

MAKE EVERY STEP COUNT



GROOTHANDEL
**BERNARD
ROERDINK**

21-02-2025

TEAM Roerdink & Gevavi

THE DUNLOP DIFFERENCE



Sustainability Promise

We are in the top 5% of sustainable companies globally.



History of Innovation

Dunlop has been reinvented the work boot for over 130 years.



Materials Matter

Our proprietary Purofort, Acifort, and PVC materials ensure our customers get exactly what they need to get the job done.



Long-Term Value

Dunlop boots outlast and outperform the competition.



Fits For Purpose

The Classic Fit and Sneaker Fit of our boots ensure that every maker and doer of the world have the perfect fit.



STF Center

Dunlop's STF Center is relentlessly pursuing the eradication of slips, trips, and falls.

DID YOU KNOW?

**EVERY YEAR 900,000
SLIPS, TRIPS, OR FALLS
OCCUR AT WORK**

That's more than 100 per hour

Only the most severe incidents are being reported. This makes it hard to get grip on the cause of an incident. For every STF accident 12 work days are being missed and unplanned absences can have a cascading impact on production.



“We have witnessed a significant reduction in STF incidents since replacing all boots for our shop floor employees.”

KEVIN GUY
ORGANIZATIONAL
PERFORMANCE
MANAGER AT

Cargill

”



ENGINEERED BEYOND **SAFETY** STANDARD

Dunlop boots reduce slips, trips, and falls with support from our STF Center, updating our footwear, and job-specific outsoles.



WEARING THE RIGHT FOOTWEAR CAN SAVE LIVES

Our STF Center does the work for you working to improve our boots producing the safest possible footwear for the makers and doers.



NEXT GENERATION OF SAFETY FOOTWEAR

Dunlop has innovative AI-powered software that develops predictive tools and tests outsoles to keep up with change and create safer boots.



JOBSITE SPECIFIC OUTSOLE DESIGN & INNOVATION

With over 40 different specific outsole designs, we have your outsole for your specific job site no matter the walking surface.



SCAN TO FIND
THE RIGHT BOOT
FOR YOU

LOWER TOTAL COST OF OWNERSHIP BY UP TO 12%



HELP REDUCE
12 MISSED
WORKDAYS
AND SAVE
\$70k /STF
ACCIDENT

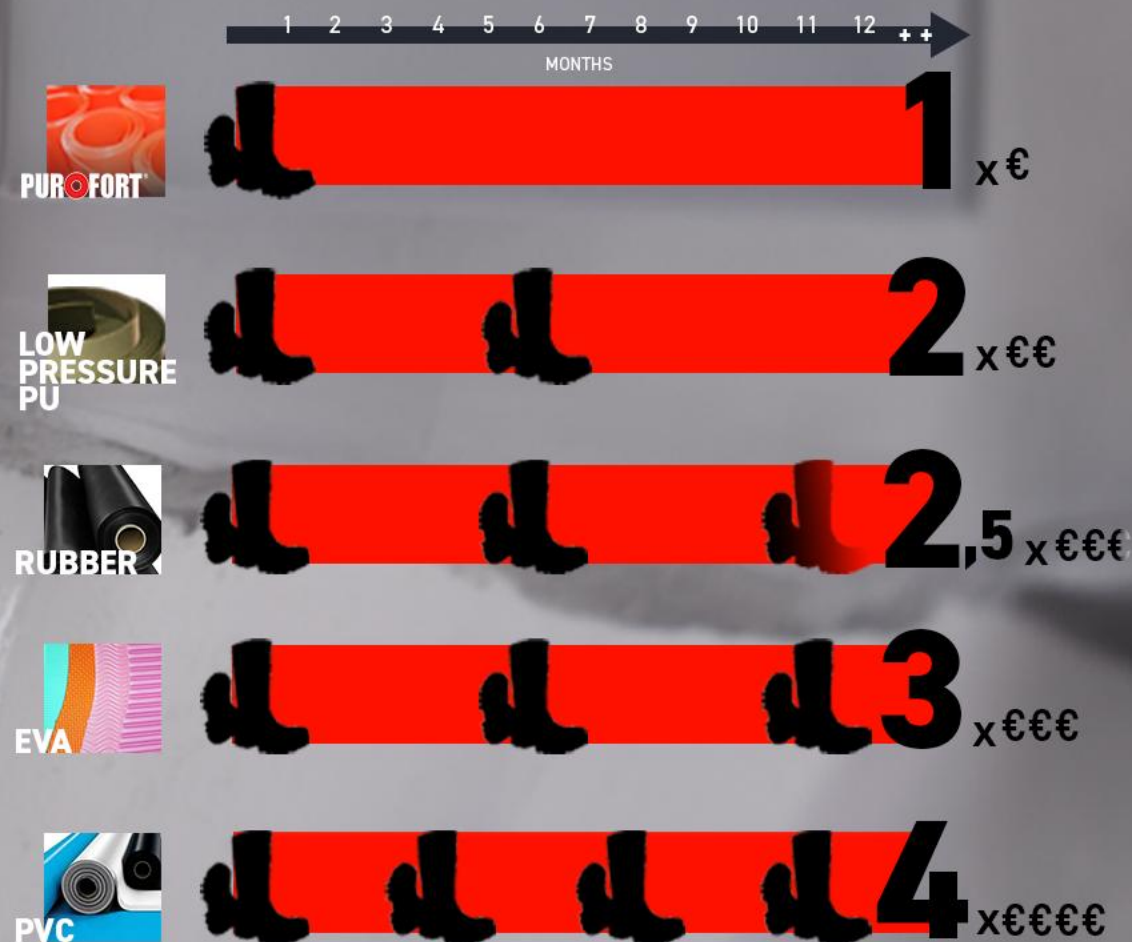
Work accidents are expensive, but giving your employees Dunlop boots will help reduce the financial burden of accidents and missed workdays while increasing employee moral.



CHOOSING THE RIGHT
FOOTWEAR HELP LOWER
TURNOVER BY
450%

Offering Dunlop boots to employees and new hires creates a lower turnover rates and all costs associated to new hires due to the high-quality PPE products.

PURFORT® OUTLASTS AND OUTPERFORMS THE COMPETITION



DUNLOP PROPRIETARY MATERIAL



SNUG BOOT®

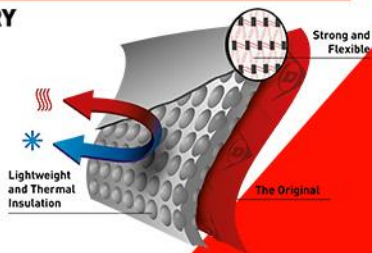
ENGINEERED FOR
EXTRAORDINARY
COMFORT

Dunlop's comfort innovation set the new standard for the comfort of the workboot. Extraordinary components with Purofort material and Purotex create boots with a Sneaker Fit that are waterproof from the outside while breathable from the inside.

PUROFORT®

DUNLOP'S PROPRIETARY MATERIAL THAT IS LIGHTER, STRONGER, AND MORE DURABLE THAN ALL OTHER'S

Purofort® is the unique Dunlop® material with millions of evenly distributed air pockets making it lightweight and thermally insulating plus a cross-linked structure that provides flexibility and strength.



ACIFORT®

PROVIDES HEAVY DUTY
PROTECTION FROM
OVER 200 CHEMICALS

- Protection from 200+ chemicals
- Elevated comfort and protection
- Enhanced durability

PVC

GENERAL USE
EVERYDAY PROTECTION

- Made locally
- Exceeds global safety standards
- 100% Waterproof

Technologies & Materials

**ENGINEERED FOR
SUPERIOR PERFORMANCE**

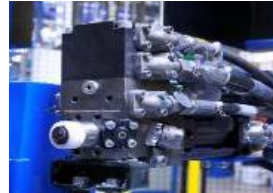


UNIQUE PROPRIETARY TECHNOLOGY



Custom Formulations

Secret proprietary ingredients composed to meet specific End-user needs



Custom injection machines

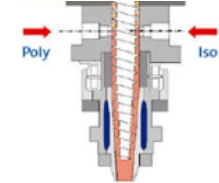
Components are injected at high pressure (200 BAR) to create an efficient chemical reaction

STANDARD PU TECHNOLOGY



Off-the shelf Compounds

Standard compounds by BASF & Huntsman that are bought off the shelf and ready to go



Standard injection machines

Standard PU machines by Desma that inject the PU material with low pressure (25 BAR) into the molds

Technologies & Materials

ENGINEERED FOR
SUPERIOR PERFORMANCE



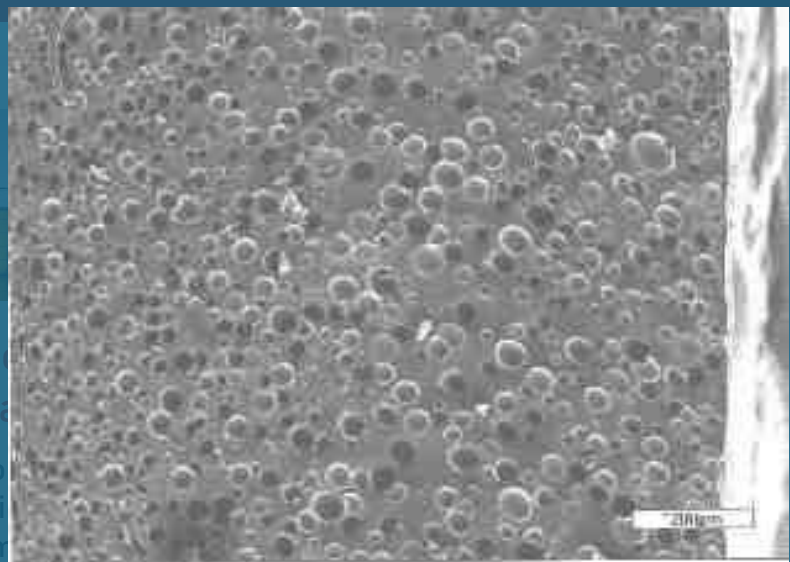
UNDER THE MICROSCOPE

UNIQUE PROPRIETARY TECHNOLOGY

STANDARD PU TECHNOLOGY



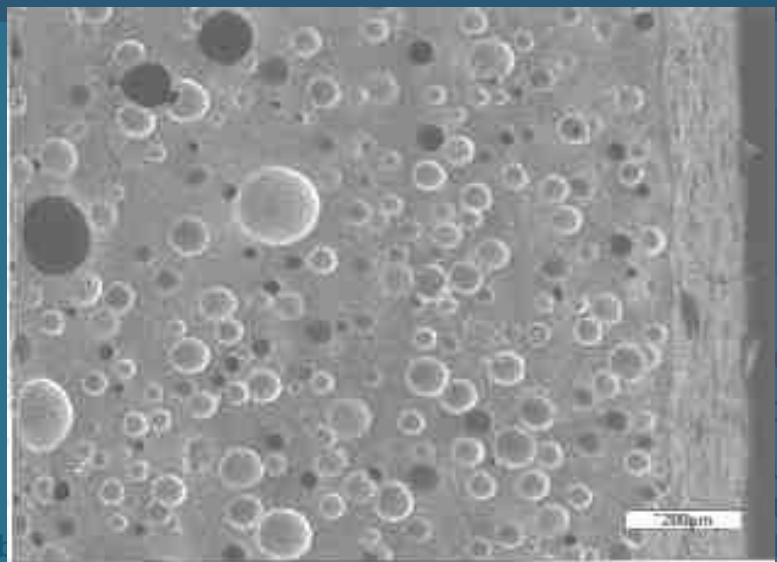
Custom
Formulation
Secret proprietary
ingredients
composed to meet
End-user needs



Purofort®

Small, even-sized air pockets

reaction



Injection
machines
J machines by
t inject the PU
h low pressure
(25 BAR) into the molds

Low Pressure PU

Fewer and uneven-sized air pockets

to go

(25 BAR)

STEPPING UP TO DO WHAT'S RIGHT



KG C02e reduction/pair
6% versus 2019 base year



Received EcoVadis Gold
Rating 3 years in a row



Recycled content products
and Bio-Based content
products



All manufacturing sites
powered by 100%
renewable energy



13,000 pairs of boots
donated to people in need



Insoles 85%
recycled content



65 Tons
recycled PVC



11,140 total training hours
Average 29 hours per employee



Switching packaging
from virgin and/or fossil
to recycled and/or renewable

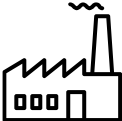


DUNLOP EARNES GOLD AGAIN!

Recognized as One of the 3% Most Sustainable Companies Globally

THE WHO

ecovadis



200+
Industries



175+
Countries



100,000+
Companies



THE WHAT



97th percentile
Best 3%



ENVIRONMENT



97th percentile
Best 3%



LABOR &
HUMAN RIGHTS



97th percentile
Best 3%



ETHICS



SUSTAINABLE
PROCUREMENT

DUNLOP FIT FOR PURPOSE

FOR TWO MAIN CUSTOMERS TYPES

Dunlop has two different fits for the different needs of our customers. The innovative Sneaker Fit locks in your foot and ankle and reduces walking weight, while the Classic Fit allows for easy movement, reducing cuts and tears with its flexibility.



"These boots have helped me get the job done for generations"

**CLASSIC
FIT**

**EASY
ON & OFF**

SERIES



DUNLOP PUROFORT PROFESSIONAL



DUNLOP PUROFORT+



DUNLOP FOODPRO PUROFORT MULTIGRIP



"Why shouldn't my work boots be as comfortable as my sneakers?"

**SNEAKER
FIT**

**ELIMINATES
HEEL SLIPPAGE**

SERIES



DUNLOP TERRAPRO



DUNLOP ACIFORT METGUARD



DUNLOP JOBGUARD



3 Materials & 2FITS

Om te
onthouden!

SAFETY AND COMFORT SOLUTION FOR EVERY INDUSTRY

BEST

BETTER

GOOD

AGRICULTURE



INDUSTRY



FOOD



LEISURE



FROM **GOOD**
TO **BETTER**
TO **BEST**
AND BEYOND

EXTRAORDINARY

**SNUG
BOOT®**



COMFORT

Meeting end-user needs



DURABILITY

Fulfilling lifetime expectancy



PROTECTION

Meeting the standards



**BEST
PUROFORT®**



COMFORT

Meeting end-user needs



DURABILITY

Fulfilling lifetime expectancy



PROTECTION

Meeting the standards



**BETTER
ACIFORT®**



COMFORT

Meeting end-user needs



DURABILITY

Fulfilling lifetime expectancy



PROTECTION

Meeting the standards



**GOOD
PVC**



COMFORT

Meeting end-user needs



DURABILITY

Fulfilling lifetime expectancy



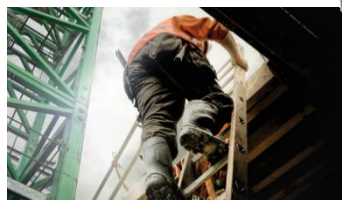
PROTECTION

Meeting the standards



COMPLEET ASSORTIMENTS OVERZICHT

PUROFORT® PRO SERIES



SNUGBOOT SERIES



Upgrade
Q1 '25

ACIFORT® GUARD SERIES



NEW S5

PVC SERIES (-IT)



Dunlop's waarde
propositie:

Goed-Beter-Best-
Uitzonderlijk

DUNLOP PVC-SERIES

GOED



Work-IT



Pricemaster
(Non safety)

DUNLOP ACIFORT GUARD SERIES

BETER



JobGUARD



MetGUARD



HazGUARD

DUNLOP PUROFORT PRO-SERIES

BEST



FieldPRO / SeaPRO / RigPRO



PRO Thermo+



FoodPro



Bio-Based FoodPro

DUNLOP SNUGBOOT SERIES

UITZONDERLIJK



Craftsman

WorkPRO

Dunlop's waarde
propositie:

Goed-Beter-Best-
Uitzonderlijk

DUNLOP PUROFORT
PRO-SERIES

BEST



FieldPRO / RigPRO

PRO Thermo+



FoodPro

Bio-Based FoodPro

DUNLOP SNUGBOOT
SERIES

UITMUNTEND



Craftsman

WorkPRO

Meet the Next Generation in Safety Footwear

The new TOTAL Dunlop® Purofort® Agri Range



Professional

TerraPRO

P+

Thermo+

FieldPro Thermo+

De Next Generation in Safety Footwear

De nieuwe line-up in Purofort INDUSTRIE



KEUZE



KEUZE



Professional

TerraPRO

P+

Thermo+

FieldPro Thermo+

RigPro Brown & Dark Brown

Gevoerd



Nieuwe FIT!



ERVARINGEN

Purofort VS LEER

- Comfort
- Waterdicht
- Onderhoud
- Prijs
- Besparing

Sneaker vs. the Classic:

Een nieuwe standaard voor comfort & veiligheid

NIEUW FieldPRO Thermo+

VS

"Classic" Purofort Thermo+



- ✓ Verbeterde Veiligheid
 - Composiet neus & tussenzool
 - Verbeterde grip & traction
- ✓ Verhoogd Comfort
 - 15% Lichter dan de Classic
 - Sneakerfit + comfort inlegzool
 - Isolerend tot -60°C/76F
- ✓ Verbeterde Duurzaamheid
 - Ander injectiepunt
 - Slijt indicatoren
- ✓ Modern design



SNUGBOOT UPDATE Q1 '25 → neopreen



Craftsman



WorkPRO

Slips Trips Falls



1. Voorkomt Verzuim
2. Minder vermoeid
3. Super comfort

PUROFORT FOOD markt



Purofort FoodPRO



Purofort FoodPRO Biobased

DUNLOP®

PUROFORT FOODPRO BIO-BASED MULTIGRIP SAFETY

De iconische food laars gemaakt met 30% plantaardig materiaal

Schacht

- Gemaakt met 30% plantaardige materialen voor 28% CO2 reductie
- Extra gladde afwerking waardoor schoonmaken eenvoudig is
- Geslachtsspecifiek ontwerp en orthopedische binnenzool voor superieur comfort

Dunlop's waarde
propositie:

Goed-Beter-Best-
Uitzonderlijk

DUNLOP PVC-SERIES

GOED



Work-IT

Pricemastor
(Non Safety)

DUNLOP ACIFORT GUARD SERIES

BETER



JobGUARD

MetGUARD

HazGUARD

DUNLOP PUROFORT PRO-SERIES

BEST



FieldPRO / SeaPRO / RigPRO

PRO Thermo+



FoodPro



Bio-Based FoodPro

DUNLOP SNUGBOOT SERIES

UITZONDERLIJK



Craftsman

WorkPRO

Dunlop's waarde
propositie:

Goed-Beter-Best-
Uitzonderlijk

DUNLOP ACIFORT
GUARD SERIES

BETER



JobGUARD

MetGUARD

HazGUARD

Sneakerfit vs. the Classicfit: Een nieuwe standaard voor comfort & veiligheid

DUNLOP JobGUARD

VS

Acifort Heavy Duty



Verbeterde veiligheid

- Getest op chemische bescherming
- Verbeterde grip & traction
- Verbeterde ankele protection



Verhoogd Comfort

- Sneakerfit
- Voorkomt glijden van de hiel
- Comfort inlegzool



Verbeterde Duurzaamheid

- Verbeterde productie
- Slijt indicatoren



Modern design



Dunlop's waarde
propositie:

Goed-Beter-Best-
Uitzonderlijk

DUNLOP PVC-SERIES

GOED



Work-IT

Pricemaster
(Non safety)

DUNLOP ACIFORT GUARD SERIES

BETER



JobGUARD

MetGUARD

HazGUARD

DUNLOP PUROFORT PRO-SERIES

BEST



FieldPRO / SeaPRO / RigPRO

PRO Thermo+



FoodPro



Bio-Based FoodPro

DUNLOP SNUGBOOT SERIES

UITMUNTEND



Craftsman

WorkPRO

Dunlop's waarde
propositie:

Goed-Beter-Best-
Uitzonderlijk

DUNLOP PVC-SERIES

GOED



Work-IT (Full
Safety)



Pricemastor
(Non Safety)

Sneakerfit vs. the Classic: Een nieuwe standaard voor comfort & performance

DUNLOP Work-IT

VS

Protomaster



- ✓ Verbeterde bescherming
 - SR (C) rating
- ✓ Verhoogd Comfort
 - Sneakerfit
 - Voorkomt glijden van de hiel
- ✓ Modern design
- ✓ Goedkoper



SEGMENT INDUSTRIE TOEPASSING voorbeeld “KLEDINGPAKKET”

- Overtuigen door pas sessies! Pasbus principe.
- Sneakerfit nog niet overal op de juiste plaats bekend → zorgt voor veiliger Werken → H&S managers
- Voorbeelden:

Purofort: Dagelijks gebruik o.a. heien, metselaars, in auto etc

Acifort: Chemie

PVC: Beton storten



WAADPAKKEN





Leisure range!



Purofort Snugboot
Pioneer(non
safety)



Blizzard
(gevoerd) PVC



Sport PVC



Dee PVC



Dane PVC



Hobby PVC



STAP IN DE NIEUWE TERRAPRO

BESTEL NU

Nú al de favoriet in de markt!

Het is tijd om terug te keren naar de boerderij, het veld of de werkplek met de nieuwe Dunlop TerraPRO. Veiligheid en zekerheid bij elke stap met Dunlop's innovatieve Sneaker Fit.



PAST ALS EEN SCHOEN

1. Dunlop's Sneaker Fit is geperfectioneerd om het slippen van de hiel te elimineren
2. Purofort garandeert langdurig comfort en bescherming
3. SRC-geclassificeerde professionele buitenzool ontworpen voor uitstekende grip.

LEES MEER

"Vertrouwde Purofort
bescherming, met de
pasvorm van een schoen"

Sámen!

Verkoopondersteunend Materiaal

Met ons bijgewerkte POS en A+ content kun je de storytelling verbeteren om de verkoop te stimuleren. Wij streven ernaar om ondersteuning via alle kanalen te bieden.



BESTEL
TERRAPRO
NU

BESTEL VIA PARTNER PORTAL

OF

CONTACT OPNEMEN



HET DUNLOP SEIZOEN IS WEER AANGEBROKEN!

Als het weer op zijn slechtst is, is Dunlop Purofort op zijn best. Bestel je Dunlop-producten nu om aan de vraag van je klanten te voldoen.

BESTEL NU

Loopt als een schoen - Altijd waterdicht - Nauwelijks onderhoud

BESTEL RIGPRO DARK BROWN



BESTEL RIGPRO LIGHT BROWN



BESTEL RIGPRO FUR LINING



POS Materialen: informeer naar de mogelijkheden



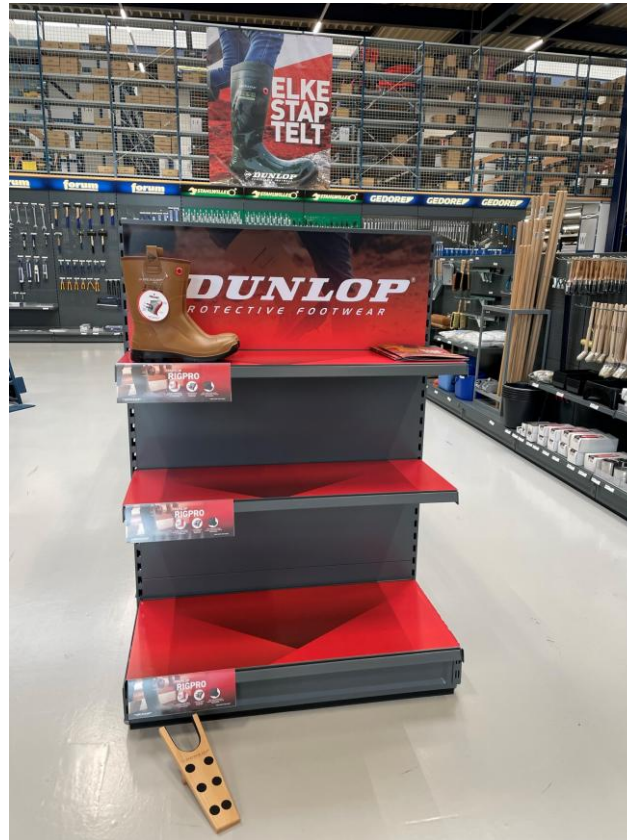
Sámen!

BENELUX & EUROPA 1.0

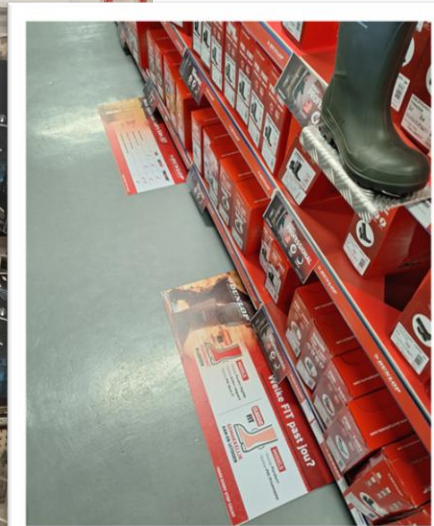
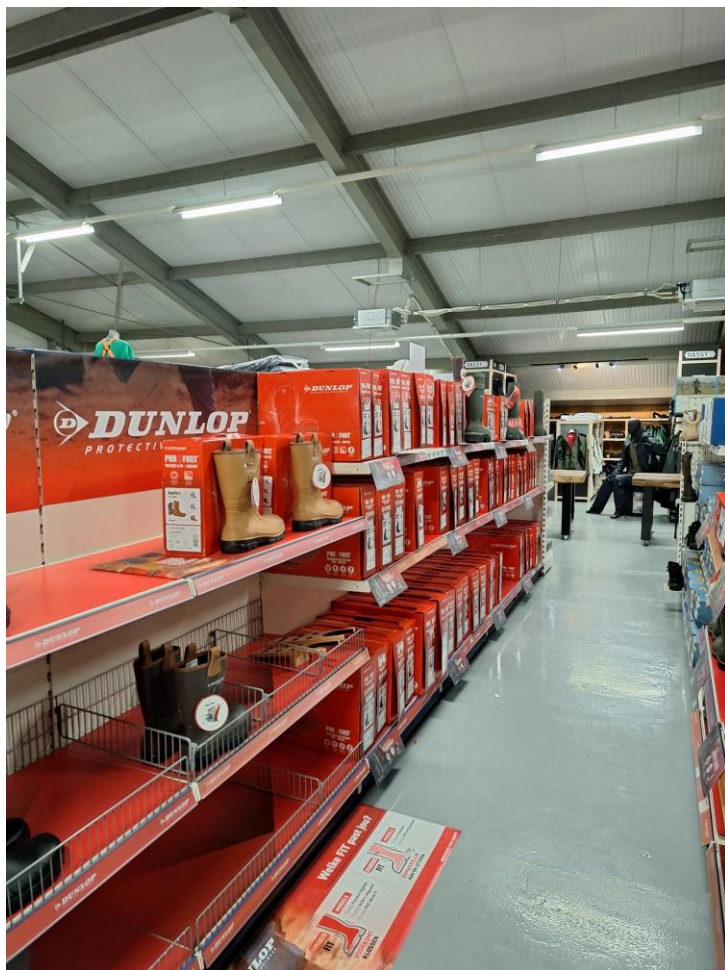
Nieuw!



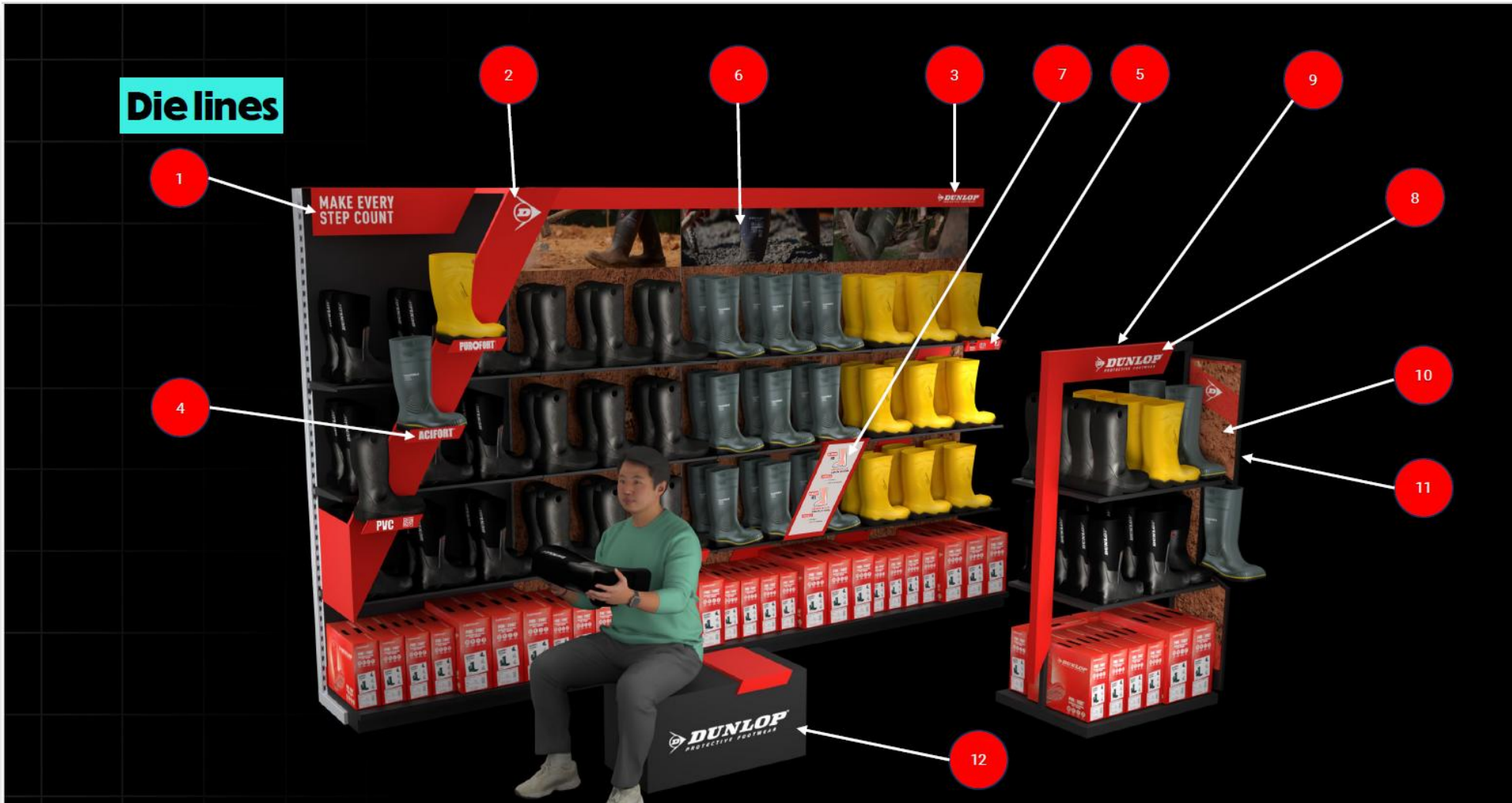
Winkelinrichting 1.0



Winkelinrichting 1.0



POS SHOP IN SHOP 2.0



POS SHOP IN SHOP 2.0



In de Praktijk..





NEW Leisure range



Sámen het verschil maken

- 3 materialen eigen productie → PVC , Acifort, Purofort
- 2 Fits → Classicfit & Sneakerfit → altijd keuze
- **Merk Dunlop → online & offline**
- Duurzaamheid
- R&D