

PRESS RELEASE



NEW – EMMA Safety Footwear Added to the Hultafors Group PPE Portfolio

As customer demands for accreditation, safety, quality and value increase, the Hultafors Group continues to stay one step ahead of the competition.

The Hultafors Group's PPE portfolio already includes market-leading tools, workwear and protective wear brands such as Snickers

Workwear, Solid Gear and Toe Guard safety footwear, Hellberg Safety and Hultafors Tools.

The acquisition of EMMA Safety Footwear considerably enhances its range of safety shoes and boots with fully accredited, excellent value footwear to satisfy a wide range of user needs, working environments including light and heavy industry sectors plus office and retail environments.

Complementing the Solid Gear and Toe Guard range, EMMA safety footwear includes all the Hultafors Group hallmarks of hi-tech designs that combine top quality materials for ultimate comfort, maximum safety and wellbeing at work.

"Delivering this new safety footwear brand to the UK market is a natural step for us to become the leading company in the UK for Safety Footwear, Workwear and Hand Tools", said Peter Dumigan, the Hultafors Group UK managing director. "Adding EMMA to the Solid Gear and Toe Guard footwear ranges extends our offer of premium quality, high value brands that are the natural fit for discerning professional craftsmen and women".

To get more information on EMMA Safety Footwear, visit the website at www.emmasafetyfootwear.com, call the Snickers Helpline on 01484 854788 or email sales@hultaforsgroup.co.uk

(ENDS 247 words)

The Hultafors Group

The Hultafors Group UK offers a portfolio of market-leading brands - Snickers Workwear, Hultafors Tools, Solid Gear, Toe Guard and EMMA safety footwear, Dunderdon, Hellberg Safety and CLC - each of which keeps their users a step ahead on site in terms of comfort, functionality, safety and overall efficiency. This unique product family for professional craftsmen and women helps them meet the challenges they face by delivering products and services that make their workday safer, easier and more productive. The Hultafors Group is represented in a number of major markets around the world and is owned by Investment Latour AB with its main head office located in Hultafors, near Gothenburg in Sweden and UK head office in Huddersfield.

