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New Balance opens new 80,000 s/f manufacturing facility in Methuen

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Shown (from left) are: Representative Linda Dean Campbell; representative Frank Moran; senator Diana DiZoglio; Mike Kennealy, Mass. secretary of housing and economic development; Lt. governor Karyn Polito; Joe Preston, New Balance president and CEO; Anne Davis, New Balance vice chairman; Jim Davis, New Balance chairman; Dave Wheeler, New Balance COO; congresswoman Lori Trahan; governor Charlie Baker; and mayor Neil Perry.

Methuen, MA Boston-based global athletic leader New Balance has opened a new athletic footwear factory. The 80,000 s/f facility, which underwent a \$20 million renovation, began production in

January. The new factory signals New Balance's strong commitment to American manufacturing and showcases its long-standing pride in American craftsmanship. The new facility is a testament to the company's significant investments in innovation and machinery combined with the integration of lean manufacturing processes to enable a responsive MADE U.S. supply network.

"Manufacturing has always been an important part of our company culture," said Joe Preston, New Balance president & CEO. "Our associates have proven that high-quality athletic footwear can be produced in the U.S. Their skilled craftsmanship and dedication to continuous improvement will help us meet our significant U.S. and global consumer demand and drive our continued business growth."

The factory currently employs more than 90 associates producing the brand's popular MADE 990v5 running shoe, with plans to more than double the current workforce and production capabilities by the end of the year.

"We believe our commitment to domestic manufacturing drives innovation, capitalizes on consumer trends and provides new market opportunities," said Dave Wheeler, New Balance COO. "The opening of NB Methuen significantly expands our own manufacturing capacity and furthers our efforts to have a best-in-class value chain."

"The opening of New Balance's facility here in Methuen is a signal to folks across the Merrimack Valley that good-paying domestic manufacturing jobs aren't just a thing of the past. Rather, as we emerge from the pandemic, this new factory is a sign that right here in the birthplace of America's Industrial Revolution, these family-sustaining jobs are here to stay," said congresswoman Lori Trahan. "I'm proud to help welcome New Balance to Methuen where the company will continue its long history of producing products that are made in America and help spur economic growth across our entire region."

"By expanding its footprint in the Merrimack Valley, New Balance is affirming its status as a cornerstone Massachusetts-based company, building on its strong history of producing products and creating jobs here in the Commonwealth," said governor Charlie Baker. "Our administration has been proud to partner with New Balance to promote economic growth and create more manufacturing employment opportunities in the region."

"We are pleased to congratulate New Balance on its newest facility here in Methuen, and appreciate the company's commitment to growing in Massachusetts," said lieutenant governor Karyn Polito.

"The manufacturing jobs at the Methuen facility demonstrate that manufacturing production is a strong part of the Commonwealth's economy, and we look forward to New Balance's continued commitment to the region."

Including NB Methuen, New Balance owns five manufacturing facilities in Maine and Massachusetts where 1,000 U.S. workers prepare, cut, and mold athletic shoe materials and components and then sew, press, and assemble them into the final product.

“The City of Methuen has worked side by side with New Balance to see this opportunity come to fruition and we will continue our partnership efforts to make this relationship viable for both the City and New Balance as we move forward,” said Methuen Mayor Neil Perry. “We are excited to welcome New Balance to Methuen!”

New Balance is proactively working to innovate and expand its domestic supplier network for its MADE U.S. footwear as well as drive new automation and robotics opportunities to enhance associate safety and ergonomics and increase productivity.

New Balance Foundation also announced a \$100,000 gift to the Methuen Branch YMCA to fund the renovation of the facility’s outdoor playground and basketball court for youth in the community.

“New Balance Foundation is strongly committed to the local communities where New Balance Athletics, Inc.’s associates live and work,” said Molly Santry, Director, Global Philanthropy for New Balance Foundation. “New Balance Foundation is also a proud supporter of the Merrimack Valley YMCA program so we’re thrilled to be able to support the Methuen Branch YMCA and their youth recreation program through this gift.”

New Balance MADE footwear that is produced in the U.S. contains a domestic value of 70% or more and makes up a limited portion of New Balance’s U.S. sales. New Balance is the only major athletic shoe manufacturer that has maintained factories in the United States.

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