



Ringtons and New Balance team up with End for a quintessentially British launch party



Ringtons tea at the End launch party

Contemporary men's fashion store End held an exclusive preview event at its Newcastle store in association with British sneaker manufacturer New Balance and famous tea merchant Ringtons to celebrate the launch of its latest limited edition Tea Pack sneaker selection.

New Balance's latest range celebrates the British love of tea which is deciphered in three new sneakers which make up the Tea Pack collection. Sold in partnership with renowned North East tea specialists Ringtons, all Tea Pack sneakers sold on the evening from End come with a limited edition Ringtons tea fuser and speciality blended loose tea.

The Tea Pack comprises of three designs based on the most popular tea varieties enjoyed by employees at the New Balance factory in Flimby, Cumbria: English Breakfast, Earl Grey and Peppermint.

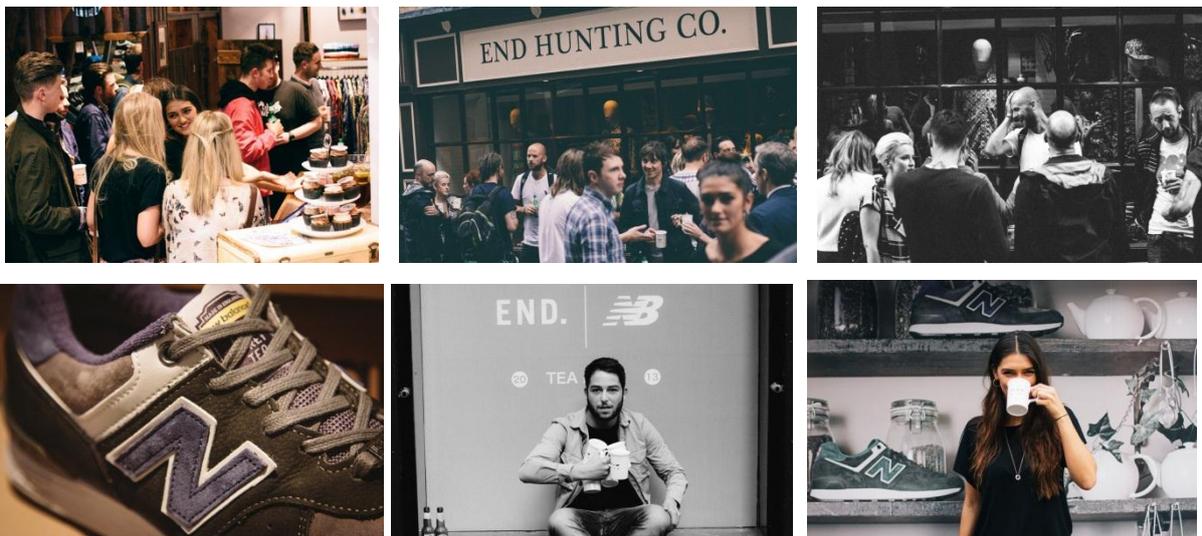
Speaking about the partnership **Sarah Holmes, Communications Manager from Ringtons** said: "As one of country's oldest tea merchant there's a natural association with fellow British companies like

End and New Balance, so when End approached us about partnering with them to launch the Tea Pack range we instantly loved the concept and the sneaker designs so were keen to be involved. In our 106 year history we have learnt a thing or two about tea and love to see others celebrating the nation's favourite drink in unique and contemporary ways, as shown in the Tea Pack collection."

Limited edition New Balance, 'Made in the UK' shoe collections are released every year, each with a typically British theme which emphasises the brand's passion for UK manufacturing. Handmade by the talented craftsmen in the Flimby factory in Cumbria, each shoe is made from high-end materials.

Simon Lister, Marketing Manager from End said: "Whether it's in the office, at home or sat outside a tent in the middle of nowhere, it's safe to say we are a nation of tea drinkers. As a British company we love to support others with the same ethos which is why we asked Ringtons – who blend and pack all of its products in the UK – to get involved in this partnership to offer our customers a fantastic tea fuser and matching loose tea with their sneaker choice. The Tea Pack range by New Balance is unique and will appeal to our customer base so we are delighted to be able to offer North East customers this limited range."

Strictly limited edition, the shoes and Ringtons tea fuser and specially blended loose tea will be available to purchase at End. www.endclothing.co.uk



A selection of images from the night.

-ENDS-

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About Ringtons

Established in 1907, Ringtons is a family business that started life when Samuel Smith began selling tea from a horse and carriage to the households of Newcastle upon Tyne. Today 106 years after Sam Smith began his business, Ringtons continues to deliver door-to-door to over 260,000 customers throughout the UK, and many more worldwide via the online store.

About End

Established in 2005, End started life as part of a vision to provide the men of Newcastle upon Tyne with globally sourced high quality menswear, in a relaxed no fuss store with a friendly shopping atmosphere, no attitude, no stress. Split over two floors, End stocks the best in streetwear, high-end sportswear, casual and outdoor wear and a little bit of fashion. The concept store 'End Hunting Co.' opened its doors late in 2009 showcasing the best in contemporary menswear. Reflective of its unique environment the product contained within End Hunting Co. demonstrates a level of quality and craftsmanship rarely seen in the UK. www.endclothing.co.uk

About New Balance

New Balance, headquartered in Boston, MA, has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance is currently the only athletic shoe company that manufactures footwear in the U.S. with 25% of our U.S. footwear shipments produced at five New England facilities. The company also operates a manufacturing facility in Flimby, U.K. New Balance employs more than 4000 associates around the globe, and in 2011 reported worldwide sales of \$2.04 billion. To learn more about how New Balance Makes Excellent Happen. <http://www.newbalance.com>.