

THE NEW CHAMPIONS WIN WITH STYLE: Ejendals' passion for performance hits the mark in the next generation of safety shoes.

Introducing the JALAS® Zenit EVO collection with added sporty comfort.

Packed into the Tegera ice hockey arena with 7,650 screaming fans in Leksand, Sweden, Juho Järvinen calmly surveys the scene. It's the third period of a fierce battle between hometown favorites Leksand IF and archrival Mora IF. Swishing around the ice, body checking and ultimately controlling the game, Leksand pulls out a narrow 4-3 victory and the arena goes wild. But Järvinen isn't looking at the ice or even the players – he's thinking about foot protection and all the unsung heroes who make a hockey team work.

"Look over there behind the players' bench," he says, pointing to coaches, equipment managers, skate sharpeners, a waiting Zamboni driver and handlers pushing carts brimming with gear. "These are dedicated people, not unlike the workers at an automotive plant or warehouse. They're on their feet for long periods, sometimes in wet or oily conditions, and they really need good foot cushioning and support."

Obsessed with foot protection

As P&I Footwear Manager at Ejendals, the Sweden-based hand and foot protection company, Järvinen can be forgiven for being slightly obsessive. He and his team are responsible for coming up with new safety shoe concepts for JALAS, Ejendals' safety footwear brand, which has a 100-year track record of safety expertise.

The new sporty EVO collection is here

Their latest creation, the **JALAS® Zenit EVO™ collection**, will be launched in spring 2018. The new range builds on the strengths of the popular Zenit range and is designed to meet the needs of today's workers in light to medium-duty industrial applications. "These are people who work with assembly, warehousing, with maintenance, repair and other indoor or outdoor jobs," Järvinen says. "It might be hard to believe, but the average worker takes around 10,000 steps a day. That's the equivalent of walking around the Earth two to three times during a working life!"

Meeting modern style and comfort demands

To meet the demands of modern industry, Ejendals needs to stay abreast of new trends in the personal protective equipment (PPE) industry. For example, studies show that many workers today prioritize style and design just as much as comfort, support and protection. "We're seeing a new generation of workers who want a lighter, more stylish safety shoe they can keep on wearing – even after work. Our goal is to make safety shoes so comfortable and supportive you never want to take them off," Järvinen says.

The EVO-lution is here

EVO is short for evolution: the new collection is an extension of Ejendals' current Zenit range, which won much acclaim when first introduced in 2010, including a prestigious Red Dot Design Award. But Järvinen says the new collection is not just a makeover. The six new shoes in the collection are built on an all-new seven-layer cushioning system that puts them in a class of their own.

“We got a lot of inspiration just looking at the sock-like knitted shapes and fits being used by today’s leading athletic footwear brands. Our challenge was to bring this feeling into a safety shoe while keeping the protection and support for all-day working,” says Järvinen.

Getting into the Comfort Zone

“Modern workers want a safety shoe that fits their style and lets them step into what we call the Comfort Zone,” Järvinen says. “It’s just like when professional athletes get into the zone. It’s that physical and emotional state where you move naturally and safely, in total control, and perform at your highest level.”

EVO raises the bar on comfort

The new EVO collection takes comfort to new heights. It combines a new lightweight sporty design, sock-like ergonomic fit and seamless breathable upper with the safety protection for which JALAS is famous. From the upper to the outsole, EVO features innovative materials, specially designed insoles and a cushioning system that enable a well-balanced shoe that is 10-15% lighter than previous Zenit models.

Light-knit textiles add breathability

Comfort and ease of use were two key criteria when designing the range. The slip on, slip off, sock-like ergonomic fit, for example, echoes the stretch feel and shape of athletic shoes. The light-knit textile upper facilitates a better flow of air while fewer seams prevent fraying and an anti-bacterial liner keeps workers feet feeling fresh. Three of the six models feature the latest L6 Boa® Closure system, which comes with stronger coated stainless steel wire as well as quick-release dials. The Boa® technology allows for smooth closure with no pressure points, enabling workers to dial in to the optimal fit.

Safety always in focus

Despite the emphasis on comfort and cushioning, safety is paramount. All models, for example, are ESD-certified to protect against electrostatic discharge. The FX3 Supreme Insoles feature dual shock absorption zones in Poron® XRD®, a material that both cushions and provides impact protection. A lightweight aluminum toecap and nail penetration insert made of PTC textile material ensure flexibility, comfort and protection (the S1 safety class model features a soft bind sole). And the multicolor RPU outsole is flexible and has excellent grip on wet, dry or oily surfaces.

Six shoes, three safety categories

The EVO Collection covers the S1 SRC, S1 P SRC and S3 SRC safety categories. The lightest model is the **JALAS® Zenit EVO (7100) S1 SRC**, a lace-up with basic safety features, excellent breathability, good shock absorption and antistatic properties. The three **JALAS® Zenit EVO (7108, 7118, 7128) S1 P SRC** models are similar to the S1 models but with nail penetration resistance, excellent grip, antistatic properties, good energy absorption and an oil-resistant outsole. Finally, for the highest level of protection, two **JALAS® Zenit EVO (7138, 7148) S3 SRC** models round out the series.

A modern and stylish collection

“The new EVO range is a modern, stylish safety shoe collection that builds on JALAS’ 100-year heritage of ergonomics and protection,” says **Henrik Sandberg**, Regional Sales Director, Europe North, at Ejendals. “It’s based on the proven and well-appreciated Zenit model design, which has been further evolved for workers on the go.”

Ice Hockey World Cup 2018 coming soon!

As spectators file out of the Tegera Arena, Järvinen admits he's delighted that Leksand won. But as a Finn, he's already looking forward to seeing his Finnish national team at the 2018 IIH Ice Hockey World Championship in Denmark in May. "I will be there. Ejendals will definitely be there. And if Finland wins, I'll be as happy as a Finn can be," he says.