



GEORGIABOOT.COM • 39 EAST CANAL STREET • NELSONVILLE, OHIO 45764 • (740) 753-9100

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Contact: Mike Alday
Alday Communications
615-791-1535
mike@aldaycommunications.com

Georgia Boot® Updates Popular Diamond Trax™ Collection

NELSONVILLE, Ohio – After a successful debut in 2011, Georgia Boot is updating the Diamond Trax™ collection, the first work outsole featuring slip-resistant technology that improves with wear, with upgraded leathers and new styles.

“We took the unique Diamond Trax™ outsole technology and improved the upper with a rich, full-grain leather and more design options than before,” said Jordan Gottke, marketing manager for Georgia Boot®. “We are confident there is still no other boot like it on the market.”

The Diamond Trax™ outsole is unique in that it maintains a high level of surface roughness throughout the lifetime of the sole. Most slip-resistant outsoles become polished and therefore more slippery with extended wear. Diamond Trax™ outsole technology develops enhanced friction over time.



Diamond Trax Specs:

- ✓ Diamond Trax™ slip-resistant proprietary outsole
- ✓ Full-grain leather upper
- ✓ Flexible, yet sturdy support
- ✓ Comfort Core® 5 removable footbed
- ✓ Optional steel toe with ASTM electrical hazard protection
- ✓ MSRP: \$129.99-\$169.99

IMAGES AVAILABLE UPON REQUEST



The Diamond Trax™ is available in six-inch and eight-inch lace-ups as well as pull-on wellingtons. All have optional steel toe protection and electrical hazard protection. Styles have a suggested retail price ranging from \$129.99 to \$169.99.



For 75 years, Georgia Boot® has been a leader in the work footwear market. Based in Nelsonville, Ohio, the company manufactures and markets quality work and outdoor footwear. The company's products are available in nearly 3,000 retail and catalog outlets. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. For more information visit www.GeorgiaBoot.com or follow us on Twitter, @GeorgiaBoot, or Facebook facebook.com/GeorgiaBoot.

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