

Nitti Safety Footwear Turns 15.

Nitti Safety footwear, a Singaporean safety footwear brand with global distribution, celebrates its 15th anniversary.

Singapore, 25-August-2011



Nitti celebrates 15 years as the leading safety footwear brand. Nitti was founded in Singapore with a vision of offering all workers a truly safe & comfortable safety shoe. Nitti is sold and worn in workplaces across Singapore, Asia and the Middle East. This success is the result of focusing on a product that consistently delivers quality to the market. While other brands outsource their production to OEM manufacturers, Nitti has chosen to set up its own ISO 9001 certified factory. This ensures total quality management from factory to your workplace.

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In order to provide our customers with peace of mind, Nitti has attained a total of six national standards for the complete footwear line including the European CE 20345 standard, TÜV SÜD PSB SS513:2005 (Singapore), AS/NZS 2210.3:200 (Australia/New Zealand), Malaysia's SIRIM MA 1598:1998, Korea's KOSHA and China's GB 21148.

Components are carefully selected to provide the users with maximum comfort. These components include genuine waterbuffalo leather for the uppers, genuine Cambrelle® for the lining, pre-moulded removable EVA insoles and lightweight yet flexible PU outsoles.



Initially marketed within Singapore, Nitti is now available internationally and is actively adding new distributors and markets. Nitti has seen a strong first half of 2011 and is confident it will continue because of its focus on the 3 core promises to its users: safety, comfort and durability. In the second half of the year several designs will be enhanced to meet customer demands.

In Singapore, Nitti has been run several news and bus advertisements in the last year, in other countries Nitti has been featured in several magazines and participated in tradeshow across the region. Nitti is distributed through a limited network of distributors who keep ready stock and re-sell the shoes on to hardware stores or companies directly.

ABOUT NITTI (ASIA) PTE LTD

Based in Singapore, Nitti (Asia) Pte Ltd is a global safety footwear manufacturer. Since 1996 it has proudly marketed safe, comfortable and durable safety footwear. For more information: www.nittifootwear.com or contact enquiry@nittifootwear.com