



REDBACK BOOT COMPANY AUSTRALIA PTY LTD

COMPANY OVERVIEW

With a boot making heritage stretching over five generations, the Redback Boot Company is now Australia's premier designer and local manufacturer of work, industrial safety and special-purpose military footwear. Built on a tradition of Military boot production for WW II, Redback in 1999 commenced production of the DEFAUST-Specification Australian Army Dual Density Rubber 'in-Service' Combat boot. An R&D program advanced by Redback over 2016/17, with international technology partners such as Gore-Tex and Vibram has since developed the new "Tactic Technology" Combat boot. The lighter, more comfortable and better-performing Redback 'Tactic' boot is being produced in Sydney using advanced manufacturing techniques. These new boots are now progressively being issued to Defence force personnel.

Redback's industrial safety and specialist-activity boots are sold extensively throughout Australia and exported to more than 20 countries - well over three million pairs have been exported in the last decade alone. Emergency Management Services and First Responder organisations in the United States are regular customers, with over 100 Fire and Police departments currently taking delivery of new production designs.



Redback's established reputation for comfort within tens of thousands of mechanics in the US automotive industry is now also spreading to the US military, with Redback Boots now one of the few non-US based clothing ensemble suppliers regularly providing protective footwear to military support personnel.

Redback boot designs retain the original 'hand-crafted' culture of the company's founders and are constructed with genuine 'on last' boot making techniques to ensure better fit and foot/ankle support.



Mr Cloros says, "Redback has resisted short-duration cost savings associated with the adoption of inferior shoemaking technologies adopted by alternative suppliers - especially those now sourcing product off-shore."

Current boot ranges encompass steel-toe industrial, non-steel toe work, zip side, heat resistant and hospitality. More contemporary designs are addressing the active-hiking and casual footwear markets. High performance boot designs with hot/molten metal resistance properties also help protect workers in blast furnaces and aluminium smelters around the globe.

UNIQUE VALUE PROPOSITION

Redback's ongoing success in the industrial and specialist boot market stems from its commitment to premium quality, unique-formulation tannage Australian and New Zealand leathers, the incorporation of high-performing components, and extensive international partnerships which enable the incorporation of the latest soling materials technology into its product range. Maintaining a highly-skilled workforce and maximising the incorporation of advanced manufacturing techniques also works to maintain consistency of design, reliability and quality. Drawing on the input of leading podiatrists, Redback designs reflect the careful study of occupational health and safety factors, long-term foot health considerations, morphology and biomechanics. This ensures that each design reflects the requirements of the ultimate wearer, the jobs they do, and the places within which they work. To ensure a quality product that helps users work more comfortably and safely, design data is also fed directly into Redback's manufacturing plant in Sydney, which can produce up to a million pairs of boots a year. While some overseas-made components are needed to retain supply chain flexibility, Redback is committed to retaining boot production in Australia to enhance the skills of our work force, sustain high product quality and assure future job security.

OUR ROLE IN HORIZON DEFENCE SYSTEMS

New Australian Government policy seeking a closer relationship between defence and industry means past adversarial approaches with contractors will not be good enough to support the provision of world-leading product to the ADF, says Mr Cloros. "Outfitting the modern soldier requires a thorough integrated systems approach, and a willingness to invest in the latest design and production equipment."



He adds, "prospective Australian suppliers to the ADF need to work together to ensure that everything from the helmet to the boots is properly integrated, to ensure comfort, protection and soldier mobility.

This is the reason Redback is supporting the Horizon Defence Systems corporate Alliance model. The agility and responsiveness provided through this unique Alliance will help ensure the best overall outcome for our soldiers. By working together, we can offer the latest technologies and deliver innovative product." According to Mr Cloros, "Initial Defence customer responses to the formation of Horizon Defence Systems has been encouraging, as there is widespread recognition that working collaboratively to grow sovereign military-industrial capability within Australia is a long-term asset for both the ADF and the economy." He adds, "Working with Defence helps to bolster the weight of our commercial interaction with international technology leaders such as Gore-Tex and Vibram, and especially, securing access to state-of-the-art technology in boot construction materials and production systems."

OUR VISION IN DEFENCE

The Redback design and production team are cognisant of the potential for disruptive market influences and thus remain committed to a philosophy of ongoing investment in technology, skills and innovative products. Successful development of the new Tactic Technology combat boot based on soldier feedback provides clear evidence of the benefits of collaboration in the quest to realise better comfort, protection and performance. The flexibility afforded by the ADF to Redback to apply its own insights and skills into new boot design also confirms the utility of contemporary reforms to Defence procurement practices. The new relationship between Defence and Redback has produced a new boot which, through direct feedback, has achieved unprecedented levels of soldier satisfaction compared with previous boot iterations. According to Mr Cloros, "Redback's future combat boot vision for Defence is already underway in our R&D facility. We are incorporating breakthroughs in laser foot scanning and individualised fit, faster-drying leathers and a non-chemical-based lining with anti-bacterial anti-microbial properties that will deliver more comfort and prolonged foot health for the soldier. Unique sole moulding technology and sole compounds will also deliver better comfort, grip and wear in the most extreme environments – including ice and snow."

