

FlipRocks - Extreme flip-flops with interchangeable soles promote Kickstarter campaign

The World's First Interchangeable, Replaceable Flip Flop Soles For Various Outdoor Activities - Hiking, Fishing, Kayaking, Walking...

SANDY HOOK, CT, UNITED STATES, July 7, 2017 /EINPresswire.com/ -- FlipRocks have created the world's first interchangeable flip-flop soles that can be used for a whole host of activities, including [hiking](#), [fishing](#), [walking](#) and [kayaking](#). With replaceable gripping soles, the shoes can be used for a variety of purposes with a strong focus on the great outdoors.

They are now looking for extra funding to develop the brand through a diverse Kickstarter campaign and help spread the word about their new flip-flop designs. They want to raise \$20,000 in the next few months and, so far, they are already more than a quarter of the way to their goal, with over 60 backers. A pledge of \$5 will enable the backer to stay up to date with the development on FlipRocks, \$25 will include a quick-dry lightweight t-shirt, and \$50 or more will include a pair of flip-flops as an early bird special. There are pledge opportunities up to \$3,500 which include a two-day fishing charter on Montauk Long Island NY, plus two pairs of flip-flops and other FlipRocks merchandise.

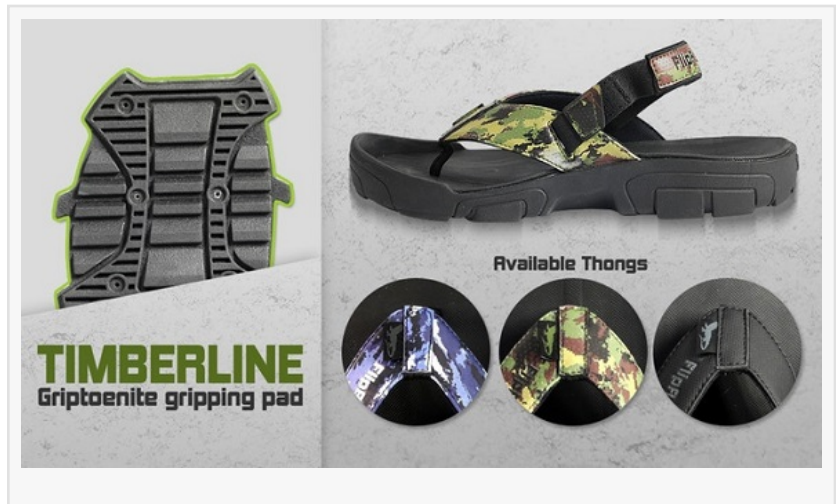
Flipping the flip-flop design on its head, FlipRock has turned it from one shoe into three with their patented design. Using Griptoelite technology, these unique flip-flops can withstand all types of extreme and energetic adventures while keeping the wearer's feet firmly where they need to stay - on the ground!

For many, flip-flops are the [shoe of choice](#) when outdoors, especially when the weather gets nicer and



normal shoes or boots become heavy and uncomfortable to wear. However, flip-flops can sometimes prove problematic with a loose grip and lack of support for the feet.

This is where FlipRocks have turned things on their head with their new solution. They help wearers get more out of their footwear while staying comfortable during all kinds of activities. They're far more powerful than ordinary flip-flops and are available in a range of sizes and colors.



Some of the key FlipRocks features include a fabric-covered neoprene thong with various patterns and colors, a toe guard to help protect feet while adventuring, removable gripping pads that can be interchanged depending on the sport, a heel strap for off-road stability, toe sole in non-slip EVA foam to keep it comfortable, and the main vessel for the footwear, to help transform it into all different kinds of flip-flop. There are three different designs to choose from.

FlipRocks has already been written about by a number of publications including The New York Times, Chicago Tribune, Los Angeles Times, USA Today, The Miami Herald, Star Tribune and The Boston Globe. It's set to take the footwear world by a storm as the business grows.

A company spokesperson commented: "We're very excited to [launch our Kickstarter campaign](#) for FlipRocks to help us gain momentum with our business and take it to the next level."

"We're confident that we've got a fantastic product for changing the world of flip-flops, footwear, and outdoor activities, and are looking forward to sharing this with our customers in coming months."

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This press release can be viewed online at: <http://www.einpresswire.com>

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