

Keen Adventure Sandal Brand of Choice at FitnessFootwear.com

August 18, 2010



LONDON, UK (RPRN) 08/18/10 — As showers dampen the UK summer Keen becomes the adventure sandal of choice at FitnessFootwear.com

The expanded range of Keen sandals and shoes has seen them make significant inroads into the competitive outdoor performance footwear market, and rise to the top of the best selling outdoor adventure footwear charts, due to their exceptional toe protection system and famed durability. The introduction of the Newport H2 sandal to the range of performance outdoor footwear at Fitnessfootwear.com saw the innovative

brand rapidly rise to the top of the sandal charts for their versatility in coping with extreme wet environments, and also functioning perfectly well on dry land.

Keen sandals first came on the market in 2003 with the release of a sandal which responded perfectly to a gap in the market for a more rugged summer outdoor sandal with the extra toe protection capable of dealing with wild white water and trekking.

The problems with many sandal designs is that when the increased forces of water come into play the designs come up short. Whilst rugged designs protect well on dry land, there are few choices which can cope with the increased force of the water. The additional pressure created between upper and sole sees sandals rapidly torn apart. Underwater hazards require additional toe protection and their unique toe bumper gives the level of protection required for canoeing, kayaking, bouldering and canyoning to prevent painful stubbed toes. Keen developed the sandals to offer superior protection which features throughout their range, which has now been expanded to provide models for the full range of water sports, and dry land hiking and trekking.

The protection provided has seen many sandal enthusiasts switch brands in favour of the extra features which Keen footwear offers, and have won hardened shoe and boot fans over to a more lightweight summer footwear choice. Fitnessfootwear.com has seen the popularity grow rapidly and the brand has now become the adventure sandal of choice for their customers.

The same infamous toe protection has now been combined with a more rugged style with Keen shoes offering hardened hiking shoe and boot fanatics something more lightweight and protective than the standard fare, whilst giving extra protection to the feet than their sandals. Fitnessfootwear.com now stocks the Targhee II range which is set to become a firm favourite with customers being suitable for year round wear. The toe bumper design still feature in the boots and shoes, whilst a more rugged design is better suited for serious off road hiking with more ankle protection and superb underfoot cushioning.

As summer approaches and outdoor enthusiasts are seeking a more lightweight shoe, Keen offer a stylish range which gives comfort and coolness of sandals without compromising protection. For outdoor adventures Keen have become the most popular brand at Fitnessfootwear.com and the introduction of the more robust models has added more breadth to the range which is certain to win over more fans.

Their durability is highly regarded providing incredible value with years of heavy use possible without excessive wear and tear. Keen have been developed to offer something extra which is not catered for by many performance brands, and their niche following has now expanded and sees them become one of the British outdoor footwear brands of choice.

For details of the Keen sandal range for casual, water sports and summer hiking visit

<http://www.fitnessfootwear.com/c-377-keen.aspx> for more information

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About FitnessFootwear.com

FitnessFootwear.com is a business built on family values with a focus on excellent customer service while promoting healthy and active lifestyles through what we wear on our feet.

Every year the Hertfordshire based retailer goes from strength to strength, redefining the fitness footwear niche with an ever growing range of exciting products and brands encompassing everything from [Salomon walking shoes](#) to [Reebok EasyTone trainers](#) and a number of casual lifestyle sandals.

Free UK delivery, easy returns and our lowest price promise are just some of the many services we offer. We like to put a friendly face to shopping online, so we always aim to be within easy reach to make sure you get the answers you want quickly and easily.

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