

Media Release
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National Foot Health Month



Helping Australians and a very serious problem they have when they put their boots on

The Ultimate Work Sock is specifically designed for Safety, Protection and Durability.

"Miners Corp Essential (MCE) realised the severity of the problem when MCE members continued to complain of numerous issues that exist through its interactive website which encourages members to "have their voice heard". Due to the footwear required by operational safety and Health (OSH) coupled with severe mining and construction environments had a major effect on their feet. Damage, disease and discomfort occur to their feet therefore contributing to down time on the job! This was confirmed by professionals in the health industry," said MCE managing director, Lynn Bowman.

"We live in a world today where "SAFETY" & "PROTECTION" has proven to be off a "HIGH-PRIORITY" yet sadly missed is the crucial protection of the VERY core of your occupation... the body itself...

Often the most forgotten & neglected part of the body is the "FEET" yet they can so easily be looked after by such simple methods, one being "A GOOD PAIR OF SOCKS"

You are on your feet for many consecutive hours of the day, whilst wearing your abrasive safety work boot, enduring various harsh conditions & environments!" said Mrs Bowman.

"Members reported moisture issues, skin reactions, and tiredness and also complained of wasting good money on products that just didn't cut it," Mrs Bowman said.

MCE's Ultimate Work Sock was the solution.

"Complete with arch support, reinforced sole, 'Y' heel, and elastic leg and foot, the Ultimate Work Sock provides complete protection, support and coverage.

It soon became a crucial part of OSH requirements as it aids and completes for all-round protection when used with the safety work boot.

The sock has proven to be far superior to others on the market and is the only product those who work within the industry insist on wearing," Mrs Bowman said.

"Not only does The Ultimate Work Sock increase safety and support for the foot, it also alleviates back pain and tiredness, while keeping the foot dry, healthy and hygienic. This safeguards the skin from bacterial fungi, specifically designed and engineered for Maximum all day comfort, excellent-supportive cushioning, which has been strategically placed so as to protect the foot with in a steel cap work boot, providing ultimate protection and safety" said Mrs Bowman.

"What's more – it is actually designed to aid circulation and assist those with diabetes."

...SAFE – SUPPORTIVE – PROTECTION "MCE Ultimate Work Sock"

"Once switching to the Ultimate Work Sock, there is no looking back," said Ken Johnson at Cosmos who bought the Gumboot Heavy Duty socks. "It's good to have a sock that doesn't end up in the toe of your boot," he said.

"They are great socks. I love the way they stay up and they are very comfortable. I'm very happy with these socks – bring them on."

Mark Arnold at Cosmos "Heavy Duty and Gumboot"- said "these are great socks, glad to have found them will stop rash on leg, my old socks were drenched by end of shift these socks keep my feet dry and less rashes so thanks!"

Dean Bain from Mariners is just as pleased: "They are very comfortable," he said. "I had problems with sore feet wearing Gumboots but I feel 100 per cent using these socks."

The Ultimate Work Sock is available from the online store at www.minerscorp.com.au or by calling 1300 459 976.

The comfort & conditions your feet must withstand makes all the difference as to how the rest of your body feels by the end of the day!

Miners Corp. Essentials brings it on ... to you..."The Ultimate Work Sock" got yours mate?