

# Scarpa Boots Sales Reach Record High at Purekit.com

Submitted by: PureKit Ltd

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Purekit.com customers recognise the value of investing in quality walking boots, with Scarpa boots the preferred choice (<http://www.purekit.com/shop-scarpa/>).

Walking, hiking and trekking are becoming more popular in the UK, with increasing numbers of people taking up the inexpensive pastime to get fitter and healthier, whilst getting to enjoy the sights, sounds and smells of the British countryside. A recent run of fair weather has certainly helped get people out of the cities and into the countryside to enjoy some personal space and fresh air in the lungs, and as the weather improves sales of walking and hiking boots are enjoying a surge in sales.

Sales of walking and hiking boots have been increasing steadily over the course of the year, with leading outdoor footwear retailer Purekit.com enjoying record sales of walking boots in the first quarter of 2011; however in contrast to previous years, it would appear that UK outdoor enthusiasts are choosing to invest more heavily in their favourite pastime this year.

Whilst there are many performance footwear brands producing walking boots and hiking shoes at highly competitive prices, it is one of the premium brands of footwear which is enjoying the most significant increase in sales at Purekit.com; a measure of how seriously UK outdoor enthusiasts are taking their favourite pastime. Scarpa boots are well known in outdoor circles for producing what are commonly regarded as the highest quality range of walking boots on the market, with the brand carrying a hefty price tag to match. The range starts at a little over £100 a pair, rising to close to double that for the top of the range hiking and trekking boots; however the price tag does not appear to be hindering sales, with Scarpa boots increasingly being chosen over the cheaper brands.

“Scarpa boots have long been regarded as the best on the market, and offer a high quality of construction and most importantly are exceptionally comfortable and hard wearing” offers Purekit.com MD Richard Gundle. “We are not surprised that they are proving to be such a popular choice, as whilst they require a little extra to be spent initially, they offer exceptional value for money in the long run” he says.

Scarpa’s reputation for making the highest quality boots has come from an exceptional quality of workmanship, and a combination of the latest technology with the highest quality materials. Each boot produced is tailored for a specific activity, and uses a range of materials which have been hand selected to offer the maximum comfort, robustness and protection. The boots are still produced in their native home in Northern Italy, with the brand resisting the temptation to ship production to more cost effective locations around the world where labour is cheaper, or to make compromises on materials to reduce prices. With so many brands striving to reduce costs to remain competitive, it is refreshing that Scarpa are sticking to their principles and are refusing to make such compromises, which would ultimately reflect on the quality of their footwear. The current rise in popularity demonstrates that they have judged it right, as the growing legions of Scarpa fans are happy to pay a premium for the quality of Scarpa boots.

For further information on Scarpa boots for hiking, walking and trekking visit: <http://www.purekit.com/>