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FLXPoint Takes Comfort to Next Level
Improved style, durability highlight Georgia's FLXPoint Next

NELSONVILLE, Ohio – Just when it seemed it couldn't get any better, Georgia Boot has added key features to its successful FLXPoint® line to create FLXPoint Next™.

FLXPoint® technology, which derives its name from "Flexible, Lightweight, Xtreme comfort", is achieved by combining the following features: an outsole fused to the upper without the use of a welt or cement, polyurethane material that is lighter and more flexible than rubber or EVA, and a double thick polyurethane footbed.

That look is comprised of a rich, full-grain oiled leather, patterned stitching, and toe, ankle, and heel guards in contrasting abrasion-resistant synthetic material.

The ultra-flexible boot also boasts Georgia's Comfort Core® system, making it hard to beat for those who are on their feet and mobile on the job. Mesh coupled with non-woven material wicks moisture and promotes airflow, keeping the foot cool and dry.

FLXPoint Next's outsole is rubber-coated polyurethane which provides oil resistance. An internal TPU stabilizer allows for stability. All boots feature protective toe and soft toe options and most feature Georgia Boot's waterproof construction.

The following men's styles are available in brown, full-grain leather: Hiker, 6" Lacer, 8" Lacer, 10" Wellington. Suggested retail is \$110 to \$165.

Georgia Boot is a manufacturer and marketer of quality work and outdoor footwear. It is a division of Rocky Brands, a publicly traded company on Nasdaq® under the symbol: RCKY. For more information, visit www.georgiaboot.com.

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FLXPoint® Specs:

- ✓ Waterproof full-grain oiled leather
- ✓ Available with or without Georgia waterproof construction
- ✓ Comfort Core® Airflow orthotic insert maximizes comfort and airflow
- ✓ Mesh and non-woven lining promote air flow and reduce moisture
- ✓ Toe, ankle and heel guard protects against abrasion
- ✓ Integrated internal TPU heel stabilizer provides torsional rigidity
- ✓ Polyurethane and rubber outsole provide slip and oil resistance
- ✓ ASTM protective toe available
- ✓ ASTM electrical hazard standard available
- ✓ MSRP: \$110.00 - \$165.00

**DIGITAL IMAGES AVAILABLE
UPON REQUEST**

America's Hardest Working Boot®