Feb 2023

Gerard Butler & U-Power Footwear



Clark Howe (MD)

With our sights set on moving forwards and bringing you the latest top-quality products I am delighted to be able to confirm that we are now an appointed, Red Lion, U-Power distributor.

If you watched the world cup on ITV, ITV Sport or Sky, you will most likely have seen their adverts featuring brand ambassador, Gerard Butler.

U-Power state “Gerard Butler is one of the most globally recognised actors by both male and female audiences”.

“He is engaging and talented in the role of the ‘macho’, King Leonidas in ‘300’ but has also played the romantic, like his role in ‘P.S.: I love you’”.

“Butler represents the authentic spirit of U-Power, strong and vigorous but at the same time ready to get his hands dirty for every need: he eliminates the distance of the impeccable models typical of the fashion world, merging fully into the real world of work, of everyday men and women”.

The best marketing campaign means nothing without a great product, and this is were U-Powers safety footwear really excels.

The style that Gerard wears in the advert is called “Matt” - It is the lightest safety footwear style I have ever handled!

A number of U-Power products feature “Infinigy” cushioning, which is a super springy layer between the hard-wearing sole and the insole.

Infinigy is revolutionary and is perfect for those standing for long periods, walking long distances, long periods of kneeling or squatting, walking up and down stairs repeatedly and repetitive stress.

Infinigy has to be worn to be believed.

A selection of new styles have been ordered and team will be able to show you samples from early February onwards - I might also consider their rugged range of clothing in the near future - watch this space!

I hope you are as excited as I am!

Defibrillator On Site

HOWSAFE
AN INDEPENDENT
FAMILY BUSINESS
established 1978

U-Power
Don’t worry... be happy!

U-Power advert featuring Gerard Butler

U-Power
Don't worry... be happy!



RED LEVE

Matt

£78.50 plus VAT



Main features:
S3 Specification
Aluminium toecap
Non metal midsole
Electro static discharge
Water resistant upper
Very light weight

Airtoe ALUMINIUM · Save&Flex air · ESD · wingtex · Natural CONFORT 11 · U-POWER ORIGINAL

U-Power
Don't worry... be happy!



RED LEVE

Grant

£76.50 plus VAT

Main features:
S3 Specification
Aluminium toecap
Non metal midsole
Electro static discharge
Water resistant upper
Very light weight

Airtoe ALUMINIUM · Save&Flex air · ESD · wingtex · Natural CONFORT 11 · U-POWER ORIGINAL

U-Power
Don't worry... be happy!

RED INDUSTRY Green

Island UK

£69.95 plus VAT



Main features:
Zero C02 product
S3 Specification
Composite toecap
Non metal midsole
Electro static discharge
100% metal free
Water resistant upper

Airtoe COMPOSITE · Save&Flex plus Green · METAL FREE 100% · ESD · wingtex · Natural CONFORT 11 · BASF · PU Tek'SPIDER · Now Green

U.Power
Don't worry... be happy!



Infinergy inside

- ✔ Standing for long periods
- ✔ Walking long distances,
- ✔ Long periods of kneeling
- ✔ Up/Down stairs repeatedly
- ✔ Repetitive movements

RED LION

Raptor

£83.45 plus VAT

Main features:
S3 Specification
Aluminium toecap
Non metal midsole
Electro static discharge
Water resistant upper
Including Infinergy comfort

Airtoe ALUMINIUM · Save Flex plus · FSD · Infinergy · wingtex · PU Tek PLUS* HYPERTEX technology · Natural CONFORT 11 · WOW!

U.Power
Don't worry... be happy!



Infinergy inside

- ✔ Standing for long periods
- ✔ Walking long distances,
- ✔ Long periods of kneeling
- ✔ Up/Down stairs repeatedly
- ✔ Repetitive movements

RED LION

Stego

£87.50 plus VAT

Main features:
S3 Specification
Aluminium toecap
Non metal midsole
Electro static discharge
Water resistant upper
Including Infinergy comfort

Airtoe ALUMINIUM · Save Flex plus · FSD · Infinergy · wingtex · PU Tek PLUS* HYPERTEX technology · Natural CONFORT 11 · WOW!

U.Power
Don't worry... be happy!



RED INDUSTRY

Helsinki

£68.50 plus VAT

Main features:
S3 Specification
Composite toecap
Non metal midsole
Electro static discharge
100% metal free
Water resistant upper

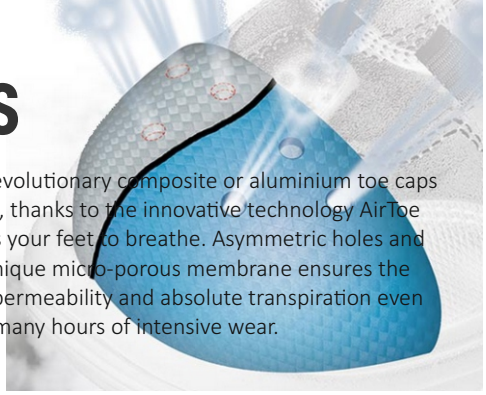
Airtoe COMPOSITE · Save Flex plus · METAL FREE 100% · FSD · Natural CONFORT 11 · WOW!

HOWSAFE
AN INDEPENDENT
FAMILY BUSINESS
established 1978

To order:
01733 560669
www.howsafe.co.uk
sales@howsafe.co.uk

Prices are current at the point of going to print but can be changed without notice. Prices are subject to VAT. Boots will be zero VAT when purchased privately.

Toecaps



The revolutionary composite or aluminium toe caps which, thanks to the innovative technology AirToe allows your feet to breathe. Asymmetric holes and the unique micro-porous membrane ensures the total permeability and absolute transpiration even after many hours of intensive wear.

Uppers

We have revolutionised the concept of safety shoes! A new fabric; extremely strong, highly protective and extremely lightweight. PUTEK is the technological innovation that goes beyond the concept of protection.

Revolutionary air tunnel lining, for utmost breathability. Special microcells have great absorbency and de-absorbance features.

WingTex Green is the exclusive highly breathable air tunnel lining made with the use of 66% recycled polyester (rPET). This material is made with post-industrial plastic compounds, bottles and post-consumer recovered containers, in order to give non-biodegradable products a new life, thus reducing the production of new plastic.

Developed from detailed analysis of the foot based upon its maximum efforts and strengths we developed the Natural Confort 11 last. We know now that during the different phases of the working day our feet can have variations that are very relevant. Natural Confort 11 ensures a stress-free fitting and natural comfort throughout the day.

Other spec

ESD = Electrostatic Discharge. Products certified according to the standard EN 61340-4-3 ed EN 61340-5-1 for the protection of electronic devices from the danger of electrostatic charges.

Styles that are 100% metal free making them ideal for use where security scanning systems are in place, such as airports or other high security establishments. They also benefit from being light weight.

Infinergy® is a real breakthrough in innovation, originally designed for the world of sport, it revolutionised the running shoe. BASF's technological expertise in particle foams combined with their experience with thermoplastic polyurethanes lead to this entirely new closed-cell elastic particle foam

100% BASF PU sole originated from renewable sources thanks to the biomass balance program*. Let's walk together towards a sustainable future. *Use of REDcert2 certified products by BASF, whose supply chain uses 100% raw materials from renewable sources rather than fossil ones

Midsoles

The exclusive pierce-resistant "no-metal" midsole. In comparison to the classical steel midsole is lighter, more flexible and safe since it can be directly stitched to the upper, therefore protecting the entire sole area.

Extra-light pierce resistant midsole. Same protection features as the Save & Flex Plus pierce resistant system but lighter.

Save & Flex Plus Green is the result of the search for new eco-sustainable and environmentally friendly materials. The use of eco-friendly materials contributes to the fight against climate change. Save & Flex Green is made with 59% recycled polyester. This material is made by melting plastic from bottles, plastic containers thrown away by consumers or post-industrial plastic materials that find new life in polyester fibres.

Footbeds

The WOW insole has a plantar arch structure in soft BASF DYNAMIC compound with exceptional self-shaping properties capable of distributing body weight evenly over the entire sole of the foot. The result is greater comfort and a perception of prolonged well-being. Discover the pleasure of wearing a work shoe with a "WOW" effect insole.

WOW2. The insole consists of two elements: An arch structure in SOFT DYNAMIC COMPOUND, with selfmodelling properties capable of evenly distributing the pressure of the bodyweight on the foot. An insert made with a revolutionary BASF compound that guarantees anti-fatigue properties, able to absorb and relieve body stress caused by a prolonged stationary position at fixed workstations. The result is a feeling of immediate benefit from the first wear of the shoe, which translates into less daily fatigue during the working day.



100% BASF Pu insole made from renewable sources. Use of REDcert2 certified products by BASF, whose supply chain uses 100% raw materials from renewable sources rather than fossil ones.

We have reduced the weight of the U-Power Original insole while maintaining all the comfort and health characteristics of the foot. The new polyurethane compound ensures prolonged well-being thanks to its high anatomical, antibacterial and self-modelling properties. Lightness and comfort to try!

Don't worry... be happy!

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