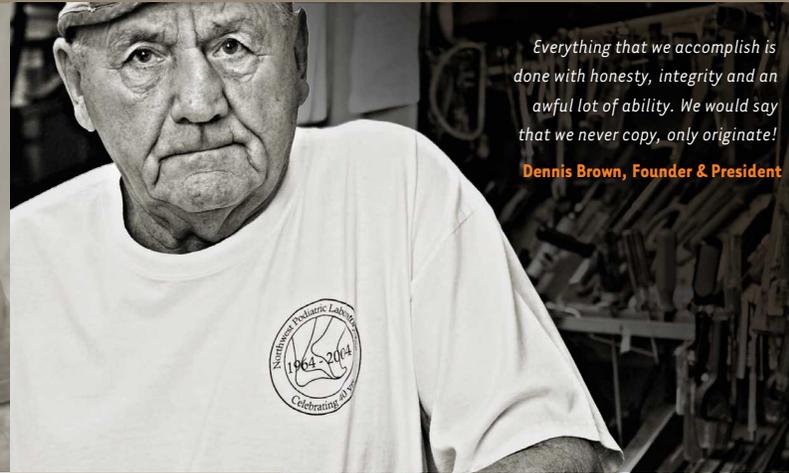




Our Story

You always have to be looking for new ideas and innovations and you have to do it right, don't cut corners. That's what we've been doing for all these years, and that's what made us successful.

– **Chris Smith, DPM, Vice President**



Everything that we accomplish is done with honesty, integrity and an awful lot of ability. We would say that we never copy, only originate!

Dennis Brown, Founder & President

From Humble Beginnings

In 1964 when Dennis Brown – retired British soldier, elite athlete and natural-born inventor – bought a fledgling custom orthotics lab, he could not have imagined the impact he would make on millions of people around the world.

He set out on a quest to reinvent how orthotics were made, and hand-crafted solutions for amputee war vets, invented a revolutionary casting method and pioneered a process to make orthotics out of aerospace materials...things no one else thought to do or didn't believe could be done.

In 1974, inspired to push the boundaries further, Dennis invited Dr. Chris Smith, a professor at the California College of Podiatric Medicine, to be his partner. One of an elite group of pioneers in the emerging field of foot biomechanics, Chris brought instant credibility and invaluable knowledge to the development of products and customer care.

Their Mission

The partners shared a passion to eliminate foot pain for as many people as possible, and with their exclusive blend of science, craftsmanship and innovation, set out to perfect Northwest's custom products. Using carbon fiber and proprietary production techniques that took years to perfect, they produced orthotics with a unique shape and unparalleled performance.

Northwest Today

Northwest is now synonymous with out-of-the-box thinking, the relentless pursuit of revolutionary ideas, materials and technology, and exceptional customer care. This innovative spirit demands constant improvement of a dedicated team who, through the years of specialized training, know orthotics like nobody else. Northwest craftsmen shape every plane and contour for a perfect, tailored fit, every time. They are, quite simply, the best in the business.

It's been over 50 years since Dennis purchased Northwest, and he and Chris estimate they have worked on over a million feet and created more than 40 international patents related to orthotic devices and processes. Today, imbued by Dennis' and Chris' belief in biomechanics, original ideas, artisanship and hard work, Northwest employees carry a deep sense of pride in their origins, their craft and their ability to help people today and for generations to come.

Seinfeld

While Dennis and Chris helped countless celebrities over the years, most notable was Jerry Seinfeld. At the peak of his hit television show in the mid-90's Seinfeld called the Lab looking for help. So impressed after traveling to Blaine, WA to have his orthotics made, he encouraged them to use his story to promote Northwest. An ensuing friendship landed Dennis, Chris and their wives with invitations to a number of Seinfeld shows, including an appearance in the final episode, which was exclusively for family and close friends.



To learn more about the Northwest story,
 please visit nwpodiatric.com/story