

The background of the advertisement is a close-up, slightly blurred image of a yellow JCB excavator's track system. The tracks are made of heavy-duty metal links and are positioned diagonally across the frame. The excavator's body is painted a bright yellow, and a warning sign is visible on the left side. The overall scene is industrial and rugged.

JCB
SAFETY FOOTWEAR

**RUGGED
RELIABLE
PROTECTION**



TOUGH CONSTRUCTION. IT'S IN OUR DNA.



PRESENTING THE CORE ESSENTIALS



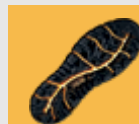
THE JCB CORE ESSENTIALS

ARE THE FOCUS STYLES THAT FORM THE FOUNDATIONS OF THIS PREMIUM RANGE OF SAFETY FOOTWEAR.

THESE ARE OUR BEST PICKS

THEREFORE, WHEN SELECTING YOUR PREMIUM FOOTWEAR, REMEMBER TO CONSIDER THESE STYLES FIRST!





**TOUGH
CONSTRUCTION
IT'S IN OUR DNA**



SB-SRA

HOLTON HIKER HONEY NUBUCK

Style Code: JCB1822

SANS 20345:2014 APPROVED

- GENUINE NUBUCK LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- SLIP RESISTANT
- AVAILABLE IN SIZES 4-12



SB-SRC

HOLTON HIKER BROWN

Style Code: JCB1855

SANS 20345:2014 APPROVED

- EXTRA THICK SUPERIOR QUALITY FULL GRAIN CRAZY HORSE LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- SLIP RESISTANT
- AVAILABLE IN SIZES 5-12



SB-SRA

HOLTON HIKER BLACK NUBUCK

Style Code: JCB1833

SANS 20345:2014 APPROVED

- GENUINE NUBUCK LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- SLIP RESISTANT
- AVAILABLE IN SIZES 5-12



SB-SRC

HOLTON HIKER BLACK

Style Code: JCB1844

SANS 20345:2014 APPROVED

- PREMIUM FULL GRAIN LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- SLIP RESISTANT
- AVAILABLE IN SIZES 4-12



SB-SRC

CHELSEA BROWN

Style Code: JCB1877

SANS 20345:2014 APPROVED

- EXTRA THICK SUPERIOR QUALITY FULL GRAIN CRAZY HORSE LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- ELASTICATED SIDE PANEL & PULL TABS
- AVAILABLE IN SIZES 5-12



SB-SRC

CHELSEA BLACK

Style Code: JCB1888

SANS 20345:2014 APPROVED

- PREMIUM FULL GRAIN LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- ELASTICATED SIDE PANEL & PULL TABS
- AVAILABLE IN SIZES 4-12



**TOUGH
CONSTRUCTION
IT'S IN OUR DNA**



SB-SRA

CHELSEA TAN NUBUCK

Style Code: JCB1866

SANS 20345:2014 APPROVED

- GENUINE NUBUCK LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- SLIP RESISTANT
- AVAILABLE IN SIZES 4-12



SB-SRC-HRO

HIKER HRO BLACK

Style Code: JCB1899

SANS 20345:2014 APPROVED

- PREMIUM FULL GRAIN LEATHER
- EXCELLENT ABRASION & 300° HEAT RESISTANT PU/RUBBER SOLE
- COMPOSITE TOE CAP
- AVAILABLE IN SIZES 3-13



SB-SRC-HRO

HIKER HRO BROWN

Style Code: JCB1891

SANS 20345:2014 APPROVED

- EXTRA THICK SUPERIOR QUALITY FULL GRAIN CRAZY HORSE LEATHER
- EXCELLENT ABRASION & 300° HEAT RESISTANT PU/RUBBER SOLE
- COMPOSITE TOE CAP
- AVAILABLE IN SIZES 5-12



SB-SRC

OXFORD

Style Code: JCB1800

SANS 20345:2014 APPROVED

- PREMIUM FULL GRAIN LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- COMFORT PADDED ANKLE COLLAR
- AVAILABLE IN SIZES 4-12



SB-SRA

JOGGER WHITE Style Code: JCB1811 BLACK Style Code: JCB1819

SANS 20345:2014 APPROVED

- CUT RESISTANT FLY KNIT MESH UPPER
- ULTRA-LIGHT EVA/RUBBER OUTSOLE FOR MAXIMUM RESPONSIVE CUSHIONING & SUPERIOR COMFORT
- STEEL TOE CAP
- AVAILABLE IN SIZES 4-12



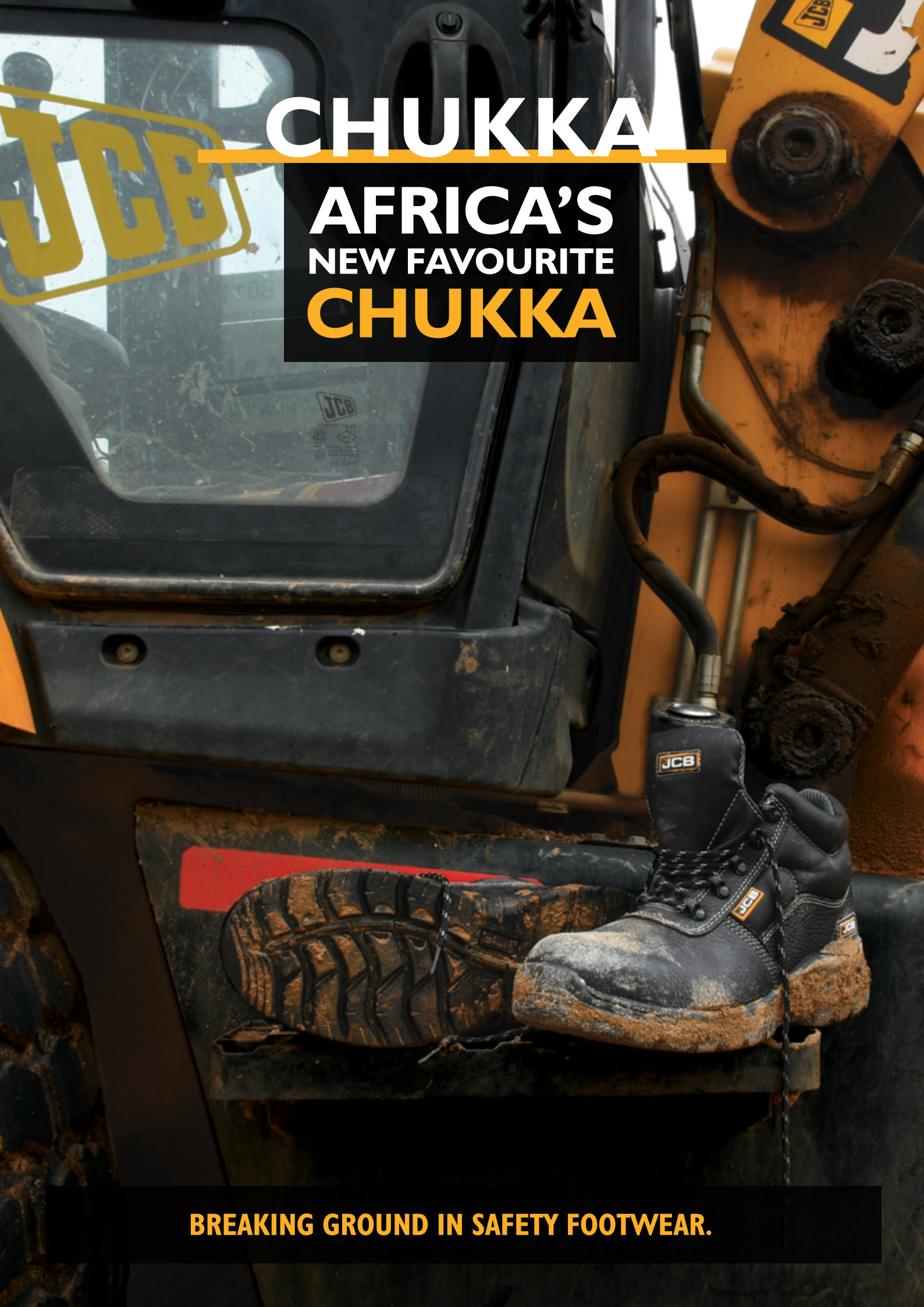
SB-SRC

CHUKKA

Style Code: JCB1818

SANS 20345:2014 APPROVED

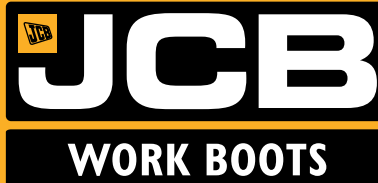
- FULL GRAIN BARTON LEATHER
- LIGHT-WEIGHT DUAL DENSITY PU/PU SOLE
- BACK COLLAR REFLECTOR FOR INCREASED VISIBILITY
- AVAILABLE IN SIZES 3-13

A close-up photograph of a JCB excavator's cab and arm. In the foreground, a pair of black and brown safety boots with JCB logos is resting on a metal surface. The boots have thick, treaded soles and are covered in some dirt. The excavator's arm and cab are visible in the background, with the JCB logo prominently displayed on the cab window and arm.

CHUKKA

**AFRICA'S
NEW FAVOURITE
CHUKKA**

BREAKING GROUND IN SAFETY FOOTWEAR.



SOFT TOE WORK BOOTS

**RUGGED WORK BOOTS THAT
WORK AS HARD AS YOU DO.
BUILT TOUGH FOR EVERYDAY COMFORT.**

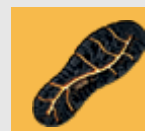


A UNIQUE RANGE OF **SOFT TOE WORKBOOTS**. A FIRST OF ITS KIND IN SOUTH AFRICA!
JCB SOFT TOE WORKBOOTS ARE ENGINEERED FROM THE FINEST QUALITY MATERIALS TO
PERFORM COMFORTABLY IN THE TOUGHEST CONDITIONS. SPECIFICALLY DESIGNED AND BUILT FOR
HARD WORKING, **RUGGED ENVIRONMENTS**, WHICH DO NOT REQUIRE TOE CAP PROTECTION.

BUILDING THE BEST IS IN OUR DNA.



SOFT TOE RANGE



**TOUGH
CONSTRUCTION
IT'S IN OUR DNA**



SOFT TOE

HOLTON HONEY NUBUCK

Style Code: JCB8800

- GENUINE NUBUCK LEATHER
- ULTRA-LIGHT EVA SOLE FOR MAXIMUM CUSHIONING & COMFORT
- SLIP RESISTANT
- AVAILABLE IN SIZES 5-13



SOFT TOE

HOLTON BLACK

Style Code: JCB8801

- PREMIUM FULL GRAIN LEATHER
- ULTRA-LIGHT EVA SOLE FOR MAXIMUM CUSHIONING & COMFORT
- SLIP RESISTANT
- AVAILABLE IN SIZES 5-13



SOFT TOE

CHELSEA BLACK

Style Code: JCB8866

- NATURALLY SOFT EXTRA THICK PREMIUM FULL GRAIN LEATHER
- ULTRA-LIGHT EVA SOLE FOR MAXIMUM CUSHIONING & COMFORT
- RUBBER OUTSOLE FOR TRACTION & LONG-LASTING WEAR
- AVAILABLE IN SIZES 4-13



SOFT TOE

CHELSEA BROWN CRAZY HORSE

Style Code: JCB8899

- EXTRA THICK SUPERIOR QUALITY FULL GRAIN CRAZY HORSE LEATHER
- ULTRA-LIGHT EVA SOLE FOR MAXIMUM CUSHIONING & COMFORT
- RUBBER OUTSOLE FOR TRACTION & LONG-LASTING WEAR
- AVAILABLE IN SIZES 5-13



SOFT TOE

CHELSEA TAN NUBUCK

Style Code: JCB8877

- GENUINE NUBUCK LEATHER
- ULTRA-LIGHT EVA SOLE FOR MAXIMUM CUSHIONING & COMFORT
- RUBBER OUTSOLE FOR TRACTION & LONG-LASTING WEAR
- AVAILABLE IN SIZES 5-12



SOFT TOE

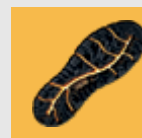
LEGACY HALF BOOT

Style Code: JCB8888

- RUGGED FULL GRAIN LEATHER
- DURABLE ULTRA GRIP RUBBER SOLE
- REMOVABLE COMFORT INNER SOLE
- AVAILABLE IN SIZES 4-13



SOFT TOE RANGE



**TOUGH
CONSTRUCTION
IT'S IN OUR DNA**



SOFT TOE

DESERT TAN LACE UP

Style Code: JCB8822

- BREATHABLE WATER RESISTANT LEATHER UPPER
- SELF MOLDING FLEXIBLE SOFT RAW-HIDE
- STITCHED SOLE
- AVAILABLE IN SIZES 4-13



SOFT TOE

DESERT TAN SLIP ON

Style Code: JCB8833

- BREATHABLE WATER RESISTANT LEATHER UPPER
- SELF MOLDING FLEXIBLE SOFT RAW-HIDE
- STITCHED SOLE
- AVAILABLE IN SIZES 4-13



SOFT TOE

DESERT BROWN LACE UP

Style Code: JCB8844

- BREATHABLE WATER RESISTANT LEATHER UPPER
- SELF MOLDING FLEXIBLE SOFT RAW-HIDE
- STITCHED SOLE
- AVAILABLE IN SIZES 5-13



SOFT TOE

DESERT BROWN SLIP ON

Style Code: JCB8855

- BREATHABLE WATER RESISTANT LEATHER UPPER
- SELF MOLDING FLEXIBLE SOFT RAW-HIDE
- STITCHED SOLE
- AVAILABLE IN SIZES 5-13

DESERT

**JCB DESERT WORKBOOTS
ARE ENGINEERED FROM THE
FINEST QUALITY MATERIALS TO
PERFORM COMFORTABLY IN THE
TOUGHEST CONDITIONS.**





WORK SOCK HEAVY DUTY

Style Code: JCBACC001

~ 58 grams per pair



SUPERIOR WORK SOCK QUALITY COTTON BLEND

Style Code: JCBACC002

~ 52 grams per pair



CASUAL DRESS SOCK QUALITY COTTON BLEND

Style Code: JCBACC003

~ 34 grams per pair

* Available with and without hang tags



HIGH PERFORMANCE INNER SOLE

Style Code: JCBACC004

* Available in sizes 3-13



SAFETY BOOT LACES

Style Code: JCBACC005

* Available in Black, Brown and Honey



QUALITY DUBBIN

Style Code: JCBACC006

~ 250 ml

SINCE 1945

Since 1945, JCB has always looked for better ways to keep at the cutting edge of innovation. Today, JCB has some of the finest engineering facilities across the globe, producing a range of over 300 machines designed and built using the finest materials to perform safely in the toughest conditions. Building the best is in our DNA and the same engineering heritage, innovative design, quality and attention to detail can be found in our latest range of **JCB SAFETY FOOTWEAR**.



 **JCB**

SAFETY FOOTWEAR



**TOUGH
CONSTRUCTION.
IT'S IN OUR DNA.**

www.jcbsafetyfootwear.co.za