

Who He Is:

He really doesn't like to shop. He wants to get in and get out, no matter what store he's in. He doesn't want to look or act like a cowboy. He's probably in his teens or 20s, and he's coming into your store to look for specific items. One of them is work boots. He may not buy much else, but he and his kind will make boots fly off your shelves, and you'll have to buy more of what he wants the next time you order than you did the last time. He's looking for comfort and durability because of the "extreme" activities in which he participates, combined with reasonable price points so he can still afford to buy other equipment.



• Smoky Mountain Boot

Waterproof tan nubuck leather boot has natural rubber sole, steel shank and full-cushion insole.
www.smokyboots.com



• Georgia Boot

GX Series full-grain leather titanium safety toe boot has Soflex insole, removable orthotic insert and oil-resistant outsole.
www.georgiaboot.com

• Ariat

Dark brown, full-grain leather work boot is lightweight, water, odor and oil resistant and has an orthotic heel cradle and steel toe.
www.ariat.com



What He Buys:

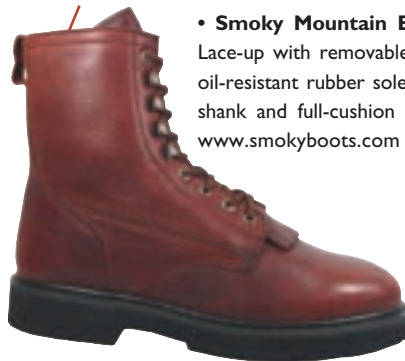
• Boulet Boot Co.

Rustico honey leather pull-on work boot has steel toe and puncture-resistant midsole.
(888)255-4450



• Smoky Mountain Boot

Lace-up with removable kiltie has oil-resistant rubber sole, steel shank and full-cushion insole.
www.smokyboots.com



• Justin Boot Co.

The Original Workboot is premium, top-grain, aged bark leather with Double Comfort System and triple-density orthotic.
www.justinboots.com



And Go For More