



## IRISH SETTER INTRODUCES ITS LIGHTEST RUBBER BOOTS EVER

### *MUDTREK BOOTS IN ATHLETIC FIT AND TRADITIONAL FULL FIT OPTIONS*

RED WING, MN (December 2019) - Irish Setter MudTrek rubber boots are the lightest rubber boots in the brand's history, and they're among the lightest on the market today. MudTrek boots are made to fit. Hunters can choose options with a snug, athletic fit or a traditional, roomier full fit. Men, women and young adults can select from unisex whole sizes from 4 – 15.

TempSense technology helps regulate the temperature within the boot to maintain constant foot comfort. In hot conditions, the system reacts so moisture is hyper-wicked away from the foot, facilitating evaporative cooling. This helps keep feet cooler, drier and more comfortable. In colder conditions, the system also pulls moisture from the skin, but traps it to create a thermal barrier that helps maintain a constant, comfortable temperature inside the boot. ScentBan™ antimicrobial scent control helps eliminates odors within the boot. In insulated styles with ThermoBoost, warmth is provided without

additional bulk. And 3D fleece linings provide warmth and facilitate airflow through the lining. A polyurethane footbed and lightweight RPM midsole provide long-lasting, all-day underfoot comfort. A convenient heel kick aids boot removal. These styles utilize the aggressive Rubber Mudder sole which provides superb stability and traction on the toughest terrain. The self-cleaning lugs help remove mud and dirt with every step. The neoprene/rubber upper design makes them waterproof and durable.

## **MudTrek 17" Boots Unisex Sizes (whole sizes 4-15 for Men, Women and Young Adults)**

### **ATHLETIC ANKLE FIT**

- Style #4844, non-insulated, 5 mm neoprene, waterproof in Mossy Oak® Break-Up Country® camouflage, \$179.99\*
- Style #4846, 400 grams of PrimaLoft® insulation, 5mm neoprene, waterproof in Realtree Edge™ camouflage, \$189.99\*
- Style #4847 1000 grams of PrimaLoft® insulation, ThermoBoost, waterproof in Mossy Oak Country camouflage, \$199.99\*

### **TRADITIONAL FULL FIT**

- Style #4849 800 grams of PrimaLoft® insulation, ThermoBoost, waterproof in Realtree Edge camouflage, \$199.99\*
- Style #4854 1200 grams of PrimaLoft® insulation, ThermoBoost, waterproof in Mossy Oak® Break-Up Country® camouflage, \$209.99\*
- Style #4855, non-insulated, 7mm neoprene topped waterproof in brown, \$179.99\*
- Style #4856, non-insulated, 7mm neoprene topped waterproof in brown/Realtree Timber™ camouflage, \$179.99\*

"We set out to address the top concerns with rubber boots, and the MudTrek line is the result," said Charley Bryant, Irish Setter Product Line Merchant for Red Wing Shoe Company. "They're lightweight, fit well, are waterproof and regulate the temperature inside the boot exceptionally well."

MudTrek rubber boots will be available in August 2020 at leading outdoor retailers. Visit [www.irishsetterboots.com](http://www.irishsetterboots.com) to learn more.

### **About Irish Setter**

Based in Red Wing, MN, Irish Setter is a division of the Red Wing Shoe Company that produces a full line of purpose-built hunting boots, work boots and rugged outdoor casual footwear. Irish Setter continues to use leading technologies and the finest materials to offer customers the highest quality outdoor footwear. For more information

about Irish Setter's heritage, products and retailers, visit [www.irishsetterboots.com](http://www.irishsetterboots.com). Irish Setter. Go all day, everyday.

\*Prices shown are suggested retail in USD.

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