

## NOKIAN FOOTWEAR OUTDOOR

Nokian Footwear at  
IWA Outdoor Classics 2016 Trade Show  
Nürnberg Germany  
4 - 7 March 2016  
Hall 4 Stand 227 @Scandinavian Village



At this show we present **latest novelties of Nokian Footwear Outdoor boots:**

**KEVO Outlast High (R)**

with

- Nokian Outdoor studdable outsole
- a great grip and walkability on various surfaces
- temperature regulating Outlast lining
- Nokian Outdoor PU insole with good shock absorbing and rebound qualities
- adjustable shaft

Nokian Footwear importer in Germany:  
Scandic Outdoor, Hamburg,

Other countries: please contact Export manager

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**Nokian Footwear rubber boots are hand made using the finest rubber compounds. The Outdoor category consists of well thought-out waterproof boots for multiple purposes from fishing and hunting to hiking in the nature.**

- The rubber compounds used in the summer boots are soft and flexible, making the boots comfortable to wear.
- The rubber compounds used in the winter boots have been designed to tolerate freezing temperatures, and some models, made of butyl rubber, even tolerate chemicals and gases.

**The boots are made to withstand heavy use even in harsh conditions.**

- The upper materials of Nokian Outdoor boots are controlled regularly to pass one million flexes by bend testing the uppers at the Finnish Institute of Occupational Health's laboratory.
- All winter models are put to an additional bend test in -40°C.
- Nokian linings are heat press rubberized ("melt pressed") to attach tightly to the upper and the shaft. This way the lining will stay attached even during heavy use.



- The abrasion resistance is regularly controlled with Martindale abrasion tests at the Finnish Institute of Occupational Health's laboratory.

**The outsoles of the Outdoor category boots are made to endure heavy use even in harsh conditions.**

- The outsoles are highly wear resistant and have a good grip, thanks to the right rubber compounds, optimized for outdoor use.
- The outsoles provide good insulation against cold, and the midsoles have insulating felt layers.
- Freezing temperatures do not affect the characteristics of the outsoles; they are designed to stay soft and provide a good grip in all weathers and temperatures.
- Most of the Outdoor outsoles can be fitted with studs – the only way to ensure a good grip on an icy surface.

**All Outdoor models are made using Nokian Footwear's own spacious lasts, carefully designed for different purposes and always taking into account the anatomy of feet.**



## NOVELTIES:

### Kevo Outlast High

The narrow ankle boot fits tightly and gives good support while walking on uneven terrain

- Easy to use adjustable shaft tightening increases shaft measurement up to 3 cm
- Rubber spur ease up removing the footwear
- Reinforced construction and steel shank increases sturdiness and walkability

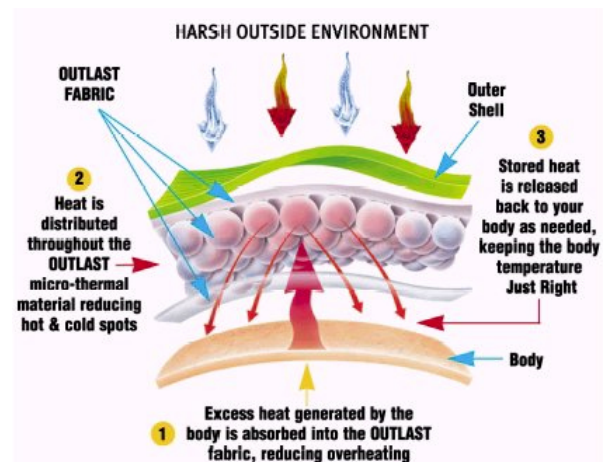
Loose, shaped insoles made of PU, has good shock absorbing, excellent rebound qualities.

New improved outsole designed for outdoor activities :

- optimal grip in all directions and in various conditions
- The pattern does not collect dirt due to loose treads
- Sole can be fitted with studs so it works well in icy and slippery conditions
- Reinforced construction and steel shank increases sturdiness and walkability
- Midsole felt layer improves cold resistance from cold terrain



The Outlast technology retains body warmth and releases it again when necessary:



- lining absorbs excess heat thereby diminishing the amount of moisture in footwear
- lining stores the body heat and releases it again when feet get cooler resulting constant and stable microclimate (warm and dry feet)