



Gen
Phoenix



Rock Fall®

Reviving a classic safety boot.

Striking the balance of comfort and durability while creating a lower carbon safety boot that still meets all industry standards set a new challenge for safety footwear brand, RockFall.

The Revive RF314 safety boot would be an industry first for the PPE world, launching a fully certified high-quality footwear product made from recycled leather.



The Challenge



First and foremost, the Revive safety boot had to be designed to meet industry requirements and be accessible across the manufacturing footwear market for shop floors, engineering, aerospace, automotive, airports, freight and logistics.

Such broad reach meant a wide range of safety features and composite products needed to be incorporated.

RockFall are a company looking to do the right thing and their mission with the Revive launch was to leave a lighter footprint on the planet while offering their customers a hard-wearing boot that provides all day comfort.

The Solution

Developed using groundbreaking technology from Gen Phoenix, the uppers are made from high-quality recycled leather called Aurora. Created from waste leather otherwise destined for landfill, the Aurora upper provides an over 80% lower carbon footprint than traditional leather and is certified with the Global Recycled Standard. The sleek black finish exudes rugged elegance, perfectly meeting the aesthetic requirements of the Revive design while offering the demanding durability of a modern engineering safety boot.

The Revive | RF314, an ESD certified mid-boot with ankle height and lace-up, scored a perfect 10 in our working trials. [Click here to view an interview about the Revive](#)

"We are incredibly excited to be collaborating with Rock Fall on the Revive | RF314 safety boot, as it represents a true step forward in both innovation and sustainability," said Elyse Winer, CMO of Gen Phoenix. ***"By combining Rock Fall's leadership in safety footwear with Gen Phoenix's revolutionary upcycled leather technology, we've been able to create a product that not only meets the rigorous demands of modern industries but also leaves a significantly lighter environmental footprint. This collaboration is a powerful example of how we can drive positive change in the PPE industry, bringing together performance, durability, and circularity in a way that has never been done before."***



“ The Revive boot uses uppers made from Aurora, Gen Phoenix's high-quality recycled leather that provides more than 80% lower carbon footprint than traditional leather. The sleek black finish exudes rugged elegance, perfectly meeting the aesthetic requirements of the Revive design while offering the demanding durability of a modern engineering safety boot. ”

Matthew Noon, Director at RockFall

