



Clark Howe (MD)

NEWS

February 2026

Helly Hansen Connect

takes upgrading and modifying your work trousers to new heights - the most convenient work trouser system available

Hey there, and welcome to the February update!

2026 is rolling along, and we're all in on bringing you even more new gear and services. Our website is packed with fresh arrivals, including a complete makeover of the Hillbrush Hygiene range and loads of new clothing items—with plenty more to come this year.

But here's the BIG news: We're adding V12 to our safety footwear lineup, and with it comes our new foot measuring service. This isn't just about shoe size—it's especially helpful for measuring the arch of anyone dealing with foot troubles like Plantar Fasciitis. With a couple of impression boards on hand, we can measure your team members who struggle with sore feet and recommend an insole to help manage Plantar Fasciitis and other conditions.

Want to know more? Just have a chat with your Account Manager or anyone here at Howsafe.

Also, our Hillbrush Salmon range—brushes, brooms, squeegees, mops, scrapers, scoops—has had a total glow-up. The website now shows all the options in a clean, easy-to-browse layout. Have a word with your hygiene team and send them our way. With many products at 20% off, we're pretty sure we can save you a few quid too.

Oh, and don't forget to check out our growing selection of ECO products over in the green section of the site. Choosing planet-friendly keeps getting easier, thanks to a huge range now at your fingertips.

Launching the new Helly Hansen Connect Trouser has been a bit of a challenge. I won't go into the details, but I'm pleased to say we're now ready to show you the range. We are short a few sizes, which aren't due until July. Yup, July!

As always, thanks so much for your support!

Clark



Buy your Connect trouser and then select your Holster Pocket from the five options below



Electricians



Carpenters



Utility



General Purpose 1



General Purpose 2

x4 way stretch material

Side zipped access for kneepad pockets - easy removal for washing or driving

Short and regular leg - drop down hem on both to drop hem by 5cm



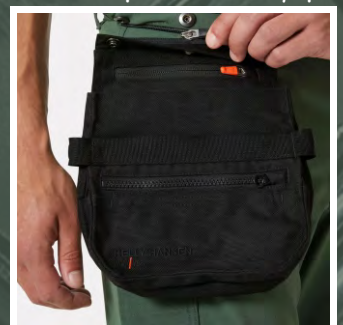
Trouser code: 0077395

NEW PRODUCT



How they connect

Secure - three press studs & sturdy zip



Connect Key Benefits

- ✓ Buy the Holster Pocket with the features that suit your job + mix and match.
- ✓ Remove them and store when not required for the job or when driving.
- ✓ No need to unload tools when you want to wash the trousers - simply remove pockets leaving tools in place

Banish discomfort: Foot measuring service

Tired of foot pain slowing your team down?

Dynamic Arch™ insoles are engineered to actively cradle your foot's unique shape—whether you have a low, medium, or high arch—delivering targeted relief from conditions like Plantar Fasciitis.

Consider this: 1 in 10 people suffer from plantar fasciitis, and lower limb issues are the most common work-related health problem in the UK. Knee, hip, and back pain can often be traced back to the feet.

Our solution combines a shock-absorbing memory foam heel with durable, open-cell rebound foam. This means lasting comfort that continues to absorb impact, day after day.

Howsafe now offers a simple foot-measuring service using our Impression Boards.

We have two convenient options:

1. Visit the Howsafe Workwear Store.
2. Arrange for our trained sales team to bring the service to your site.

In minutes, we can identify an individual's foot type and recommend the perfect Dynamic Arch™ insole. Already know if you need a low, medium, or high arch support? Skip this step and order directly.

A quick guide to pronation (what your footprint reveals):

Neutral Pronation: The foot lands on the outside of the heel and rolls inward about 15%, allowing for ideal shock absorption. Weight is distributed evenly across the front of the foot at push-off.

Overpronation: The foot rolls inward excessively, often more than 15%, causing the arch to flatten. Weight shifts to the inner edge, placing the most pressure on the big and second toes.

Underpronation (Supination): The foot rolls outward, placing weight on the outer edge. This lack of inward roll causes impact shock to travel up the lower leg instead of being absorbed by the foot.

Ready to find out? The 30-second check:

1. Step onto the Impression Board (heels against the rest).
2. Slightly bend your knees and hold for 10 seconds.
3. Match your print and posture to the guide.

IMPORTANT NOTES: Dynamic Arch™ insoles are engineered and certified for V12 footwear, replacing the original insole. Upon first use they may feel strange - an initial adjustment period is normal as your feet adapt to the new support. Discontinue use immediately if pain increases. While designed to significantly alleviate or eliminate common foot pain, individual results may vary. For persistent or worsening discomfort, consult a healthcare specialist.

Give your team the foundation for pain-free performance. Let's find their perfect fit.

STEP 1: Using our impression board determine your foot type



STEP 2: Determine your leg posture type



STEP 2: Using the number and letter from your types above select your footbed



1A/1B/2A
Overpronation
Low insole

1C/2B/2C/3A/4A
Neutral - Overpronation
Medium insole

3B/3C/4B/4C
Neutral - Supination
High insole

**NEW
SERVICE**



EXAMPLE: This test patient clearly has foot pattern closest to example 4 - there posture is straight as shown in example B - therefore a 4B footbed should be selected which is a High Arch Insole.



**STEP UP IN
COMFORT**

Workplace Hygiene - taken to new levels

Brooms, Deck Scrubs, Tank Brushes, Hand Brushes & Dustpans, Scrubbing Brushes, Detail brushes, Scrapers, Squeegees, Mopping, Shovels & Buckets - everything you need for high standards in hygiene - available in a vast range of colours and also Resin Set options for ultimate peace of mind.

A major revamp of the range enabling dozens of new products in all colour options - if there is a Hillbrush item that you would like featured on our website please let us know.

20% OFF
off selected Hillbrush products



hillbrush®

NEW
PRODUCTS

MADE IN
BRITAIN

NEW
PRODUCTS

NEW Bulk Order feature

Our team has been working hard over the last few years to enhance your online experience, continuously rolling out new features and improvements to our website. Much like a steady stream of updates, these incremental changes mean you might not always spot every upgrade—but we're committed to making your shopping experience smoother and more efficient.

Introducing Our Latest Upgrade: Effortless Bulk Buying

Tired of adding multiple variations of the same product to your cart one by one? We've streamlined the process!

Now, with our new bulk buy option, you can quickly and easily order multiple sizes or colours in just a few clicks:

1. Select your preferred colour/size.
2. Toggle the "Bulk Order" button to reveal a simple grid.
3. Enter your desired quantities for each variation.
4. Click "Add to Basket"—and you're done!



No more repetitive adding—just a faster, smarter way to shop.

We—and our dedicated developers—will keep the improvements coming. Thank you for shopping with us!

Colour

Size

Bulk order

XS	£83.94	-	0	+
Small	£83.94	-	0	+
Medium	£83.94	-	0	+
Large	£83.94	-	0	+
1XL	£83.94	-	0	+
2XL	£83.94	-	0	+
3XL	£83.94	-	0	+

Total Selected: 0 Total: **£0.00**

[ADD TO BASKET](#)

Cofra: Styling refresh on Workmate range

We're excited to share that Cofra is revitalising its popular Workmate range of safety footwear with a comprehensive design refresh. This isn't just a small update—it's a complete transformation.

Every style in the updated line features new uppers and newly designed sole units, resulting in a sharper, more modern look while maintaining the trusted comfort and protection you expect.

Styles that will get the makeover are - Bismarck, Suez, Weddell, Egeo, Baffin and Tirrenian.

A few important notes:

Product codes will remain the same for your ordering convenience.

Updated versions will be introduced gradually as existing stock is phased out.

It's fantastic to see our leading safety footwear supplier consistently pushing the boundaries, committed to improving even their most established styles. This focus on continuous enhancement ensures you have access to the best in safety, comfort, and design.

Stay tuned as these sleek new arrivals begin to filter in!

