



FIND THE
PERFECT FIT
FOR YOUR INDUSTRY

"Precision, power, performance - that's what I've always demanded of myself. I'm proud to have my name associated with DOT Safety Footwear, a company whose products reflect these values."

Lucas Radebe



MESSAGE FROM LUCAS RADEBE

"I take great pride in introducing you to our latest safety footwear catalogue. Inside its pages you will find footwear that has been designed and engineered to fit the challenges that your particular industry encounters.

With appropriate footwear tailored with you in mind, no longer will you be forced to accept any more or less than exactly what you need. I am certain with our range of safety footwear you will find the Perfect Fit."

RADEBE

- Equipped with a TPU Sole
- Extreme Elasticity & Slip Resistance
- Reflective Strip



MINING

Making up a substantial part of South Africa's economy (South Africa's mineral reserves are valued at a staggering \$2.5 trillion), the mining industry is nonetheless somewhat unpredictable.

Constantly caught in a tug-of-war between nationalisation and privatization, this most invaluable of industries soldiers on to continue in contributing to a large percentage of the world's mineral resources and is responsible for producing not only coal but such highly prized raw materials as gold, platinum and diamonds. It's no wonder, then, that it remains so primary a focus of major investors, as well as a reflection of the economic, even political health of the country. And yet, for those who actually work in the field, Mining is a seriously dangerous job, where the right equipment could mean the difference between life and death;

"SA's Mining Industry contributes to a large percentage of the world's mineral resources."

between safety and serious injury. Along with protective headgear and clothing, it's critical to have the right kind of footwear that can deal with everything from heat to high impact shocks to environmental hazards.

At DOT Safety Footwear, we have you covered with the Radebe. Comfortable, durable and attractive, the Radebe boasts everything that you could possibly want from a mining boot but has several new features that puts it over the top. Equipped with a TPU sole, it features increased elasticity and improved slip-resistance for the harshest and most unwelcoming surface conditions, while the addition of a reflective strip adds all-important increased visibility. For so dangerous an occupation as mining only the very best will do, and you don't get much better than the Radebe.





GRANITE

- Anti-Static
- Unique Water Resistant Leather Treatment
- Anti-Fungal Inner Sole

CONSTRUCTION

"The construction industry remains a bedrock of South Africa's economy and way of life."

An industry striving to once again achieve the highs of the years leading to the Soccer World Cup in 2010, the construction industry remains a bedrock of South Africa's economy and way of life. South Africa's status as a "developing country" may not actually refer to the construction industry specifically, but considering the amount of building, construction and urban development going on throughout the nation, it may as well be. From the building of low-income housing to major overhauls of our highways to erecting modern skyscrapers for some of the world's biggest corporations, construction has stood up to troubling times better than almost any other industry. Indeed, its continuous growth has led to predictions that construction will continue to grow, going from 105 billion dollars to 109 billion by 2020.

At the heart of these major construction projects, though, is the humble construction worker; the people who see these buildings, roadworks and townships come to life one brick at a time. For them, though, the dangers of construction are far more immediate

than your average economic downturn. It's not for nothing, after all, that a construction site is a veritable kaleidoscope of yellow hazard signs and red barrier tape. One of the best ways to protect construction workers is with the correct footwear.

DOT Safety Footwear's recently innovated and re-engineered product specifically designed with the construction industry in mind, the Granite, boasts shock-proofing, acid and static resistance and a steel toe cap and is comfortable and sturdy enough to withstand hours and months of continuous wear. Its most advanced design, however, is a unique water-resistant leather treatment that protects both the boot and its wearer from all-too-common mud-and-cement-clogged sites. Add to this its anti-fungal inner sole that is also specifically designed to withstand watery environments, and it's just another addition to make their lives that little bit easier and that little bit safer.



- Supa Flex Enhancements
- Full-Grain Leather Upper Vamp
- Long Lasting Bend Resistance



WAREHOUSING & LOGISTICS

For a country that relies so heavily on imports and exports, logistics and transport form the backbone of most business in South Africa. The transportation of goods within the country itself, is a particularly massive undertaking that has become more and more reliant on the roads as a primary means of moving goods across country. This is good news for transport companies and, indeed, with some 52% of most logistics bills being comprised purely of transportation costs, South Africa's "transport-heavy" economy is especially dependant on this industry. Warehousing, through the growth of the import and export industry has lead to bigger and more sophisticated warehouses resulting in more and more job opportunities. On both ends of the supply chain, drivers and warehouse workers place inordinate amounts of strain on their feet.

"Warehousing and logistics form the backbone of most business in South Africa."

While the latter spend most of their days on their toes, very often doing ligament-straining work at the same time, drivers place tremendous strain on their feet working the pedals on their trucks for hours on end.

DOT Safety Footwear has an answer to both problems and it all comes down to a single boot: the Flex. Along with the usual sturdiness and comfort that is a trademark of DOT, the Flex boasts the Supa Flex feature that combines a high-concentrate PU sole and a high quality, full-grain leather upper vamp section into a shoe that moulds itself to the strains of your job, ensuring a long-lasting comfortable experience from your footwear.





MERCURY

- Slip Resistant
- Shock Absorbent Heel
- Dual Density Flexible Sole



INDUSTRIAL

“Manufacturing, in general, is the largest contributor to South Africa’s GDP at 15%.”

Although South Africa is known for being a country that relies on imports, it is actually a country with a major industrial and manufacturing sector that includes, but is certainly not limited to, apparel, chemicals, agricultural products, automotive parts and vehicles and even some information technologies. Manufacturing, in general, is the largest contributor to South Africa’s GDP at 15% and is responsible for 14 percent of the country’s formal employment. It is also key to South Africa’s future economic growth.

Such large scale manufacturing in often varied environments with workers, doing a number of different jobs in a single workplace– from packaging to assembly to putting

the finishing touches on the near-complete products. Outfitting so varied a workforce is something of a challenge, but it’s a crucial one when considering the kinds of footwear workers in hazardous conditions might need.

DOT Safety Footwear has the perfect multi-tasking boot that will provide both comfort and protection for your workers, regardless of their specific jobs. The Mercury is the ultimate utility boot with a flexible sole, high quality upper, a shock absorbent heel and resistance to heat and slippage. Your workers would not want to leave home without it.

XENON

- Water Resistant
- Anti Fungal Inner Sole
- Multi Climate



AGRICULTURE & FORESTRY

There is literally nothing more important to the health of a self-sufficient, developing country than the state of its agriculture. As an industrialised country, South Africa is proud to boast that within a healthy and diverse economy the farming industry nonetheless makes up a significant allocation of 10% of the country's workforce. It's hard to imagine anything more crucial to a country than its food supply. The country's agricultural sector certainly has its challenges, but they have continued to keep South Africa fed and have continued to grow worldwide as a major food exporter.

And, of course, it all starts with the farm workers themselves. Their job isn't always the easiest, though, as working outside, especially in more forested areas, means that they are constantly under the influence of the weather. Watery, rainy conditions can be

especially challenging, as efforts to keep dry are often undermined by the very ground they're working.

DOT Safety Footwear can offer some relief for this at least. With our Xenon and Granite water-resistant boots, you can enjoy the comfort and high-quality leather craftsmanship that is our stock in trade, without worrying about your boots getting ruined by even the wettest working conditions. The water resistant upper and anti-slip sole make these boots the best choice in the rugged terrain of the outdoors working environment. In addition to all this, the anti-fungal inner sole serves to provide the wearer with even greater hygiene keeping your feet fresh and healthy.

"It's hard to imagine anything more crucial to a country than its food supply."





RADEBE

- TPU (Thermo Polyurethane) Sole
- Reflective Strip For Increased Visibility
- High Slip Resistance to Oil and Grease

AUTOMOTIVE & PETROLEUM

Often overlooked, the automotive industry is responsible for over 10% of all South Africa's manufacturing exports and 6% of its GDP, with much of the rest of Africa being particularly reliant on the vehicles and parts that are manufactured here. The current automotive industry was established shortly after the 1994 elections and has grown steadily in the twenty-plus years since, with plans in place to have over one million vehicles manufactured a year in South Africa by 2020. The inexpensive labour and production costs have made South Africa a go-to manufacturer for vehicles and parts for such major companies as Ford, Toyota and BMW.

Part and parcel of the automotive industry, is the creation of hundreds of thousands of jobs for South Africans, across the socio-economic spectrum; from manufacturing of specific components all the way up to high-level retail.

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For those involved with the actual production side of the automotive industry, though, working conditions aren't always the safest, with rough spare parts and litres of oil strewn across their workspaces. There is an easy and cheap solution to this, though, and it all comes down to wearing the right boot.

DOT Footwear presents the Radebe, an all purpose, hard-wearing boot that is comfortable and sturdy, but also comes with several features that make it the perfect fit for those working in the manufacturing, maintenance and service parts of the automotive industry: most especially, a TPU (thermo polyurethane) sole with a very high slip resistance to oil and lubricants; this together with a high visibility reflective strip for the gas station environment all but guaranteed to make working in any garage or automotive plant a whole lot easier and just that much safer.

ARGON

- Steel Toe Cap
- Leather Upper
- All-Rounder



CONTRACTOR

Trying to compete as an up and coming small business is never easy in even the best of times, but in South Africa's major industries, where most of the market is controlled by gigantic corporations, it must seem almost impossible. And yet, by all indications, small and medium sized businesses lie at the very heart of the economy and represent South Africa's future even more than the big companies do. Some researchers have even suggested that small to medium sized businesses make up no less than 90% of all formalized business, employing as much as 60% of the country's total work force.

Still, there's no doubt that getting a small business off the ground is not for the faint of heart, with everything from tumultuous markets to initial low profit margins to fending

off larger, better known brands constantly threatening to sink your new enterprise long before it gets a chance to swim.

With all that small businesses have to contend with, it's not an exaggeration to say that every cent counts and we at DOT Safety Footwear fully embrace this philosophy with our top-quality, value-for-money boot, the Argon. A well-rounded boot that offers comfort, impact resistance and protection against environmental hazards like oil or acid. The Argon covers all the basics of the best all-rounder utility safety boots but at an ultra-competitive price that ensures that you can protect your employees without breaking your bank.

"Small and medium sized businesses lie at the very heart of the economy."





ALLOY

- 300 Degree Heat Resistant
- Leather Spat over the Upper Area
- Protection Against Sparks & Metal Shavings



METAL WORK

"15% of South Africa's GDP comes from manufacturing exports and this wouldn't be possible without the welding industry."

Like all skilled labour, good welders remain in constant, high demand in South Africa, which makes for an industry that weathers the bad economy particularly well and remains necessary no matter what. More than that, 15% of South Africa's GDP comes from manufacturing exports and this wouldn't be possible without the welding industry to literally hold metal manufacturing together. Like all technology-based industries, of course, rapid advancements in welding technologies mean that the skills needed by welders are becoming more and more specialized and more and more in demand.

Still, regardless of the changes and advancements to the welding industry, one thing remains a constant: safety measures are essential when working with extreme heat

day in and day out. The first line of defence against such sweltering heat is clearly the protection of the eyes and face but they're not the only things at risk.

We, at DOT Safety Footwear have your feet covered with our specialised welding boot, the Alloy. The usual hard-wearing requirements are there that are consistent with worker boots throughout the manufacturing industries (comfortable but sturdy leather uppers, resistance to slippage, shocks and acid) but the Alloy boasts rubber soles that can withstand heat of up to three-hundred degrees Celsius and a leather spat over the upper area in the place of traditional laces to prevent any extra fire risks. It's everything a welder needs to protect their feet from the white-hot dangers of their job.

NEON

- Feminine Design
- Light Weight PU Sole



LADIES

This being the early 21st century, we find that women occupy a large percentage of the workspace. Yes, many miners, welders or car mechanics are men but in this post-feminist and increasingly expensive world, women make up an increasingly large part of the workforce, both by want and by necessity, increasingly finding themselves in jobs that were once considered the exclusive domain of men. A new world means new changes and new challenges and sometimes even new shoes to fill.

"Allows women to stand head to head and heel to heel with their male colleagues."

DOT Safety footwear's Neon lady's style safety shoe combines all the features and comforts on which our brand is built with a sleeker, more feminine design. Fully equipped with oil- and acid-resistant material, a shock-absorbent heel and a flexible, light-weight PU sole, the Neon is distinct from the rest of DOT's acclaimed line of safety footwear only in its significantly less bulky, more elegant appearance. It is otherwise every bit as sturdy, as resilient and as comfortable as any of its masculine counterparts and allows women to stand head to head and heel to heel with their male colleagues.





TUNGSTEN

- 300 degrees heat resistant
- Full grain leather

TAZ

- Slip on style

EXECUTIVES

Those in executive positions in industries such as mining, automotive manufacturing or construction are often caught in the balance between the more rugged, utilitarian needs of their business and the need to be seen as highly respectable. Such a balance is not always easy to get right, as they need to find that perfect note that allows them to be "respectable" to potential clients, while at the same time making sure that they stay safe in these dangerous environments. Giving the correct appearance is a major concern with whatever such an executive wears but, for their footwear especially, safety concerns are crucial too.

DOT Safety Footwear has a couple of boots that strike that perfect balance between utilitarian needs, safety features and a truly executive appearance. The Tungsten has a sleek but sturdy look that makes it perfect for executives but it also features the maximum of protection in even such dangerous spaces, such as mining and construction sites. In Addition, with its combination EVA/ rubber nitrile sole the Tungsten can withstand high heat temperatures.

The Taz, on the other hand, features the wonderfully unique, easy-to-slip-on, Chelsea style that immediately sets it apart from most safety footwear but has all the safety features that you would expect. It's hard to go wrong with either boot.



"Look professional without compromising on safety"



GIVING OUR NATION'S CHILDREN A STEP UP

Producing the ultimate in safety footwear for every industry is not the only thing that drives us.

We are aware of the challenges that face so many of our country's children and believe in doing our part so that they too can put their best foot forward. That's why we donate a portion from the purchase of every pair of safety footwear to four important charities built around children's needs, from food and education (FeedSA), giving orphans a loving environment (Hakuna Matata House), performing essential surgery for those in need (Smile Foundation) and community welfare (Africa Tikkun).



Afrika Tikkun
Developing Communities
in South Africa

