



Booth # 30103W

AUSTIN FOOTWEAR LABS INTRODUCES UPCYCLED SANDAL LINE TREDAGAIN AT OUTDOOR RETAILER

Shoe company is putting a new spin on old tires with patented process

AUSTIN, Texas (Dec. 30, 2015) – [Austin Footwear Labs](#) rolls out a new era in sustainable shoes with the launch of Tredagain, a high-quality, durable and sustainable line of men's and women's activewear sandals made with upcycled scrap tires.

Debuting at Outdoor Retailer Winter Market 2016 at booth 30103W, Tredagain is the first sandal line to incorporate the 100 percent virgin rubber substitute called APX®. Created by its sister company, [Austin Rubber](#), the proprietary APX-making process takes tires at the end of their useful life and upcycles them into useable rubber. The process fulfills the company's mission to keep old tires out of landfills or from being burned and emitting toxins into the environment.

"Every year, 300 million scrap tires are generated in North America alone, and it is our mission to provide an economically competitive and earth-friendly alternative to junking them," said Austin Footwear Labs President Fitz Lee. "We are setting a new standard for footwear where true sustainability matters as much as quality, comfort and style."

Unlike other sustainable footwear brands that contain "recyclable" materials or minimal amounts of recycled products, Tredagain's sandals are made with more than 50 percent upcycled material. Other "green" footwear brands typically contain up to three percent.

The men's and women's Tredagain lines each include sandals in four different colors that pay tribute to its hometown's geography and culture. Men's are available in Espresso, Red River, Burnt Orange and Bat Black, and women's are available in Sand, Turquoise, Purple Haze and Onyx. The cost is \$69.99 per pair at www.austinfootwear.com.

About Austin Footwear Labs:

Founded in Austin, Texas, in 2015, Austin Footwear Labs released Tredagain, a state-of-the-art high-tech, sustainable sandal that keeps tires out of landfills. Its mission is to provide consumers with fashionable, high-quality footwear for those looking to leave a better footprint. Tredagain's line of men's and women's sandals delivers on that mission with stylish, durable, comfortable and earth-friendly shoes made with at least 50 percent upcycled tire rubber. More information is available on AustinFootwear.com, facebook.com/austinfootwearlabs or @AustinFootwear on Twitter and Instagram.

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