



SureWerx® Announces Launch of *Dickies®* Safety Footwear Platform

PRESS RELEASE

FOR IMMEDIATE RELEASE

Elgin, Illinois – January 21, 2026: SureWerx®, a leading global provider of safety, tool & equipment products, is pleased to announce the upcoming launch of ***Dickies®* Safety Footwear**, a comprehensive new footwear platform set for delivery in the fourth quarter of this year.

Built on over a century of workwear authenticity, the *Dickies®* Safety Footwear collection delivers jobsite-ready performance without compromise. The lineup will include a broad range of safety-toe and soft-toe options engineered for construction, warehouse, industrial, and service environments, designed for long hours, hard surfaces, and the realities of daily work.

“*Dickies®* has spent more than 100 years listening to and learning from workers,” said Scott Dowell, CEO, SureWerx. “Bringing that depth of experience into safety footwear isn’t about recreating the past—it’s about applying lessons learned to deliver what’s missing in the market today. This platform is built with purpose, shaped by real work, and designed to support the people who rely on their gear every day.”

The *Dickies®* Safety Footwear line will feature:

- **Purpose-built design** informed by real-world workwear experience
- **All-day comfort technologies** designed to reduce fatigue across long shifts
- **Durable materials and construction** engineered for demanding environments
- **Jobsite-ready protection** that balances performance, comfort, and durability

“Workers today expect more from their footwear, because the job demands more from them,” said Aaron G. Atkinson, Footwear President, SureWerx. “This collection reflects a deep understanding of how people actually work: for long hours, in tough conditions, and with no room for compromise. *Dickies®* Safety Footwear is built to support the next generation of builders and makers with solutions shaped by experience, not assumptions.”

The launch of *Dickies®* Safety Footwear represents a significant expansion of the *Dickies®* brand into the safety category, supported by SureWerx’s expertise in product development, distribution, and servicing professional end users across North America.

Additional product details, styles, and availability information will be shared closer to launch.

About SureWerx

Co-headquartered in Vancouver, Canada, and Elgin, Illinois, SureWerx is a leading global manufacturer of professional safety products, tools, and equipment. SureWerx markets its



safety products under multiple brands including Jackson Safety®, Sellstrom®, Pioneer®, PeakWorks®, ADA Solutions®, Armor Tile, Access Tile, Due North®, K1 Series®, Avenger, Nautilus®, MEGAComfort®, NEOS®, Oberon®, FALL SAFE®, and Reliance Fall Protection® brands.

SureWerx offers unparalleled access to its brands through its distributor network servicing the industrial, construction, safety, electrical, utilities, resources, transportation, automotive aftermarket, and food production markets globally. For more information visit www.surewerx.com.

About *Dickies*®

Founded in 1922, *Dickies*® is a globally recognized workwear brand known for durability, authenticity, and timeless design. Built on generations of makers, *Dickies*® continues to outfit workers with apparel—and soon footwear—designed to meet the demands of real work.