



Press Information

HAIX® USA Launches All New Combat Hero at Shot Show 2019

5 **Lexington, Kentucky, January 22, 2019:** HAIX® North America is excited to announce the release of their newest boot, Combat Hero. This boot was specially designed for active military duty and meet the requirements for AR 670-1. This is the perfect choice for anyone that is looking for something lightweight and breathable yet rugged enough to handle any terrain.

10 The newly designed Combat Hero is constructed with high quality European rough out leather in Coyote Brown with textile inserts to meet the requirements of AR 670-01. The abrasion resistant and breathable inner lining paired with the built in Climate System, helps to wick moisture and sweat, so feet will also stay dry and comfortable.

15 The rubber tread is tough enough for any terrain, providing ultimate traction on any terrain and in any conditions. The shock absorbing EVA midsole ensures the wearer will not be feeling every rock and stone encountered on long hikes. The sporty toe and heel rounding lends itself to optimal step and bend behavior and the cushioning in the sole offers superior shock
20 absorption. The addition of additional rubber at the toe adds to the Combat Hero's durability as it functions as an added layer of protection from impacts, scuffs and cuts.

25 The HAIX 2 Zone Lacing allows the fit of the Combat Hero to be adjusted to individual preference. The non-reflective low friction loops permit the laces the move smoothly without wearing the laces down prematurely. Lace locks keep your foot secure into the heel area with no movement of the foot forward or up and down, which can lead to blisters and/or foot and ankle
30 injuries.

35 HAIX practice-based research and creative new product developments are the trademarks of its craft. HAIX has redefined shoes for professional use with outstanding technical know-how and a perfected high-tech production process. The Combat Hero was developed for the next generation of military; designed to lighter, more comfortable, yet durably rugged.

40 **About HAIX® North America:** HAIX® North America is one of the most trusted footwear manufacturers for firefighters, EMTs, law enforcement officers, loggers, arborists and many more. They produce over one million shoes yearly and have been in business serving all markets since 2003.

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