

RossiNews

Work Hard Play Hard

Rossi Boots from the land down under, has been family owned for four generations. The legend about Rossi's elastic-sided work boots dates back to 1910 when Arthur Edward Rossiter started making them in his back shed in Adelaide, AU. Today the company is managed by Chief Executive Officer Dean Edward Rossiter. Throughout the years, generations of family members have been instrumental to the longevity and success of Rossi.

Boot Camp 101

The boots are available in a variety of colors and styles, including work boots, motorcycle boots, hiking

boots (or bush-walking boots as the Aussies call them), special safety boots, and everyday casual shoes

"A family business gets a grip on you. I'd worked on the floor at Rossi's during my school holidays; I remember as a kid seeing guys at the benches with a hunk of chewing tobacco in one side of their mouth, and a bunch of cobbler's nails on the other side. There have been a lot of good people at Rossi's all through the years, and I feel a certain commitment and attachment to that."
Dean Rossiter CEO

and boots. Many boots in the Rossi range are manufactured with the use of an air cushioned sole. Not only does this afford the wearer greater comfort, the air cushioning also reduces shock to the legs and feet and can aid pain relief on joints throughout the body.

This air cushioning provides shock absorption upon ground contact, from heel to ball joint, which is extremely important if trekking long distances over rough terrain or when working or standing for long hours throughout the day.

A unique feature to Rossi Boots, is the individual air cushioned pockets. Each provide the wearer with even further comfort and protection against shock caused by the ground or other hard surfaces.

The effect of this cushioning is also greatly enhanced by the addition of a midsole wedge. This wedge is made from a specially formulated low density polyurethane, allowing the boot more give on impact.

"We now have a machine that uses NASA-based technology to accurately cut out the leather and soles for our shoes."

To improve the sole-attaching process, the company recently installed a 24-station carousel that directly molds a dual-density sole to the upper. "One machine now does the job 13 men used to do in the old days."

Readily embracing new technology is perhaps a reflection of Rossiter's scientific curiosity. He studied atmospheric physics at Adelaide University and did a post-doctoral fellowship in Canada before returning to take over the family business in 1970.



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