1. Remove boots at the end of the day while wearing your work socks.
2. Keep boots on.
3. Stand on insole.
4. Your longest toe should be ¾” from the end of the insole.

**Too Small**

ACTION: ½” from the end go up a full size.

**Too Long**

ACTION: ½” from the end go down a full size.

**Correct Fit**

ACTION: Adjust by a full size up or down as required.

Essential to ensure that the boot flexes with the foot.

The ball of the foot should be positioned over the flex groove.

Bend the boot at the toes and check that the boot flexes at the ball of the foot.
SHOW THE EARTH
WHO’S BOSS™

3 WIDTH
The foot should sit entirely on the insole.

**CORRECT FIT**
ACTION: If the boots are too tight but the foot is on the insole, a half size larger is required.

**TOO NARROW**
ACTION: If the outside of the foot is hanging over the insole, a different style of boot is required.

4 DEPTH
There should not be any tension on the top of the foot.

**TOO SHALLOW**
ACTION: Go up half a size.

**TOO DEEP**
ACTION: A different style is required.

The facing gap of the laces should be approximately 1/4".

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HOW TO CHECK YOUR SHOE SIZE

1. STAND UP AND PLACE YOUR FOOT ON THE MEASURING GUIDE WITH YOUR HEEL ALIGNING UP TO THE LINE.
2. TO MEASURE SIZE, SELECT SIZE THAT IS ON THE LINE PAST YOUR LONGEST TOE. REPEAT THIS WITH THE OTHER FOOT.
3. SELECT THE SIZE THAT FITS THE LARGEST FOOT.

BULLDOG TOUGH®

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