



Green Source Holdings Launches Austin Footwear Labs

AUSTIN, Texas (Nov. 16, 2015) – Green Source Holdings LLC announced the launch of a new business, Austin Footwear Labs LLC, a high-tech, eco-friendly shoe company offering footwear made from upcycled scrap tires. Austin Footwear Labs rolls out a new era in sustainable shoes with the launch of its line of high-quality, comfortable and fashionable men’s and women’s sandals. Austin Footwear Labs is the only shoe line made from more than 50 percent upcycled scrap tires.

Unlike other sustainable footwear that contains “recyclable” materials or minimal amounts of recycled products, Austin Footwear Labs sandals are made from APX[®] upcycled rubber, a patented material created by Austin Rubber Company LLC. The APX-making process takes tires at the end of their useful life and upcycles them into useable rubber, instead of their being burned and emitting toxins or being sent to a landfill.

“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.”

Austin Rubber’s APX[®] is produced through a proprietary, sustainable process and is as strong and durable as new rubber. As a result, Austin Footwear Labs sandals made with APX[®] are exceptionally high-quality and long-lasting.

The men’s and women’s lines include sandals in four different colors that pay tribute to Austin’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 \$70 per pair at www.austinfootwear.com.

About Green Source Holdings LLC

Green Source Holdings LLC, founded in 2007, is a privately held company that operates businesses in resource efficiency opportunities. The company is headquartered in Austin, Texas. GSH’s businesses include: Austin Rubber Company LLC which upcycles scrap tire rubber into a high-quality virgin rubber substitute using a patented devulcanization process; Octavo Systems LLC which designs cutting edge system-in-package semiconductors to provide “internet-of things” capabilities and unprecedented integration and flexibility for system designers; and Austin Footwear Labs LLC, a leading brand of sustainable footwear.

About Austin Footwear Labs

Founded in Austin, Texas, in 2015, Austin Footwear Labs makes shoes that keep tires out of landfills. Its mission is to provide consumers with fashionable, high-quality footwear for those looking to live more sustainably. AFL’s line of men’s and women’s sandals delivers on that mission with stylish, durable, comfortable and earth-friendly shoes made with more than 50 percent upcycled tire rubber. More information is available on AustinFootwear.com, www.facebook.com/austinfootwearlabs, www.pinterest.com/austinfootwear/ or @AustinFootwear on Twitter and Instagram.

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