

FOR IMMEDIATE RELEASE – TUESDAY, NOVEMBER 6, 2018

## Tough Duck Launches New Boot Line

**WINNIPEG, MB** – With a heritage of building the toughest workwear in Canada, *Richlu Manufacturing* revealed today it would be expanding into the manufacture of **safety footwear** under its popular **Tough Duck** line.

“I am proud to announce we’ve got you covered from head to toe with our new line of Tough Duck CSA-approved safety footwear,” explained **Richlu President Gavin Rich**.

The initial product launch boasts a variety of insulation levels, toecap and plate materials and construction materials for the boot uppers. All styles carry **CSA® Green Triangle** (Grade 1 Protective Toe) and electric shock resistance approval.

Proud of their roots, the new boot line marks another first for Richlu: bestowing a given name to each style.

“My grandfather Abraham started the family business on **Jarvis** Avenue in the North End of Winnipeg, he and my father David moved to **McDermot** Avenue and now to **Adelaide** Street where our head office and domestic manufacturing plant are located,” noted Rich. “It only made sense to give those names to our new line.”

The new styles will be available at select Canadian retailers and online dealers.

### ABOUT RICHLU MANUFACTURING

Founded in 1939, Richlu Manufacturing is a 100% family owned company located in Winnipeg. We have a history of designing and manufacturing outerwear, workwear and headwear to protect Canadians in the harshest climates and on the most difficult jobsites.

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**CSA is a trademark of the Canadian Standards Association**

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