

New Era 100th Anniversary Timeline



The Start 1920

Ehrhardt Koch sees an opportunity to redesign the process and quality of headwear and borrows money from his sister and former co-worker to start E. Koch Company.

A New Era Begins 1922

After a successful launch, E. Koch Company officially changes its name to New Era Cap Co.

A Hands-On Approach 1940

To continue to meet customer needs during World War II, the Koch family purchased plain, surplus fabric and dyed materials in their family's home washing machine to match the colors of local teams.

Swinging For The Fences 1965

New Era begins to sell directly to every MLB team at its annual Winter Meetings. This is a pivotal step on the brand's path to exclusivity with the league.

From The Field To Fans 1980

New Era produces headwear for college sports, AAA and International Baseball Leagues, the National Football League, and started selling caps to sports fans.

The Iconic Red Yankees Cap 1996

Spike Lee gives New Era its first brush with custom, fashion headwear, which shaped a future of creativity and collaboration.

New Era In The North 2000

New Era opens their first international office in Toronto, Canada.

New In The EU 2003

New Era opens their first overseas office in London, United Kingdom.

European Expansion 2005

New Era continues European expansion with a new office in Cologne, Germany.

Beyond Caps 2007

New Era launches its first apparel collection and creates their first women-specific cap silhouette.

Gridiron Gain 2012

New Era becomes the official cap of the National Football League, and opens an office in Mexico City, Mexico.

Glory, Glory 2015

New Era signs global deal with Manchester United soccer team, giving New Era exclusivity with the two most recognizable sport brands in the world, Manchester United and the New York Yankees.

Far East Fitted 2017

New Era opens office in Shanghai, China.

On The Pitch & Caps For Prospects 2019

New Era becomes the official sideline cap for Major League Soccer and the official outfitter of the National Football League Scouting Combine.

1921 Innovation & Expertise

In its first year of operation, the company used their new process to produce more than 60,000 Gatsby-style caps.

1934 Keeping With Trends

New Era makes their first baseball cap for the Cleveland Indians after Ehrhardt Koch's son, Harold, notices the demand for the fashion cap was fading and professional baseball was growing in popularity.

1954 Origin Of An Icon

Harold Koch designs New Era's classic fitted 59FIFTY® style cap, providing headwear a more uniform look when lined up - similar to how men lined up in the military.

1972 A New Generation

Harold Koch's son, David, is named President after working for New Era for 14 years. A few years later, David's son, Chris, continued the tradition and begins working for his grandfather and father.

1993 Homerun With MLB

New Era Cap is named the exclusive supplier of on-field caps for Major League Baseball.

1997 Flying A New Flag

The infamous New Era "flag" logo makes its debut on caps and the birth of the visor sticker is created to help consumers locate their size quickly at the shelf.

2001 Four Generations

Chris Koch, who had been named New Era's President in 1993, is named CEO.

2004 Continued Global Growth

New Era expands into Asia, opening a new office in Tokyo, Japan, and launches their first global marketing campaign - *New Era Fits*.

2006 Corporate HQ

New Era opens their world headquarters and the New Era Flagship Store in downtown Buffalo. Additional international offices open in Hong Kong, China, and Paris, France.

2011 Global Expansion

New Era opens offices in Seoul, Korea, Sao Paulo, Brazil and Melbourne, Australia.

2013 Mediterranean Momentum

New Era builds a European presence with new offices in Barcelona, Spain and Bologna, Italy.

2016 Making Sports Headwear History

New Era becomes the official on-court cap of the NBA, becoming the first brand in sports history to have exclusive rights globally for all three major U.S. leagues at the same time.

2018 Turf Tested

New Era becomes the official outfitter of the Canadian Football League, marking the first time New Era jerseys will be worn on-field.

2020 New Century, New Sports

New Era to be a licensed headwear partner for the Australian Open.