



EVOTIX

Case Study

With Assure, Health and Safety Became Everyone's Job at New Balance

Industry

Retail

Employees

8,000

Customer since

2017

About New Balance

New Balance is an American multinational corporation and one of the world's largest producers of athletic footwear. The company manufactures athletic shoes, apparel and accessories for men, women and children.

New Balance employs 8,000 staff worldwide. It has manufacturing sites in the US and UK, as well as an extensive retail network spanning 120 countries and a growing online sales presence.



Health and safety is a high business priority at New Balance. Evotix has helped to underpin a strong, proactive safety culture across all employees, contractors & third parties

Environment, safety & health manager EMEA, new balance

Commitment to Health and Safety, from the Ground Up

At New Balance, each member of staff has health and safety responsibilities written into their job description. The topic is first on the agenda at daily meetings, health and safety indicators are displayed on team boards and action plans are regularly put in place.

Weekly management meetings review performance and there is a health and safety newsletter published every quarter.



The Mission for New Balance

New Balance wanted to establish a standardized technology platform for their global operations that would:

- 01 Encourage reporting of incidents
- 02 Remove historic administrative and resource barriers
- 03 Improve visibility of health and safety performance
- 04 Reduce the administrative burden and subsequent duplication of effort

Evotix implements Assure, a health and safety software solution, to support New Balance's culture

The US division used a software system to manage health and safety, but the EMEA operations relied on an Excel database-driven system. This led to a considerable administrative burden, including significant time spent on duplicating information and compiling reports manually.

Why Evotix Was Selected

Easily accessible software, with one consistent central place to approach, access, monitor and report on health and safety performance.

Why Evotix?

New Balance appreciated that Evotix personnel could confidently speak their language and really understand their pain points and needs, both on a practical and technical level.



The New Balance health and safety department felt that Evotix provided the perfect fit and really valued the fact that the Evotix team was neboosh/iosh qualified.

Health and Safety at New Balance Now

Assure supports New Balance's culture

01 Drive to shift 'traditional' views

The aim now is to make health and safety everyone's responsibility. It should be regarded as an integral part of their job.

02 Accessibility due to mobile technology

All employees can easily report near misses, incidents and complete safety information while on the go.

03 Proactive approach

Management and team leaders are more motivated towards health and safety, taking responsibility for reporting and recommending improvements.

04 Greater visibility

With operations spanning EMEA and North America, New Balance has much greater visibility and transparency into their health and safety performance across all sites.

05 Changed perceptions

When something needs to be done, or a hazard is spotted, it is no longer viewed as only the health and safety management team's responsibility.

Since Assure, there has been a significant increase in the number of individuals proactively reporting health and safety information regardless of their roles.

06 Excellent employee feedback

Employee adoption of Assure has been positive, from both long-term members and new joiners.

07 Preventative measures are in place

Through Assure's Business Intelligence tool, management can examine data behind events and find out why they are happening, identify trends and put preventative measures in place.



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Let's chat

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Our Evotix team is passionate about applying market leading technology to create safer, smarter workplaces, partnering with organisations that value people's safety, communities and the planet.

As safety professionals and long-term leaders in the Verdantix EHS Green Quadrant, our deep and practical insight addresses your evolving needs, helping you achieve your health, safety and sustainability goals.

Evotix: your all-around partner for the journey.

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