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WATCHWORD, LIGHTNESS

FLY IS THE OUTCOME OF THE PARTNERSHIP BETWEEN TWO LEADING COMPANIES IN THEIR RESPECTIVE SECTORS: A NEW, CUTTING-EDGE MODEL THAT TURNS LIGHTNESS INTO ITS KEY STRENGTH, WHILE GUARANTEEING THE UTMOST SAFETY AS WELL AS TOP-NOTCH TECHNICAL PERFORMANCES

sole designed for the outdoor world, yet set to mark a pivotal breakthrough in the safety footwear sector as well, and now chosen for Fly, European exclusive for Utility.

As far as the other components are concerned, they are all manufactured with top-quality materials and are synonymous with innovation. A special mention goes to the anti-crushing toe-cap in carbon fibre – lightweight, non-magnetic and heat-proof – and to the upper in Matryx®, a technical, multifibre fabric that guarantees high breathability, flexibility, resistance to abrasion and, obviously, lightness. As for the tread, it features not only the aforementioned Vibram Litebase sole, but also a peculiar design that

helps ensure durability and balance, an ample contact area for the best grip, as well as maximum slip resistance.

Fly is a unique model. There is nothing similar on the market, thanks to both its lightness and to its specific technical characteristics: the result is a truly versatile shoe, that can be used in multiple end sectors (craftsmanship, systems engineering, logistics, industry).

Diadora Utility and Vibram. The former, for over twenty years, has been providing workers worldwide with efficient, high-quality, cutting-edge solutions; the latter, thanks to its high-performance rubber soles, has become a byword for safety and innovation in the footwear industry. This interesting partnership has led to the launch, on October 11th, 2021, of Fly: a new, ground-breaking model, the result of thorough, in-depth study, both materials- and components-wise, that, in just over 300 grams, manages to combine top-notch safety, comfort and first-rate performances.

Lightness: this is, undoubtedly, the best way to describe Fly. A feature ensured, among other things, by its sole, the so-called Vibram Litebase. A cutting-edge solution, purposefully conceived to markedly reduce the weight of the tread (by approximately 30%) by succeeding in decreasing that of the rubber sole, without affecting its excellent standards when it comes to grip, tensile strength, durability, wear resistance, slip-resistant properties. A

