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TIMBERLAND TIRES RECOGNIZED AS FINALIST IN TWO 2016 SUSTAINABLE DESIGN AWARDS

TRAVERSE CITY, Mich., May 23rd 2016 – Timberland Tires today announced that Timberland has been selected as a finalist for two prestigious 2016 sustainable design and innovation awards for the Timberland Tires project. The Guardian Sustainable Business Award and WGSN Futures Award both recognize brands for their design, innovation and sustainability. Category winners for both of these awards will be announced in late May 2016.

The Guardian Sustainable Business Awards in the category of Collaboration for the partnership established with Omni United launch Timberland Tires. The brand has also been selected as a finalist for the WGSN Futures Award in the category of Sustainable Design for its Timberland Tires collaboration with Omni United. Timberland and the Timberland Tires collaboration continue to receive recognition by some of the most influential organizations in the world when it comes to collaboration and sustainable design.

Launched in April 2015, Timberland Tires resulted from a collaboration between Singapore-based tire designer and manufacturer [Omni United](#) and global outdoor lifestyle brand [Timberland](#). Timberland Tires is the first tire brand purposely designed and created for a second life – when the tread wears out, the tire lives on, one day recycled into Timberland® footwear. It's also the first tire brand ever developed in partnership with a leading global lifestyle brand.

“It is an honor to have Timberland Tires shortlisted for the prestigious Guardian Sustainable Business Award and WGSN Futures Award”, said GS Sareen, founder and CEO of Omni United. “It is even more special as it coincides with the first anniversary of the consumer launch of Timberland Tires in the United States. Working with Timberland and our recycling and distribution partners in the U.S. is an amazing and rewarding learning experience for all of us involved.”

The Guardian is among the most popular British national daily newspapers and was named newspaper of the year at the 2014 British Press Awards. The Sustainable Business Awards Collaboration category awards companies for projects that break down traditional barriers – incorporating several partners working together in non-traditional ways towards a goal that delivers a truly sustainable outcome. Companies are judged on how measurable and evident sustainable change is as a result of the project and how the project goes above and beyond a standard sustainable practice.

WGSN is the world's leading trend forecast consulting firm serving the fashion and creative industries. The WGSN Futures Awards recognize businesses that push the boundaries of the international fashion market, and spans 14 categories covering core segments of the industry: design, retail, marketing and digital.

Award winners will be announced for both of these awards in late May 2016.

In April 2016 Timberland Tires was also shortlisted as one of the finalists for the Institute for Scrap Recycling Industries (ISRI) 2016 Design for Recycling Award. The 2016 award winner, Samsung Electronics, was announced at the ISRI Annual Convention and Exposition in Las Vegas, NV on April 7. The Design for Recycling Award is ISRI's most prestigious award, given annually to the most innovative products designed with recycling in mind.

For more information on Timberland Tires please visit www.timberlandtires.com.

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About Omni United

Omni United (S) Pte. Ltd is a tire designer and manufacturer. The company offers a complete range of passenger car, SUV, truck, bus and farm tires marketed under its brand names: Radar Tires, Timberland Tires (a partnership with global outdoor footwear and lifestyle brand, Timberland), Goodride, RoadLux, Speedways and Birla. Singapore-headquartered Omni United was founded in 2003 by entrepreneur G.S. Sareen. As a reliable business partner with innovative products, unparalleled customer service and logistics solutions, Omni United plays an important role in supplying value-for-money products to consumers in more than 80 countries worldwide. Omni United's Radar Tires brand was declared Carbon Neutral for the year 2013. In the United States, the company does business as Omni United USA and currently has products sold in more than 1,000 retail outlets nationwide. Further information on Omni United is available by calling 1-855-906-6646, by emailing info@omni-united.com and online at www.omni-united.com.

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