



KINGGEE INTRODUCES THE WORK BOARDIE *(Where else in the world would that fly?)*

Sydney, 8 October, 2009 - For Concreting and Cronulla, Scaffolding and Scarborough, Building and Burleigh Heads - the new KingGee Workboardie is built to handle the rough nature of the tradie's work and surf lifestyle. Where else in the world would you need a pair of shorts like that?

The dual surf and work purpose short was designed by KingGee, inspired by the Aussie beach and blue-collar culture. With board shorts popular on job sites all around the country, KingGee has taken surfie culture into consideration, developing shorts that are lightweight, quick dry and perfect for the beach.

In the durability department, the new KingGee Workboardie passed all industrial workwear tests for tear strength, breaking force and abrasion resistance. Forty percent lighter than a regular workshort, the Workboardie will still take as much force to tear. It will take twice as long to wear a hole into the workboardie as it would to the heavier workshort.

Tough enough for tradies, the KingGee Workboardie looks like a board short, feels like a board short and even dries fast like a board short. It has a triple stitched seam, is fade resistant and features a functional cargo pocket. The traditional boardie draw string is a feature, backed by a hidden zip at the front to keep the shorts up and the builder's crack packed.

Mirjana Dujkovic, Marketing Communication Manager, KingGee, said:

"Many tradies wear their old boardies to work, because they're light, comfortable and stylish compared to what else is on the market. The only problem is boardshorts aren't made for manual work environments, so are easily damaged. KingGee custom designed this to suit the Aussie surf culture and young tradie style, without compromising the practical elements. The KingGee Workboardie has been tested for durability on the job. Performance in the surf is up to the surfer!"

Beach going tradies will not have to compromise functionality for style. Workwear preferences including comfort (68%), tough & durable (53%), good fit (52%) and easy to care for (35%)¹ have all been accounted for in the Workboardie's design. Thirty six percent of tradies also want their workwear to be affordableⁱ, and at \$45, the Workboardie is exactly that.

The KingGee Workboardie is available today from Totally Workwear Stores around the country and all good KingGee stockists. For a full list of stockists, visit www.kinggee.com.au.

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Hey, we want to work 'n' surf too!

¹ Pacific Brands Workwear Study, June 2008