BRAND CONNECTION

Founded on the strength of the iconic and innovative yellow boot in 1973, Timberland has become one of the most recognizable brands in the world. Timberland is known as a traditional outdoor brand—first making a name for itself among those who work outdoors, and then evolving into a brand for consumers who weave the outdoors into their daily lives.

Since Timberland PRO’s inception in 1999, the brand has expanded upon those early American roots and championed the professional tradesmen by challenging the status quo, finding better ways of doing things, and leading the category in product innovation. Timberland PRO innovates by assessing the unmet needs of those who work in the most demanding environments, then develops solutions that deliver ultimate comfort, durability, and performance—all day long. This kind of insight and research into consumers’ safety footwear needs drives the foundation of the Timberland PRO® brand today.
INTRODUCTION TO PARTNERSHIP-AT-WORK

Timberland PRO recognizes that every company’s safety footwear needs are unique and is committed to providing best-in-class products and a seamless experience throughout every step of the process. Whether your company has an existing program in place or needs to build a program from the ground up, Timberland PRO’s Partnership-At-Work safety footwear solution will help you implement a successful platform based on your company’s needs.
SERVICE SOLUTIONS

PREFERRED RETAILERS

Our global network consists of authorized dealers identified by Timberland PRO as preferred because of their comprehensive industry and product knowledge, commitment to high levels of service, and fulfillment capabilities.

OUR LIST OF AUTHORIZED DEALERS SPANS THE GLOBE, WITH NEW MARKETS BEING ADDED ALL THE TIME.
PARTNERS IN GROWTH

Timberland PRO’s growth has been supported by VF Corporation (NYSE: VFC), which acquired Timberland in 2011. As one of the leading footwear and apparel companies in the world, this partnership has helped position Timberland PRO for continued growth and advancement toward becoming the #1 safety footwear and workwear brand in the world.
At VF, we define technology as something new that creates value. Our goal is to shape the future through new technology platforms, using best-in-class processes and collaborative networks to accelerate the growth of our brands.
TAKING RESPONSIBILITY

As one of the largest apparel and footwear companies in the world, VF has a responsibility and an opportunity to lead our industry toward a better future. The combined power of VF and Timberland has led to great advancements in our corporate social responsibility initiatives.

CLIMATE

PROTECTING THE OUTDOORS

We’re committed to reducing our climate impacts and finding ways to encourage our partners to do the same. Our reduction efforts are focused in three sustainability areas—energy, waste, and water—and include efforts such as: sourcing renewable energy to power our distribution centers, ensuring the water quality at our facilities and supplier factories does not harm the environment, and incorporating recycled materials into our products.

PRODUCT

INNOVATING RESPONSIBLY

We focus on ways to create our products with processes and materials that cause less harm to the environment. Our recently-launched Timberland Tire Program is a great example (www.TimberlandTires.com). We partnered with Omni Tire to create Timberland Tires, featuring a special rubber formulation chosen so that the tires can be easily recycled for a second life in new Timberland® products. Once the tread wears out, Timberland Tires are reclaimed, separated, and recycled into Timberland® footwear, rather than exported, or ending up in landfills.

FACTORIES

IMPROVING WORKERS’ LIVES

Ensuring that the people who make our products have fair and safe workplaces is part of our commitment. VF owns and operates 30 manufacturing facilities and sources from more than 2,000 contractor factories worldwide. This unique approach to owned manufacturing allows us the opportunity to leverage our manufacturing successes across our supply chain. Before we engage with a contract supplier, each facility is audited to ensure it meets our safety and health standards. We ensure all workers are treated with respect and guaranteed basic rights to fair compensation, associate freely and bargain collectively, work free from discrimination and harassment, and work in a safe, clean workplace.

SERVICE

ENGAGING COMMUNITIES

Engaging citizens, employees, and consumers through community service has always been a priority for us. Here are just a few examples of how Timberland employees came together on a recent service day: reconstructing a homeless shelter for children in the Dominican Republic, cleaning up a coastal beach in Taiwan, and revitalizing a run-down 70,000 square foot pumping station into usable green farm space on Coney Island, New York.

TIMBERLAND VALUES

Timberland has always been passionate about the outdoors—providing high-performance products that stand up to the demands of the most rugged users and the harshest conditions. Our commitment to corporate social responsibility is deeply ingrained in our culture and everything we do. Our core values of humanity, humility, integrity, and excellence are further demonstrated through our employees, who volunteer and give back to their communities through the 40 paid service hours they receive from Timberland each year. In fact, Timberland employees have served one million hours and counting since our Path of Service™ program was implemented.

2012 TIMBERLAND PRO PARTNERSHIP-AT-WORK

11

12
PROTECTIVE FOOTWEAR ASSORTMENT

Timberland PRO® work boots are developed for industrial professionals with a sharp focus on the environments in which they work throughout the day. All products are field-tested to ensure they deliver the comfort, durability, and performance end users require. Timberland PRO® products are engineered for industries such as manufacturing, construction, oil and gas, mining, automotive, railroads, agriculture, food production, and public safety.

Our broad assortment of products also meet or exceed ASTM, CSA and EN ISO Safety Standards.
Our relentless pursuit of innovation, coupled with our access to industry experts, allows us to bring better-performing products and technologies to market. This commitment to continuous improvement has resulted in many of our team members sitting on the governing boards of the ASTM and CSA safety footwear committees.
CONSUMER SATISFACTION

Timberland PRO invests heavily in market research to monitor consumer satisfaction across our full product line. Listening to consumer feedback is the only way to truly know how our products are performing. We launched an ongoing consumer satisfaction study in 2009 and, to date, we’ve received feedback from over 100,000 Timberland PRO consumers. Here are some testimonials that tell us we’re succeeding in providing consumers with exactly what they need—comfort, durability, and performance.

“Timberland PRO invests heavily in market research to monitor consumer satisfaction across our full product line. Listening to consumer feedback is the only way to truly know how our products are performing. We launched an ongoing consumer satisfaction study in 2009 and, to date, we’ve received feedback from over 100,000 Timberland PRO consumers. Here are some testimonials that tell us we’re succeeding in providing consumers with exactly what they need—comfort, durability, and performance.

“"This boot is really light and very comfortable. I feel like I’m wearing an expensive pair of sneakers at work, where leather safety-toe boots are required. This pair of boots is the most comfortable I’ve worn in the past 30 years and I’m on my feet for at least 12 hours per day on concrete and steel. I will continue to purchase this boot."

“This is a great shoe. They are nice and light with no break-in required. The leather is soft. This is at least my eighth pair. I wear them in a factory and put on a lot of miles.”

“"I’ve had my pair for about five years now. I just can’t throw them away. They’re the most comfortable boots I’ve ever owned. I’ve traveled with my Titans for work to India, Cuba, and Portugal and they’ve never let me down—so much so that I bought three pairs that are still sitting in boxes, because my current pair is still going strong."
MEDIA

Timberland PRO runs a strong North America media campaign each year that is designed to engage consumers through storytelling. While our campaigns have traditionally focused on footwear, Fall 2017 will mark our first-ever head-to-toe campaign. We will build off the strength of previous campaigns and aim to reach our consumers in places where they spend time. Our comprehensive approach includes TV, radio, digital, mobile, and social.

TIMBERLAND PRO VIDEO LIBRARY

WWW.YOUTUBE.COM/TIMBERLANDPRO