

New Balance Industrial Canada Collection



Our Brand Story

All great brands have a story to tell.
New Balance's story started in 1906 and is still being crafted by each of us everyday.

Our Brand Strategy is a summary of our internal brand story elements. They are grounded in our authentic heritage but serve as a vision for our future. They are functional, emotional and aspirational. They serve to align and inspire us.

OUR BRAND STRATEGY INCLUDES THE FOLLOWING ELEMENTS:

WHY we exist in the world, including our Purpose and supporting Beliefs and Behaviors. This serves as our internal rallying cry.

WHAT we stand for as a brand. This includes our Positioning statement and our Foundational Building Blocks, the defining and differentiating aspects of our brand and products.

HOW we behave as a brand, including our Global Communication Platform, Personality, and Voice to the consumer.

Our Heritage

The backdrop of our brand story.

In 1906, an English inventor in Boston, Massachusetts, set out to improve footwear performance for those on their feet all day. William J. Riley was inspired by the perfect balance exhibited by chickens in his yard. His first product, a flexible arch support, was designed with three points of support in the shape of a triangle. By mimicking a chicken's clawed foot, these three points created greater balance and comfort. With this invention, a new company, New Balance Arch, was born.

Our inspiration has gone far beyond chickens' feet. New Balance designers and engineers take inspiration from almost everywhere - from nature, to elite athletes, to simple everyday objects and activities.

What hasn't changed is our focus on improving performance.

New Balance innovation continues to be about changing the footprint of running.



Elite Lite - Milky Blue / Orange

New Balance Industrial

New Balance Industrial has been established from over 100 years of focus developing footwear to improve performance.

With such strong heritage, understanding and experience it only makes sense to take all this knowledge into industrial footwear.

New Balance is not a boot brand doing athletic shoes; it is an athletic brand staying true to its DNA and incorporating data and learnings from running, training and field of play product, with the addition of safety features.

Heritage in width/fit is kept through the industrial line, with toe caps, toe plate and lasts all unique to varying fits to ensure ultimate comfort and performance.

New Balance Industrial's starting point is a functional, emotional and aspirational place and ends with an industrial shoe, aesthetically strong, providing COMFORT WHILE YOU WORK.



Speedware - Black/Black

New Balance Technologies

Midsole Tech

FRESH FOAM

- ⇒ Engineered for precision comfort, Fresh Foam provides an ultra-cushioned and lightweight ride.

ABZORB

- ⇒ ABZORB's rubber content increases cushioning and compression resistance properties and aids in absorbing forceful impacts.

ACTEVA

- ⇒ A highly versatile performance foam, Acteva is formulated to deliver support without compromising weight or flexibility.

Upper Tech

HYPOSKIN

- ⇒ Hyposkin is an upper technology that allows for more natural movement through a perforated skin, providing targeted flex and support.

Toe Protect

- ⇒ Reinforced toe tip designed to help protect the toes.

Debris Free CONSTRUCTION

- ⇒ Advanced upper construction designed to keep debris from entering the shoe.

NDURE

- ⇒ Ndure is an NB proprietary PU that gives added durability and endurance

H2O PROOF

- ⇒ For water proof construction shoes which pass NB water proof standards.

H2O RESIST

- ⇒ For shoes which use water repellent effect material and pass the NB water repellent standard test.

Outsole Tech

AT TREAD

- ⇒ A dual-use outsole tread combining both trail and running lug designs for on and off-road.

HEAT RESISTANCE

- ⇒ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).

Closure Tech

BOA

- ⇒ The BOA® Fit System delivers micro-adjustable precision fit, engineered to perform in the toughest conditions.

Protective
Collection

Fresh Foam Cremorne



New Balance Fresh Foam Cremorne



New Balance Fresh Foam Cremorne introduces Fresh Foam midsole technology into safety shoes, merging high end performance R&D into the industrial footwear space for the first time. Adding ESR protection, composite toe and slip and heat resistant outsole, ensures Fresh Foam Cremorne meets the comfort, fit and protection a long days work deserves. New Balance FRESH FOAM performance midsole technology ensures uncompromised support, cushioning and flexibility. Providing a modern and light go-to option for those wanting long-lasting durability in their work shoes, while not compromising on comfort and style. COMFORT WHILE YOU WORK.

Our unique anti-perforation is made from one of the three major high performance fibers in the world with strength ten times greater than that of high-quality steel and density lower than water. This anti-perforation delivers a soft, water resistant matter with excellent abrasion and flexing resistance.



Fresh Foam Cremorne ESR CT CP Alloy/Green - MCFCEHPAG



Fresh Foam Cremorne ESR CT CP Black/Grey - MCFCEHPBG



Fresh Foam Cremorne Womens ESR CT CP Aqua/Pumpkin WCFCEHPAP



Fresh Foam Cremorne Womens ESR CT CP Black/Grey - WCFCEHPBG

STANDARDS ASTM F2413-18 : I/C/EH/PR F3445 - 2I : SR

FEATURES

- slip resistant outsole
- composite toe
- heel and tongue pull tab
- heel counter support
- NB ETPU comfort insert
- anti-perforation
- mens size : 7-12, 13, 14, 15
- mens width: 2E
- womens size: 5-11,12
- womens width: D



⌚ With added electrical hazard protection, these non-conductive shoes have been designed with an additional form of protection from hazardous steps.

FRESH FOAM

⌚ Engineered for precision comfort, Fresh Foam provides an ultra-cushioned and lightweight ride.



⌚ Advanced upper construction designed to keep debris from entering the shoe.



⌚ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).



⌚ Reinforced toe tip designed to help protect the toes.



New Balance Fresh Foam Cremorne Mid ESR CT CP



New Balance Fresh Foam Cremorne MID introduces Fresh Foam midsole technology into safety shoes, merging high end performance R&D into the industrial footwear space for the first time. Adding ESR protection, composite toe and slip and heat resistant outsole, coupled with the MID cut padded collar for ankle support and protection. Fresh Foam Cremorne meets the comfort, fit and protection a long days work deserves. New Balance FRESH FOAM performance midsole technology ensures uncompromised support, cushioning and flexibility. Providing a modern and light go-to option for those wanting long-lasting durability in their work shoes, while not compromising on comfort and style. COMFORT WHILE YOU WORK.

Our unique anti-perforation is made from one of the three major high performance fibers in the world with strength ten times greater than that of high-quality steel and density lower than water. This anti-perforation delivers a soft, water resistant matter with excellent abrasion and flexing resistance.



Fresh Foam Cremorne MID ESR CT CP
Black Grey - MCFCMEHPBG

STANDARDS ASTM F2413-18 : I/C/EH/PR F3445 - 21 : SR



FEATURES

- slip resistant outsole
- composite toe
- heel and tongue pull tab
- heel counter support
- NB ETPU comfort insert
- anti-perforation
- mens size : 7-12, 13, 14, 15
- mens width: 2E



⌚ With added electrical hazard protection, these non-conductive shoes have been designed with an additional form of protection from hazardous steps.

FRESH FOAM

⌚ Engineered for precision comfort, Fresh Foam provides an ultra-cushioned and lightweight ride.



⌚ Advanced upper construction designed to keep debris from entering the shoe.



⌚ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).



⌚ Reinforced toe tip designed to help protect the toes.



Protective
Collection
Elite Lite





New Balance Elite Lite ESR CT CP

Elite Lite ESR offers the perfect blend of comfort and style. Designed for streetwear but engineered for safety, Elite Lite provides all-day protection thanks to its composite toe, debris free construction and ESR protection. The New Balance ACTEVA performance midsole technology also provides the ideal mix of support, cushioning and flexibility. With its modern and light, flexible silhouette, Elite Lite ESR can be worn in any environment from the construction site to the restaurant while not compromising on comfort or style.

Our unique anti-perforation is made from one of the three major high performance fibers in the world with strength ten times greater than that of high-quality steel and density lower than water. This anti-perforation delivers a soft, water resistant matter with excellent abrasion and flexing resistance.

FEATURES

- slip resistant outsole
- composite toe
- heel counter support
- airport friendly
- heel pull tab
- nb pu comfort insert
- size: 7-12, 13, 14, 15
- width: 2E (all)
- width: D (BG & GW only)

ACTEVA

⌚ A highly versatile performance foam, Acteva is formulated to deliver support without compromising weight or flexibility.

HEAT RESISTANCE

⌚ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).

Toe Protect

⌚ Reinforced toe tip designed to help protect the toes.

ELECTRICAL HAZARD (ESR)

⌚ With added electrical hazard protection, these non-conductive shoes have been designed with an additional form of protection from hazardous steps.

Debris Free CONSTRUCTION

⌚ Advanced upper construction designed to keep debris from entering the shoe.

STANDARDS ASTM F2413-18 I/C/EH/PR & ASTM F3445-21 SR



Elite Lite ESR CT CP
Blue/Coffee - MCELEHPBC



Elite Lite ESR CT CP
Black/Grey - MCELEHPBG



Elite Lite ESR CT CP
Grey/White - MCELEHPGW



New Balance Elite Lite Womens ESR CT CP

Elite Lite Womens ESR offers the perfect blend of comfort and style. Designed for streetwear but engineered for safety, Elite Lite Womens ESR provides all-day protection thanks to its composite toe, debris free construction and ESR protection. The New Balance ACTEVA performance midsole technology also provides the ideal mix of support, cushioning and flexibility. With its modern and light, flexible silhouette, Elite Lite Womens EH can be worn in any environment from the construction site to the restaurant while not compromising on comfort or style.

Our unique anti-perforation is made from one of the three major high performance fibers in the world with strength ten times greater than that of high-quality steel and density lower than water. This anti-perforation delivers a soft, water resistant matter with excellent abrasion and flexing resistance.

FEATURES

- slip resistant outsole
- composite toe
- designed for a womens foot
- heel counter support
- airport friendly
- heel pull tab
- nb pu comfort insert
- size: 5-11, 12
- width: B



ACTEVA

⌚ A highly versatile performance foam, Acteva is formulated to deliver support without compromising weight or flexibility.

Toe Protect

⌚ Reinforced toe tip designed to help protect the toes.

Debris Free CONSTRUCTION

⌚ Advanced upper construction designed to keep debris from entering the shoe.

HEAT RESISTANCE

⌚ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).

ELECTRICAL HAZARD (ESR)

⌚ With added electrical hazard protection, these non-conductive shoes have been designed with an additional form of protection from hazardous steps.

STANDARDS ASTM F2413-18 I/C/EH/PR & ASTM F3445-21 SR



Elite Lite Womens ESR CT CP Milky Blue/Orange - WCELEHPMO



Elite Lite Womens ESR CT CP Black/Rose - WCELEHPBZ



New Balance Elite Lite SD CT CP

Elite Lite SD offers the perfect blend of comfort and style. Designed for streetwear but engineered for safety, Elite Lite provides all-day protection thanks to its composite toe, debris free construction and SD protection. The New Balance ACTEVA performance midsole technology also provides the ideal mix of support, cushioning and flexibility. With its modern and light, flexible silhouette, Elite Lite SD can be worn in any environment from the construction site to the restaurant while not compromising on comfort or style.

Our unique anti-perforation is made from one of the three major high performance fibers in the world with strength ten times greater than that of high-quality steel and density lower than water. This anti-perforation delivers a soft, water resistant matter with excellent abrasion and flexing resistance.

FEATURES

- slip resistant outsole
- composite toe
- heel counter support
- airport friendly
- heel pull tab
- nb pu comfort insert
- anti-perforation
- size mens: 7-12, 13, 14, 15
- mens width: 2E
- womens size: 5-11,12
- womens width: B



ACTEVA

⌚ A highly versatile performance foam, Acteva is formulated to deliver support without compromising weight or flexibility.

Toe Protect

⌚ Reinforced toe tip designed to help protect the toes.

Debris Free CONSTRUCTION

⌚ Advanced upper construction designed to keep debris from entering the shoe.

HEAT RESISTANCE

⌚ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).

STANDARDS ASTM F2413-18 : I/C/SD10/PR F3445 - 21 : SR



Elite Lite SD CT CP
Black/Black - MCELSDPBB



Elite Lite SD CT CP
Black/Purple - WCELSDPBB

Protective
Collection
Speedware





New Balance Speedware ESR CT CP

Speedware provides the ultimate in light weight comfort safety footwear.

The New Balance ACTEVA performance midsole technology coupled with NB Comfort Insert creates the ideal mix of support, cushioning and flexibility.

Plus the AT TREAD pattern design outsole provides the highest level of slip resistance. Speedware has been designed for the active worker across an array of conditions both indoor and out. COMFORT WHILE YOU WORK.

Our unique anti-perforation is made from one of the three major high performance fibers in the world with strength ten times greater than that of high-quality steel and density lower than water. This anti-perforation delivers a soft, water resistant matter with excellent abrasion and flexing resistance.



FEATURES

- anti-perforation midsole
- slip resistant outsole
- composite toe
- heel counter support
- airport friendly
- heel pull tab
- nb pu comfort insert
- size mens: 7-12, 13, 14
- width mens: 2E
- size womens: 5.5-11,12
- width womens: D



→ A dual-use outsole tread combining both trail and running lug designs for on and off-road.



→ Reinforced toe tip designed to help protect the toes.



→ Advanced upper construction designed to keep debris from entering the shoe.



→ A highly versatile performance foam, Acteva is formulated to deliver support without compromising weight or flexibility.



→ The outsole is heat resistant to very high temperatures (up to at least 300°C for 60 seconds).



→ With added electrical hazard protection, these non-conductive shoes have been designed with an additional form of protection from hazardous steps.

STANDARDS ASTM F2413-18 I/C/EH/PR & ASTM F3445-21 SR



Speedware ESR CT CP
Black/Black - MCSPEHPBB



Speedware ESR CT CP
Grey/Orange - MCSPEHPGO



Speedware Womens ESR CT CP
Beige/Desert Flower - WCSPEHPBD

Size Chart

A SIZING & CONVERSION GUIDE

US Men	US Women	UK	EU	Length in cm
4	5.5	3.5	36	22
4.5	6	4	37	22.5
5	6.5	4.5	37.5	23
5.5	7	5	38	23.5
6	7.5	5.5	38.5	24
6.5	8	6	39.5	24.5
7	8.5	6.5	40	25
7.5	9	7	40.5	25.5
8	9.5	7.5	41.5	26
8.5	10	8	42	26.5
9	10.5	8.5	42.5	27
9.5	11	9	43	27.5
10	11.5	9.5	44	28
10.5	12	10	44.5	28.5
11	12.5	10.5	45	29
11.5	13	11	45.5	29.5
12	13.5	11.5	46.5	30
12.5	14	12	47	30.5
13	15	12.5	47.5	31
14	-	13.5	49	32
15	-	14.5	50	33
16	-	15.5	51	34
17	-	16.5	52	35
18	-	17.5	53	36
19	-	18.5	54	37
20	-	19.5	55	38

B WIDTH GUIDE

US Men's Standard Running Size	Narrow (B) in cm	Medium (D) in cm	Wide (2E) in cm	Extra Wide (4B) in cm
6	9.3	9.7	10.1	10.4
6.5	9.5	9.8	10.2	10.5
7	9.6	9.9	10.3	10.6
7.5	9.7	10.0	10.4	10.7
8	9.8	10.1	10.5	10.8
8.5	9.9	10.2	10.6	10.9
9	10.0	10.4	10.7	11.0
9.5	10.1	10.5	10.8	11.1
10	10.2	10.6	10.9	11.3
10.5	10.3	10.7	11.0	11.4
11	10.4	10.8	11.1	11.5
11.5	10.5	10.9	11.3	11.6
12	10.6	11.0	11.4	11.7
12.5	10.7	11.1	11.5	11.8
13	10.8	11.2	11.6	11.9
13.5	10.9	11.3	11.7	12.0
14	11.0	11.4	11.8	12.1
14.5	11.1	11.5	11.9	12.2
15	11.3	11.6	12.0	12.3
15.5	11.4	11.7	12.1	12.4
16	11.5	11.8	12.2	12.5

Outline Brands

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