



## FOR IMMEDIATE RELEASE

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### Reebok Introduces Floatride Energy to Tactical Market

**St. Louis, MO (April 14, 2021)** – [Warson Brands](#), official licensee of Reebok for duty and uniform footwear, is now offering cushioning with a kick to the military, law enforcement, and security markets by bringing the popular Floatride Energy series to the tactical environment, launching in April 2021.

With its ultra-lightweight Floatride Energy midsole, the *Floatride Energy Tactical* delivers extreme cushion and energy rebound for maximum training and performance. Floatride energy foam is supportive, highly responsive, and lighter than other foams. The *Floatride Energy Tactical* not only responds to your feet but also to the ground beneath you. The slip resistant rubber outsole with cleat-like advanced traction lugs makes sure you feel fast, fresh, and fueled as you take every step.

This athletic performance does not sacrifice on durability as this series features strong leather and ballistic nylon uppers. The rubber lug outsoles also provide durability no matter the trial or test.

The *Floatride Energy Tactical* comes in four models. The RB4350 and RB4355 are black soft toe styles for a variety of tactical and law enforcement trades. Two 8-inch coyote styles offer their services to the various military branches, the RB4360 offering a composite toe and side zipper while the RB4365 serves as a soft toe option.

“We are excited about the *Floatride Energy Tactical* because it’s ahead of its time in both style and engineering,” said John Duvic, VP of Product Development at Warson Brands. “It is made to increase energy throughout the day, and the Floatride Energy midsole has springy bounce. It feels fast and responsive,” states John Duvic, VP of Product Development at Warson Brands.

All four models will be available April 1, 2021 at [www.reebokwork.com](http://www.reebokwork.com) and tactical retailers across the nation.

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**Warson Brands**, also known as Warson Group, Inc., is headquartered in St. Louis, MO. Warson Brands is a global manufacturer and marketer of military, tactical, and industrial safety footwear since 1989, and provides a variety of work and duty footwear under the world's finest brand names, Reebok, Rockport Works, Florsheim, Iron Age, Grabbers, and Knapp.

Warson Brands is best known for innovation in the areas of foot protection and comfort. Its innovative comfort technology provides superior cushioning and impact protection in long wearing protective footwear that is both light weight and flexible. Warson Brands innovations in the area of foot protection include developing 100% non-metallic protective toe caps made from composite material that is stronger and lighter than steel, and also will not conduct heat, cold, or electricity. Innovations also include protective arch, heel, and metatarsal guards; outsoles that resist chemicals, abrasion, slick surfaces, and extreme heat; and patented devices to protect workers and equipment from static discharge. For more information, visit [www.warsonbrands.com](http://www.warsonbrands.com).

Reebok Duty has previously sponsored the Orlando International SWAT Round-Up and Best Ranger Competition. Reebok tactical and military footwear is available through select duty uniform retailers throughout the United States. For more information, visit Reebok Duty at [www.reebokwork.com](http://www.reebokwork.com).

### **About Reebok**

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their fitness journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it's functional training, running, combat training, walking, dance, yoga or aerobics. A subsidiary of adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills. For more information, visit Reebok at [www.reebok.com](http://www.reebok.com), or, for the latest news at <http://news.reebok.com/>

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