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May 31, 2013, 2:49pm PDT | **UPDATED:** May 31, 2013, 3:12pm PDT

Five reasons Bogs is a footwear company to watch



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It often spells doom when small family companies sell to giant out-of-state buyers. That doesn't seem to be the case at Bogs.

Eugene-based The Combs Co., which makes the Bogs brand, sold to Milwaukee, Wisc.-based Weyco Group Inc. (NSDAQ: WEYS) in 2011.

Shortly thereafter the company moved to Portland.



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Cathy Cheney | Portland Business Journal

Product. Product. Product. The first rule of real estate is location, location, location. The first rule of the footwear business is product, product, product. Bogs makes waterproof, comfortable, affordable boots. It's a unique