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Media Contact: Brent Jennings
314- 391-5957
bjennings@warsonbrands.com

Florsheim Introduces *Crossover* Sophisticated Casual Line to Work Portfolio

St. Louis, MO (February 15, 2020) – Warson Brands, official licensee of Florsheim for occupational footwear, is excited to announce the introduction of the ***Crossover*** series to its safety shoe lineup. As the name implies, this dressy casual mix adds sophistication to the safety footwear market.

The ***Crossover*** utilizes nubuck or smooth leather uppers to provide sophistication in style combined with a casual look in its stylish rubber wedge outsole. Comfort is paramount as well. A fully-cushioned removable Comfortech footbed with high rebound foam provides ample cushion for those logging miles from the board room to job sites, from the plant floors to get-togethers after work, from office to kids’ baseball games. A Flexsole forefoot also provides additional flexibility.

“Looking for a shoe that blurs the line between dress and casual? Look no further than our new Florsheim ***Crossover***,” states Brent Jennings, VP of Marketing at Warson Brands.

The ***Crossover*** series contains two lace-up oxfords, FS2630 and FS2650. 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://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.