

HAIX unites global network for dealer event in Croatia

For the first time in HAIX's seventy year history, international dealers and team members alike gathered in Croatia for a two-day event between 11 - 12th October 2018. HAIX distributors from 27 different nations across Europe, Asia and South America met for a behind the scenes glimpse of the brand: from updates on top-secret product developments set to launch in 2019, to an access all areas factory tour.

With 1.2 million pairs of shoes supplied to customers worldwide annually, with a capacity to manufacture up to 10,000 pairs of shoes every day, 1,300 members of staff and 5 international branches; HAIX is a truly international brand. Reflecting HAIX's global network, the international dealer event saw initial presentations held in Zagreb, Croatia, before a visit to the factory in Mala Subotica, home to one of the world's most modern shoe production facilities, employing over 1,000 locals.

Demonstrating HAIX's continued success in the UK, key distributors from industrial, forestry and emergency services attended the event. This included representatives from Arco, WorkWare and Bond Safety. Attendees received the latest updates from HAIX that began with a company history overview, presented by CEO Ewald Hairmerl who explained how the brand began with him designing his own range of functional firefighting boots after being disappointed with the rubber boots him and his colleagues were wearing at the time. The objective of always responding to customer demand, continually designing and developing footwear features that improve their daily life forms part of the brand's vision to this day and is how the company has seen unprecedented global success.

Also discussed during the event were the latest campaigns HAIX has been working on including '[Made in Europe](#)' and the commitment to a European foothold, with raw materials sourced from Europe and manufacturing performed only in Europe, in Germany and Croatia. Exciting plans for 2019 were also outlined, including never before seen product developments and campaigns.

Simon Ash, UK Sales Manager, commented: “At HAIX, everything we do is created with the end user in mind, and this extends across our entire supply chain. To be able to take our key distributors from the UK to see where it all happens in Croatia was a fantastic experience. Echoing our event’s motto was ‘grow together’, we wanted to motivate our dealers and set the course for an even more successful year.”

Nick McLaren, Arco’s Category Manager for Footwear said: “This international event demonstrated why HAIX is known as a quality brand with footwear to match. The sophisticated manufacturing process ensures safety footwear excellence, and its ‘Made in Europe’ promise is a captivating campaign that shows its genuine commitment to quality to its customers. It was interesting to get an inside perspective of the shoe production and the brand’s plans for 2019.”

Investing in quality footwear is priority. HAIX is committed to meeting the highest demands in functionality, quality, design and performance all over the world. For more information about visit www.haix.co.uk

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About HAIX®

Based in Bavaria/Germany, HAIX® is a functional footwear specialist with a worldwide reputation as a "safe brand". Wherever people need high performance footwear that will not let them down, HAIX® has become the brand of choice – in Europe, North America and Asia.

At the company's headquarters and main sales office, HAIX® has established dedicated R&D, design and marketing departments. In the high-tech research and test lab, HAIX® engineers develop new functional features and set new trends and standards for safety footwear. For the production of its top-quality functional boots, HAIX® operates factories in Germany and in Croatia where the company built one of the most modern shoe manufacturing plants in the world.

The HAIX® Group has set up a sales office in Lexington, Kentucky (USA) and employs more than 1150 people all over the world. In 2016, the company produced more than one million pairs of boots, achieving a turnover of € 102 million. For more information, visit www.haix.co.uk