

The Timberland Story | Our History

1952
Nathan Swartz bought a half interest in the Abington Shoe Company in Abington, Massachusetts.

1955
Nathan Swartz bought the remaining interest in Abington Shoe Company and welcomed his sons into the company, manufacturing private label shoes for leading brand manufacturers for almost 10 years.

1965
The Swartz family introduced injection-moulding technology to the footwear industry. This revolutionary technology fused soles to leather uppers without stitching, producing truly waterproof boots and shoes.

1973
The Swartz family developed the "Timberland" brand name.

1973
Timberland created its first guaranteed waterproof boot under the Timberland® name.

1978
The Swartz family changed the name of the company to The Timberland Company.

1978
Timberland manufactured its first hand sewn casual shoe.

1979
Timberland manufactured its first boat shoe.

1980
Timberland made a tremendous impact on export markets, beginning with Italy.

1986
Nathan's son Sidney Swartz became sole proprietor of the family operation.

1987
Timberland went public on the American Stock Exchange.

1989
Timberland partnered with City Year Inc., the Boston-based youth "urban peace corps" to support community service. Since that time Timberland has provided over \$10 million to City Year helping them expand their service program to 13 cities across the United States.

1990
Timberland introduced women's apparel into the line. Timberland also developed its first professional Mukluk boot worn by official Iditarod Trail Sled Dog Race mushers (racers).

1991
Timberland introduced its exclusive waterproof leather outerwear and an accessories range.

1991
Timberland switched from the American Stock Exchange to the New York Stock Exchange.

1992
To sustain the communities in which its employees live and work, Timberland developed what later became The Path of Service program: a progressive corporate policy offering employees 16 hours paid leave to perform community service.

1992
Timberland launched its "Give Racism the Boot" awareness campaign supporting diversity and standing up against oppression internationally. The campaign ran in major newspapers throughout the U.S. and Europe and also on billboards in New York City.

1993

Timberland signed a set of environmental ethics introduced by the Coalition for Environmentally Responsible Economies (CERES) which guide corporate conduct and enable corporate investors to make informed decisions on environmental issues.

1994

Timberland debuted its new collection of waterproof nubuck and leather handbags and small leather goods for women. Other introductions included an expanded women's apparel and footwear selection, classic men's apparel and footwear and new performance footwear designs.

1995

Timberland introduced the Active Comfort Technology (ACT) system, a comfort system built into many Timberland® shoes that provides the ideal balance of cushioning support for long-term comfort and climate control for footwear and performance apparel.

1995

The Path of Service® program increased the paid community service time from 16 to 32 hours.

1996

Timberland introduced boots and shoes for kids and expanded licensing agreements to include a growing watch line, leg wear, daypacks and travel gear, gloves and leather care products. A new multi-purpose Outdoor Performance line was introduced.

1997

Timberland introduced apparel for kids and expanded licensing agreements to include leather goods like belts and wallets. Timberland also introduced two new technologies in the Performance line: Advanced Combination Construction (ACC) and B.S.F.P. outsole technology designed to help brake, support, flex and propel the foot when walking.

1997

Timberland increased the benefit of paid employee volunteer time to 40 hours.

1998

Jeffrey Swartz, previously serving as Chief Operating Officer of Timberland, became President and Chief Executive Officer.

1998

To celebrate the Company's 25th anniversary, Timberland held the first Annual Serv-A-Palooza on June 18th: the largest company-wide day of community service.

1998

As part of America's Promise, Timberland surpassed its commitment to serve 40,000 hours in communities by the year 2000.

1999

Timberland was selected as one of 1998's "100 Best Companies to Work For" by Fortune Magazine.

1999

The Timberland PRO® Series was introduced, featuring 24-7 Comfort Suspension technology and providing support, flexibility and protection for the professional tradesman.

2000

Timberland was once again voted one of the "100 Best Companies to Work For" by Fortune magazine and also voted one of "New Hampshire's Top 10 Companies to Work For" by Business NH Magazine.

2000

The Company was listed as one of the "100 Best Corporate Citizens" by Business Ethics Corporate Social Responsibility Report.

2001

The Timberland Company won Business Ethics' Corporate Social Responsibility Report's Corporate Citizenship Award. The award was designed to recognise a company that embodies what it means to be a good corporate citizen, helping move corporations towards ever-better practices in stakeholder relations.

2001

In December Timberland announced its first partnership between NASCAR and its Timberland PRO® line of boots for working professionals. This alliance represented the first time that Timberland had developed and launched an integrated sports marketing platform that ventured beyond the Company's traditional outdoor lifestyle positioning to address the specific needs and desires of the Timberland PRO® consumer.

2002

For the fifth consecutive year, Timberland placed on Fortune magazine's "100 Best Companies to Work For" list for the year 2001 and was also ranked on Forbes magazine's "Platinum 400 - The Best Big Companies In America" list for 2001.

2002

The Timberland Company won the 2001 PLUS AWARD for Design Excellence in the Outdoor Category from Footwear+ magazine for the third consecutive year. The company was also awarded the 2001 Shoe Angel of the Year award from ShoesOnTheNet.com, the leading footwear portal on the Internet. Timberland was honoured for footwear contributions to those involved in the rescue and salvaging operations at Ground Zero in New York City.

2002

Timberland established the Carden Welsh Award for Environmental Excellence, honouring individuals or teams of employees whose actions lead to a sustainable improvement in Timberland's environmental footprint.

2003

The Timberland Company celebrated its 30th anniversary with President and CEO Jeff Swartz ringing the opening bell at the New York Stock Exchange.

2003

Timberland was ranked number five in the apparel category on Fortune Magazine's list of "Most Admired Companies."

2004

The company highlighted new levels of transparency including the disclosure of the names and locations of contract factories worldwide in its 2004 Corporate Social Responsibility Report.

2004

Timberland was named to the list of "100 Best Companies for Working Mothers" by Working Mother magazine.

2004

Timberland was also named to Industry Week magazine's list of "50 Best-Managed Manufacturing Companies."

2004

SustainableBusiness.com selected Timberland as one of 20 companies on its list of "World's Best Sustainable Stocks" for the second year in a row.

2004

The company launched a hybrid incentive program providing a \$3000 stipend for eligible employees toward the purchase of a hybrid vehicle.

2005

Timberland acquired SmartWool Corporation, a recognised market leader in performance-based merino wool socks.

2005

Academy Award nominee Don Cheadle and Timberland announced the creation of a limited edition "Save Darfur" boot to raise awareness of the crisis and inspire civic and political action to help stop the genocide.

2005

In the wake of Hurricane Katrina in the Gulf Coast region of the US, Timberland established a short-term service sabbatical for employees wishing to assist with disaster relief efforts.

2006

The company unveiled a solar panel installation at its distribution centre in Ontario California. At the time, the system was one of the 50 largest in the world, generated 60% of the power for the distribution facility and reduced the facility's greenhouse gas emissions by an estimated 480000 pounds per year.

2006

Timberland acquired howies, an active sports brand headquartered in Wales, UK.

2006

Timberland unveiled its first factory-level sustainability report detailing baseline performance information for the company's Dominican Republic factory in the areas of global human rights, environmental stewardship and community involvement.

2006

The company set a new standard for product transparency and increased its efforts to minimise environmental impact by introducing new, environmentally-friendlier packaging for its footwear products and a "nutritional label" -- a product information label that details aspects of the company's environmental and community footprint.

2007

Timberland was named one of the "100 Best Companies to Work For" by Fortune magazine for the tenth consecutive year.

2007

The company was also named one of CRO Magazine's (formerly Business Ethics magazine) "100 Best Corporate Citizens" for the eighth consecutive year.

2008

Named "Outdoor Industry Business Innovator" from the Outdoor Industry Association.

2008

Enters Working Mother's list of "Best Green Companies for America's Children."

2009

Ranked eighth among the Top 100 Best Adoption-Friendly Workplaces.

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