

**Soft-Ride**  
EQUINE GEL COMFORT

### Soft-Ride, Inc.

626 Grand Ave.  
Bacliff, TX 77518

Phone: (855) 763-8743

Int: (281) 334-2576

Email: sales@softrideboots.com

Website: www.softrideboots.com

Facebook: /softrideequine  
comfortboots

Vimeo: /softrideboots

### Contacts

Monty Ruetenik  
President and Co-Founder

# Always Looking for the Better Way

Many years ago, the inspiration for Soft-Ride Comfort Boots came when we installed poured rubber floors in horse stalls at veterinarian clinics and on leading horse farms and ranches. While our work helped us fulfill our goal of making life more comfortable for horses, it was a dirty, hot, messy job that always had us thinking, "There's got to be a better way."

We finally did come up with a "better way" when we invented the first comfort boots for horses. Since then, our industry leading Soft-Ride boots and gels have become, what we believe, the best horse boots in the world. Our innovative Ice Spa and other products are designed as a safe and simple way to help keep horses healthy every day, every step of the way.

### Striving to be the Best for the Best

Decades later, we remain innovative because we want to improve what's best for the horse. We are a small company and firmly tied to our roots, having grown up in the equine and farming communities. This tradition keeps us hands-on at every step, from product development to maintaining the relationships with our customers across 50 countries.

The riders and trainers who choose Soft-Ride for their athletes motivate us to continue looking for the better way. You may not see our logo on a celebrity rider's shirt, alongside a dozen other sponsors. But you will see our Hoof Boots and Ice Spa Boots on top competitive horses across all disciplines. We're proud that many of these riders choose our products to help their horses stay in the arena and show rings and on the track. When some of the best use our products, it drives us to shoot for being the best.



### Of Service to the Hoof-Care Industry

We see greater ways that we can help the horse beyond the worldwide clients who use our products. We collaborate with some of the leading researchers, especially those on combating the dreaded disease of laminitis, like Dr. James Belknap and Dr. Andrew van Eps. We listen and work on new products so these cutting-edge researchers shape the future of helping the horse.

Education is part of our mission too. We participate with veterinary colleges to help develop the next generation of equine practitioners. Helping the horse requires rejecting complacency, so we support several continuing education opportunities for veterinarians and farriers. In particular, we work with groups and events like the Northeast Association of Equine Practitioners that bring the two hoof-care industries together to share progressive ideas and techniques. We work closely with veterinarians and farriers, because we're in this together for the horse, always looking for the better way.