



Justin Brands Inc.

Company CEO and Chairman Randy Watson doesn't just sell boots. He sells memories. It is this kind of attitude and culture that the Justin family had in mind when establishing the company 132 years ago. These philanthropic values and the desire to create a quality product continue to define the company today. Watson remains loyal to the belief that taking care of the employees, the shareholders, the customers and everyone involved is what creates a healthy work environment. This is evident in the company's team-building activities, summer ice cream socials, factory appreciation days, picnics, potluck lunches and customer service appreciation days, all of which serve to build morale and, ultimately, serve those who have helped the company set the industry standard in Western wear.

"These brands become almost like our children," Watson said. "We get passionate and protective, and with a culture like that, you have a big impact and responsibility to do what's right."



Justin Brands Inc. has been around for 132 years, and a company develops a lot of rich corporate culture over that span. College logo boots are a popular part of that tradition now.