

**TAKE A WALK ON THE WILD SIDE**

*Hike up a storm and get close to nature in new Fall Winter 20 Winter Trail Collection from KEEN*

**ROTTERDAM,** January 2020 **—** KEEN, Inc. (KEEN), the Portland, Oregon-based brand on a mission to create original and versatile products, improve lives, and inspire adventures outside presents their latest winter hike collection. With new styles for men and women designed to deliver great experiences during winter adventures on mountain, snow and trail, the range blends technical performance whilst staying true to KEEN’s “Consciously Created” approach. The Fall/Winter 20 Trailhead and Winter collections see the addition of new models including the Revel IV and Basin Ridge WP, versatile boots constructed using materials that favour sustainability, do not disrupt the natural order or harmfully impact the environment.

KEEN’s new winter warrior, the **Revel IV Polar**, creates a new standard for performance alongside environmental stewardship. Consciously created, the mesh collar, tongue and tongue gusset of this premium boot all contain Recycled P.E.T. plastic, with KEEN.WARM in the upper also featuring Recycled P.E.T. insulation, both new developments in the collection for the FW20 season and a significant progress step to help keep single use plastic out of landfill. The upper of the Revel IV is constructed in premium, environmentally preferred leather sourced from LWG-certified tanneries that operate on a closed loop basis to reduce water and energy usage, an industry gold standard that completely eliminates waste water. The upper has been further treated with a PFC-free durable water repellent that is safe, effective at repelling water and dirt and non-toxic, so protecting the planets’ sensitive ecosystems. Inside the boot, a pesticide-free Eco Anti-Odor treatment uses only natural materials to break down odour in sweat, eliminating pesticides and biocides from going into the environment, so feet stay as fresh and clean as your conscience.

Seriously equipped to keep feet warm in even the most extreme conditions, the Revel IV also features KEENs innovative Heat Trapolator system, a three-layer system of cold-fighting technology delivering 360 degrees of heat retention whilst locking out the freeze underfoot. Boasting a KEEN.POLAR Traction outsole which features micro-glass fibers in a flexible rubber sole for a micro-cleat effect on icy and wet surfaces, the Revel IV digs into challenging winter terrain with confidence. Choose from a high cut edition for maximum protection, €159.95, or a Mid cut priced at €149.95, the Revel IV Polar is available in men and women’s specific models.

Made for the wildest winter weekends, the new **Basin Ridge WP** is a versatile hiker designed to transition seamlessly from town and into nature. All terrain performance allows you to confidently explore the world with the peace of mind of sporting a product that has being sensitively constructed with the planet in mind, featuring certified premium better leather uppers with PCF free water repellency and pesticide free Eco Odor control. The Basin Ridge is packed full of KEEN’s benchmark technologies to ensure total comfort and performance for the long haul including a KEEN.DRY membrane, KEEN.ALL-TERRAIN rubber outsole for sure footed grip and a super cushioned compression molded EVA midsole. A speed lace webbing system provides a comfortable, secure fit whilst KEEN’s iconic generous forefoot fit allows toes to spread for extra comfort on long hikes. Choose from a Mid (€119.95) or Low (€109.95), the Basin Ridge is available in men and women’s specific editions.

KEEN’s popular women’s specific **Terradora II** franchise returns with new stylish, snow ready editions, consciously created and heartily equipped to deal with winter’s fiercest weathers. Delivering gusto and sustainability in equal measures, the **Terradora II WP Ankle Boot** (€139.95) and **Terradora II WP Ankle** **Pull on Boot** (€129.95) are equipped with fleece lined uppers constructed using Recycled P.E.T and utilise a PFC Durable Water Repellent that effectively fends off dirt and water without releasing any nasty chemicals back into the wild. Eco Anti Odor keeps feet smelling sweet and uses nature to effectively break down odour in sweat, so eliminating pesticides and biocides from going into the environment. A low-density EVA midsole has been specifically designed according to the anatomy of the female foot, with a KEEN.FREEZE rubber outsole, 200g KEEN.WARM insulation and thermal heat shield footbed ensuring warmth, sure footed grip and comfort even on snowy and frozen days down to – 32°c.

KEEN’s FW 20 Trailhead and Winter collections will be available at [keenfootwear.com](https://www.keenfootwear.com/) and outdoor and sporting goods stores across the country from late summer 2020.

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About KEEN: Driven by a passion for life outside, KEEN is a values-led, independently owned brand from Portland, Oregon, that’s on a mission to create original and versatile products, improve lives, and inspire adventures outside. Founded in 2003, it launched a revolution in the footwear industry with the introduction of the Newport adventure sandal and has continued to launch disruptive products and establish new standards for performance, comfort, and design. As a family-owned company, KEEN has made doing good part of doing business since day one. By working with non-profit partners, consciously creating its products, providing grant funding to grassroots organizations, and activating communities and individuals to protect the places where we work and play, KEEN puts its values in motion to leave the world a better place. Learn more at https://www.keenfootwear.com