



BUTLER

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HELLO WORLD: BUTLER INTRODUCES THE ORIGINAL 3-IN-1 ALL WEATHER CHILDREN'S BOOT

CONRAD TAPPERT JOINS BUTLER AS PRESIDENT

New York, NY - November 27, 2017. Butler has invented a bold, innovative, playful, and versatile brand of protective, all season 3-in-1 footwear for kids made in the USA. Butler boots are 4 season boots AND overshoes AND slippers all in one! Whatever the weather, your children's feet are in good hands.



Joining the Butler team as President is industry veteran Conrad Tappert, who previously served as president of Converse and GM of The North Face in Canada. "I'm thrilled to be an integral part of such an innovative and disruptive change to the children's footwear market" says Tappert. "I look forward to working with our amazing team in launching a totally original product that is produced locally here in North America".

"Children are born with a desire to leap into the great unknown - an endless sense of wonder where anything is possible and the only limit is their imagination. At Butler, our quest for unique innovation is focused on protecting that sense of wonder" says Butler Founder and father of four, Marc Kingsley-Poole. "Children deserve stylishly designed products that offer complete coverage and practicality in all weather conditions, so that they can have fun without a care in the world. As parents, we deserve peace of mind, knowing that we've made the best possible choice for our little ones".

The 3-in-1 functionality, providing four seasons of fun, is innovative in its design simplicity:

1. With the liner in, Butlers are 4 season insulated boots good from -30F to +68F
2. With the liner removed, Butlers are overshoes - easily allowing children to keep their shoes on. They fit over any shoe thanks to the "Big Fan Easy Entry" system
3. The Butler liners on their own become cozy slippers for all indoor adventures



Perfect for snow stomping and puddle jumping, Butler boots are 100% waterproof. The outer shell is made from one mold and uses no glue or stitched parts that would cause leaky seams, and Butler's proprietary TPE compound outperforms in cold temperature crack tests and slip & wear tests. Butler's "Atmosfeel" 3-part 16mm breathable liner, complete with a dual density footbed, provides superior long-term comfort in both cold and warm weather by ensuring that moisture is wicked away from the foot, guaranteeing a quick drying time, and providing lasting durability. The combination of TPE outer shell and 16mm breathable liner provides unprecedented cushioning and comfort not achieved with traditional boot construction. Butler's materials are eco-friendly and meet or exceed all Consumer Safety tests, with zero traces of lead and plastic toxins. Butler's construction and "Big Fan Easy Entry" makes them AFO and orthotics friendly. Butler boots are dishwasher safe and the liners are machine washable.

Available in two very versatile styles, the tall "Macaroni" retails at \$79.95 USD and the short "Rockhopper" retails at \$69.95 USD. There are four bold colorways to reflect every child's personality and love for fun - navy blue, sunshine yellow, lime green, bubblegum pink. Sizes range from Toddler 5-10 and Youth 11-3 and fit true to size.

About Butler

Headquartered in Montreal and manufactured in the USA, Butler is the original all season 3-in-1 footwear brand protecting feet and shoes and making life a little easier when bad weather gets in the way. Nothing takes care of you like a Butler! www.thebutlerbrand.com @TheButlerBrand

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