

# ORIGINAL S.W.A.T.®

Original S.W.A.T. Footwear Co. Co.

June 1, 2007

Volume 14

Coming Soon!  
1151 with M.T.  
Outsole!



The 1262 is aimed at corrections, it's a taller boot – suitable for



blousing, has puncture resistant upper materials and uses no metal components.

The 1260 Tan

Side Zip features a composite safety toe and is also “ferro-free” (no metal!). It was originally designed for naval S.W.A.T.



teams, but is now available to all.

Lastly, arriving in August, is a (mossy oak – brush) camo 1150 with a waterproof bootie. This is a hunting boot that we believe may have some tactical application.

That's all for now!

blocks of excellence. They may, at some time, become the difference between success and the unspeakable.

What would be really beneficial is a truly National competition, which started regionally, with winners being invited (expenses paid) to the national finals. The winning teams could share a meaningful “equipment pot” of say \$1,000,000 worth of gear, training etc.

Sadly, our pockets are not deep enough to support such an event. But who knows? If we continue to grow, it may be possible. So keep buying our boots and we'll see where it takes us!!!

A word on outsoles and some news on some of our more esoteric boots.

#### Outsoles:



The new “metro traction” outsole is proving to be a great success, providing a genuine performance alternative to the “classic” outsole – check it out on the 1232, 1230, 1262, and soon to be on the 1151.

## SWATLines June 07

SO here we are back to earth, down from the “high of competition” at the Original S.W.A.T. World Challenge. If we, as sponsors and spectators, feel a bit down, the competitors must feel drained.

I read a piece by a journalist who was being skeptical about the value of “competitions for cops”, concluding that the whole concept was an excuse for a “jolly” at the taxpayer's expense! Tabloid journalism at its worst: don't let the truth interfere with a good tale!

S.W.A.T. competitions are a unique combination of athletic competence, hand/eye skills, and adrenalin management. Real life S.W.A.T. operations add operational planning, strategic decision making, and of course a real live enemy.

So, are S.W.A.T. competitions relevant?

For teams that compete in any competition, it brings focus and purpose to their training; training which is designed to hone essential skills into habits, and to build unquestioning trust amongst team members - these are the building

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#### Special Points of Interest:

- New, updated catalogs available.
- Tactical Laces Now in Stock
- Original S.W.A.T. X-Static Socks Available Now!

Got an expo coming up? Please send us your show calendar, including the same information as listed below. Email to: [ecabezut@originalswat.com](mailto:ecabezut@originalswat.com)

## Where In the World is Original S.W.A.T.?

Tampa, FL

June 4—7, 2007

Florida S.W.A.T. Association Conference



Salt Lake City, UT

June 25—27, 2007

National Sheriff's Association Conference





## Easy Sell of the Month:

### Original S.W.A.T. X-Static Boot Socks

So this sale should be a no-brainer, right?

Who else has a tactical boot sock that:

- Kills Bacteria, including Athlete's Foot Fungus
- Eliminates Odor
- Regulates Temperature—warm in winter, cool in summer.
- Transports Moisture
- Reduces the Occurrence of Blisters
- Is Anti-Static—no static shock or cling

Available in black, the Original SWAT Socks are in stock now.



Sizes Medium, Large, and Extra-Large. The packaging looks excellent at point-of-sale. This is an easy add-on sale with your customer boot orders. And don't forget, there are only 207 shopping days left until Christmas. What a great stocking-stuffer. Let's get busy!



### Tactical Laces Have Arrived!

They are here! The famous laces that do not come undone! Due to their unique ridged construction, these laces stay tied. They are already included with each pair of SEK 9000s, but now your customers can upgrade all of their black boots with our new Tactical Laces. Another great stocking-stuffer, by the way...

Order Item # A9001 for the 55" (139.7 cm) length.

Order Item # A9000 for the 68" (172.7 cm) length

### Coming Soon: New Waterproof Boot

Arriving in time for the rainy season, our new Waterproof M.T. is the latest addition to the Original SWAT line. Featuring the proprietary slip- and oil-resistant M.T. outsole, the new boot is appropriate for a variety of urban environments, wet or dry. The waterproof system is an internal waterproof breathable bootie, complemented by an all-leather upper with gusseted side zipper. Air technology is incorporated into the midsole for superior comfort and cushioning. Specification sheets will be available soon.





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## Grab a Bag and Go!

They're here! And what a great deal! The Original S.W.A.T. Kit Bags are now in stock. Order them using Item #A2160. These hefty canvas, high volume duffel bags have reinforced handles, a heavy-duty zipper, silk-screened logo, and contrast stitching. One size, black. Hey, here's an idea: these bags would make excellent Christmas presents. Only 207 shopping days left!



Almost all the villains in the Bible have red hair.

### Brandi's Useless Facts

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## HAPPY FATHER'S DAY!



## Spezialeinsatzkommandos



Next time one of your customers asks you what the SEK stands for in our SEK 9000 boot name, just tell them, "Spezialeinsatzkommandos." Then when they ask you what it means (once you figure out how to pronounce it), you can tell them, "Why,

it's the name for the S.W.A.T. units of the German federal states, of course!" Just try not to get "Spezialeinsatzkommandos" mixed up with "Landeskriminalamt" or "Bereitschaftspolizei". It happens all the time.

Oh, and by the way... The SEK 9000 has been modified and improved. Notice the embossed tongue logo, the flexi-heel patch, and the cut-away notch between the forefoot and ankle for enhanced flexibility. Inside the boot, the inner liner covers the lacing hardware rivets for greater comfort.

