



**EXTREMELY SAFE
JUST GOT EVEN
SAFER... FOR THE
ENVIRONMENT**

**EMMA
EXTREMELY SAFE.**

SAFETY FIRST, WHATEVER THE FUTURE HAS IN STORE

EMMA SAFETY FOOTWEAR HAS BEEN MARCHING AHEAD IN SAFETY SHOE DEVELOPMENT FOR OVER 85 YEARS

With the world now changing faster than ever, we have adapted our organisation. This means we can already launch solutions for working conditions in the future.

Whatever the future brings, we will ensure that you and your colleagues can walk around safely.

We work really hard each day to make safety shoes even better. Safer and more comfortable. More sustainable and in closer contact with our users. A never-ending search for added value. We work on the following five basic principles:

THE FIVE BASIC PRINCIPLES OF EMMA

CONTINUOUS IMPROVEMENT

Never stop learning and improving

NEW TECHNOLOGY

Apply the latest technology

CUSTOMER INVOLVEMENT

Customised solutions using data analysis and co-creation

EVER-CHANGING WORLD

Safety shoes for a world in transition

CIRCULAR ECONOMY

Now available: the world's first ever entirely circular safety shoe!



CONTINUOUS IMPROVEMENT

We believe in a process of continuous learning and improvement. We share all the insights we acquire with our customers and use these to continue optimising our shoes. Innovation and renovation never stop.



NEW TECHNOLOGY

It's in our DNA to explore and adopt new technologies. No technology just for the sake of it, but to extend the boundaries in order to improve customer safety, comfort and service levels.



CUSTOMER INVOLVEMENT

Our shoes are increasingly developed together with our customers. Customer involvement concerns the analysis of shoes and data collection as well as co-creation. Our vision is a future in which safety is aligned with each individual's requirements and the working conditions of every user.



EVER-CHANGING WORLD

The world is changing faster than ever, which continues to create new demands when it comes to safety. We will only step safely into the next generation with the next generation of safety shoes.



CIRCULAR ECONOMY

We not only wish to protect those wearing our shoes, but also the world around us. Our vision is that safety shoes in the future can only be sustainable.



AN IMPORTANT STEP FORWARD: THE WORLD'S FIRST EVER CIRCULAR SAFETY SHOE!

As a pioneer in innovation we are taking our responsibility. In recent years we have worked really hard to develop safety shoes that are not only safer, but also entirely circular. And we have been successful! We have managed to develop the world's very first circular safety shoes.

This means that they can be entirely recycled and all materials are 100% reused. For example, in furniture, as building material and naturally in new safety shoes.

THE NEXT STEP: MAKING OUR ENTIRE COLLECTION CIRCULAR BY 2019

We currently have six entirely circular safety shoes in our collection. But it doesn't stop there. Over the course of 2018 we will adapt a number of our existing models to such an extent that they will also become circular. In doing so we aim for our entire collection of safety shoes to be produced in a circular manner by 2019.





SO HERE IT IS: THE AMAZONE

THE WORLD'S FIRST EVER CIRCULAR SAFETY SHOE

Nothing is wasted in this safety shoe. Not only that, the Amazone itself is also partly made from recycled materials. Indeed, 70% of the insole is produced from PU foam filling from old (car) seats and furniture. In addition the laces are made of used PET bottles, which are recycled after use.

Based on our fundamental principle of 'safety first' we have naturally taken the opportunity of developing the Amazone to carry out a number of serious safety improvements. Every new EMMA shoe must be a step ahead when it comes to safety.





“DESIGNED FOR DISASSEMBLY AND RECYCLING”

RONNY VAN DER WEGEN
R&D DIRECTOR EMMA SAFETY FOOTWEAR



100% EXTREMELY SAFE



TPU COUNTER In contrast to leather, moisture, dirt and cement are unable to penetrate TPU. The wear resistance of TPU is also many times greater.

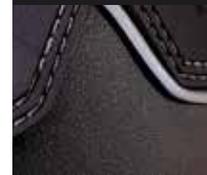


STITCHING The stitching lies below the surface of the shoe, which means that it cannot be damaged by sharp and hard objects. The shoe remains intact for longer, and dirt and moisture are unable to penetrate the shoe. We have also consciously chosen to use less parts. When a shoe breaks it is often down to the stitching. Reducing the stitching reduces this risk.

100% EXTREMELY COMFORTABLE



LACE FASTENING The lace-fastening construction has been extended and now lies 15 mm further forward. This means that the wearer can personalise the fit of the shoe across more of the foot. This achieves a better fit and adds comfort when wearing and walking in the shoe.



CHOICE OF MATERIAL We have used material that requires less maintenance, such as an Oil Nubuck leather upper. This requires less maintenance than other types of non-oiled leather. Also, the Bryce and Zion models feature Microfiber components, which are unaffected by cement. Leather becomes dry and hard due to fact that cement powder attracts moisture and grease. Microfiber, on the other hand, remains flexible and thus guarantees that the shoe will feel better for longer.

100% EXTREMELY CIRCULAR

EVERYTHING IS REUSED All raw materials used in the Amazone are reused, for example in furniture, clothing and in new safety shoes. Amazone is the result of thinking differently about the future. It is a safety shoe that allows you, as the customer, to make some positive choices to benefit people and the planet. Together we take the step towards circular collaboration.

EMMA SAFETY FOOTWEAR IS ONE OF THE FOUNDERS AND DRIVING FORCES BEHIND THE POSITIVE FOOTPRINT. THIS MOVEMENT AIMS TOWARDS TRANSPARENT PRODUCTION, A CIRCULAR ECONOMY AND A POSITIVE IMPACT ON PEOPLE AND THE PLANET.

READ MORE ABOUT THE POSITIVE FOOTPRINT AND JOIN IN ON [THEPOSITIVEFOOTPRINT.COM](https://www.thepositivefootprint.com)

MADE WITH THE
POSITIVE FOOTPRINT 



HOW WE MAKE CIRCULAR WORK FOR YOU

Working with our chain partners we provide a service to take care of the returns logistics ourselves. All raw materials can therefore embark on their new lives and you will be saved any bother.



JOIN US IN TAKING A POSITIVE STEP FORWARD

Our circular collection was created by considering the future from another angle. These safety shoes allow you, as the customer, to make some positive choices for people and the planet. Together we will make progress towards circular collaboration.

THE POSITIVE FOOTPRINT

EMMA Safety Footwear is one of the founders and driving forces behind The Positive Footprint. This movement aims towards transparent production, a circular economy and a positive impact on people and the planet. Read more about The Positive Footprint and join in on thepositivefootprint.com.



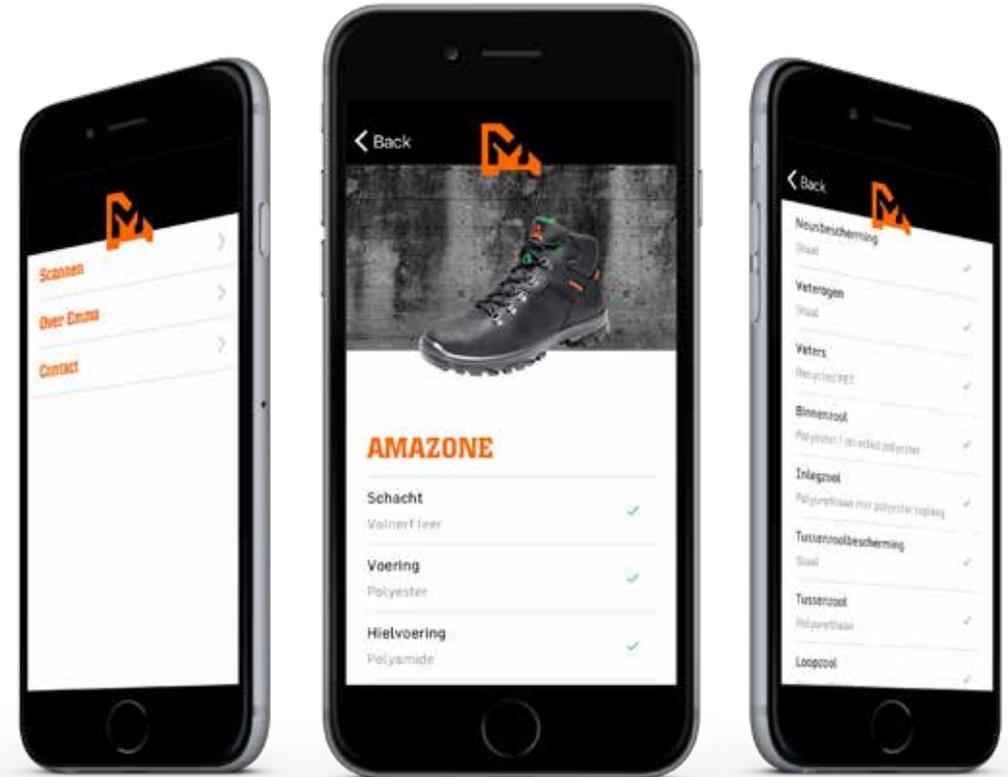


INNOVATION NEVER STOPS

EVERYONE'S OWN EMMA

Every pair of EMMA safety shoes is fitted with a unique QR code. This allows us to link each pair of shoes to the user and this paves the way for new services and flows of information. When users scan the QR code with the special EMMA app they can already see a passport of materials with a summary of all materials that have been used in the shoe. All these materials have been chosen for their durability and environmental safety, and the next application of each material has already been identified.

Thoughts about safety and sustainability are therefore combined. Both aspects effectively reinforce each other in the continued search for better safety shoes.





NEW CIRCULAR LINE FROM EMMA

In addition to our Amazone we have five other entirely circular safety shoes in our collection, all in the category S3. You can then choose from a variety of designs.

Keep an eye on our site, as more and more of our models are taking steps to become 100% circular.



ALASKA

S3

TYPE	Low
UPPERS	Leather
SOLE	PU/PU
OUTER TOE CAP	No



AMAZONE

S3

TYPE	High
UPPERS	Leather
SOLE	PU/PU
OUTER TOE CAP	No



ANDES

S3

TYPE	Low
UPPERS	Leather
SOLE	PU/PU
OUTER TOE CAP	Yes



HIMALAYA

S3

TYPE	High
UPPERS	Leather
SOLE	PU/PU
OUTER TOE CAP	Yes



ZION

S3

TYPE	Low
UPPERS	Microfiber
SOLE	PU/Rubber
OUTER TOE CAP	Yes



BRYCE

S3

TYPE	High
UPPERS	Microfiber
SOLE	PU/Rubber
OUTER TOE CAP	Yes

WHAT'S NEXT?

We believe that all people in all places must always be able to work safely. We want to work together with you in developing the next generation of safety shoes, to suit your market and working conditions. Becoming more personal, even safer, without affecting our great affordable price.



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EMMA

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