



**A TIMBERLAND PRO GUIDE TO YOUR FULLY  
CUSTOMIZED SAFETY FOOTWEAR PROGRAM**

# 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.

<p>1999 The Timberland PRO® brand is born</p>	<p>2001 Timberland PRO introduces Timberland's signature Direct Attach waterproof construction</p>	<p>2004 The TITAN® 6" boot with PowerFit™ comfort system establishes itself as one of the lightest and most comfortable boots in the market</p>	<p>2005 Timberland PRO launches in Canada, providing an array of products that meet CSA Grade 1 requirements, including puncture resistance</p>
<p>1999 Timberland PRO's comfort platform, PRO 24/7 Comfort Suspension™ system, is introduced</p>	<p>2000 First ESD (Electro Static-Dissipative) product, the Gorge Multi-Purpose Outdoor shoe, is brought to market</p>	<p>2002 Women's boots become available, constructed specifically for a woman's unique fit requirements</p>	<p>2004 Timberland PRO launches in Europe, providing footwear, apparel, and accessories</p>
<p>2008 Our exclusive Anti-Fatigue Technology is introduced in the Timberland PRO® Endurance series</p>	<p>2012 The all-purpose Hyperion work boot is added to the Timberland PRO family</p>	<p>2012 Timberland PRO® Boondock series is launched</p>	<p>2015 Timberland PRO® workwear is launched</p>
<p>2008 The Valor™ series, an occupational footwear line aimed at first responders, is launched</p>		<p>2014 The Powertrain athletic safety shoe is introduced</p>	<p>2015 The Ag Boss farm and fleet series is released</p>
<p>2015 Timberland PRO® Rapterk microfiber is introduced</p>	<p>2016 Timberland PRO is awarded the 2015 Footwear Plus "Excellence in Design" award</p>	<p>2016 Timberland PRO® GridFlex is introduced providing increased range of motion</p>	<p>2017 Timberland PRO introduces garments constructed with high visibility features such as 3M™ Scotchlite™ reflective and fluorescent materials</p>

# 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.



Our knowledgeable program specialists can determine which products best meet your requirements.



Our global network of preferred Timberland PRO authorized retailers will fulfill your employees' footwear needs in retail stores, on-site with shoemobile trucks, or online through secure web portals.



We offer a broad range of products built with your employees' safety, comfort, and satisfaction in mind.



Our Consumer Services and Credit divisions will provide high levels of service after the sale to answer product questions, track and process vouchers, and assist with returns.



Timberland® products are warranted to be free of defects in material and workmanship for 12 months from date of purchase.



Our invoicing and reporting capabilities can be customized to your company's individual requirements.



# STEPS TO LAUNCH

We will work with you to follow **10 easy steps** to develop your company's customized program.

- 1** Organize a site tour so our team can observe your workplace environments
- 2** Review your potential safety concerns
- 3** Discuss OSHA Hazard Assessment documents
- 4** Review your safety footwear requirements
- 5** Set up 30- to 60-day optional employee wear tests
- 6** Finalize a product assortment list
- 7** Identify jobsite location(s) and on-site contacts
- 8** Determine fulfillment and payment methods
- 9** Complete the VF Credit Application (if applicable)
- 10** Define program launch dates

# LAUNCH MATERIALS

After completing the 10 easy steps, the Partnership-At-Work team will prepare your customized program materials, including:



**PROGRAM INTRODUCTION LETTER**



**WHERE-TO-BUY DIRECTORY**



**PRODUCT BROCHURES AND POSTERS**



**DIGITAL ASSETS**



**FULFILLMENT AND PAYMENT INSTRUCTIONS**



**CUSTOMIZED VOUCHERS**

# SERVICE SOLUTIONS

## PREFERRED RETAILERS

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

These retailers are experienced at servicing safety footwear programs and can support your business through:



**LOCAL RETAIL LOCATIONS**



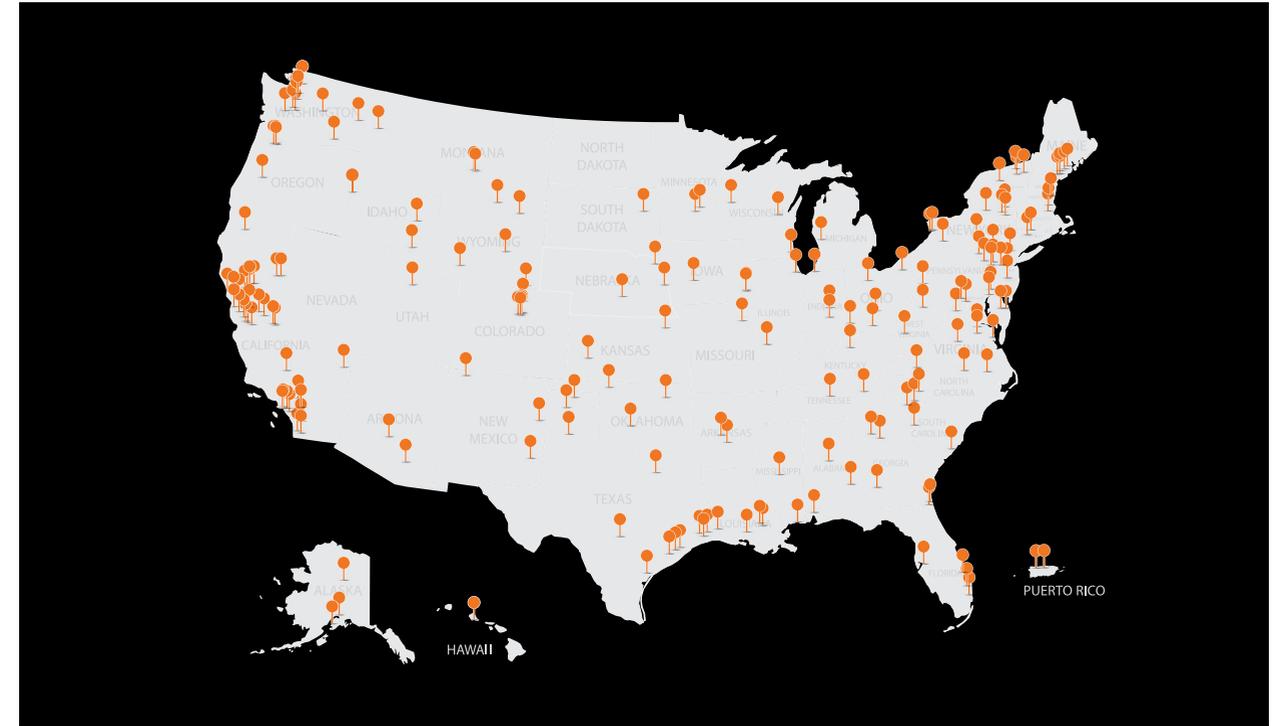
**SHOEMOBILES**



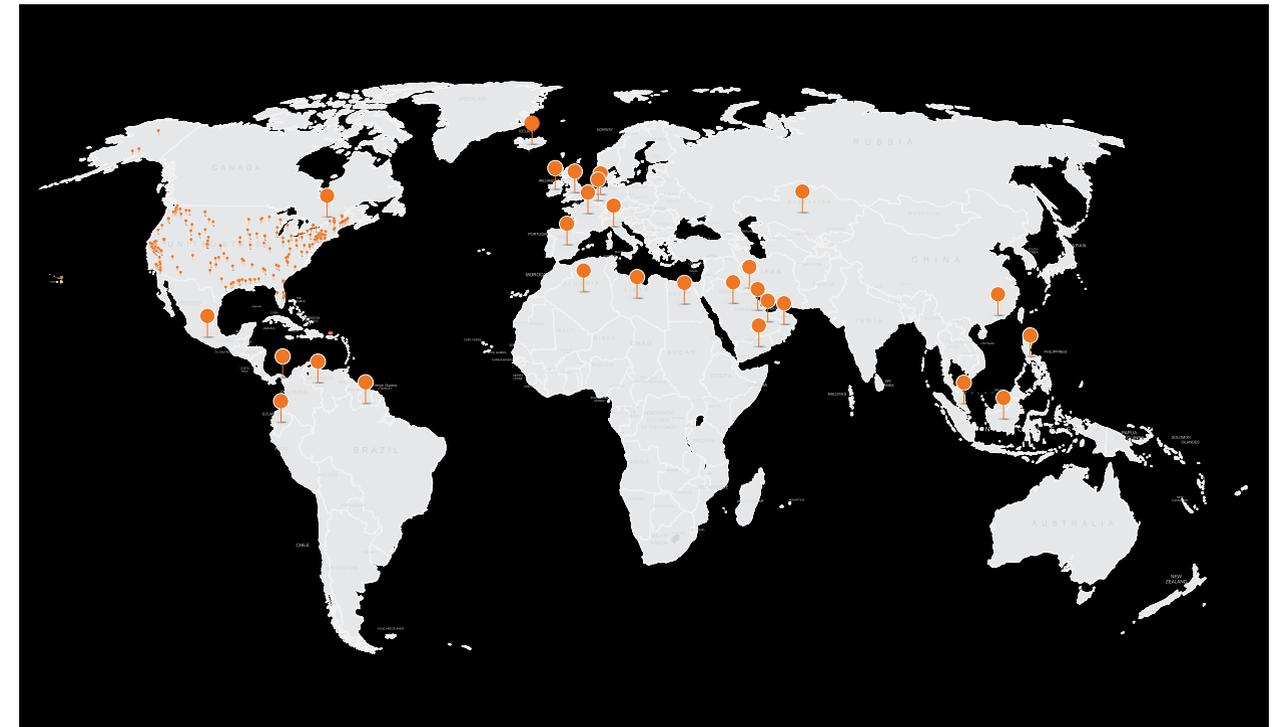
**SECURE WEB PORTALS**

## WHERE TO FIND US

### PREFERRED DEALER LOCATIONS IN U.S.



### TIMBERLAND PRO GLOBAL



# 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.

**POWERFUL BRANDS.  
POWERFUL PLATFORMS.  
ONE VF**

ORGANIZED IN  
**1899**  
117 YEARS OLD

**FORTUNE  
500** NUMBER 231

**\$12B**  
GLOBAL REVENUE

ABOUT  
**40%**  
REVENUE OUTSIDE  
THE U.S.

**60,000+**  
ASSOCIATES WORLDWIDE

**DIVERSE  
PORTFOLIO**  
OF APPAREL, FOOTWEAR AND  
ACCESSORIES BRANDS

**CULTURE**  
LEARN FROM THE PAST,  
LIVE IN THE FUTURE

## VF's GLOBAL SUPPLY CHAIN BY THE NUMBERS



## VF BRAND PORTFOLIO



# COMMITTED TO INNOVATION

## VF GLOBAL INNOVATION CENTERS

### PURPOSE

VF's mission is to create a robust, non-stop pipeline of products and performance technologies that get deployed as adoptable platforms across the entire VF brand portfolio. With "needle-moving" innovations coming to life by world-class talent, VF's global scale of capabilities far outreach what individual brands can accomplish.

### VISION



BIG INNOVATION

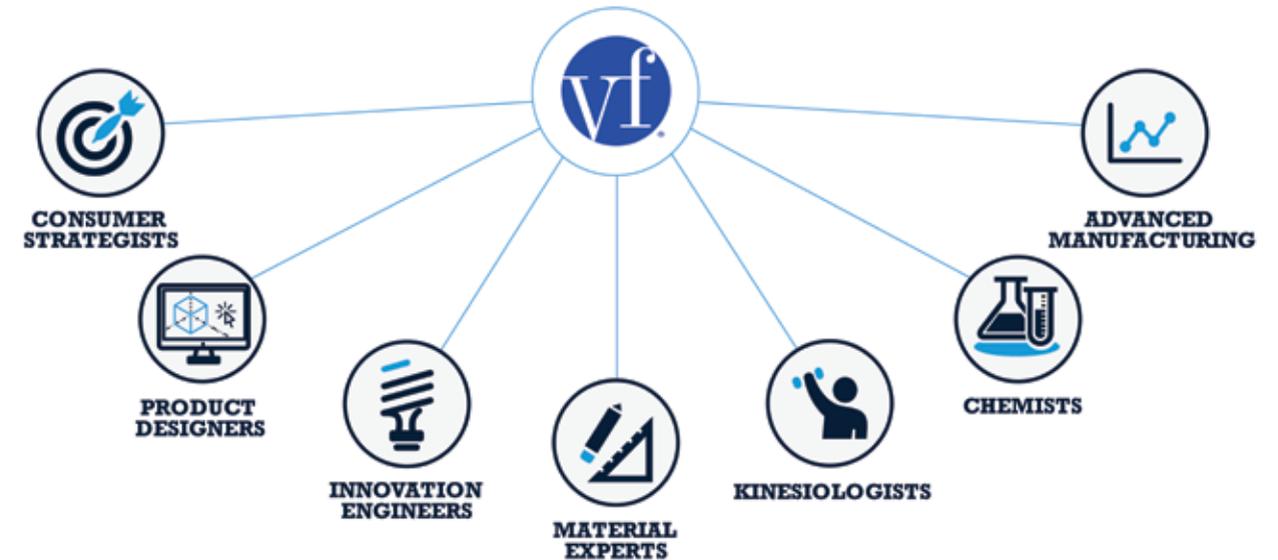


BIG STORIES



BIG BRANDS

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.



### VF GLOBAL INNOVATION CENTERS



#### FOOTWEAR

Dover, New Hampshire, U.S.A.



#### APPAREL

Alameda, California, U.S.A.



#### JEANSWEAR

Greensboro, North Carolina, U.S.A.

# 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.



# 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](http://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.

# 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.

## GUARANTEED TO PERFORM

Many of our products are offered with a 30-Day Comfort Guarantee. We are so confident in our comfort platforms, that if our consumers think that our shoes made with the PowerFit™ or Anti-Fatigue Technology comfort systems are not more comfortable than other brands they've worn, Timberland will refund the purchase price of the shoes, no questions asked, provided consumers still have their dated receipt of purchase.

**30-DAY  
COMFORT  
GUARANTEE**

## FOOTWEAR ASSORTMENT HIGHLIGHTS



OVER 200 STYLES OF FOOTWEAR



FULL RANGE OF WOMEN'S STYLES



WIDE RANGE OF SILHOUETTES, SIZES, AND WIDTHS

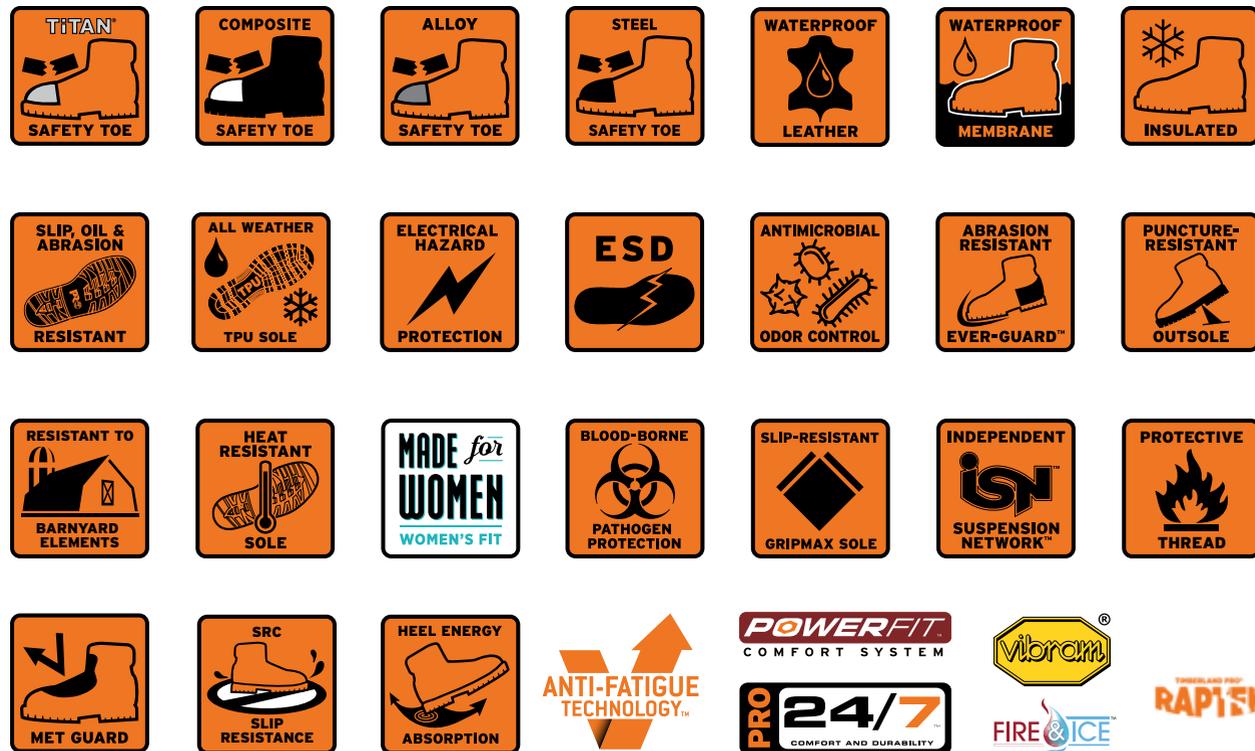


MEETS OR EXCEEDS SAFETY STANDARDS FOR ASTM, CSA, AND EN ISO



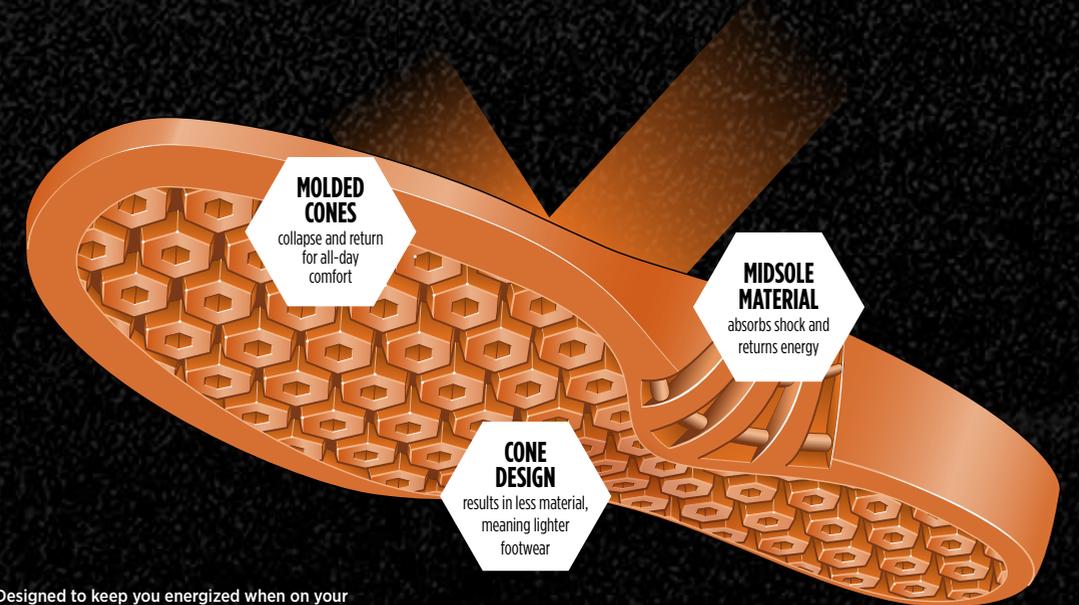
# TIMBERLAND PRO TECHNOLOGY AND PERFORMANCE

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.



# STAND FOR COMFORT

**TIMBERLAND PRO® ANTI-FATIGUE TECHNOLOGY ABSORBS SHOCK WITH EACH STEP WHILE RETURNING ENERGY BACK TO THE FOOT IN KEY ZONES, PROVIDING MORE STRENGTH AND STAMINA AT WORK.**



- Designed to keep you energized when on your feet all day.
- Recommended for those who spend most of their day standing or walking.
- Innovative design minimizes impact through shock-absorbing cones that compress and rebound to maximize support and reduce foot fatigue.
- Contoured insole provides maximum support at key pressure points and impact zones like the heel and ball of the foot.



# RESEARCH AND DEVELOPMENT

Most of our technologies are inspired by visits our product development teams make to real job sites.

## CASE STUDIES



### ANTI-FATIGUE TECHNOLOGY

During a trip to a large motorcycle manufacturing plant, the idea for our exclusive Anti-Fatigue Technology was born. At the manufacturing plant we visited, the assembly lines were raised, with the engines hanging from above. One of the biggest safety issues they had was that the workers would trip over the anti-fatigue mats on the floor, because they were always looking up at the machines. The safety manager told us that if we could take those mats and put them in the shoes, then we'd be able to address one of their greatest workplace safety concerns.



### VALOR™ TACTICAL/DUTY FOOTWEAR

Timberland PRO partnered with the R&D team of a large municipal fire department in New York to improve our offering of footwear for first responders. We conducted extended wear tests, gathering their feedback to help shape our Valor™ footwear line. These workers spend long days on their feet and need to navigate changing landscapes. Knowing this, we focused on lightweight materials and incorporated features like blood borne pathogen-resistant membranes, composite safety toes, Dynamic Anti-Fatigue Technology, and non-metallic puncture-resistant plates to keep them protected all day long. We also included our Timberland PRO® rubber outsole and a radius heel that allows the foot to pivot while driving, thereby relieving pressure.



### WARRICK SMELTING BOOT

One of the world's largest aluminum suppliers asked us to assist them with smelting footwear as part of their "Zero is Possible" safety program. In addition to standard ASTM F2413 protection elements, we needed to build footwear that could withstand an accidental submersion in molten pot room conditions (dip tested at 950-970° C for 3 seconds). Through site visits and in-plant wear testing, the Timberland PRO® Warrick smelting boot was born. While optimized for molten metal shedding, the design also addressed ergonomics (anatomical safety toe and Timberland PRO's Independent Suspension Network™ technology) and heat stress management (ventilating lining channels, breathable open cell protective foams, and phase-change temperature regulating technology).

# 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.

## TESTIMONIALS

"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."

# TIMBERLAND PRO® WORKWEAR

Timberland PRO® workwear is engineered the same way we build our footwear—with a consumer-focused goal—to offer premium, technology-inspired, performance-driven products that solve for unmet consumer needs. Our product assortment includes base and midlayers, shirts, work pants, outerwear, and accessories. Our products feature fabrics with built-in technologies like waterproofing, wicking, sun protection, anti-odor, and insulation. Timberland PRO® workwear is built to help consumers feel comfortable and protected in any environment.

## BUILT TO THE HIGHEST STANDARDS



## TIMBERLAND PRO® MOBILITY

# REACH YOUR FULL POTENTIAL

TIMBERLAND PRO® MOBILITY-ENHANCING PRODUCTS OFFER A RANGE OF COMFORT AND PERFORMANCE OPTIONS GEARED TO HELP YOU BEND, REACH AND STRETCH WITHOUT RESTRICTION.

### LOOK FOR

GRIDFLEX FABRICS • 4-WAY STRETCH FABRICS • BI-SWING BACKS  
CROTCH AND ARMHOLE GUSSETS • ARTICULATED JOINTS

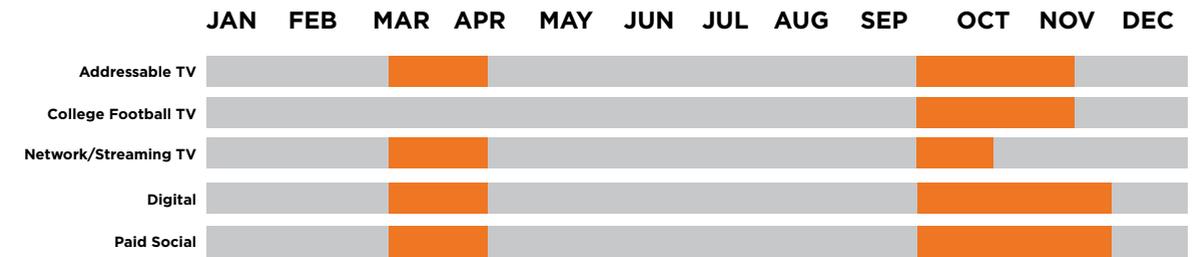
# NATIONAL MEDIA CAMPAIGN

Timberland PRO runs a strong national 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.

## OUR MEDIA CONCENTRATION



## MEDIA CALENDAR



## TIMBERLAND PRO VIDEO LIBRARY

[WWW.YOUTUBE.COM/TIMBERLANDPRO](http://WWW.YOUTUBE.COM/TIMBERLANDPRO)



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