



**Press release**

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## **Work Problems: What if it took one week for your inbox to refresh?**

*New survey reveals the difficulty industry workers face when simply replacing their boots*

New research commissioned by [Dr. Martens](#), in collaboration with [On The Tools](#), has revealed the stress that UK trade workers face when breaking in new work boots; a fundamental piece of kit for the industrial workforce. According to the study, 63% claim it can take up to one week for work boots to be properly broken in and ready to use, resulting in extremely painful and potentially dangerous consequences.

Worryingly, the research also discovered long breaking in periods impacted how often workers replaced their boots, with over 40% admitting they were put off from buying new boots due to the initial discomfort.

With work boots being one of the most essential pieces of safety equipment to industrial workers, the research reveals how manufacturers aren't factoring in the urgency of 'ready to wear' boots, meaning their customers must endure a week's worth of discomfort, and may consequently be at risk.

Demonstrating the need for change, Dr. Martens has cited other professions: how would an IT professional cope if it took their computer a week to start-up? Or, would an ambulance be allowed to take a week to arrive at a casualty?

Proving a point, 92.5% of respondents said that a pair of boots that offered a reduced breaking in period would increase their chances of purchasing them, and that comfort is top priority when it comes to work boots (92.9%).

Global Category Director at Dr. Martens, Jon Marchant, commented: "Creating greater comfort, reliability and durability without sacrificing the necessary levels of protection is not negotiable when it comes to safety footwear. Dr. Martens understands the difficulties our trade customers face when working up to 10 hours a day on their feet and are committed to eliminating the breaking in period and improving workers' comfort."

This year Dr. Martens has launched the new Modern Outdoor range, designed to offer workers immediate work boot comfort and allow for a seamless transition when replacing boots. For more information regarding Dr. Martens' Modern Outdoor range, visit: [www.drmartens.com/uk/modern-outdoor](http://www.drmartens.com/uk/modern-outdoor)

For more information regarding On The Tools, please visit: [onthetools.tv/](http://onthetools.tv/)

## **ABOUT DR. MARTENS**

The first pair of Dr. Martens 1460 boots rolled off the production line on the 1st April, 1960 and immediately found a home on the feet of working Britain. The Northamptonshire family company behind the boot had already been making high quality industrial footwear for many decades. Soldiers, factory workers and even farmers has all relied on the Griggs family quality work-wear, which was known for utilising all the long-standing skills of the English footwear trade.

Post war footwear for the working population was sturdy, but highly uncomfortable, often using leather and even wooden soles. Then in 1940, two Germans – Dr. Martens and Dr. Funck, re-invented the work-wear boot and shoe altogether, together creating a then revolutionary, air-cushioned sole. Back in Northampton-shire, Bill Griggs acquired the exclusive license to produce the German sole, and paired this invention with his own family's expertise in shoe making. Not only was the resulting new 1460 boot extremely comfortable, it was resistant to petrol, fat, acid, alkali and oil.

This unique air-cushioned sole, combined with the durable new upper of the boot, proved fit for purpose across a huge number of occupations within working class Britain. The boot was soon complimented by the air-cushioned 1461 shoe, and both proved to be the ideal choice for a population grafting long, hard hours in factories and industry.

To the German doctors and Bill Griggs, it was no longer acceptable that a work boot or shoe should be uncomfortable. The well-known durability and long life of the footwear further increased the appeal to the working man and woman, who were keen to wear strong yet comfortable; and affordable, footwear.

Dr. Martens continue to uphold these values and traditions in every shoe that is built. The brand

draws from generations of footwear development expertise to design and engineer innovative, market leading, reliable technical products that push the boundaries of lightweight, flexible comfort without sacrificing durability or work site protection.