



# SR MAX<sup>®</sup>

SLIP-RESISTANT SHOES

## YOUR PARTNER IN SAFETY



**Customized safety shoe solutions for any team.**

(877)776-2933 | [srmax.com](http://srmax.com)

# Who is SR Max<sup>®</sup>?

**Your partner in safety.**

We know that not all “slip-resistant” shoes are created equal. That’s why we test each shoe we carry to ensure it meets our coefficient of friction (CoF) standards. Sometimes that means turning down great-looking products from top brands, shoes that we know would be big sellers, because the safety of your employees matters more to us than a quick sale. You can trust that footwear offered by SR Max<sup>®</sup> is designed with safety in mind.

We took this dedication a step further and created our own slip-resistant outsole. Our MaxTRAX<sup>®</sup> slip-resistance technology is trusted by brands like Timberland Pro, Skechers Work, Reebok, Rockport Works, and, of course, SR Max<sup>®</sup>.

We’re here to make your life easier, providing comfortable slip-resistant footwear from the brands you know and love, backed by a customized program designed to meet your specific needs.

**We’re in the shoe business  
so you don’t have to be.**



## Simply Put... Shoe Programs Work

Shoe programs help protect your employees by drastically reducing their risk of painful and expensive slips and falls. This investment shows that you value them (recruitment and retention!) and means increased compliance and fewer workdays lost due to injury.



## Industry experience and metrics show that...

	Employee Participation	Slip-and-Fall Reduction
Voluntary Payroll Deduction	20 - 40%	16 - 30%
Company Subsidized	55 - 70%	40 - 55%
Company Paid	90 - 100%	72 - 80%

Slip-and-fall accidents are serious and costly, but safety shoe programs help keep your employees on their feet and save you money.

## The SR Max® Difference

When implementing a safety shoe program with SR Max®, we'll help you make the best decisions for your employees. Just tell us your needs, and we'll setup and maintain your program for you.



Dedicated in-house account representative and customer service team



Corporate pricing discounts



Convenient billing options



Custom web ordering and reporting



Subsidy/program tracking



Account setup in 24-48 hours



30-day satisfaction guarantee



6-month warranty on all shoes



\$5,000 slip & fall indemnity



Our superior MaxTRAX® outsoles



300+ slip-resistant styles



Options from Timberland PRO, Reebok Work, Dr. Martens, SKECHERS Work and more.



***“Our SR Max team made it very easy with the shoemobile and custom ordering website. We gave them what we were looking for, and the SR Max team delivered as promised.”***

*-Hendrick Automotive*



## Tracking

When you set up a custom website with SR Max®, there are several tracking management options you can choose. Tracking Management gives you the flexibility to:

- Customize the service to your company's needs
- Edit employee information
- Custom product listing (based on your approved styles)
- Edit and update employee names, subsidies, departments, and eligibility dates

## Better Than a Call Center

When you call our offices you'll always speak with one of our local customer service representatives, someone on our team who is knowledgeable and ready to answer any questions you may have—from the best footwear for your work environment to specifics about our shoe programs. Everyone on our team, from accounting to customer service to marketing, is here to help you with your program.

## The Brands Your Employees Trust

At SR Max®, we offer the protection your employees need and the brands they love. With styles from Timberland PRO, SKECHERS Work, Reebok, New Balance, Dr. Martens and more, we've got something for every style and budget.



## Our Superior MaxTRAX® Technology

When it comes to slip-resistant shoes, SR Max® remains an industry leader. For more than 40 years, our family has been devoted to employee safety through innovative footwear and customer-friendly programs. Our experience and understanding of environmental hazards led us to develop MaxTRAX®, a high-performing slip-resistant outsole that channels liquids and provides maximum grip. MaxTRAX® has become so synonymous with safety that it's trusted by brands like Timberland Pro, Reebok, SKECHERS Work and more.

**Our number one priority has always been and will always be employee safety.**

That's why we require independent testing on every product we sell. It's no wonder MaxTRAX® stands out from the crowd. The Brungraber Mark II slip resistance test demonstrates that the MaxTRAX® outsole excels on especially greasy, high-soil oily/wet, and wet surfaces.





## Need help generating excitement about your new shoe program? We've got you covered.

### Get the Word Out

SR Max® will design posters, emails, contests and more to build excitement for your new shoe program.

### Custom Websites

For qualified programs, we'll design a user-friendly custom SR Max® website that displays your approved styles and your corporate pricing. The website is also customizable to include your company logo, custom banners and your specific titles/verbiage.

### Gifts All Year Long

Every quarter our customers are eligible to receive a FREE gift with purchases over \$49.99. Gifts range from hats, beanies and t-shirts to reusable tote bags and more. Bonus, you can register each month at [srmax.com/quarterlypromos](http://srmax.com/quarterlypromos) for promotion codes.

**Getting your company excited about your new shoe program doesn't have to be complicated.**

***“Working with SR Max, our employees were finally compliant and happy!”***

*-Flowers Foods*



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PLEASE NOTE: Our products are intended for work purposes - not athletic purposes. While some of the styles on our website may look like athletic footwear, these are specifically designed for work environments.