

TRY ON A

BIION™



#### MEANING OF THE NAME BIION

Biion is derived from an Ancient Greek name (BIOS) meaning 'LIFE.'

#### HOW DO YOU PRONOUNCE BIION?

We have a new trademark which is 'Try on a Biion.' This is for 2 reasons ...

1. This is what we want people to do - 'Try on a Biion' and feel the difference!
2. 'Try On' rhymes with 'Biion'.

#### A GOLF SHOE THAT TAKES YOU BEYOND THE COURSE

Nothing fits, forms, feels and functions like Biion! These versatile shoes can also be worn as a lifestyle shoe, to work, whilst travelling, while you're out on a boat, on weekends and everywhere in-between. Whether you're a man or a woman, a novice or a pro, 10 years old or 100 years old, there is a pair of Biion shoes that will tickle your fancy!

#### HOW MUCH DO A PAIR OF BIION SHOES WEIGH?

Around 500 grams making it one of the lightest performance golf shoes on the market.

#### WHAT ARE BIION SHOES MADE OF?

Biion shoes are made of a three piece construction consisting of...

1. A high quality EVA (Ethylene-vinyl acetate) slip-on upper. The EVA material is ultra-flexible, soft, and extremely elastic that provides a consistently comfortable fit, whilst also being a very strong material. The additional benefit of an EVA upper is that it will mold to the shape of your foot the more you wear them.
2. EVA midsole - Provides great cushioning under your feet and keeps you light on your feet before, during and after your game
3. Rubber outsole - Features our 'Hextra-grip' outsole which provides great durability, support and stability.

#### WHAT SIZE AM I IN BIION?

Every shoe manufacturer has different sizes and shapes but if you are a 10 USA we recommend that you would be a 10 USA in Biion. The best thing to do, though, is to 'Try on a Biion'. Please note that the uppers are designed to provide a snug fit at first and the natural characteristics of the EVA upper will continue to mold to the shape of your foot as you wear them. Refer below to an example below of a 'New' pair vs. a 'Worn-in' pair for a customer that has an EE wide foot.



WEAR IT WITH A SOCK OR WITHOUT A SOCK.  
THE CHOICE IS YOURS!



#### KEY FEATURES

One of the lightest, and we believe, one of the most comfortable performance golf shoes on the market.

comfortable

form-fitting

lightweight

breathable

washable

easy-dry

hextra-grip

slip-on EVA

#### ARE BIION SHOES WATERPROOF?

EVA itself has waterproof properties but we can't claim the shoes to be waterproof due to the tiny holes in each Biion shoe which provide great ventilation and breathability. Biion shoes are also equipped with EVA Quick-Dry Technology which will help your shoes dry in seconds, should Mother Nature decide to throw a little moisture your way.

The question we always ask is how many times do you play in the rain? What about playing in waterproof shoes when it's sunny and not raining? Think about what your feet look and feel like when you take off your shoes on a warm day. Your feet and shoes can get wet and uncomfortable!

#### DO YOUR FEET SWEAT?

Most people will sweat in all shoes and the sweat is absorbed by your socks and the upper material of the shoe. The difference with Biion is that the holes in the upper provide optimal airflow, ventilation and breathability helping your feet stay fresh and cool.

## THE RANGE

### CLASSICS



This line-up is all about paying tribute to golf's grass roots, while taking a fresh approach to an old tradition.

### SADDLES



Classic Brogue look, turned upside down by defiantly original colour combos that will have you turning heads - wherever you are!

### BRIGHTS



Brightly coloured uppers contrast with brightly coloured midsoles creating a look that'll attract looks, on and off course.

### WINGTIPS



The classic golf shoe silhouette, re-defined. Designed in a colour spectrum that you will not find anywhere else in the world.

### PATTERNS



Take a walk on the wild side!

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### BEST GOLF SHOES EVER!

"Lightweight, comfortable with plenty of grip. Played 3 rounds in 4 days straight out of the box and not one pressure point. Excellent shoes!"

### MOLDED TO MY 'EEE' WIDE FEET

"Forget about fits like a glove, it should be fits like a Biion and my feet stay cool and dry."

### BEST TRAVELLING SHOE EVER!

"Lightweight for travelling and stylish."

### HAPPY CUSTOMER

"Very comfortable shoes in some very funky colours."

### BIION THE BUY FOR 2015

"They are light and comfortable and definitely turn heads!!! They are more waterproof than I thought they'd be, and fine for light rain."

### BIION BIAS

"This is my second pair and definitely the most stylish. Can't fault them for comfort and they are definitely head turners."

### TROPIC TREADS

"Not only are they trend-setters, but they are extremely comfortable and perfect for the tropical climate too."

"It is the most comfortable golf shoe I have worn in over 20 years as a professional."

**WAYNE PERSKE**  
(PGA PRO)

### LIGHT AND COMFORTABLE

"Great shoes light and comfortable. Very stable with good grip."

### COMFY AND COOL

"Very light and comfortable. Great grip. Thought I was wearing no shoes."

"There is a new competitor in town - Biion Footwear. Lightest and most comfortable ... EVA really made me feel like I was walking on a bed of clouds. A big tick to Biion for these shoes."

**GOLFCLUBHOUSE.COM.AU**



OUR TOP PICKS FROM THIS YEAR'S PGA SHOW

Inside Golf

"THESE SHOES WERE, BY FAR, THE MOST TALKED ABOUT PRODUCT AT THE SHOW"



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