

BONAPEDA Enterprises LLC: Distributing Luxury Non-Custom Orthotics from Italy

By Marc Goldberg



BONAPEDA Enterprises LLC

Exclusive U.S. Distributor, Orthotics by Saluber

BONAPEDA commenced operations in late 2014 with the mission to provide podiatrists and related specialists with superior quality retail products for sale in their offices. Based in New Jersey, BONAPEDA distributes exclusively to healthcare professionals and is committed to building competitively-priced, physician-only brands. BONAPEDA is the exclusive distributor for Saluber Medical Products in the United States and Canada.

The Unique Saluber Line



Saluber S.r.l., is based near Venice Italy, and their products are available throughout Europe. Saluber Medical Products combine unique designs with premium materials to create highly differentiated non-custom devices that are effective, comfortable, durable, reasonably priced, and attractive. Key features and options include:

- ALCANTARA® top-cover material combines luxurious softness with extreme durability. Alcantara is an ideal material for orthotics and insoles, as it absorbs moisture, is non-allergenic, resists bacteria, and does not become slippery when wet.
- Additional top cover options include premium leather, which provides a firmer feel and excellent sweat absorption; as well as pure wool top-covers to provide warmth during winter conditions.
- Full-length PORON® construction provides accommodative support for control and comfort, and excellent shock absorbance.
- All orthotics are constructed with semi-rigid polypropylene for support with adequate flexibility to be comfortable for most patients. The frames are cut away in the heel area to create “cocooning heel cups”, that incorporate PORON® membrane(s) for off-loading and shock absorbance.
- A unique array of products for therapeutic off-loading, including orthotics that provide functional arch support plus off-loading, as well as general purpose offloading insoles.
- High quality, long-lasting pads and cushions com-



posed of Alcantara, leather, and/or Poron to relieve pressure and pain in men’s and women’s shoes, including products designed specifically for woman’s dress shoes.

Doing Business with Bonapeda

BONAPEDA’s website is a comprehensive e-commerce platform for healthcare practices that facilitates convenient and fast ordering for purchases of any size, as well as providing account history information, product literature downloads, and more. However, the website will only display general product information to the general public—without pricing. Only healthcare providers and/or their staff with approved login credentials are provided access to the e-commerce functionality and other business-related sections of the website. To obtain an approved account and login ID, healthcare providers can visit www.bonapeda.com and click on “create an account” to start the process. When BONAPEDA receives an application, they verify the applicant’s status as a healthcare provider, and once complete send a confirmation email. BONAPEDA will also gladly set up login credentials for healthcare providers upon request. BONAPEDA acknowledges this process may cause slight initial delay before the first order can be placed, but says it is necessary to maintain the integrity of BONAPEDA’s exclusive distribution model for healthcare providers. BONAPEDA ships all products from their warehouse in Vineland, New Jersey.

“For those situations where non-custom orthotics are appropriate, the Saluber devices provide options—they are well-constructed and effective, and my patients perceive them as being of superior quality... of which they are! Additionally, the products are reasonably priced, and the distributor—Bonapeda Enterprises—only sells these products to doctors’ offices, which adds a level of credibility to the product. The bottom line is, when my patients are happy with a product they get from me, they refer their friends and family to me, and that makes me happy!”

Andrew Shapiro, DPM, FACFAS
Valley Stream, NY

For more information visit www.bonapeda.com, call 973-415-9090 or click [here](#).

