

WW

WHAWOWA®

Womens safety shoes.



BATA INDUSTRIALS
THE SAFETY SHOE

THIS IS WHO WE ARE.

MEET WHAWOWA!

Women want maximum safety when it comes to work shoes. But not just safety. They also want comfort, fit and, above all, style. Bata Industrials knows what women want and has therefore developed stylish, comfortable, high-quality and protective safety shoes with the perfect last for the female foot especially for women. The WHAWOWA collection proves that "safe" can also be light, trendy and comfortable.

WHAWOWA: WHAT WOMEN WANT.

No more boring neutrals or men's shoes in a smaller size! But a comfortable safety shoe to wear all day, every day, specially designed for women. A perfectly fitting safety shoe that doesn't compromise when it comes to style and comfort.

DISCOVER THE COLLECTION.

The WHAWOWA collection is designed as a lifestyle shoe: stylish, feminine, light and slim. With the WHAWOWA collection, we finally offer a safety shoe with a perfect last for women. Fully adapted to the shape and size of the female foot. Unique of its kind. This ensures a better fit, gives more comfort, prevents injuries and gives the shoe a slimmer shape.

The safety shoes also offer ultimate protection, thanks to the aluminum safety toe cap and strong anti-slip sole. Made of the best and most durable materials and equipped with smart technologies, such as the composite FlexGuard® anti-penetration sole and the Oder Control lining.



WW WHAWOWA®

THIS IS WHAT WE WANT.

A comfortable safety shoe to wear all day, every day.

Designed specifically for women. No more boring neutrals or men's shoes in a smaller size!

With the WHAWOWA collection, we offer a safety shoe with a perfect last for women. Fully adapted to the shape and size of the female foot. This ensures a better fit, gives more comfort and prevents injuries. A perfectly fitting safety shoe that also does not compromise when it comes to style and comfort.

THIS IS THE COMFORT WE WANT.

**SAFETY
COMFORT
STYLE**





WHAWOWA A STEP FORWARD IN INNOVATION.

EQUIPPED WITH THE LATEST TECHNOLOGIES, WHAWOWA ALLOWS WOMEN TO WORK SAFELY, STYLISHLY AND COMFORTABLY.

A LAST FOR WOMEN

The WHAWOWA collection is designed exclusively for the female foot. And that's unique in the world of safety footwear. The specially designed women's last offers more comfort, a better fit and prevents physical discomfort.

The last of women's shoes is narrower than men's.

Women's shoes have more room at the forefoot (the ball of the foot) and toes than men's shoes, but are narrower at the heel. This is because women's and men's feet are anatomically different. The height and length of the foot arches also differ between women and men.

HIDDEN LADDER GRIP

A ladder grip prevents slipping on steps, ridges and ladder rungs. The ladder grip is subtly hidden in the design of the sole, so no compromises on style. Choose safety shoes with ladder grip and feel more in control during your workday.

EASY ROLLING SYSTEM®

Your feet stay fit longer thanks to Bata's Easy Rolling System®: the innovative shape of the shoe allows your steps to unwind naturally, making it easier to walk and experience more support.



SHOCK ABSORBING SYSTEM

A shock absorption system is integrated into the EVA midsole and foam inserts are incorporated at the ball and heel of the foot: a new Super Critical Foaming technology. The design of the midsole, combined with the foam technology in the midsole, gives the sole additional shock-absorbing properties and the ability to return energy to the wearer.

CERTIFIED SOLE

The sporty soles of the WHAWOWA collection feature a lightweight EVA midsole that provides that extra cushioning. The outsole is made of dual-density rubber, perfect for grip and traction (SRC-certified). The center of the outsole has a softer density, which provides extra grip. The soles are very light, flexible and elastic. And yet strong and durable, thanks to innovative technologies.

PU INLAY SOLE

The PU insole is to reduce or even prevent injury and foot ailments. Comfort, cushioning and support are as important as safety, the WHAWOWA collection comes standard with a PU insole. Other benefits of the insole explained below:

- Light and breathable
- Antibacterial
- Shock and moisture absorbing
- Light arch support
- Made from 100% recycled material





MADE FOR THE FEMALE FOOT

When you work in industries such as assembly, automotive, food or logistics, you need maximum safety. When choosing the right work shoes, you pay attention to safety, comfort and price. But also color and style, right? The collection consists of five fashionable models. Lightweight shoes that meet the most common safety requirements.

**WHAWOWA IS PERFECT
TO COMBINE WITH
OUR LADY SOCKS.**



WW
WHAWOWA®

**THIS IS WHAT
WE NEED.**

ANNA LEE ESD S1

- › Knitted fabric/microfiber/TPU film upper
- › Aluminum toecap
- › Mesh lining
- › Odor Control
- › EVA/rubber sole
- › Width W
- › Sizes: 34-42
- › UK size range: 1-8



BIBIAN ESD S1P

- › Knitted fabric/microfiber/TPU film upper
- › FlexGuard® composite penetration resistant insert
- › Aluminum toecap
- › Mesh lining
- › Odor Control
- › EVA/rubber sole
- › Width W
- › Sizes: 34-42
- › UK size range: 1-8



FLORENCE ESD S1P

- › Full grain leather upper
- › FlexGuard® composite penetration resistant insert
- › Aluminum toecap
- › Mesh lining
- › Odor Control
- › EVA/rubber sole
- › Width W
- › Sizes: 34-42
- › UK size range: 1-8



MARIE ESD S3

- › Water repellent fabric/microfiber
- › FlexGuard® composite penetration resistant insert
- › Aluminum toecap
- › Mesh lining
- › Odor Control
- › EVA/rubber sole
- › Width W
- › Sizes: 34-42
- › UK size range: 1-8



ADA ESD S3

- › Full grain leather upper/abrasion resistant TPU toecap
- › FlexGuard® composite penetration resistant insert
- › Aluminum toecap
- › Mesh lining
- › Odor Control
- › EVA/rubber sole
- › Width W
- › Sizes: 34-42
- › UK size range: 1-8



WHAWOWA IN DETAIL.



ANNA LEE ESD S1

Lightweight safety shoe with breathable properties.

ANNA LEE has a lightweight, knitted shaft. This special "knit" makes the shoe extra breathable. The EVA midsole provides comfort. The rubber outsole combines the right amount of energy return with shock absorption and stability. The perfect shoe for work in logistics and warehouse.



BIBIAN ESD S1P

Lightweight safety shoe with breathable properties.

BIBIAN is the same as ANNA LEE, but in addition, BIBIAN has an anti-penetration insert made of FlexGuard® composite. BIBIAN has a lightweight, knitted shaft. This special "knit" makes the shoe extra breathable. The EVA midsole provides comfort. The rubber outsole combines the right amount of energy return with shock absorption and stability. The perfect shoe for work in logistics and warehouse.

FLORENCE ESD S1P

Trendy leather shoe for at work and at leisure.

FLORENCE is designed for the woman who commutes between the office and an environment where safety footwear is required. Florence has a leather upper and a trendy lifestyle design. The anti-penetration insert of FlexGuard® composite protects your feet from sharp objects on the ground. The FLORENCE performs perfectly in a manufacturing, pharmaceutical or transportation and logistics environment.



MARIE ESD S3

Water repellent and penetration resistant.

MARIE has an anti-penetration insert made of FlexGuard® composite. This makes this shoe penetration resistant. The shaft is textile and has water-repellent properties. This combination makes these shoes ideally suited for work in healthcare and manufacturing/processing.



ADA ESD S3

Mid-height protection in stylish leather.

Do you need ankle protection and support? Then the ankle-high ADA is ideal for you. Made in stylish, strong and water-repellent leather. The shoe is easy to clean. The shoe is equipped with an anti-penetration insert of FlexGuard® composite for added safety. ADA is suitable for work in manufacturing, processing industry, automotive/assembly and Hospitality.





SERIOUSLY.