

ESSA offers job starters and company founders custom-made training programs. Shoeshiners from several european countries make their know-how available.

ESSA is the only non-profit association accross all Europe that stands up since 2016 for shoe care at high level.

ESSA is a competent partner to obtain basic knowledge, advice to create a firm, but also to support shoeshiners on a daily basis.



## TRAINING



Cleaning and washing shoes  
Types of leathers and shoe models  
Right care process  
Brushes and uses  
Special cases and stains removal  
Antique finish and water polish  
Customer relationship  
Practical examples in hotels, at fairs, and/or other occasions  
Arguing in case of reparations

EUROPEAN SHOE SHINE  
ASSOCIATION  
AISBL

N° d'entreprise: 0667908346

President : Marcello Faraggi

Vice-presidents : Thomas Ganick and Yolsé Bandaogo

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## FOR NEW SHOESHINERS



ESSA offers prospective shoeshiners a training program. The goals are to carry out a professional business, to get full satisfaction of the customers, and to reach economical success.





« There's almost no other job that satisfy so many customers. » Marcello Faraggi, President of ESSA

After five or six minutes spent on the shoe shine chair, most of the customers are satisfied. « I clean my shoes too, but I never manage to make them look as good as you do », they often say. A good care and a nice conversation. The high quality shoe care – whether during events, in hotels, at fairs or in your own workshop. A job that comes into fashion in many european countries.

## EUROPEAN SHOE SHINE ASSOCIATION

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# LEARNING AN OLD OCCUPATION ALL OVER AGAIN

The ESSA shoeshiners guarantee quality and high standards. Whether the shoes are simple or expensive, if they're in leather, fabric or nubuck – the appropriate treatment should be learned. Specialized knowledge is necessary to advice the customer pertinently.



## BASIC TRAINING :

1.450 €

During a 4 days intensive training, you'll learn the basic knowledge of a professional and high quality shoe care. The lecturers of ESSA will talk about their experience and will show how it goes. You will learn to identify different shoe models and types of leathers. An official certificate will act as a guarantor for your successful participation and for your competence in shoe care.



Learning and trying all work steps from A to Z.



Training in managing special cases.

## SPONSORED TRAINING :

725 €

This is the « basic training » described above, that is granted at ESSA's request. Donations and sponsors enable this training for a reduced half-price. Interested people can send their application to ESSA. The decisive element for the choice of the selected people is their motivation above all. The training can occur in English, French, German or Italian.



Many different brushes make the master



For each purpose the right mean.

## COMPANY SETTING UP :

2.950 €

When you want to become an independent shoeshiner, you not only need some basic knowledge, like provided in the ESSA-Training, but also competences in marketing, accounting, advertisement for the firm and much more. In order to get started in your business in the best possible way, ESSA offers a one-week individually tailored company setting up program.



Running a shoe care business has to be learned.



Which investments are appropriate and which not ?