



## FOR IMMEDIATE RELEASE

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### Reebok Brings the Intensity to Work Footwear

**St. Louis, MO (February 8, 2020)** – Warson Brands, official licensee of Reebok for occupational footwear, invites all workers to embrace the intensity with the **HIIT TR Work**, a high-intensity interval training series that helps athletes train to the max. Now loaded with safety features, it can help burst through any physical challenge in the workplace.

The **HIIT TR Work** allows for a truly locked-in feel so that workers can be locked in on their performance. A low-cut design with a knit sock around the foot provides a comfortable yet snug locked-in fit. The shoe also locks in on the ground with a flexible slip resistant rubber outsole, allowing for powerful movements even on slick surfaces.

Comfort and support are critical in this high-performance athletic series. The mesh athletic upper adds optimal breathability and the lightweight EVA foam cushioning allows for lots of easy movement for high-intensity moves. Extra cushioning also resides with the MemoryTech memory foam cushion footbed. Finally, a pull tab on the tongue allows for easy on-off when a task calls for quick effort.

“Reebok has long been known for making excellent cross training and fitness shoes. The goal with this series is to bring that expertise in cross training design into the workspace,” said John Duvic, VP of Product Development at Warson Brands.

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

Reebok work footwear and the **HIIT TR 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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