TIMBERLAND FINE LEATHERS

RICH, PREMIUM, RUGGED.

For over 40 years Timberland has built its reputation on the careful selection of the finest waterproof and non-waterproof leathers; it's in our DNA. Material selection is extremely important to making high quality footwear and choosing the right leathers are critical to delivering the best possible product to our consumers.

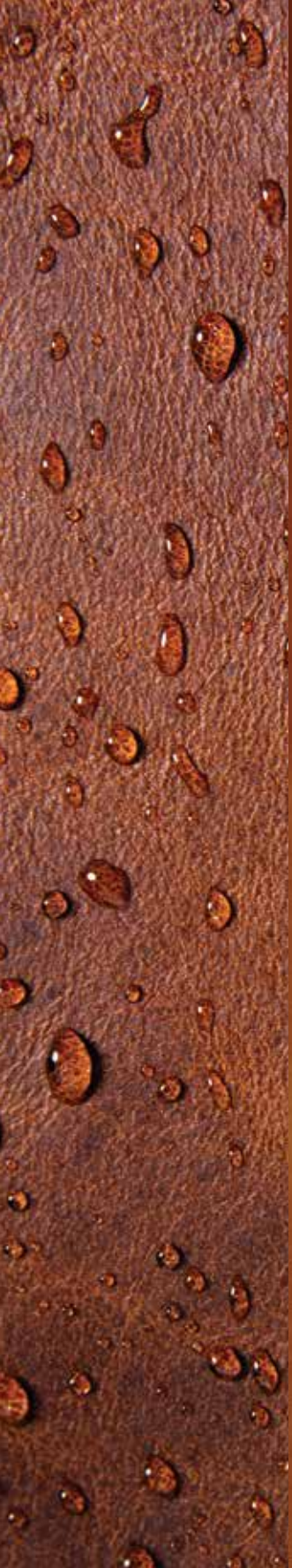
WHAT IS THE TECHNOLOGY/ MATERIAL?

Timberland has made a decision to source the finest quality leathers only from tanneries that have achieved a Silver or Gold rating from the Leather Working Group for its water, energy and waste management practices. From the original wheat nubuck to specially designed tannages, Timberland has always chosen the finest leathers that are not only rugged and durable, but also supple, with a well broken-in look and feel. In Fall '14, our Heartlands, Euroveg, and Journeymen leathers continue to deliver on the heritage, craftsmanship and beauty for which Timberland leathers are known.

WHAT IS THE CONSUMER BENEFIT?

The meticulous selection of leathers in Fall '14 has afforded us the opportunity to introduce wide variety of rugged to refined footwear. These leathers are beautifully crafted to deliver a stylish look and provide important functional and performance benefits like comfort, durability and potentially waterproofness. Timberland's longstanding reputation of fine leathers can ensure our consumer that they're purchasing a quality product inspired by our past but crafted for today.

Timberland®



TIMBERLAND WATERPROOF

A FOUR-DECADE COMMITMENT TO KEEPING FEET DRY.

Timberland Waterproof provides the protection our consumers need to brave the worst elements with confidence. It's been our mission to keep people dry since the very beginning and remains at our core today.

WHAT'S THE TECHNOLOGY?

Silicone-impregnated leathers, sealed seams, Gore-Tex® waterproof membranes, and direct-attach sole construction are just a few of the tools we use to keep feet dry. But in order to be entirely sure that our goals are met, our products are put through a performance-testing program that includes some of the highest industry standards.
Static Testing – Footwear hoping to earn the Timberland Waterproof mark must first be submerged[1] in water for four hours.
A dry interior at the end of the test is the only passing grade.
Flex Testing – Here, the interior of the boot must remain dry after 15,000 flexes while submerged in water. This test is the equivalent of hiking 17 very wet, continuous miles and finishing with dry feet.[2]

CONSUMER BENEFIT

Consumers know they can count on Timberland to build footwear that will keep them dry and comfortable, season after season.

[1]With water level at 60% of the height of the shoe, to a maximum of 120mm.
[2]Based on 15,000 flexes on a single boot and an average stride length of 3 feet (since testing is completed on a single shoe, the actual distance between flexes is 6 feet).

$$15{,}000 \text{ flexes} \cdot 6\text{ft} \cdot \frac{1 \text{ mile}}{5280 \text{ feet}} = 17 \text{ miles}$$

WATERPROOF

Timberland

SENSORFLEX™ TECHNOLOGY

INSTANTLY ADAPT TO YOUR TERRAIN.

Timberland's SensorFlex™ technology platform is our newest tri-layer system that provides optimal support, comfort and performance on any surface or terrain.

WHAT'S THE TECHNOLOGY?

SensorFlex™ technology is a tri-layer platform that includes under-foot support, independent suspension and great flexibility for the ultimate smooth ride. The three layers are composed of a firm upper layer for support and stability, a softer EVA middle layer for shock absorption and independent suspension, and a bottom outsole layer with flex grooves integrated with durable rubber pods for enhanced traction on any terrain. The unique geometry of the outsole allows for easy flexing to adapt responsively to the surface below.

CONSUMER BENEFIT

Comfort has a whole new feel. The three-layer suspension system flexes with every step, absorbing uneven terrain for a smooth, stable ride. SensorFlex™ technology allows for impact and shock to be absorbed by the lower layers, while the feet stay supported and stable above.

SENSORFLEX™ TECHNOLOGY

Timberland®

CLIMAPATH™

REDUCE MOISTURE. INCREASE COMFORT.

Climapath™ technology vents moisture up and out of your shoes to help your feet stay drier and more comfortable all day.

WHAT IS THE TECHNOLOGY/ MATERIAL?

Climapath™ technology is a climate control system engineered to circulate air inside footwear, reducing moisture and creating a more comfortable environment for the foot. The unique design of Climapath™ technology uses a channeled material construction that helps circulate air by venting moisture-filled air up and out of the shoe through a system of vertical chimneys or channels within the fabric. As moisture is drawn up through the linear chimneys, it releases outside the shoe, helping the foot to stay dry and comfortable.

WHAT IS THE CONSUMER BENEFIT?

Moisture build up is one of the leading causes for foot discomfort. With this unique venting system, Climapath™ technology releases moisture, enabling air to more freely circulate. This reduces moisture and helps feet stay drier and more comfortable all day long.

Timberland®

L7 TRACTION LUG

NEW TRACTION FOR WHEREVER YOUR DAY MAY TAKE YOU

Our latest outsole pattern designed to provide excellent traction and a new aesthetic. Originally crafted specifically for harsh New England winters, the L7 traction lug can tread on a variety of surfaces. This advancement in Timberland® outsole technology will help give our consumers a confident and secure ride wherever their day may take them.

WHAT IS THE TECHNOLOGY/ MATERIAL?

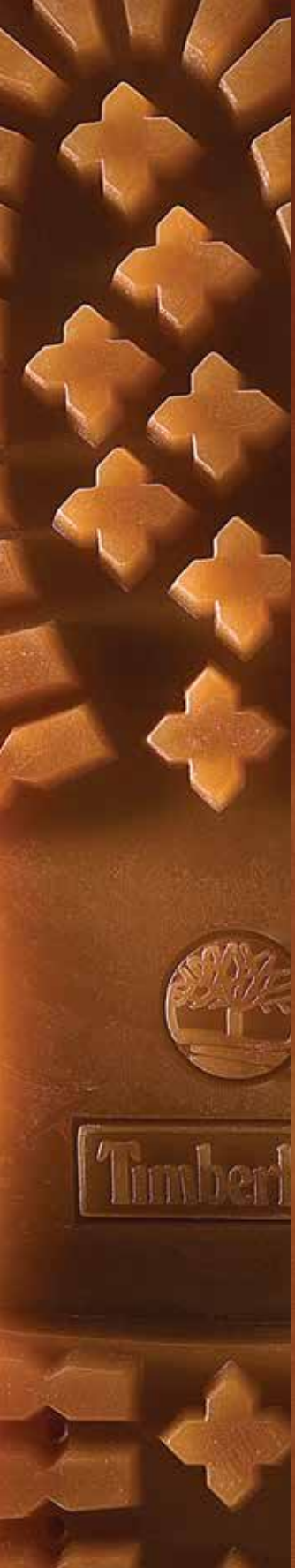
The L7 lug was purposely designed to provide improved traction performance in many conditions. The design of the L7 lug features multi-directional leading edges and beveled lug sidewalls that allow for self-cleaning. The design also incorporates a raised central lug, modeled after broomball shoes, allowing for optimal traction. It's also used in conjunction with our own Gripstick™ rubber, our highest performing rubber compound, for even more traction.

WHAT IS THE CONSUMER BENEFIT?

The L7 lug design offers consumers a new outsole look while providing excellent traction on most surfaces. Tested in the lab and in the field, the L7 traction lug is ready to tackle varied terrain without compromise to confidence underfoot.

L7 TRACTION LUG

Timberland®



BIO-BASED RUBBER

A NEW INNOVATION TO HELP US TREAD LIGHTER ON THE PLANET

We're always looking for more ways we can be a little easier on the environment without compromising the integrity of our products. With bio-based rubber, we can now replicate the signature honey color outsole found in our original yellow boot in a way that's more environmentally conscious.

WHAT IS THE TECHNOLOGY/ MATERIAL?

In our bio-based rubber compound we replace some of the synthetic rubber and petroleum based processing oils with natural rubber and vegetable oil. We require a minimum of 10% of the rubber to be created using these bio-based materials. This process allows us to maintain the iconic honey colored outsole on some of our most iconic products like our original yellow boot.

WHAT IS THE CONSUMER BENEFIT?

Bio-based rubber is one more way we're demonstrating our commitment to finding technologies and materials that reduce our company's impact on the planet. With this new material Timberland consumers can feel even better about choosing footwear that has maintained a classic look while treading a little lighter on the environment

Timberland®

ANTI-FATIGUE TECHNOLOGY

AN INVERTED CONE FOOTBED THAT REDUCES FATIGUE AND ABSORBS SHOCK.

First introduced in our Timberland PRO® work boots, our exclusive Anti-Fatigue technology was originally designed for those who spend their entire workday on their feet.

WHAT'S THE TECHNOLOGY?

Anti-Fatigue technology comes to life in a unique, molded polyurethane footbed that features geometrically designed inverted cones. This inverted cone system collapses and rebounds, absorbing shock and returning energy with every step.

CONSUMER BENEFIT

Unmatched in its unique design and resulting benefits, Anti-Fatigue technology provides a stable platform of support. Delivering all-day comfort, Anti-Fatigue technology can now be found in a multitude of styles throughout the Timberland® footwear collection.

ANTI-FATIGUE

Timberland®

GREEN RUBBER™

OUTSOLES MADE WITH 42% RECYCLED RUBBER LEAVE A LIGHTER FOOTPRINT.

We began using Green Rubber™ compound in 2008, and since that time we've produced more than 10 million pairs of shoes with soles made from partially recycled rubber. In five years, that's more than 3.3 million pounds of rubber that would have gone to a landfill had it not been turned into our outsoles.

WHAT'S THE TECHNOLOGY?

The Green Rubber™ compound comes to life through a series of steps that reverse the vulcanization process. This allows waste rubber left over from the manufacturing of latex products, like rubber gloves, to be reused and made into new products, like Timberland® footwear.

CONSUMER BENEFIT

Green Rubber™ outsoles perfectly embody our commitment to finding technologies and materials that reduce our company's impact on the planet. Thanks to our partnership with Green Rubber™, Timberland® consumers can tread with confidence, knowing that they've chosen footwear made with the environment in mind.

Green Rubber™

Timberland®

GRIPSTICK™ + GREEN RUBBER™

A UNION OF OUR TWO FAVORITE SOLES.

A revolution in sole technology, we've combined eco-conscious Green Rubber™ material with the superior traction qualities of our terrain-tested Gripstick™ compound. The result is a high- performance and earth-minded sole material.

WHAT'S THE TECHNOLOGY?

Timberland's Gripstick™ + Green Rubber™ compound contains the same hearty amount of recycled material found in the Green Rubber™ compound we've been using for years, and our engineers have now combined the two for use in our highest performance footwear. Gripstick™ rubber is a specially blended rubber compound with specific traction and durability properties that must meet the toughest Timberland standards of field and lab testing. When mixed with the 42% recycled Green Rubber™ compound, the result is performance rubber with a conscience.

CONSUMER BENEFIT

They're choosing a product that incorporates as much recycled sole material as possible without compromising performance and durability. The outdoors is our inspiration and defines who we are. Gripstick™ + Green Rubber™ soles are the next generation of all that we stand for: eco-conscious performance and durability.

Timberland®

SUSPENSION HEEL TECHNOLOGY

WHO KNEW HEELS COULD BE SO COMFORTABLE?

Engineered specifically for our women's collection of footwear, Suspension Heel technology delivers the ultimate in shock absorption and comfort in high heels.

WHAT'S THE TECHNOLOGY?
The first of its kind industry-wide, our revolutionary patent-pending Suspension Heel is designed to soften each step, absorb shock and reduce impact. Its curved shape encourages a natural stride and also smoothes out overall heel-to-toe transition.

CONSUMER BENEFIT
Creating a whole new approach to wearing heels, Suspension Heel technology allows women to wear heels and be comfortable at the same time.

SUSPENSION HEEL TECHNOLOGY

Timberland®

RECYCLED PET

PUTTING PLASTIC INTO FOOTWEAR, NOT LANDFILLS.

Timberland always strives to put our environmental values into action. By incorporating recycled PET into our products, we've kept 78 million PET bottles out of landfills from 2009 through 2012.

WHAT'S THE TECHNOLOGY?

PET, or polyethylene terephthalate, is a material used in plastic goods like water bottles. As a non-biodegradable substance, when thrown away, it will sit in a landfill for thousands of years. However, when it is broken down, compressed into bales and recycled, it can be made into new products.

CONSUMER BENEFIT

Recycling PET has a major impact on the environment—it reduces landfill, lessens energy consumption and cuts harmful emissions. When purchasing a product made from recycled PET, Timberland consumers can feel like they are making a difference.

Timberland®

RECANVAS™

RUGGED, BREATHABLE AND MADE FROM 100% RECYCLED PET.

ReCanvas™ fabric looks and feels just like traditional cotton canvas—and it has all of the same attributes. Lightweight, breathable, sturdy—it's an excellent choice for versatile footwear styles.

WHAT'S THE TECHNOLOGY?
Made entirely from post-consumer recycled plastic bottles (PET), ReCanvas™ fabric is used throughout our footwear collection. Look for it as a footwear lining material and in our uppers in light, medium and heavy weights.

CONSUMER BENEFIT
Consumers will enjoy the look, feel, breathability and durability of traditional canvas and can also feel good knowing that they've chosen a shoe that incorporates a material made with the environment in mind.

re CANVAS

Timberland

CORDURA® ECOMADE FABRIC

FOUR TIMES STRONGER THAN STANDARD COTTON. NEXT-TO-SKIN SOFTNESS.

Over time, we've bolstered several of our material blends with the durability that only the CORDURA® family of products can deliver. This season, we've integrated CORDURA® EcoMade fabric into our footwear program.

WHAT'S THE TECHNOLOGY?

Made from 100% recycled PET and constructed using high tenacity fiber technologies, CORDURA® EcoMade fabric have an exceptional strength-to-weight ratio. Conversely, they also possess a soft, next-to-skin feel that Timberland consumers will appreciate.

CONSUMER BENEFIT

New for Fall '13, we've incorporated CORDURA® EcoMade fabric into the design of some of our most stylish men's and women's footwear families. Consumers will love the rugged aesthetic that CORDURA® EcoMade fabric delivers and will also appreciate that it's made from 100% recycled PET.

CORDURA FABRIC

Timberland

GLOSSARY

Anti-Fatigue Technology
A system in the footbed which returns energy in key pressure zones to enhance shock absorption and reduce fatigue. Earthkeepers® anti-fatigue footbeds are made from at least 10% bio-based content from plant oils.

Articulated Vibram® Outsole
- Medium-soft compound for superior traction in rock-based environments; durable enough for the approach.
- Zoned for flexibility and independent lug deflection.

Climapath™
Climapath™ technology vents moisture up and out of your shoes to help your feet stay drier and more comfortable all day.

Cordura® EcoMade Fiber
Four times stronger than standard cotton. Next-to-skin softness. Made from 100% recycled material and constructed using high tenacity fiber technologies.

Crash Blaster™
Enhanced cushioning for running, jumping, and playing:
- Reduces shock to the body
- Provides all-day comfort

Eco-conscious Fleece
A warm, lightweight and eco-conscious fleece made of 100% recycled PET, the stuff plastic bottles are made of.

Gore-Tex® technology
A waterproof and breathable membrane keeps water out, but lets moisture vapor from sweat pass through, keeping you feeling dry.

Green Rubber™ Soles
Scrap rubber is recycled and reused in rubber soles that provide all the traction and durability to live up to our high standards. Made of 42% recycled rubber.

Gripstick™ Rubber
Gripstick™ rubber is our stickiest rubber compound that provides improved traction. Sometimes we make it with Green Rubber™ compound and then it becomes our stickiest recycled rubber—42% to be exact.

L7 TRACTION LUG
Self-cleaning lugs provide improved traction performance on a variety of surfaces for confident and secure footing.

PrimaLoft® Eco Insulation
An incredibly soft, lightweight, compressible, patented microfiber insulation made of 50% recycled PET that helps feet stay warm.

Quad-Cut Siping
The soles are cut at four angles to push water out from all directions to maximize surface contact for greater traction for front to back and side-to-side motion.

ReCanvas™
Strong, durable and made from 100% recycled PET. It's designed to be lightweight and breathable to help keep feet cool.

Recycled PET
PET, or polyethylene terephthalate, is broken down and recycled to make soft footwear linings and durable laces helping reduce landfill waste, lessen energy consumption and cut harmful emissions.

ReNet™
Lightweight, abrasion resistant, breathable nylon made from things like recycled fishing nets and ropes to provide sustainability but not at the expense of performance.

SensorFlex™
SensorFlex™ technology features a firm upper layer for support and stability, a soft EVA middle layer for shock absorption and independent suspension, and a bottom outsole layer with durable rubber pods and flex grooves for enhanced traction.

Silver Rated Tannery
We require the leather used in our footwear uppers and linings to be from a tannery rated silver or higher by the Leather Working Group for its improved water, energy, and waste management practices.

Splash Blaster™
Water- and stain-resistant technologies for everywhere kids want to go – even wet and muddy places.

Suspension Heel Technology
A revolutionary system designed to provide all-day, unmatched comfort, cushion and shock absorption specifically in shoes with high heels.

Thinsulate
Efficiently insulates the foot by providing warmth without unnecessary bulk. More insulation and loft is provided where heat loss is greatest, while less insulation is used where not needed.

Timberland Waterproof
We use premium waterproof leathers, seam seal our footwear or use an internal waterproof and breathable membrane to keep feet dry.

Vibram® Ecostep®
A sticky rubber outsole that's incredibly durable and made from 30% recycled rubber.