



## **MUCK INTRODUCES THE APEX - A NEW HIGH PERFORMANCE BOOT BUILT FOR THE HUNTER/ATHLETE**

**WESTWOOD, MA. (November 15, 2019)** – Designed for athletic hunters moving fast through varied terrain and environments, Muck Boots introduces the Apex, a brand new hunting boot for Fall 2020. Apex is built with an innovative construction for high-endurance hunting pursuits that require a more athletic and agile boot while still providing 100 percent waterproof, 100 percent MUCKPROOF™ protection. It will be available this coming Fall 2020 at retail and on [www.muckbootcompany.com](http://www.muckbootcompany.com).

“The Apex enables athletic hunters and outdoor enthusiasts of all types to move fast and with confidence on tough terrain, and we are thrilled to be able to offer this innovative new boot,” commented David Mesicek, chief marketing officer at Honeywell Retail, the parent company to The Original Muck Boot Company. “We are always looking to deliver footwear solutions that will outfit our users more comfortably, as we know what they put on their feet can make or break a long day in the field.”

The Apex Mid is 100 percent waterproof. Coupled with breathable mesh linings, it provides elite protection and moisture management. The upper features a secure lock-down zipper closure system, and the Apex also features a scree collar, high-traction outsole and light-weight performance for great comfort and fit. Available colors for men include: Black/Grey, Brown/Mossy Oak Break-Up Country, and Moss/Tan (MSRP: \$140). Available colorways for women include: Black/White and Moss/Tan (MSRP: \$140).

### About The Original Muck Boot Company

It all started with a universal problem – muck. Wet, messy, muddy, dirty muck. Determined to find a solution for keeping feet warm and dry through it all, Muck Boots began, out of necessity, to build premium, protective, reliable boots that offer exceptional comfort in every element. That’s how The Original Muck Boot Company was born, providing 100% waterproof boots and footwear that withstand the muckiest situations in every season. Over the past two decades, Muck has had the freedom to innovate, experiment, and test products in every single element – because outside, there are way more than four seasons.

[www.muckbootcompany.com](http://www.muckbootcompany.com)

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