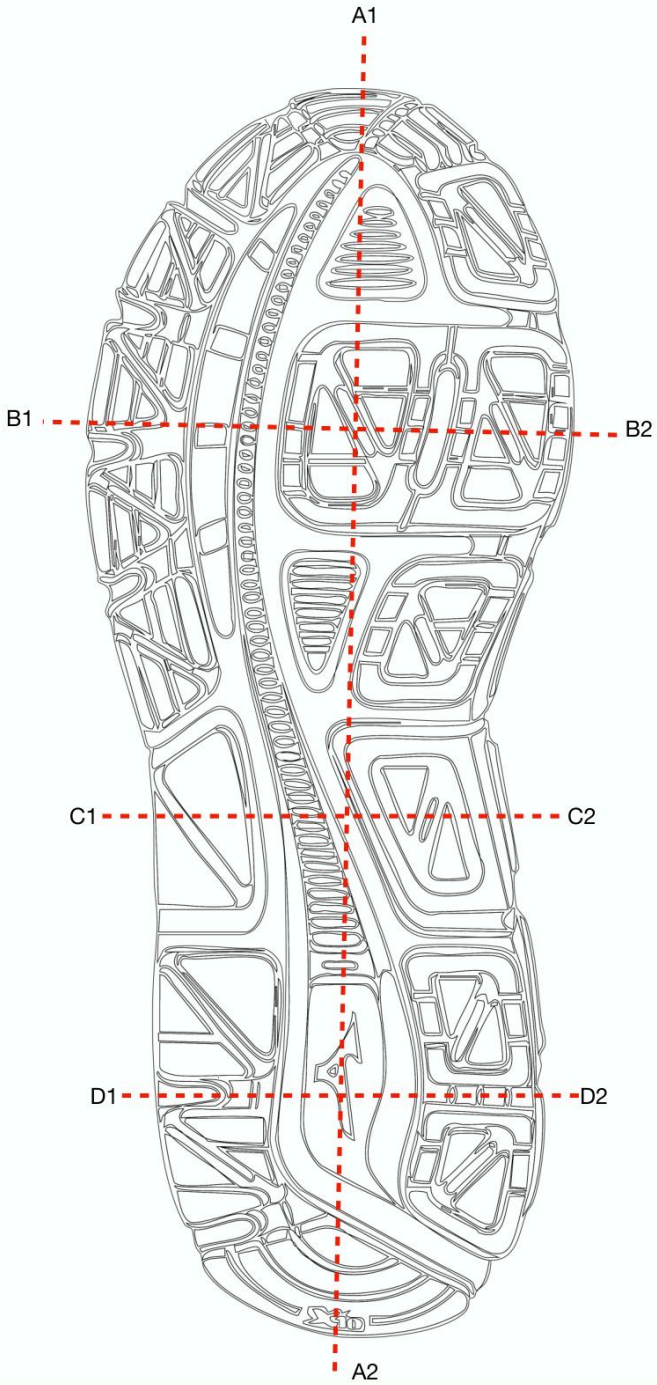












Last NO:	8N2153UN	**Model:**	Synchro SL 2	**Size Range:**	M 6-12, 13,14,15
Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Texture Map

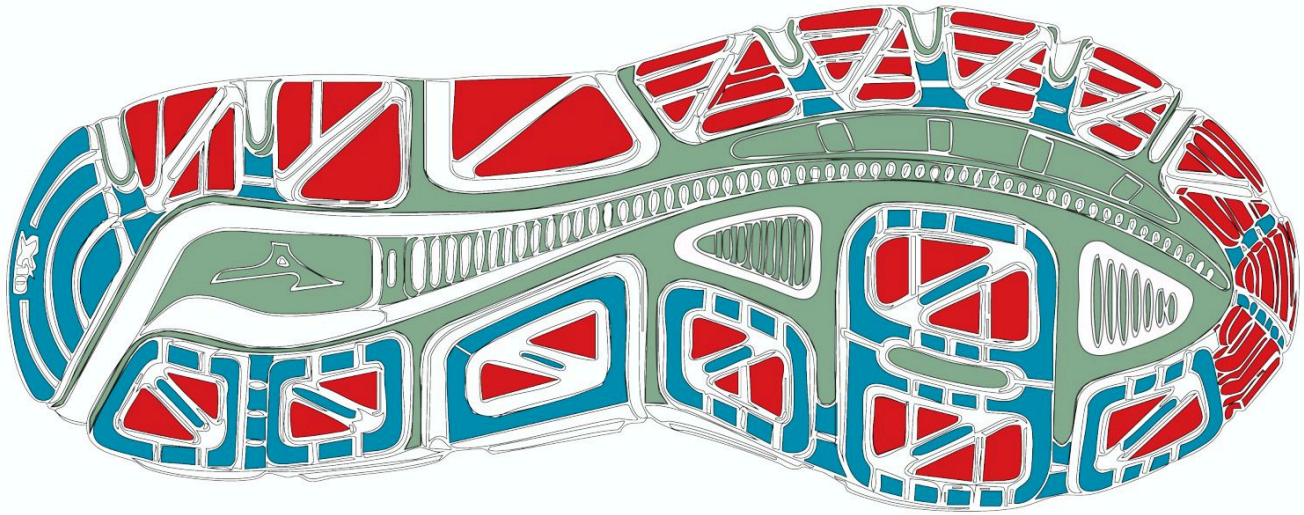
Cross Hash Texture

Sandblasted Texture

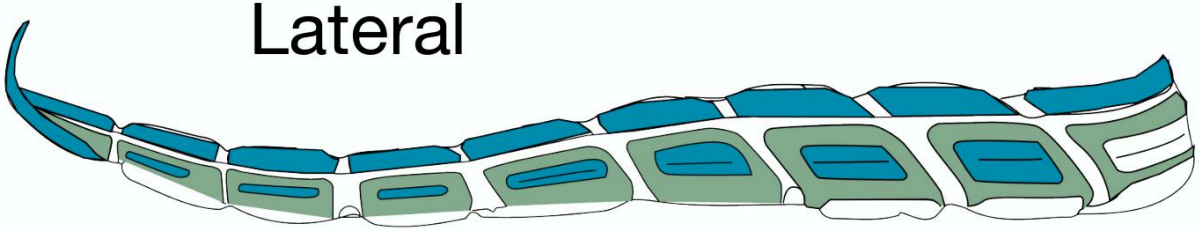
Polka Dot Texture

Smooth Texture

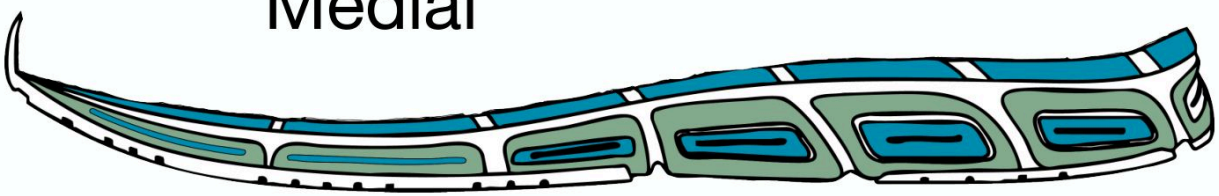
Bottom



Lateral



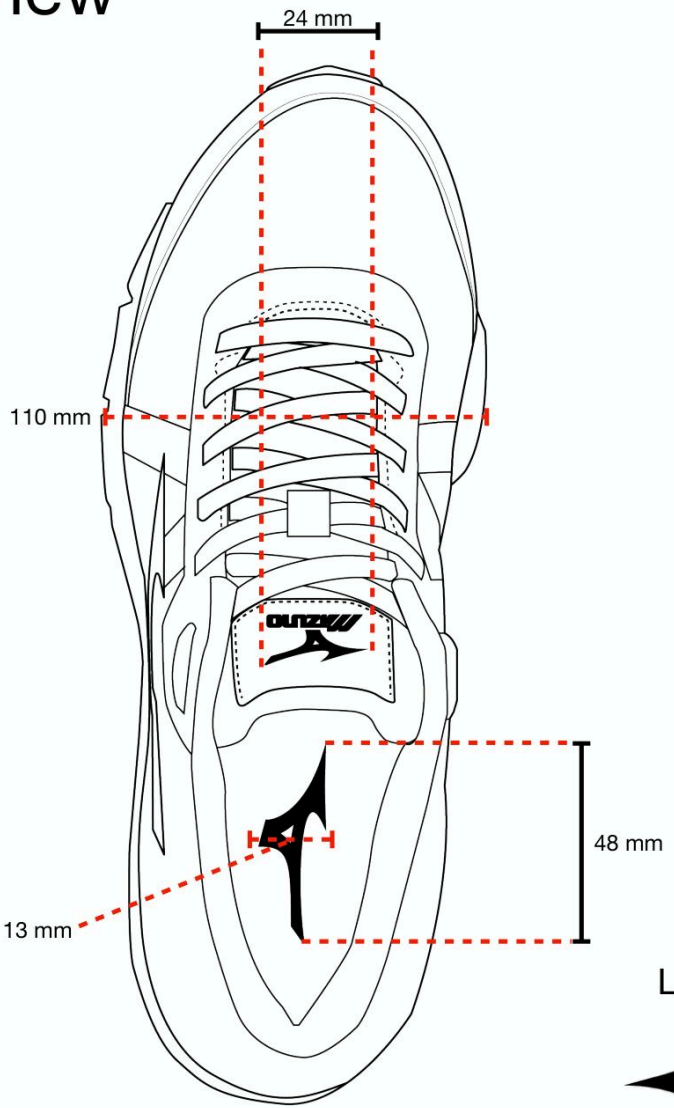
Medial



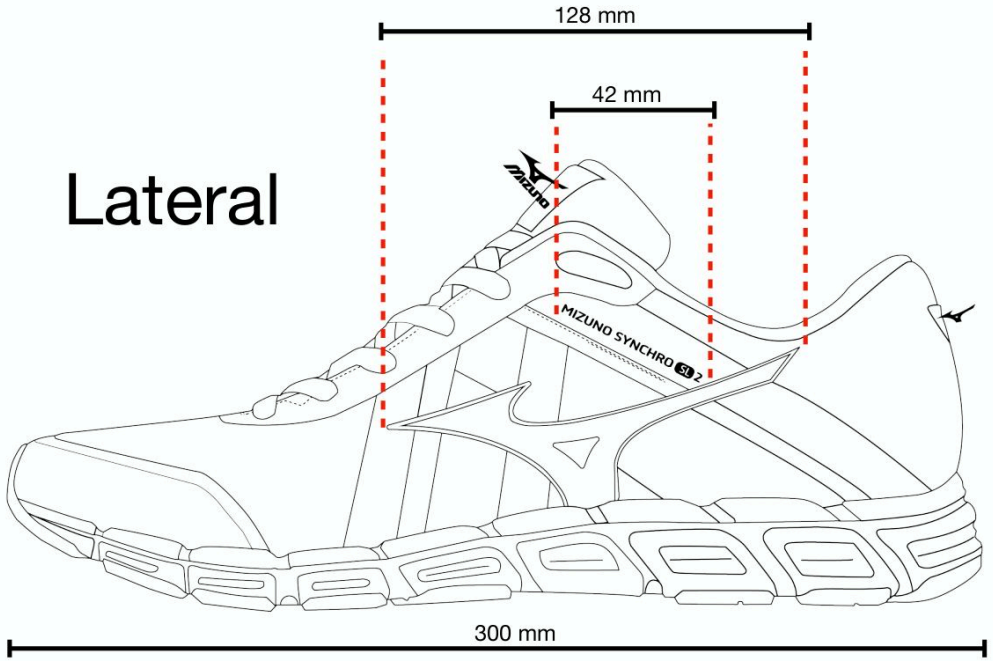
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Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Dimensions

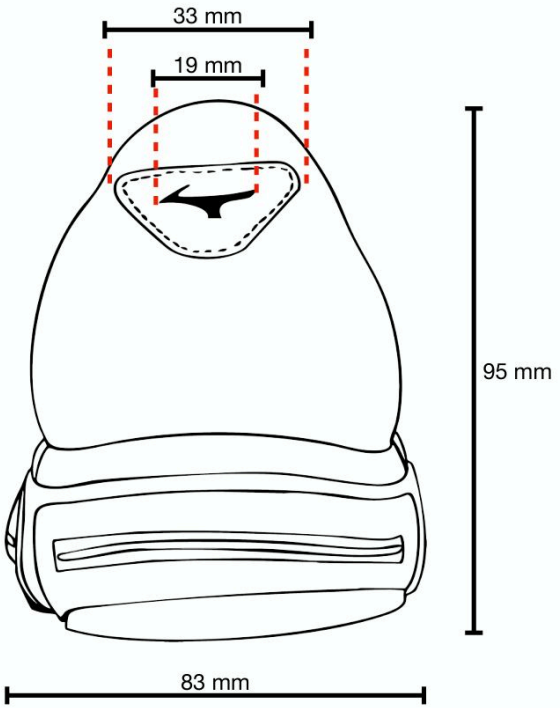
Top View



Lateral

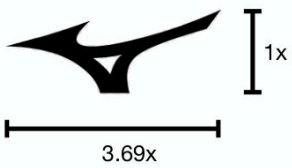


Heel



Logo Scale

Do Not Distort!



Last NO:	8N2153UN	**Model:**	Synchro SL 2	**Size Range:**	M 6-12, 13,14,15
Factory	FLV	**Season:**	Spring 27	**Color:**	Asphalt/Black/Clownfish
Developer:	Team 8	**Collection:**	Men's Footwear	**Date:**	2/16/2026

Wear Test Plan

Goal: to test the durability, fit, and breathability of the Mizuno Synchro SL 2.

Participants:

- Amount: 18
- Gender: Male Identifying
- Size: M9
- Must run minimum 8 miles a week
- Located nationally but must be available for either in person or virtual fittings
- Recruited through online posting

Duration:

Short Term Test:

- Distributed on 4/27/2026
- Returned on 5/18/2026

Long Term Test:

- Distributed on 6/30/2026
- Returned on 8/25/2026

Data Collection:

Initial fitting when participants receive test samples. Document first impressions and any feedback.

Throughout the duration of both tests, runners will complete digital run log that includes:

- Distance ran
- Weather conditions
- Trail surface
- Noting any visible wear (picture uploads)
- Fit and feel call outs
- Performance call outs
- Addition thoughts

Shoes are returned at end of test to inspect for unusual damage.

At the conclusion of the wear tests, participants will complete survey asking them their final thoughts of the shoes and feedback on testing process.

BOM

Part Type	Components	Material	Mat. Comments	Vendor	Color	Comment
Upper						
Upper	Toe Tip	PU Film		Mizuno Factory	Asphalt	No-sew with 6mm X-Ray from top
Upper	Toe Reinforcement	Polyester Knit		Mizuno Factory	Uncolored	
Upper	Vamp / Medial Quarter	Polyester Knit Mesh		Mizuno Factory	Asphalt	
Upper	Eyestay	PU Film		Mizuno Factory	Asphalt	Bottom of eyestay has 2 single needle stitch lines
Upper	Eyestay Reinforcer	Suede		Mizuno Factory	Light Grey	
Upper	Lateral Quarter Front Outer Overlay	PU Film		Mizuno Factory	Asphalt	
Upper	Lateral Quarter Seam Cover	Nylon		Mizuno Factory	Black	
Upper	Lateral Quarter Inner Overlay 1	PU Film		Mizuno Factory	Clownfish	
Upper	Lateral Quarter Inner Overlay 2	PU Film		Mizuno Factory	Clownfish	
Upper	Lateral Inner Quarter / Heel	Polyester Knit Mesh		Mizuno Factory	Asphalt	
Upper	Lateral Quarter Inner Overlay 3	PU Film		Mizuno Factory	Clownfish	Lateral Quarter Inner Overlay 3 is layered on top of Overlay 2, and both are layered under Overlay 1 and 4
Upper	Lateral Quarter Logo	PU Film		Mizuno Factory	Black	
Upper	Lateral Quarter Logo Overlay	TPU Film	shiny finish	Mizuno Factory	Black	Screen print logo on top of PU film, with 2mms to edge
Upper	Lateral Outer Quarter Overlay	Woven Polyester Jacquard		Mizuno Factory	Black	
Upper	Lateral Inner Quarter Overlay 4	PU Film		Mizuno Factory	Clownfish	
Upper	Lateral Quarter Wordmark Logo	TPU Film		Mizuno Factory	Clownfish	
Upper	Lateral Quarter Rear Outer Overlay	1mm EVA Foam		Mizuno Factory	Asphalt	Lateral Wordmark Logo screen printed
Upper	Medial Quarter Front Overlay	PU		Mizuno Factory	Asphalt	
Upper	Medial Quarter Middle Front Overlay	Woven Polyester		Mizuno Factory	Asphalt	
Upper	Medial Quarter Seam Cover	Recycled Polyester / Plant-Based Blend		Mizuno Factory	Black	
Upper	Medial Quarter Middle Back Overlay	Non-woven Polyester		Mizuno Factory	Asphalt	
Upper	Medial Quarter Rear Overlay	Injection Molded EVA Foam		Mizuno Factory	Asphalt	
Upper	Laces	6mm Polyester Flat Lace	6mm	Mizuno Factory	Clownfish	
Upper	Lacekeeper	Woven Polyester	8mm	Mizuno Factory	Asphalt	Boarder Outline/ Single Needle StitchBoarder outline is blackStitch
Upper	Tongue Logo Tab	Woven Polyester Jacquard		Mizuno Factory	Polyester	
Upper	Tongue Logo	Woven Polyester Jacquard		Mizuno Factory	Polyester	Tongue logo and Tongue logo tab are same piece, but woven together
Upper	Tongue Face	Polyester Knit Mesh		Mizuno Factory	Asphalt	
Upper	Tongue Spec Label	Vinyl		Mizuno Factory	Black/White	Heat-pressed to Tongue Lining
Upper	Tongue Foam	Open Cell EVA Foam	4mm each	Mizuno Factory	Uncolored	2 layers of foam together
Upper	Tongue Lining	Merry Mesh		Mizuno Factory	Clownfish	
Upper	Collar Lining	Merry Mesh		Mizuno Factory	Clownfish	Collar Lining single needle stitched through all layers 2 times with back stitch
Upper	Collar / Heel Foam	Open Cell EVA Foam	8mm	Mizuno Factory	Uncolored	
Upper	Heel Counter	Thermoplastic		Mizuno Factory	Uncolored	
Upper	Heel Counter Foam Backing	1mm EVA Foam		Mizuno Factory	Black	
Upper	Heel Patch	PU	milled line finish	Mizuno Factory	Asphalt	
Upper	Heel Patch Logo	TPU Film	shiny finish	Mizuno Factory	Black	Screen-printed to Heel Patch
Upper	Sockliner	Recycled Polyester / Plant-Based Blend (Black)	4mm	Mizuno Factory	Black	
Upper	Sockliner Logo	TPU Film		Mizuno Factory	White	Screen-printed to Sockliner
Upper	Strobel Liner	Non-woven Polyester		Mizuno Factory	Uncolored	
Upper	Thread	Polyester	0.25mm	Mizuno Factory	Asphalt	
Upper	Strobel Thread	Polyester	1.5mm	Mizuno Factory	White	
Midsole						
Midsole	Midsole	EVA Foam	4 mm	Mizuno Factory	Clownfish	
Outsolde						
Outsole	Front Medial Outsole	Blown Rubber		Mizuno Factory	Black	
Outsole	Front Lateral Outsole	Blown Rubber		Mizuno Factory	Black	Blown Rubber Outsole stock fitted to Midsole by cementing
Outsole	Back Lateral Outsole	Blown Rubber		Mizuno Factory	Black	
Outsole	Back Medial Outsole	Blown Rubber		Mizuno Factory	Black	
Packaging						
Packaging	Box	Cardboard		Mizuno Factory	Brown	
Packaging	Toe Paper for Shoe	Paper		Mizuno Factory	White	Quantity: 2
Packaging	Wrap paper	Tissue Paper		Mizuno Factory	White	Quantity: 2
Packaging	Carton Label	Vinyl		Mizuno Factory	White	

Budget

Target FOB: $18

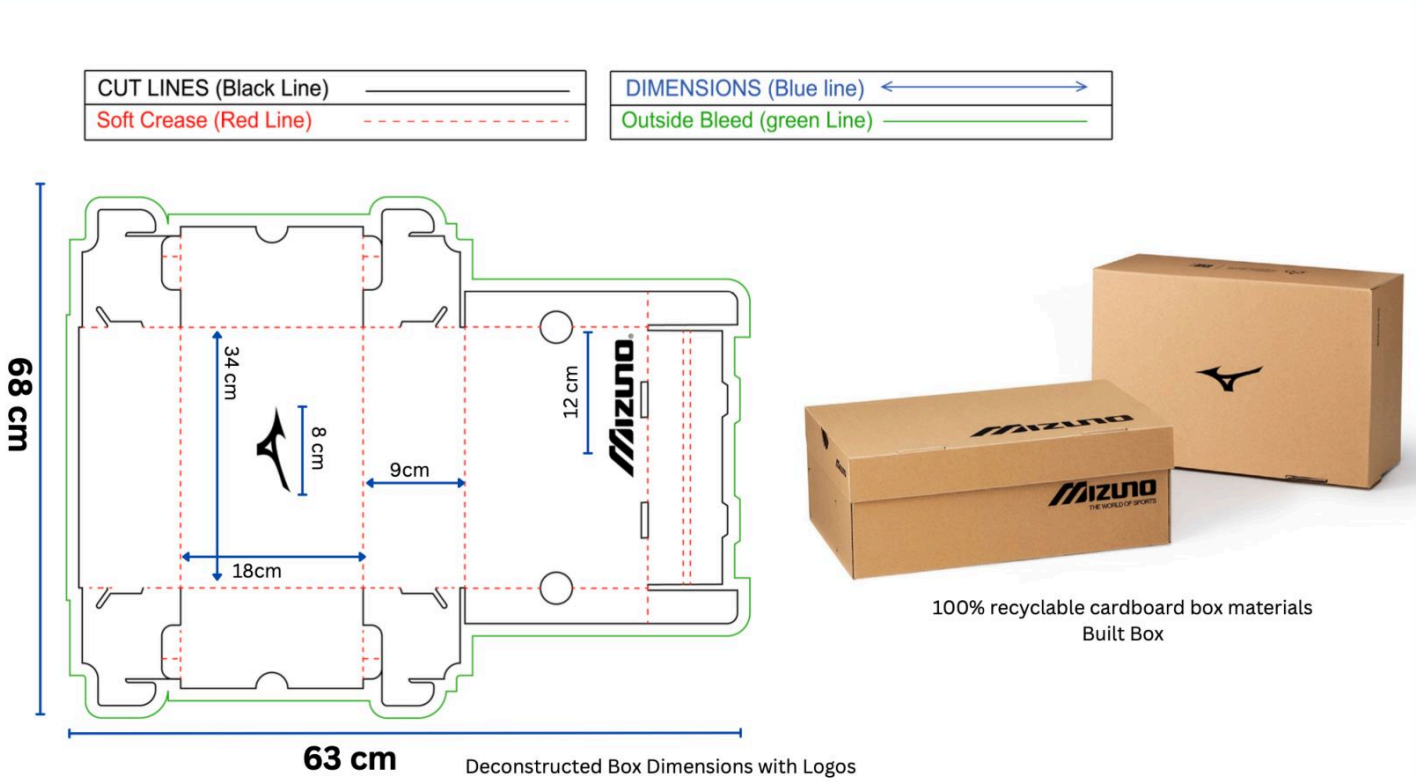
	Estimated Cost	Percentage
Upper	$5.75	32%
Tooling	$3.15	17%
Packaging	$0.90	5%
Labor	$3.96	22%
Overhead	$3.05	17%
Profit	$1.19	7%
Total FOB	**$18**	

Workback Calendar

Phase	Start	End Date
Product Brief Creation		2/15/26
Initial Design Phrase	1/26/26	2/15/26
Design Handed to Development		2/15/26
Tech Pack Creation	2/15/26	2/22/26
Tech Pack Release to Factory		2/22/26
Tooling Design Commences		2/27/26
Pull over samples shipped	3/7/26	3/10/26
Pull over samples revision		3/17/26
Tooling Complete		4/7/26
Round 1 sample shipped	4/12/26	4/15/26
Round 1 Scrunity Meeting		4/18/26
Round 1 Revision sent to Factory		4/24/26
Short Term Wear Test 1 Starts	4/27/26	
Short Term Wear Test 1 Ends		5/18/26
Revision released		5/22/26
Tooling Revision Complete		5/22/26
Round 2 revisions sent to factory		5/27/26
Round 2 Sample Shipped	6/10/26	6/24/26
Round 2 Scrunity Meeting		6/29/26
Long Term Wear Test 1 Starts	6/30/26	
Long Term Wear Test 1 Ends		8/25/26

Phase	Start	End Date
Revision released		8/28/26
Tooling Revision Complete		8/28/26
Round 3 Revision Sent to Factory		9/2/26
Round 3 Sample Shipped	9/11/26	9/23/26
Round 3 Scrunity		9/24/26
Round 3 Revision Released		9/28/26
Product Confirmation Sample Sent	10/12/26	10/19/26
Product Confirmed		10/23/26
Product Code Released		10/23/26
Order Window Open	10/23/26	11/4/26
Full Size Tooling Opened	10/23/26	11/4/26
Materials Ordered		11/6/26
Extreme Size Run Trials		11/6/26
Full Size Run Trials		11/10/26
Initial Production Week		11/25/26
Production Window	11/25/26	12/17/26
X-factory		12/24/26
Shipping	12/24/26	2/8/27
Launch Date		3/1/27

Package



Deconstructed Box Dimensions with Logos

100% recyclable cardboard box materials
Built Box



Label for Shoebox

Logo Do Not Distort

Logo Do Not Distort