

## Heat and Light



When the temperature rises your customers thoughts go to lighter weight safety footwear and to satisfy that demand to the full look no further than Buckler Boots superb selection of styles specially designed for weight saving and light weight comfort. There are great new compact Largo Bay counter display units to give really close up, space saving exposure. A products and POS package designed to boost your safety footwear sales and add value to every transaction.

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## New Stands, Counter Displays & Banners

Over the past few months we have introduced a completely new selection of Buckler Boots instore and outdoor display options.

There are now two new free-standing showroom units providing a choice of eight or five styles. Counter display units for five different product groupings: Goodyear welted, Nubuckz, Largo Bay, Buckshot and Buckbootz S5.

New smaller size Buckler Boots and Buckbootz yard banners are also available in a vented mesh material to greatly reduce wind sail risk.



## Leather Weather - Outside and Inside!

We have been known to extol the virtues of advanced technology fabrics used in contemporary boot linings but in truth the best material for lining a boot is leather and there is no better weather for proving the point than the weather we are getting right now.

To the best of our knowledge, Buckler Boots is the only safety boot brand offering a fully leather lined style, **B425SM** and it comes fully equipped with safety toe, steel midsole and tough Buckler Boots K3 rubber outsole.

The best leather for boot linings is special cow leather from Brazil so naturally that's what we use.

## For Big Bucks, It's Nubuckz

You can maybe advise us that there is a better value rugged outdoor safety boot on the market than Buckler Boots Nubuckz. I know we are biased but we genuinely can't find one.

Nubuckz non-metallic maximum spec range represent the best value that you can offer your customers and until **31st August**

**2018** you can still buy Nubuckz at the **£49.90zr RSP** package.

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For occasions when safety spec is not required we also offer a fully leather lined non-safety dealer boot style **B1300**.

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Some dealers will be familiar with the stock cleanse activity being undertaken in our sector whereby some brands' products are removed from dealers premises by way of purchase by a competitor then off loaded on to (mainly) internet traders for disposal. So far so good - or is it? We think not.

The cleansed products are effectively dumped on the market at cut prices to clear which disrupts and undermines the integrity of the trading structure which underpins your business, ours and other suppliers.

Buckler Boots was involved in one such case recently when our products were being offered on the internet using our copyright product pictures and at crazy prices by a company which is not one of our network of dealers. Action was taken and the key issues were resolved but the activity continues.

Now here's the real twist. A consumer who purchased from the internet company had a product query and guess what? The matter ended up on our website to see if we could resolve it.

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