



FOR IMMEDIATE RELEASE

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Rockport Primetimes New Sporty Casuals to Work Footwear Line

St. Louis, MO (March 23, 2021) – Warson Brands, official licensee of Rockport for occupational footwear, is excited to announce the introduction of the **Primetime Casuals Work** series to its safety shoe lineup. This series will keep up with you wherever you need to go. Anywhere. Anytime. Always ready to perform.

The **Primetime Casuals Work** offers plenty of comfort and performance features for wherever your itinerary takes you. Full-grain leather sporty uppers provide flexible styling and breathability, along with a moisture-wicking mesh. A padded tongue and collar provides super cushioning around the ankle. The bottom of your foot will also feel the all-day comfort with a removable EVA and memory foam footbed with a truTECH® shock-absorbing heel.

“Sporty casual is where the market is headed right now, and we are excited about this performance package that goes all day long wherever itineraries take it. Rockport is committed to building work footwear for on-the-go people who don’t slow down,” states Brent Jennings, VP of Marketing at Warson Brands.

The **Primetime Casuals Work** series contains two slip-ons, RK5710 and RK5715, and a lace-up, RK5700. All of the styles are static dissipative and protected with a steel toe. All are now available for purchase at retailers across the nation and at <http://rockportworks.com>.

Warson Brands is best known for innovation in the areas of foot protection and comfort. Its innovative comfort technology provides superior cushioning and impact protection in long-wearing protective footwear that is both lightweight and flexible. Warson Brands’ innovations in the area of foot protection include developing 100% non-metallic protective toe caps made from composite material that is stronger and lighter than steel but will also not conduct heat, cold, or electricity. Other innovations include protective arch, heel, and metatarsal guards; outsoles that resist chemicals, abrasion, slick surfaces, and extreme heat; and patented devices to protect workers and equipment from static discharge. For more information, visit www.warsonbrands.com.

About Rockport

The Rockport Group is home to the Aravon, Dunham and Rockport brands and the popular Rockport Cobb Hill Collection. With its diverse assortment of men's and women's footwear, products from The Rockport Group can be found in various retail channels in more than 60 countries worldwide.

Headquartered in the greater Boston area, The Rockport Group is committed to its history of innovation and a consumer-centric approach to style, fit and comfort. For more information, visit

www.rockport.com.