



2025 PRODUCT GUIDE 50th Anniversary Version

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ANNIVERSARY

For 50 Years...

... athletes, coaches, and communities like yours have been at the heart of Kaepa—not just for your achievements, but for your passion and inspiration.

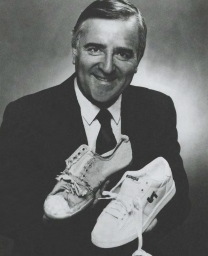
Kaepa was built on the belief that growth is a shared journey. Every step forward has been possible because of you. What began as a simple idea has grown into something bigger—shaped by the dedication of athletes, the artistry of teams, and the connections made along the way.

Today, Kaepa is more than just shoes—it's about stories, moments, and the pursuit of excellence. We've learned that individuality and teamwork go hand in hand, each fueling the other. Through it all, we've been honored to support you.

This milestone isn't just about the past—it's about the future. Thank you for inspiring us and for reminding us of the limitless potential we all share. Here's to the next chapter—together.

With gratitude,

Team Kaepa



OUR LEGACY

Recognizing a problem is at the heart of intentional design. A simple realization can lead to a game-changing innovation.

Keap's story began with a moment of ingenuity from its founder, Thomas Adams. During a tennis match in Milwaukee, Tom's shoelace broke, but instead of stopping, he improvised—tying two separate bows with the broken

lace. As a result, he immediately realized better fit and control, so he cut the lace on his other shoe and even modified the sides for added flexibility. This quick fix led to the creation of Keap's patented double-lacing, split-vamp technology,

revolutionizing footwear for sports such as basketball, volleyball, and tennis. What started as a simple solution became a lasting innovation, defining Keap as a brand built on performance, comfort, and customization.

*Thomas Adams with the
Double-Lace Split Vamp Prototype*

REFLECTION

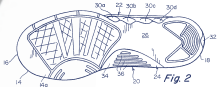
Now & Then



If our cheerleading shoes seem a little different, keep in mind who designed them.

Cheerleaders told us they wanted lightweight, flexible shoes with lots of cushioning and support, reinforced edges that won't dig into a hard floor, and a secure, contoured fit. We created the perfect shoe for them when we introduced the Kaepa cheer shoe. And what a success it was. The Kaepa cheer shoe is now the most popular cheer shoe in the world. And it's still going strong.

Kaepa
The Original Cheer Shoe



Kaepa began in 1976 with a bold vision to revolutionize footwear, launching the double-lace split vamp for unmatched

adaptability and performance. In 1993, we created the first shoe specifically made for cheer, blending athleticism with unity.

As we look to 2025 and beyond, we're redefining what it means to champion individuality through purposeful design.

Innovations

CUSTOMIZATION

- 3D Color-Custom**
Personalized adjustable color system allows users to customize their shoe aesthetics for a personalized look.

UPPER

- 4x Mesh Outsole**
Breathable mesh panels with textured overlays improve ventilation and enhance grip.
- ABSP® Antimicrobial Lining**
Inherent antimicrobial technology inhibits bacteria growth and reduces odor buildup.
- Fluidite® Flexion / Tear-Pointing**
Fluidite® flex grooves and other materials allow natural articulation and improved flexibility.
- Foam Ankle Pad**
Strategically placed foam padding around the ankle collar provides a snug fit and prevents irritation.
- Microfiber Leather Upper**
Engineered microfiber leather enhances durability and water resistance.
- Scotchgard®**
A water-repellent coating repels liquids and protects against stains.
- Seamless Technology / No-Seam Upper**
A minimal-seam upper design reduces friction and irritation for a smoother feel.
- Synthetic Leather Mesh & Weaving**
A hybrid construction that balances support, breathability and durability.

MIDSOLE

- Fixed Insole with Cushioning**
A permanently attached insole provides soft cushioning while maintaining ground feel for stability.
- Removable Customized Insole**
A removable insole with an integrated soft foam layer enhances comfort for extended wear.
- Removable Insole w/ APF Heel Cushion**
A removable insole with an APF heel pad enhances shock absorption and extends cushioning durability.

LACES

- Flat Ribbon Laces**
Durable flat laces provide a secure fit without excess pressure on the foot.
- Lace Lock (Heel Lock)**
Features an internal ratchet system that wraps around the back of the ankle, pulling heel securely into place when the laces are tightened.
- Over Laces**
A hybrid laces-on/laces-around laces, featuring a slightly rounded yet wide profile designed for enhanced security and comfort.
- Secure Fit**
Reinforced lace loops with a locking mechanism keep laces securely in place throughout activity.

MIDSOLE

- Cushioned Midsole**
Multi-layered shock absorbing foam in the midsole enhances impact reduction for better comfort.
- High-Resonant Foam**
A high-energy return foam formulation enhances responsiveness and propulsion.
- Shock-Absorbing Foam**
A denser foam compound in the heel minimizes impact forces during landings.
- Sho-Shock Arch**
A low-profile molded support structure integrated into the midsole provides arch support while maintaining a sleek design.

OUTSOLE

- Slip-Resist & Rip-Resistant Outsole**
Specialty formulated rubber compounds and textures enhance traction and durability.
- Cushioned Grip**
A specialized cushioning zone under high-impact areas evenly distributes pressure and absorbs shock.
- Cushioned Arch**
A hand-carved arch arch ensures a secure hand grip for better steering control.
- Finger Grooves**
Molded indentations in the heel area enhance grip and handling during turns.
- Forefoot Spin Pad**
A circular or textured rubber pad in the forefoot supports smooth turns and pivots.

- Heel Counter Stabilizer**
A rigid support structure in the heel holds the foot in place for workout stability.
- Heel Heels**
A recessed groove in the heel improves hand grip and control for steering.
- High-Traction Sole**
A high-friction rubber compound with specialized tread maintains grip on performance surfaces.
- Injected Pile Sole (Spring/Heel)**
Pile foam designed for performance surfaces, enhances traction and cushioning on spring floors.
- Lightweight Multi-Material Outsole**
A hybrid material outsole optimizes performance and reduces weight for agility.
- Low-Profile Sole**
A low-stack height outsole design improves balance and control by lowering the foot position.
- Low-Relief Sole**
Shallow grooves and rounded edges improve flexibility, foot sensitivity and comfortable hand grip.
- Multi-Directional Traction Outsole**
Grip patterns oriented in multiple directions enable controlled movement in all directions.
- Multi-Material Outsole**
A blend of materials such as rubber and TPU optimizes performance and weight distribution.
- Multi-Traction Outsole (All-Surface Design)**
Reinforcement across support allows movement patterns for all surface performance.
- Transverse Flex Tunnel**
A strategic flex channel in the outsole promotes fluid movement and natural flexibility.

Kaepa Tech: Innovation at Every Step.

Kaepa is built on innovation, pushing the industry forward with nearly 40 patented technologies that meet or exceed industry standards. Of these, 15 are

essential for any shoe shoe, and 6 are patented, setting us apart as a leader in performance and design. Every detail is engineered for excellence.



3D COLOR-CUSTOM



4x MESH OUTSOLE



ABSP® ANTIMICROBIAL LINING



FLUIDITE® FLEXION / TEAR-POINTING



FOAM ANKLE PAD



MICROFIBER LEATHER UPPER



SCOTCHGARD®



SEAMLESS TECHNOLOGY / NO-SEAM UPPER



SYNTHETIC LEATHER MESH & WEAVING



FIXED INSOLE WITH CUSHIONING



REMOVABLE CUSTOMIZED INSOLE



REMOVABLE INSOLE W/ APF HEEL CUSHION



FLAT RIBBON LACES



LACE LOCK (HEEL LOCK)



OVER LACES

MODEL

Catalyst AM1



Precision engineered for excellence, with the perfect balance of lightness, flexibility, and support for cheerleaders competing at the highest levels.

MODEL

Catalyst AM1

MAP
SKU
SIZES

99 USD
6700
Women's 4-10, 12, 14

99 USD
6700Y
Youth 10, 12, 14, 1, 2



MODEL

Triumph



Designed to elevate with a new high-traction outsole for elite level performance.

MODEL

Triumph

MAP
SKU
SIZES

\$9 USD
C6310
Women's 4-8, 10, 12, 14

\$9 USD
C6310Y
Youth 10, 8, 12, 14, 2



MODEL

All American



Built for all-around excellence, the seamless upper removes hot spots and enhances flexibility.

MODEL

All American

MAP
SKU
SIZES

79 USD
6530
Women's 4-10, 12, 13, 14

79 USD
6530Y
Youth 10, 11, 12, 13, 1, 2



MODEL

Stellarlyte



ALL RIGHTS RESERVED

A trusted favorite, lightweight and flexible, designed for mastering stunts and tumblers.

MODEL

Stellarlyte

MAP

SKU

SIZES

COLOR

73 USD

6570 & 6570BLK

Women's 4-10, 10, 12, 14

Available in White & Black

73 USD

6570 & 6570BLK

Youth 10, 11, 12, 13, 1, 2

Available in White & Black



MODEL

Cheerlyte



ALL COLORS



ALL COLORS

An evolution of our classic, redesigned for multi-surface performance with vibrant customization to match your growing spirit.

MODEL

Cheerlyte

MAP
SKU
SIZES

60 USD
C610
Women's 4-8, 10, 12

60 USD
C610Y
Youth 10, 11, 12, 13, 1, 2



MODEL

Cheerful



Start with comfort and grow with confidence. Our iconic classic cheer shoe is customizable and designed to support your first steps in the sport.

MODEL

Cheerful

MAP
SKU
SIZES

50 USD
6285
Women's 4-8, 10, 12

50 USD
6285r
Youth 10, 8, 12, 10, 1, 2



Matrix

Finding the Right Shoe for Your Team.

This chart is designed to help guide your selection by mapping out our shoes based on their intended performance features—whether for recreational use, competitive routines, or all-around versatility. However, every team is unique, and these are simply recommendations, not rules.

While each shoe is built with specific functions in mind, the best choice depends on your team's needs and preferences. Use this as a reference, but ultimately, choose what works best for you.

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intended use	Catalyst A60 160	Telegraph 160	All-American 170	Stellaris 175	Chevyte 160	Climber 160
intended use	Position engineered with the perfect balance of lightness, flexibility, & support for competing on the highest levels.	Designed to elevate with a new high-margin outsole for elite-level performance.	Built for all-around excellence, the seamless upper eliminates hot spots, & enhances flexibility.	A trusted favorite, light weight and flexibility, designed for mastering stunts and tumbling (Available in White & Black)	An evolution of our classic, redesigned for multi-surface performance with vibrant customization.	Our iconic classic Prep shoe is most versatile and designed for those with grit.
last & fit	Performance Sculpted Last Optimizes performance & weight distribution while enhancing motion & stability.	Stability & Performance Last Maximizes traction, balance, & control by lowering foot position.	Versatile All-around Last Optimizes performance & weight distribution.	Positive Clear Fit Last Enhances movement, stability, traction, & foot-to-floor sensitivity.	Stack & Lean Profile Last Supports movement in all directions & patterns.	Cycli Last Lightweight with a full shoe toe providing a foot hugging fit for ultimate agility.
intended use	Multi-Directional, Dorsal Traction Outsole Engineered for optimal performance, balancing weight distribution, traction, & stability.	High Traction & Low Profile Outsole Maximizes grip while keeping you closer to the ground for better balance and control.	Lightweight Multi-Material Outsole Combines strength & agility, optimizing performance without added weight.	Multi-Directional Traction & Low Profile Outsole Designed for unrestricted movement, superior flexibility, & enhanced foot-to-floor sensitivity.	Multi-Directional & Traction Outsole Supports dynamic movement with traction patterns designed for all directions.	Full-Grain Leather Outsole Built for all surfaces, durability, maintaining shape, stability, and long-lasting grip.
intended use	Slim Street Arch Shock Absorbing Foam	Cushioned Midsole (Superior shock absorbing) High-Rebound Foam	Slm Street Arch High-Rebound Foam	Featherweight Foam Midsole Shock Absorbing Foam High-Rebound Foam	Featherweight Foam Midsole Shock Absorbing Foam High-Rebound Foam	Featherweight Foam Midsole
intended use	Fixed Insole with Cushioning	Fixed Insole with Cushioning	Removable Insole w/ A/Ps Heel Cushion	Removable Insole w/ A/Ps Heel Cushion	Removable Cushioned Insole	Removable Cushioned Insole
upper	Air Mesh Midsole, Breathgard™ Water-Repellent A600™ Antimicrobial	Breathable Construction (Microfiber) Breathgard™ Water-Repellent A600™ Antimicrobial	Seamless Technology + Air flow texture Breathgard™ Water-Repellent A600™ Antimicrobial	Synthetic Leather, Mesh and webbing Upper Breathgard™ Water-Repellent A600™ Antimicrobial	Microfiber Leather Upper	Microfiber Leather Upper
lasts	Flat Midsole Lasts w/ Secure Fit Last Lock?	Oval Lasts w/ Secure Fit	Flat Midsole Lasts, Secure Fit Last Lock?	Oval Lasts w/ Secure Fit	Flat Midsole Lasts	Flat Midsole Lasts
intended team recommendation	Cushioned Grip, Padded Heel, Translucent Flex Tunnel, Heel Trench, Finger Groove	Heel Trench	Heel Trench, Finger Groove	Heel Trench, Finger Groove	100 Color Camo Heel Trench	100 Color Camo Heel Trench, Contoured Arch
intended use	Intermediate to Advanced Competition Levels	Intermediate to Advanced Competition Levels	All-Competition Levels: Balance & Sprint Cheer (Gym, Turf/Track, Court)	Intermediate /Prep Competition Levels: Balance & Sprint Cheer (Gym, Turf/Track, Court)	Prep Cheer, Sprint (Indoor Mats, Grass, Turf/Track, Court) Balance & Sprint Cheer (Gym, Turf/Track, Court)	Recreational & Field (Indoor Mats, Grass, Turf/Track, Court)

US - YOUTH	10Y	11Y	12Y	13Y	1Y	2Y
CATALYST AM 1						
Foot length (cm)	18.7	19.5	19.8	19.3	20.1	20.9
Foot length (in)	8 9/16	8 14/16	7 4/16	7 9/16	7 14/16	8 4/16
TRIUMPH						
Foot length (cm)	18.7	19.5	19.8	19.3	20.1	20.9
Foot length (in)	8 9/16	8 10/16	8 13/16	8.0	8 3/16	8 5/16
ALL AMERICAN						
Foot length (cm)	19.5	19.8	19.3	20.0	20.9	21.7
Foot length (in)	8 14/16	7 4/16	7 9/16	7 14/16	8 3/16	8 9/16
STELLARLYTE						
Foot length (cm)	19.5	19.8	19.3	20.0	20.9	21.7
Foot length (in)	8 14/16	7 4/16	7 9/16	7 14/16	8 3/16	8 9/16
CHEERLYTE						
Foot length (cm)	23.7	19.8	19.8	20.3	21.1	22.0
Foot length (in)	7	7 15/16	7 10/16	8	8 5/16	8 10/16
CHEERFUL						
Foot length (cm)	19.5	19.8	19.3	20.0	20.9	21.7
Foot length (in)	8 14/16	7 4/16	7 9/16	7 14/16	8 3/16	8 9/16

KAEPA

Fit Guide

Finding the Right Fit.

Trying on shoes before purchasing is always best. If that's not possible, follow these guidelines or reach out to us with questions:

- **Order Your Usual Size** – Keapa shoes are designed for a standard medium width. If you have wider feet, consider ordering a half size up.
- **Consider Foot Changes** – Feet can expand throughout the day, sometimes by a full size. For the best fit, measure later in the day.
- **Fit for Both Feet** – Since one foot may be slightly larger, choose your size based on the larger foot.
- **Children's Growth** – Kids' feet can grow up to two sizes per year. Ensure about a thumb's width of space beyond their longest toe.

When your Keapa shoes arrive:

- Try both shoes on with the socks you'll wear for shoes.
- Stand, walk, and check the fit. Lace holes should stay evenly spaced—if not, consider a different size.
- There should be at least a half-inch (about a thumb's width) of space between your longest toe and the shoe's toe box.
- You should be able to wiggle your toes comfortably.
- Shoes should fit snugly but not feel tight or restrictive. No break-in period is needed—Keapa shoes should feel great from day one.

Please Note:

These guidelines are for reference only—Keapa U.S.A., Inc.² cannot guarantee fit. Sizing is based on Brannock[®] device measurements.

SHOE	NARROW: ◀ B WIDTH (WOMEN) D WIDTH (MEN)	MEDIUM: B WIDTH (WOMEN) D WIDTH (MEN)	WIDE: ▶ B WIDTH (WOMEN) D WIDTH (MEN)
ALL	OK	OK	UP 1/2 SIZE

US - WOMEN'S	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	8.5	9.0	9.5	10.0	10.5	11.0	12.0	13.0	14.0
US - MEN'S	3.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	8.5	9.0	9.5	10.5	11.5	12.0
UK	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	8.5	9.5	10.5	11.5
EU	34.5	35.0	35.5	36.0	36.5	37.5	38.0	38.5	39.0	40.0	40.5	41.0	42.0	42.5	43.0	44.5	45.5	47.0
JPN	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	29.0	30.0	31.0
CATALYST AM 1																		
Foot length (cm)	21.3	21.8	22.3	22.6	23.0	23.5	23.9	24.3	24.7	25.1	25.6	26.0	26.4	26.8	27.3	28.1	29.0	29.9
Foot length (in)	8 4/16	8 9/16	8 13/16	8 14/16	9 1/16	9 4/16	9 5/16	9 9/16	9 13/16	9 14/16	10 1/16	10 4/16	10 6/16	10 9/16	10 13/16	11 1/16	11 4/16	11 12/16
TRIUMPH																		
Foot length (cm)	21.5	21.9	22.4	22.8	23.3	23.6	24.1	24.5	24.9	25.3	25.8	26.3	26.6	27.0	27.4	28.3	29.1	30.0
Foot length (in)	8 8/16	8 10/16	8 13/16	9.0	9 3/16	9 5/16	9 8/16	9 10/16	9 13/16	10.0	10 3/16	10 5/16	10 7/16	10 10/16	10 13/16	11 3/16	11 7/16	11 12/16
ALL AMERICAN																		
Foot length (cm)	22.0	22.4	22.9	23.3	23.7	24.1	24.5	24.9	25.3	25.8	26.3	26.6	27.0	27.5	27.9	28.7	29.6	30.4
Foot length (in)	8 10/16	8 13/16	9.0	9 3/16	9 5/16	9 8/16	9 10/16	9 13/16	10.0	10 3/16	10 5/16	10 8/16	10 10/16	10 13/16	10 13/16	11 5/16	11 10/16	12.0
STELLARLYTE																		
Foot length (cm)	22.4	22.9	23.3	23.6	24.1	24.5	24.9	25.3	25.7	26.3	26.6	27.0	27.4	27.9	28.3	29.1	30.0	30.9
Foot length (in)	8 13/16	9.0	9 3/16	9 5/16	9 8/16	9 10/16	9 13/16	10.0	10 3/16	10 5/16	10 8/16	10 10/16	10 13/16	11.0	11 3/16	11 7/16	11 13/16	12 3/16
CHEERLYTE																		
Foot length (cm)	22.6	23.0	23.5	23.9	24.3	24.7	25.3	25.6	26.0	26.4	26.8	27.3	27.7	28.1	28.5	29.4	30.3	
Foot length (in)	8 14/16	9 1/16	9 4/16	9 6/16	9 9/16	9 12/16	9 14/16	10 1/16	10 4/16	10 6/16	10 9/16	10 12/16	10 14/16	11 1/16	11 4/16	11 9/16	11 14/16	
CHEERFUL																		
Foot length (cm)	22.1	22.5	23.0	23.4	23.9	24.3	24.7	25.1	25.5	25.9	26.3	26.8	27.3	27.6	28.0	28.9	29.7	30.6
Foot length (in)	8 11/16	8 14/16	9 1/16	9 3/16	9 6/16	9 9/16	9 11/16	9 14/16	10 1/16	10 3/16	10 6/16	10 9/16	10 11/16	10 14/16	11 1/16	11 4/16	11 11/16	12 1/16

BLANK CANVAS

Since 1975, Kaepa has been a blank canvas—not dictating success, movement, or identity, but providing space for what already exists within you: your aspirations, sense of community, and desire for self-expression.

Double-Lace Split Vamp

*Double-Lace Split Vamp
Frank Pro, 2025 Revolution*



We are humbled by where we started, yet steadfast in our mission to create gear that adapts to the athlete, not the other way around.

The split vamp patent is where Keapa's journey began, guided by the belief that no two athletes move the same. By introducing dual pivot points, it revolutionized athletic footwear, balancing stability with freedom and redefining personalization. That first step was more than innovation—it was a commitment to serve

athletes in their unique journeys. The product stands as a testament to adaptability and empathy in design, marking a transformative shift toward valuing individual differences. It reminds us that solutions such as one-size-fits-all often fall short, emphasizing the importance of crafting with purpose and inclusivity.

Today, every Keapa creation reflects this legacy, embodying our core principles: designing with purpose, driven by empathy, and inspired by the diversity of human movement.



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