



BETA PRESENTS THE NEW SAFETY FOOTWEAR LINE FIT EVOLUTION

The range of seven models with patented FIT4YOU technology for utmost protection and tailored comfort, will be available from September



Sovico (MB), 9 September 2024 – Beta Utensili, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, is also a renowned player in the workwear and footwear industry. Beta Utensili is now launching its new **safety footwear range FitEvolution**, available from **September**.

The new footwear line FitEvolution consists of **seven models** featuring a unique design, created to provide unbeatable protection and **'tailored' well-being**. This new line gives all professionals the unique chance to personalise safety footwear, with three different insert options for different levels of comfort.

The **patented FIT4YOU technology** lies at the heart of the new FitEvolution range: an innovative pressing process is applied to create a hollow in the penetration proof insole, for the insertion of one of **three ETPU inserts, provided with footwear**, between the outsole and footbed. Expanded Thermoplastic Polyurethane, a material renowned for its excellent shock absorbing properties, and three inserts of different density - soft, medium and hard, provide different comfort levels for the wearer's well-being, reducing joint fatigue and ensuring personalised comfort for the entire working day.



The main advantages of the new Beta FitEvolution footwear line:

- **Customised comfort:** with three inserts of different densities; choose the level of shoe softness and support that best suits you, according to weight, height and personal use requirements.
- **Well-being for your feet:** fit 11 provides loose and optimal wearability, ensuring superior comfort of the foot inside the shoe.
- **Duration and resistance:** the anatomical detachable footbed, positioned above the ETPU insert, provides added protection, for a longer-lasting insert and shoe.
- **Advanced protection:** the toe cap and 100% metal-free composite insole provide total protection, without compromising on lightness and comfort.
- **Superior adherence:** the dual-density polyurethane outsole guarantees perfect adherence on any surface, improving stability and safety.

*"The new Beta FitEvolution line is an innovative and one-of-a-kind solution because for the first time ever it enables personalised safety footwear comfort", commented **Giovanni Giunti, Workwear Business Unit Manager at Beta Utensili**. "At Beta we are constantly committed to designing and developing increasingly innovative and high-performance products; the patented FIT4YOU technology is a veritable 'evolution' in the professional footwear world we are especially proud of".*



The FitEvolution range is available in seven models to satisfy all professional and personal requirements. Models include tall and low shoes, made of microfibre or water-repellent nubuck, flyknit or extremely breathable mesh fabric, in different colours. **Each package includes 3 ETPU cushioning inserts of different densities.**

Beta at Safety Expo

The new safety footwear line FitEvolution will be officially presented at the next **Safety Expo** - Italy's biggest workplace safety event - on **18 and 19 September**.

Beta will be present at the Bergamo Trade Fair Centre at Pavilion A, Lane A4, Stand 100A.

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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.

Today, with its headquarters in Sovico (MB), Beta Group generates 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.