



How New Balance Uses AI to Measure and Reduce Repetitive Injury Risk



Executive Summary

New Balance adopted TuMeke to remove subjectivity from ergonomic assessments and better quantify repetitive injury risk across U.S. manufacturing, distribution, office, and remote work environments. In the first six months, TuMeke has become a standardized teaching and engagement tool, helping teams deliver consistent feedback, accelerate adoption, and establish a data-driven foundation for job rotation and workstation design. With job rotation as a top priority, New Balance is building its baseline in year one to deliver measurable improvements in year two.

The Challenge

Repetitive and musculoskeletal injuries represent the majority of safety risk at New Balance, accounting for an estimated **85% of OSHA recordables**. While the EHS team had strong ergonomics expertise, they faced ongoing challenges:

- 1 Subjective, manual ergonomic assessments
- 2 Inconsistent feedback across sites and assessors
- 3 Limited ability to quantify improvement for leadership

Traditional methods required repeated video review, manual repetition counting, and varied documentation formats, making it difficult to scale consistency or demonstrate progress.

Why TuMeke

New Balance selected TuMeke to bring speed, objectivity, and clarity to ergonomics. After completing internal AI governance approvals, the team chose TuMeke for its ability to:



Quantify posture and repetitive motion risk



Standardize assessments across users and locations



Deliver fast, visual feedback that engages associates



Scale without specialized training or wearables

How TuMeke Is Used

Within six months, TuMeke has been deployed across manufacturing, distribution centers, offices, and home-based workers.



Standardized Assessments

TuMeke enables consistent, video-based evaluations regardless of assessor experience, putting all users on a common framework.



Engagement and Coaching

Visual feedback helps associates recognize postural habits and supports coaching conversations that feel collaborative rather than observational.



Quantifiable Improvement

Teams can demonstrate clear before-and-after results, such as workstation improvements from **82% to 93%**, giving leaders objective proof of progress.

SPOTLIGHT USE CASE

Job Rotation

Job rotation is New Balance's top ergonomics initiative. Historically, rotation strategies relied on intuition to classify jobs as high or low risk. With TuMeke, the team is using objective data to:

- 1 Compare ergonomic risk across tasks
- 2 Design smarter rotation schedules
- 3 Reduce subjectivity in workforce planning

One early project compares sitting versus standing workstations in a manufacturing department to support safer design decisions with data-driven evidence.

Early Value and What's Next

While still in the data-collection phase, TuMeke has already delivered value as:

- 1 A teaching tool for teams with varied ergonomics experience
- 2 An engagement platform that improves associate participation
- 3 A standardized system for consistent ergonomic feedback

New Balance is focused on completing data input by the end of 2025 to establish baselines, build dashboards, and deliver leader-ready insights in year two.

"TuMeke has been a valuable teaching tool, an engagement component, and a way to standardize feedback across our team. It helps remove subjectivity and puts everybody on the same playing field."



Amie Hewett

Environmental Health & Safety Manager,
New Balance

Key Takeaways

85%

of OSHA recordables are repetitive or MSD-related

82% - 93%

example ergonomic improvement using TuMeke

6 months

to adoption across diverse work environments

Job rotation

identified as the top strategic ergonomics priority