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Georgia Boot Introduces Innovative Thermal-Tec Collection

NELSONVILLE, Ohio – Georgia Boot introduces the innovative Thermal-Tec collection, work boots built to withstand even the most intense environments. Available in spring 2013, Thermal-Tec incorporates heat-resistant components throughout the boot to ensure a comfortable fit at any temperature. Ideal worksites for Thermal-Tec boots include steel mills, metal fabrication and road construction.

“We were hearing that more and more of our customers needed a boot for high-heat conditions,” said Jordan Gottke, marketing manager for Georgia Boot. “Every facet of this boot was designed with that in mind. We hope that we have created the standard for which high-heat boots are judged.”

The new Thermal-Tec collection can take the heat because of its Fire Retardant Goodyear Welt Construction and an oil and slip-resistant rubber outsole that has a melting point of nearly 600 degrees Fahrenheit. A thick 2.2 mm full-grain leather moisture management lining prevents heat from entering the boot and keeps the foot cool. The Thermal-Tec collection is also constructed and stitched with heat-resistant thread.

In addition to the brand new heat-resistant technologies, Thermal-Tec boots are Guaranteed Georgia Waterproof and feature the popular AMP footbed, which provides all-day comfort with a memory foam sole layer and polyurethane heel cup designed to help maintain stability.

The Thermal-Tec collection is available in dark brown six-inch, eight-inch and 11-inch pull-on styles with an internal metatarsal guard option available in the eight-inch height. The six-inch and eight-inch styles include lace-locking hooks for extra stability and all styles are available with a steel toe. Suggested retail prices range from \$184.99 to \$209.99.



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



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Georgia Thermal-Tec Specs:

- ✓ 2.2 mm Full-Grain Leather
- ✓ Fire Retardant Goodyear Welt Construction
- ✓ Heat-resistant Stitching
- ✓ Georgia Waterproof Construction
- ✓ AMP Footbed
- ✓ Moisture Wicking Lining
- ✓ Steel Protective Toe
- ✓ Proprietary Oil, Heat and Slip-Resistant Rubber Outsole

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