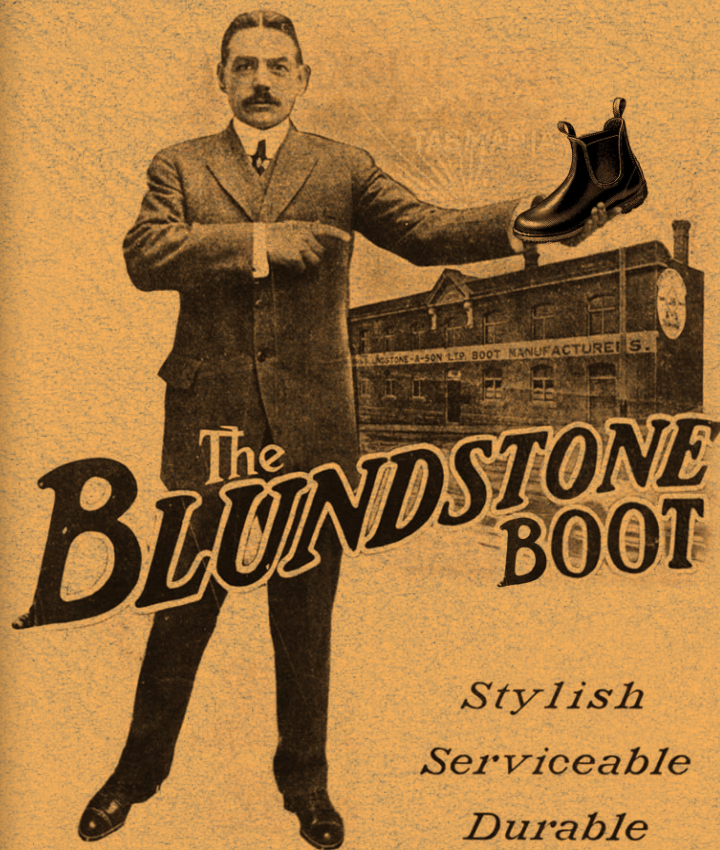




Tough by nature.



Back in the 1870s a couple of cobblers started up shoe businesses in Hobart, Tasmania, the smallest island state of Australia. A few years on, one of the cobblers bought out the other, but decided to keep the name for the business. That name was Blundstone.

Today the same family owns this same iconic business.

Blundstone's Tasmanian history, heritage and people have helped shape the way our boots have evolved.

It is no accident that these boots were made to be tough on the outside but soft on the inside. They were developed this way over the last one hundred and forty years in response to the Tasmanian and Australian environment.

It's the brand's DNA, we are

Tough by nature.



Blundstone make lots of different footwear, but it is our elastic sided slip on boots for which we are most famous.





STYLE 500





STYLE 565



STYLE 530



STYLE 548



STYLE 1431



**Blundstone sells great footwear
around the globe, currently
selling to over 50 countries
across five continents.**







STYLE 510



STYLE 1320

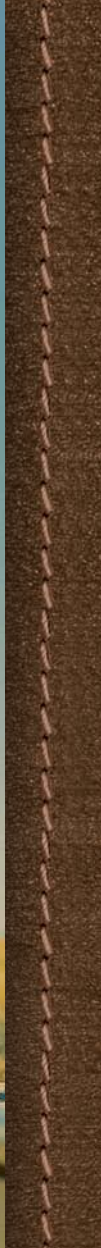


STYLE 550

What is it about this simply constructed boot that people all over the world love so much?



**People love that the premium
leathers offer protection
against the elements.**





STYLE 1306



STYLE 500





STYLE 585



STYLE 1316



**People love the classic
look, the incongruous
mix of industrial
utility with colourful
leathers and elastics.**



STYLE 1316



**In Australia, we love
how easy it is to kick
them off at the end
of the day.**



STYLE 1306





What makes the boots comfortable?

The answer is lots of things,

- The use of Blundstone's custom lasts in the design. A *last* is a mechanical form that has a shape similar to that of a human foot. Of course all feet are not shaped the same, just as all footwear lasts are not shaped the same. Blundstone have several lasts which have been used to make our footwear for a very long time. The different lasts mean that different styles do have slightly different fits. For instance our dress boot last has a slightly broader fit across the vamp of the foot than our 550 last.
- The lack of seams pressing onto the foot. The designs in this range incorporate large pieces of leather cut and shaped to the foot, with a minimal use of stitching and seaming, particularly around the sensitive toe area.
- Our custom underfoot comfort system, known as SPS Max which incorporates the revolutionary material – PORON® XRD™. We are one of the first footwear manufacturers to use PORON® XRD™ underfoot, providing a superior level of impact and shock absorption and underfoot comfort.

What is PORON® XRD™?

It is a revolutionary impact absorption material which absorbs and instantly dissipates up to 90% of energy when impacted at high strain rates, time after time, providing superior impact absorption performance when compared to similar products tested.

How is the material used?

PORON® XRD™ is lightweight and low profile allowing Blundstone to create a range of footwear with outstanding underfoot impact absorption, that retains 'like-new' softness, flexibility and cushioning.

How does it improve comfort?

PORON® XRD™ cushioning materials distribute pressure evenly across the foot, which may relieve aches, pains or even calluses and blisters.



PORON® & XRD™ are registered trademarks of Rogers Corporation

The Blundstone boots we produce today are just as tough as they've always been, but they're a lot more comfortable too.



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The complete product range on offer is not included in this brochure. The footwear featured is only a sample of the range that changes seasonally.

Blundstone®

TASMANIA AUSTRALIA · 1870