

INSITE®

CASE STUDY - MAGNUM BOOTS

A COMFORTABLE TAKE ON TOUGH WITH INSITE'S CONTOURA® INSOLES

All-Day Support & Cushion are Game-Changers for Magnum Boots

Tactical boots don't necessarily lend themselves to comfort, but the right insole can make all the difference. Three Magnum boots – the Ultra Lite, Edge, and M.U.S.T. II – use Contoura insoles from INSITE to add support and cushion that can withstand long, demanding days.

Boots are typically quite hard – the outsole and midsole materials are designed to be durable and last in tough conditions. In our partnership with Magnum, we were able to counter that hardness with the cushion and support of INSITE Levation™ Standard poured PU foam to create a more comfortable experience for the wearer.

THE CHALLENGE:

Offsetting Tough, Durable Boot Construction with a Cushioned, Supportive Insole

Magnum boots are designed to be used for fire and rescue, military, law enforcement, heavy labor, and other demanding jobs. Our Contoura insole was first used in the M.U.S.T II (Magnum Uniform Service Trainer). Following positive customer reviews, Contoura was used in other popular Magnum boot collections, helping the boot brand lead the industry with tough boots that are comfortable to wear.



THE SOLUTION:

Comfort Boots, Driven by Consumer Feedback

Continued positive customer feedback demonstrates the influence of customer reviews in creating new product experiences. Durable boots designed for tough environments can be comfortable too.

Creating this ideal customer experience are two key properties of the insole: the foam and the Contoura shape.

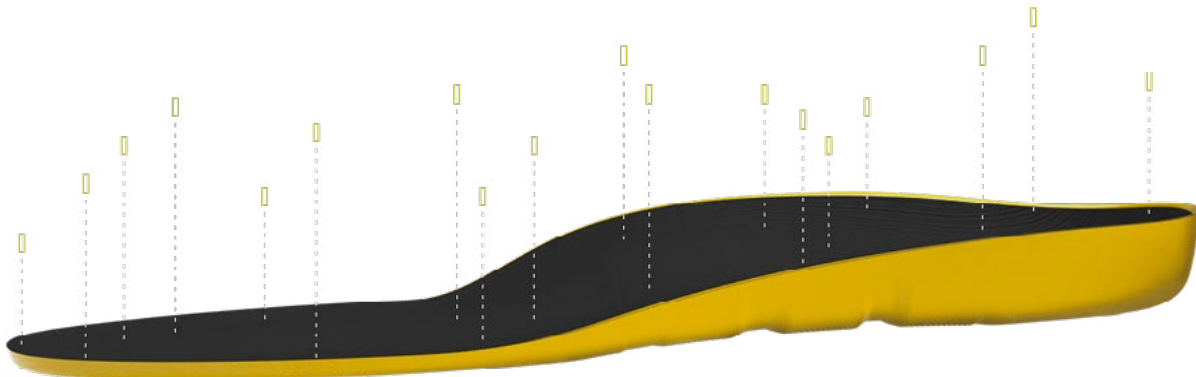
The Foam:

The Levation™ Standard poured PU foam used for Contoura insoles provides reliable cushioning, shock absorption, and shape support, with a durable compression set that ensures both instant and long-lasting comfort.



All INSITE Levation foams are ProvenComfort™ tested – meaning they are evaluated using academic-grade product testing, ensuring the right impact protection, energy return, and pressure relief for specific footwear applications.

In Magnum Boots, our Levation Standard foam provides the unique cushioning properties that support biomechanics and overall foot health, with key benefits including high durability, shock absorption, memory foam, shape support, and soft cushioning.



The Shape:

With components like steel toes, metatarsal guards, and thick rubber outsoles, boots have more available volume inside for an insole. Contoura was an ideal choice because it can take up more space to enhance the level of cushion and support.

There are other features that make INSITE Contoura insoles a superior option for Magnum boots:

- Made using a patented, podiatrist-designed shape algorithm based on more than 120,000 3D foot scans, and adapted for multiple applications.
- Provides dynamic arch support and pressure relief, supporting the body's preferred movement path during a variety of activities.
- Distributes pressure more evenly through the full range of foot motion, helping relieve discomfort and reduce overall foot fatigue.
- Stabilizes the heel, providing a foundation for a steady stride.
- Offers optimized foam thickness for added cushioning and impact protection.

Today, Contoura is inside a number of Magnum Boots, including the Vulcan, which, like the other boots using Contoura, is available through the company's Australian market.



It's exciting to be part of brand products that are protecting people, and it's good to know INSITE is helping to improve the foot health of people in our military and emergency services.



- David Hart, *INSITE Director of Business Development, Europe*

THE RESULT AND KEY TAKEAWAYS:

When work is demanding, relentless, and tiring, having to be on your feet can feel like the hardest part of the job. With INSITE Contoura insoles, the foam support, stability, and cushioning makes those long days all the more tolerable.

The combination of all-day comfort, arch shape, and heel support creates an ideal customer experience for Magnum boots. Those looking for a durable boot with an insole to match should check out the Ultra Lite, Edge, and M.U.S.T. II.

ULTRA LITE



EDGE



M.U.S.T. II



**LEARN MORE ABOUT HOW WE HELP BRANDS ELEVATE
THEIR FOOTWEAR. VISIT [INSITEINSOLES.COM](https://insiteinsoles.com)**