

FOOTWEAR TECHNOLOGY: STUBURT

Sporting a 150 years of heritage

by Mel Cheskin



Stuburt footwear may not be a household name that can be mentioned in the same league as Nike and adidas, but in terms of heritage, with over 150 years of tradition, it can boast a history of quality and experience with some of the great English sport shoe names of the past alongside Gola, Foster Brothers, Walsh, Mitre, Stylo and Hall.

Situated outside Manchester in the suburb of Salford, Stuburt currently specialises in quality golf shoes and apparel. Following in the footsteps of other famous brand names in the industry such as adidas, Lotto and Converse, the name Stuburt originates from the family names of its two founding partners: Ralph Stubbs and his assistant Frederick Burt. It has been around

longer than most sports brands, with a heritage dating back to 1860.

Finding its feet

Over the years, Stuburt has launched into many types of performance sports footwear categories, including yachting shoes, soccer boots and ice skates. Stuburt soccer shoes were even worn on the feet of several players in England's most successful World Cup squad back in 1966. Since 1980, the company has concentrated on golf, offering a unique range of shoes and apparel by blending the latest material innovations and technologies with traditional quality and experience.

Looking to the future by going back to its traditional roots, Stuburt has refined its

Stuburt worked with PGA Tour Pro and Ryder Cup star Darren Clarke to design the company's classic leather shoe range.

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shoemaking skills for golf shoes by offering a range of handcrafted leather models using the Goodyear welted construction technique. Designed in conjunction with PGA pro Darren Clarke, Stuburt uses wooden midsoles and leather outsoles to make these traditional golf wing-tips, which are a rare find in these days of plastics and synthetics. The Darren Clarke Classic shoe is a combination of old world traditional shoemaking and biomechanical updates.

The traditional components of the Stuburt Classic shoe consist of premium full-grain leather uppers, a full leather outsole with a rubber moulded lug inlay and a wooden midsole with a stacked heel. To bring the shoe up to twenty-first century biomechanical standards, the company has added a full Dri-Back bootie membrane lining for waterproofing. Champ Stinger Cleats and a grommet system have been inserted into the 360 Goodyear welted construction.

Goodyear welted construction is one of the most expensive quality shoe making methods around today. It is a particularly sturdy welted construction whereby the upper is sewn to the midsole and outsole. In a traditional sport such as golf, where waterproofing is a necessity, the company's Goodyear welted construction offers quality shoemaking, consistent style and fit, plus a one-year waterproof guarantee. The shoe comes in both wing-tip and plain-toe designs for men and women.

The modern touch

Not to be 'out-teched' by the major brands, its Helium Tour model aims to compete in the modern-day athletic shoe marketplace. Designed in the Blucher saddle style with reinforced thermo-plastic urethane (TPU) saddle overlay and strengthened metal eyelets, the Helium Tour contains several biomechanically influenced features. The most outstanding innovation in this model is the M2H TPU shank and heel support for torsional control, which works in conjunction with the TPU saddle and lacing system to give a snug, supportive fit.

A TPU toe guard has been incorporated into the sole to prevent scuffs and stability along with



The hand-crafted DCC Classic – part of the Darren Clarke signature range.

 Stuburt

'swing dams', which surround the outsole for a more stable base and better lateral and medial control on the swing. The moulded midsole/outsole unit includes EVA flex grooves in the forepart for full toe flexibility on the drive and a cushioned Phylon/EVA midsole for walking comfort. The removable cleat system is the Stinger Q-Lok system from Champ and the shoe is weatherproofed with a full Dri-Back bootie lining waterproof membrane inside. The upper is PU-coated Tectuff leather with hidden stitch and turn seams.

Other models in the Stuburt golf range include the Helium Comfort with a rubber/EVA outsole and full-grain leather, the Oxy Lite, with a lightweight rubber/EVA sole unit, the Comfort Pro with its Action leather upper and the Pro Am II made with a synthetic leather upper. It also makes a range for ladies called Hidro Pro with a Hook-and-loop strap closure system and a Junior Helium model in sizes 13 up to adult size six. Another dedicated golf shoe on offer is the H-Lite Boot, a high-cut golf boot with Hook-and-loop closure straps. It is made from synthetic leather for all-weather use and is surprisingly lightweight for an above the ankle design.

Not only footwear

If you are as passionate about golf as Stuburt is about its products, the chances are you play golf in all weathers. England, therefore, is an ideal country to wear-test golf apparel. With an impressive stable of fabric technologies and

Stuburt's Helium Tour shoe featuring Champ Stinger cleats, anti-shock heel absorption and TPU lacing system.

 Stuburt



colour choices, the golf specialist is as determined to make its mark on the apparel side of the golf business as it is in the footwear category. At the heart of its performance apparel range, Stuburt is banking on the Dri-Back waterproof membrane system, a technologically advanced fabric lining that allows water vapour to escape while repelling wind and rain.

Featured products in its apparel range start with the Profile Waterproof Suit, offered with full-zip and half-zip jackets. Keeping warm and dry is essential, as is being able to swing the club without interference or distraction. The bottom line is that waterproofs have to be functional and stylish, and the Profile Waterproof Suit certainly achieves both. The trousers, in particular, keep the legs warm as well as dry, allowing non-restrictive clothing to be worn above the waist.

The Helium Waterproof trousers feature 100% polyester fabric with a Dri-Back membrane backer. Stretch panels in the back rise and knee areas allow freedom of movement along with side leg zips and an inner draw cord waistband adjustment. The premium zip and press stud fly fastening is a thoughtful feature. If a total waterproofing effect is required, the company's Profile rain jacket with zip-off detachable sleeves is suitable for cool mornings where more freedom is needed with minimal protection. Neoprene stretch panelling, drop tail hem and fleece-lined pockets complete the outfit. Stuburt also offers a two-piece ladies suit as well as a junior version with similar features to the men's suit. To complete the weatherproofing outfit there are fleece-lined winter mitts and a reversible Beanie hat in cotton/acrylic material.

An alternative feature trouser for milder weather is its Four-Way Stretch pant made from polyester and Lycra. This trouser is also lined with the Dri-Back waterproof membrane and has pockets at the front sides and back rise with additional openings to undergarments. Provisions for leg length alterations, inner ankle cuffs and zip-up side leg fastening Hook-and-loop adjusting tabs are additional features of this pant. The idea of the adjustable length system comprising small press studs prevents the trouser bottoms from dragging in the mud. Side zips and Hook-and-loop tabs also help to keep clothing clean and assist easy disrobing.

Attention to detail

The Helium polo collection offers three ranges of hi-tech fibre shirts. All three are made from 96% polyester and 4% elastane and offer a Performance fit comfort cut with flock-printed logos. The Helium Atlanta styling has a flat knit collar, concealed half-zip opening at the neck and a raglan sleeve with contrasting shaped piping and panelling detail. The Helium Chicago polo shirt has a set-in sleeve, a three-button placket and a

contrasting back neck panel. Both have integrated mesh panels for ventilation.

The third style in the Helium polo collection, the Denver, has a racy inserted sleeve stripe design with a contrasting heat-sealed mesh panel at the centre back. It also has a flat knit collar, shaped three-button placket and set-in sleeves. Stuburt also offers two 100% cotton polo shirts: one in cotton pique and the other in cotton jersey. To complete the collection, another polo shirt is made from 100% polyester pique and has the more athletic Pro-formance fit cut for comfort and cling-free feel.

When the weather is at its coldest, baselayer items are the essential garment to wear in order to stay warm and dry. Stuburt's turtle-neck, long-sleeved baselayer garment, made with a 63% nylon, 23% polyester and 14% Lycra Dri-Back fabric blend, incorporates a unique double-sided fabric that wicks sweat away from the skin and helps circulate body heat to help maintain the body's core temperature. By engineering a garment that hugs the skin, it increases muscle support and blood-flow during periods of exercise, which in turn improves all-round performance.

Despite the popularity of waterproof garments, the sweater has always been a tradition in golf and can be worn under weatherproof jackets or over a polo shirt to keep the body warm. Stuburt has a full collection of solid colour and Argyll-patterned, sleeveless, slip-on V-necks. Long-sleeved versions of both solid and Argyll patterns contain Lycra yarns in the rib areas for comfort and all garments are made from cotton. Heavier sweaters with half-zip to neck designs are available in both patterns. These 50% wool, 50% cotton garments are fully lined with an all-weather Polytech lining, which is both windproof and breathable. Completing the full range of specialised golf apparel is the Performance Fleece slip-over jacket for men made from 100% polyester waffle fleece. It has a half-zip neck, a zippered sleeve pocket and adjustable, half-elasticised hook-and-loop cuffs.

It would not be at all surprising if a golf range of this depth and innovation were to bear a household name such as Callaway, TaylorMade or even Nike. But for a smaller company such as Stuburt, this range marks a pretty impressive 150th anniversary. 🌐



Helium full-zip jacket with Dri-Back 100% waterproof membrane.

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