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Florsheim Adds *Adventure* to Work Footwear

St. Louis, MO (February 15, 2020) – Warson Brands, official licensee of Florsheim for occupational footwear, is excited to add a new ***Adventure*** series to its safety shoe lineup. This popular package from Florsheim has been fitted with safety properties and is sure to fuel your journey all day long.

The ***Adventure*** offers two dressy casual styles for marathon days and nights. Your feet will breathe easy during your journey with breathable knit uppers, which also fit form around your feet for an extremely comfortable feel. The comfort extends to the bottom of your feet with a fully cushioned removable Comfortech footbed with high rebound foam.

No doubt your journey will take you across many dangerous challenges and hostile environments. With built-in protection, the ***Adventure*** series is there to make sure that your adventurous spirit is not crushed. The steel toe will protect against any impact. A durable slip-resistant rubber wedge outsole will keep you on your feet all day long and away from brutal slips and falls.

“Running from dusk ‘til dawn? Our new ***Adventure*** series is a perfect casual dressy fit for your journey, at work, before work, after work,” states Brent Jennings, VP of Marketing at Warson Brands.

The ***Adventure*** series comes in two models, FS2472 and FS2473, each containing static dissipative technology and a steel toe. These models are available at select retailers across the nation as well as at <http://florsheimwork.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 Florsheim

Established in 1892, Milton Florsheim began producing shoes in a small factory located in Chicago, Illinois. The first pairs of Florsheim shoes made by Milton and his father, Sigmund, were a remarkable combination of style, comfort and high quality workmanship. In May of 2002, 50 years after the Florsheim trademark had been sold outside the family, it returned to its roots when purchased by Weyco Group headed by Tom Florsheim and John Florsheim, Milton's great-grandsons. Weyco Group currently houses the headquarters of Florsheim Shoes in Glendale, Wisconsin. Embracing Florsheim's heritage of quality and craftsmanship and incorporate the latest in comfort technology and styling, Florsheim offers the classic dress and casual shoes for the modern men. www.florsheim.com.