



VM FOOTWEAR BRAND STRENGTHENED ITS POSITION IN THE OCCUPATIONAL SHOE MARKET AND DEFENDED THE PRESTIGIOUS CZECH BUSINESS SUPERBRANDS TITLE FOR THE FIFTH TIME IN A ROW!

Superbrands is the most respected independent global authority in the field of evaluation and branding. The title of Superbrands is a sign of a special position and recognition of the excellent brand position in the local market. The Superbrands seal will receive brands with an outstanding reputation - customers connect significant values and personal relationships. Since its inception in the UK, the project has gained worldwide recognition, and today the Superbrands Award is recognized as a special award which, on the basis of unified criteria and methods, identifies the best of the best brands in nearly 90 states on five continents every year.

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.



Basic CATEGORIES

CLASSIFICATION OF THE FOOTWEAR ACCORDING TO THE LEVEL OF PROTECTION

CATEGORY DESIGNATION

EN ISO 20347: 2012	occupational shoes	0B	01	02	03
EN ISO 20345: 2011	safety shoes	SB	S1	S2	S3

Symbol RISKS COVERED

	basic requirements	X	X	X	X
	closed heel area	0	X	X	X
E	energy absorption in the heel area	0	X	X	X
A	antistatic properties	0	X	X	X
WRU	resistance of the upper of the shoe to penetration and absorption of water	0	0	X	X
P	puncture protection of the bottom of the shoe	0	0	0	X
	outsole with pattern	0	0	0	X
CI	insulation of the outsole against cold	0	0	0	0
HI	insulation of the outsole against heat	0	0	0	0
HRO	resistance of the outsole against contact heat	0	0	0	0
WR	durability of the whole shoe against water penetration	0	0	0	0
FO	resistance of the outsole against fuel oils /occupational 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		X	X	X	X

Size CHART

EU - EUROPEAN NUMBERING	31	32	33	34	35	36	37	38	39	40	41	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	260	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	3,5	4	4,5	5	5,5	6	6,5	7	7,5	8	8,5	9	9,5	10	10,5	11	11,5	12	12,5	13	13,5	14	14,5	15	15,5	16
US - AMERICAN NUMBERING		1	1,5	2	2,5	3	3,5	4	4,5	5	5,5	6	6,5	7	7,5	8	8,5	9	9,5	10	10,5	11	11,5	12	12,5	13	13,5	14	14,5	15	15,5	16	16,5	17

PICTOGRAMS



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



MICROFIBRE

Upper HIGH-TECH material composed of microfibers, reaching the appearance, breathability, water resistance and parameters of the natural leather. Shoes can be washed at 40°C.



SPACE COMFORT

The optimal width of shoes is guarantee the required comfort.



HARDHEEL STRUCTURED

Modern solutions of the heel shoe part, which ensures maximal stabilization of the foot while walking and standing.



FORCED CIRCULATION

Exhaust ventilation system combined with lining with absorbent capability. These shoes are "breathing" and provide maximum comfort.



ANATOMIC AIR COMFORT

Special insole with gel insert in the heel shock absorbing (absorbs energy) while walking - bamboo fiber ensures extraction of water vapor and optimal climate inside the shoe.



SOLES BY MICHELIN®

The outsoles are equipped with a combination of specially designed rubber compounds and are inspired by unique technical design of world famous brands Michelin® tires.

VM® | SYSTEMS



METATARSAL

Special protection system of the vamp, designated for the area of smelters, foundries, etc.



ALWAYS A STEP AHEAD

BOA®

BOA® Fit System

Patented „BOA® Fit System“ is reinventing how newly tight up the shoes. BOA® proprietary closure system of steel lace, nylon guides and a mechanical reel was designed to address the long list of deficiencies found in traditional closures.



FREE-TEX® MEMBRANE

The membrane, as special sandwich of three vapor-permeable and a waterproof layers, together with innerlining and leather shoe uppers a perfect solution for optimum climate inside the shoe. Provides thermal-insulation, breathability and water resistance.



ANTI-CUT

Special inner lining, 100% KEVLAR in total weight of 650g/m2. With several layers it provides resistance against chain saw.



ANATOMIC DRY SOLE

Anatomic, comfortable and shaped insole with excellent water absorption and dries quickly.



NON METALIC

Shoes without any metal components suitable for area that require it.



Sport & Leisure

The footwear in the **Sport & Leisure** category are exclusively intended for outdoor and leisure activities. Outdoor footwear meets even the most demanding requirements of marketing managers, athletes and the general public. Footwear in this category is equipped with the latest technological

conveniences and is made exclusively from technologically advanced materials that guarantee maximum comfort, convenience and a healthy environment for all users. We bring part of the collection in this category with unique **Michelin® Technical Soles**.



SOLES
BY



SOLES BY MICHELIN®

The outsoles are equipped with a combination of specially designed rubber compounds and are inspired by unique technical design of world famous brands Michelin® tires.



FORCED CIRCULATION

Exhaust ventilation system combined with lining with absorbent capability. These shoes are "breathing" and provide maximum comfort.

PU-TEK

ABRASION-RESISTANT PU-TEK-FABRIC

High-strength polyamide fabric PU-TEK.



ANATOMIC AIR COMFORT

Special insole with gel insert in the heel shock absorbing (absorbs energy) while walking - bamboo fiber ensures extraction of water vapor and optimal climate inside the shoe.



FREE-TEX® MEMBRANE

Vapor-permeable, water-resistant membrane.



SPACE COMFORT

Optimized ergonomics and shoe width.



MICROFIBRE

Upper HIGH-TECH material composed of microfibers, reaching the appearance, breathability, water resistance and parameters of the natural leather.



ANATOMIC DRY SOLE

Anatomically shaped insole with excellent absorbency and dryness.



SOFTSHELL

Textile functional material, ensuring water resistance



GLOBAL RECYCLING STANDARD

Standard recycled fibers.



LOW CUT OUTDOOR SHOES - TEXTILE

LEFKADA

4025



ORDER NO. 4025-60
VERSION black colour
SIZE 36 - 47
USABILITY shoes suitable for daily wear and light outdoor activities
UPPER knitted, breathable, abrasion-resistant textile

LINING without lining
INNER INSOLE **HI-POLY** - anatomically shaped, lightweight polyurethane foam coated with fabric **MESH**, antistatic
OUTSOLE **EVA/RUBBER** - glued construction





LOW CUT OUTDOOR SHOES
SOFTSHELL, WITH MICHELIN® OUTSOLE



MARSEILLE

4235



ORDER NO. 4235-60
VERSION black colour
SIZE 37 - 47
USABILITY shoes suitable for daily wear and light outdoor activities
UPPER technologically advanced SOFTSHELL material

LINING laminated breathable fabric MESH
INNER INSOLE HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
OUTSOLE MICHELIN®/RUBBER - glued construction



LOW CUT OUTDOOR SHOES - TEXTILE



FIRA

4005

ORDER NO.	4005-60	LINING	without lining
VERSION	black colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	36 - 47	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	knitted, breathable, abrasion-resistant textile		



LOW CUT OUTDOOR SHOES - TEXTILE



ARGASSI

4015

ORDER NO.	4445-60	LINING	without lining
VERSION	blue colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	36 - 47	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	knitted, breathable, abrasion-resistant textile		



LOW CUT OUTDOOR SHOES - SOFTSHELL



MELBOURNE

4805

ORDER NO. 4805-60

VERSION black colour

SIZE 39 - 48

USABILITY shoes suitable for daily wear and light outdoor activities

UPPER technologically advanced material **SOFTSHELL**

LINING

laminated breathable fabric
MESH

**INNER
INSOLE**

HI-POLY - anatomically shaped,
lightweight polyurethane foam
coated with fabric **MESH**,
antistatic

OUTSOLE

EVA/RUBBER - glued construction



LOW CUT OUTDOOR SHOES - SOFTSHELL



MELBOURNE

4805

ORDER NO. 4805-35

VERSION black/red colour

SIZE 39 - 48

USABILITY shoes suitable for daily wear and light outdoor activities

UPPER technologically advanced material **SOFTSHELL**

LINING

laminated breathable fabric
MESH

**INNER
INSOLE**

HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric **MESH**, antistatic

OUTSOLE

EVA/RUBBER - glued construction



LOW CUT OUTDOOR SHOES
SOFTSHELL WITH MEMBRANE, GRS CE



BRISBANE

4215

ORDER NO.	4215-60	LINING	breathable thermo-insulation MEMBRANE FREE-TEX®
VERSION	GRS CERTIFICATION, color black, FREE-TEX® MEMBRANE	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	39 - 47	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	technologically advanced material SOFTSHELL		



LOW CUT OUTDOOR SHOES - TEXTILE WITH TPU PRINT, GRS CE



SYDNEY

4225

ORDER NO.	4225-60	LINING	laminated breathable fabric MESH
VERSION	GRS CERTIFICATION, color black	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	39 - 47	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	breathable, abrasion resistant textile DUO with TPU print		



LOW CUT OUTDOOR SHOES
SYNTHETIC, WITH MICHELIN® OUTSOLE



ADELAIDE

6205

ORDER NO.	6205-60	LINING	laminated breathable fabric MESH
VERSION	black colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	39 - 48	OUTSOLE	MICHELIN®/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	synthetic, brushed EKO VELOUR material		



LOW CUT OUTDOOR SHOES
LEATHER COMBINED WITH TEXTILE



CATANIA

4155

ORDER NO.	4155-60	LINING	laminated breathable fabric MESH
VERSION	black colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	37 - 47	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	brushed cow suede leather VELOUR in a thickness of 1,6 - 1,8 mm		



LOW CUT OUTDOOR SHOES - SYNTHETIC
LEATHER COMBINED WITH TEXTILE, PERFORATED



LUSAKA

4445

ORDER NO.	4445-60	LINING	laminated breathable fabric MESH
VERSION	black colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	synthetic, brushed ECO VELOUR material, leather combined with textile		



LOW CUT OUTDOOR SHOES - SYNTHETIC
LEATHER COMBINED WITH TEXTILE, PERFORATED



LUSAKA

4445

ORDER NO.	4445-11	LINING	laminated breathable fabric MESH
VERSION	blue colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	synthetic, brushed ECO VELOUR material, leather combined with textile		



LOW CUT OUTDOOR SHOES - SYNTHETIC
LEATHER COMBINED WITH TEXTILE, PERFORATED



LUSAKA

4445

ORDER NO.	4445-35	LINING	laminated breathable fabric MESH
VERSION	red colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	synthetic, brushed ECO VELOUR material, leather combined with textile		



LOW CUT OUTDOOR SHOES - TEXTILE



FONTANA

4435

ORDER NO.	4435-25	LINING	laminated breathable fabric MESH
VERSION	black/grey colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	breathable, abrasion-resistant textile		



LOW CUT OUTDOOR SHOES - TEXTILE



ONTARIO

4405

ORDER NO.	4405-11	LINING	SOFT LINNER - stretch, breathable with absorption capability
VERSION	blue colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	breathable, abrasion-resistant textile		



LOW CUT OUTDOOR SHOES - TEXTILE



ONTARIO

4405

ORDER NO.	4405-35	LINING	SOFT LINNER - stretch, breathable with absorption capability
VERSION	red colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH, antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	breathable, abrasion-resistant textile		



LOW CUT OUTDOOR SHOES - TEXTILE



ONTARIO

4405

ORDER NO.	4405-60	LINING	SOFT LINNER - stretch, breathable with absorption capability
VERSION	black colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	36 - 48	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	breathable, abrasion-resistant textile		

SPACE comfort



anatomic DRY SOLE



FLIP-FLOPS



HAWAII

9005

ORDER NO.	9005-60	UPPER	knitted hardened fabric
VERSION	black colour	OUTSOLE	EVA/RUBBER
SIZE	36 - 48		
USABILITY	footwear suitable for seasonal outdoor activities		

LOW CUT OUTDOOR SHOES
FULL GRAIN LEATHER



MONZA

4895

ORDER NO.	4895-60	LINING	laminated breathable fabric MESH
VERSION	black colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	39 - 48	OUTSOLE	TPR - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	cowhide leather in a thickness of 1,5 - 1,7 mm		



LOW CUT OUTDOOR SHOES - SYNTHETIC



MERANO

4885

ORDER NO.	4885-11	LINING	laminated breathable fabric MESH
VERSION	blue colour	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
SIZE	39 - 48	OUTSOLE	TPR - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	synthetic, brushed EKO material		





4485

EVA - glued construction



4495

EVA/RUBBER - glued construction



OUTDOOR SANDAL
BRUSHED MICROFIBER COMBINED WITH TEXTILE



SINGAPORE

4625

ORDER NO. 4625-25 | 4625-60

VERSION 25 grey colour

VERSION 60 black colour

SIZE 36 - 48

USABILITY shoes suitable for daily wear and light outdoor activities

UPPER brushed microfiber combined with textile

LINING

laminated breathable fabric
MESH

INNER
INSOLE

HI-POLY - anatomically shaped,
lightweight polyurethane foam
coated with fabric **MESH**,
antistatic

OUTSOLE

EVA/RUBBER - glued
construction



LOW CUT OUTDOOR SHOES
FULL GRAIN LEATHER

NEVADA

4095



ORDER NO. 4095-25 | 4095-60

VERSION 25 grey colour

VERSION 60 black colour

SIZE 39 - 47

USABILITY shoes suitable for daily wear and light outdoor activities

UPPER pigskin leather **VELOUR**
in a thickness of 1,2 - 1,4 mm

LINING

laminated breathable fabric **MESH**

INNER
INSOLE

HI-POLY - anatomically shaped,
lightweight polyurethane foam
coated with fabric **MESH**, antistatic

OUTSOLE

MICHELIN® EVA/RUBBER - glued
construction



OCCUPATIONAL AND SAFETY SANDAL
FULL GRAIN LEATHER

TRIPOLIS

4675

ORDER NO.	4675-01 4675-S1	LINING	laminated breathable fabric MESH
VERSION 01	01 FO SRA - without steel toe cap	INNER INSOLE	HI-POLY - anatomically shaped, lightweight polyurethane foam coated with fabric MESH , antistatic
VERSION S1	S1 SRA - with steel toe cap	OUTSOLE	EVA/RUBBER - resistant to fuel oils, antistatic, antislip, glued construction
SIZE	36 - 48		
STANDARD	01: EN ISO 20347:2012 S1: EN ISO 20345:2011		
UPPER	brushed cow suede leather VELOUR in a thickness of 1,7 - 1,9 mm		



SPACE comfort

FORCED
CIRCULATIONANATOMIC
DRY SOLEOUTDOOR SANDAL
BRUSHED MICROFIBER COMBINED WITH TEXTILE

HONOLULU

4125

ORDER NO.	4125-60	LINING	laminated breathable fabric MESH
VERSION	black colour	INNER INSOLE	anatomically shaped coated with pig leather
SIZE	37 - 47	OUTSOLE	EVA/RUBBER - glued construction
USABILITY	shoes suitable for daily wear and light outdoor activities		
UPPER	brushed microfiber combined with textile		

SPACE comfort

ANATOMIC
AIR
COMFORTFORCED
CIRCULATION

