

SHINOLA
DETROIT

FACT SHEET



WHO WE ARE

Shinola is founded in the belief that products should be well-made and built to last. Across a growing number of categories, Shinola stands for skill at scale, the preservation of craft and the beauty of industry. Of all the things we make, the return of manufacturing jobs might just be the thing we're most proud of.

THE FACTS

Since our inception in 2011, we've hired hundreds of people in Detroit and across the country. We've built factories and supplied the capital and connections for key suppliers to expand their existing operations. Sometimes in order to achieve our core goals of American job creation and the rejuvenation of American manufacturing, we have to source components from outside the United States.

EMPLOYEES

Today, Shinola employs over 600 people worldwide, with over 350 working in Detroit. There are between 200 and 250 employees in manufacturing at any given time, depending on the production needs at that time.

COMMITMENT TO QUALITY

We believe our products should be built to last. We use handmade production processes for our watches, bicycles,

leather goods, jewelry and audio because these methods yield an unmatched level of quality and unsurpassed quality control. We globally source the best possible components for all our products and work with a community of independent American manufacturers who share our commitment to using materials of an enduring nature. We individually number each watch we make because each is special, and all are held to the same high standard. This is the expectation we have set for ourselves. Every Shinola watch is guaranteed for life under the Shinola Guarantee, a limited lifetime warranty.

We are committed to making Shinola goods with the absolute highest quality standards possible. With everything we make, we strive to increase the level of American-made components.

ORIGIN OF COMPONENTS

Certain parts and components are no longer made in America at the quality and scale that we require. We are always looking for opportunities to source more of our components in the U.S., while remaining at a price point that is accessible, which allows us to scale and ultimately create more meaningful jobs.

Please refer to <http://www.shinola.com/customer-service/general-resources/faqs> to review each individual product's country of origin.

DISTRIBUTION TIMELINE

In March 2013, we launched Shinola.com and took out advertisements introducing our first watch, The Runwell. The Runwell was produced in a quantity of 2,500 and available in two sizes: 47 mm and 40 mm. We sold out in eight days, and the watches were delivered in June 2013.

Our first retail store, The Shinola Detroit Flagship, opened in June 2013, followed by our Tribeca (New York) Flagship in July 2013. We have since opened 20 retail stores nationwide, with Flagship stores in Chicago, Washington, D.C., San Francisco and Los Angeles. We have two international stores in London and Toronto.

In addition to our own retail stores, Shinola is distributed in approximately 350 points of sale in the U.S., including major luxury department stores, specialty stores and watch/jewelry stores. Internationally, Shinola retails at Liberty (United Kingdom), Colette (France), Robinsons (Singapore), Palacio de Hierro (Mexico City), Holt Renfrew (Canada) and Isetan Shinjuku (Japan).

THE FACTS BY CATEGORY:**WATCHES:**

- In 2012, we transformed 30,000 square feet of raw space into a state-of-the-art watch factory in Detroit.
- Every Shinola watch movement is built in Detroit with Swiss and imported parts.
- Our production combines meticulous hand assembly with the most advanced technology available to ensure our watches are both beautiful and built to last.
- Our watch teams underwent extensive training through Ronda AG, our Swiss partner. We continue to train local members of our team on the fine craft of movement and watch assembly.
- Our factory assembles an average of 700 watches per day.
- Thirty-four different people participate in the assembly of one Runwell watch.

BICYCLES:

- All our bicycles are hand assembled in our Detroit Flagship store by expert bike builders with years of experience in their craft.
- All our bike frames are Made in the USA from U.S. and imported parts.
- There can be as many as 30 steel parts that go into a frame and fork, which are TIG-welded or brazed together. Certain frame and fork parts, in addition to the components, are simply not available in the U.S.
- The tubes are all cut, mitered, welded and brazed then painted by our partners at Waterford Precision Cycles, who are the best in the industry.

LEATHER:

- In May 2014, Shinola announced the opening of our in-house leather factory.
- The 12,000-square-foot Shinola Leather Factory produces small leather goods and the majority of our watch straps using traditional labor-intensive methods as well as modern hi-tech custom-made Italian machinery.
- Located next door to the Shinola Leather Factory is our Leather Studio where our bags and small leather goods are crafted from sketch to sample by our designers. In the future, many of these designs will be built in Detroit, but in order to meet current demand for our leather goods, we've partnered with a hand-selected group of American manufacturers across the country to achieve our full production at scale.
- All our leather products are designed, cut and sewn in the U.S. from leather tanned in some of America's oldest and finest tanneries. The hardware and other components are sourced both in the U.S. and overseas because certain hardware components are simply not available in the U.S.

LEATHER WATCH STRAPS:

- We currently produce over 70 percent of our watch straps in Detroit, and the balance are made in Key Largo, Fla. with a partner factory. All our straps are made with American Leather.
- There are 25 independent steps required to make one of our straps on average, and they contain up to 12 layers of materials.
- It takes approximately 40 minutes to manufacture each strap on average.
- Our factory cuts and sews an average of 350 leather watch straps per day.

JOURNALS:

- Our journals are Made in the USA and produced using paper sourced from sustainably managed American forests.

AUDIO:

- In November 2016, Shinola launched our first audio product: The Runwell Turntable.
- Every component and element of the Shinola Runwell Turntable is carefully sourced from manufacturers across the globe then built at our newly installed 5,100-square-foot Shinola Audio factory within our Detroit Headquarters.
- We built our R&D lab in Los Angeles from the ground up where we do a majority of electrical and acoustic engineering.

We are working with decades-old leaders who share the same values for quality and integrity, and who strive to have products built by American workers such as VPI Industries and MDI (NJ), American Board (CA) and MISCO (MI).



SUPPLY:

- Our supply team curates a select group of handcrafted items — ranging from gift items, games and sporting equipment — showcasing the beauty of American craftsmanship.
- We work hard to find American manufacturers whose final manufacturing process occurs in the U.S., and we communicate to them how important U.S. sourcing is. Like us, even if they cannot achieve 100 percent American Made, they are working toward it.
- We identify such manufacturers who are the best at their craft in the U.S. (whether it be leather footballs, pocket knives, bocce balls, dominoes, etc.) and design to their abilities and talents.
- We aim to keep their skill sets alive in the U.S. and also promote their business through marketing.
- There are approximately 100 different manufacturers and craftsmen from all around the U.S. that we have worked with.

JEWELRY:

- Our Fine Jewelry collection is designed with Pamela Love and Made in the USA of imported materials.
- Pamela Love was chosen as a partner due to her manufacturing resources and her NY studio where we are able to see prototypes immediately.
- We are working with manufacturers in Los Angeles and New York; each piece of jewelry is molded using the lost wax process, cast and then hand polished, assembled and finished by hand by industry artisans.

PRICING

The majority of our watches retail between \$475 and \$2,000. Leather products range from \$45 to \$395 for small goods and \$395 to \$1,295 for bags. Journals are priced between \$8.75 and \$28. Bicycles are \$1,000, \$1,950 and \$2,950. The majority of jewelry pieces are priced between \$120 and \$1,500. Audio items range from \$1,500 for bookshelf speakers to \$2,500 for the signature Runwell Turntable. Supply items, including apparel, accessories, tools, and home and office items range from \$15 to \$395.

OWNERSHIP

Shinola is owned by Bedrock Manufacturing Company, LLC.

PARTNERSHIP WITH THE COLLEGE FOR CREATIVE STUDIES (CCS)

Our headquarters is housed in The College for Creative Studies, within the historic Argonaut Building. Our partnership with the college is a meaningful collaboration that involves facilitating and leading immersive design courses. CCS is a leading nonprofit private college of art and design and offers a Bachelor of Fine Arts (BFA) degree program in Fashion Accessories Design in collaboration with Shinola.