

# NEWSLETTER



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SugarRiverOutfitters

## Introducing Rafters

For the Combs family, it was one long step from selling shoes to manufacturing them. The owners of Burch's Fine Footwear, a Eugene institution for more than 70 years, began producing Rafters, a line of river sandals and flip-flops, 14 years ago. This was followed five years ago by Bogs, a line of waterproof work boots.

Combs' decision is in line with an industrywide trend of trying to produce shoes with less wear and tear on the environment.

"The reality is we're in an industry that creates a lot of waste," said Monica DeVreese, brand manager for Simple Shoes, a pioneer in manufacturing eco-friendly shoes.

"We're committed to making our products 100 percent sustainable, which is basically the idea of leaving the planet better than how you found it," DeVreese said. "Consumers are demanding it - and at the end of the day, they're the ones that make the call."

It actually costs more to make shoes with recycled materials, Combs said. But the company won't be passing those costs on to consumers, he said. "We're hoping increased volume (in sales) will cover that expense."

Just because the materials are mostly natural and recycled material doesn't mean they'll wear out. Rafters believe you'll lose your sandal in the ocean surf or in a volcanic sleeve before you wear them out. That's why Rafters will give them a "satisfaction forever" guarantee. Rafters doesn't care if you do lose one of your shoes or whether it's chewed up by a bear, they'll send you a new pair.



**outsoles are made of 25 percent recycled rubber**

**Webbing is made of polyester fibers from shredded plastic pop and water bottles**

**footbed is anti-microbial and is a non-slip surface**

**100% biodegradable cork and recycled EVA mid-sole**

**Aegis anti-microbial footbed provides non-slip service and prevents odors.**

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