

About Us

The Manufacturing division, River Road Footwear, is located in Masterton in the Wairarapa. The company currently produces up to 200 pairs per week depending on the season. The personnel making the products have been involved in the global footwear industry since 1973. River Road Footwear is one of the few remaining footwear producers in New Zealand. Recognizing the effects that the deregulation of the 90's was having on the industry the company decided to focus on the marketing of products designed for specific customer groups. We thus became more selective with whom we wished to supply and work with rather than developing a product and trying to market and sell to everyone. A factory outlet shop is available for the general public and a mail order service is also available. This marketing approach led us into producing more light industrial styles of footwear and working more with the customer market. This has proven to have been a successful formula for us in terms of consistency of product quality, customer service, reliability of supply and business stability. Through building these types of customer relationships we have developed an understanding of their needs and have thus been able to develop a service that is flexible in response to changes of product, customer requirements and size of production runs. We have no minimum order requirements. We have the ability to manufacture many styles of product but over the last 10 years have built our business around the light industrial, school and uniform style of footwear. This also has included sandals which are used for school and uniform products. Because we have a small team our quality control is monitored by staff 100% of the time. Everything is being assessed at each stage of its manufacture by the staff themselves. Any defect is recorded and immediately rejected and replaced. We stand by our products for performance and workmanship. If your product does not meet your expectations or the product is not quite fitting right when you receive them then we have a "return for replacement or refund" policy that enables you to return the products to us. We hope you enjoy our web site. Thanks The team at River Road.