

BACK TO SCHOOL

Bata introduces a range of anti-bacterial shoes



The dawning of the new year is a joyous occasion for children. The first day at school is special for most students as it means meeting old friends and getting new books. They are also thrilled to receive stationery, school uniforms, essentials, and a safe pair of school shoes.

Children must wear hygienic footwear as they are prone to bacterial and fungal attacks, which is often indicated by the foul odour coming from the footwear. The micro-organisms are also the cause of many diseases in children.

Bata Bangladesh has addressed these health concerns for school-going

children by introducing the "Back to School" line-up, with its life-natural technology integrated into the footwear that will control the odour by destroying 99 per cent of the bacteria.

The best thing about this technology is that in addition to its anti-microbacterial protection, it's made from peppermint plant oil, making it a completely natural process.

Bata's life natural technology comes from the best raw materials and is so safe that it has received EPA (U.S. Environmental Protection Agency) and BPR (Business Process Reengineering) certified approvals.

One of the specialities of this technology is that it can be stored even at 50 degrees Celsius. The textile and polymer-induced 'life materials' keep odour and micro bacteria at bay and help protect children.

The "Back to School" shoe collection by Bata comes in two colours — black and white. The shoes are not only safe and comfortable to wear, but also very stylish. Depending on the size and style, the



shoes range in price. To sweeten the deal, consumers can receive a complimentary "Justice League" tiffin box with every purchase!

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KILLS 99% BACTERIA

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Natural Technology | BFirst Since 1994

স্কুল শূ-এর সাথে **JUSTICE LEAGUE**
টিফিন বক্স ফ্রি!

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* শর্ত প্রযোজ্য