

Science Friction 3.0

Years after the launch of the first Mad Rock rubber formula, our new Science Friction 3.0 compound marks a special milestone for the Mad Rock brand. After exhaustive research and a new production process originating in the USA, our new formula has a distinctively different characteristic than our previous batches. More durable than any of our previous formulas, our new Science Friction 3.0 also boasts higher friction. This optimal balance is incorporated into our new mix by increasing the tear strength and the memory of the compound. Due to its unique characteristics and unparalleled performance, our new Science Friction 3.0 formula is used on all of our shoes components like the 3D Power Upper, 3D Hooking Heel, 3D Concave Sole as well as the soles in all of our rock shoes.



Science Friction

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In addition to the new formula for the sole and components of our new 2011 line, the new Science Friction formula was also incorporated into our new rand rubber mix. Higher friction and durability for the rand rubber is a testament to our commitment to performance and improvement in our rock shoe line. Enhancing the elasticity of the rand rubber was also a priority when developing the new rand rubber. As our new Science Friction R2 has greater give without the loss of performance, our new models feel extremely comfortable and sensitive, giving you that glove-like fit.



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Power Upper

Combined with our new Science Friction 3.0 rubber, our latest power upper design is by far the stickiest yet. Through the use of our new rubber impregnation technology, the power upper is thin, light, sensitive and ultra sticky.

3D Molded Concave Sole

With a patented, concave shape, this sole offers even more powerful edging and surface contact while smearing. Featured on both the Con Series and the Demon, the 3D molded concave shape will enable your feet to grab holds like never before.

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Side Entry System

Moving the shoe closure to the side provides greater surface area coverage for our new Power Upper. Whether you are toe hooking, jamming, or smearing, our rock shoes have you covered.

3D Malded Heel Cup

Introducing, the best hooking heel ever created. With help from our team athletes around the world, we've designed a heel cup that will be sure to hook, smear, jam, or lock better than any other heel design out there. Our new 3D Molded Heel Cup features grooves to improve hooking ability and with two perfectly placed humps, it ensures that your heel won't pop off of your project. As with any of our other features, we never skimp on materials by manufacturing with non-climbing grade rubber.

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Rock Shoes Specification

Model	Classification	Closure	Stiffness	Shape	Upper Material	Footbed Material	Toe Patch	Toe Patch Thickness
Nomad Gym	All Around	Speed Lace	3	Symetric	Premium Leather	Polyester	-	-
Badger	All Around	2-strap	4	Symetric	Leather	Polyester		
Drifter	All Around	2-strap	3	Asymetic	Premium Leather	Polyester		
Phoenix	All Around Performance	Speed Lace	4	Symetric	Premium Leather	Polyester	-	-
Banshee	All Around Performance	Speed Lace	4	Symetric	Premium Leather	Leather	-	-
Flash 2.0	All Around Performance	2-strap	3	Asymetric	Syn Flex	Leather	-	-
Onsight	All Around Performance	2-strap	3	Asymetric	Premium Leather	Polyester	-	-
Mad Monkey 2.0	Kids	1-strap	3	Symetric	Tek Flex	Polyester	-	-
Contact 2.0	High Performance	Slipper w/ power strap	1	Asymetric Concave	Premium Leather	Hemp	PowerFlex	2.4 mm
Conflict 2.0	High Performance	3-strap	3	Asymetric Concave	Premium Leather	Hemp	PowerFlex	2.4 mm
Concept 2.0	High Performance	Speed Lace	4	Asymetric Concave	Premium Leather	Hemp	PowerFlex	2.4 mm
Demon 2.0	Competition	3-strap	4	Asymetric Downturned Concave	Tek Flex	Hemp	PowerFlex	2.4 mm
Shark 2.0	Competition	1-strap	3	Asymetric Downturned Concave	Syn Flex	Syn Flex	Power	-
M5	All Around High Performance	2-strap	3	Asymetric	Tek Flex	Polyester	Power Upper	2.4 mm

Rock Shoes Specification

Model	Midsole	Midsole Material	Midsole Thickness	Sole	Sole Thickness	Rand	Rand Thickness	Heel
Nomad Gym	Standard	Compressed Polyester	2.0 mm	Flat	3.8 mm	R2	3.6 mm	Traditional Heel
Badger	Standard	Compressed Polyester	2.0mm	Flat	3.8mm	R2	4.2mm	Traditional Heel
Drifter	Standard	Compressed Polyester	1.8 mm	Flat	3.8 mm	R2	2.2mm	Traditional Heel
Phoenix	Standard	Compressed Polyester	2.0 mm	Flat	3.8 mm	R2	2.2mm	3D Molded Hooking Heel
Banshee	Standard	Compressed Polyester	2.0 mm	Flat	3.8 mm	R2	2.2mm	3D Molded Hooking Heel
Flash 2.0	Standard	Polycarbonate	1.8 mm	Flat	3.8 mm	R2	2.2mm	3D Molded PHH
Onsight	Standard	Compressed Polyester	1.8 mm	Flat	3.8 mm	R2	2.2mm	3D Molded Hooking Heel
Mad Monkey 2.0	Standard	Compressed Polyester	1.0 mm	Flat	3.8 mm	R2	2.2mm	Adjustable Heel
Contact 2.0	N/A	N/A	0 mm	Concave DDS	Variable 3.8 mm	R2	2.2mm	3D Molded PHH
Conflict 2.0	AES-2	Polycarbonate	1.0 mm	Concave DDS	Variable 3.8 mm	R2	2.2mm	3D Molded PHH
Concept 2.0	AES-1	Polycarbonate	1.0 mm	Concave DDS	Variable 3.8 mm	R2	2.2mm	3D Molded PHH
Demon 2.0	AES-3	Polycarbonate /Polyester	1.0 mm	Concave DDS	Variable 3.8 mm	R2	2.2mm	3D Molded PHH
Shark 2.0	AES	Polycarbonate /Polyester	Variable	Concave DDS	Variable 3.8 mm	R2	2.2mm	Edge Heel
M5	AES-2	Polycarbonate	1.8 mm	Flat /Concave	3.8 mm	R2	2.2mm	Torque

Rock Shoes Specification

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Model	Color	Other Features	Weight (US 9)
Nomad Gym	Blue	Size Stamped on back	220g
Badger	Blue	Size Stamped on back	220g
Drifter	Grey		223g
Phoenix	Grey		281g
Banshee	Green	Women Specific	263g
Flash 2.0	Pumpkin	Shock Gel Heel	230g
Onsight	Blue	Women Specific	261g
Mad Monkey 2.0	Red/Orange/White	Dual Size Adj strap	141g
Contact 2.0	Red/Black		235g
Conflict 2.0	Red/Black		237g
Concept 2.0	Red/Black		240g
Demon 2.0	White/Black		240g
Shark 2.0	Black/Orange	Center Flex	230g

M5	Blue/White/black	238g