



JCB SAFETY FOOTWEAR

HARD WORKING RELIABLE PRODUCTS DESIGNED FOR EXTREME TOUGH ENVIRONMENTS



JCB is a privately owned family run business based out of the UK, and takes its name from the initials of founder, Joseph Cyril Bamford. The company produces heavy plant equipment for the construction, demolition and agricultural sectors. Moreover, the company is renowned for producing 'diggers' (backhoes) and excavators in a distinctive yellow and black colour scheme that has given JCB somewhat of an elevated trademark status in the construction industry. JCB produces more than 300 different models and sells its machines in more than 150 countries.

After attending college, Joseph Bamford joined the Alfred Herbert Company, then the UK's largest machine-tool manufacturer, and rose to represent the firm in Ghana, West Africa. He returned home in 1938 to join the family business,

but in 1941 was called up by the Royal Air Force to serve in World War II. On returning home in 1944, he initially worked for 'English Electric' developing electric welding equipment. In October 1945, he rented a small garage and made a farm trailer from scrap steel and war surplus Jeep axles, using a prototype electric welder. He sold the trailer for £45, and a cart he had repaired for another £45. JCB, as we know it today, was born.

Since 1945, the same attention to detail, passion and progress has taken JCB from strength to strength. The history speaks for itself and has seen a series of groundbreaking developments. From the iconic backhoe loader and the first ever full-suspension tractor, to the safety landmark of the side-entry skid steer, the company focus has been on leading with innovation ever since. JCB has won numerous awards for its innovative designs and is renowned for cutting-edge systems.

A truly global company

Today, JCB operates across all five continents, manufacturing at 18 factories in the UK, Brazil, Germany, China, North-America and India. Over 1500 dealerships sell the products in over 150 countries, employing over 7000 highly trained people. Coupled with state of the art engineering facilities and a \$38 million World Part Center, JCB delivers over a million genuine parts and components every week, most reaching their key markets within 24 hours.

Innovation and service

JCB's Chairman Sir Anthony Bamford has been at the helm of the company for the past 35 years and under his leadership, JCB has become the world's third largest manufacturer of construction equipment. Today, the company is the global market leader for backhoe loaders with a 41 per cent share and also enjoys the world number one position for telescopic handlers, with a 28 per cent share.

The JCB business model has always been driven by innovation, using only the most advanced technology to achieve the high standard demanded for every project. Meticulous design and rigorous testing complete the development of each product. JCB continue to invest heavily in research and development as the key to their progress. This commitment not only enables JCB to find solutions for various environments, but also enables them to constantly improve practices and introduce new designs.

JCB and Footwear

Due to this quest for innovation, JCB products are not only limited to heavy plant machinery. Over the past years, JCB has embarked on an ambitious consumer products campaign, developing and marketing various different products. From toys to power-tools, indestructible cell phones to workwear, JCB are putting their stamp of approval to the test.

From humble beginnings with an initial sale of £45 pounds, JCB has entered a new era 65 years later with another £45 pound milestone, safety footwear.

JCB are proud to announce an all new collection of safety footwear, manufactured to the same exacting standards as the machinery from which they take their name. With the accent on both comfort and durability, JCB safety footwear provides the wearer with robust protection whilst standing up to the most rugged conditions.

All styles feature a distinctively branded anti-static, oil and slip resistant rubber outsole, with a number of different tread



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patterns. Heat resistance is at 300°C. Inside there is a shock absorbing phylon innersole, dual molded onto a chassis for easy removal. Most styles are waterproof. All models are equipped with 200 joules of toe protection along with a pierce resistant midsole. Two styles are completely metal free with a composite toecap and midsole. Also featured are models targeted specifically at sports-influenced workers.

The JCB range of safety footwear is manufactured to EN ISO 20345 and

continues the traditions of what the brand has come to symbolise worldwide: hard working reliable products designed for extreme tough environments. ■

JCB, one of the world's largest manufacturers of heavy duty equipment, is set to launch their new range of safety footwear in the Middle East, exclusively licensed to and distributed by, CanaSafe Middle East, U.A.E.

For further information, call +971 6 557 9992 visit www.jcbworkwear.com or email info@canasafe.com



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