

PROTECTING YOUR WORKFORCE WITH THE RIGHT FOOTWEAR

October 15 , 2025





AGENDA

- Meet the Presenters: Iain Summers & Adam Gaiser
- An Introduction to Mark's Commercial
- Why Choosing the Right Industrial Footwear Matters
- Footwear Innovation Spotlight: ICEFX
- Footwear Digital Voucher
- Live Q&A



Working Together Towards
An Accident Free Future

Who We Are

We are the head-to-toe workwear supplier for thousands of Canadian workforces.

As the business-to-business division of Mark's, we are one of Canada's largest suppliers of wholesale industrial and corporate workwear, footwear, PPE, safety gear, and uniforms. Our mission is to collaborate with forward-thinking organizations to keep Canadian workers warmer, drier, safer, and more comfortable.

We achieve this through leading-edge technology and innovation, aiming for an incident-free future and ensuring workers return home safely every day.





What Sets Us Apart

- Part of the Canadian Tire Corporation
- Available in 380+ Mark's stores across Canada
- Economies of scale = competitive advantage
- World-class owned brands
- Innovative product development
- Scalable and flexible order fulfillment
- Free custom eCommerce platform with various reporting capabilities
- Preferred pricing, free shipping and quick turnaround
- Dedicated client services
- Extensive supply chain network



380+
STORES

Why Choosing the Right Industrial Footwear Matters

Selecting the right industrial safety footwear is critical to protecting employees, ensuring compliance, and supporting overall workplace performance.

- **Protects Against Injuries** – Shields feet from impacts, punctures, and compression.
- **Meets Safety Standards** – Ensures compliance with workplace regulations.
- **Reduces Slips & Falls** – Improves traction on slick or uneven surfaces.
- **Supports Comfort** – Minimizes fatigue during long shifts.
- **Cost-Effective** – Durable footwear lowers replacement and injury costs.
- **Boosts Morale** – Shows commitment to employee well-being.
- **Industry-Specific Fit** – Tailored protection for different job roles.



A collage of various shoes including high-heels, casual sneakers, and work boots, arranged in a grid-like pattern.

FOOTWEAR INNOVATIONS

Mark's Proprietary Footwear Innovations

DURATOE® AXIS



HD3%

IceFX®

Q. STANCE®

ENDURALITE®

**T-max
Heat®**

T-MAX®



VizLite®

ARMOUR-FLEX®+

TARANTULA® OUTSOLE

nestFIT®
TECHNOLOGY

AdaptiveFit®

Q. MOMENTUM®

T-MAX®

Superior Heat Retention with Temperature Regulation

T-MAX®



T-MAX® insulation

- is a lightweight insulation that provides warmth without bulk.
- Regulates temperatures of the feet and allows moisture and excess heat to escape.
- Non-woven material used between exterior upper fabric and inside lining.

T-MAX® INSULATION	
WEIGHT	INTENDED USE
100-200g	Suitable for all-season weather conditions
300-400g	Suitable for moderately cold weather
400-600g	Suitable for cold weather to extreme cold weather conditions



Hyper-Dri®3

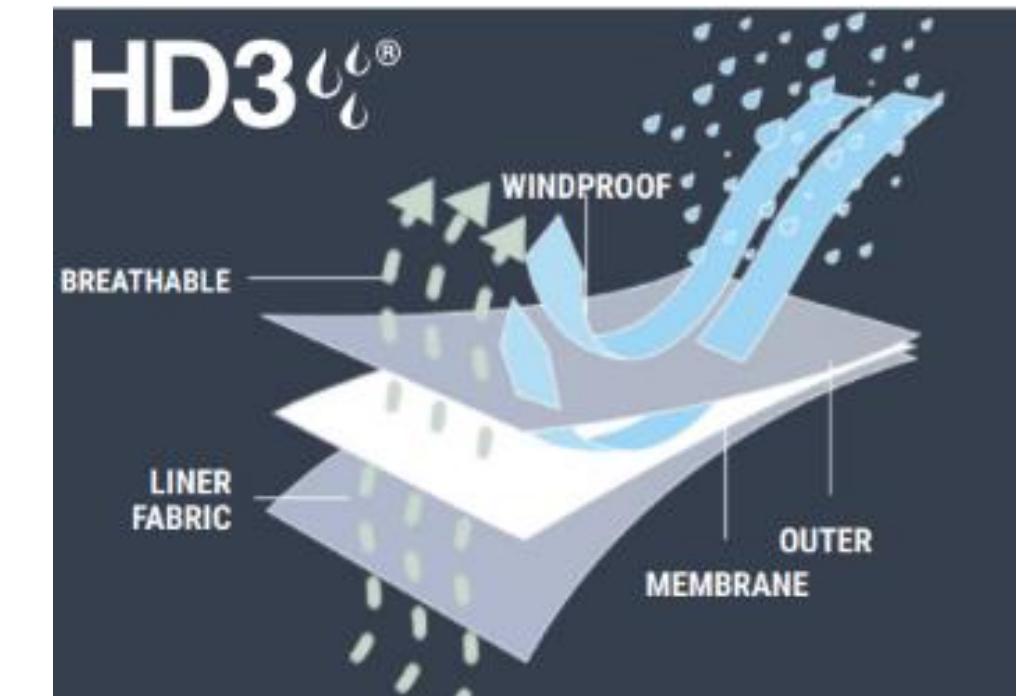
Tested Waterproof Standards

HD3[®]



Hyper-Dri®3

- Is an advanced waterproof/breathable membrane.
- Seam sealed bootie construction.
- All upper materials are waterproof making the product more breathable and waterproof than other branded membranes.
- Waterproof breathable membrane with
- 50,000 flexes & air permeability of at least 5,000
- Footwear is water tank tested to 50,000 foot flexes to simulate wear conditions.
- Must meet our Mark's waterproof & water vapour transmission testing standards.



Enduralite®

Enhanced Midsole Cushioning with Every Step

ENDURALITE®

- Ultra-light structure ➔ Athletic performance
- Superior energy return ➔ Efficiency & reduced fatigue/strain
- Responsive soft cushioning ➔ Better shock absorption
- All temperature ➔ Four season performance
- Durability ➔ Value



ENDURALITE®
provides durable,
lightweight, soft
cushioning and
energy return.

The Future of Footwear Innovation



AI-POWERED FITTED INSOLE RECOMMENDATIONS

THE ULTIMATE FOOTWEAR DESIGN REVOLUTION

Powered by Baliston, Safety Shoes Powered by could offer personalized fit and enhanced comfort by analyzing individual movement patterns

RECOMMENDED FITTED INSOLES

- Reduced Foot Pain:** Distributes pressure evenly across the foot, reducing hotspots and discomfort during prolonged periods of standing or walking.
- Improved Support:** Offers better arch support and cushioning, which can prevent common workplace injuries such as plantar fasciitis, shin splints, and stress fractures.
- Less Fatigue:** By improving comfort and support, custom insoles help reduce foot and leg fatigue, enabling workers to remain more productive throughout their shifts.

9:41

Free Fitted Comfort Insoles For You, Phil!

The insole fit for the way you walk:
DynamicFit Medium Support

Medium support for your heel, arch and forefoot to align your foot and ankle while controlling excess motion.

Heel cushioning
Propulsion control
Arch support
Metatarsal support
Toe flexion control

Real-Time Shoe Wear & Tear Tracking

- Fall & Injury Prevention:**
 - Identifying worn-out shoes helps prevent injuries caused by reduced cushioning and support, such as slips, trips and falls.
- Consistent Support:**
 - Ensures that shoes continue to provide necessary support, reducing strain on muscles and joints.
- Forecast Replenishment:**
 - Monitoring wear and tear helps in making informed decisions about repairs or replacements, optimizing shoe lifespan.

Health Monitoring

- Quantify Workloads
- Gait, Posture, and Fatigue Prevention
- Back-pain Monitoring
- Early Detection of Instability
- Balance Monitoring





ICEPEX®

ICEFX® - A Safer Way to Walk on Ice

Leading-edge technology for advanced traction on ice



Soft, flexible rubber compound that performs in the cold

GREEN DIAMOND® grip technology

- Synthetic quartz embedded into the rubber for effective grip on all ice surfaces. As the rubber wears, a new layer of quartz is exposed.

ICELANDIC GRIP® technology

- Abrasive fibre-like material designed to grip on wet ice.



Mark's
COMMERCIAL

Mark's

ICEFX® - A Safer Way to Walk on Ice

- Innovative tread designs, compounds, and materials are used in combination to provide greater surface contact in the heel strike zone and forefoot to achieve an anti-slip outsole.
- Constant research is explored to search for new and better materials to provide a safer way to walk on ice.



ICEFX® - A Safer Way to Walk on Ice



- Partnership with supplier: Green Diamond Technology Co., Ltd.
- Proprietary Technologies:
 - **GREEN DIAMOND®** grip engineered durable, abrasive quartz embedded into the rubber for advanced traction on all ice surfaces.
 - **ICELANDIC GRIP®** abrasive fibre-like material that performs especially well on wet ice but does not damage indoor floor surfaces.
- Used in Mark's ICEFX® assortment for both industrial safety and casual winter footwear.

ICEFX® - A Safer Way to Walk on Ice

Industrial Safety ICEFX® Footwear

- GREEN DIAMOND® grip predominantly used.
- ICELANDIC GRIP® can only be used in combination with GREEN DIAMOND® grip.



Industrial Safety ICEFX® Performance Ratings

Style	Brand	Description	ICEFX Technology	Maximum Achievable Angle (°)	Rate My Treads Snowflake Rating
5ANADK2-8611	DAKOTA WORKPRO SERIES	MEN'S 8 INCH STEEL TOE COMPOSITE PLATE ICEFX WATERPROOF T-MAX INSULATED WINTER X WORK BOOTS	GREEN DIAMOND + ICELANDIC GRIP	9	*
HHF231104	HELLY HANSEN WORKWEAR	MEN'S 8 INCH COMPOSITE TOE COMPOSITE PLATE ICEFX WORK BOOTS	GREEN DIAMOND + ICELANDIC GRIP	9	*
5ANBDK3-6611	DAKOTA WORKPRO SERIES	MEN'S ICEFX 6 INCH STEEL TOE STEEL PLATE XTOE WORK BOOTS	GREEN DIAMOND + ICELANDIC GRIP	9	*
5ANFDKW2-8907	DAKOTA WORKPRO SERIES	MEN'S 8907 COMPOSITE TOE COMPOSITE PLATE T-MAX INSULATED ICEFX WORK BOOTS	GREEN DIAMOND + ICELANDIC GRIP	9	*
5ANFDKW8-8527	DAKOTA WORKPRO SERIES	MEN'S 8527 STEEL TOE STEEL PLATE ICEFX LEATHER WINTER BOOTS	GREEN DIAMOND	10	*
5ANFDKW3-8901	DAKOTA WORKPRO SERIES	MEN'S 8901 COMPOSITE TOE COMPOSITE PLATE WINTER WORK BOOTS	GREEN DIAMOND	(testing in progress)	(testing in progress)
5ANFDKW6-8524	DAKOTA WORKPRO SERIES	MEN'S RIGMASTER SYNTROL COMPOSITE TOE COMPOSITE PLATE ICEFX WINTER WORK BOOTS	GREEN DIAMOND	9	*
HHF231102	HELLY HANSEN WORKWEAR	MEN'S COMPOSITE TOE COMPOSITE PLATE SAFETY WINTER BOOTS	GREEN DIAMOND	11	**
HHF231103	HELLY HANSEN WORKWEAR	MEN'S COMPOSITE TOE COMPOSITE PLATE WINTER FELT PACK BOOTS	GREEN DIAMOND	9	*
5BOFDK7-8520	DAKOTA WORKPRO SERIES	WOMEN'S COMPOSITE TOE COMPOSITE PLATE ICEFX FELT PACK WINTER BOOTS	GREEN DIAMOND	8	*
5BOFDK8-8905	DAKOTA WORKPRO SERIES	WOMEN'S 8905 COMPOSITE TOE COMPOSITE PLATE ICEFX T-MAX INSULATED WATERPROOF HYPER-DRI 3 WINTER SAFETY BOOTS	GREEN DIAMOND	10	*

ICEFX® - Testing Protocol

All ICEFX® footwear must meet or exceed Mark's ICEFX® protocol performance requirements.



Two-part testing protocol conducted at two labs under different conditions:

SATRA Technology Lab (UK & China)

- Frosted ice surface
- Testing done with a machine on a foot form

KITE Research Institute - Winterlab (Toronto)

- Cold ice and wet ice surfaces
- Ascending and descending 0-15
- Testing done with human participants

SATRA Technology Lab



- ICEFX® tested against standard method:
 - SATRA TM144 Friction (slip resistance) of footwear and floorings
 - Tested on frosted ice surface
- Footwear coefficient of friction (COF) is tested at the heel, flat, and forefoot
- Mark's ICEFX® COF requirement: ≥ 0.30 heel and forefoot (first run)
 - SATRA recommends a minimum friction level of 0.30 for normal, safe walking in everyday footwear.



Forward heel slip

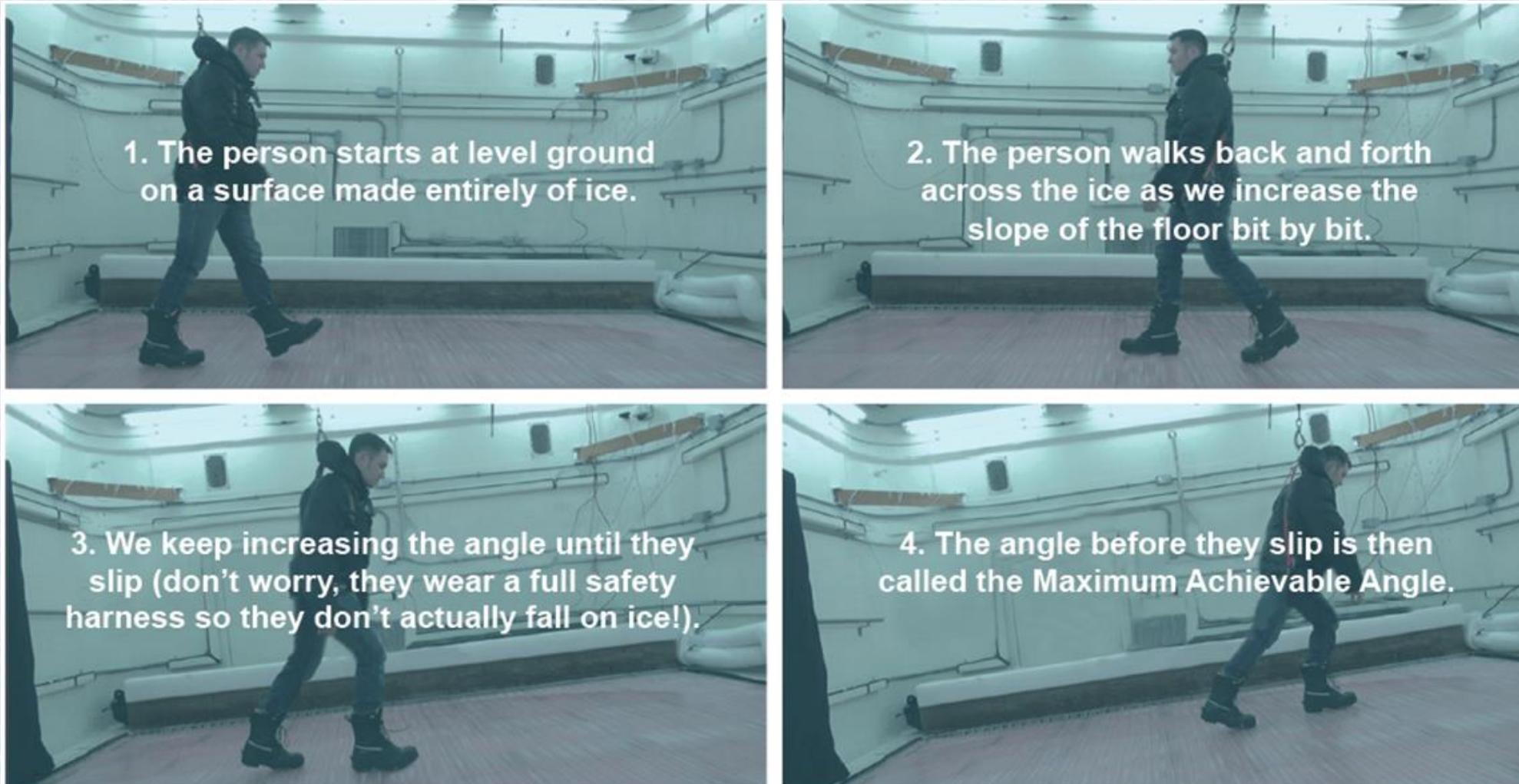


Backward forefoot slip



Forward flat slip

KITE Research Institute - Rate My Treads

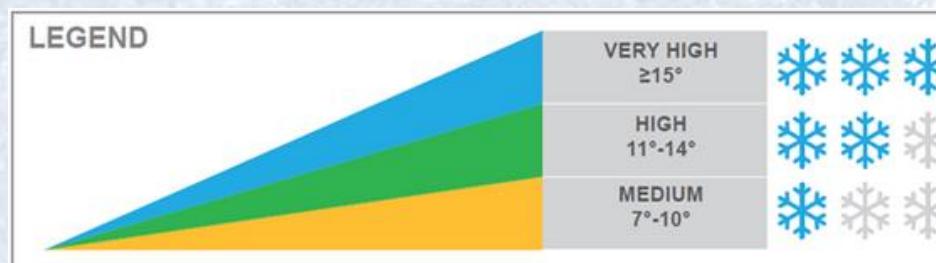


One of a kind in the world, slip resistance testing on cold & wet ice, ascending/descending 0° - 15°



Figure 2. Exterior of KITE's WinterLab. Adapted from "WINTERLAB," by KITE, 2022, KITE-UHN. Retrieved March 1, 2022, from [Body](#). Copyright 2022 by KITE.

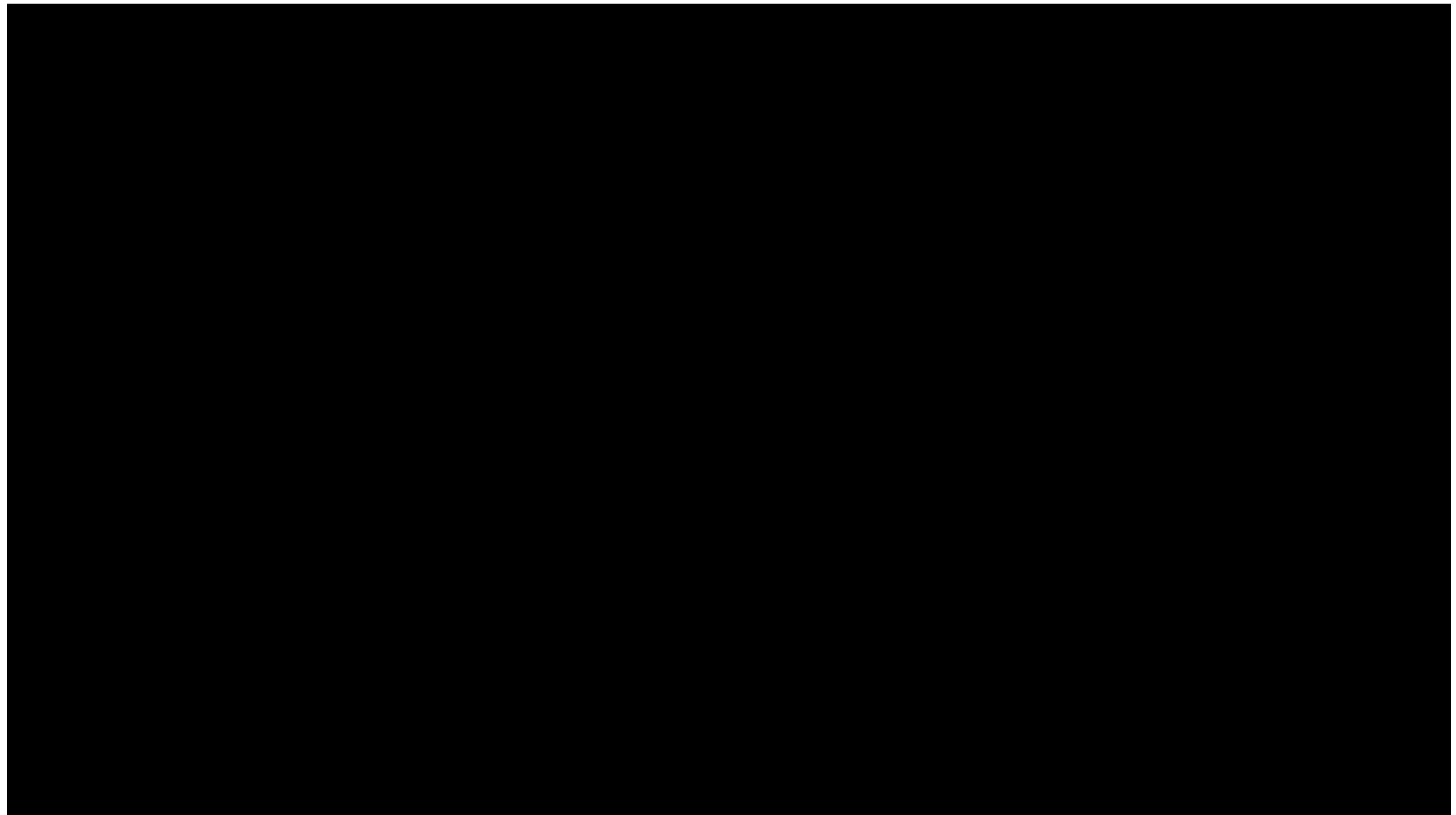
**RATE MY
TREADS**



Mark's ICEFX® requirement: ≥ 7 degrees (1 snowflake rating)

A photograph of a man and a woman at a grocery store checkout. The man, wearing a cap and a plaid shirt, is smiling. The woman, wearing a grey sweater, is also smiling and holding a smartphone. A hand is holding a barcode scanner over the phone, indicating a digital payment or voucher redemption process. The background shows shelves of grocery items.

Digital Voucher





Digital Voucher

Two screenshots of a mobile application interface for "Mark's COMMERCIAL".

Screenshot 1 (Left): The app's main menu. The header reads "mark's COMMERCIAL". The menu items are: "Back", "Digital voucher", "Account Dashboard", "My company details", "My profile", "My orders", "My sub-accounts", "Authorizations", and "Reports".

Screenshot 2 (Right): A "Digital voucher" screen. The header reads "Digital voucher" and "mark's COMMERCIAL". The screen displays a digital voucher with the following details:

Purchase order no:	12345
Expiry date:	9/04/2025
Qty allowed:	NA
Maximum value:	\$200 Before Taxes
As of date:	9/25/2024 10:15 AM MDT

Customer No: 0000000000
Customer Name: 123456, VOUCHER CUSTOMER
Contact Name: 123456789

STYLE # DESCRIPTION COLOUR PROGRAM PRICE
A19 Dakota USA Approved Safety Vest/HiVis A1 10% off Reg. Retail

Employee is entitled to purchase the items in the eligible products for the program price, where an item is not priced the lower price will apply.
If purchase exceeds the quantity or maximum value, the employee is responsible for the difference at the point of sale. If the maximum value is not met, the employee will receive a refund for the difference. Taxes are not charged to the employee's account.
Any remaining quantity or maximum value can be used towards future purchases.

Digital voucher

Click the link below to get the Digital voucher

[Download digital voucher](#)

Sitemap

eCommerce

Who We Are

Partnerships

 Embellishr

Safety

FAQ

BENEFITS

Employer Benefits

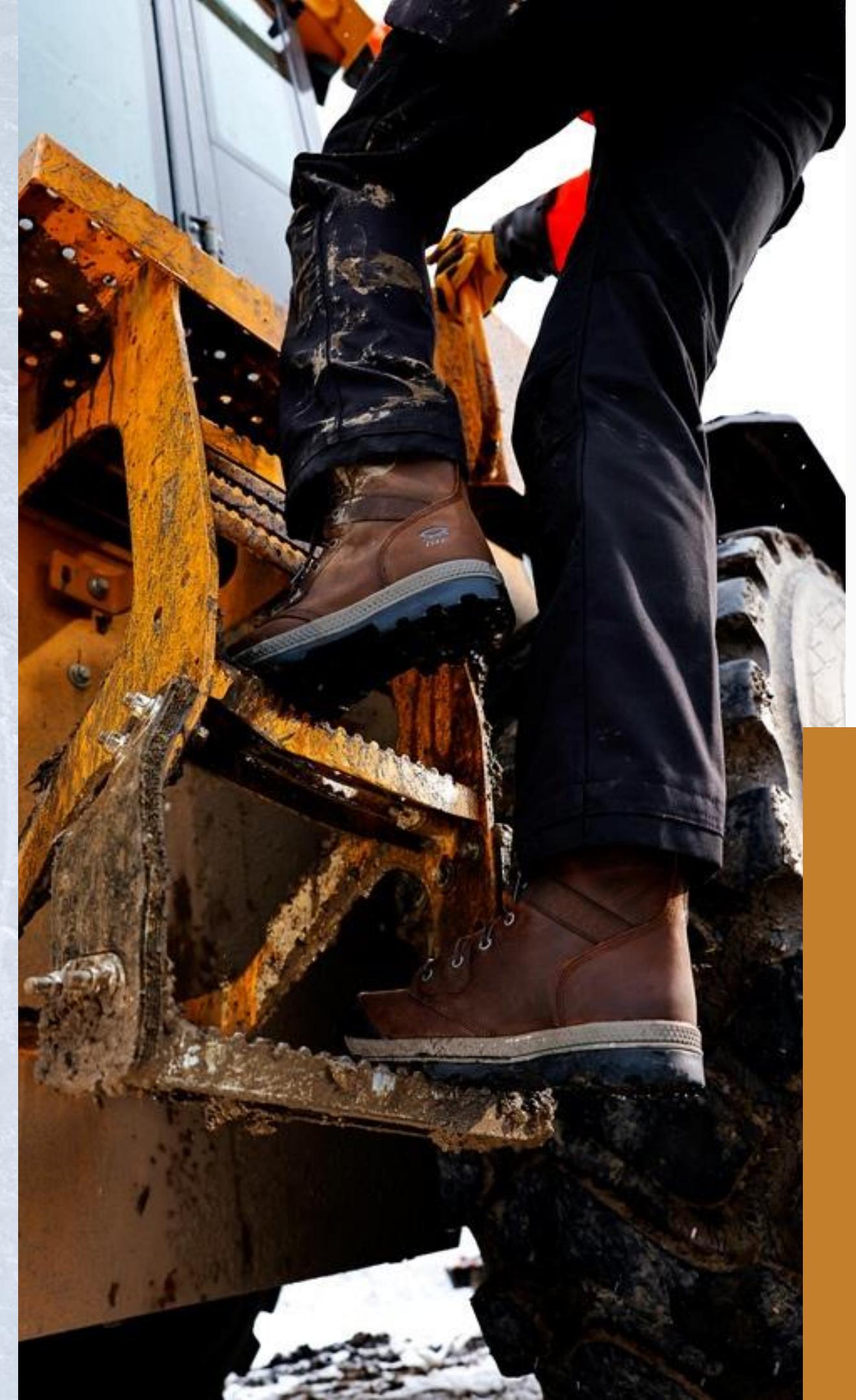
- Secure management of employee profiles and entitlements.
- Monitor employee purchasing in real time and track issued, redeemed, and remaining entitlements.
- Add new employees and assign dollar-based entitlements.
- Provide additional entitlements to employees when needed.
- Disable employees to prevent voucher access and usage

Employee Benefits

- Secure, unique login to access vouchers, view purchases, and track remaining entitlements.
- Unique voucher barcode scanned in-store:
 - Ensures safety footwear product selection aligns with entitlements.
 - Automatically deducts entitlement upon purchase.
 - Captures invoicing details such as employee name, PO #, and employee ID.



QUESTIONS?





THANK YOU