



History

The history of the brand dates back to 1984 when its founder, prepared by the various experiences he had in the footwear industry, decided to risk and form his own company. From sketches that he designed for a pavilion with about 200m², built what was the first factory of **RICAP**, a building that employed 6 workers and produced about 60 pairs of shoes per day, for the domestic market.

Over time, not only the facilities have undergone several expansions, totaling about 2000 m², as well as the company grew, increasing its number of employees and production capacity. This resulted in the expansion of the brand to foreign markets, exhibiting at MOCAP, Portuguese international footwear fair.

From then on, the brand has continued to evolve and began to dedicate itself almost entirely to the international market, which led to the creation of a Commercial Department to meet the needs of the target that **RICAP** started to embrace.

It is in 1990 that the company makes its first exhibition at a trade show in the United States, since then it started to exhibit in almost every corner of the world.

The investment in technology and production techniques has been constant, resulting in an exponential growth favorable to the business expansion.

In 1996, in parallel with the establishment of the familiar Public Limited Company "Guilherme da Silva Almeida & Filhos, S.A.," it was created the Softwalk brand directioned to men who favor comfort in footwear made



based on natural components and produced by a high handmade quality. Destined to the international market, this brand was introduced with great success through small buyers, requesting a smaller volume of orders instead of big quantities, who contributed to the evolution and growth of **RICAP** Group.

Thus, by the end of September 1997 the project for the current facilities of the company entered in the City Hall of Felgueiras. The building was completed in early 2000 with an area of 4000m², and the new plant of **RICAP** Shoes was equipped with the latest production and quality confection technology of shoes.

In the next year the company decides to fix the old house and introduces on it the brand Da Silva specializing in classic men's footwear. It is also in its old facilities that the Research and Development Department is constituted, ensuring that innovation is part of the work of the small production line and designers of **RICAP** Shoes.

In 2004 the company celebrates its 20 years of existence differently by placing twenty flags with the logo of the brand outside its building. It is also in this year that the **RICAP** Group feels again the need to expand and acquire other facilities.

Completing 25 years **RICAP** Group wanted again to mark its anniversary in an outstanding way and bet on rebranding the company, presenting the new logo on the facade of its building and in a flag that was accompanied by other countries flags, showing the international side that the brand has always insisted on keeping. Aware that its success is due to those who walk by its side, **RICAP** Group also celebrated the moment with social activities with its employees, friends and business partners.



Currently **RICAP** Group, owned by Guilherme da Silva Almeida & Filhos, S.A., is composed by **RICAP** Shoes, which owns the brands **RICAP**, Softwalk, Da Silva, Easyone, Softland and Botland, employs 150 workers and produces na average of 1500-2000 pairs of shoes a day, ready to be shipped anywhere in the world.