

Treksta



Booth: 32157



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Why Treksta.

Treksta has been developing innovative footwear that makes life outdoors more comfortable since 1988. In fact, Treksta was the first footwear company in the world to develop so-called 'light trekking boots,' and for more than 25 years, Treksta has remained a leader in outdoor footwear - receiving a number of awards for its trail running and hiking shoes. It's all about innovation at Treksta, constantly taking on the challenge to improve its footwear and the outdoor experience.

Fit Matters

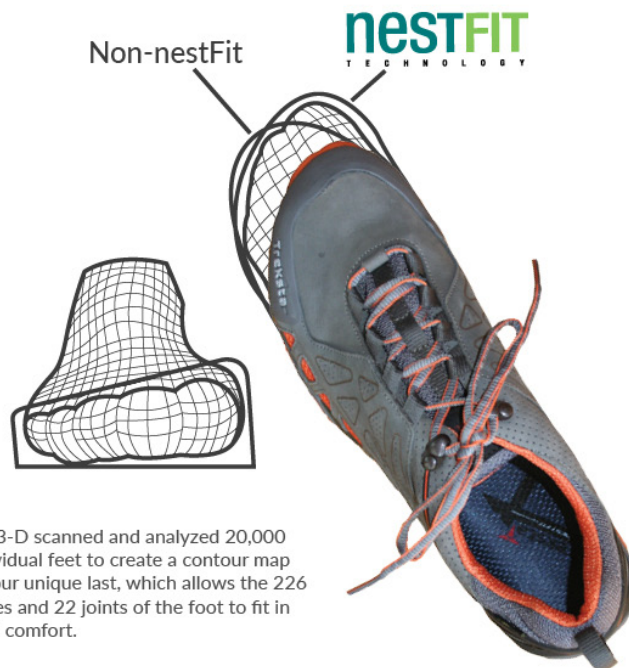
At Treksta it's about fit, and the uniquely comfortable fit of Treksta shoes and boots starts with their innovative NestFIT system. NestFit is a dynamic integrated system, which unites last, insole, midsole and outsole to cradle the feet and support them in a fully natural position. For the wearer, NestFIT means incredible comfort and prevents muscle fatigue, whether hiking, walking or running on the trails or sidewalks. Built from the scans of over 20,000 human feet, NestFIT offers a uniquely roomy and asymmetrical toe box, with a slight ridge at the back of the toes, allowing the feet to be in a fully natural position for a comfortable fit like no other shoe.

IT ALL WORKS TOGETHER

Treksta



The individual parts of the shoe are designed to fit real feet and work together to deliver maximum comfort and ergonomic support.



Dare to be Different

Innovative Technology

HyperGrip Function-Specific Outsoles

At Treksta, each shoe or boot offers a carefully considered, function-specific outsole - designed and built by the folks at HyperGrip. There's simply no compromise; HyperGrip's proprietary rubber compound delivers the best of both grip and durability. With the traction and toughness to conquer any terrain, HyperGrip ensures you go the distance.

WaterLock

When the road or trail gets wet, you don't want to be sliding around. You won't with HyperGrip's new WaterLock technology. Utilizing both a special rubber compound and an innovative lug design that together dramatically increase the surface area - literally where the rubber meets the road - WaterLock delivers an exceptionally stable and slip-free ride. WaterLock is a natural for our no-slip flip flops, the Mateo, and our Kisachie and Equinox, which are both made for wet environments.



IceLock

Necessity really is the mother of invention. IceLock came from waking up to a snow covered trail the day of a big run and the hazardous black ice-laced trek to the grocery store on a simple milk run. The bottomline: a year-round, active outdoor lifestyle demanded a new and innovative solution for slick surfaces. Boom - IceLock was born. IceLock is a patent pending technology that dramatically increases traction on ice and wet surfaces. Micro-glass filaments are electrostatically aligned in the HyperGrip sole's rubber compound, expanding the rubber's surface area on the wet surface, and creating impressive slip-stopping surface tension. More surface area means more traction, which means less sliding and falling.

Super Gum - Sticky Rubber

Typical approach shoes use old-school butyl rubber for grip on the rock. It's nice and sticky, but it creates ugly, heavy black marks on the rock surface, and it wears out too fast. Those ugly black marks harm the environment since they are tough to erase and are a clear sign that your soles are wearing out. Treksta's HyperGrip R&D team developed Super Sticky Technology, the new special rubber compound that does not leave unsightly black marks, and delivers incredible traction on rocky surfaces. Treksta takes Leave NO Trace seriously - Super Sticky soles do that.





UTT

Universal Trail Traction (coming to new Treksta models in 2017) means just what it says - excellent traction on every kind of trail imaginable: dirt, rock, scree, roots. Durable rubber with thoughtfully sized and placed lugs to get you up and down whatever trail you choose. With UTT, it won't be your shoes holding you back.

A Shoe for Every Activity and the Technology to Make it Work. When you venture outdoors, Treksta has the shoe for you.

Running and Trail Running: For the runner or trail runner options abound at Treksta, everything from the new max cushioned Mega Wave with the new lighter, more responsive HyperFoam to the fast and light Alter Ego Star to the new for 2017 Trail Wave to the award-winning Sync or Sync II. They offer the right fit, cushioning and outsole for what you run, how you run and where you run.

Hiking: Treksta's hiking models are impressive and considerable. The super popular Evolution and Evolution 161, in both low and mid, the ADT (all-day trail) also in both low and mid, the Alta, the Cape Mid and more. Whatever and wherever your trail, Treksta has you covered.

On the Water: Whether just strolling the boardwalk or beach or wet-wading or hanging on tight in Class V, Treksta has the ideal footwear options. The Equinox and the new Boa-infused Kisachie are like trail shoes for wet environments. The Mateo is the no flop flip-flop with legitimate traction.

Technology and innovation are a way of life at Treksta. We don't say "Dare to be different" just to hear ourselves talk. Treksta brings proprietary outsoles for the wide array of outdoor conditions and terrain, utilizes smart Gore-Tex where it's needed (both XCR and Surround), offers the precision fit Boa lacing system for the ideal fit, supplies the new superior cushioning and energy-return HyperFoam for the long distance runner, and developed the award-winning Hands Free technology that enables simple no-bend, no-tie lace security.

Headed outdoors, visit Trekstausa.com or treksta.ca first.



The Banff Mountain Film Festival World Tour

Are you looking for inspiration for your next great outdoor adventure? Motivation to tackle a new challenging? The chance to experience places and cultures far from your own? An opportunity to hear from some of the outdoor's most influential men and women? Check out the Banff Mountain Film Festival World Tour. With some 300+ screenings in cities and towns throughout the US and Canada, there's bound to be a show near you. Incredible films of people doing amazing things in spectacular places. As you might imagine, Treksta is a major sponsor of the Banff Mountain Film Festival World Tour for all the right reasons.

For immediate release:



Vancouver, BC (June 16, 2016) – Award-winning outdoor footwear maker, Treksta, announced today that for Spring 2017 it will offer several exciting new running and hiking shoes, as well as fresh, updated colors in some of its most popular models at Outdoor Retailer Summer Market in Salt Lake City, August 3-7, 2016 in Salt Lake City. Known for its innovative technology; including its ground-breaking NestFIT™ last, durable and function-specific HyperGrip® outsoles and award-winning Hands Free technology, On the running front, the well-received, max-cushioned Mega Wave has new colors for both men and women, and the Trail Wave, new to the US market, gives trail runners a lightweight and comfortable all terrain option, also in some great new colors. The award-winning Sync II is also back, with some updated colors. On the hiking front, outdoorists have new trail-specific options, both low and mid. The new Libero Hike takes the comfortable frame of the original Libero, an impressive approach shoe, and gives it a strong new hiking personality, with a HyperGrip SuperGum outsole with IceLock for the range of hiking terrain. The new Nevado, available in both low and mid is built for the rugged trail, with a waterproof upper (Gore-Tex XCR in the mid) and Treksta's new HyperGrip UTT (Universal Trail Traction) outsole. Also new is the all-day hiker, the Divide GTX, with Gore-Tex XCR and a new Hypergrip outsole with IceLock. Of course, all Treksta models, feature the innovative NestFIT construction, which unites last, insole, midsole and outsole to cradle the feet and support them in a fully natural position. For the wearer, NestFIT ensures long-term comfort and prevents muscle fatigue. Treksta's latest innovative footwear, available in a variety of retail outlets in spring 2016, can be seen at OR in Booth #32157.

Mega Wave – Same great nicely cushioned shoe with new men's and women's colors
The Mega Wave is a maximum cushioned, lightweight, breathable shoe for the long distance trail runner. The Mega Wave features NestFIT construction for a comfortable performance fit, Treksta's new HyperFoam dual density midsole for a plush, cushioned ride, providing a full 23% superior cushioning and rebound, a rapid, tie-less lacing system with lace garage, and the Hypergrip HGL 2-part outsole with IST (Independent Suspension Technology) for maximum grip and stability on road or trail.



Trail Wave

The Trail Wave is a lightweight performance trail running shoe for dedicated runners. NestFIT construction with Treksta Flex System and Heel Control unite to ensure a secure and comfortable fit for varying surfaces and conditions. Speed lace system enables adjustment on the fly. The Hypergrip dual density HGL outsole with IST has excellent bite on loose trails and a soft, comfortable feel on pavement. Mesh uppers with synthetic 'hide' reinforcement provide added protection while allowing maximum breathability. Angular notches in the midsole heel promote a rounded flex of the midsole/outsole for an efficient, effortless stride. MSRP: \$125



Libero Hike

The new Libero Hike takes the great features of the popular approach shoe, the Libero, and incorporates them into a comfortable, performance hiker. NestFIT construction works optimally with the suede/mesh upper with rubberized toecap for protection and grip on rocky surfaces to ensure a great fit and impressive on-trail performance. NestFIT construction; molded EVA midsole and sock liner, and the function-specific Hypergrip outsole with aggressive lugs makes for superior traction on any trail.



Nevado Mid GTX

Treksta was and remains a master of the hiking shoe and boot. The New Nevado Mid continues that great tradition. NestFIT construction works with the Gore-Tex XCR Upper for superior comfort, waterproofness and essential breathability. The molded EVA midsole with a soft EVA insert and TPU heel support ensure secure comfort and stability, and the new trail specific HyperGrip UTT (Universal Trail Traction) outsole delivers superior traction on the range of trail surfaces.



Nevado Low

The new Nevado low continues the great Treksta hiking tradition. NestFIT construction works with the waterproof mesh upper for comfort, waterproofness and breathability. The molded EVA midsole with a soft EVA insert and TPU heel support ensure secure comfort and stability, and the new trail specific HyperGrip UTT (Universal Trail Traction) outsole delivers superior traction on the range of trail surfaces.



Mateo Flower

The new Mateo Flower will quickly become the feet's new best friend. Treksta's NestFIT and the redesigned strap give the Mateo an even more comfortable and secure fit and the new Hypergrip® WaterLock™ outsole delivers superior traction on wet surfaces. The comfortable footbed offers all-day comfort. Available for both Men and Women. Additional styles and colors of the Mateo are also available. MSRP: \$70



Divide GTX – Building on the popularity of the Evolution and the Evolution 161, the new Divide GTX is built for long days on the trail. The Gore-Tex XCR upper keeps your feet dry and breathing easily in virtually any and all conditions, the specially designed heel

cup ensures a secure, stable ride and the Hypergrip outsole with Treksta's IceLock and new lug pattern provides excellent traction on both wet and dry trails. MSRP: \$150





Treksta Offers Vegan-Friendly and Animal Cruelty-Free Options

Hiking Boot Models Align Lifestyle and Personal Commitment

Vancouver, BC (April 13, 2016) Award-winning outdoor footwear maker, Treksta, today released the details of several of its hiking shoe models that allow outdoor users to align their active lifestyles with their vegan and animal cruelty-free beliefs regarding product materials and manufacture.

Recognizing that many outdoor users have a difficult time matching their lifestyle choices with high performance product options, Treksta shared the details of two of its exceptional hiking boot models, which are both made from durable, non-leather synthetic materials, and animal-free adhesives and threads.

According to Treksta’s Sales Director, Rob McCurdy, “Treksta prides itself on its boot components and manufacturing processes. We recognize that it’s often easy to find vegan-friendly options in footwear like running shoes where synthetic materials abound, but more difficult when it comes to hiking boots. Leather has been the go-to standard for a long time. As the first company to introduce an all-synthetic hiking boot over two and a half decades ago, Treksta continues to work hard so our boots can be worn by anyone. To that end, several of our models use a synthetic upper in place of leather, offering exceptional comfort, breathability, durability and support for hiking. Like all Treksta models, these hiking shoes, adds McCurdy, “feature our award-winning NestFIT™ system for unparalleled fit and comfort, and our function-specific HyperGrip® rubber outsoles for outstanding traction.”

Two highly rated models that exemplify Treksta’s approach include the Evolution Mid 161 GTX and the Cape Mid GTX.



Evolution Mid 161 GTX

This next generation of Treksta’s award-winning mid-cut hiker is light and fast with a durable and supportive synthetic faux hide and mesh construction upper, I.S.T. Technology for on-trail stability, and Hypergrip outsoles with IceLock™ for superior traction, even on wet or slick surfaces. Add GORE-TEX® XCR to the mix and the result is a waterproof, breathable light hiking boot with all the support a mid boot offers. NestFIT

construction provides an ideal fit from the start to the end of a long day on the trail.
MSRP: \$190.00



Cape Mid GTX.

A perfect everyday, cold weather boot or for snow-specific activities, Treksta's Cape Mid GTX delivers fleece like warmth and dry all-day comfort. NestFIT Technology cradles the foot for a performance fit and the Hypergrip outsoles with IceLock provide exceptional traction on wet or icy surfaces. The GORE-TEX® XCR membrane keeps the feet warm and dry even on the coldest, snowiest days. MSRP: \$160

Treksta's vegan-friendly models, like every Treksta product, feature the company's signature NestFIT construction, a unique and dynamic system, which unites last, insole, midsole and outsole to cradle the feet and support them in a fully natural position. For the wearer, NestFIT ensures long-term comfort and prevents muscle fatigue. Built from the scans of over 20,000 human feet, NestFIT produces an anatomically correct fitting shoe, which also incorporates a sulcus crest, a slight ridge at the back of the toes, which supports them in a fully natural position, leading to greater comfort and performance. For these models, Treksta uses its HyperGrip IceLock outsoles, which incorporate tiny glass particles in the thoughtfully placed lugs to increase surface area and enhance traction on wet and icy surfaces. Add in Gore-Tex XCR and the result is high performing all-conditions hiking boots that align with your values.

About Treksta

Since 1988, Treksta has been developing innovative footwear solutions to make life more comfortable. To change conventional heavy and stiff hiking boots, Treksta was the first in the world to develop 'light trekking boots,' and for more than 25 years, Treksta has continued to be a world leader in outdoor footwear, having received a number of awards for its trail running and light weight hiking shoes. Treksta is constantly innovating and taking on new challenges, including its new foot-activated Hands Free shoes, and utilizing Gore-Tex Surround technology to increase breathability. Find out more and view the latest Treksta products at <http://www.trekstausa.com>.

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