

Not to be outdone, Bogs Footwear will produce a smooth and rubbery boot, the Plimsoll, for women with a "sneaker-like" fit and a temp rating of minus-40 degrees F. Made of neoprene and rubber, the Plimsolls are waterproof and pull on just like true gumboots with no laces needed.



Neo-Wellies: Rubber Winter boots rated to 40-below!

The big blue Bogs will cost \$135 when they come to market in 2012. Both products will be on display next month at the Outdoor Retailer trade show in Utah.

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