

Timberland PRO Creates New Thermal Force Work Boot with Thinsulate Insulation

Timberland PRO has selected Thinsulate Insulation for both its product and service leadership for its new, ultimate insulated waterproof work boot for the work zone and construction markets. The new Thermal Force work boot is now available in stores.

The Thermal Force work boot is the very first boot to implement Thinsulate Insulation's customized comfort Zone system for footwear, which strategically places insulation - providing excellent comfort and performance.

"The concept behind Thinsulate insulation's customized comfort Zone system is to provide manufacturers, such as Timberland, the freedom to use a wide range of insulation types and weights for specific areas of footwear. This unique system when applied to footwear provides extra insulation where you need it, less where you don't - allowing for a very customized product," commented Paul Amos, marketing development manager for Thinsulate insulation.

Bulky insulation is a common complaint among workers, as it can interfere with flexibility. The Thermal Force boot strategically places the amount of insulation according to Thinsulate insulation's customized comfort Zone system for footwear - placing more insulation atop the foot to combat heat loss and applying varying levels elsewhere ensuring efficient, all-over protection. The end result is greater heat retention without the bulk of traditional insulated products.

Another issue among those who work in cold conditions is that steel toe caps get cold first, resulting in cold toes. The toe area of Thermal Force combats this through the use of combined technologies. In the steel toe version, the toe cap area is coated with a ceramic-based material to combat heat loss, and applying varying levels elsewhere, thus ensuring efficient, all-over warmth.

"We are looking at insulation in a unique way," said Bob McCarthy, senior product manager for Timberland PRO. "Rather than wrapping the boot like a blanket, we are insulating in zones, similar to how you zone heat a home."

Thermal Force combats another challenge in cold climates - outsole rigidity. A typical work boot's rubber outsole will freeze and stiffen in severe temperatures. However, Thermal Force includes a "Cold Formula" outsole - the Timberland PRO Ice Trax Outsole, which is a uniquely formulated rubber outsole designed to retain flexibility in cold environments. The outsole lugs are positioned in various directions for increased traction and are self-cleaning, meaning that debris will not get stuck in the grooves.

Thermal Force features rugged, work appropriate, waterproof leather, and is designed with the Timberland PRO PowerFit comfort system for ergonomic fit and maximum support. The boot offers a 30-day money back guarantee and is now available at all authorized Timberland PRO retailer locations (MSRP \$170). The boot is available in 8-inch steel toe and 8-inch soft toe waterproof/insulated versions, and a 6-inch steel toe waterproof/insulated version. Sizes include 7-12, 13, 14, 15 M/W. All Timberland PRO work shoes comply with ANSI/ASTM industry standards.

About Timberland PRO

Building on the Timberland (NYSE: TBL) heritage of craftsmanship and quality, Timberland PRO is recognized as an industry leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for working professionals who require the best comfort and protection on the job. Timberland PRO

embraces the company's commitment of "doing well and doing good" – forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland PRO please visit www.timberlandpro.com. To learn more about Timberland, please visit www.timberland.com.

About Thinsulate insulation

Introduced 30 years ago, Thinsulate insulation was the original "warmth without bulk" insulation. Since Thinsulate insulation's inception, 3M has continued its search for more innovative and high-tech warmth for today's active, outdoor enthusiast. The line of Thinsulate insulation products includes Thinsulate Lite Loft insulation, Thinsulate Ultra insulation, Thinsulate Supreme insulation, Thinsulate FR, Thinsulate insulation Type R with recycled fibers and Thinsulate Flex insulation. For more information, visit www.3M.com/Thinsulate.

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