

RAISE YOUR COMFORT STANDARDS

THE NEW AND IMPROVED HELIX ULTRA



BATA INDUSTRIALS

THE SAFETY BOOT

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DURABLE STYLISH COMFORT

Helix Ultra is evidence that a safe, comfortable heavy-duty work boot can also look good. All four original models have been improved to better combat the harsh Australian work environments.

The entire Helix Ultra range is a true showcase of Bata Industrial's years of experience and knowledge in safety footwear and combined with the expertise of Michelin to create the perfect sole for comfort and grip

HELIX ULTRA BEST IN CLASS

The Bata Industrials Helix range has evolved. Using our global sourcing strengths and partnering with some highly regarded brands we are now able to bring you the best boot in its class.

Always striving to incorporate the latest in innovations, we scrutinised every component and are now able to offer a 15% weight reduction with enhanced comfort and durability features.



HORIZON

Mid cut zip sided safety boot available in a wheat nubuck upper with Michelin rubber outsole.



TREKKER

Elastic sided safety boot available in a claret full grain leather upper with Michelin rubber outsole.



LONGREACH

High cut safety boot available in a wheat nubuck & black full grain leather upper with Michelin rubber outsole.



LONGREACH ZIP

High cut zip sided metal free safety boot available in a wheat nubuck & black full grain leather upper with Michelin rubber outsole.



HOW HELIX ULTRA STANDS OUT



RICH MATERIALS

Only the best and most durable materials have been used for the new HELIX ULTRA collection, such as high quality full grain and nubuck leather uppers, breathable comfort lining, BASF Elastopan PU midsole, high-quality Michelin rubber and heat resistant Kevlar stitching just to name a few. The collection is perfect for construction, mining, civil and trade worksites.

So what's New;

- 110-140 grams lighter per half pair
- Michelin Rubber Outsole
- Low density BASF PU Midsole
- Upper quality improvements
- Leather Tongue label with added grip tab
- Branding on scuff and side of upper
- Kevlar stitching
- Comfort Lining

SMART TECHNOLOGIES

The new HELIX ULTRA collection shows that optimum safety, comfort and durability is perfectly combinable. All models have unique features that make them suitable for specific extreme working conditions.



FULL GRAIN LEATHER		NUBUCK LEATHER	
STEEL TOECAP	COMPOSITE TOECAP		STEEL TOECAP
	ZIP SIDED		ZIP SIDED
	COMPOSITE PENETRATION RESISTANT MIDSOLE		
3M SCOTCHGARD WATER RESISTANT PROTECTION			
DUAL DENSITY PU MIDSOLE + HRO MICHELIN RUBBER OUTSOLE			
D30 IMPACT PROTECTION		D30 IMPACT PROTECTION	
	3M THINSULATE COLD & HEAT INSULATION		
LIFE NATURAL ANTI-ODOUR LINING			
KEVLAR HEAT & ABRASION RESISTANT STITCHING			
LIFE NATURAL ANTI-ODOUR LINING			

A BATA RECIPE THAT LASTS

All Helix Ultra models have the well-known Bata Fitting: a last developed especially for the Australian foot.

PREMIUM TOE SAFETY

Helix Ultra boots are equipped with premium quality safety toecaps with a wide fitting. The Horizon, Longreach lace and Trekker models are all fitted with a certified steel toecap capable of withstanding a 200 Joule drop force.

The Composite version is sturdy and makes dealing with airport security checks a breeze, without compromising on protection or safety. The composite toecap is only available in the Longreach Zip boot models.



THREE LAYERED COMFORT SYSTEM

The Helix Ultra's comfort system is comprised of three layers: a soft cushioned footbed, a BASF Elastopan midsole, and a Michelin Rubber outsole. The three layers work together to provide superior energy return, comfort and grip.

1

Insole layer: PU insole with breathable mesh top layer with added Shock absorption in the heel and ball of the foot.

2

Midsole layer: BASF Elastopan is a lightweight and low density PU designed for ultra high rebound and energy return.

3

Rubber outsole: Michelin Rubber for stability, grip, heat resistance, traction and durability.



ULTRA COMFORT PU MIDSOLE

The high rebound midsole PU layer provides the perfect balance between support and shock absorption. This specially formulated PU-midsole from BASF returns energy with every step, thus reducing fatigue and soreness on the feet and lower limbs.

BASF Elastopan – PU Midsole Ultra High Energy Rebound

- Underfoot support
- Lightweight
- Excellent cushion high rebound
- High flexibility and ergonomic properties
- Abrasion and hydrolysis resistance
- Fuel and oil resistant
- Strong durability
- Low density

SOLES BY MICHELIN

For decades, MICHELIN have been developing and improving the performance of their tyres. A benchmark name when it comes to grip.

In cooperation with MICHELIN we have developed a heavy duty Rubber outsole, inspired by the MICHELIN CROSSGRIP tyre for even more traction, stability and shock absorption.

The sole has also been designed to be abrasion resistant and self cleaning with the grip of an all-terrain vehicle providing excellent performance from start to finish. The sole's profile provides adhesion and grip in all directions.

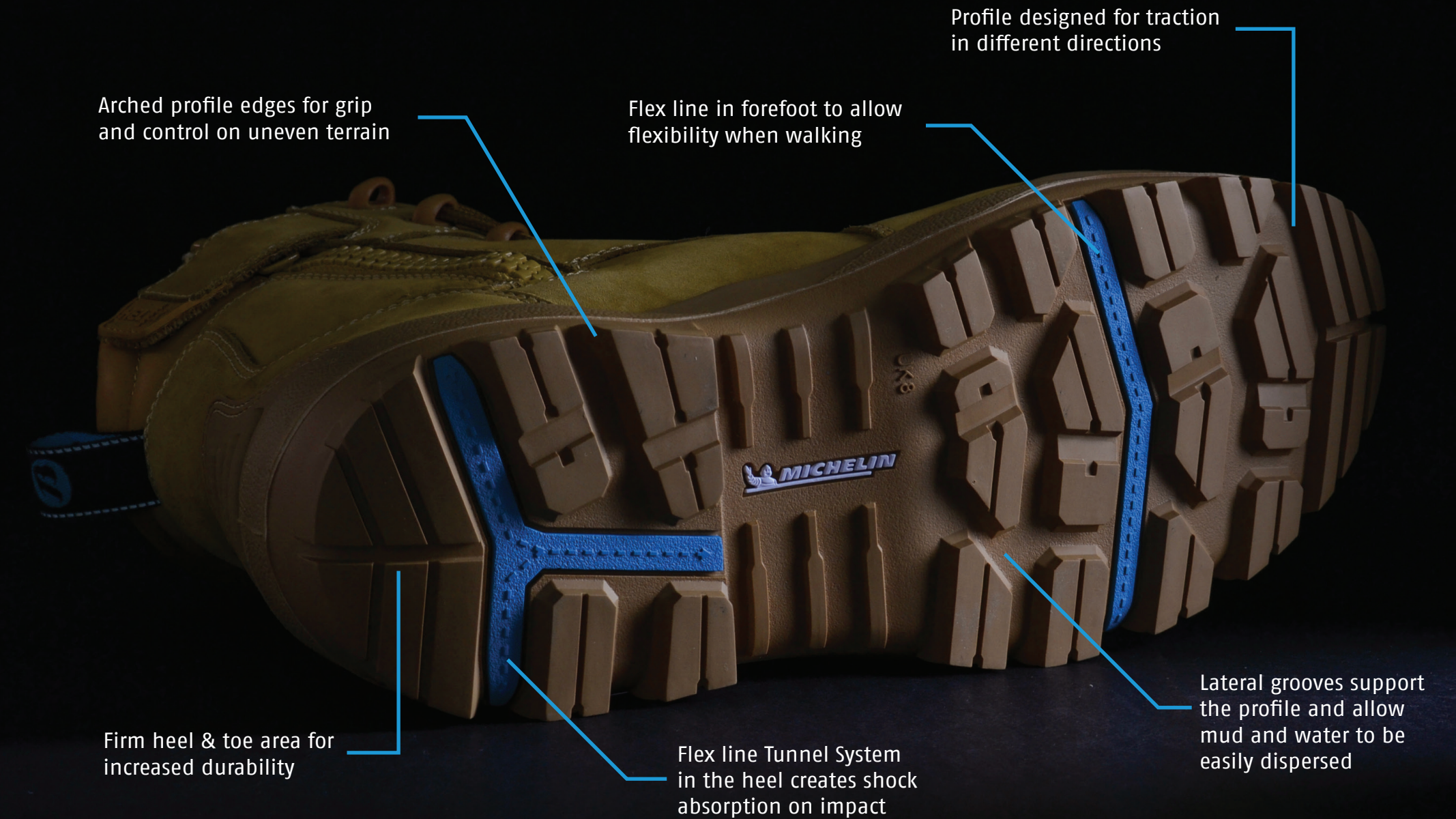
Extended grip

Slip resistance

Improved stability



Michelin Crossgrip Tyre



ULTRA FEATURES



3M SCOTCHGARD

The Entire Helix Ultra range features added leather protection built into the upper. 3M's Scotchgard repels water, resists oil and makes it easier to keep your boot clean and ultimately prolongs the life of the boot.



ELECTRICAL HAZARD PROTECTION

Helix Ultra is designed to protect you against open electrical hazards. By significantly reducing the flow of electricity to the ground, reducing the risk of electrocution.

EH rated safety boots are designed to provide a secondary source of protection and reduce the risk of electric shocks or electrocution up to 600 volts (AC). Rated to protect from electrical hazard by insulation according to the ASTM F2413-18 EH Resistant safety standards.



KEVLAR STITCHING

DuPont™ Kevlar® fiber stitching provides the wearer with maximum strength and protection against intense heat, flames and abrasion. Keeping your feet safe from the harshest working conditions and prolonging the life of the boot.



LIFE NATURAL ANTIMICROBIAL

Life Natural is new technology that uses the bacteria-fighting power of plants to control perspiration odours within the lining of the boot.

Life Natural replaces current odour control chemicals – such as silver chloride, zinc pyrithione, and silane quaternary ammonium – with natural peppermint oil while offering the same odour control performance and durability. This natural antimicrobial protector eliminates 99% of the bacteria that causes bad odours and provides long-lasting freshness and cleanliness.



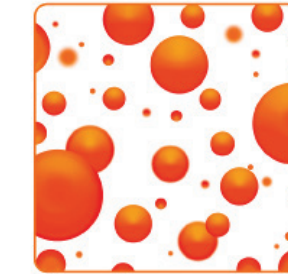
D30 IMPACT PROTECTION

The Horizon and Longreach lace models also contain an added shock absorbing heel insert made from D30 material.

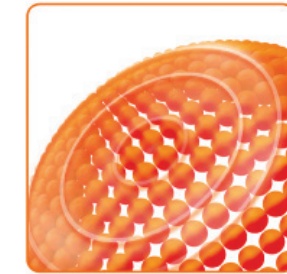
D30 material offers the thinnest and most advanced protection against impact. Giving both long-term cushioning and shock attenuation.

This means the faster the impact the greater the resistance to the force.

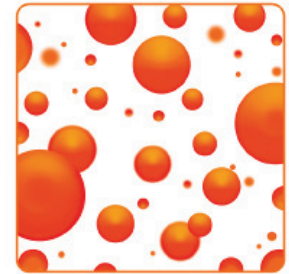
How D30® technologies work



Soft and flexible material



Absorbs and dissipates impact energy



Returns to flexible state



D30 Heel Cushion Insert





COOL COMFORT LINING

Premium quality lining designed specifically to keep your feet cool, dry and comfortable has been added to the inside of the Helix Ultra range.

It's soft satin feel is highly breathable and quick drying making sure your feet are well looked after.



LONGREACH ZIP FEATURES



3M™ Thinsulate™

The Longreach Zip features 3M™ Thinsulate™ 400g Water Resistant Insulation within the lining of the boot. Made with hydrophobic fibres for advanced water resistance, it will keep users warm, comfortable and dry without unnecessary weight.



COMPOSITE ANTI-PENETRATION

Composite midsole layer is the ultimate material in penetration resistance. It's 50% lighter and 5 times more flexible than its steel fibre counterparts.

This advanced technology also promotes superior moisture management to help keep your feet dry and comfortable while protecting you against sharp objects penetrating through the sole.



HELIX ULTRA RANGE

HORIZON

AS 2210.3:2019 SB FO E HRO WRU SRC
ASTM 2413-18 EH Resistant

- Wheat nubuck leather upper and abrasion resistant toe scuff
- D30 Impact Protection® Shock absorbing heel insert
- Steel safety toecap
- Durable 10 gauge zipper
- Kevlar heat resistant stitching
- Life Natural odour control & breathable lining
- PU cushioned comfort helix footbed
- Dual density PU/rubber sole (Michelin)
- Electrical Hazard protection
- **UK size range:** 3-14 (including 7.5 and 10.5)



LONGREACH

AS 2210.3:2019 SB FO E HRO WRU SRC
ASTM 2413-18 EH Resistant

- Wheat nubuck & black full grain leather upper and abrasion resistant toe scuff
- D30 Impact Protection® Shock absorbing heel insert
- Steel safety toecap
- Kevlar heat resistant stitching
- Life Natural odour control & breathable lining
- PU cushioned comfort helix footbed
- Dual density PU/rubber sole (Michelin)
- Electrical Hazard protection
- **UK size range:** 3-14 (including 7.5 and 10.5)



Also available in Black



TREKKER

AS 2210.3:2019 SB FO E HRO SRC
ASTM 2413-18 EH Resistant

- Claret full grain leather upper and abrasion resistant toe scuff
- Steel safety toecap
- Kevlar heat resistant stitching
- Life Natural odour control & breathable lining
- PU cushioned comfort helix footbed
- Dual density PU/rubber sole (Michelin)
- Electrical Hazard protection
- **UK size range:** 3-14 (including 7.5 and 10.5)



LONGREACH ZIP

AS 2210.3:2019 SB FO E P HRO WRU SRC CI HI
ASTM 2413-18 EH Resistant

- Wheat nubuck & black full grain leather upper and abrasion resistant toe scuff
- Armour Layer® Anti penetration midsole protection
- Durable 10 gauge zipper
- 3M Thinsulate lining for hot/cold insulation
- Steel safety toecap
- Kevlar heat resistant stitching
- Life Natural odour control & breathable lining
- PU cushioned comfort helix footbed
- Dual density PU/rubber sole (Michelin)
- Electrical Hazard protection
- Metal free & airport friendly
- **UK size range:** 3-14 (including 7.5 and 10.5)



Also available in Black



HELIX ULTRA

RANGE OVERVIEW

	HORIZON WHEAT	LONGREACH WHEAT	LONGREACH BLACK	LONGREACH ZIP WHEAT	LONGREACH ZIP BLACK	TREKKER CLARET
						
MODEL	Mid cut	High cut	High cut	High cut	High cut	Mid cut
UPPER	Nubuck leather	Nubuck leather	Full Grain Leather	Nubuck leather	Full Grain Leather	Full Grain Leather
LINING	Cool Comfort	Cool Comfort	Cool Comfort	Cool Comfort	Cool Comfort	-
ODOR CONTROL	Yes	Yes	Yes	Yes	Yes	Yes
MIDSOLE	PU	PU	PU	PU	PU	PU
PR	-	-	-	Composite	Composite	-
WR	Water resistant	Water resistant	Water resistant	Water resistant	Water resistant	-
SOLE	Rubber	Rubber	Rubber	Rubber	Rubber	Rubber
SAFETY	SB FO E HRO WRU SRC EH	SB FO E HRO WRU SRC EH	SB FO E HRO WRU SRC EH	SB FO E P HRO WRU SRC CI HI EH	SB FO E P HRO WRU SRC CI HI EH	SB FO E HRO SRC EH
TOECAP	Steel	Steel	Steel	Composite	Composite	Steel
INLAY SOLE	Comfort PU	Comfort PU	Comfort PU	Comfort PU	Comfort PU	Comfort PU
CLOSING	Laces & Zip	Laces	Laces	Laces & Zip	Laces & Zip	Elastic Sided
SIZE (UK)	3-14 (Half Sizes 7.5-10.5)	3-14 (Half Sizes 7.5-10.5)	3-14 (Half Sizes 7.5-10.5)	3-14 (Half Sizes 7.5-10.5)	3-14 (Half Sizes 7.5-10.5)	3-14 (Half Sizes 7.5-10.5)



HELIX ULTRA

RANGE POSITIONING

	GOOD ★	BETTER ★★★★	BEST ★★★★★★
SPORTY	SPORT-MATES		
ACTIVE			
TRADITIONAL	MATES	NATURALS NATURALS RUBBER	HELIX ULTRA



KEY MARKET SECTORS

Helix Ultra was engineered and tested for Heavy Industry. Each model is designed with unique specifications to meet specialist jobsite requirements.

Helix Ultra is developed for professionals in;

- Heavy Industry
- Mining
- Construction
- Agriculture
- Manufacturing
- Trades

MARKETING MATERIAL

PRODUCT SPEC SHEETS

DIGITAL PRODUCT IMAGERY

IMAGERY FOR SOCIAL MEDIA

POINT OF SALE

INSTORE DISPLAY

DIGITAL & SOCIAL MEDIA
ADVERTISING CAMPAIGN

Specification sheets



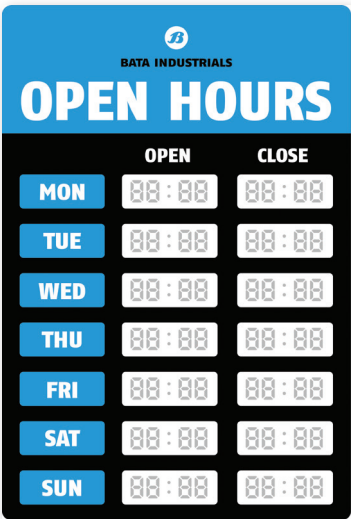
Product Imagery



Instore stock display stand



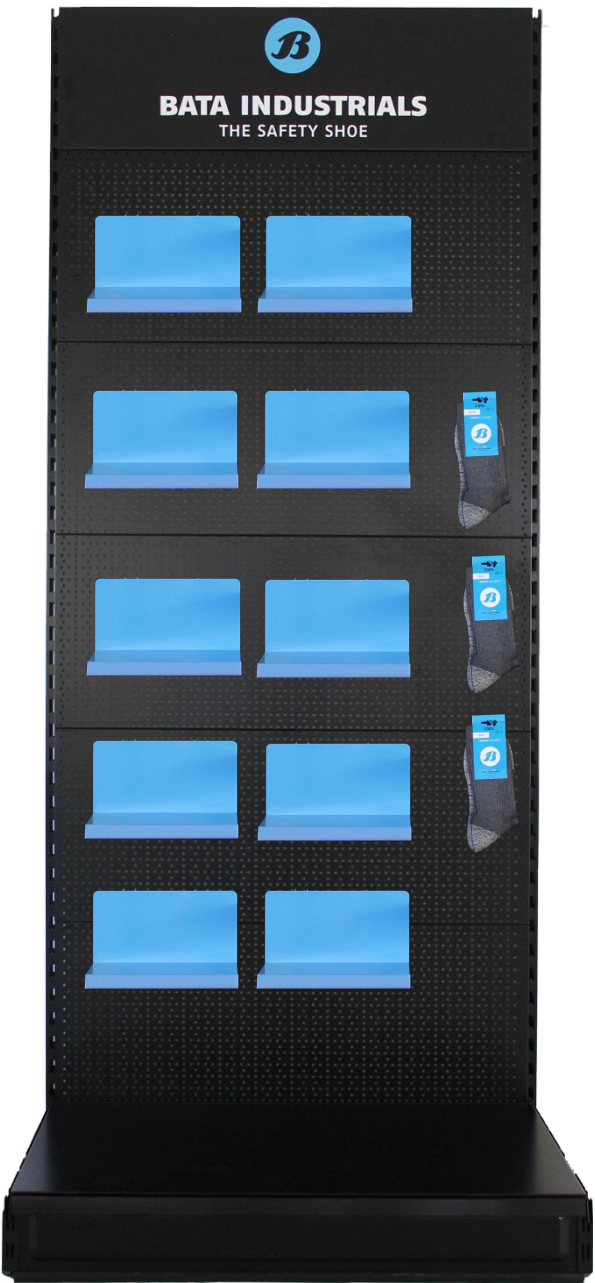
Open Hours Sign



Instore Posters



Slat wall display





BATA INDUSTRIALS

THE SAFETY BOOT

1158 Nepean Hwy • Mornington

Victoria • 3931 • Australia

Toll Free: 1800 644 297

Fax: (03) 5976 2279

Email: au.customer.service@batashoes.net

www.bataindustrials.com.au