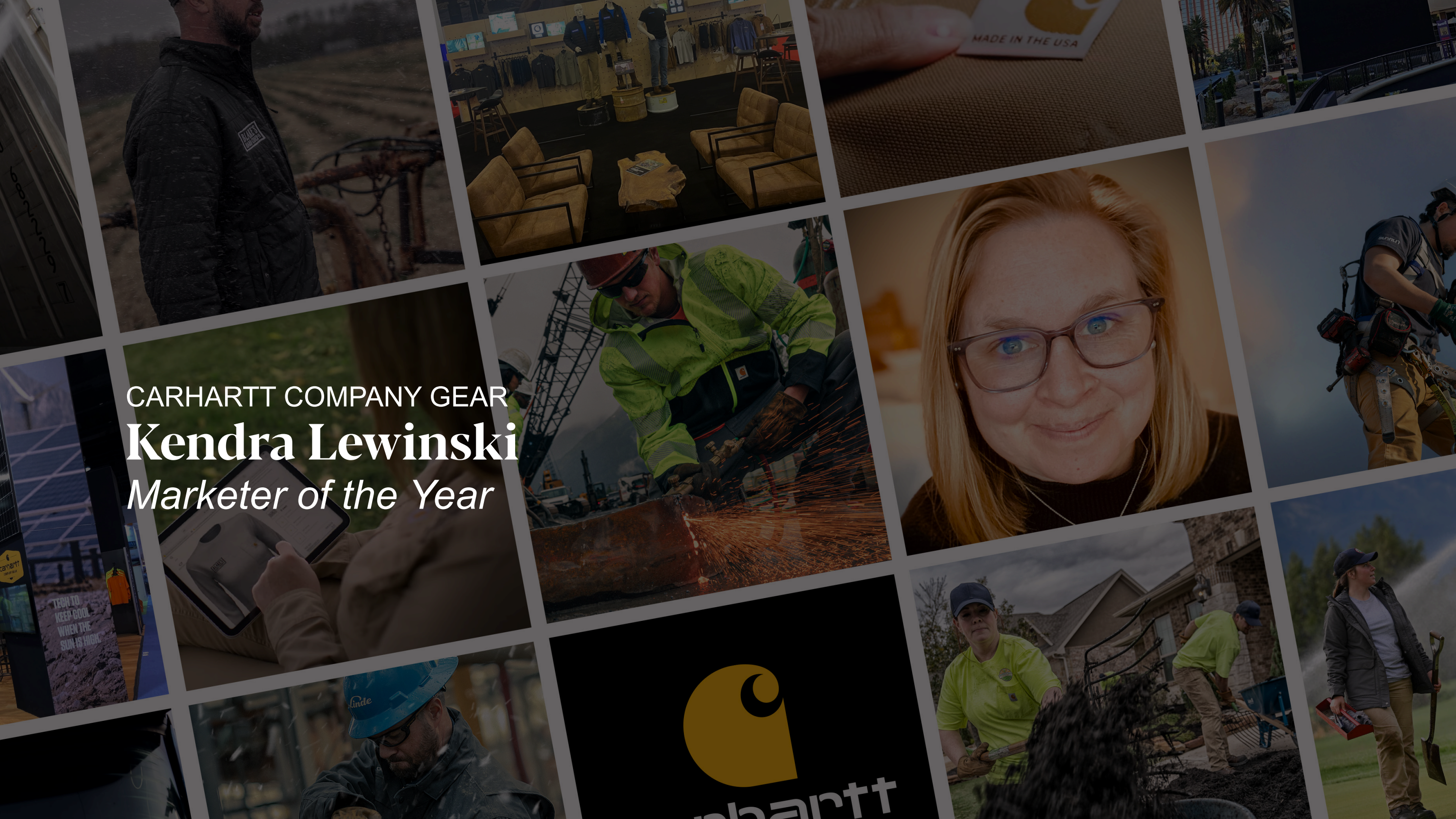
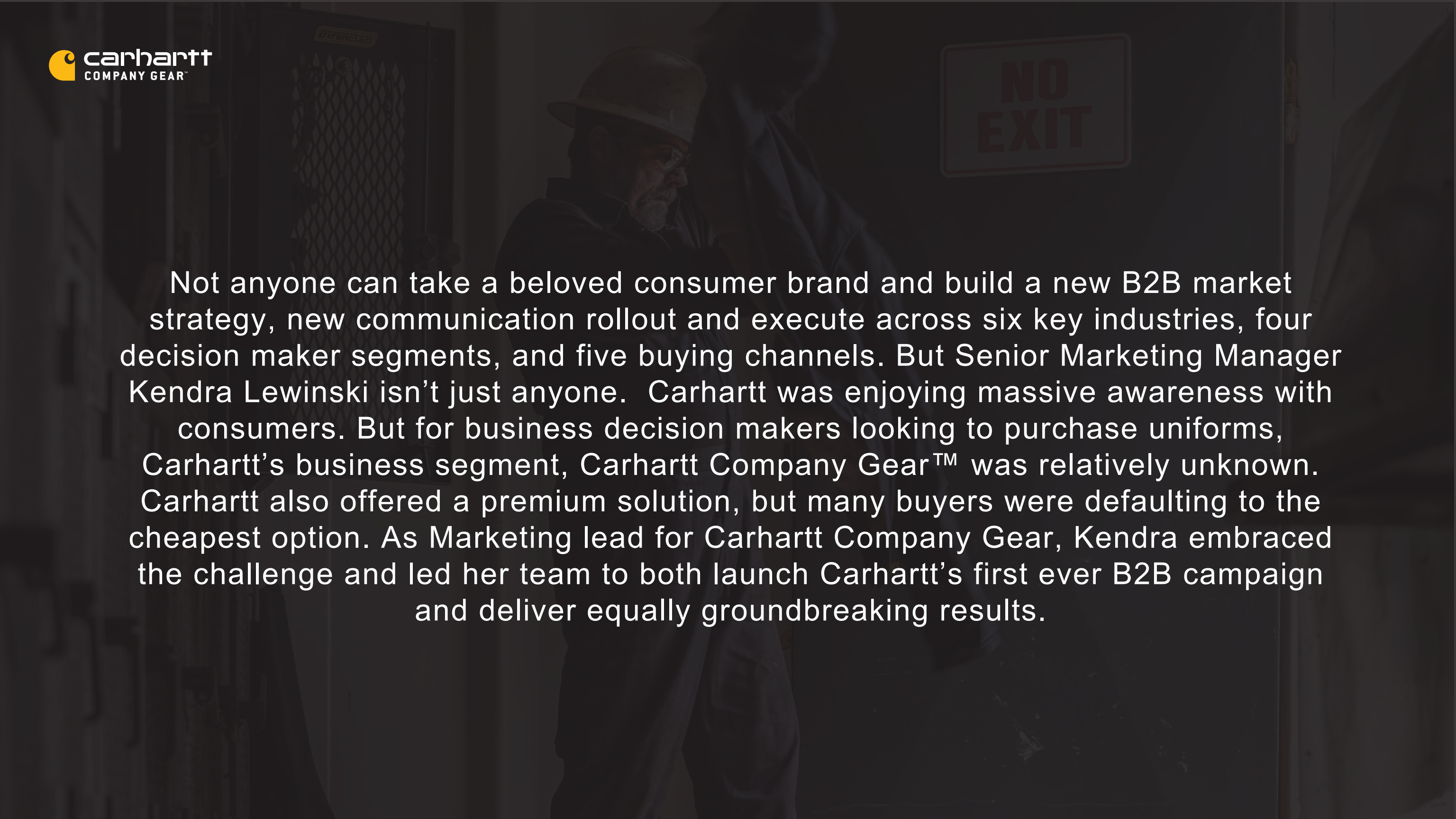


CARHARTT COMPANY GEAR
Kendra Lewinski
Marketer of the Year



A dark, low-key photograph of a construction worker in a hard hat and safety vest, looking down at a clipboard. A 'NO EXIT' sign is visible on the wall behind him.

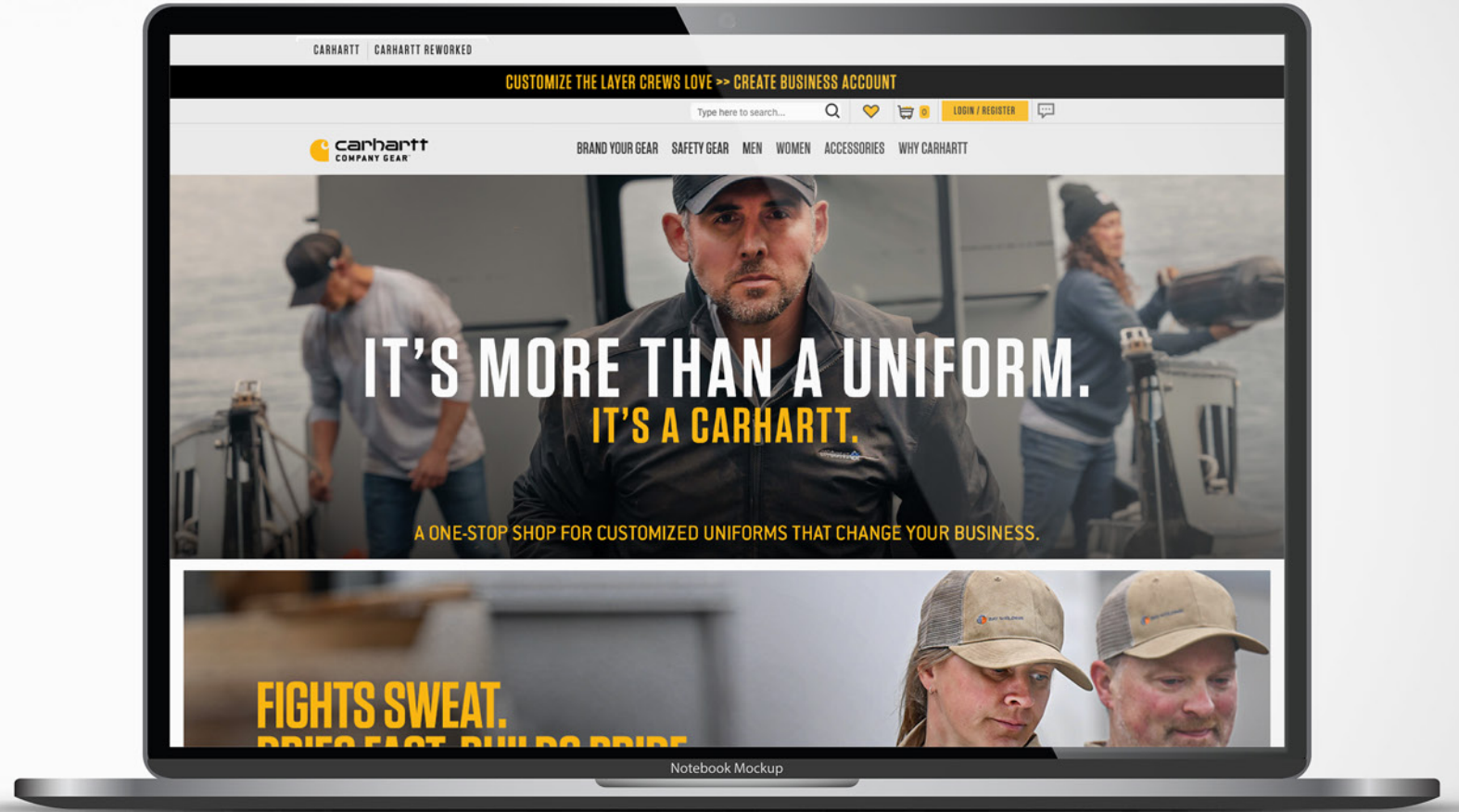
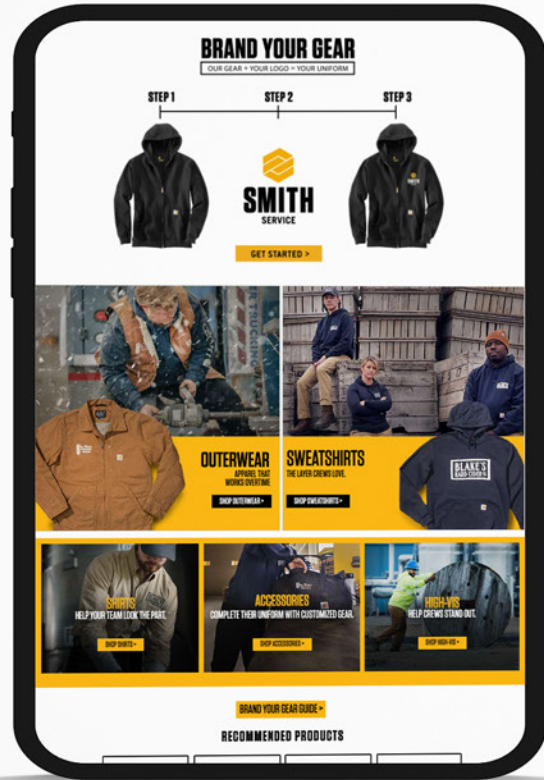
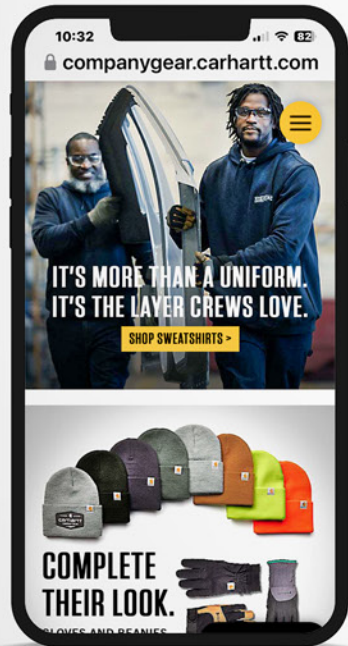
Not anyone can take a beloved consumer brand and build a new B2B market strategy, new communication rollout and execute across six key industries, four decision maker segments, and five buying channels. But Senior Marketing Manager Kendra Lewinski isn't just anyone. Carhartt was enjoying massive awareness with consumers. But for business decision makers looking to purchase uniforms, Carhartt's business segment, Carhartt Company Gear™ was relatively unknown. Carhartt also offered a premium solution, but many buyers were defaulting to the cheapest option. As Marketing lead for Carhartt Company Gear, Kendra embraced the challenge and led her team to both launch Carhartt's first ever B2B campaign and deliver equally groundbreaking results.

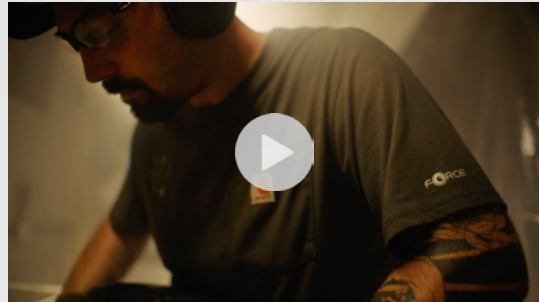


**NO
EXIT**



IT'S MORE THAN A UNIFORM
IT'S A CARHARTT







**IT'S MORE THAN A GAME.
IT'S A BUILDING BLOCK FOR THE FUTURE.**

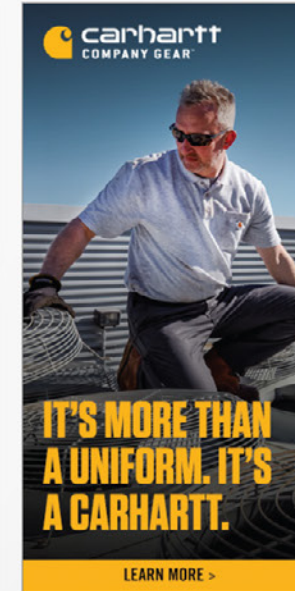
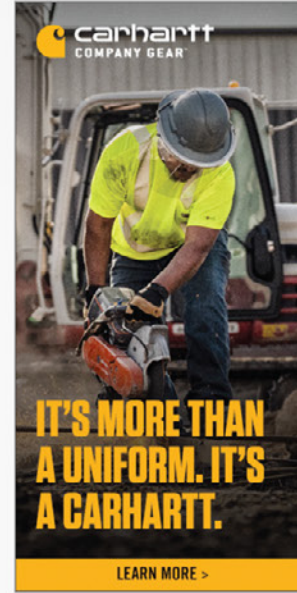
Girls in the Game gives young women the tools they need to become successful adults. And for those who choose a career as a trade professional, we have the gear they need to perform at their best. With premium workwear solutions to keep crews safer, comfortable and productive. It's more than uniform. It's a Carhartt.



GIVE THEM A UNIFORM THAT EARNS THEIR RESPECT.



When you give your workers the best, that's what you'll get out of them. Our durable, high-performing uniform solutions are specifically designed to help crews of any shape and size conquer the job now and for years to come. Learn more about what makes us the perfect fit for uniforms at companygear.carhartt.com/why-carhartt



Product	Moisture Transfer (g/h)	Resistance (s/cm)
FR Long Sleeve Shirt	175	0.26
FR Long Sleeve Shirt	170	0.26
FR Long Sleeve Shirt	165	0.26
FR Long Sleeve Shirt	160	0.26

Big reported the following findings:
 coupled with higher moisture
 or comfort.
 e Shirt led the field in moisture transfer through
 lower resistance values.
 oz FR Long Sleeve Shirt yield the best results for
 hot weather comfort, it also outperformed the others,
 related with the data.

to realize
 led to
 hundreds
 electric utility
 ing heat exhaustion
 mid conditions are key

at around 50°F primarily
 . Both are effective in transferring
 gained with high humidity, these
 less efficient and can quickly lead

the essential.
 and simple barrier protection, like tarps
 longer. But no matter which of these are
 equipment (PPE), in the form of
 effective line of defense.



HIGH-VIS GEAR

IT'S MORE THAN A UNIFORM.
IT'S A HIGHER COMMITMENT TO WORKER SAFETY.

carhartt
COMPANY GEAR

UNIFORMS

IT'S MORE THAN A UNIFORM.
IT SETS THE STANDARD FOR YOUR CREW AND YOUR COMPANY.

carhartt
COMPANY GEAR

**WHEN THE NAME ON THEIR POCKET IS CLOSE TO THEIR HEART,
IT'S MORE THAN A UNIFORM.**

Actions speak louder than words. And employees who only say employees are valued gain far less credibility, respect and dedication than those who provide top-tier workwear for their people. Find out how you can make it happen.

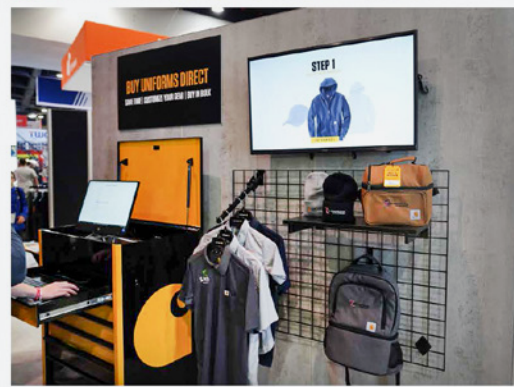
carhartt
COMPANY GEAR

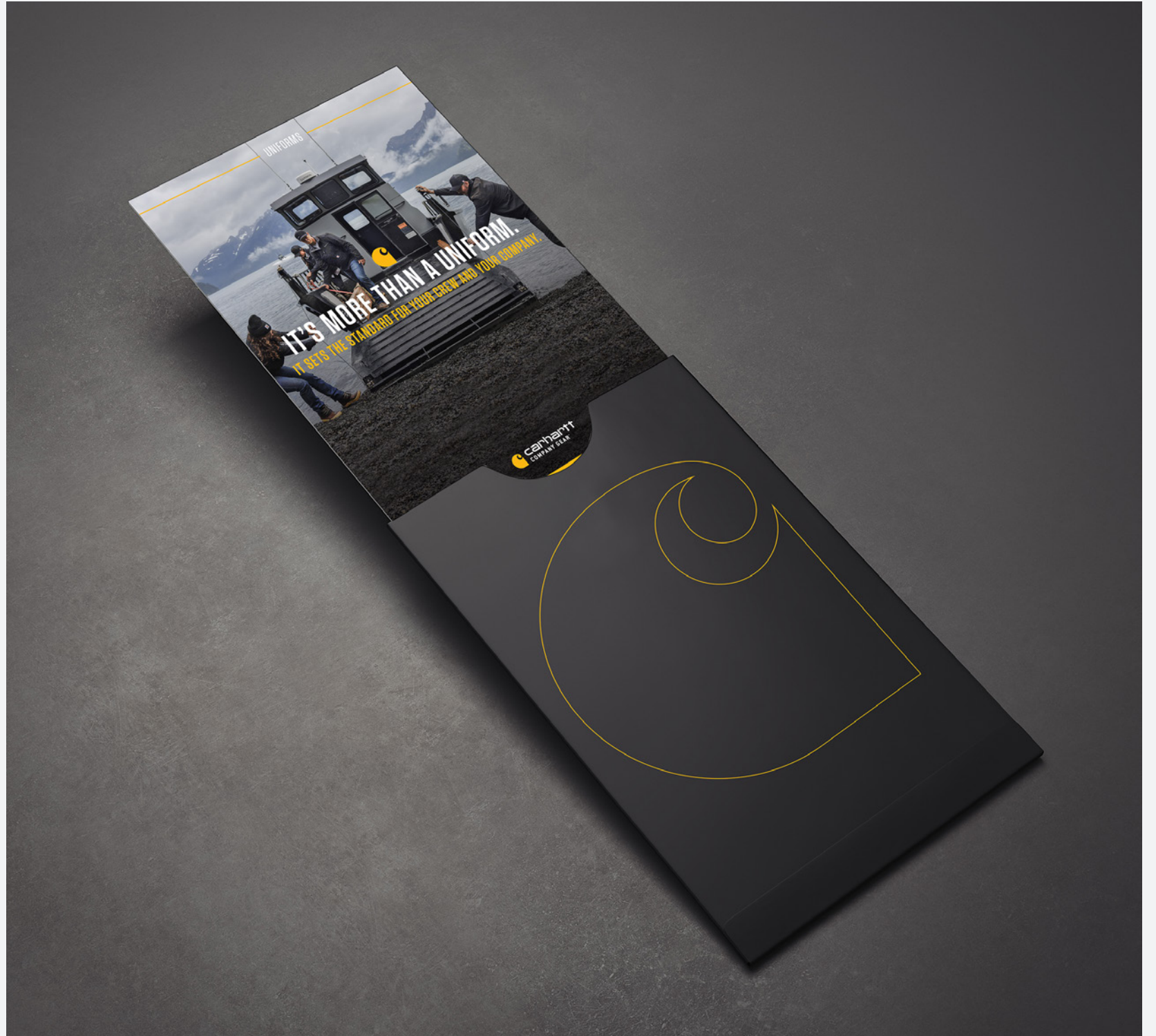
HEAT SAFETY

**LET HIGH TEMPS PUT
WORKERS IN JEOPARDY.**

carhartt
COMPANY GEAR





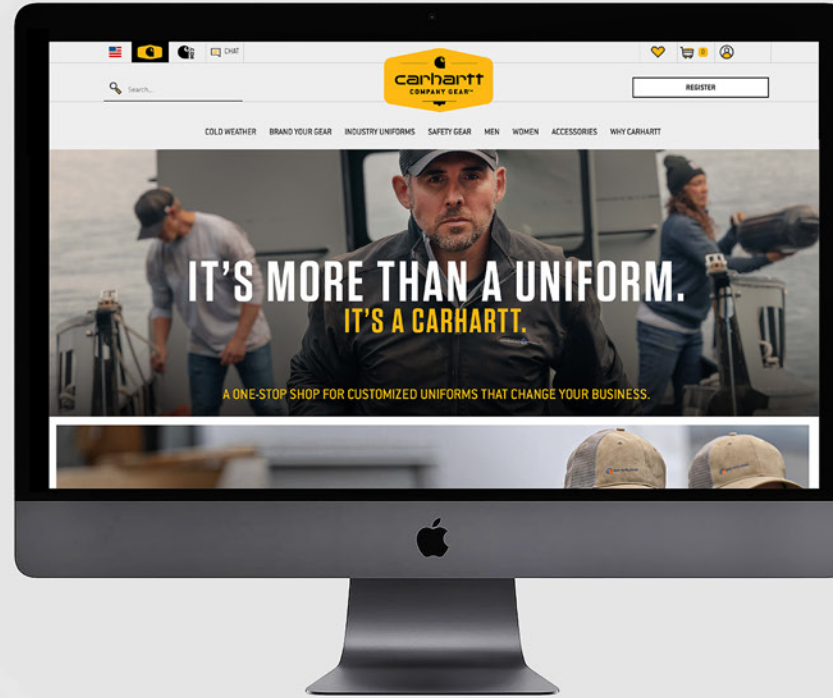


7.5 million
video views

225,000
site visits

15k
trade show visits

8,000+
marketing qualified leads



Combined efforts of sales and marketing:

↑ 95%
increase in revenue

↑ 149%
increase in sales

