



It's tough at the top

The Apex Story

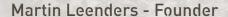
Growing up in New Zealand, our family lived very modestly. If we wanted something we had to work hard and save for it – or make it ourselves. It was an ethos that our parents gave us kids, and it stuck. Apex boots comes out of that mindset; Kiwis doing it for themselves.

We recognised a need for wide safety shoes in New Zealand.

Our purpose from the outset was to make footwear that would fit our wider kiwi feet and that wouldn't cost the earth.

Making our very own boots for New Zealand was sometimes scary – and always exciting. We have learned a lot over the last 15 + years (some of it the hard way!) and we are very proud of our Apex range as it is today. We are not done yet though – we are always working on improvements to bring you Aotearoa's best safety footwear.

Thanks for checking us out – we hope you try Apex and throw your support in with us Kiwis going up against the big international companies who dominate our market. If you are already in Apex footwear, thanks so much for your support – we look forward to bringing you more great footwear in the future.





With you all the way



We reckon that your boots should be well made and last the distance. So we will walk the distance with you for one year – that's double most the others out there. Fair is fair – if the boots aren't right, we will stand by them – just like we have for the last 15 years.

The warranty is against faulty workmanship or materials. The warranty is valid for one year from the date of purchase. Fair wear and tear or inappropriate use excluded.





It's tough at the top

The Apex Range



The Munro Black

The Marsden

The Munro Weka Brown The Nancy Women's Sizing

Key Features for Safety and Comfort

Look for these icons on our range of footwear to find the perfect blend of features



HYDRY WATERPROOF SYSTEM

Waterproof with a highly breathable membrane to keep your feet dry and comfortable.



TERRA WIDE FIT

Made on a wide mould to accommodate wider Kiwi feet.



WATERPROOF

Resistant to water, with a highly breathable membrane to keep your feet dry and comfortable.



SAMSON X-WIDE FIT

Our widest boot with an extra wide toe cap for comfort and more room for your toes.



GR8PL8

Reinforced midsole for greater underfoot stability and comfort on ladders, spades, scaffolding and steps.



CHEMICAL & OIL RESISTANT

Chemical, oil and crack resistant rubber outsole.



ANTI-PENETRATION MIDSOLE

Penetration resistant midsole offers protection from hazards underfoot like nails, sharp objects and debris.



HEAT RESISTANT

Heat resistant outsole to 300°C.



STEEL TOE CAP

Steel toe cap protects from falling objects or heavy compression.



SLIP RESISTANT

Slip resistant outsole, to help prevent slip accidents.



COMPOSITE TOE CAP

Lightweight toe cap for a more comfortable fit whilst keeping you safe.



RECYCLED MATERIAL

Upper base material made from Recycled Ocean Plastic, great for the environment.



COMFORT INNERSOLE

Innersole ergonomically designed to cushion your foot and is shock absorbing for relief on hard surfaces.



LIGHTWEIGHT

Lightweight shoe, specially made with lightweight materials.



PORON® COMFORT INNERSOLE

Premium Poron inserts in heel and forefoot for better comfort, shock absorption and durability.



ELECTRICAL HAZARD RESISTANT

A secondary source of insulation protection against electric shock.



BREATHABLE UPPER

A moisture wicking and breathable mesh liner for comfort.



AIRPORT FRIENDLY

Virtually metal free for easy airport travel.

The Apex Legends

Some of our favourites in the Apex footwear range are named after New Zealand legends.

Here's who we named them after and a bit about why we think they are great.



THE PINETREE

Sir Colin Meads (aka "Pinetree") was a legendary New Zealand rugby player, making the All Blacks from 1957 to 1971. He had a reputation for being a tough, no-nonsense bloke who got on with it and got it done. Meads encapsulated the All Blacks aura of standing tall, no matter what life throws at you. That's why we named this boot after him – like Colin it's up for hard graft, dressed in Black and taller than most.



THE PEARSE

Richard Pearse, the self-taught inventor, prophetic designer, trail blazing aviator and eccentric visionary. On or around 31 March 1903, a reclusive New Zealand farmer Richard Pearse climbed into a self-built monoplane and flew for about 140 metres before crashing into a gorse hedge.





THE HAMILTON PRO

Sir William Hamilton pioneered the development of the Hamilton waterjet in 1954. Making many of NZ's shallow rivers passable, his jet boat was a hit with trout fishermen and hunters who could then get fast and exciting access to the best spots upriver. He made a real splash when Hamilton waterjets powered the first boats to make it up the Colorado river in the Grand Canyon.





THE MUNRO

Burt Munro, the legendary land speed record holder from Invercargill. Modifying his 1920 Indian Scout motorcycle, he set three land speed records on the Bonneville Salt Flats, one of which still stands today. A real do-it-yourselfer, Burt made many of his own parts and tools in his shed. His micrometre was an old spoke. What a legend!





THE RUTHERFORD

Ernest Rutherford was the first person to successfully split the atom back in the day. He pretty much summed up the No.8 wire mentality in NZ when he said: "We don't have the money, so we have to think." Ironically, he also appears on our \$100 note. Maybe we should have put him on the \$5 note...





THE MARSDEN

Samuel Marsden, as a pioneer missionary, was a major influence in NZ culture. He is also credited with bringing the grape vine into NZ. In 1819 he wrote: "New Zealand promises to be very favourable to the vine as far as I can judge at present of the nature of the soil and climate." Now an industry worth over \$1b in sales annually, he was certainly a man of vision.





THE GOLDIE

"Goldie" – aka Jeff Wilson, has represented New Zealand in both Cricket and Rugby, at the highest level. We named this boot after Goldie, because like him, this boot is just so good at so much.





THE POWER ZIP

Catharine Power was a key member of our team for 8 years and tragically passed away in 2021 after a short illness. Catharine was a superstar, loved by all who worked with her. She would get the job done, no matter the circumstances, so it's fitting we name this boot after her.





THE NANCY

Nancy Wake, born in Wellington, was a secret agent in the French underground during WWII. She was instrumental in many missions and was nicknamed "The White Mouse" because of her ability to elude capture. She was the most decorated woman of that war and was on the Gestapo's most wanted list. Her kick a\$\$ attitude inspired our new kick a\$\$ woman's boot.



























The Piha Zip Sand 16697

Hydry Waterproof System, a highly breathable membrane to keep your feet dry.

- Premium Nubuck leather upper
- · Gusset keeps the muck and water out
- · Reinforced midsole for greater underfoot stability and comfort on ladders, spades, towers
- Wide fit for comfort
- Composite anti-penetration midsole protects the sole from penetration injuries
- Comfort innersole included
 - Comfort innersole with Poron for all day comfort
 - Triple-stitched at high stress points

AS 2210.3:2019 SBP WR SRA FO HRO ASTM F2413-18 M/I/C EH Sizes UK 3-13







- Secure lacing system with top 2 hardware hooks
 - - - Comfort innersole with Poron for all day comfort

AS 2210.3:2019 LG HRO WRU P FO SRA ASTM F2413-18 EH Size UK 6-13























The Sparky wheat is our mid ankle boot made with premium Nubuck leather. The Sparky is available all the way up to size 15. It is triple stitched at high stress points for endurance that also gives you comfort with a padded top line.

- · Gusset keeps the muck and water out
- Shock absorbing PU mid-section for comfort on hard surfaces
- Comfort innersole with Poron for all day comfort
- Heat resistant outsole up to 300°C

SB SRA HRO FO AS2210.3:2019 ASTM F2413-18 M/I/C EH

Sizes UK 3-15























BIG TO



The Power zip is a tough but light, zip up boot that goes up to a size 15. Triple stitched at high stress points in premium full grain leather. For added comfort there is a padded top line and the midsole is shock absorbing.

- · Gusset keeps the muck and water out
- Composite safety toe for a light, comfortable fit
- Shock absorbing PU mid-section for comfort on hard surfaces
- · Comfort innersole with Poron for all day comfort
- Heat resistant outsole up to 300°C

SB SRA HRO FOAS2210.3:2019

ASTM F2413-18 M/I/C EH

Sizes UK 3-15







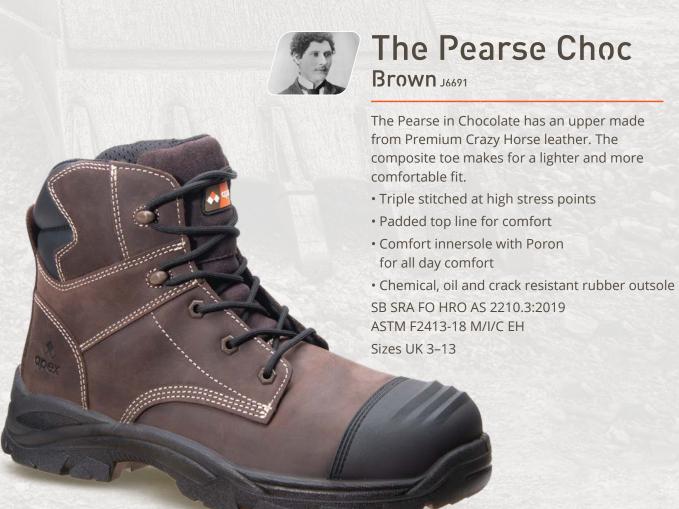
The Pearse WP

The Pearse WP (Waterproof) are perfect for

Brown J6689



PREMIUM NUBUCK

















The Hamilton Pro

The Hamilton Pro lace up is a classic and solid work boot. Triple stitched at the high stress points with an ergonomically designed innersole for comfort.

- Wide form steel toe cap for toe freedom
- Steel anti-penetration midsole for added safety
- Enduro leather upper
- Low profile TPU scuff protection
- Samson wide fit sole for greater comfort and stability
- Padded top line

AS2210.3:2019 SBP SRC Sizes UK 3–13





















Our Leather - The And Apex Secret!



We insist on top quality leathers for Apex footwear. That's the secret to long lasting, comfortable footwear.



Premium Full **Grain Leather**

A full grain leather that quickly adapts to the shape of your foot giving you comfort straight out of the box. It is strong, water resistant and has excellent durability.



Waxed Crazy Horse Leather

A premium buffed cow or buffalo leather with a slight nap. When rubbed, the colour changes slightly. The leather gains a unique character look with age.



Enduro Full **Grain Leather**

Tough full grain buffalo leather, Ideal for the harshest conditions, it takes being muddy and wet in its stride. Exceptionally strong and durable, with a smooth finish.



Premium Nubuck Leather

A top grain cow leather that is tough and durable while giving a soft supple feel. The top layer is buffed to give the leather a slight nap and classical look.

Leather Care: Boot life can be greatly enhanced by ensuring that the leather does not dry out. Dry leather, when required to flex with your foot, will crack instead. We recommend a good quality leather conditioner - such as Huberds Shoe grease - to enhance leather quality and keep leather supple. This is especially important after your footwear has been wet. Clean your boots to remove any mud - then dry them slowly. Do not force dry them (say by the fireplace) as this will cause the leather to dry and crack. Apply a fresh leather conditioner and rub it deeply into the leather to ensure that the leather is supple. Does not apply to Nubuck.



The Speed 2.0 Black 11975

Incredibly lightweight safety runner.

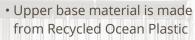
- · Wide fit composite toe
- · Breathable mesh upper
- · Low profile scuff protection
 - · Anti-slip sole
 - Dual density pace EVA/Rubber outsole
 AS/NZS 2210.3:2009 SB SRC
 Sizes UK 2–13 / Euro 36–47

ADUDLY MADE

CLED OCEAN PL



The Maui



- Strong, durable and good for the environment
- Composite safety toe for a lighter more comfortable fit
- Segmented sole for a light and shock absorbing feel
- Superior innersole with Poron for in-shoe comfort
 - SRC rated anti-slip sole
 - Breathable upper SR SBC AS 2210:3 2019 Sizes UK 1–12 / Euro 35–46



Apex Work Socks Twin Pack

- · Black and Charcoal
- Comfortable calf length work socks. Designed to stay up in footwear. Durable and tough
 Sizes Small NZ 3-7 (Ladies 5-9) Large NZ 8-13

Apex Fleece Tee Black

Anti-pill microfleece
 Sizes S-3XL

The anatomy of an loss apex wide fit safety boot





Steel or composite safety toecap (selected styles). Composite toecap is lighter and airport friendly

Premium full grain water resistant leather takes a hiding day in, day out and quickly adapts to your foot

Triple or quad-stitched at high stress points

Low profile TPU scuffcap to extend boot life (selected styles)

Premium Poron inserts in heel and forefoot for better comfort. shock absorption and durability

Reinforced midsole for greater underfoot stability and comfort on ladders. spades, towers and steps

Anti-penetration midsoles offer protection from hazards underfoot (selected styles)

Shock absorbing PU mid-section for comfort on hard surfaces

Made on a wide mould to accommodate wider Kiwi feet

Chemical and oil resistant TPU outsole or rubber outsole

Apex Footwear Sizing Guide

UK Mens	0	1	2	3	4	5	6	7	8	9	10	11	12	13
UK Womens	3	4	5	6	7	8	9	10	11					

