

# BAND OF BUILDERS



V2150 **BoB IGS**

“

I normally go through 4 pairs of boots a year and never have I found a pair like these, unbelievably comfy from day 1...

**Pat O'Donnell**

”

Created by V12, in partnership with Band of Builders, we are ensuring you have access to high-quality protection whilst also supporting a fantastic charity. For every pair sold of V2150, £5 is donated to BoB.

- Exclusive Band of Builders laces included
- Moisture-wicking lining to keep feet cool and reduce sweating
- High-quality suede leather
- Superior cushioned anti-fatigue insole for comfort
- Made in Europe



ANTI-STATIC



HEAT-RESISTANT



STEEL MIDSOLE



COMPOSITE TOECAP



KENNEDY GRATING SLIP-TESTED



SCAFFOLD BOARD SLIP-TESTED

# £5

**DONATED FOR  
EVERY PAIR SOLD**



**STEP UP IN  
COMFORT**

V12 Footwear is a family-owned, and run, business established over 20 years ago by two brothers. As fifth-generation shoemakers, they understood that the right safety footwear is essential for those who work in the toughest environments.

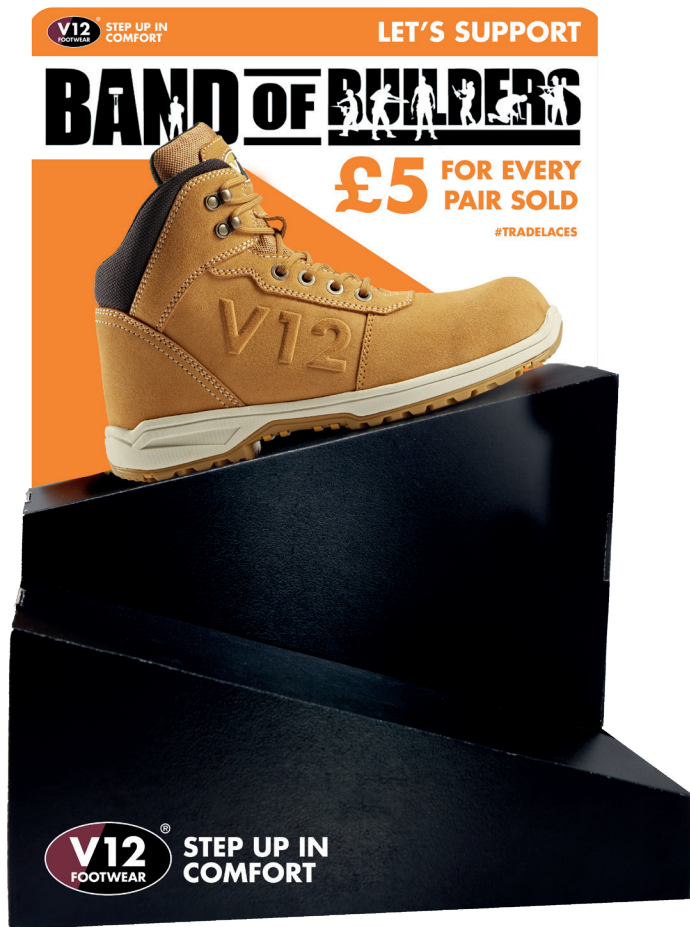
The V12 family is committed to producing footwear that exceeds even the most stringent safety standards to ensure that V12 wearers experience the utmost protection.

## GET YOUR BAND OF BUILDERS BOOTS IN!

# BAND OF BUILDERS

**The BoB boot was developed and built for tradespeople so if you have a trade counter, this is a product for you.**

We've designed product-specific in-store POS to support your promotion and help the boot get the attention that it deserves.



Showcase the boots with our double boot stand and pick up add-on sales with related Band of Builders accessories.

## COUNTER BOOT STAND

This compact, attention-grabbing, POS double boot stand looks great on any trade counter or footwear display. Order 10 pairs, or more, of V2150 BoB Boot IGS and get your display stand FREE.

## BOB WORK BOOT LACES

A great add-on sales opportunity. These extra tough boot laces really stand out and help raise awareness for BoB.

## TAKE A SNAP

Customers are encouraged to share their BoB support using the hashtag #tradelaces, with a photo of their laces at work!



# HELP US, HELP BOB, HELP OTHERS