



WHEAT  
PREMIUM  
NUBUCK

# #989

AU MEN'S SIZES

HALF SIZES

5-14

7.5-10.5

WATER RESISTANT UPPER

TPU BUMP CAP

LUXURY COMFORT ARCH FOOTBED



PRODUCT CERTIFICATION



CERTIFIED TO:  
Standard AS 2210.3:2019  
ASTM F2413 - 18 including EH (Clause 5.6)

The wide-fit #989 is designed to keep you safe and steady and is packed with features to keep you comfortable on the job.

- Wheat water-resistant nubuck elastic side safety boot
- Moulded TPU bump cap for added leather protection
- Low density, shock absorbing polyurethane midsole with anti-bacterial agent
- Rubber outsole designed to specifically increase slip resistance in varied environments
  - Excellent cut and slip resistance, highly resistant to hydrolysis and microbial attack
  - Heat resistant to 300 °C
  - Oil, acid & organic fat resistant
- SPS Max—XRD® Technology in the heel and forepart strike zones for increased impact protection
- Removable Comfort Arch footbed with XRD® Extreme Impact Protection forepart insert for greater impact absorption and comfort.
- Footbed is anti-bacterial, washable and breathable
- Steel shank—ensures correct step flex point, assists with torsional stability
- Electrical hazard resistant
- Broad fitting 200 joule impact resistant steel toe cap



Refer to [blundstone.com.au](http://blundstone.com.au) for further details of the 30 day comfort guarantee and the manufacturers warranty. XRD® is a registered trademark of Rogers Corporation.

The #989 is all about the water-resistant nubuck upper. Its pedigree is heavy industrial, with a rubber sole heat resistant to 300°C, but the lighter nubuck and elastic side make it ideal for anyone who spends their days on their feet or driving.

# #989

## INDUSTRY/MARKET TARGETS

The outstanding success of the Blundstone Lifestyle range of boots has highlighted the need to provide consumers with leather choices in their elastic side safety boots beyond the standard black and brown leather options.

Building our premium elastic side #990 with a water-resistant wheat nubuck (the same leather as the best-selling #992) makes total sense. The popularity of the #992 provides us with confidence that by offering a pull-on version, we will be able to capture the market of dedicated elastic side boot wearers who work in industries such as

**Trades, Transport, Warehousing, Landscaping, Agriculture, Building**

## MARKET POSITIONING

The #989 is the only wheat nubuck safety boot in the Australian market that delivers the key features of a heat resistant rubber outsole, steel toe cap, TPU bump cap and offers the extra protection of electrical hazard resistance all in one package.

## RELEASED TO MARKET 1 APRIL 2021

- Paid digital campaigns
- Radio Ads
- Video suitable for TV and digital
- Print & digital: Australasian Mine Safety Journal, What Tradies Want, BCM for Tradies, Landscape Contractor, Australian Hardware Journal
- OOH opportunities
- Comprehensive merchandising material