

## 3D 试穿检测

### 3D Shoe Fitting

太紧、太宽、太大或太小的鞋子都会影响穿着体验，是否合脚是衡量鞋子品质的一个关键因素，投诉、索赔和退货通常都是因为消费者穿着不舒适。面对这些退回的鞋子，厂商还要花费巨大成本处理。对消费者而言，舒适合脚是选择鞋子时的首要考虑因素。市场调查显示，超过 80% 的消费者会因为脚感舒适而再次购买相同品牌的鞋子，款式和价格仅排第二和第三位。所以说，如果您是商家，首先需要考虑的便是如何定义舒适的鞋子。

Too tight, too wide, too big, too small – the fitting of footwear is key and badly fitting shoes are often behind customer complaints, claims and returns. The procedure for dealing with such issues can be costly. According to a market survey, over 80% of consumers will buy footwear from the same brand based on comfort. Style and price rank second and third in importance, respectively. Drawing on this finding, sellers have realised that a definitively comfortable shoe is much sought after.

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#### 何为 3D 试穿检测？

#### WHAT IS 3D FITTING?

3D 试穿检测可以精确测量鞋子的内部空间。在 3D 试穿检测过程中，我们通过激光扫描仪获得一双鞋子或某一鞋款全部尺码的内部精确图像，进而得到鞋子内部空间的完整三维图像，图像可以任意旋转或剪切。点一下鼠标，系统便能连接在线数据库，将您的鞋子的图像与数据库中超过 8 万份真人扫描的足部资料进行比对，以确定其尺寸是否准确。这一过程仅需几分钟。

3D shoe fitting can help manufacturers and consumers alike know the precise internal dimensions of a shoe. During the 3D fitting process, a laser scanner takes an exact image of the interior of an individual shoe or of the entire range of sizes, producing a 3D image of the shoe's dimensions that you can rotate or cut section-by-section. In just a click, the system will connect to an online database of over 80,000 real feet measurements. The data can be used to see if the shoes match the real sizes. And this only takes a few minutes.

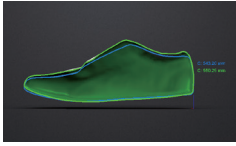
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### 3D 试穿检测的特色 FEATURES OF 3D FITTING

- 先进设备——将鞋子的扫描数据与包含 8 万份双真人扫描足部资料的数据库进行对比，以确定正确的尺寸范围。

Advanced technology – Data from scanned shoes compared with an online database of over 80,000 scanned feet to determine the correct size range.



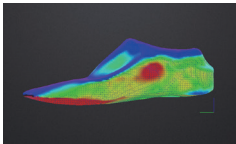
- 鞋子扫描——捕捉不同角度和横切面图的所有图像，以检查鞋子内部空间。

Shoe scan – Images from different angles and cross-sectional measurements taken to verify internal dimensions.



- 热图 / 重叠扫描——能够把样品鞋和大货生产鞋的差异明显标示出来，轻而易举地快速找出问题所在。

Heating map/overlap scan  
– Highlights any differences between standard shoe references and mass production. Locates any fitting problems quickly and easily.



- 采用 3D 试穿检测可以最大程度上减少由于消费者穿着不适引起的投诉和退货，从而降低相关成本并提高客户满意度。  
With 3D fitting, complaints and returns based on poor fit are minimised, reducing associated costs and increasing customer satisfaction.

### 3D 试穿检测的优势 BENEFITS OF 3D FITTING

- 可信赖的第三方服务提供商对您的鞋子进行独立试穿检测。  
Independent fitting assessment by a trusted third-party provider.
- 通过真实数据和视觉图像，减少您与其供应商之间的冲突。  
Conflict reduction between sellers and suppliers thanks to real data and visual images.
- 实现生产供应链透明，提高品质一致性。  
Transparency of production supply chain and improvements in fit consistency.
- 减少客户投诉和退货，提高客户满意度和您的品牌声誉。  
Reduction of customer complaints and returns, enhancing customer satisfaction and brand reputation.
- 在制作模具 / 鞋模前借助扫描确定 / 修改鞋楦，以节约不必要的成本和时间。  
Improved accuracy of tooling/moulds saves unnecessary costs and time
- 试穿检测快速准确，确保鞋子在出货前品质过关。  
Fast and accurate fitting to ensure product protection before shipping.

### TÜV 莱茵的认证服务 HOW CAN TÜV RHEINLAND HELP?

TÜV 莱茵作为领先的独立第三方服务提供商，为您的 3D 试穿检测声明背书，确认鞋子上所标尺码正确无误。TÜV 莱茵标志证书可以单独向您签发，也可向您的制鞋厂签发副证。相关的“经 3D 试穿检测”吊牌可挂在您的鞋类产品上，为消费者提供简单明了的指导，帮助他们做出购买决定。

TÜV Rheinland is your competent independent third-party service provider that helps you verify your 3D fitting statement confirming that the size indicated on the footwear is correct. A TÜV Rheinland Mark certificate can be issued as a single license or a co-license with your shoe factory. The related “3D Fitted” swing tag can then be attached to your product to provide customers with simple and clear guidance to facilitate their purchasing decisions.

为安全而莱，茵品质而生  
Here for safety. Born for quality.

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