



**Bata Industrials**

IMPROVING WORKING LIVES







**Bata Industrials®**  
IMPROVING WORKING LIVES

2





# ABOUT BATA INDUSTRIALS

3

The Bata Shoe Organization is one of the oldest and largest shoe companies in the world, with 35,000 people working for Bata in over 70 countries. Bata is known as a local, involved producer with global coverage.

## BATA VILLAGE

Since 1934, Bata has been located in Best, the Netherlands, among other places. With his modern perspective on the world, Thomas J. Bata created not only a high-tech factory, but also a Bata village with cinema, school and hairdresser. This was to give his workers a comfortable place to live, work and relax.

## EVOLVING PRODUCTS

Over the years, Bata Best has produced fashion shoes, slippers, car tires, children's shoes and socks. In the 70s, Bata Best also started manufacturing professional footwear and socks, and is now the global headquarters for Bata Industrials.

## SUSTAINABILITY

Safety footwear is produced in Best in the Netherlands, as well as in Australia, New Zealand, South Africa and many other countries. Bata Industrials produces much of its professional footwear locally, which gives benefits in terms of logistics and a smaller environmental footprint. Bata and Bata Industrials have a focus on sustainability. We care about the impact we have on our customers, our people and surroundings. You can find more information about our sustainability programs on [www.batalife.com](http://www.batalife.com) and [www.batachildrensprogram.org](http://www.batachildrensprogram.org). The Bata Children's Program already has over 7,000 volunteer participants and has had a positive impact on over 250,000 children.

Bata Industrials sells nine million pairs of professional footwear a year in over 70 countries. Despite its scale, it's still a down-to-earth family business. With safety, health, the protection and comfort of its workers as its priorities.

## MISSION

"We will provide products and services of superior quality which improve and protect the health of the feet of our customers. We are the innovator and driving the industry. We are the preferred business partner for our customers."

## WHY BATA INDUSTRIALS?

### REASONS FOR THE END USER:

- Excellent fit and best wearing comfort
- Top quality, proudly "made in the Netherlands"
- Multi-stage cushioning
- Multi-purpose shoes
- Different sole types for every application
- Unique design, sportive and attractive
- Ergonomic Walkline® Evo

### REASONS FOR THE DISTRIBUTOR:

- Loyal supplier
- Top quality – extremely low complaints rate
- Shoes in the multi-purpose system
- 3-stage damping construction
- Perfect fit – Wearer tests are subsidized by Bata Industrials
- Unique design, sportive and attractive
- Fair price/performance ratio
- Partnership
- EDI support
- XML feeds for webshops



# FWD

## MOVE FORWARD

### SAFETY FWD

FWD safety shoes guide the Walkline® of the foot, resulting in less fatigue and better energy retention for the wearer. The FWD collection is a double density PU line, which is light and has the best possible grip due to the Flexlines and the brand new Flex Grip. The Flex Grip combines flexibility, adaptability and supreme grip, far exceeding the SRC standard.

The PU-PU outsole features the newest beam and pillar technology, giving the greatest degree of support possible and making the outsole incredibly durable and shock-absorbent. This technology helps the ligaments in the plantar area that support the arch of the foot while walking. Independent research and wear tests have shown an increase in the stability of the foot, with less and more stable pressure and force in the plantar area.







## LIGHT AND DURABLE

FWD safety shoes are designed and produced in the Netherlands. The uppers are light and use durable leather or highly breathable mesh textiles. The safety shoes with the mesh textile uppers are supported by KPU, which gives them a sporty look and helps support the foot. Odor Control keeps the feet feeling fresh.

## UNFORGETTABLE COMFORT

The footbed in the FWD collection not only provides unforgettable comfort, it also provides extra support in a number of important places on the foot, like the heel area and the ball of the foot. Research and extensive wear tests show unanimously that the footbed in the FWD

collection offers both excellent support and extraordinary comfort.

## REVOLUTION IN SAFETY SHOES

Designed and produced in our European factory based in the Netherlands, in accordance with the highest standards and based on extensive research and user feedback, and using cutting edge technology. The supporting footbed provides excellent comfort.

FWD safety shoes offer the best possible grip due to the Flexlines and new Flex Grip, which exceed the SRC standard. The beam and pillar outsole offers the best support possible, and is both durable and highly shock-absorbent.





# WALKLINE® EVO

Walkline® Evo is an ergonomic system which offers durable comfort, excellent grip and outstanding shock absorption. The natural last provides the perfect fitting for the foot, with the heel lock securing the heel of the foot. Flexlines provide maximum flexibility needed in dynamic work environments and offer a natural support in every step.



# 1

## ERGONOMIC

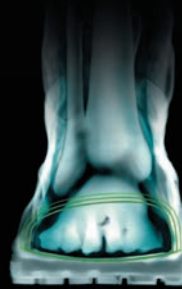
Walkline® Evo is ergonomic, based on applied science to maximize productivity of the foot motion by reducing fatigue and creating great comfort. Walkline® Evo guides and supports the foot to make natural movements and to use the momentum of the motion. It helps you to stand and walk in a correct anatomical position.





## 2 DURABLE COMFORT

When you walk all day in your safety shoes, comfort has to be a top priority. Walkline® Evo offers durable comfort, supporting the foot movement in a healthy way. The premium footbed stimulates natural foot movement and provides an extraordinary cushioning effect.



## 3 FLEXLINES

Walkline® Evo incorporates smart flexlines that follow the foot's natural flex zones, offering maximum support, grip and flexibility.



## 4 NATURAL LAST

Walkline® Evo offers perfect fitting by following the shape of the foot. Conventional shoe lasts force the foot into an unnatural banana shape, which can create anatomical problems. Walkline® Evo has a straight last, designed to fit the contour of the foot, keeping the foot in a secure position.



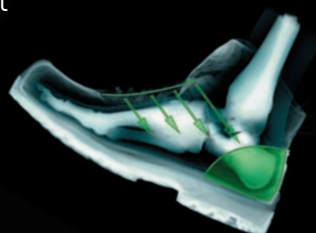
## 5 GRIP

Optimal grip is essential in all work environments. Slipping and falling account for many accidents on the work floor, which is easily avoided by wearing the right safety footwear. Walkline® Evo features anti-slip soles, which provide outstanding grip.



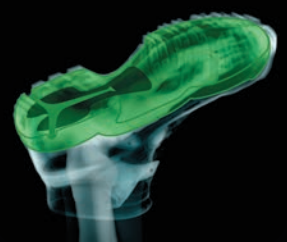
## 6 HEEL LOCK

Our heel lock makes sure the foot stays in the right position, locking it in to support the natural foot motion.



## 7 SHOCK ABSORPTION

Walkline® Evo makes light work of hard surfaces. The Tunnelsystem® helps manage impact, providing energy return and cushioning. Our intelligent combination of midsole, outsole, footbed and in some cases shank can absorb shocks. This technology helps reduce impact to the joints, which reduces injuries and fatigue.







# GLOBAL

It has always been in our nature to innovate. Making shoes for workers has us continuously thinking about how to make them safer, reduce weight, make them faster, make them more comfortable to wear and better at helping to retain energy. Our goal has always been to make the best, most comfortable safety footwear.

## SAFETY FOR EVERY WORKER

As an international company dedicated to the future needs of workers, we have invested in research, supply chains, quality European manufacturing







and innovating products around the world. We believe that safety for every working human being should be accessible, to the highest standard, even in extreme conditions. Safety should not be optional in any work environment.

## INTERNATIONAL REACH

Bata Industrials has an incredible reach throughout the world. We are present in over 70 countries worldwide and on six continents. Every year Bata Industrials sells over nine million pairs of footwear globally. We think globally and act locally, which

gives us an advantage in the centralization of the development of technology and lean supply chains. Our footwear is made with its target audience and local demands in mind.

## IMPROVING WORKING LIVES

We are exploring new grounds at every step. A well thought-out shoe is a better shoe. We want to be at the forefront of a safer world, help workers achieve their dreams and remain focused, fit and energized while working.



**5,000**

shops are owned by the Bata Shoe Organisation



**9,000,000**

pairs of shoes are sold by Bata Industrials annually



**7**

Bata Industrials offices around the world



**6**

factories are owned by Bata Industrials



**70+**

countries Bata Industrials is selling shoes in



**35,000**

people work for the Bata Shoe Organisation



# EVOKE

**SUPERIOR CUSHIONING  
LIGHTWEIGHT  
SAFETY MEETS DESIGN**

## SAFETY ADVENTURE

EVOKE are the coolest safety shoes you can get! Colorful, comfortable shoes you won't even recognize as safety shoes. But they certainly are. EVOKE are shoes you want to be seen in. However, Bata Industrials wouldn't develop the collection purely for the looks, of course – they have all of the safety features, the best fit, the best materials, the best grip, and our Walkline® Evo ergonomic system.

EVOKE is a premium safety shoe line with a sporty look and incredible technology, including Walkline® Evo. These lightweight safety shoes are evocative of and inspired by trail running.







## TECH MOVES US

Dutch designed, EVOKE shoes feature our prestigious Walkline® Evo system, including Tunnelsystem® and Flexlines. The SRC Rubber – EVA sole has different densities, which are visible in the color of the midsole. These help create excellent balance, stability and support. The outsole provides perfect traction and grip on the work floor.

## ALL-ROUND FIT

EVOKE offers an all-round fit that locks in the heel and keeps it in place during activity for optimal performance. EVOKE follows the shape of the heel and arch, helping to cradle the foot responsibly.

EVOKE uppers are ergonomic, lightweight and feature a sturdy, breathable protective mesh. Excellent comfort is provided by the supportive and cushioning premium footbed plus the shock absorption of the sole.

## SAFE AND COMFORTABLE

Evocative of advanced technology and athletic design. With Walkline® Evo, Tunnel System®, Flexlines, SRC outsole and cushioning footbed, EVOKE provides you with both comfort and support.







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At Bata Industrials we believe that people work at their best when they are better equipped and protected. We improve working lives by delivering the highest quality safety footwear, designed to meet the demands of hard working people wherever they are in the world. Through our continuous innovation processes we develop new features and designs which contribute to safety, comfort, vitality, durability and quality. At Bata Industrials we believe that with our footwear you will feel better at work.



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