



Vibram and Simms Tackle Aquatic Nuisance Species

Simms Finished with Felt as of 2010

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DENVER, CO., Colorado Convention Center, Fly Fishing Retailer World Trade Expo September 14, 2008 - Quabaug Corporation, the North American manufacturers of Vibram® products, and Simms® are proud to announce their new partnership. This announcement is driven by Simms commitment to be feltfree by the year 2010.

Sole Partners

Vibram and Simms Fishing Products have teamed up to produce wading boots featuring Vibram StreamTread™ soles. Additionally, the boots are part of Simms "CleanStream™" initiative, which includes technologically advanced designs that make it more difficult for microorganisms to attach to your boots and makes it easier to properly clean your gear.

Field Testing / Development

Simms Fishing Products and Vibram have teamed up to develop a new sticky rubber compound that offers outstanding traction and durability – all while reducing the spread of invasive species. Aquatic nuisance species and fish-killing disease have long been a part of fly-fishers' concerns. This new initiative is aimed at stopping the spread of invasive species by replacing felt with rubber soles. The products also have less exposed stitching and fewer ridges and pockets that could potentially hide stowaways.

Chris Favreau, Vice President of Technical Development for Quabaug says, "The new Vibram compound sticks to wet, algae-covered rocks to keep your feet glued to every rock they touch. It is just the product Simms needed to accomplish their 'felt-free by 2010 goal.'" Although there is no perfect sole that will never slip, Vibram and Simms have invested extensive resources into the development of this outsole.



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Design

This exclusive Simms sole uses the Vibram performance proven 360 lug, perfect for use in wet, mossy wading environments. In addition, a brand-new Vibram rubber compound ensures durability, penetrates aquatic vegetation such as moss and gives anglers a feel for the terrain that they're walking over as well as a superb slip-resisting grip. This multi-level sole pattern helps anglers wade securely on grassy and slick stream beds.

This outsole will be featured on three Simms waders; the G4 Guide™ boot, the Rivershed boot, and the Freestone® boot.

A Perfect Partnership

Kevin Donahue, Chairman and CEO, of Quabaug Corporation comments, "We are very excited about this partnership, bringing these leading brands together for a worthwhile environmental cause. Vibram has always had a heritage of being an outdoor company and this initiative clearly states our position on safekeeping and protecting the environment. We look forward to a long and rewarding association with Simms."

Consumers around the world already recognize the quality products made by Vibram and Simms. Now, they bring their experience and knowledge to the fly fishing community. For more information on Vibram or Simms visit www.vibram.us or www.simmsfishing.com.



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Vibram®

Vibram is the world leader in high performance rubber soles, targeted to the outdoor, work, recreation, fashion, repair and orthopedic markets. For more than 70 years, the famous yellow octagon that identifies our brand has been synonymous with quality, performance, safety, innovation and design. Each new Vibram product is developed using only the latest designs and the best compounds for its specific use. Every new sole is produced with three objectives: to guarantee the best performance, the maximum level of comfort and the maximum level of quality over time.

Simms®

In 1980, John Simms had a desire to enhance the fishing experience by developing better waders and accessories. Thus, Simms Fishing Products was born. Although Simms has grown and evolved over the years, their vision remains the same – to build the highest quality products to keep their customers dry, comfortable and protected from the elements in any condition. Simms has always been at the forefront of new technologies. They were the second company in the world to introduce neoprene waders in the mid-eighties.



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About Quabaug Corporation

Located in North Brookfield, Massachusetts, Quabaug Corporation employs 300 people and manufactures Vibram® shoe soling and pet products as well as QuaBoing resilient rubber surfacing. Vibram® is a registered trademark of Vibram S.p.A of Italy. Quabaug Corporation is the North American manufacturer of Vibram products under exclusive license. QuaBoing® is a registered trademark of Quabaug Corporation.

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