In 1906, William J. Riley opened the New Balance Arch Company and began making custom arch supports, thus marking the beginning of NB’s history. The original company name comes from William Riley’s inspiration: a chicken’s ability to balance on a three-clawed foot. He transferred this inspired thinking to the design and development of his arch supports. The business expanded, and in the 1950s, under new ownership, NB began making specialty running shoes. Marking another milestone in NB’s history, Jim Davis, chairman, purchased the company on Boston Marathon Day in 1972. Under his leadership NB grew to become a globally-recognized brand. Today, NB is a leading manufacturer of high-performance and lifestyle athletic footwear, apparel and accessories.
MADE IN OUR OWN BACKYARD

In 1938, New Balance became a legend-in-the-making when we made our first pair of running shoes in Boston, Mass. Today, NB is home to five U.S. factories and one UK factory. We are proud to hold the distinction as the only major company to manufacture footwear in the U.S. and the UK. Our skilled, hand-crafting associates are experts in lean manufacturing and are among the industry elite.

“New Balance has provided me with 32 years of employment within the U.S. manufacturing industry. Domestic manufacturing allows NB to create jobs in the U.S., keep more inventory on-hand and ship product quickly. Most importantly, it supports NB’s concepts of family and teamwork, which are very important for growth of the company and the U.S. economy.”

-Joan Pendegrass, team supervisor and project specialist
Anne Davis, NB vice chairperson and NB Foundation managing trustee, coined the now NB-famous phrase, “at New Balance doing good is just as important as doing well.” This rings true throughout the company where our associates are dedicated to giving back to our community. Our Community Connection program allows associates to volunteer with local nonprofit organizations during work hours, together with their department or with cross-functional teams. We also encourage associates to volunteer on their own time, and we support these efforts with our Dollars-for-Doers program which provides financial gifts to organizations at which associates volunteer.

“The opportunity to volunteer in the community during work hours is a wonderful and generous benefit offered by New Balance. I love to represent our company in this positive light and make a difference in the community. I am proud to work for a company that believes in giving back to the community.”

-Allison Bush, HR rep II and Lawrence Stand and Deliver, 2008 Mentor of the Year
New Balance Foundation aims to support charitable organizations and focuses on those who promote healthy lifestyles and the prevention of childhood obesity. In 2010, NBF granted $6.5 million to approximately 75 non-profit partner organizations.

Through cause marketing, we proudly assist many nonprofit organizations and are thrilled to have celebrated more than 20 years of partnership with the Susan G. Komen for the Cure and their fight to combat breast cancer. We serve as the National Series Sponsor of the renowned Race for the Cure series and also donate a portion of our proceeds from our Lace up for the Cure product line. Additionally, we work to fight childhood obesity and increase the self-esteem of female adolescent girls conjunction with Girls on the Run, which helps adolescent girls increase their self-confidence through a 5k race-training program.

“New Balance has more than two decades of rich history in the field of cause marketing, dating back to 1989 when we became Komen’s first national partner. We believe in the power of connecting to the consumer through deep and meaningful platforms such as Susan G. Komen for the Cure and Girls on the Run International. We look forward to growing and expanding our contribution through this work.”

-Catherine Marquette, cause marketing manager
Our brand’s core driving belief is that people are meant to move. We work to ensure our products serve the body in motion, and we challenge ourselves to act as a catalyst and a coach. We strive to deliver award-winning products that inspire people to move further, faster and more frequently. Based on our profound understanding of the science of motion, and with style inspired by the aesthetics of motion, all of our products are designed to move our consumers – literally and figuratively. We are proud to take actions that are a source of inspiration for those who seek to move.

“We not only believe that people are meant to move, we believe in moving ourselves. The best way we can represent our brand is through living it, and our culture certainly embraces movement. I love working for a brand where I can get together with colleagues for a run or compete against each other in movement challenges. It keeps me moving, while together we move the world.”

- Peter Soorenko, general manager, global apparel, design and development
We take the meaning and purpose of our brand seriously and know that in order to help consumers move further, faster and more frequently we must embrace our brand. Our associates are always on the move. They move our business and also move themselves. Associates take part in all kinds of movement activities including “bike to work days,” on-site yoga and Zumba classes, “Wellness Week,” National Running Day, work-time walks, a movement mentor program and after-work recreation teams in local leagues. In addition, our associates love to move and be active when they’re not at work. Many compete in NB-sponsored events including Run to Home Base, Run to Remember Half Marathon and 5-Miler, Pan Mass Challenge, Marine Corps Historic Half, Falmouth Road Race and Susan G. Koman for the Cure 5k races. For our associates who really love a running challenge, including our CEO, Rob DeMartini, we enter annual teams to the Reach the Beach Relay, a 24-hour relay, which covers NH, coast-to-coast. We also offer a gym reimbursement, but we let you define your “gym” and extend our reimbursement to more than four-walled traditional fitness centers.
JENNY BARRINGER
Olympian and American Record Holder,
3,000-meter Steeplechase
Our products are intended to help athletes, at all levels, perform their best. We believe that supporting elite athletes is crucial, and we look to leverage our partnership and their expertise by working with them through our product development cycle. In addition, we engage them as brand ambassadors and chose to support only those who share our philosophy that doing good is just as important as doing well. Top athletes wear NB because they believe our product and our brand is the best. We support them as we are proud of their efforts to perform at the top of their sport.

"Any time you work with someone at the top of their game, it forces you to raise expectations for your own performance. Working with top-level athletes challenges New Balance to create the very best performance products available. No one knows more about getting the most out of themselves and their equipment than athletes committed to continuous improvement, and that is why they are the perfect sounding board when innovating new ideas. It's an extremely symbiotic relationship. It's our job to help these athletes perform, and with their help, we create better products engineered to help them exceed."

-Tom Carleo, general manager, running/outdoor
NB is proud to boast a family of brands which includes Dunham, PF Flyers, Aravon, Warrior and Brine. Dunham, a premium footwear brand, is focused on providing quality, distinctively-styled, comfortable men’s casual footwear. PF Flyers, an original American sneaker brand, continues a long tradition of premium casual footwear for modern lifestyles. Gearing toward today’s active woman, Aravon is a comfort casual footwear brand offering a high-level blend of style, fit, support and cushioning. Warrior and Brine round out the NB résumé as industry-leading hockey and lacrosse brands.

"Whether you are a dedicated athlete who aspires to perform to the highest level or the dedicated lifestyle lounge lizard that prefers the after party, the NB brand portfolio provides you with a broad assortment of brands and products to fit your personal aspirations."

- Victor Aviles, SBU manager, PF Flyers
New Balance has long owned retail stores, but the brand took this to a new level in 2009 when NB began opening “Past, Present, Future” stores, and making an original retail statement. These PPF concept stores take consumers through the elaborate NB history from Riley’s chicken foot, to the creation of the coveted 990 series, to today’s top-performing styles. Additionally, NB earned a top retail privilege when the Company was awarded retail space inside the Pentagon. Whether shopping in a factory outlet or in a concept shop, we ensure our consumers have a positive NB experience.

“New Balance stores are the ultimate destination for experiencing the full breadth of our product line and where we impart our commitment to quality product construction, regional domestic manufacturing, widths and a steadfast focus on our consumer. Working on the retail team and with our stores has allowed me to understand New Balance through the eyes of our consumers.”

-Kirsten Marchand, senior store planning manager
While the company looks to achieve strategic goals, each associate is encouraged to mold their development process and conquer their professional aspirations. We believe in development programs which help grow associates’ careers and professional skills. In addition to on-site learning and development classes and a tuition reimbursement plan, NB offers “InsideOut.” This coaching program gives managers a unique approach to development through management coaching. Additionally, all global associates participate in our Cornerstones program within their first quarter of employment. This on-boarding program will immerse you in the NB culture and strategy. We also offer an in-depth mentoring program, which includes executive participation, to enhance development conversations. We know that for our business to succeed, each associate must succeed.

“We aspire to help each associate on their professional development path to success. We look to hire associates who are talented, and who will also embrace our brand and culture as they continuously drive toward success and help us achieve our business goals.”

-Carol O’Donnell, VP human resources