**Marketing 3.0**

**The Distributor: the case of Timberland**

Unlike Wal-Mart, Timberland is one of most respected companies for all stakeholders. The world leader in design, engineering and marketing of footwear, clothes and accessories of high quality for consumers who evaluate life style in nature ensures in ‘’do well’’, by ‘’doing well’’. It’s not only dealt with environment, but also has handled conscience on environment in countries around the world.

It’s known for its consistency in practicing activities destined to environment even in its circle of business.

In production and promotion of footwear, Timberland follows a business model strictly ecological. It uses recycled materials and without chemicals in construction that excels in efficiency of energy. Inspired by information on nutrition in food labels, by launching a ‘’nutritional label’’ in each pair of shoes. The label provides consumers details ‘’on products they buy, how and when it was fabricated, and their effects on environment.