

*Blundstone*<sup>®</sup>

TASMANIA AUSTRALIA · 1870



**WE ARE  
BLUNDSTONE**





We can trace our beginnings back to the 1850s, on a small island south of the Australian mainland called Tasmania—the island we still call home.

Since then, a lot of things have changed. We've gone from crafting simple boots for a small colony to designing a wide (and widely loved) range of boots for all sorts of people, all around the world.

What hasn't changed is our commitment to creating honest, world-class boots, fit for every purpose—whether that's work, play, escape or adventure.

**Blundstone.**  
Everywhere life takes me.

# FOREVER SHAPED BY OUR ORIGINS



BLUNDSTONE PTY. LTD.

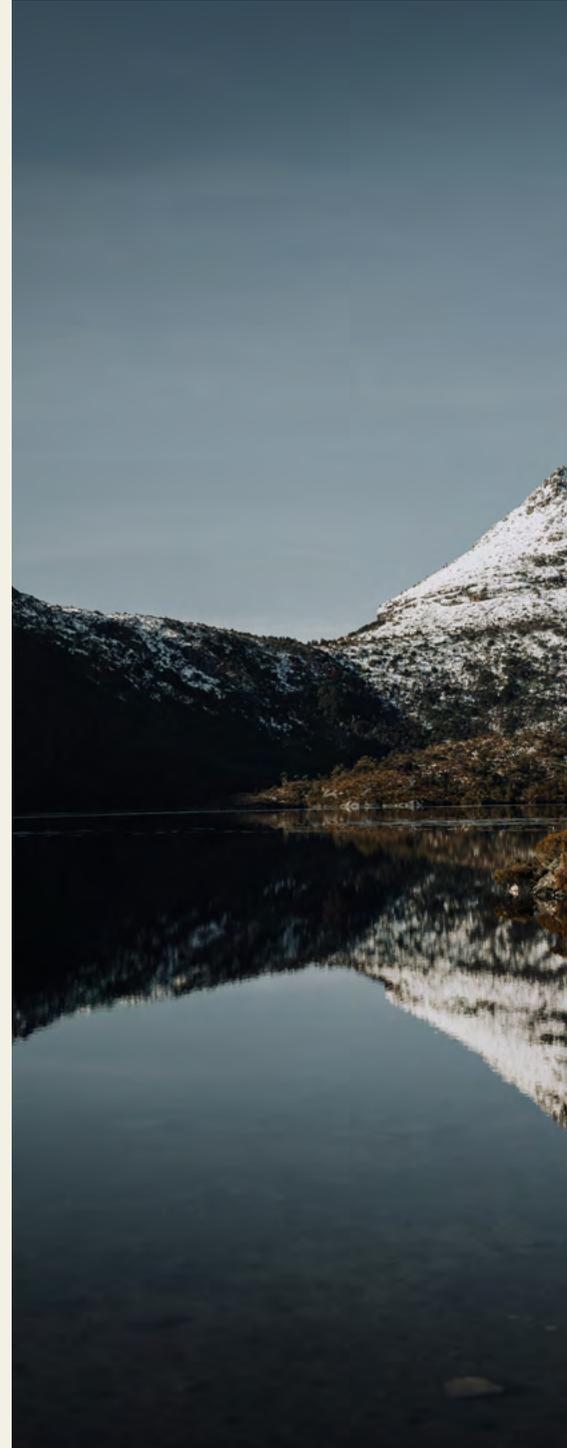
BOOT MANUFACTURERS

HOBART TECH



## Inspired by our home: Tasmania.

It's a place that's famous for its wilderness, its heritage, its creativity, its independence and its community—all things that run deep in Blundstone to this day.







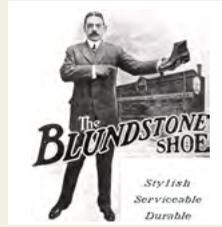




## A history of never standing still

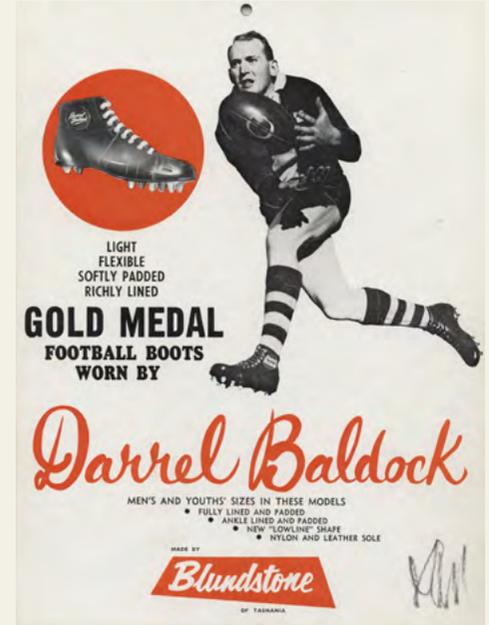
Our story began back in the 1850s when the Blundstones sailed from England to the colony of Hobart, Tasmania, and set about establishing a business to supply the young colony with fit for purpose footwear.

In 1870 the Blundstone business was founded and the first factory opened. Right from the start Blundstone boots were known as trustworthy products that could be relied upon no matter how hard you worked, no matter what life threw at you.



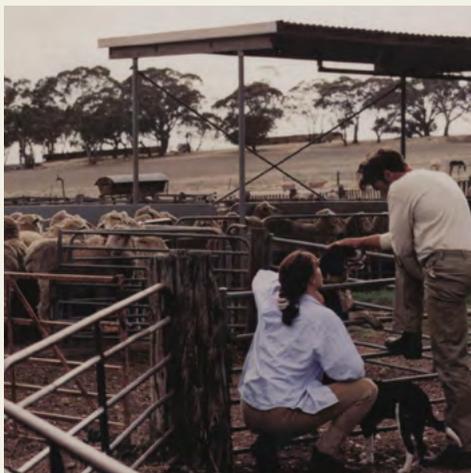
The first boots were hardy, hobnailed, lace up styles designed to stand up to the rigours of colonial life. They were put to the test by not only workers in the cobbled street city, but pioneering farmers and factory workers as well. Not content with just looking after workers' feet Blundstone also made baby slippers, children's school shoes and women's dress boots.

Testament to the strength and durability of our boots Blundstone was contracted to supply boots to the Australian Army in World War 2. Over 500,000 military-grade pairs were made for Australian troops, and we are told the American troops tried to swap them for their own.



After the war we set about designing new styles of boots, expanding our range to meet changing industries and lifestyles. We produced boots for smelter workers, boots for forestry workers and even the Australian Football League.

And to top it off our boots made it all the way to Mount Everest as the first Australian Everest expedition team chose Blundstones to help make their way through the Himalayas. After the expedition their Sherpas were so impressed by the resilience of the boots in such harsh conditions that they asked to keep them.



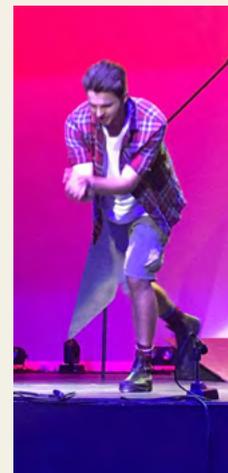
In the 1960s we began exporting into the Pacific and by the 1990s the world was knocking on our door so we opened up export to the northern hemisphere; Italy, Sweden, Canada and Israel being pioneering markets for our boots from down under. The whole world then got to see us on stage at the 2000 Sydney Olympic Games, when the world renowned Tap Dogs danced their socks off at the opening ceremony wearing customised Blundstones.

Driven by continued growth we have become a truly global brand, manufacturing in six sites around the world, one still being Hobart, and with our sales outside of Australia outstripping those at home.



It has been almost 150 years since a small shoe manufacturer set out to create the finest boots they could to serve the tiny remote colony of Tasmania. Today Blundstone remains a family owned business and the dedication and passion to keep making the best boots continues to drive us day in and day out. To never stand still.

Blundstone continues to stand for reliability, honesty and hard work, and it's why our boots are worn and loved all around the world.



## A living legacy

Having such a rich history and proud legacy doesn't mean we rest on our laurels—far from it.

If anything, we're inspired by our past to keep inventing, while staying true to who we are. Today our ever-expanding range of boots are designed for all sorts of purposes, lifestyles and environments and we will continue to build upon our legacy for the generations to come.









The independent, pioneering spirit  
that's persisted throughout our  
history is just as evident today.

## Designed to work

From the moment Blundstone began, our boots have been there for farmers who needed reliable partners while working on the land. To this day, you'd be hard pushed to find a farm in Australia that doesn't have a dusty pair of Blundstone's sitting on the back porch.

And our commitment is more than boots. We are also helping to invest in the next generation of agriculturalists through rural scholarships, community support and other programs.





Keeping feet safe is a big responsibility—one we've been entrusted with for a long time, and one we take very seriously. We've designed specific safety boots for loggers, miners, smelter floors, mountain climbers and soldiers. We're always up for a challenge, and we'll always do our bit to protect working feet.





## Collaboration is key

We've worked closely with those who sell, buy and wear our boots, to understand and design for shifting needs, challenges, environments and lifestyles.

We continue to push ourselves to innovate, and in 2015 we were recognised with a Good Design Award for our underground mining boot.

We're even part of a team working to change the management of diabetic conditions, through innovation in footwear technology. If boots can help, we want to make sure we're a part of it.



## Where comfort meets performance

Our boots aren't just safe, stylish and long-lasting—they're also incredibly comfortable.

We take great care in designing boots with comfort firmly in mind, and we're proud that so many people prefer to spend a day on their feet in a pair of Blundstones than anything else.



## Always moving with the times

As times keep changing, we keep evolving. And not just in terms of safety, comfort and style—we're also at the forefront of design.

We're continuing to improve our craftsmanship of making comfortable boots for all environments. In 2018 we released our lightest boots ever, with canvas material and durable soles.









Our range of boots is never fixed; we're constantly learning, being inspired, and designing new styles for increasingly diverse consumers. We reckon there's a perfect pair of Blundstones for everyone, everywhere life takes them.





**ADVENTURE STARTS  
WITH A SOLE**

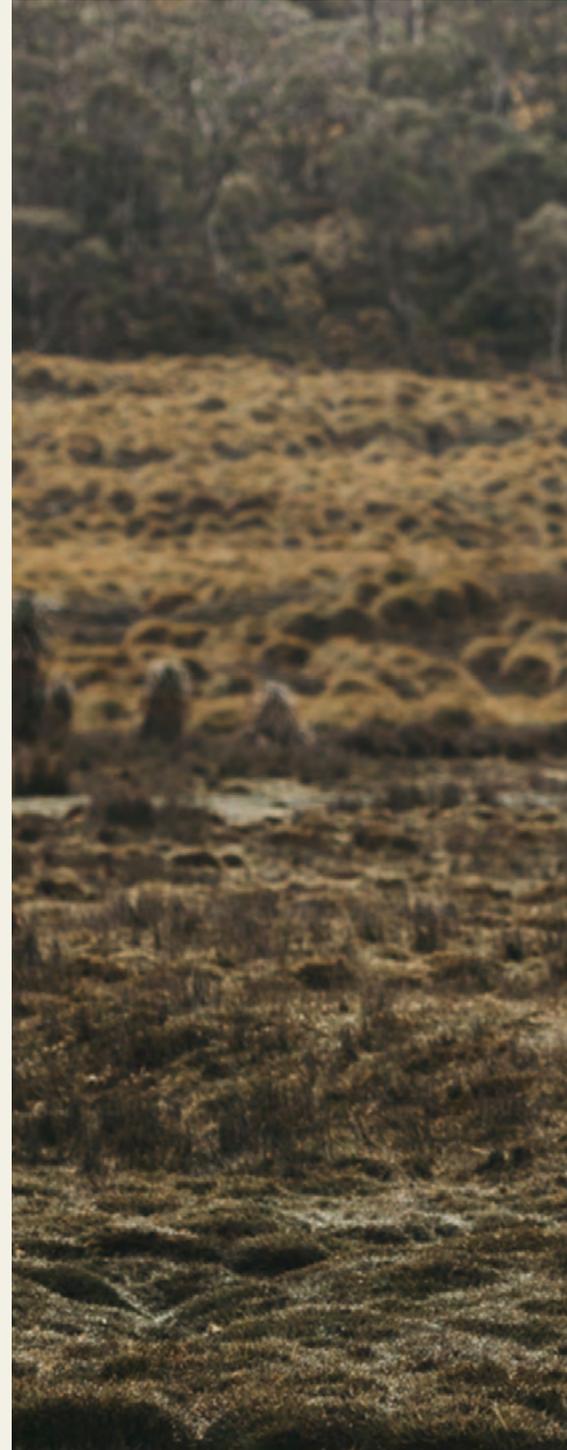


## Walking your own path

Freedom, confidence, independence and adventure: things that are important to our customers, and important to us here at Blundstone.

We've learned that people who wear Blundstones like to walk their own path. Whilst our boots won't change the world by themselves, the people who wear them just might.

And we couldn't be prouder to be helping them get on with it.





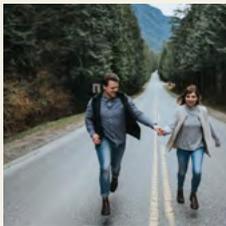


## Our community

We'd be nothing without our Blundstone community—a group that's grown from a steadfast local family to a global network.

It's constantly growing made up of all sorts of people, from all kinds of places, but they all have one thing in common: whatever they do and wherever they go, Blundstones are a part of their journey.







## Life your way

Owning a pair of Blundstones says a lot about a person: these confident, unassuming, timeless boots are designed to partner but never upstage. Their Blundstones are mates that will go with them, step by step, everywhere life takes them.



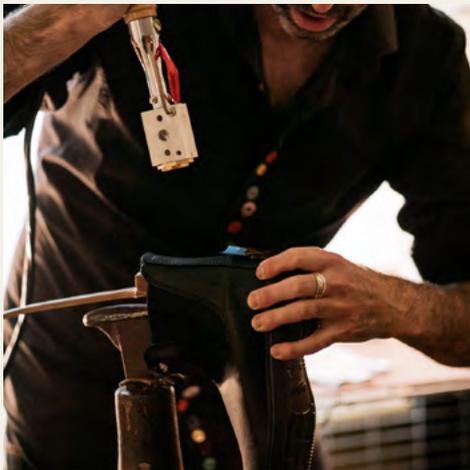


## A vibrant life

When we see someone else doing something that inspires us, excites us, or is just plain awesome, we like nothing more than helping them to keep on doing it.

Whether they're artists, builders, designers, musicians, athletes or even whole festivals, it makes us feel good to support people in doing what they love most.

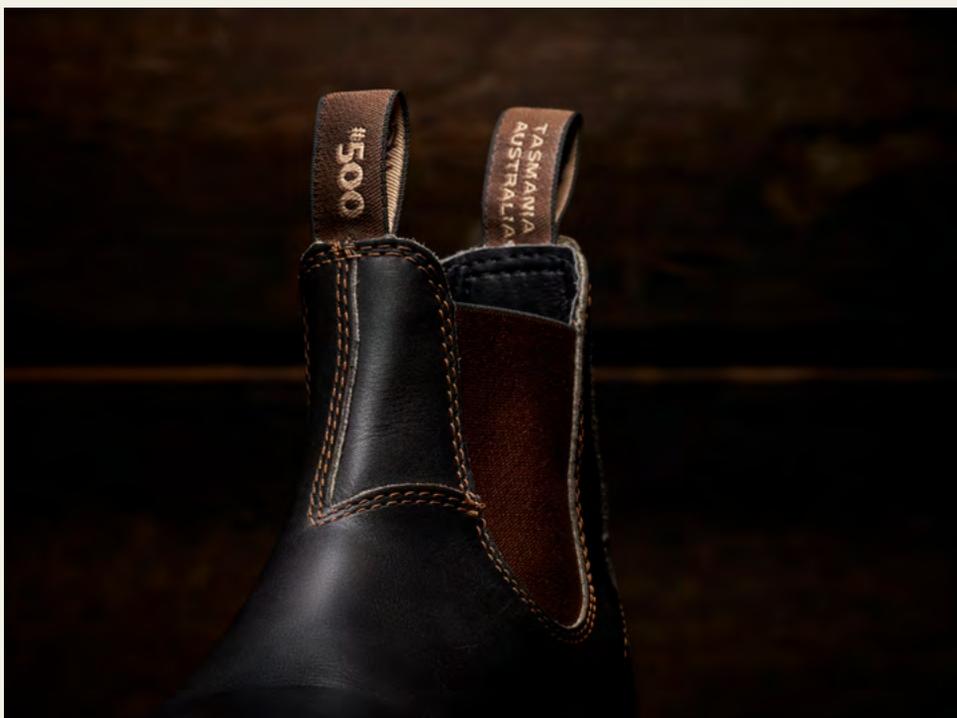




We stand proudly alongside other people and organisations that celebrate creativity, individuality and expression.







## A commitment to quality

For almost 150 years Blundstone has been making footwear, and our commitment to quality and improvement has never wavered.. In fact, it's been a central tenet through our growth from a small business to a global brand.

We've always sought to do the right thing: to behave ethically; to act with integrity; and to seek to minimise our impact on the environment.

### **We are committed to:**

- delivering value for our customers.
- producing and delivering quality products, services and experiences.
- being an exemplary employer, supplier and partner.
- ensuring organisational practices are of the highest standards.
- driving a value set that encapsulates legal, ethical and responsible outputs across all modes of operation.
- monitoring and documenting continual quality improvement across all the company's operations and employees.

These values are key to the way we, and our partners, do business and the responsibilities we acknowledge.

It's a journey we won't stray from.





**WHERE TO NEXT...**





The Blundstone story is a long, rich one, but we like to think that it's only just beginning.

Innovation continues to lie at the heart of our future, but so does remembering our origins: designing honest, trustworthy boots down here in Tasmania at the bottom of the world. With these things in mind we hope to see more Blundstones in more places, all around the world. After all, there are so many things to get done, and so many journeys to go on. We can't wait to see where our boots go next.

Blundstone.  
Everywhere life takes me.

**EVERYWHERE  
LIFE TAKES ME™**



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