



About Us

[Timberland](#) is a global leader in the design, manufacturing, and marketing of premium footwear, apparel and accessories for the outdoor lifestyle. Best known for the original yellow boot introduced in 1973, Timberland today outfits consumers from toe-to-head, with versatile collections that reflect the brand's rich heritage of craftsmanship, function and style. Timberland products are sold throughout the world in leading department and specialty stores as well as company-owned retail locations and online.

Timberland's dedication to making quality products is matched by an unwavering commitment to environmental and social responsibility – to make things better for our products, the outdoors, and communities around the globe.

The timeline below chronicles many of the important, industry-changing milestones that fill Timberland's history.

- 1952:** Nathan Swartz buys a half interest in the Abington Shoe Company, manufacturing private label shoes for leading brand manufacturers.
- 1968:** The Swartz family introduces injection-molding technology to the footwear industry.
- 1973:** Timberland creates its first guaranteed waterproof boot called the Timberland. It is so successful that the Swartz family changes the name of the company to the Timberland Company in 1978.
- 1978:** Timberland manufactures its first hand sewn casual shoe.
- 1979:** Timberland manufactures its first boat shoe.
- 1980:** Timberland launches in Italy, marking the start of the international brand expansion.
- 1987:** The company develops its first professional Mukluk boot, worn by official Iditarod® Trail Sled Dog Race mushers (racers).
- 1989:** Timberland partners with City Year, Inc., the Boston-based youth "urban peace corps" and model for national youth service, to support community service.
- 1992:** The Path of Service™ program is introduced, giving employees 16 hours of paid time to volunteer in their communities and increased to 40 paid hours for full time employees in 1995.
- 1993:** Timberland signs a set of environmental ethics, introduced by the Coalition for Environmentally Responsible Economics (CERES).
- 1994:** Timberland introduces the World Hiker Series of performance hiking gear.
- 1998:** To celebrate the company's 25th anniversary, Timberland holds the 1st Annual Serv-a-palooza on June 18th, the largest companywide day of community service.
- 1999:** Timberland PRO® series is introduced, featuring 24-7 Comfort Suspension™ technology, providing support, flexibility and protection for professional tradesmen.

- 1999:** Timberland is first selected as one of the “100 Best Companies to Work For” by Fortune Magazine, and over the years would earn this recognition nine more times.
- 2004:** The Timberland PRO® Titan® series, a durable yet lightweight and comfortable line of boots, is launched.
- 2005:** The Smart Comfort® system is introduced, giving shoes dynamic comfort without looking like comfort shoes.
- 2006:** Timberland introduces a “Nutrition Label” on its footwear packaging, detailing the company’s environmental impact.
- 2007:** Timberland introduces the original Earthkeepers® boot which evolves into a collection of footwear, apparel and accessories made of recycled, organic and renewable materials.
- 2007:** Timberland’s Anti-Fatigue technology is introduced in the Timberland PRO® Endurance Boot. It is broadly used across all types of Timberland® footwear today.
- 2010:** Timberland is ranked #2 on Climate Counts’ list of companies making aggressive strides in fighting climate change.
- 2011:** Timberland becomes a wholly-owned subsidiary of the VF Corporation.
- 2013:** Timberland launches *Best Then. Better Now.* campaign to celebrate the original yellow boot’s 40th anniversary and reposition Timberland as a head-to-toe outdoor lifestyle brand.
- 2013:** SensorFlex™ technology is introduced, providing enhanced comfort and stability on any terrain.
- 2013:** Timberland surpasses 128 million water bottles diverted from landfills by incorporating recycled PET materials into its footwear products.
- 2014:** Timberland announces its partnership with tire manufacturer and distributor Omni United, creating the first tires purposely designed to be recycled into outsoles once the tire’s journey on the road is complete.
- 2014:** Timberland celebrates one million hours of global community service.
- 2015:** Timberland celebrates planting its two millionth tree in China’s Horqin Desert and its five millionth tree in Haiti. The documentary film [Kombit: The Cooperative](#) documents Timberland’s efforts over a five-year period to reforest Haiti in partnership with the Smallholder Farmers Alliance.
- 2015:** Timberland takes top honor in the “Best Employee Engagement” category for its Path of Service™ program at Ethical Corporation’s Sixth Annual Responsible Business Awards.
- 2015:** Timberland and Bee Line for Billionaire Boys Club receive the first-ever *Footwear News* Achievement Award for “Collaboration of the Year.”
- 2015:** Timberland launches global *Made for the Modern Trail* campaign to redefine the outdoors, bringing it closer to the city and celebrating the everyday adventures that fill consumer’s lives.

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