

THE LEGEND OF NEXT GENERATION

Once upon a time there lived a humble young shoemaker's apprentice in Sääksmäki, Finland. This boy, Emil, grew to become the founder of shoemaking industry in Finland.

Years later as a technical director at the Aaltonen shoe factory and as right-hand of Emil Aaltonen worked the son of the Partola estate, Pentti Palmroth. This young challenger founded his own factory in the Partola region. The second Finnish shoe-legend was born.

Next Generation descends straight from both of these legendary figures. Next Generation rely on long-standing tradition, but it is at the same time dynamic and modern shoe and boot collection, which brings new innovations and modern design in to the markets.



TIMELINE 1928 - 2019



Young Pentti Palmroth and his sister Kirsti (later Karhumäki) at Partola Shoefactory office 1933.

1928 Pentti Palmroth establishes Partola Shoefactory.

1951 Pentti's sons Pertti and Juhani join the business. Pertti specializes in the design and marketing and Juhani in plant and economics. Brands *Viva* ja *Fiore*. Export business start in the late '50s.

1953 Pertti and Leena Palmroth have a son. He is named Tero Pentti Palmroth.

1963 Brand name *Design Palmroth*. is introduced. The company grows and prospers under Pentti Palmroth's management.



Leena Palmroth and Viva-shoes 1963.

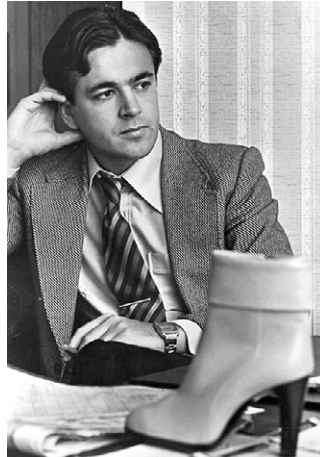
1965 Pentti Palmroth receives the "*Coup d'Or du Bon Gout Francais*"-trophy in Paris 1965.

1968 Pentti Palmroth dies at the age of 67.

Pertti and Juhani do not reach an agreement on how to continue and factories are divided in two, Häme Shoefactory and Partola Shoefactory.

1972 Tero designs his first shoes.

1974 Pertti's Häme Shoefactory starts using *Palmroth Original* brand name and Juhani's Partola Shoefactory *Original Palmroth* name.



Tero Palmroth at the beginning of his designer career in 1975.

1976 Pertti's Häme Shoefactory starts using *Pertti Palmroth* name as brand name and Juhani's Partola Shoefactory *Juhani Palmroth* name.

1977 Partola Shoefactory/ Juhani Palmroth entrepreneur of the year -award.

1978 Tero Palmroth designs his first own collection *Woman/Man 2000*. Juhani Palmroth dies at the age of 49.

1980 Häme Shoefactory / Leena and Pertti Palmroth Export Business-award from the President.

1985 Tero goes after his childhood dream and becomes a professional race car driver in the USA.



President Urho Kekkonen visiting Tero's Woman/Man 2000 collection in 1978.

1986 Partola Shoefactory activity ceases and Juhani Palmroth brand along with it.

1988 Tero becomes the first scandinavian driver in a Indy 500 start up.



Tero Palmroth was the first Scandinavian ever to compete in Indianapolis 500 in 1988.

1997 Tero quits his career as a race car driver.

2000 Mikko, Tero's half brother from Netherlands, joins the Häme Shoefactory (Hamken LLC).

2004 Tero designs *Next Generation* -shoeline, is produced on a small scale in Tuscany, Italy.

2007 Häme Shoefactory (Hamken LLC) tries to stop Tero from using his own name with his collection and sues him to court. All court instances verdicts are in Tero's favour and he can officially use his own name.

2011 Häme Shoefactory (Hamken LCC) goes bankrupt. Tero is extending his collection with *All Weather* -products.

2012 Pertti Palmroth LLC goes bankrupt.

2014 10th Anniversary of Next Generation Collection.

2017 Tero's Next Generation All Weather Shoes are available at more than 100 retailers in Scandinavia.



1978 - 2018
40th Anniversary of
Tero Palmroth Design



2018 40th Anniversary of Genuine - Original Tero Palmroth Company

2018 Brothers Tero and Mikko reached an agreement on how to continue - both with own companies and trademarks. Mikko's Palmroth International LLC will use trademarks "PALMROTH ORIGINAL" and "PERTTI PALMROTH" and Tero's company Focusmer LLC will use trademarks "TERO" and "NEXTGENERATIONSHOES design Tero Palmroth".

2019 Nextgeneration Shoe Family will carry on the values of Pentti Palmroth and Partola Shoefactory for the generations to come.