

Information for immediate publication

## **Red Chili MAGNET LACE: the Comfortable, Performance-Oriented Ledge Specialist**

**In launching the MAGNET LACE, Red Chili is presenting a new lace-up shoe that offers impressive edge stability, precision, and comfort. It joins the MAGNET (VELCRO) in the Allgäu-based climbing shoe manufacturer's Performance collection.**



Like the MAGNET, the MAGNET LACE specializes in small ledges. This is because the RC-Tension midsole design offers the perfect balance between sensitivity and support to provide the necessary pressure on small footholds and enable precise footwork. The laces make it possible to precisely adjust the MAGNET LACE's fit. The performance-oriented shoe is also impressively comfortable, even when worn for extended periods – thanks to its special last shape with moderate pre-tensioning.

The breathable microfiber upper and lined knitted tongue further enhance the comfortable feel while the tried-and-tested Vibram XS Grip sole offers outstanding slip resistance and plenty of friction for all areas of use. The MAGNET LACE is a versatile climbing shoe for ambitious and performance-oriented climbers who undertake a range of disciplines such as sport, multi-pitch, and trad climbing, and want a mixture of precision, edge stability, and comfort.

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### **Technical details:**

- Vibram XS Grip
- Rand made of RX-2 Techgrip
- RC-Tension midsole
- Laces
- Ambitious downturn
- Ambitious pre-tensioning
- Moderate asymmetry
- Weight: 500 g (per pair in UK size 7.5)
- Sizes: UK 3–12
- Color: stoneblue-grass

**Red Chili is an EDELRID GmbH & Co. KG brand**

### **About EDELRID:**

Since its establishment in 1863, EDELRID has developed into a leading manufacturer of personal protective equipment (PPE), especially ropes and climbing equipment. EDELRID products are used for mountaineering, climbing, and on high ropes courses. The second largest business area focuses on the professional use of climbing equipment, for example for work safety, industrial climbing, tree care, mountain rescues, and rescues from heights. The company is particularly characterized by outstanding innovation and sustainability. EDELRID specializes in the development and production of ropes, and brought the first bluesign® certified ropes to the market. All product development activities take place at the head office site in the German town of Isny im Allgäu, where 60% of all products are produced in the in-house rope factory. The company is characterized by short distances, flexible and innovative product development activities, and value creation with a firm focus on sustainability. EDELRID's in-house academy offers an extensive range of training programs and courses, for example theoretical and practical courses on PPE products and how to use them. The renowned climbing shoe brand Red Chili has been part of EDELRID's product portfolio since 2017. Since 2022, the EDELRID Group has also included avalanche safety equipment manufacturer ABS Sports + Protection GmbH & Co. KG.

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