



# PICK IRISH SETTER® ICETREK BOOTS WITH THERMALBOOST FOR COLD WEATHER ACTIVITIES

RED WING, MN (December 2018)



FEATURED STYLE 3896

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When the mercury drops choose Irish Setter® IceTrek boots. These waterproof boots with 1600 grams of PrimaLoft® insulation come equipped with ThermalBoost™ – a revolutionary, multi-zone barrier system that delivers serious insulating protection against brutal cold and biting wind. This insulation technology is strategically built into specific zones that are prone to heat loss – the toe box, beneath the insole and within the footbed. ThermalBoost provides the equivalent warmth of 400 grams of additional

insulation without the added bulk or weight for late season hunters, ice anglers, snowmobilers and others who won't let the cold temps keep them inside.

To enhance warmth and comfort, IceTrek boots are built on the King Toe® last which provides extra space in the toe box – trapping warm air around the toes. The King Toe last also makes it easier to get into and out of these 12" boots.

IceTrek boots with RPM™ technology are surprisingly lightweight while offering durable performance. The Ice Claw RPM-LS outsole featuring RPM composite material and Ice Claw rubber pods provides superior traction on snow, ice and uneven terrain. Rubber lugs are added to key areas of the outsole to increase traction during heel strike and push off. An RPM midsole provides comfort underfoot while reducing boot weight. A rubber rand surrounds nearly the entire perimeter of the base of the upper for added abrasion resistance in ice and crusty snow situations. Additional Arimatec™ heel and toe protection guards against ground hazards. A gaiter clip is integrated into the design for when additional protection is desired.

A lightweight, breathable upper consisting of abrasion-resistant polyester includes a memory foam collar which forms to fit the ankle for comfortable stability in the boot shaft. The Cushin™ Comfort Tongue offers long-lasting comfort in the shin area. UltraDry™ waterproofing keeps feet dry while a ScentBan lining delivers scent control through a process that kills odor-causing bacteria. Select IceTrek styles have the unique BOA® lacing system to make it faster and easier to get in and out of lace-up boots and easily adjust or tighten tension of the stainless-steel laces even when wearing gloves.

"Irish Setter IceTrek boots are built for extreme cold situations," explained Charley Bryant, Irish Setter Product Merchant. "Choose IceTrek boots to keep feet warm during winter hunts, ice fishing, snowmobiling or other activities that take you outside on brutally cold days."

### **Men's IceTrek Boots (sizes 8-12, 13, 14 in E widths)**

- Style 3896 is a 12" boot with 1600 grams of PrimaLoft® insulation and ThermalBoost in Mossy Oak® Break-Up Country® camouflage, \$229.99\*
- Style 3897 is a 12" boot with 1600 grams of PrimaLoft® insulation and ThermalBoost, BOA closure in grey, \$249.99\*

### **About Irish Setter**

Based in Red Wing, MN, Irish Setter is a division of the Red Wing Shoe Company that produces a full line of performance hunting boots and rugged outdoor casual footwear. Irish Setter continues to use leading technologies and the finest materials to offer customers the highest quality outdoor footwear. For more information about Irish Setter's heritage, products and retailers, visit [www.irishsetterboots.com](http://www.irishsetterboots.com). Irish Setter. The Hunt Never Ends.

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\*Prices shown are suggested retail in USD.

Please contact [kim@fireflypublicity.com](mailto:kim@fireflypublicity.com) for pricing outside of the USA.