



## FOR IMMEDIATE RELEASE

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### Reebok Adapts to Workplace Challenges with Flexagon 3.0 Work Series

**St. Louis, MO (February 8, 2020)** – Warson Brands, official licensee of Reebok for occupational footwear, invites industrial workers to flex to the challenge with ***Flexagon 3.0 Work***, an adaptive and flexible work athletic shoe that will always bend but never break.

The ***Flexagon 3.0 Work***, evolving from the popular Flexagon 3.0 fitness athletic package by Reebok, supremely flexes between extreme comfort and motion performance at the jobsite. Its amazing comfort properties such as its origami-inspired EVA foam midsole, Memorytech memory foam cushion footbed, and nylon and mesh super breathable upper, allow for intense shock absorption and serious cushion. Not to be outdone by comfort, flex grooves on the outsole and rubber heel and toe pads offer ultimate traction and flexibility of movement and motion on any surface.

“This series is truly adaptive. It is great for workers who need a wide range of motion and extra cushion,” said John Duvic, VP of Product Development at Warson Brands. “We are excited to bring this popular athletic package to the work market.”

The ***Flexagon 3.0 Work*** comes in men’s and women’s models and a variety of colors. Some models offer industry-leading static dissipative technology. All models provide a protective extra wide composite toe cap for lightweight yet extreme impact and compression protection.

Reebok work footwear and the ***Flexagon 3.0 Work*** are now available from select retailers throughout the United States and at <http://reebowork.com>.

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**Warson Brands**, also known as Warson Group, Inc., is headquartered in St. Louis, MO. Warson Brands is a global manufacturer and marketer of military, tactical, and industrial safety footwear since 1989, and provides a variety of work and duty footwear under the world's finest brand names, Reebok, Rockport Works, Florsheim, Iron Age, Grabbers, and Knapp.

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 light weight 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, and also will not conduct heat, cold, or electricity. Innovations also 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](http://www.warsonbrands.com).

Reebok work footwear is available through select occupational footwear retailers throughout the United States. For more information, visit Reebok Work at [www.reebokwork.com](http://www.reebokwork.com).

## **About Reebok**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their fitness journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it's functional training, running, combat training, walking, dance, yoga or aerobics. A subsidiary of adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills. For more information, visit Reebok at [www.reebok.com](http://www.reebok.com), or, for the latest news at <http://news.reebok.com/>

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