

Glossary

Sneakers: a soft shoe with a rubber sole worn for sports or casual occasions.



(Jordan 3 "Black/Cement")

Endorsement: an act of giving one's public approval or support to someone or something.

Cushion: a pillow or pad stuffed with a mass of soft material, used as a comfortable support for sitting or leaning on.

Shock waves: a sharp change of pressure in a narrow region traveling through a medium, especially air, caused by explosion or by a body moving faster than sound.

Sales: the exchange of a commodity for money; the action of selling something.

Trends: a general direction in which something is developing or changing.

Revenue: the total income produced by a given source.

Polyurethane: a synthetic resin in which the polymer units are linked by urethane groups, used chiefly as constituents of paints, varnishes, adhesives, and foams.

Phylon: a genetically related group

Phyllite: a foliated rock that is intermediate in composition and fabric between slate and schist



(Phyllite)

Synthetic Rubber: any of various products (such as GR-S, neoprene, butyl rubber, or nitrile rubber) that resemble natural rubber more or less closely especially in physical properties and ability to be vulcanized, that are made usually by polymerization of butadiene, isoprene, or similar unsaturated hydrocarbons or by copolymerization of such hydrocarbons with styrene, isobutylene, acrylonitrile, or other polymerizable compounds, and that have uses similar to those

of natural rubber but are superior for some applications and inferior for others and are often



used in combination with natural rubber

(Synthetic Rubber)

Outsole: the outside sole of a boot or shoe

Insole: an inside sole of a shoe

Midsole: a layer (as of leather or rubber) between the insole and the outsole of a shoe

Sole: any of various flatfishes (family Soleidae) having a small mouth, small or rudimentary fins, and small eyes placed close together and including important food fishes (such as the European Dover sole); also : any of various mostly market flatfishes (such as lemon sole) of other families (such as Pleuronectidae)