



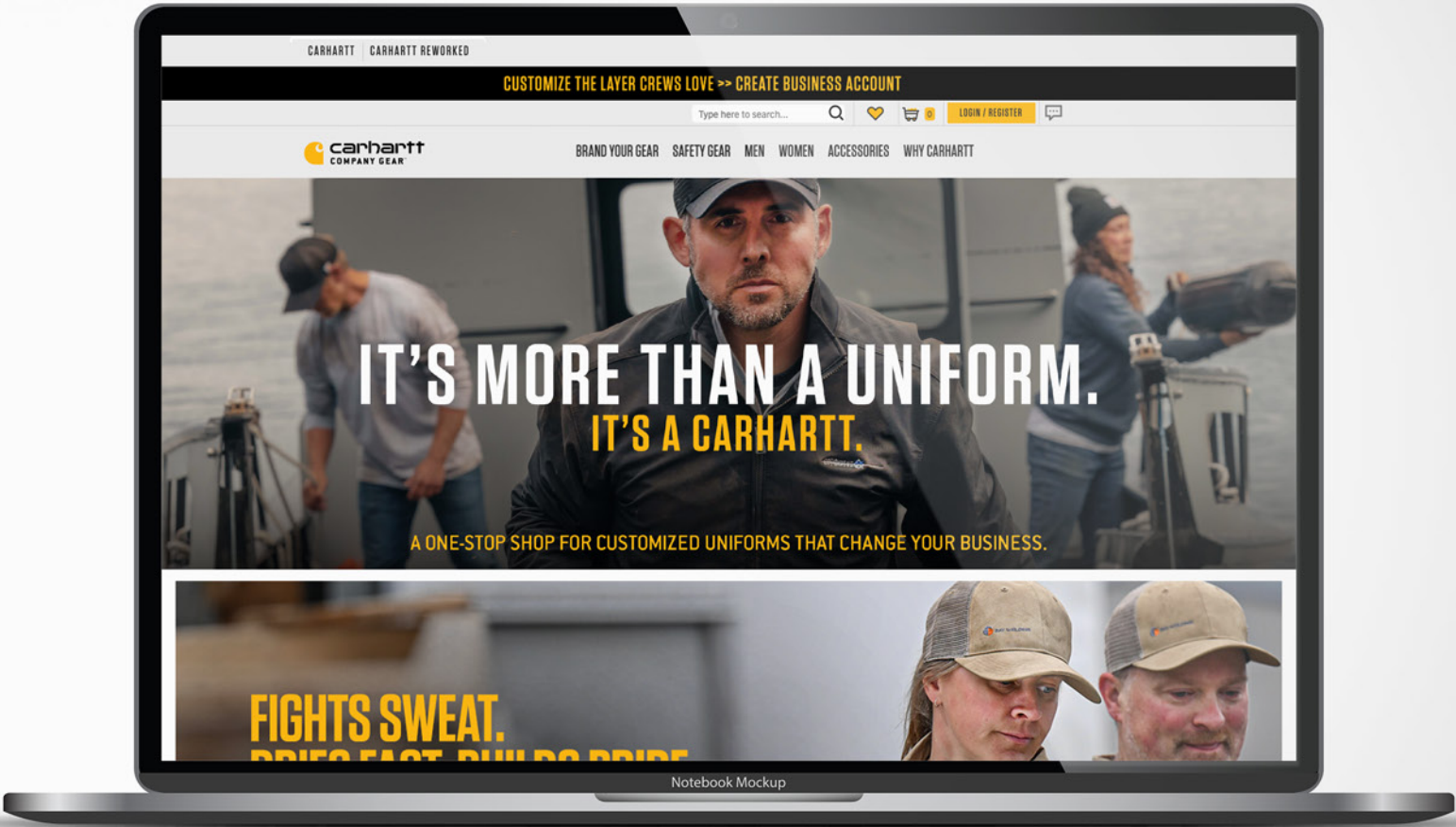
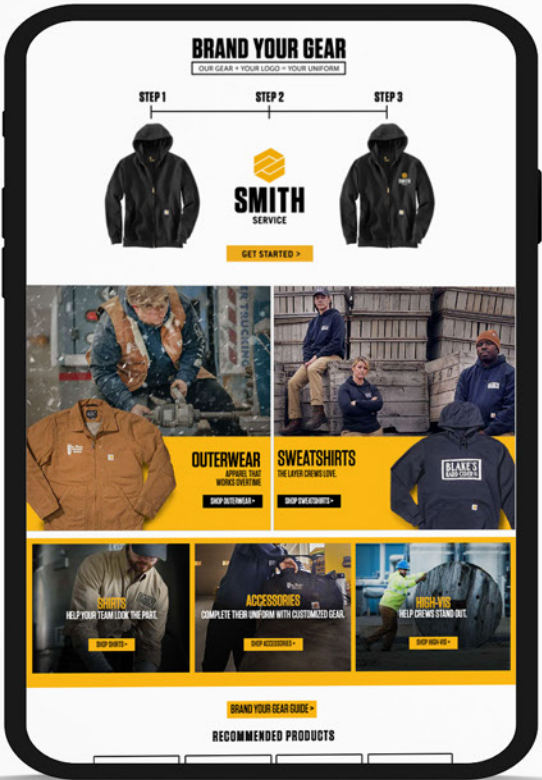
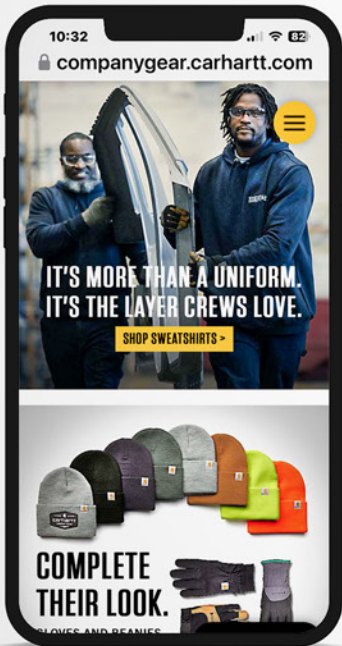
IT'S MORE THAN A UNIFORM
IT'S A CARHARTT

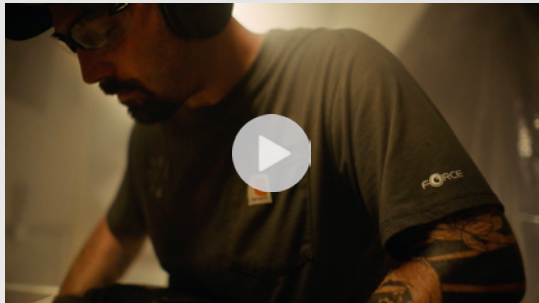


CARHARTT HAS ALWAYS BEEN A BRAND CONSUMERS KNOW AND LOVE. BUT FOR BUSINESS DECISION MAKERS LOOKING TO PURCHASE UNIFORMS, CARHARTT'S BUSINESS SEGMENT - CARHARTT COMPANY GEAR - WAS RELATIVELY UNKNOWN. ADDING TO THE CHALLENGE, CARHARTT OFFERED A PREMIUM SOLUTION BUT MANY BUYERS WERE DEFAULTING TO THE CHEAPEST 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.



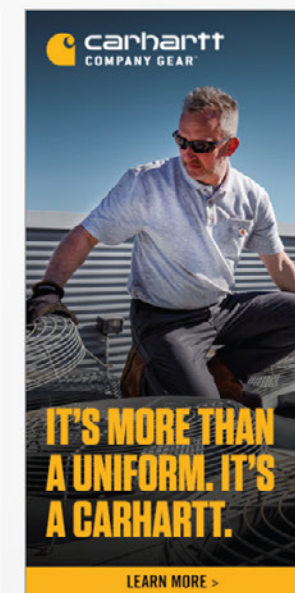
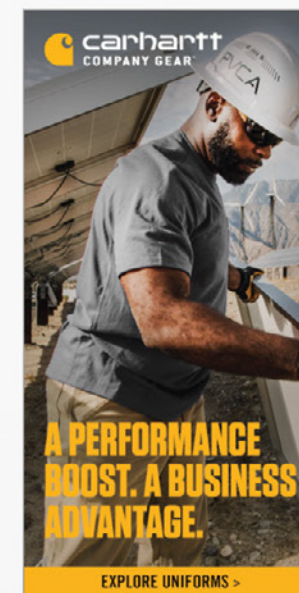
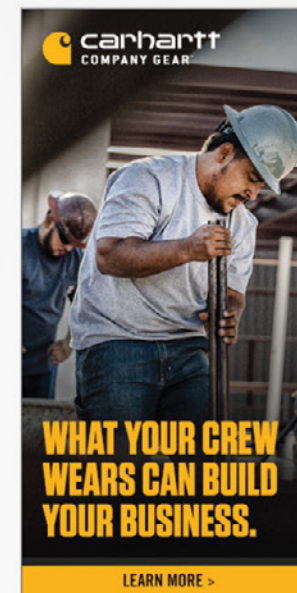
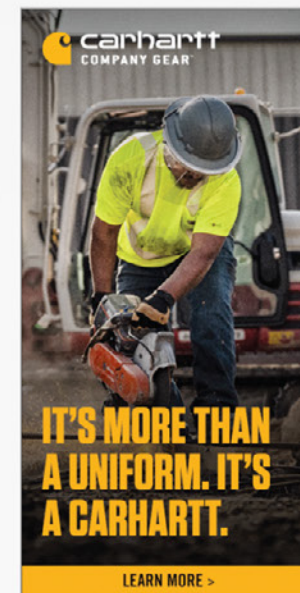




GIVE THEM A UNIFORM THAT EARNS THEIR RESPECT.



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





ing reported the following findings:

coupled with higher moisture transfer through the FR Long Sleeve Shirt, it also outperformed the others, based on the data.

...w realize
...sed to
...d hundreds
...d electric utility
...g heat exhaustion
...id conditions are key

Both are effective in transferring heat with high humidity, these are efficient and can quickly lead

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

HIGH-VIS GEAR

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



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



HEAT SAFETY



LET HIGH TEMPS PUT
INS IN JEOPARDY

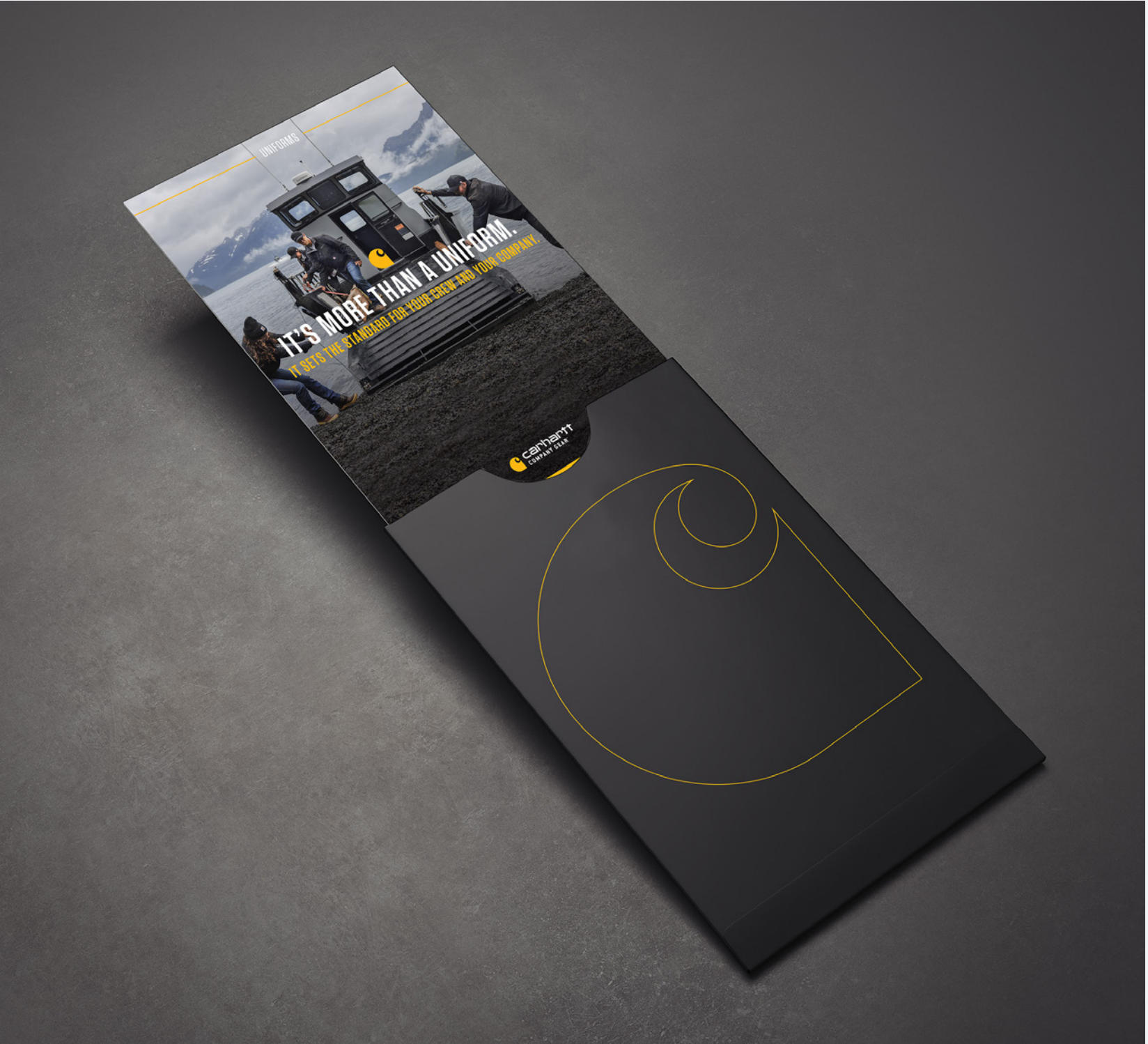


WHEN THE NAME ON THEIR POCKET IS CLOSE TO THEIR HEART,
IT'S MORE THAN A UNIFORM.

Speak louder than words. And employers who only say employees are
less credibility, respect and dedication than those who provide
for their people. Find out how you can make it happen.







[illegible]

95% increase in revenue

Trending toward a 4X ROI over the next three years, supporting double-digit business growth plans.



149%
**INCREASE IN SALES IN
JUST 10 MONTHS**

88+
million impressions

8,000+
QUALIFIED MARKETING LEADS

225k site visits

7.5m
video views