

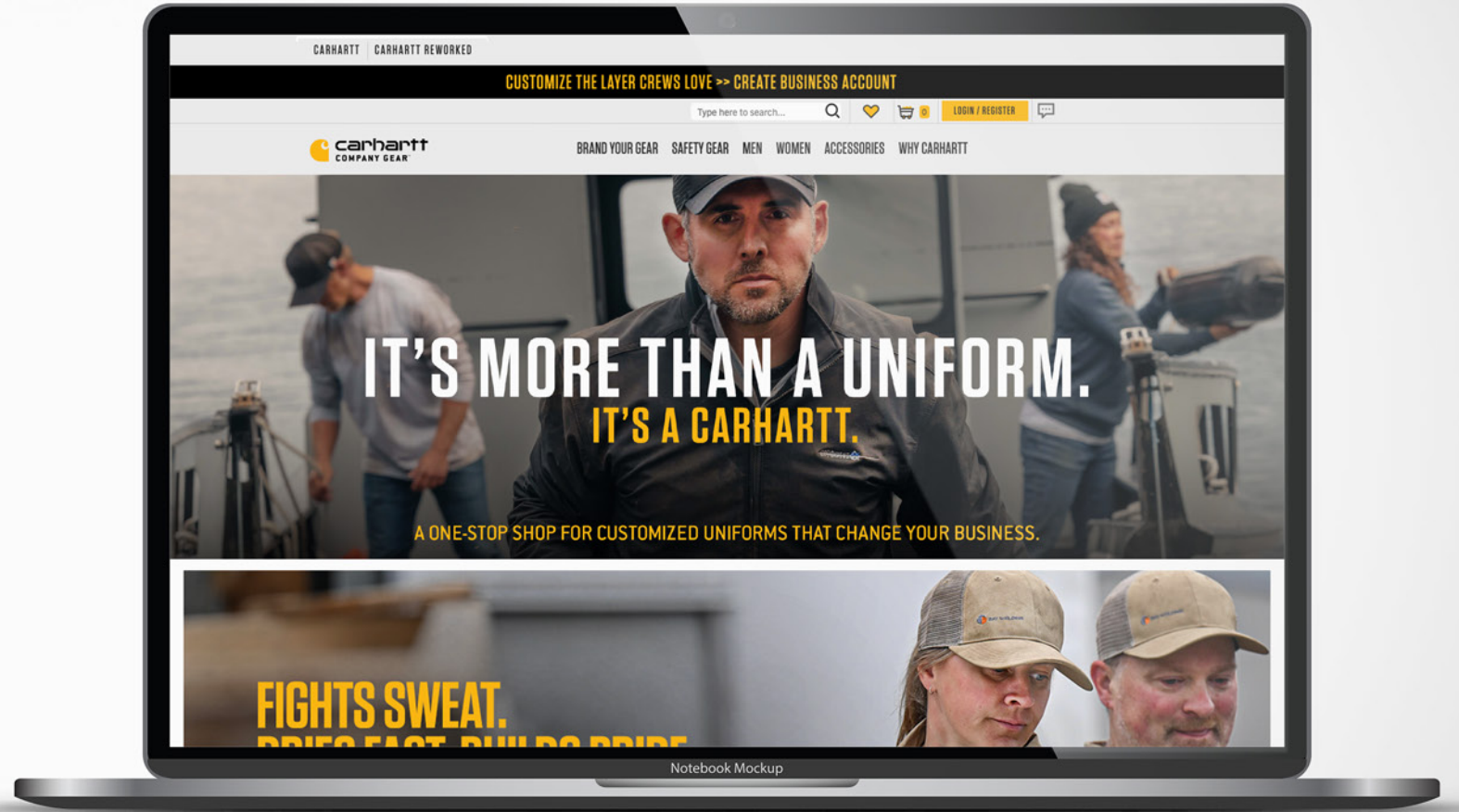
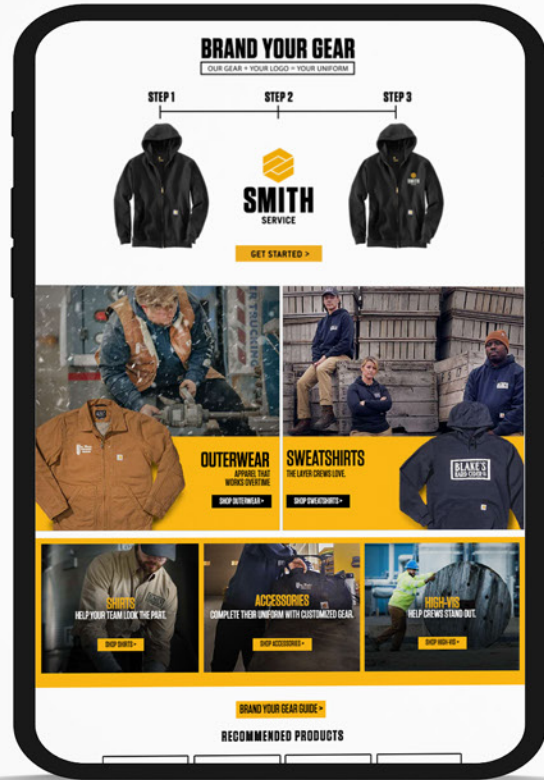
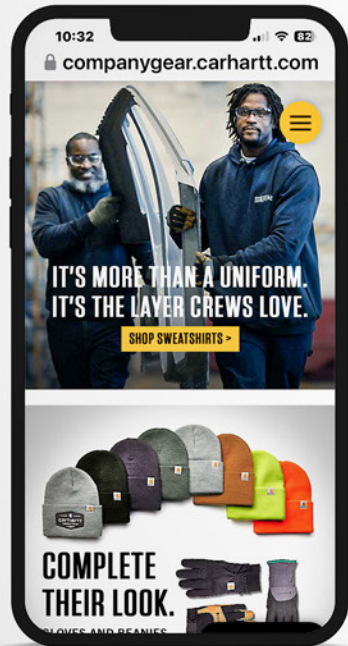


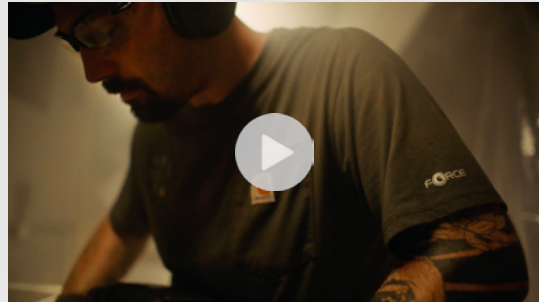
**IT'S MORE THAN A UNIFORM**  
**IT'S A CARHARTT**

CARHARTT HAS ALWAYS BEEN A BRAND CONSUMERS KNOW AND LOVE. BUT FOR BUSINESS DECISION MAKERS LOOKING TO PURCHASE UNIFORMS, CARHARTT'S BUSINESS SEGMENT - CARHARTT COMPANY GEAR - WAS RELATIVELY UNKNOWN. ADDING TO THE CHALLENGE, CARHARTT OFFERED A PREMIUM SOLUTION BUT MANY BUYERS WERE DEFAULTING TO THE CHEAPEST OPTION. SO, WE STARTED WITH RESEARCH THAT UNCOVERED A POWERFUL TRUTH. BUSINESS DECISION MAKERS CARE ABOUT THEIR CREWS. AND CREWS WHO HAVE THE RIGHT GEAR FEEL SAFE AND PERFORM AT THEIR BEST. WHICH CAN LEAD TO BETTER RETENTION, INCREASED LOYALTY AND DRIVE BUSINESS SUCCESS.

THIS THINKING DROVE OUR STRATEGY: TO NOT JUST SELL CARHARTT WORKWEAR, BUT HELP CUSTOMERS SEE CARHARTT AS A BUSINESS ADVANTAGE. ONE THAT'S BACKED BY 130-YEARS LEGACY OF INNOVATION, MAKES THE TOUGHEST JOBS MORE MANAGEABLE AND CREATES A SENSE OF PRIDE FOR EMPLOYEES AND EMPLOYERS ALIKE. FOR THE CREWS PUTTING IN THE WORK AND BUSINESSES WHO DEPEND ON THEM,

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







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

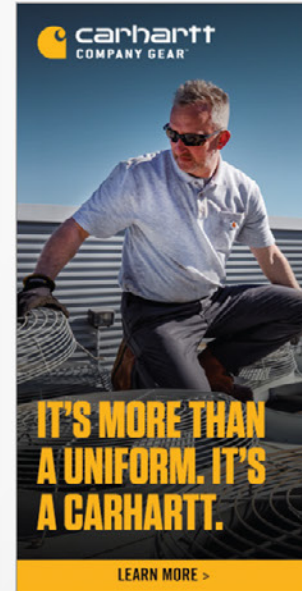
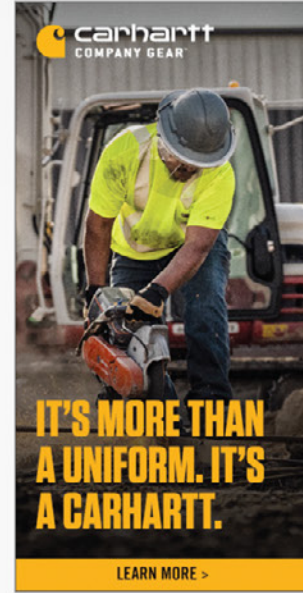
Girls in the Game gives young women the tools they need to become successful adults. And for those who choose a career as a trade professional, we have the gear they need to perform at their best. With premium workwear solutions to keep crews safer, comfortable and productive. It's more than uniform.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



Product	Moisture Transfer (g)	Resistance (s)
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 (PPPE), 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

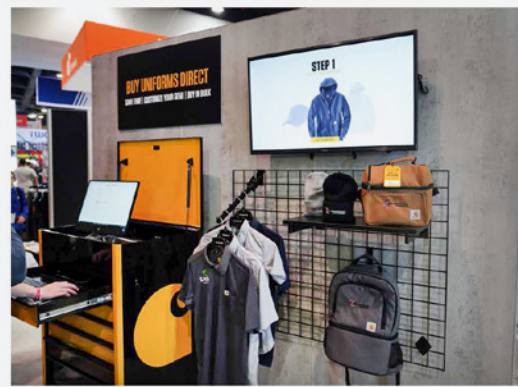
HEAT SAFETY

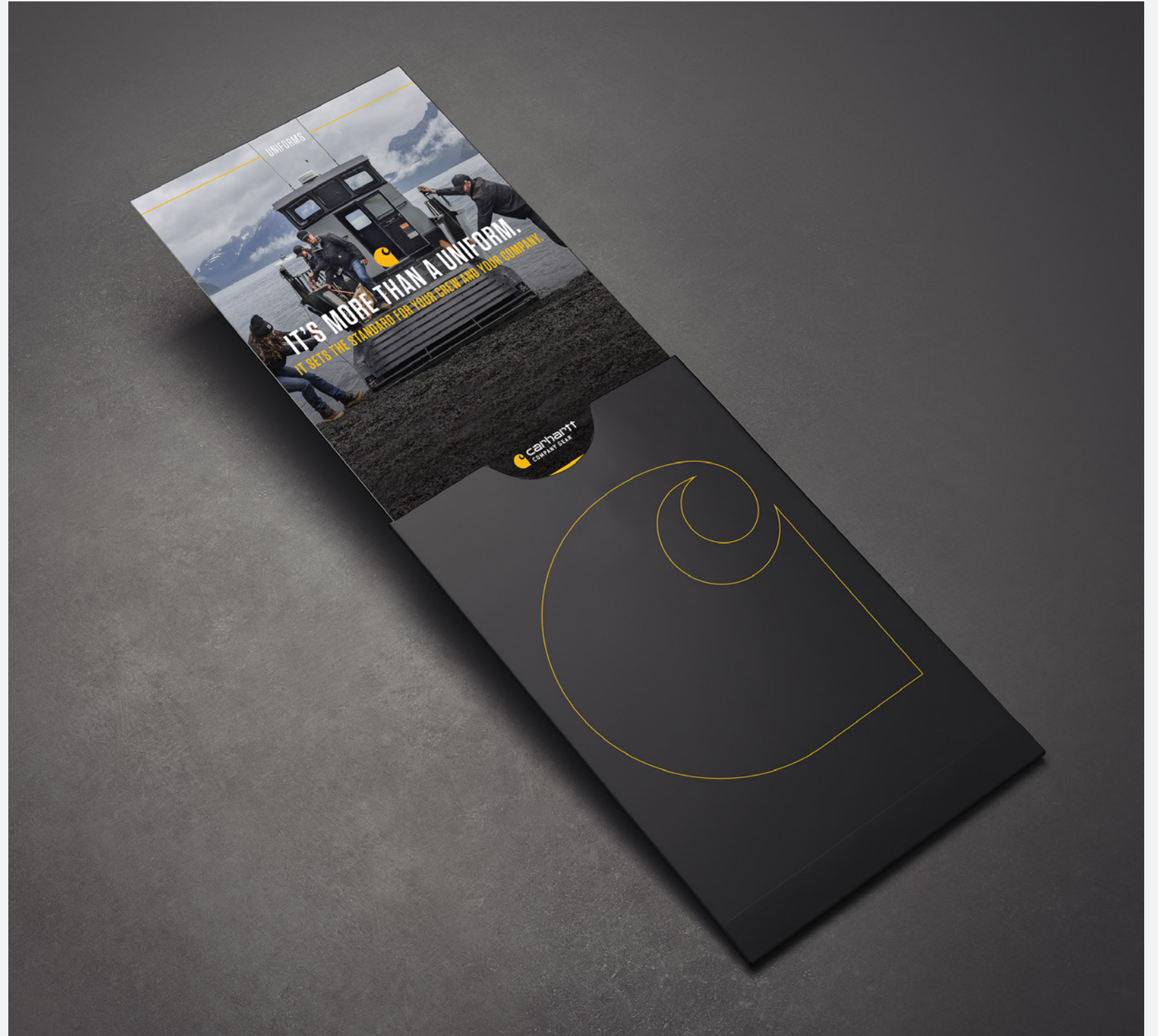
**LET HIGH TEMPS PUT  
WORKERS IN JEOPARDY.**

carhartt  
COMPANY GEAR







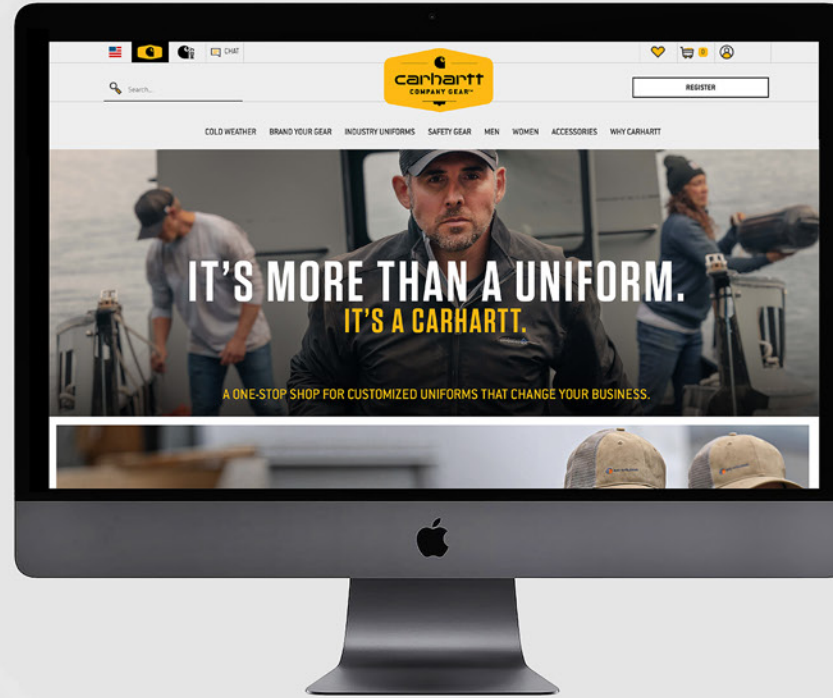


**7.5 million**  
video views

**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

