



New ULTRALIGHT™ garden wellies set to ignite garden centre sales year-round

A new name in wellington boots is helping to drive year-round sales, whilst also showcasing new material innovation to mix up the gardener's favourite footwear category. Introducing Leon Boots Co Ltd – the name behind the all-new 'revolutionary' ULTRALIGHT™ garden ankle boot, the lightest and most comfortable wellington boot to ever hit the UK market.

Every garden retailer will recognise the value of stocking wellington boots. Whether established gardeners, hobbyists or just for those consumers that want footwear that withstands

days spent outside, wellington boots are a long-term proven seller. However, with several established brands largely monopolising the market, consumers are often left with little choice, faced with the same colours and designs. Until now that is.



Leon Boots Co., has been created to shake up the wellington boot category, bringing new colours, designs and unique characteristics to help drive year-round sales and maximising vital gifting potential. To date, the Leon Boots Co. offering has found its home within forty UK garden centres, with further expansion earmarked following the launch of the new garden ankle boot collection.



Drawing on over a decade of expertise within the outdoor footwear sector, Leon Boots Co. has brought to market a material which enables the company to create ULTRALIGHT™ wellington boots that are up to 65% lighter than traditional boots. Manufactured from award-winning, injection moulded EVA/TRC polymer, a pair of Leon Boots Co. boots can weigh as little as 219g – that's the same weight as an adult hamster!

Lightweight doesn't mean a compromise on functionality, however. Leon Boots Co. proudly boast a wide range of features which offer longevity for users including full insulated working against temperatures as low as minus 30°C, split and crack resistant, 100% waterproof, and featuring a removable and washable sock liner. The lightweight ergonomic design also allows for exceptional comfort and support, making the boots suitable for long-term wear and happy feet.

New-for-2021 Garden Ankle Boots

As the name suggests the new garden ankle boot is a shorter length and features an easy to pull on design thanks to the incorporated hand grips, whilst the removable sock liner offers a stylish contrast. Available in traditional green, as well as black, fuchsia, red and yellow, and with an RRP of just £29.99, these are boots designed to drive impulse sales and increase the gifting potential of the footwear category.

In addition to the all-new garden ankle boots, the Leon Boot Co. also offers a longer length Explorer (unisex style available in black and green - RRP £49.95), Montana (ladies style available in navy and green - RRP £39.95) and the Froggy range for children (available in pink and blue - RRP £22.95).



Merchandising support from Leon Boots Co.



Recognising that footwear can often be a space hungry product range, not to mention the fact that displays can quickly become unruly thanks to customers keen to find their right fit, the team at Leon Boot Co. has launched its products boxed, supported with dedicated displays stands to minimise shelf space required. The display units also enable the stock to be flexibly located around the store, helping to improve cross merchandising potential and ultimately driving up the average basket spend.

Each of the three displays available take up just 0.25m², and can include 10 pair of kid's Froggy boots, or six to eight pairs of the new garden ankle boots or unisex styles. These display units can be ordered directly with carriage paid (for 15 mixed styles), making them a quick and easy solution for retailers wanting to increase their footwear offering.

Kevin Burgess, UK Director at Leon Boots Co., said: "We are an exceptionally proud family business that is passionate about bringing to market products that challenge the norm and delight consumers, and we truly believe that our new garden ankle boot will open up new sales opportunities for retailers. The price point – up to 60% cheaper than the leading brands – will make our range much more accessible to shoppers and will open up the gifting potential of this popular footwear style. More than this, retailers can also arm themselves with some great customer communication fodder. It's not until you touch, feel and wear the boots that you really understand just how light they really are. This is something that retailers can generate conversation about, inviting customers to come try them for themselves. It's a unique talking point, and one we know works. We're excited for more garden centres to join in!"

Find out more

To find out more about the Leon Boot Co. please visit www.lbcboots.com. Retailers interested in stocking the product offering are invited to email kevin@leonbootsco.com or charlie@leonbootsco.com

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