

INSITE®



CASE STUDY - MAGNUM WORK BOOTS

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

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

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

Work 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 Work Boot Construction with a Cushioned, Supportive Insole

Magnum had already used Contoura in one of its other work boots, the Stealth Force, and received a positive response from customers about the comfort and durability of the insole. Because of its success, the company wanted to add Contoura to additional work boot collections.

Magnum work boots are designed to be used for fire and rescue, military, law enforcement, heavy labor, and other demanding jobs. The positive customer experience following Contoura's placement in the Stealth Force was a critical indication to expand Contoura's use to other popular work boot collections; an opportunity to lead the industry with tough work boots that are comfortable to wear.



THE SOLUTION:

Comfort Work Boots, Driven by Consumer Feedback

After the positive feedback from customers, Magnum responded by using the Contoura insole across several of its work boot collections, creating new product experiences based on customer reviews.

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

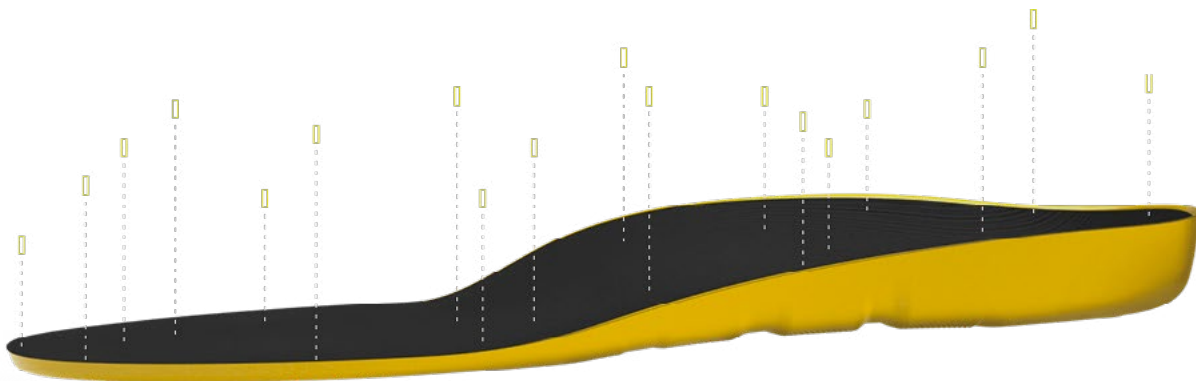
The Foam:

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 work 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, work 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 work 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 work boots, including the Vulcan, which, like the other work 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 work boots. Those looking for a durable work boot with an insole to match should check out the Ultra Lite, Edge, and MUST II.

ULTRA LITE



EDGE



MUST II



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