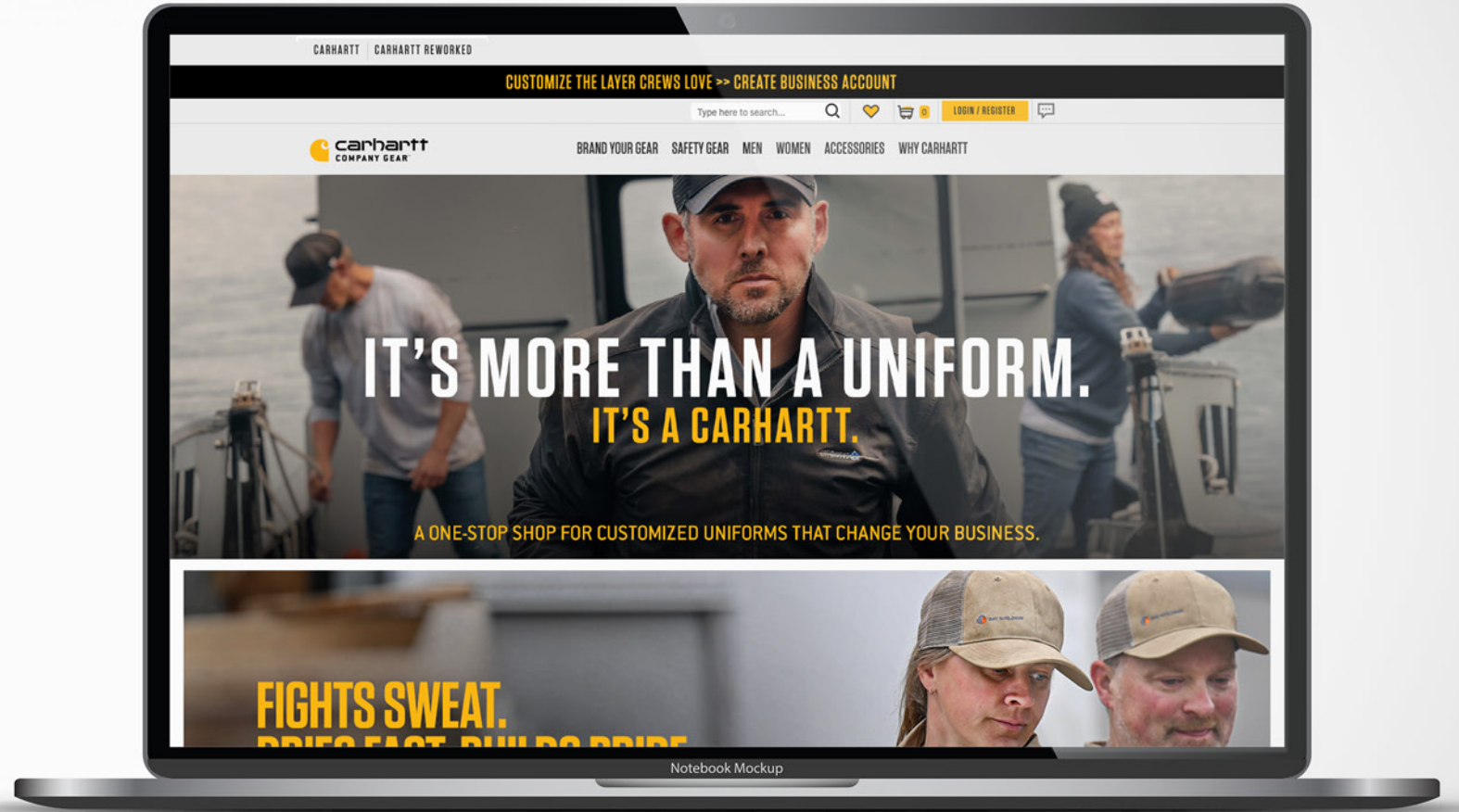
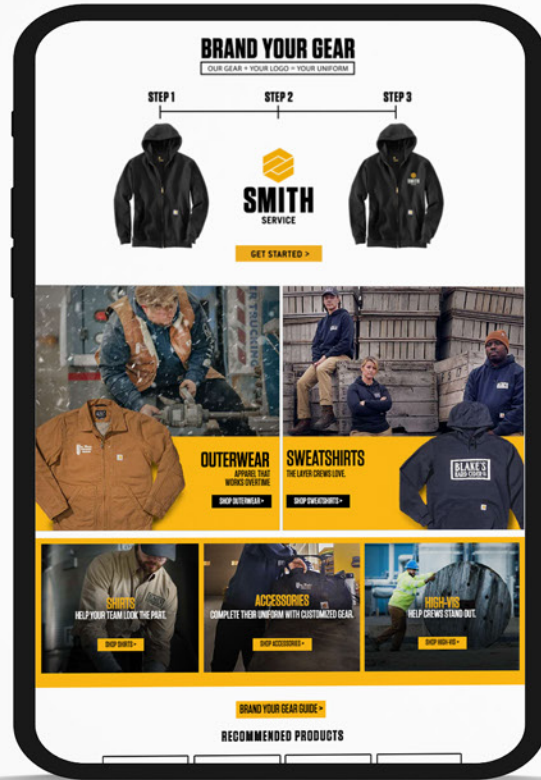
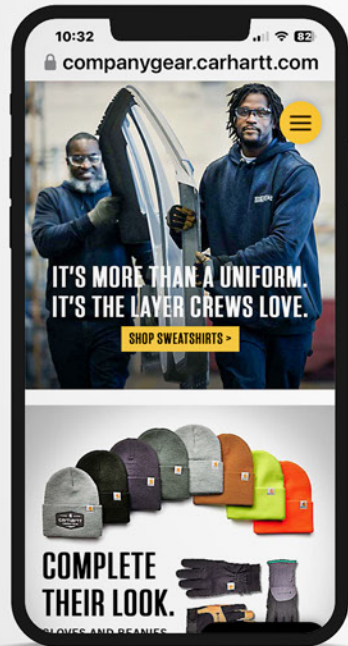
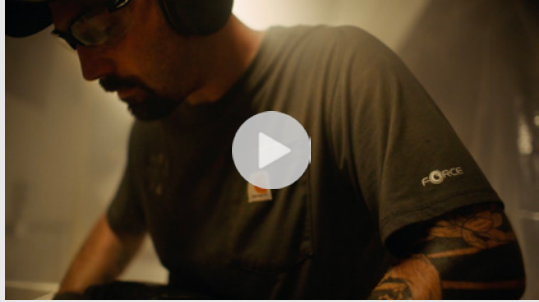




**IT'S MORE THAN A UNIFORM**  
**MULTI-YEAR IMPACT**



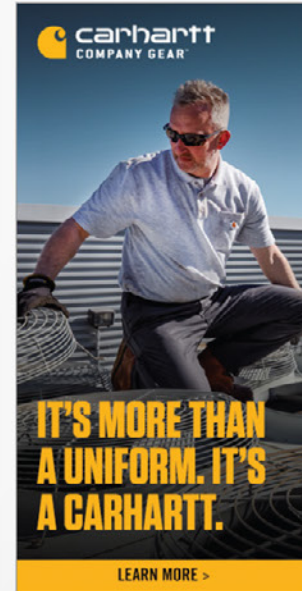
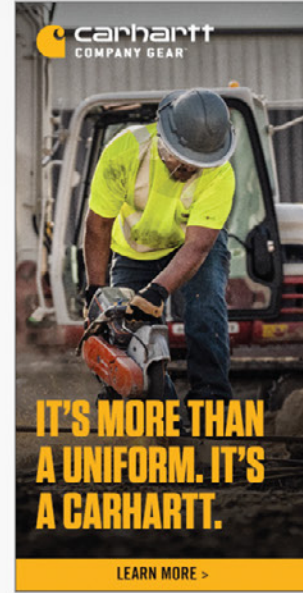




## GIVE THEM A UNIFORM THAT EARNS THEIR RESPECT.



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)



**ig reported the following findings:**

coupled with higher moisture  
r 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,  
lated with the data.

Product	Moisture Transfer (g/hr)	Moisture Resistance (mmHg)
FR Long Sleeve Shirt	0.26	0.26
FR Long Sleeve Shirt	0.26	0.26
FR Long Sleeve Shirt	0.26	0.26
FR Long Sleeve Shirt	0.26	0.26
FR Long Sleeve Shirt	0.26	0.26



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

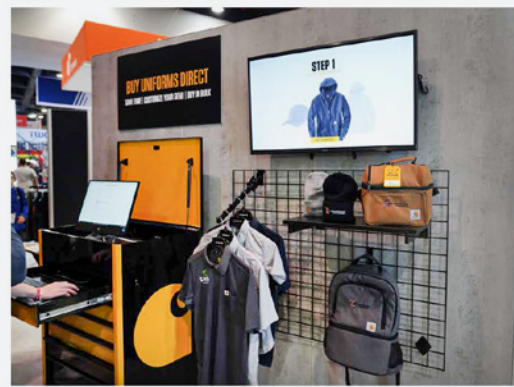
**LET HIGH TEMPS PUT  
YOUR TEAM IN JEOPARDY.**

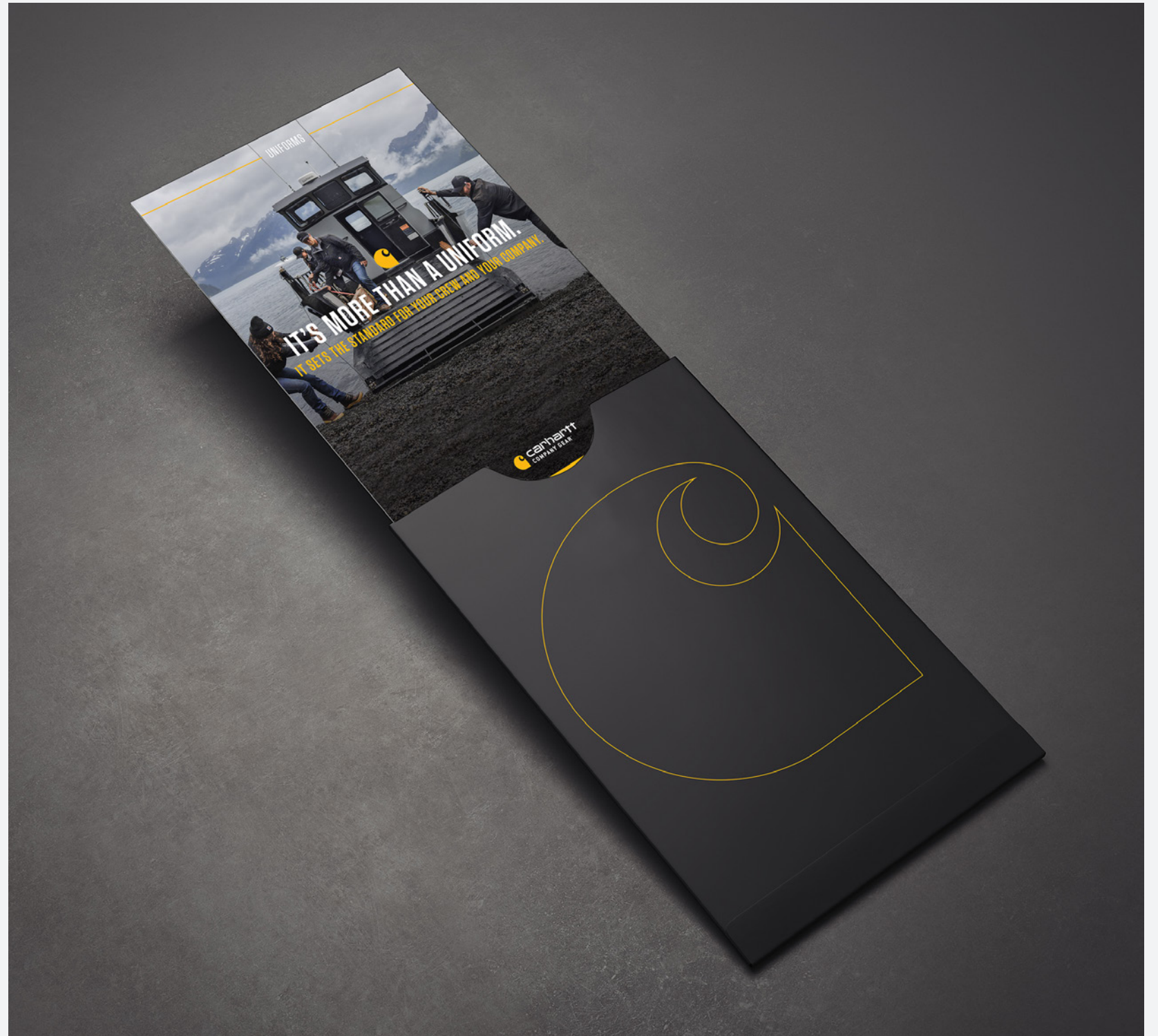
carhartt  
COMPANY GEAR™

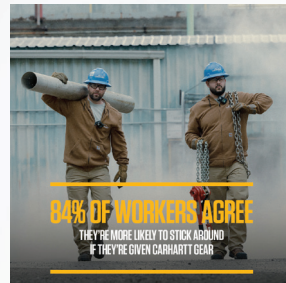
to realize  
lead to  
of hundreds  
of electric utility  
ing heat exhaustion  
mid conditions are key

at around 98°F primarily  
Both are effective in transferring  
ained with high humidity, these  
ess efficient and can quickly lead

le asset.  
and simple barrier protection, like tarps  
anger. But no matter which of these are  
equipment (PPB), in the form of  
effective line of defense.



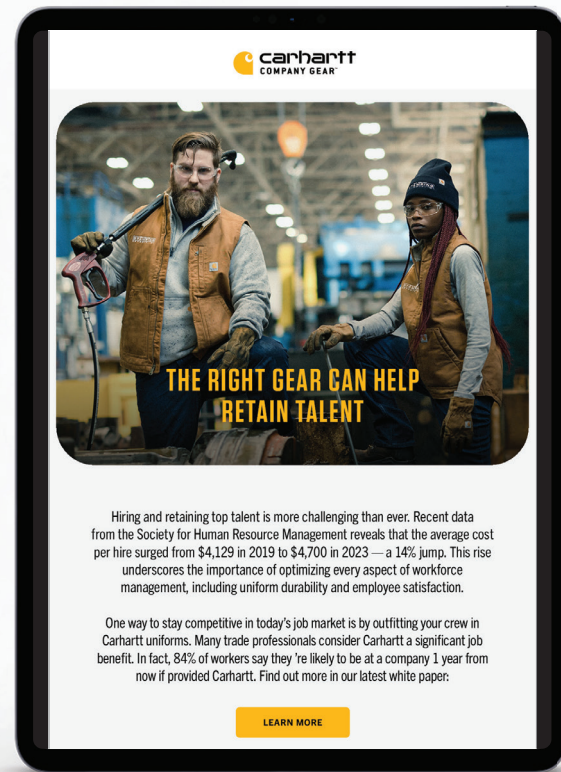




As the labor market continues to be competitive, it's important to optimize every aspect of workforce management—including uniform durability and employee satisfaction. Because the gear you give them means a lot more than you might think.

In fact, 84% of workers say they're likely to be at a company 1 year from now if provided Carhartt.

Message me to learn all the ways Carhartt can give your crew a little more staying power.



Hiring and retaining top talent is more challenging than ever. Recent data from the Society for Human Resource Management reveals that the average cost per hire surged from \$4,129 in 2019 to \$4,700 in 2023—a 14% jump. This rise underscores the importance of optimizing every aspect of workforce management, including uniform durability and employee satisfaction.

One way to stay competitive in today's job market is by outfitting your crew in Carhartt uniforms. Many trade professionals consider Carhartt a significant job benefit. In fact, 84% of workers say they're likely to be at a company 1 year from now if provided Carhartt. Find out more in our latest white paper:

LEARN MORE



Companies provide uniforms to employees for a variety of reasons, ranging from maintaining a consistent, professional look to fulfilling safety requirements through job-specific, personal protective equipment (PPE). Now, a new survey finds a direct link between workwear and its impact on employee loyalty, pride, value and preparedness. With one brand of workwear being favored by workers above all others.

According to the survey, 51% of workers receive uniforms and work clothing that is either supplied by their employer, rented for them or paid for by a stipend or reimbursement. A total of 43% of workers said they purchased work clothing with their own money and are not reimbursed. The rest receive a partial reimbursement or stipend to purchase workwear, or work clothing is provided as a gift or a reward by their employer.

RECRUITMENT & RETENTION

EMPLOYEE RETENTION

Reducing employee turnover is a multi-faceted challenge. But uniform programs can play a positive role. The percentage of workers who said they were very or extremely likely to be with their companies a year from now increased when comparing workers who have partial or fully company-funded work clothing (76%) to those who pay for their own workwear (68%). The number jumps to 84% of workers who say they are likely to stay loyal to a company a year from now when that business supplies them with Carhartt uniforms and workwear, as seen in the chart below.

LIKELIHOOD TO BE AT A COMPANY 1 YEAR FROM NOW

% Very/Extremely likely

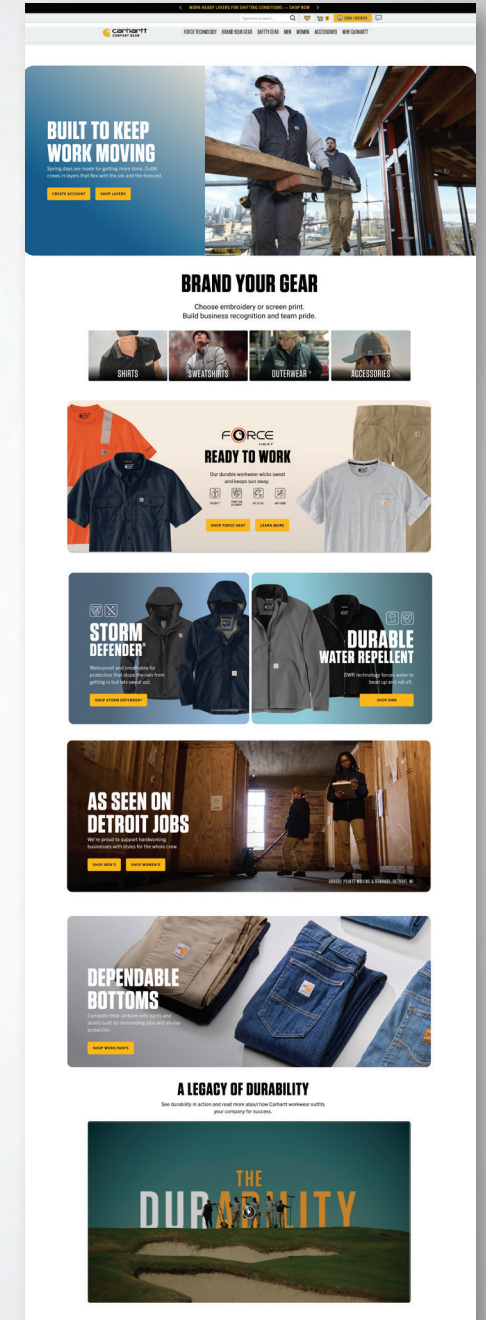
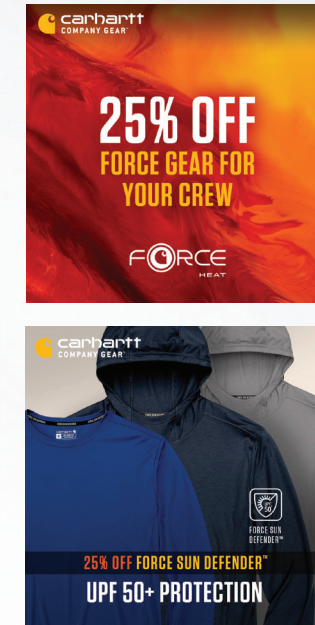
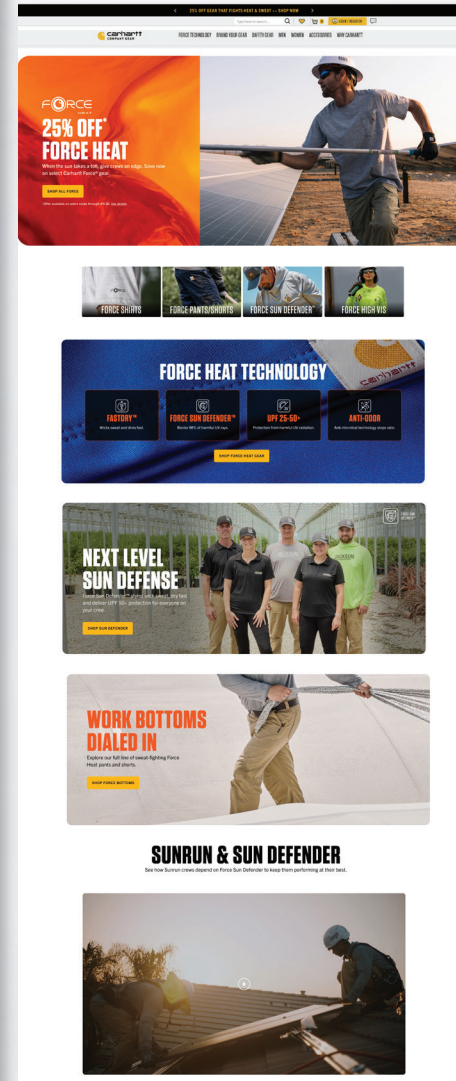
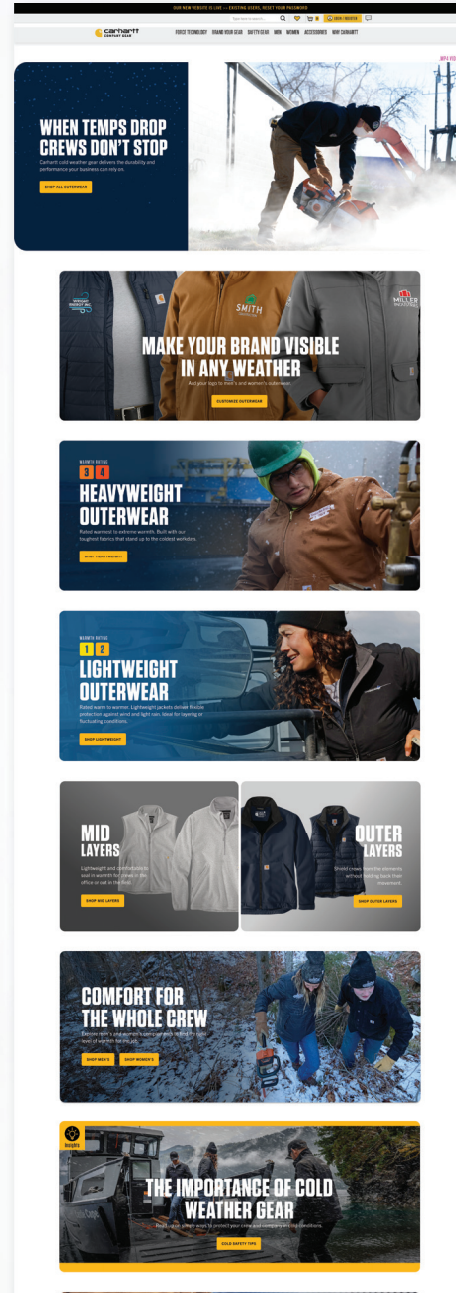
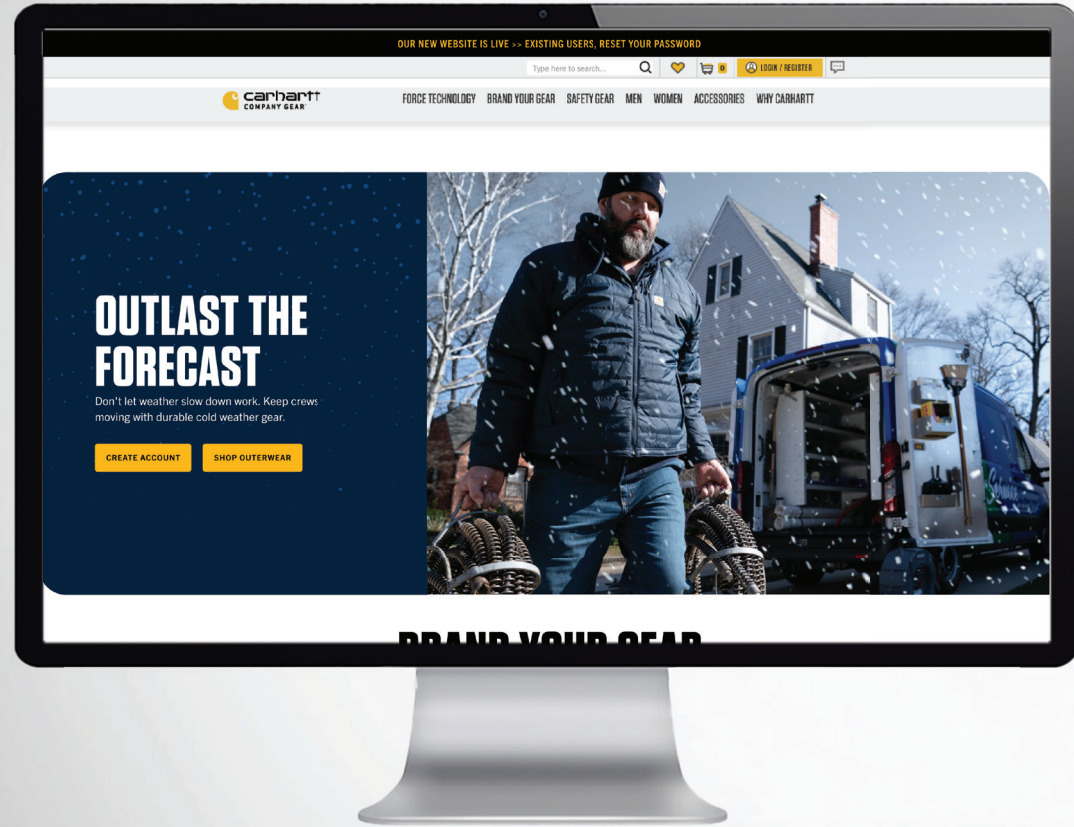


A TANGIBLE BENEFIT

Workers recognize the value of employer-supplied work uniforms. Overall, 35% of those who received workwear from their company view it as a benefit. That number increased to 49% when that workwear is Carhartt. Among those who pay for their own, 6 in 10 agree it would be a benefit if their company started supplying uniforms. Conversely, among workers who now have work apparel fully or partially paid for by their employers, 8 out of 10 would be upset if the program was eliminated.

Not surprising, employees say safety, durability and comfort are the most important attributes of quality workwear. This latest survey suggests that investing in uniform programs could be a crucial factor for companies to improve their retention and recruitment efforts.

Notebook Mockup



NEW FLEECE FOR THE NEW YEAR >> SHOP FLEECE

Type here to search...



LOGIN / REGISTER



NEW ARRIVALS CORPORATE GIFTS BRAND YOUR GEAR SAFETY GEAR MEN WOMEN ACCESSORIES WHY CARHARTT

# FOR CREWS WHO KEEP THE HOLIDAYS BRIGHT

Give them the gift of Carhartt with \$6 branding per logo\*

CREATE ACCOUNT

\*Offer only available through 11/19/24. See details.



NEW FLEECE FOR THE NEW YEAR >> SHOP FLEECE

FOR CREWS WHO KEEP THE HOLIDAYS BRIGHT

Give them the gift of Carhartt with \$6 branding per logo\*

CREATE ACCOUNT

\*Offer only available through 11/19/24. See details.

\$6 BRANDING PER LOGO, HAPPENING NOW

For crews who take every job seriously, personalize your Carhartt gear. Choose from embroidery or screen print.

CUSTOMER FIELDS

\*Offer only available through 11/19/24. See details.

NEW FLEECE, DEPENDABLE WARMTH

Quilt everyone in our new fleece line, perfect for both men and women, whether they're in an office or on the road.

SHOP FLEECE

LAYERS THAT LAST

Carhartt is the timeless gift they'll wear year after year.

EXPLORE GIFTS

SWEATSHIRTS FOR THIS SEASON, AND EVERY SEASON.

MEK'S WOMEN'S HIGH VIS

SHOP SWEATSHIRTS

NO STOP PERSONALIZED TO A TEE

Quilt the whole crew in our best-selling line with your logo front and center.

REGISTER FOR AN ACCOUNT TO BUY CARHARTT DIRECT TODAY.

NO CONTRACTS BRAND YOUR GEAR FREE SHIPPING

THE BRAND THEY LOVE, THE PERFORMANCE YOU NEED

THE CARHARTT BUSINESS ADVANTAGE

GET UNIFORMS ON YOUR TERMS

Need a fully branded uniform program? Interested in employee rental or laundry services?

READY TO SHOP NOW? BUY DIRECT, IN BULK WITH NO CONTRACTS.

FREE\* BRANDING ON CREW GEAR

Download our catalog and gift guide

IT'S MORE THAN A UNIFORM, IT'S PUTTING YOUR PEOPLE AND BUSINESS FIRST.

THE CARHARTT DIFFERENCE CUSTOM-BUILT UNIFORMS RESOURCE CENTER

REGISTER FOR AN ACCOUNT TO BUY CARHARTT DIRECT TODAY.

NO CONTRACTS BRAND YOUR GEAR FREE SHIPPING

### ANOTHER LAYER OF HOLIDAY CHEER

Your crews commit to getting the job done, day in and day out. Return the favor this holiday with the gift of versatile Carhartt shirts.

1. Men's Rugged Flex® Relaxed Fit Canvas Heavy-Duty Snap-Front Shirt Jac. 100996
2. Women's Loose Fit Flare Flare-Sleeve Snap-Front Shirt Jac. 100413
3. Men's Rugged Flex® Canvas Flare-Sleeve Snap-Front Shirt Jac. 100413
4. Women's Rugged Flex® Flare Flare-Sleeve Snap-Front Shirt Jac. 100413
5. Men's Rugged Flex® Flare Flare-Sleeve Snap-Front Shirt Jac. 100413
6. Men's Flannel Long Sleeve Plaid 100206

OUTERWEAR SWEATSHIRTS SHIRTS & TOPS FLAME RESISTANT ACCESSORIES FOOTWEAR

### SHIRTS & TOPS

7. Women's Turtleneck Turtleneck Turtleneck Turtleneck Turtleneck Turtleneck 100413
8. Men's Rugged Flex® Relaxed Fit Microweight Short-Sleeve Pocket T-Shirt 100632
9. Women's Rugged Flex® Relaxed Fit Microweight Short-Sleeve Pocket T-Shirt 100632
10. Men's Loose Fit Heavyweight Short-Sleeve Pocket T-Shirt 100307
11. Women's Loose Fit Heavyweight Short-Sleeve Pocket T-Shirt 100307

OUTERWEAR SWEATSHIRTS SHIRTS & TOPS FLAME RESISTANT ACCESSORIES FOOTWEAR



### FOR CREWS WHO TAKE EVERY JOB PERSONALLY

PERSONALIZE A GIFT FROM CARHARTT

Your crews work hard, especially during the holidays. They're like Santa's elves for virtually every industry, including utilities, transportation, construction, manufacturing, oil & gas and more. They make the holidays work, so this year make their holiday with the gift of customized Carhartt gear.

CHOOSE EMBROIDERY OR SCREEN PRINT

CLICK ON ANY IMAGE OR LINK TO BUY CARHARTT DIRECT ON OUR WEBSITE.

### TIRELESS EFFORT, TIMELESS JACKETS

They give 110%. Give them rugged outerwear backed by 135+ year legacy of innovation. Durable, comfortable, timeless and personalized for your business.

1. Men's Full Zip Relaxed Fit Flare Jacket 100416
2. Women's Full Zip Relaxed Fit Flare Jacket 100413
3. Men's Half Zip Flare Jacket 100417
4. Men's Rain Defender® Relaxed Fit Lightweight Insulated Jacket 100208
5. Women's Rain Defender® Relaxed Fit Lightweight Insulated Jacket 100414
6. Men's Rain Defender® Relaxed Fit Lightweight Insulated Vest 100296

OUTERWEAR SWEATSHIRTS SHIRTS & TOPS FLAME RESISTANT ACCESSORIES FOOTWEAR

### THE GIFT OF PROVEN CARHARTT PROTECTION

When exposure to fire and heat is a constant risk, Carhartt FR gear is the gift that can keep them constantly protected.

1. Men's Flame-Resistant Flare Canvas Long-Sleeve T-Shirt 100233
2. Women's Flame-Resistant Flare Canvas Long-Sleeve Crewneck T-Shirt 100413
3. Men's Flame-Resistant Flare Lightweight 4.7 oz Performance Shirt 100417
4. Women's Flame-Resistant Flare Lightweight 7.2 oz Performance Shirt 100417
5. Men's Flame-Resistant Classic Turtleneck T-Shirt 100100

OUTERWEAR SWEATSHIRTS SHIRTS & TOPS FLAME RESISTANT ACCESSORIES FOOTWEAR

### ADD TO THEIR JOY

For those on the nice list, give a gift they'll use all year. Hats, gear bags and gloves are great additions to their everyday uniform.

1. Kwik-Cuffed Beanie 100107
2. Kwik-Cuffed Beanie 100107
3. Rugged Puff® Flare Flare-Back Cap 100577
4. Rugged Puff® Flare Flare-Back Cap 100577
5. 55L Classic Soft Shell Backpack 80230
6. 6-Can Two-Compartment Backpack 802343
7. 27L Single-Compartment Backpack 802343
8. Women's 2-Track Hot Shoe 80209
9. High-Density Insulated Snow Gaiter 800176
10. Waterproof Insulated Snow Gaiter 800176
11. Thermal Self-Cleaning Mitts 800181

OUTERWEAR SWEATSHIRTS SHIRTS & TOPS FLAME RESISTANT ACCESSORIES FOOTWEAR



## FOR CREWS WHO MAKE THE HOLIDAYS WORK

GET 10% OFF YOUR NEXT CARHARTT COMPANY GEAR ORDER

You already know Carhartt. But did you know Carhartt Company Gear™ offers workwear for businesses? We outfit crews of 10 to 10,000+. And customized Carhartt makes a great employee gift—and keeps your business front and center.

\*10% off your first Carhartt Company Gear order over \$1,500 before 9/9/24. Enter Code XXXXX at Checkout.

SHOP NOW

LEARN WHY CUSTOMIZED CARHARTT IS THE GIFT THAT'S GOOD FOR BUSINESS AND YOUR CREW.



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



## FOR CREWS WHO MAKE THE HOLIDAYS MERRY

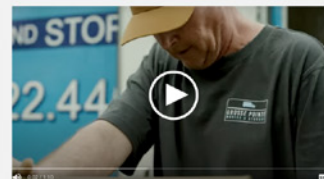
GET 10% OFF YOUR FIRST CARHARTT COMPANY GEAR ORDER

Every aspect of the holiday season is made possible thanks to the trade professionals who shoulder the load. So this year, give them a gift that shows just how much you appreciate their year-round effort. Give them the gift of Carhartt.

\*10% off your first Carhartt Company Gear order over \$1,500 before 9/9/24. Enter Code XXXXX at Checkout.

SHOP NOW

LEARN WHY CUSTOMIZED CARHARTT IS THE GIFT THAT'S GOOD FOR BUSINESS AND YOUR CREW.



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



## FOR CREWS WHO KEEP THE HOLIDAYS MOVING

GET 10% OFF YOUR FIRST CARHARTT COMPANY GEAR ORDER

Enter Code XXXXX at Checkout.  
Not ready to order yet? No sweat. Sign up today with Carhartt Company Gear and we'll send our best deals on crew gifts straight to your inbox.

SIGN UP

LEARN WHY CUSTOMIZED CARHARTT IS THE GIFT THAT'S GOOD FOR BUSINESS AND YOUR CREW.



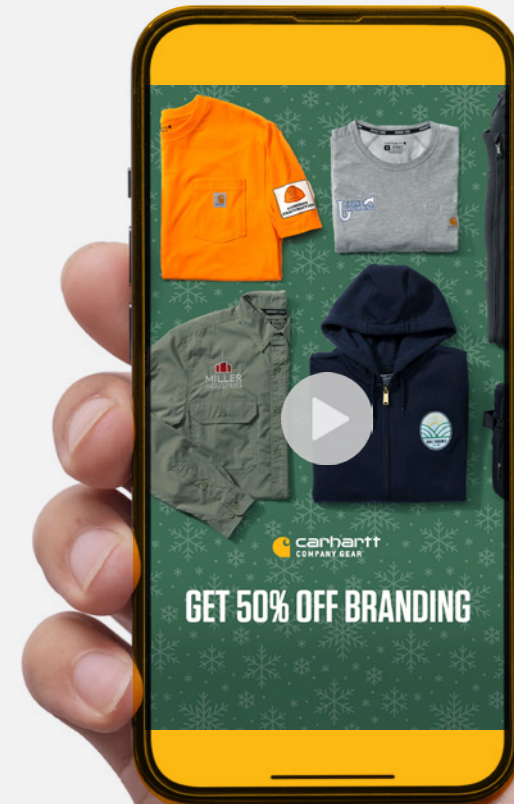
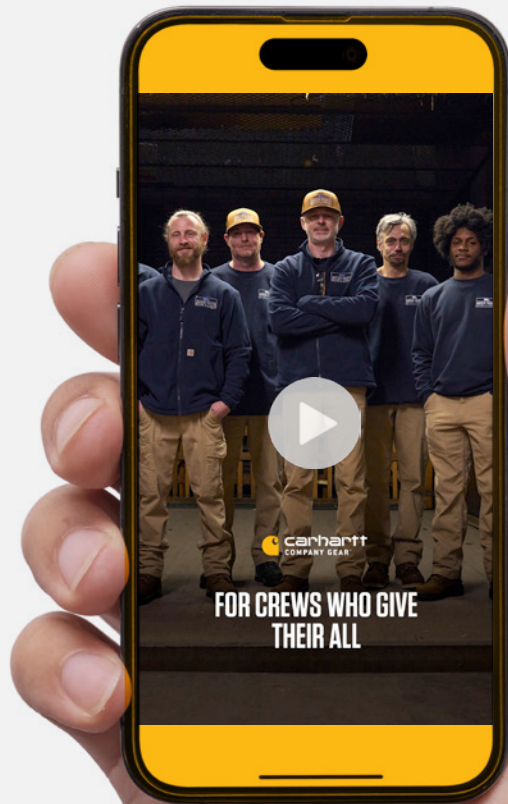
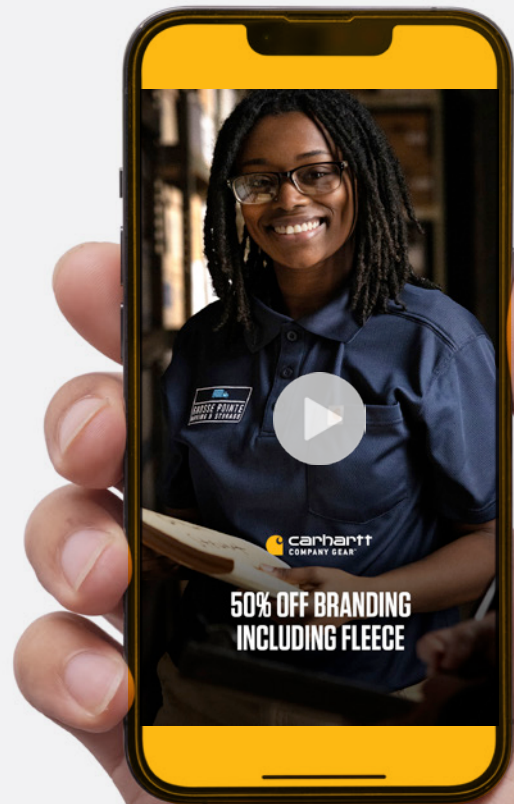
IT'S MORE THAN A UNIFORM  
IT'S A CARHARTT

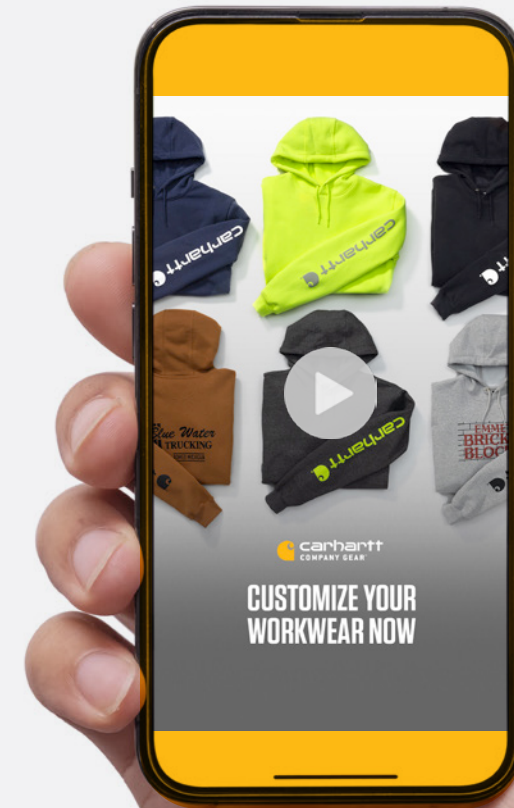
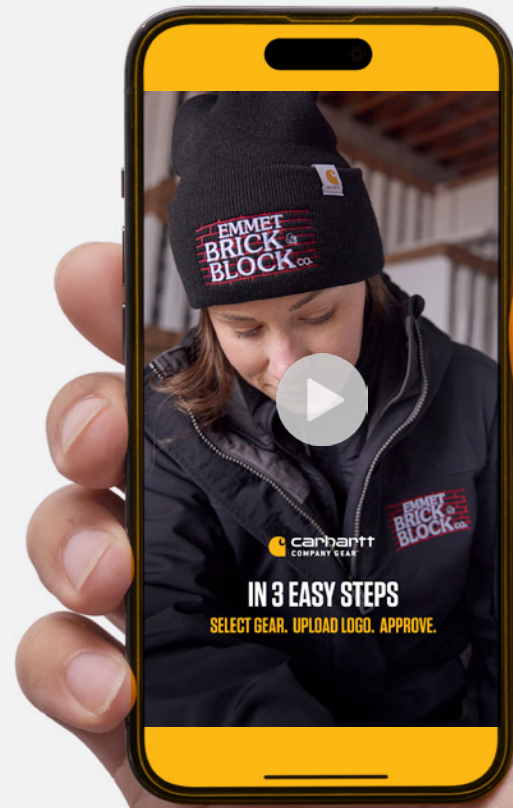
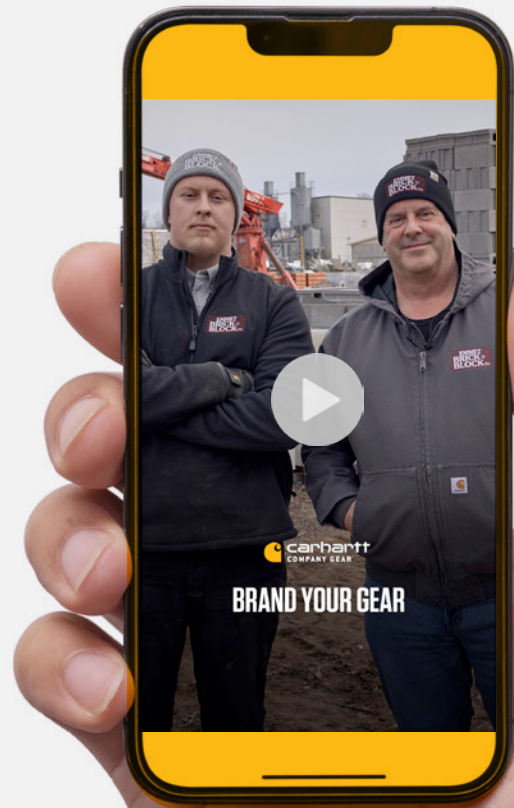


OR  
**DURABLE EMBROIDERY**

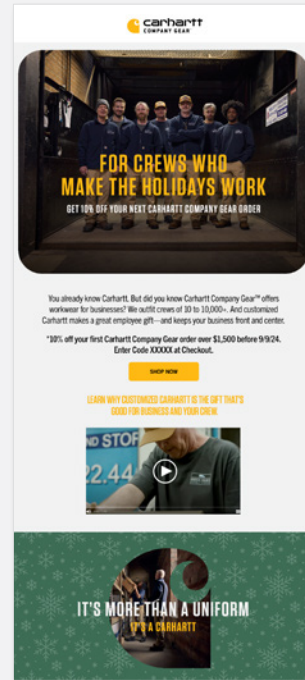
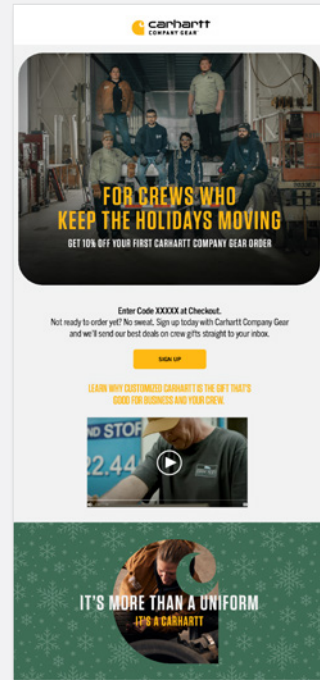
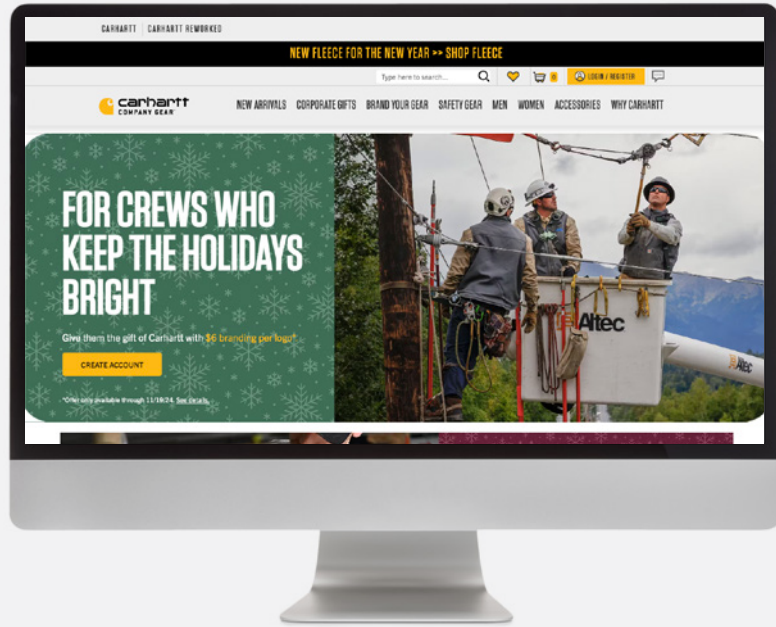


**FOR CREWS WHO MAKE  
THE HOLIDAYS MERRY**





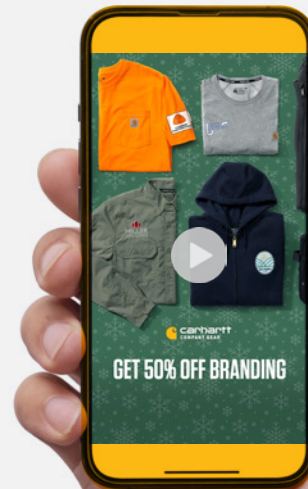
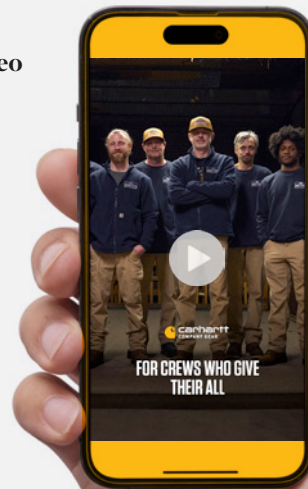
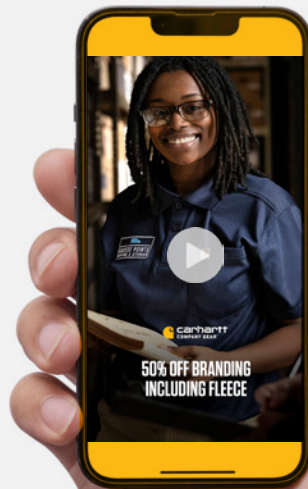
Website



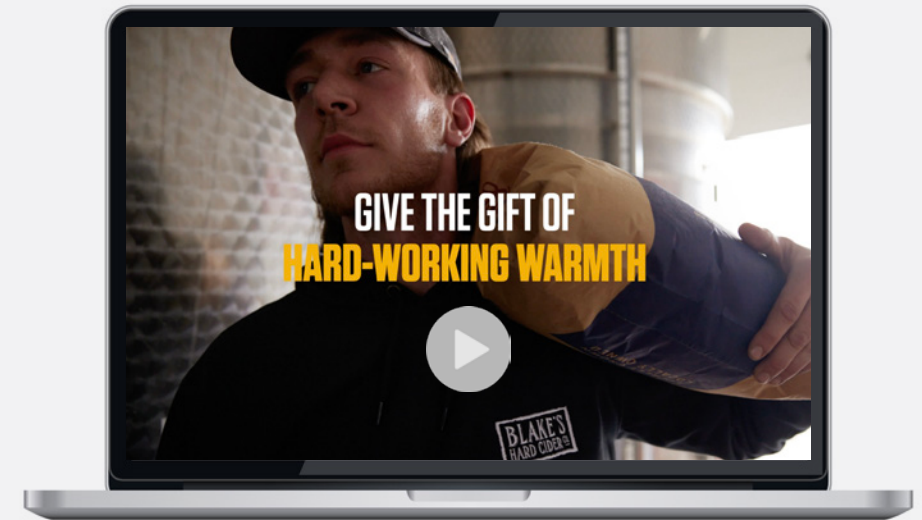
Email Campaign



Meta Banners + Video



Video



EPISODE 01:  
THE NEXT RESPONDERS



EPISODE 02:  
JARROD

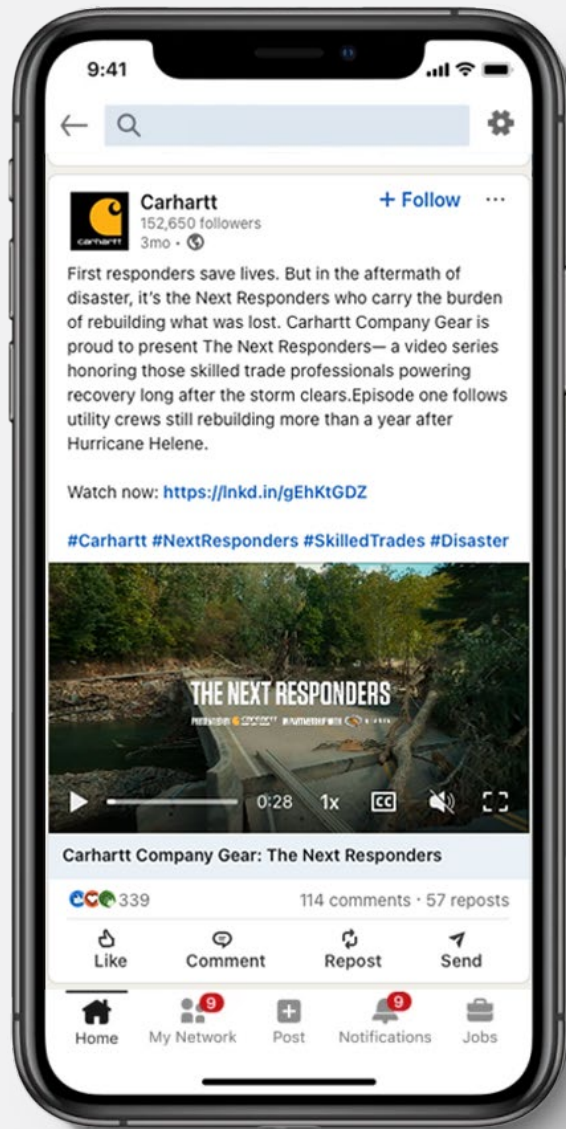


EPISODE 03:  
COMMUNITY



EPISODE 04:  
FIRST STEPS

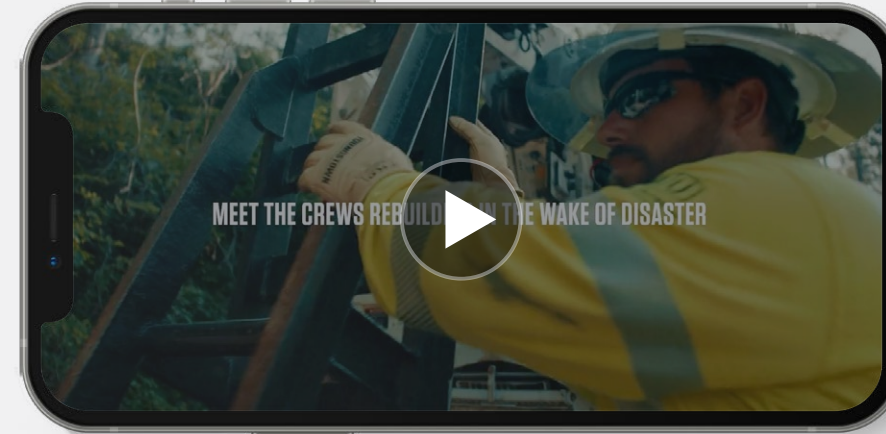




EPISODE 01:  
THE NEXT RESPONDERS



EPISODE 02:  
JARROD

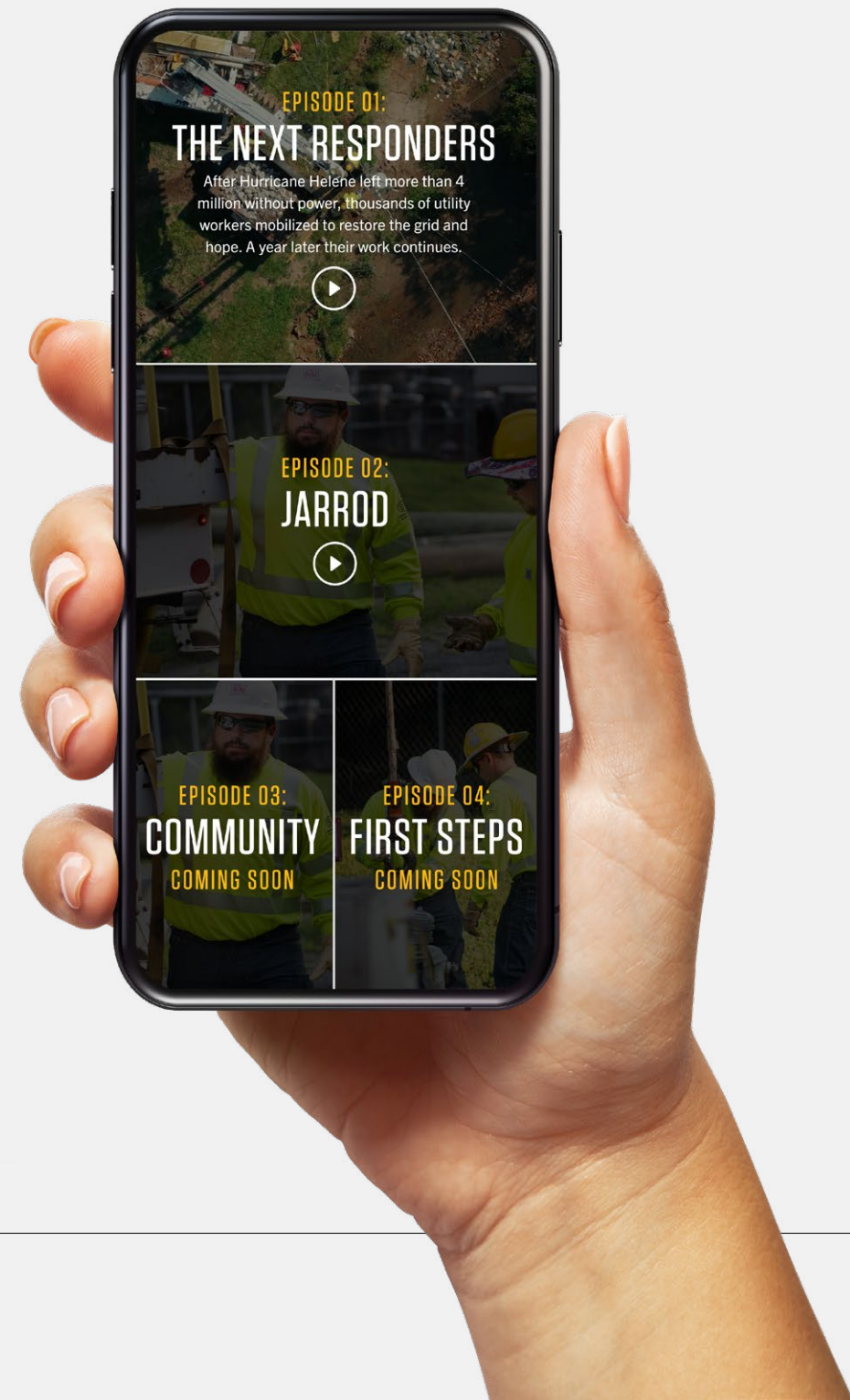
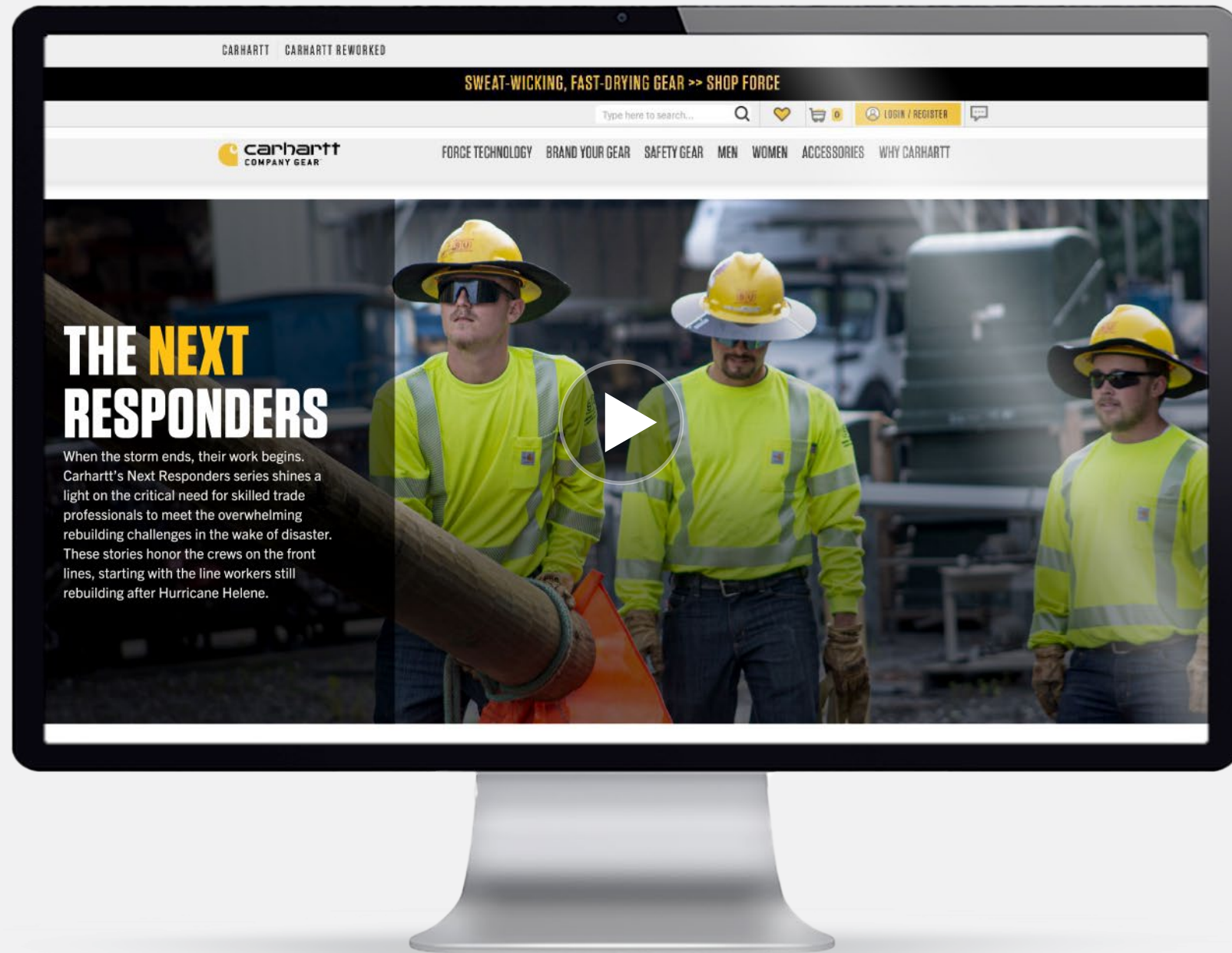


EPISODE 03:  
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EPISODE 04:  
FIRST STEPS





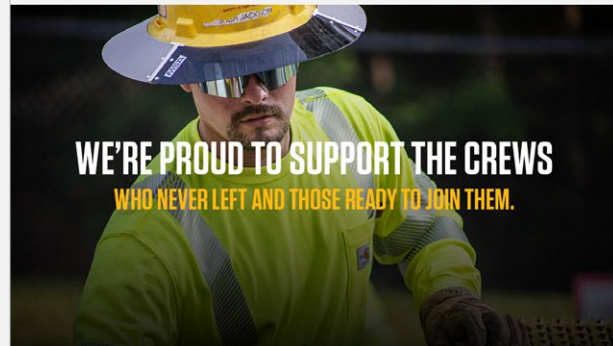


## MEET THE CREWS POWERING RECOVERY

In the wake of Hurricane Helene, more than 4 million people were left without power. Bridges were out. Roads were gone. And thousands of utility workers stepped up to restore outages and hope. A year later their work continues.

Carhartt is proud to share our *Next Responders* video series, a tribute to the trade professionals powering recovery, while shining a light on the growing workforce gap putting this essential work at risk. You can watch the first two episodes now. And stay tuned as the series continues.

[WATCH NOW](#)



## WE'RE PROUD TO SUPPORT THE CREWS WHO NEVER LEFT AND THOSE READY TO JOIN THEM.



## REBUILDING HOPE ONE YEAR LATER

When Hurricane Helene swept through the Southeast, it didn't just knock out power. It upended lives. Carhartt's *The Next Responders* video series shares the stories of crews who stepped up to restore outages. And hope. More than a year later, their work continues.

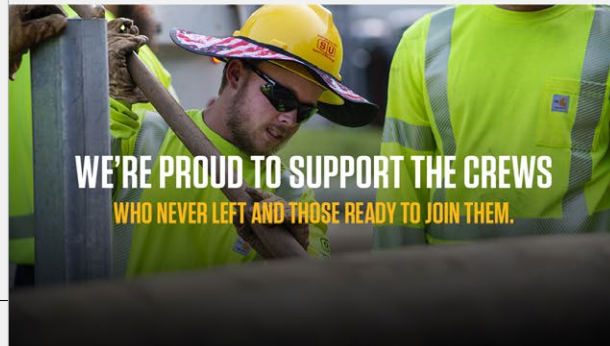
In **Episode 02**, we focus on the deeply personal side of disaster recovery when it hits close to home. And the selflessness it takes to help others while facing your own loss.

**Episode 03** shows the impact of the storm from the perspective of customers. And the deep trust placed in the crews working to bring back power along with a sense of normalcy.

At Carhartt, our mission is to serve and protect all hardworking people. That's why we're committed to help bridge the skilled trades gap, so more people can do heroic work like *The Next Responders*.

You can watch both episodes now. And stay tuned as we share more stories.

[WATCH NOW](#)



## WE'RE PROUD TO SUPPORT THE CREWS WHO NEVER LEFT AND THOSE READY TO JOIN THEM.



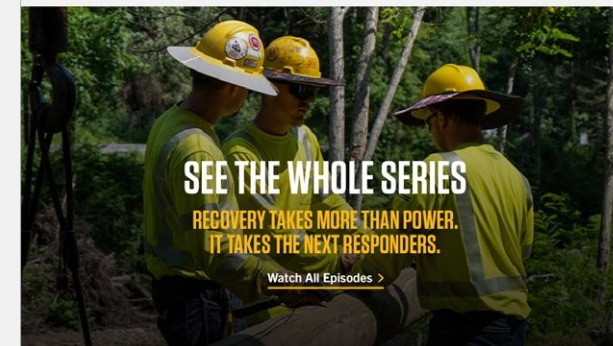
## THE NEXT GENERATION OF THE NEXT RESPONDERS

The future of disaster recovery is taking shape at Northwest Lineman College. In Episode 04 of *The Next Responders*, we hear from students and faculty to learn what drives the next generation to step into critical trade roles.

It's work that's essential. And life changing. A journeyman lineman can earn an annual salary of over \$200,000 without a four-year degree.

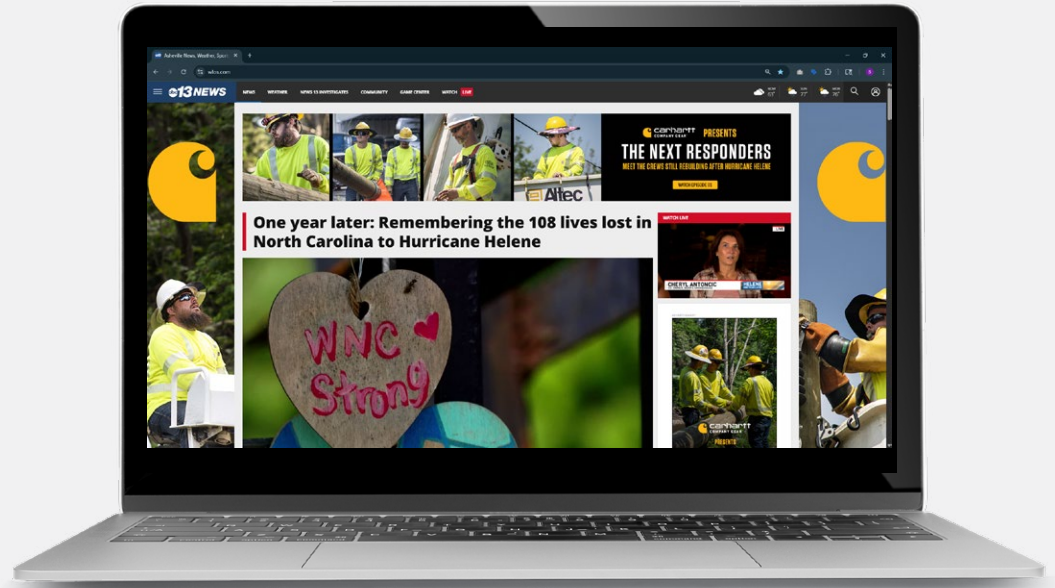
At Carhartt, we're proud to support these skilled trade professionals and honor the crews still rebuilding one year after Hurricane Helene.

[WATCH NOW](#)



## SEE THE WHOLE SERIES RECOVERY TAKES MORE THAN POWER. IT TAKES THE NEXT RESPONDERS.

[Watch All Episodes >](#)





PRESENTS

# THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

Watch now at [companygear.carhartt.com/next](http://companygear.carhartt.com/next)



PRESENTS

## THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

Watch now at [companygear.carhartt.com/next](http://companygear.carhartt.com/next)



Have a story to share? Scan to tell us how you or your crew helped communities recover.

Tradeshaw Pull Up Banner

# Carhartt Global Sales Conference



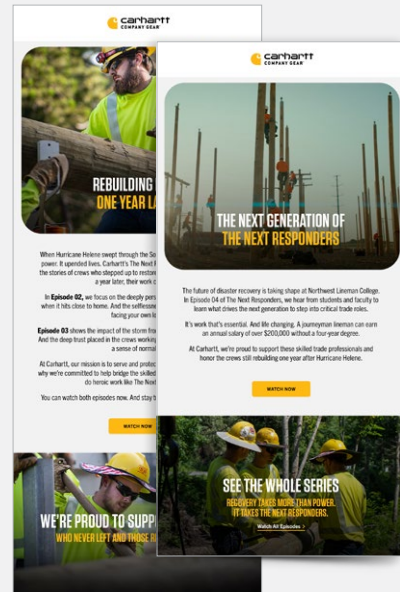
“ I’m excited to introduce The Next Responder Campaign which highlights the crews who don’t just restore what was lost, they restore hope. Because when the waters recede, when the power grid is gone, when communities are in the dark, it’s the next wave of responders who shoulder the burden of rebuilding. ”



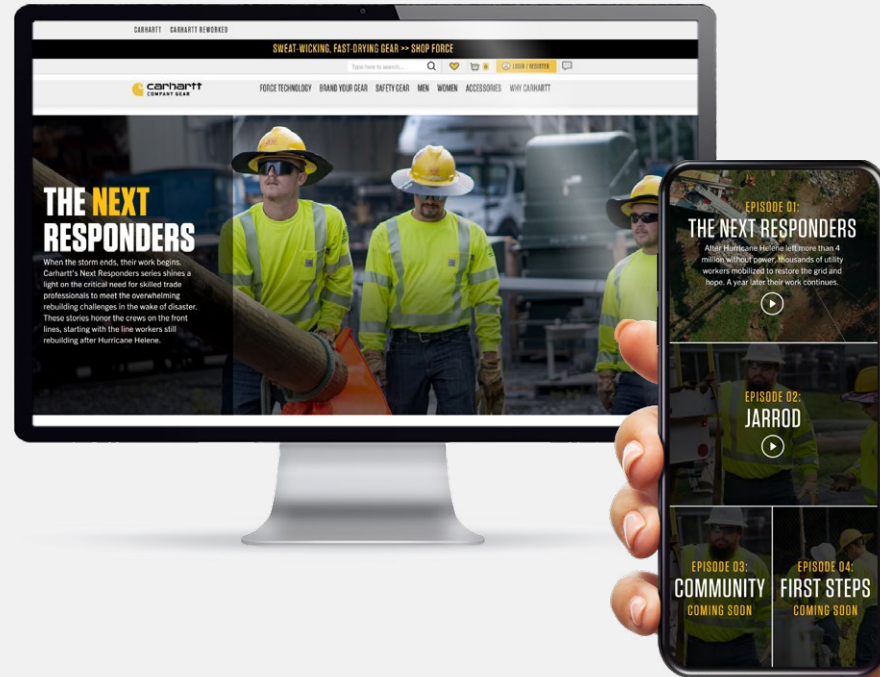
CTV & SOCIAL VIDEO



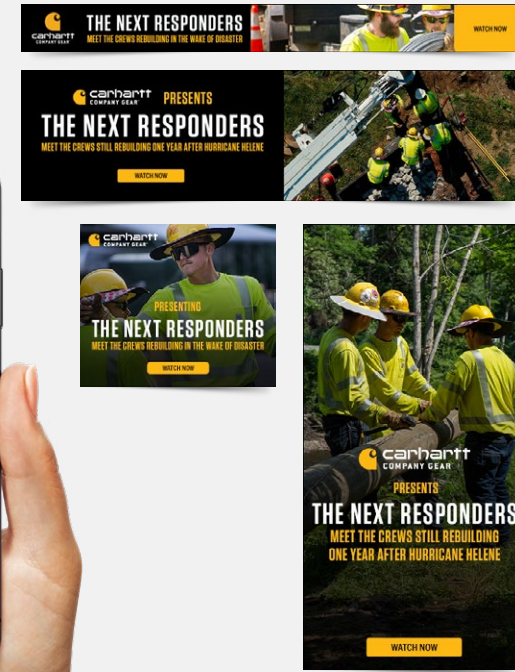
EMAILS



LANDING PAGE



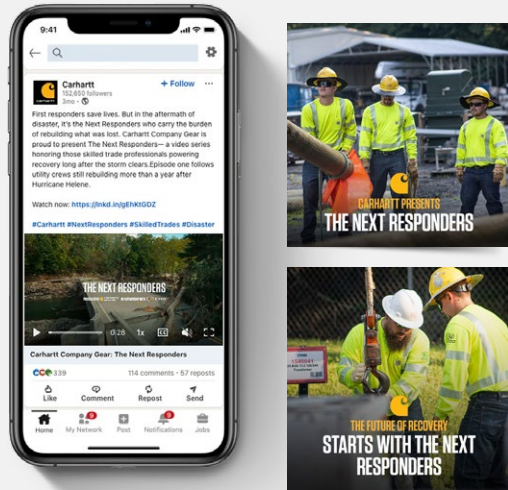
DISPLAY BANNERS



PULL UP BANNERS



SOCIAL POSTS



# Across three years, the campaign has generated:

More than  
**380M**  
impressions

Over  
**3M**  
impressions

**91%**  
aided awareness

**50%**  
increase in unaided  
awareness

**40K**  
tradeshow visits



**Thousands**  
of hot leads

Steady  
year-over-year  
**gains**  
in orders and revenue