



## **Timberland and Omni United: A Partnership Born out of Shared Values**

Timberland Tires were born out of an innovative, cross-industry collaboration between [Omni United](#) and [Timberland](#). While a partnership between a tire industry leader and a global outdoor lifestyle brand may at first blush seem unlikely, the Omni United/Timberland partnership makes perfect sense given their shared values. Each has long been known for its commitment to quality, performance and innovation; each is also a recognized leader in another key area: sustainability.

Timberland and Omni United first conceived this partnership three years ago, when sustainability leaders from both brands came together to address a vexing and longstanding shared concern. The tire and footwear industries are two of the largest users of virgin rubber. The majority of tires on the market today have a limited life span; ecologically-sound disposal at the end of that life span presents yet another challenge. As respected innovators in their fields, Timberland and Omni United envisioned – and are now bringing to life – a partnership whereby they are creating a more sustainable lifecycle for rubber.

[Timberland Tires](#) are the first premium automotive tires purposely created to be recycled into footwear outsoles at the end of their life on the road. When the tread wears out, the tire lives on, one day recycled into Timberland® shoes. Rather than being used for tire-derived fuel or ending up in a landfill, Timberland Tires will be given a second life within the outsole of a boot or shoe. Fewer tires end up in landfills; less virgin rubber gets used in footwear.

Below is some background on Timberland and Omni United, and the shared values that have fueled this innovative, cross-industry collaboration.

### **TIMBERLAND: Driven by Value and Values**

Timberland's dedication to making quality footwear, apparel and accessories is matched by a longstanding commitment to [environmental and social responsibility](#). Whether it's making products more responsibly, finding new ways to reduce the company's carbon footprint, or helping to build stronger communities around the globe, values run deep at Timberland.

Making More Sustainable Products: As a brand with an outdoor heritage, Timberland designs and manufactures its products with consideration for the environment. In 2013, 70% of all Timberland® footwear incorporated recycled, organic or renewable materials, and 98% of all the brand's footwear leather was sourced from a silver-or gold-rated tannery, earning high marks on key environmental metrics as rated by the [Leather Working Group](#). Timberland has also diverted more than 128 million plastic bottles from landfills through the use of recycled PET in its products. Beyond materials, Timberland has been instrumental in fostering transparency in the footwear market, with initiatives like its industry-first Nutrition Label for footwear, chronicling the company's environmental impact, and quarterly CSR reporting on its web site.

Resource Efficiency: Timberland also strives to minimize its impact through increased resource efficiency, focusing primarily on stores and its owned facilities. By the end of 2013, Timberland had surpassed its 2015 goal of reducing its greenhouse gas emissions by 50%, based on a 2006 baseline. In addition, today the brand derives 26% of the energy in its facilities from clean, renewable sources such as solar and wind power.

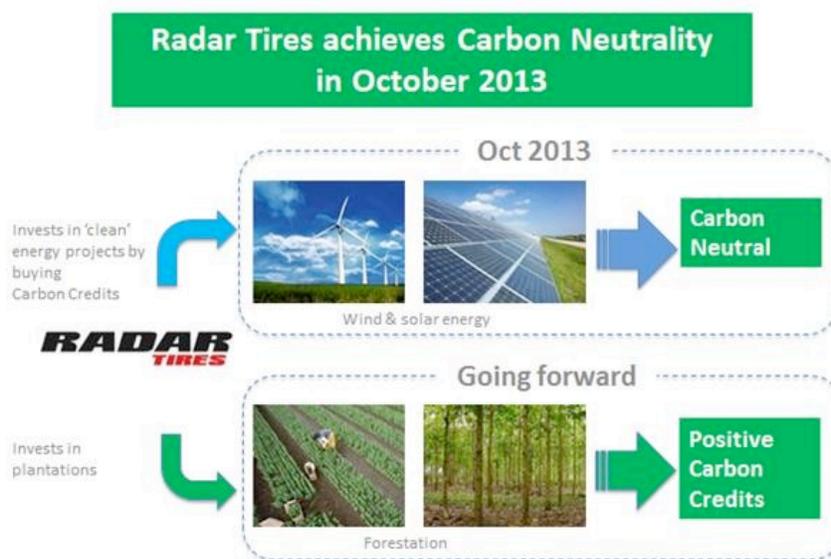
Building Communities: Timberland believes in the power of people to transform communities, locally as well as around the globe where its products are made. Through the Path of Service™ program initiated in 1992, Timberland employees are given 40 hours each year to do volunteer work in the community – whether it's refurbishing a school, planting millions of trees around the globe, or installing clean drinking water towers in factory communities. In spring 2014, the company was proud to serve its one millionth hour, and is now working on its next million. Beyond volunteerism, Timberland also has a progressive Code of Conduct in place for factory partners, ensuring a fair and safe work environment, and going beyond compliance to engage workers in pursuit of better lives inside and outside the factory.

### **OMNI UNITED: A Company on the Move**

Omni United is a forward-thinking, socially-responsible global tire designer, manufacturer and distributor with a commitment to a sustainable future and to giving back to society. Headquartered in Singapore, Omni United's commitment to quality, delivery efficiencies and innovation has resulted in a dynamic, ongoing growth across all continents. Equipped with an unparalleled supply chain management system coupled with in-depth market knowledge and a commitment to delivering high quality and value, Omni United believes that there are no boundaries in the company's capabilities, allowing it to innovate and create business opportunities.

Designing for the World's Drivers: Omni United's understanding of new trends in OEM segments, changing consumer preferences and identifying manufacturing capabilities which meet the stringent product requirements for specific markets and customers allows it to tailor its product offerings to different driving and price point needs in its key markets of North America, Europe and Asia. Omni United offers a complete range of high quality passenger car, SUV, truck, bus and farm tires in more than 80 countries worldwide under its own brand names: Radar Tires, Birla, Goodride, Roadlux and Speedways. Beginning in April 2015, Timberland Tires will be available in the U.S.

Sustainability is a Corporate Mission: Omni United recognizes the opportunity to continue to grow market share while minimizing its impact on the environment. Beginning in March 2012, Ernst & Young consultants examined the carbon footprint of the company's flagship Radar Tires brand. Ernst & Young quantified the amount of greenhouse gases (primarily carbon dioxide) produced from procuring raw materials, manufacturing tires, transporting the products to customer warehouses and energy use in the company's offices and employee travel. Based on that study, Radar Tires established a number of carbon offset activities, including funding projects that remove or reduce carbon dioxide from the environment, to balance Radar Tires' carbon footprint.



In October 2013, Radar Tires was the first tire company in the world certified Carbon Neutral. With Timberland Tires, the company's efforts go even further, with the intent of having all Timberland Tires recycled at the end of their life on the road into Timberland® shoes. Omni United also is pursuing the purchase of its own rubber plantations, funding reforestation programs and investing in research in the U.S., Europe and Asia to develop new uses for recycled tires.

Investing in the Community: Recognizing it has a responsibility towards the world beyond making safe, durable and attractive tires for its customers, since 2011 Omni United has partnered with The Breast Cancer Research Foundation in its efforts to prevent and eradicate breast cancer worldwide. Omni United believes that research leads to innovation, which leads to change and that we live in a world where everything is possible. Omni United believes that finding a cure for breast cancer is not only possible, but within reach in our lifetime.

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