

March 2018

FALKE STEPPING IT UP FOR CONSERVATION

FALKE South Africa is pledging its support to the World Wide Fund for Nature (WWF) by donating R5 of every FALKE AH4 hiking sock sale to the conservation organisation. The campaign has been well received since its launch in January this year and to date more than 2800 pairs of the FALKE AH4 have been sold.

The FALKE AH4 anklet forms part of the FALKE Advance Performance range and offers the ultimate in wearer comfort. The asymmetrical toe design provides a customised fit for both left and right feet, while the combination of Drynamix fibre and a special wool yarn ensure that feet stay cool and dry in summer and warm in winter.

A wide rib and strategically placed cushioning combined with specially constructed mesh panels provide extra stability, support and comfort as well as effective ventilation. The reinforced heel and toe ensures durability.

In addition, the FALKE AH4 provides protection against tick bites by means of the *Insect Pro-Tech* process that embeds a formulation of the insect repellent Permethrin within the woollen fibres to create a barrier to keep annoying and potentially dangerous insects away. The treatment lasts up to 30 launderings.

The FALKE AH4 is available at selected outlets as well as online at www.falke.co.za at R160 in sizes 4-6, 7-9 and 10-12. Remember that R5 of each sale will be donated to the WWF in support of their conservation work – so make your purchase count. Find more information on www.wwf.org.za.

Be sure to follow us on social media @FalkeSA on Facebook and Twitter and @falke_sa on Instagram and tag or share your favourite hiking pics using #falkehike #wwf.

ENDS

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