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# Ejendals launches next generation JALAS® Zenit EVO safety shoes.

**“With EVO, we invite workers to ‘step into their comfort zone’ – that state of mind and body where they feel safe, powerful and in total control.”**

Ejendals AB, the Sweden-based hand and foot protection specialist, is extending its popular range of JALAS® Zenit™ safety shoes to include six new sporty EVO models. Motivated by increasing demand for work shoes with style and comfort in addition to safety, Zenit EVO models feature a lightweight sporty design with sock-like ergonomic fit and seamless upper for added breathability – all with JALAS’ signature foot protection. These shoes are intended for light to medium-duty industry (indoor and outdoor work), such as automotive assembly, warehouse duties, maintenance, repair and operational (MRO) applications.

## **The evolution of the revolution**

“EVO is short for evolution,” says **Juho Järvinen**, P&I Footwear Manager at Ejendals. “The Zenit line sparked a revolution in comfort and won a Red Dot Design Award in 2010 when we first introduced it to the personal protective equipment (PPE) market. The EVO collection is the evolution of that revolution, but the shoes are really in a class of their own.”

## **Setting a new standard in comfort**

More than a typical upgrade or line extension, JALAS Zenit EVO models set a new standard in all-day comfort. They are built on an all-new seven-layer cushioning system that provides an unparalleled level of foot support and protection. Each layer is designed to carry out its own specific function – from the advanced FX3 Supreme insole and PU midsole to the soft yet durable anti-slip RPU outsole. Innovative high-tech materials allow the EVO collection to be softer and 10-15% lighter than previous Zenit models with excellent balance.

## **Light-knit textiles add breathability**

Comfortable performance was a key objective for the designers at JALAS. The slip on, slip off, sock-like ergonomic fit echoes the stretch feel and shape of youthful 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.

## **New L6 Boa® Closure System**

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. Several of the models are also made available with laces.

### **Safety always in focus**

Despite the emphasis on comfort and cushioning, safety is always in focus. All models, for example, are ESD-certified for protection against electrostatic discharge. The FX3 Supreme Insoles also feature dual shock-absorption zones in Poron® XRD®, a material that both cushions and provides impact protection. A lightweight aluminum toe cap 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 provides excellent grip on wet, dry or oily surfaces.

### **Six shoes, three safety levels**

The EVO Collection spans the S1 SRC, S1 P SRC and S3 SRC safety categories:

- **JALAS® Zenit EVO (7100) S1 SRC.** The lightest lace-up “fast mover” with basic safety features, excellent breathability, good shock absorption and antistatic properties.

- **JALAS® Zenit EVO (7108, 7118, 7128) S1 P SRC**

Similar to the S1 models but with nail penetration resistance, our three S1 P safety models offer excellent grip, antistatic properties, good shock absorption and an oil-resistant outsole. They are available either with laces or the new L6 Boa® Closure System.

- **JALAS® Zenit EVO (7138, 7148) S3 SRC**

Two S3 EVO models combine sporty design with a higher level of protection. They feature nail penetration resistance with excellent grip, a perfect fit and excellent shock absorption. The models are available in lace or with the new L6 Boa® Closure System.

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

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### **ABOUT EJENDALS**

Ejendals, founded in 1949, is a Swedish company with a unique heritage of developing and manufacturing high-quality hand and foot protection for demanding professionals. Its gloves, shoes and other products are designed and developed in close collaboration with both customers and researchers to ensure the highest level of safety, durability and ergonomics. Guided by a vision of Zero Injuries, it offers a comprehensive Safety Concept that includes high-quality products, training programs and safety inspections – all to reduce worksite accidents. With a staff of approximately 350 professionals and customers in 30 countries, Ejendals continues to team up with customers to provide innovative products that ensure a safer day with zero injuries to hands and feet.