



WHO GETS THE TITLE SUPERBRANDS

The award of the Superbrands title for the given year is preceded by a multi-round tender. Individual brands can not be signed into the Superbrands program. The nomination is based on the database of all registered trademarks, which is released for this purpose by the Industrial Property Office. Bisnode company, the world's leading provider of business information, will create a list of nominated candidates based on business data and results. The next step is consumer research, one of the most important elements of the selection process, in which GfK Czech Republic agency, on the basis of connections and popularity, narrows the selection to the list of semifinalists. The final word for Superbrands title in the given year is the committee of the Brand Council. At the end of the rating process, consumers receive valuation of Superbrands, and business brands are awarded by the Business Superbrands title.

SUPERBRANDS PROGRAM CZECH REPUBLIC

Superbrands has resumed its operations in the Czech Republic in 2013. Since 2014, brands have been evaluated not only in the consumer, but also in the area of business or industrial (B2B) brands. While the first is publicly known and consumers are meeting them every day in the retail or service sector, business brands are important players in the specialized branch of industry, agriculture and commerce. Consumer and business Superbrands of the given year represent the absolute best between competitors. With Superbrands title we express our admiration and sincerely honor its results in the field of building a successful brand. The most important goal of Superbrands organization is not only to give away the most successful branding brands, but also to bring to the attention of consumers and the professional public the extremely strong brands operating on the Czech market and to present examples of good follow-up for market participants who would like to develop and inspire from the best. For this purpose, Superbrands organization arranges annually a joint PR and media program for award-winning brands, to which only the Superbrands and Business Superbrands of the given year are invited.



VM SANDAL	VM LOW CUT	VM LOW CUT		VM ANKLE		VM BOOTS	
NEW 2025-S1PESD LIVORNO 64	2015-02ESD, S3ESD KORFU USERAUGEN 72	4405-11, 35 ONTARIO	104	2020-02ESD, S3ESD RHODOS QUEER	ALIGHTI 72	2330-S3 LONDON	33
NEW 2035-S1PESD BOLOGNA 64	NEW 2045-S1PESD CORSICA 65	4405-60 ONTARIO	105	2230-S1P QUEBEC ULTER	AUGHI 67	2350-S3 BELFAST	33
2105-S1ESD MONTREAL 137	NEW 2055-01ESD CORSICA 65	4415-01 BRASILIA	91	2290-S3BOA WISCONSIN ULTRANGE	BOA 70	2390-02, S3 GLASGOW	34
2115-01ESD, S1ESD, S1PBOA BOA 73	2085-S1PESD PALERMO ULTRAUGHT BOA 71	4435-25 FONTANA	103	2290-S3ESD WISCONSIN UNTER	ALIGHII 69	2470-02 BOGOTA	25
MEMPHIS	2125-S1ESD TOKIO 75	4445-11, 60 LUSAKA	102	2310-S3 LUXEMBURG	32	2790-S3 MARYLAND	34
2145-S1PESD MICHIGAN 73	2135-01 TOKIO 75	4445-35 LUSAKA	103	2440-02, S3 DUBLIN	25	2890-02W, S3W SHEFFIELD	131
2165-S1BOA BILBAO UUNIRAUGHII BOA 66	2175-S1ESD BARCELONA ULTRAUGHI 66	4485-60 MODENA	107	2480-S3M REYKJAKVIK	31	NEW 3290-02W, S3W FALUN	
2165-S1ESD BILBAO ULTERATURGEN 66	2185-S1PESD RIMINI 74	4495-60 BOLZANO	107	2490-01, S1 QUITO	35	4390-08 WELLINGTON	57
2195-S1PESD PARMA 74	2235-S1PESD CAROLINA ULTRAUGED 67	4545-S1P PANAMA	€ 82	NEW 2540-S3 DORTMUND		5180-S3 EDINBURGH	43
2215-S1PESD MONTANA LUSTRALIGHT 65	2255-S3ESD MINNEAPOLIS UNTITAMBEM BOA 71	4555-S1P MONACO	€ 82	NEW 2550-02 STUTTGART		5490-S3 HOUSTON	29
2225-S1ESD LYON 56	2285-01ESD, S1PESD CHICAGO பங்காகங்கள் 68	4735-S1P GEORGIA	79	2660-S1 LISABON	52	6480-02 MILANO	19
2265-S1NON MARIBOR 134	2295-S3BOA CALIFORNIA ULTURANIGIN BOA 70	4745-01, S1P IOWA	80	NEW 2680-S3 PORTO		6570-02 NOTTINGHAM	17
2275-S1PESD EDMONTON LUSTRALIGHT 68	2295-S3ESD CALIFORNIA ULTRAUGHI 69	4755-S1P MISSISSIPPI	80	2710-S3 HALIFAX	27	6580-02 BLACKBURN	16
2705-S1P OREGON 26	2315-S3 ANDORRA 32	4760-S1P NEBRASKA	79	2720-02, S3 HANNOVER	27	6590-01 MANCHESTER	17
2865-01, S1 AMSTERDAM 136	2575-01P SEATTLE 50	4775-S1P LA PALMA	€ 81	NEW 2740-01 DURANGO		NEW 6650-S3 CURYCH	
2865-01NON, S1NON AMSTERDAM 136	2585-01 RICHMOND 50	4785-S1P MALLORCA	€ 83	2760-S3 DAMASK	45	6970-S3 RED FIGHTER®	SOLES / MICHELIN 14
2885SN-S1ESD BERN 129	2595-01, S1 MADISON 51	4795-01, S1P TENERIFE	81	2770-01, 02W VADUZ	54	7190-02, S3 PORTLAND	SOLES / MICHELIN 24
2885S-S1ESD BERN 129	2665-S1 ROMA 52	4805-35, 60 MELBOURNE	99	2880-01, S1, S3 BRUSEL	126	7200-S3 BLACK FIGHTER®	SOLES/
3235-01, S1 UPPSALA 128	NEW 2685-S3 BRAGA 44	4845-S1P CINCINNATI	MICHELIN BOA 86	2880-02W, S3W BRUSEL			
3345-01, S1 SPLIT 128	2715-S3 MISSOURI 26	4855-S1P OHIO	SOLES NICHELIN 86	2990-01 MADRID	53		
NEW 3995-0B LINZ 78	2765-S3 ASTANA 45	4865-60 FLORIDA	SOLES / NICHELIN 87	3170-01 SAN MARINO	49	VM GUMBOOTS	
4125-60 HONOLULU 109	2775-01 VALLETTA 54	4875-S3 MINNESOTA	87	3170-01W SAN MARINO	55		
4625-25, 60 SINGAPORE 108	2885-01, S1 WIENNA 126	4885-11 MERANO	106	3280-01, S1 STOCKHOLM	127	1002-S5 SAPPORO	37
4675-01, S1 TRIPOLIS 109	2995-01 VALENCIA 53	4895-60 MONZA	106	NEW 3280-02W, S3W STOCKHOLM	130	1003-04 NAGANO	36
5105-S1P KANSAS 47	NEW 3125-01, S1 MALAGA 134	5065-01, S1 COVENTRY	28	NEW 4150-40 VILLACH	92	1004-04, S5 OSAKA	37
5115-S1P LINCOLN 47	3155-01, S1 IBIZA 135	5125-S3 MIAMI	46	4170-02 SANTIAGO	92	1005-04 FUKUOKA	36
5335-S1P HAAG 56	3165-S1P BERGAMO 135	5625-S3 TAMPERE	48	4310-02 LA PAZ	90	1010-S5 SAN DIEGO	35
8115-S1PESD VANCOUVER SOLES ATTENDED 62	3175-01 SOFIE 49	5635-S1P LAUSANNE	48	4360-02 TEXAS SOURS SOURS	MICHELIN 88		
9005-60 HAWAI 105	3195-01 TIRANA 51	6205-60 ADELAIDE	SOLES / MICHELIN 101		MICHELIN 89		
	3285-01, S1 GÖTEBORG 127	6335-S1P LOUISIANA	BOA 85	4880-60 LAS VEGAS	MICHELIN 93	VM THE REST	
	3385-01, S1P ANTALYA 137	6345-S1P MONTGOMERY	85	4900-40 WINNIPEG	55		
	4005-60 FIRA 98	6405-SBEP PENSYLVANIA		4920-08 NEW BOSTON	93	VM® SUPERBRANDS	2
	4015-11 ARGASSI 98	NEW 6475-02 VERONA	18	4980-S3 BALTIMORE	57	CONTENT	3
	NEW 4025-60 LEFKADA 96	8125-S1PESD INDIANA	SOLES / MICHELIN 63	5070-02, S3 NORWICH	28	OVERVIEW OF THE FOOTWEAR	4-7
	4095-25, 60 NEVADA SOLES / MICRELIN 108	8135-S1 DAKOTA	SOLES/	NEW 5080M-S3 BOLTON		OVERVIEW OF THE ACCESSORIE	S 8
	4115-02 LIMA 91	8145-S1PESD KENTUCKY	SOLES/	5130-S3 OXFORD	46	PICTOGRAMS, SIZES	9
	4155-60 CATANIA 101	8185-S3ESD MILWAUKEE	SOLES/	5430-S3 DALLAS	29	VM® SYSTEMS	10-11
	4215-60 BRISBANE 100			5440-S1P MASKAT	43	FIRE & FIGHT	12-19
NOTE	4215-S1 BRISBANE 6 83			6400-SBEP WASHINGTON	30	HARD & HEAVY	20-37
	4225-60 SYDNEY 100			6420-S3 HARTFORD		STRONG & SAFETY	38-57
SOLES Michelin®	NEW 4235-60 MARSEILLE SOLES 97				MICHELIN 42	WORK & TIGHT	58-75
MICHELIN	4315-02 HAVANA 90			6440-S3 LOS ANGELES	MICHELIN 42	JOB & WALK	76-93
BOA BOA® Fit System	4345-S1 NASHVILLE 84			6470-02 NEAPOL	18	SPORT & LEISURE	94-109
	4355-60, S1P PHILADELPHIA SOA 84			NEW 6585-02 WIGAN		ACCESSORIES	110-119
WIRK WORKTIME	4375-02 VIRGINIA SOLES MICHELIN 88				SOA 23	MARKETING SUPPORT	120-121
MEIM MOURIEM	4385-02 OKLAHOMA SOLES MICHELIN 89				MICHELIN 23	WORKTIME	122-143
NEW NOVELTY					MICHELIN 24	WORKTIME - INDUSTRIAL	122-131
					MICHELIN 61	WORKTIME - EKO	132-137
				NEW 8190-01P BONN	MICHELIN 60	WORKTIME - MECHANIC	138-143











Basic **CATEGORIES**

	CLASSIFICATION OF THE FOOTWEAR ACCORDING TO THE LEVEL OF PROTECTION										CATEGORY DESIGNATION																				
	EN ISO 20347: 2012																		000	upatio	nal shoes	;		01	В		01		02		03
	EN ISO 20345: 2011																		saf	ety sho	es			SI	В		S1		S2		\$3
Symbol	RISKS COVERED																														
	basic requirements																							;	x		Х		X		X
	closed heel area																							(0		Х		х		X
E	energy absorption in the heel ar	rea																						(0		х		х		X
A	antistatic properties																							(0		х		х		X
WRU	resistance of the upper of the sh	noe to p	enetra	tion and	absorp	tion of	water																	(0		0		х		X
P	puncture protection of the botto	om of t	he shoe	2																				(0		0		0		X
	outsole with pattern																							(0		0		0		X
CI	insulation of the outsole agains	t cold																						(0		0		0		0
HI	insulation of the outsole agains	t heat																						(0		0		0		0
HRO	resistance of the outsole agains	t conta	ct heat																					(0		0		0		0
WR	durability of the whole shoe aga				No. 15 / 61 / 6																			(0		0		0		0
F0	resistance of the outsole agains	t fuel o	ils /occ	upationa	l shoes	only/																		(0		0		0		0
M	instep protection /safety shoes	only/																						(0		0		0		0
SRA																								;	X		X		X		X
SRB	antislip resistance)	X		X		X		X
SRC																								2	X		Χ		X		X
												Siz	e CH	AR'	T																
	EU - EUROPEAN NUMBERING	3	1	32	33	34		35	36	37		38	39		40	4	1	42	43		44	45	46		47	48	49		50	51	52
	MM (MONDO POINT)	195	200	205	210	215	220	225	230	235	240	245	250	255	5 2	60	265	270	275	280	285	290	295	300	305	310	315	320	325	330	335
	UK - ENGLISH NUMBERING		12,5	0 0,5	1	1,5	2	2,5	3,5	4	4,5	5	5,5	6	6,5	7	7,5	8	8,5	9 9	9,5 10	10,5	11 1	1,5	12 1	2,5	13 13,5	14	14,5	15 15	5,5 16
	US - AMERICAN NUMBERING			1 1,5	2	2,5	3	3,5 4	4 4,5	5	5,5	6	6,5	7	7,5	8	8,5	9	9,5	10 1	0,5 11	11,5	12 1	2,5	13 1	3,5	14 14,5	15	15,5	16 16	5,5 17
												PIC	CTO	GRA	MS																



energy absorption in the heel area



outsole resistant to fuels oils /for occupational and safety shoes/



slip resistance



antistatic properties



protection against impact to 200 J and a pressure of 15 kN



protection of the footwear against punctures up to 1100 N



shoe upper resistance against penetration and water absorption



instep protection /for safety shoes only/



ESD antistatic properties



cold resistance



upper resistance against chain saw cutting



outsole resistant to contact heat up to 300°C













OCCUPATIONAL BOOTS - FULL GRAIN LEATHER WITH MEMBRANE FREE-TEX® - TACTICAL



BLACKBURN

6580

ORDER NO. 6580-02

VERSION

02 CI SRA - without

composite toe cap and kevlar midsole, hydrophobic, MEMBRANE FREE-TEX®

SIZE 36 - 47

EN ISO 20347:2012 STANDARD

UPPER dry mild cowhide leather



breathable thermo-insulation **MEMBRANE FREE-TEX®**

INNER INSOLE expanded polyurethane of high absorbency, antistatic

OUTSOLE

EVA/RUBBER - antislip, antistatic, glued construction

in a thickness of 1,9 - 2,1 mm















FULL GRAIN LEATHER WITH MEMBRANE FREE-TEX® - TACTICAL



WIGAN

6585

ORDER NO. **VERSION**

6585-02

02 CI SRA - without

composite toe cap and kevlar midsole, hydrophobic, MEMBRANE FREE-TEX®

SIZE 36 - 47

STANDARD EN ISO 20347:2012

UPPER dry mild cowhide leather in a thickness of 1,9 - 2,1 mm LINING

breathable thermo-insulation **MEMBRANE FREE-TEX®**

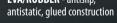
INNER INSOLE expanded polyurethane of high absorbency,

antistatic

OUTSOLE

EVA/RUBBER - antislip,















OCCUPATIONAL BOOTS FULL GRAIN LEATHER - TACTICAL



MANCHESTER

LINING

6590

ORDER NO. 6590-01

VERSION **01 SRA** - without composite

toe cap and kevlar midsole

SIZE 39 - 47

STANDARD EN ISO 20347:2012

UPPER brushed cowhide leather **VELOUR** in a thickness

of 1,7 - 1,9 mm

laminated breathable fabric **MESH**

INNER INSOLE expanded polyurethane of high absorbency, antistatic

OUTSOLE EVA/RUBBER - antislip,

antistatic, glued construction















OCCUPATIONAL BOOTS
SYNTHETIC WITH MEMBRANE FREE-TEX® - TACTICAL



NOTTINGHAM

6570

ORDER NO. **VERSION**

6570-02

02 CI SRA - without

composite toe cap and kevlar midsole, hydrophobic, MEMBRANE FREE-TEX®

SIZE 36 - 47

STANDARD EN ISO 20347:2012

UPPER abrasion resistant textile

material **OXFORD**

LINING

breathable thermo-insulation MEMBRANE FREE-TEX®

INNER INSOLE expanded polyurethane of high absorbency,

antistatic

OUTSOLE

EVA/RUBBER - resistant to fuel oils, antislip, antistatic,

glued construction











LOW CUT OCCUPATIONAL SHOES FULL GRAIN LEATHER WITH MEMBRANE FREE-TEX®, TACTICAL



VERONA

6475

ORDER NO.

6475-02 **VERSION**

02 FO HRO SRC WR - without composite toe cap and kevlar midsole, hydrophobic, MEMBRANE FREE-TEX®

SIZE 39 - 47

STANDARD EN ISO 20347:2012

UPPER dry mild cowhide leather in a thickness of 1,9 - 2,1 mm

breathable thermo-insulation MEMBRANE FREE-TEX® LINING

INNER INSOLE expanded polyurethane of high absorbency, antistatic

OUTSOLE

PU/RUBBER - up to 300°C, HRO, SRC, resistant to fuel oils,

antislip, antistatic





























NEAPOL

ANKLE OCCUPATIONAL SHOES

6470

ORDER NO. **VERSION**

UPPER

6470-02

02 FO HRO SRC WR - without composite toe cap and kevlar

midsole, hydrophobic,

MEMBRANE FREE-TEX®

SIZE 39 - 47

STANDARD EN ISO 20347:2012

> dry mild cowhide leather in a thickness of 1,9 - 2,1 mm

LINING

breathable thermo-insulation MEMBRANE FREE-TEX®

INNER INSOLE expanded polyurethane of high absorbency,

antistatic

OUTSOLE

PU/RUBBER - up to 300°C, HRO, SRC, resistant to fuel oils,

antislip, antistatic































ORDER NO. 6480-02

02 FO HRO SRC WR - without composite toe cap and kevlar midsole, hydrophobic, **MEMBRANE FREE-TEX**® **VERSION**

SIZE 39 - 47

STANDARD EN ISO 20347:2012

dry mild cowhide leather in a thickness of 1,9 - 2,1 mm **UPPER**

MILANO

LINING

INNER INSOLE expanded polyurethane of high absorbency, antistatic

OUTSOLE

antislip, antistatic

























