



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

FOR IMMEDIATE RELEASE

Contact: Tony Williams
Alday Communications
615-791-1535
tony@aldaycommunications.com

Georgia Boot's Carbo-Tec Collection Equipped with One Tough Sole

NELSONVILLE, Ohio – Georgia Boot's continues its rich farm and ranch tradition with the addition of several new styles for the fall 2013 season. The new styles all feature Georgia Boot's proprietary Carbo-Tec outsoles, which are built to handle any workload, whether it be the farm, mill or rig.

"Our Carbo-Tec outsoles are truly unique," said Jordan Gottke, marketing manager for Georgia Boot. "We use real rubber and then add a rare blend of proprietary materials that make our Carbo-Tec outsoles chemical, oil and heat resistant; the outsoles are also highly slip resistant as well."

The Carbo-Tec outsole enables the boots to be extremely long wearing while also flexible and comfortable. All Carbo-Tec styles are built with the Comfort Core AirFlow insole for a soft but sturdy cushion. The boots are also unlined to keep feet cool on even the warmest workdays. Uppers in the collection are constructed from barnyard acid-resistant SPR™ leathers that are soft even while being three times stronger and 2.5 times more abrasion-resistant than conventional leathers.

The Carbo-Tec collection is available in five 11-inch slip-on styles or an eight-inch lace-up. Soft, steel and composite toe options are available with suggested retail prices ranging from \$159.99 to \$184.99.

For over 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 follow us on Twitter, [@GeorgiaBoot](#), or Facebook [facebook.com/GeorgiaBoot](#).



G003

Georgia Boot Carbo-Tec Specs:

- ✓ Exclusive SPR™ full-grain leather upper
- ✓ Comfort Core® AirFlow Orthotic insert
- ✓ Oil, chemical, and slip-resistant Carbo-Tec outsole
- ✓ Goodyear welt construction

**IMAGES AVAILABLE
UPON REQUEST**