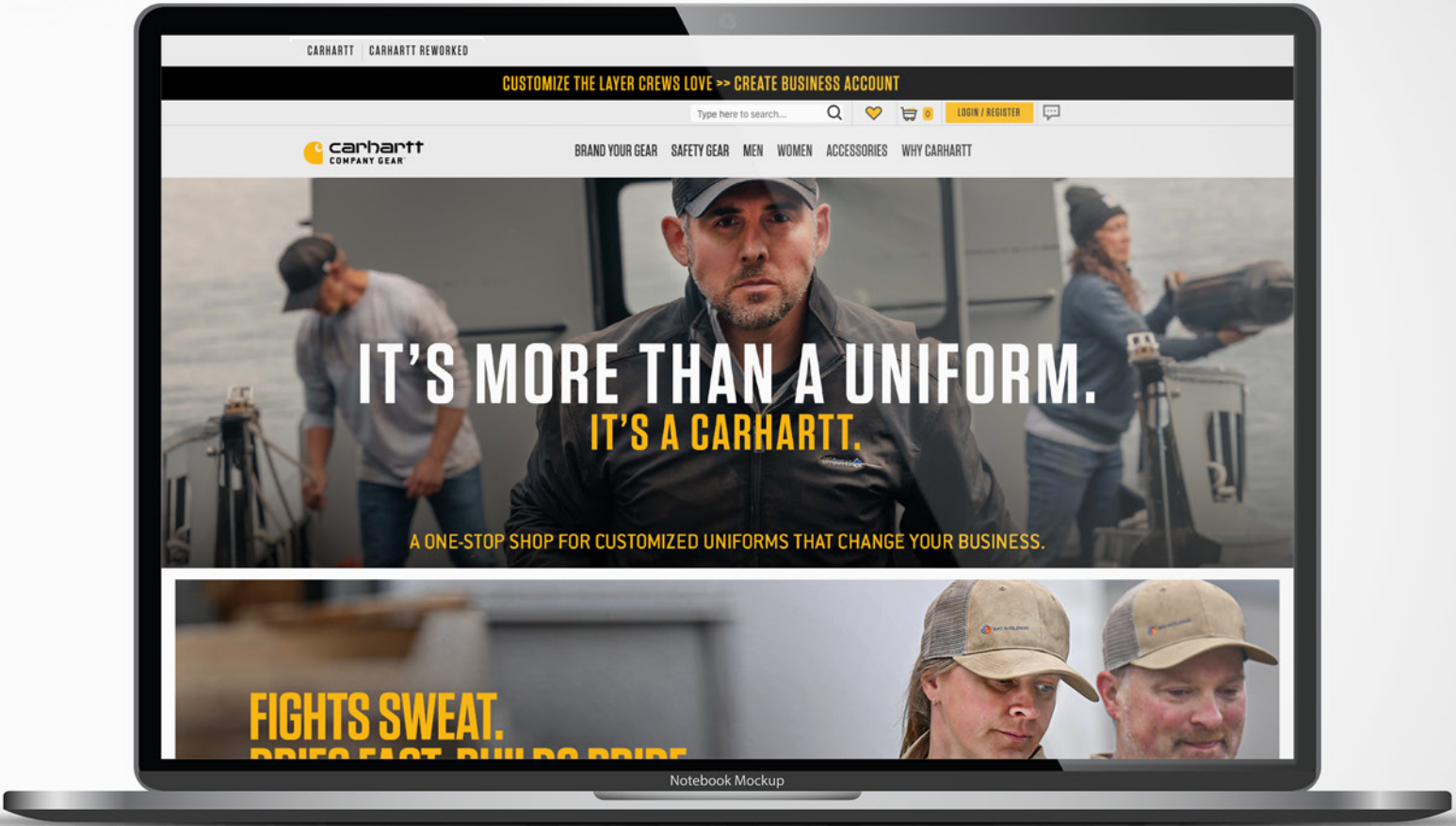
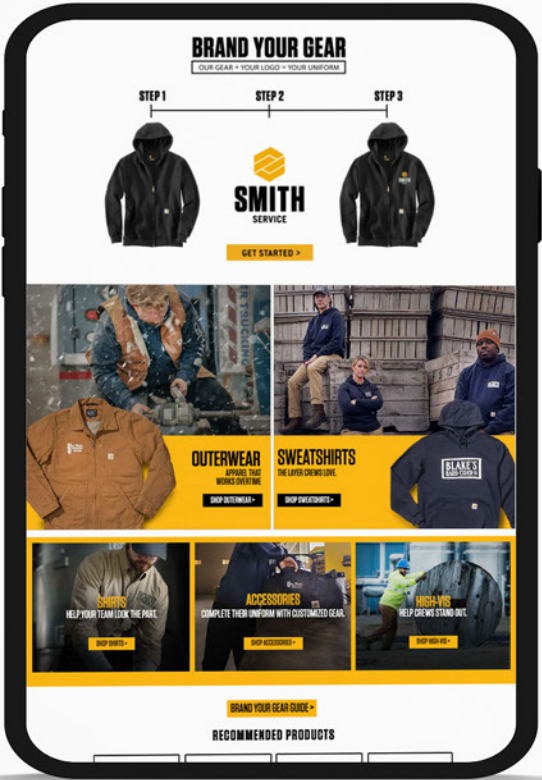
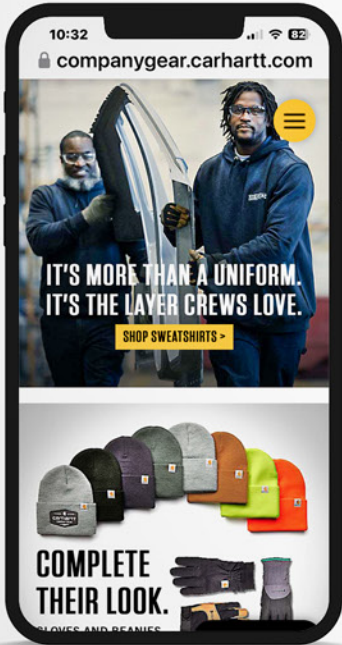
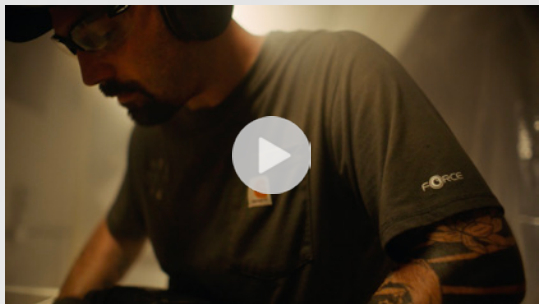




IT'S MORE THAN A UNIFORM
MULTI-YEAR IMPACT



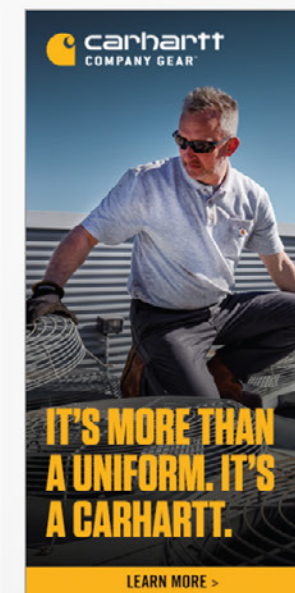
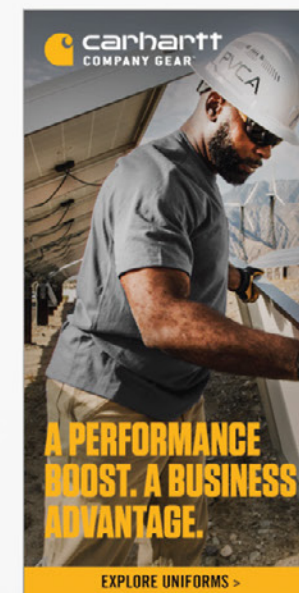
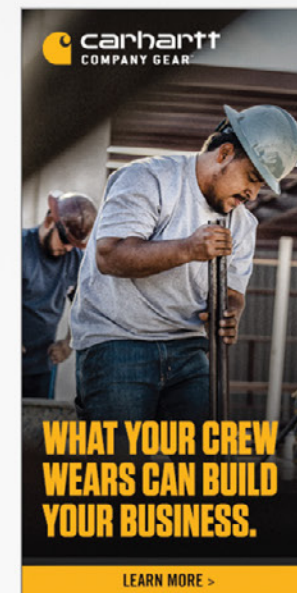
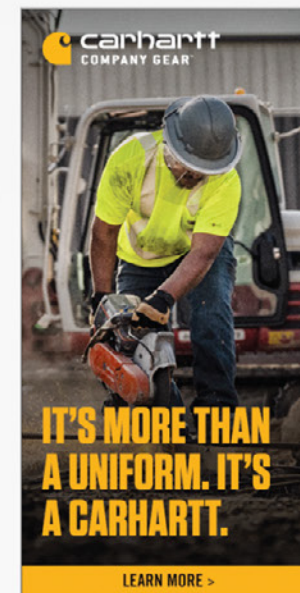




GIVE THEM A UNIFORM THAT EARNS THEIR RESPECT.



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





Risk Exposure	Mitigate Possibility Index (P)
Financial	0.36
Operational	0.36
Strategic	0.36

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
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...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 YOURS IN JEOPARDY



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

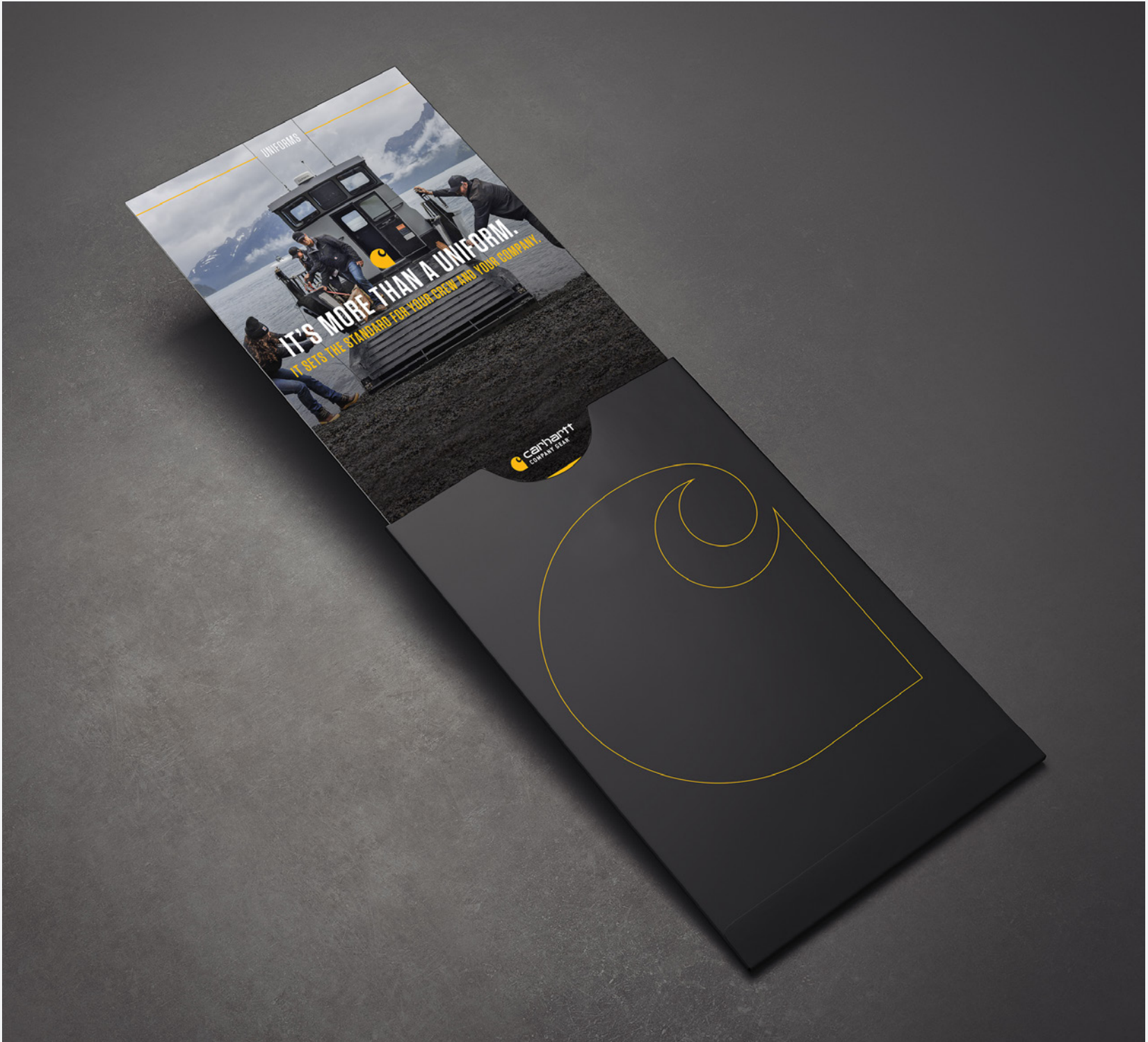
Speak louder than words. And employers who only say employees are more credible, respect and dedication than those who provide for their people. Find out how you can make it happen.

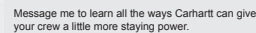


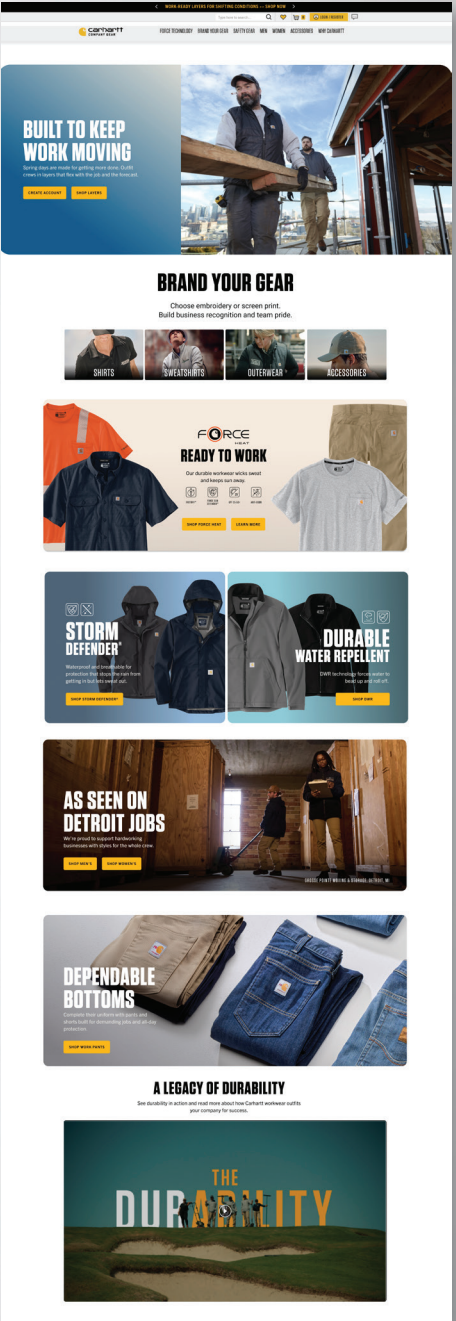
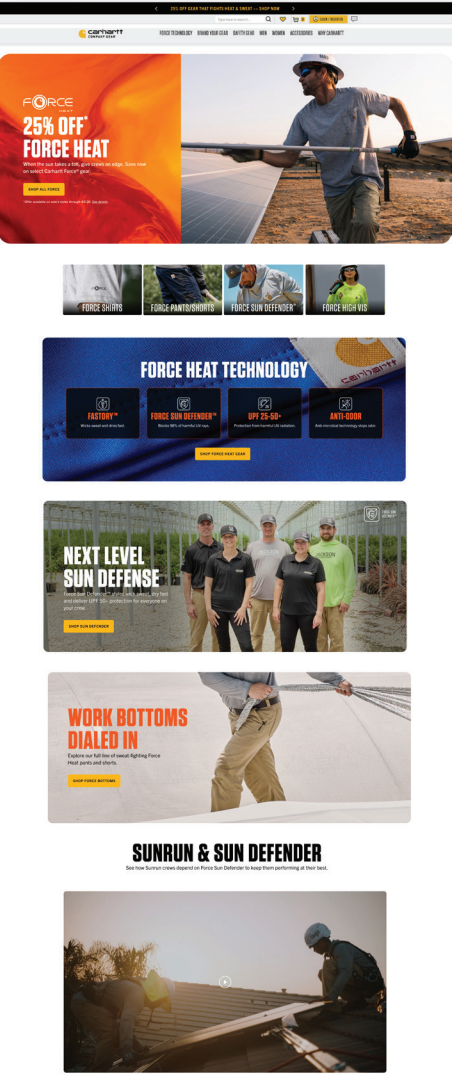
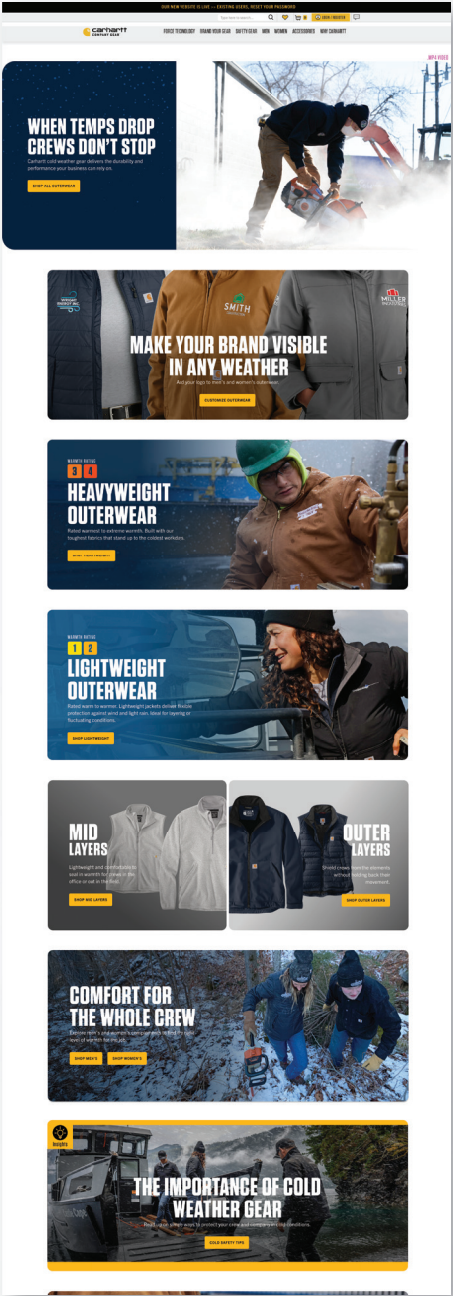
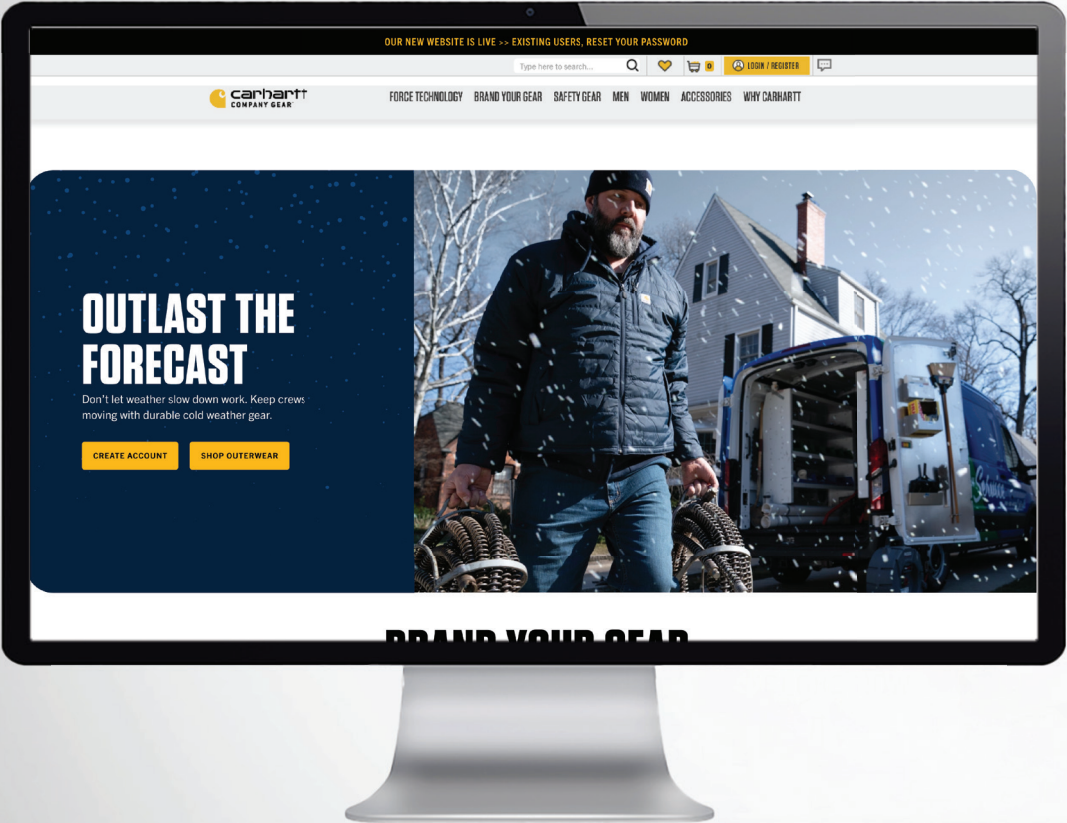
NAME ON THEIR POCKET
MORE THAN A

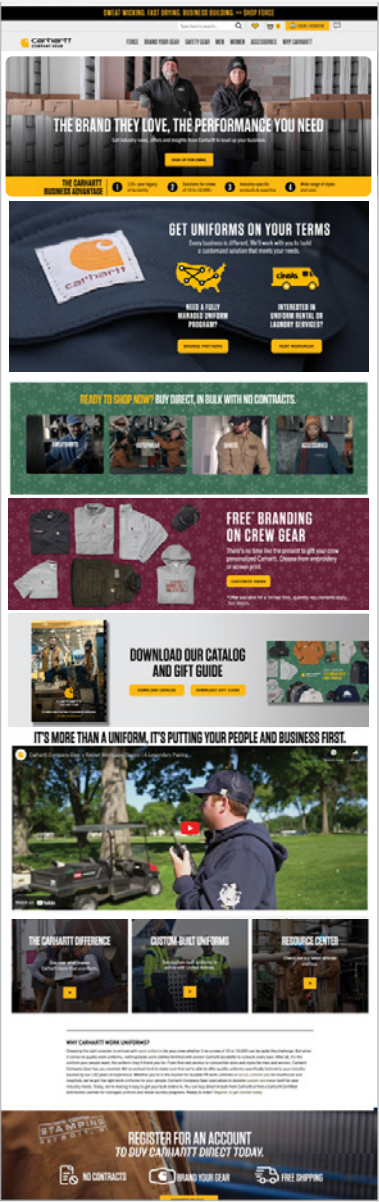
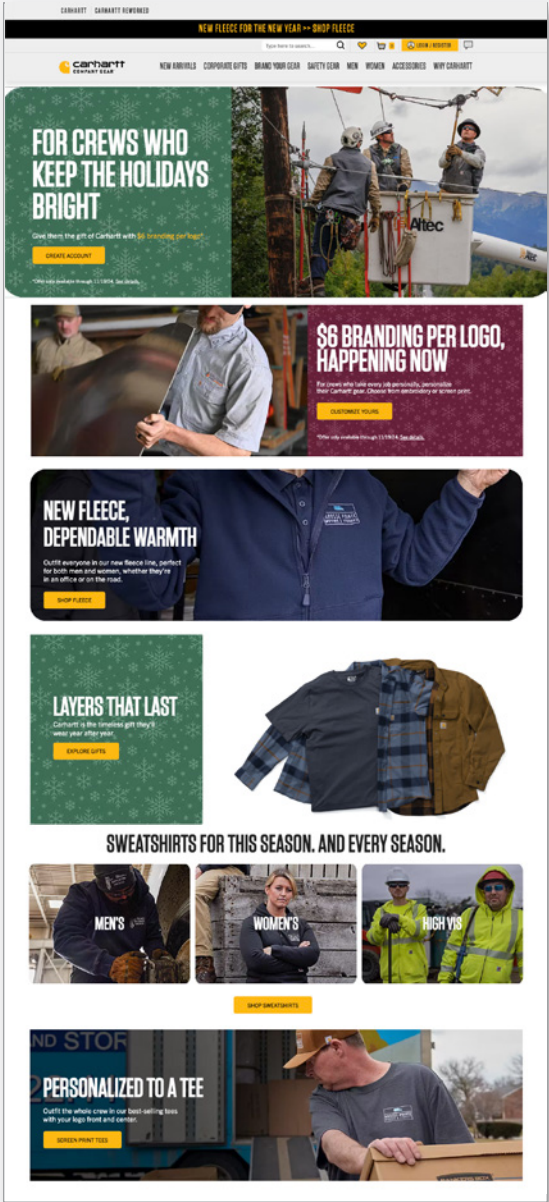
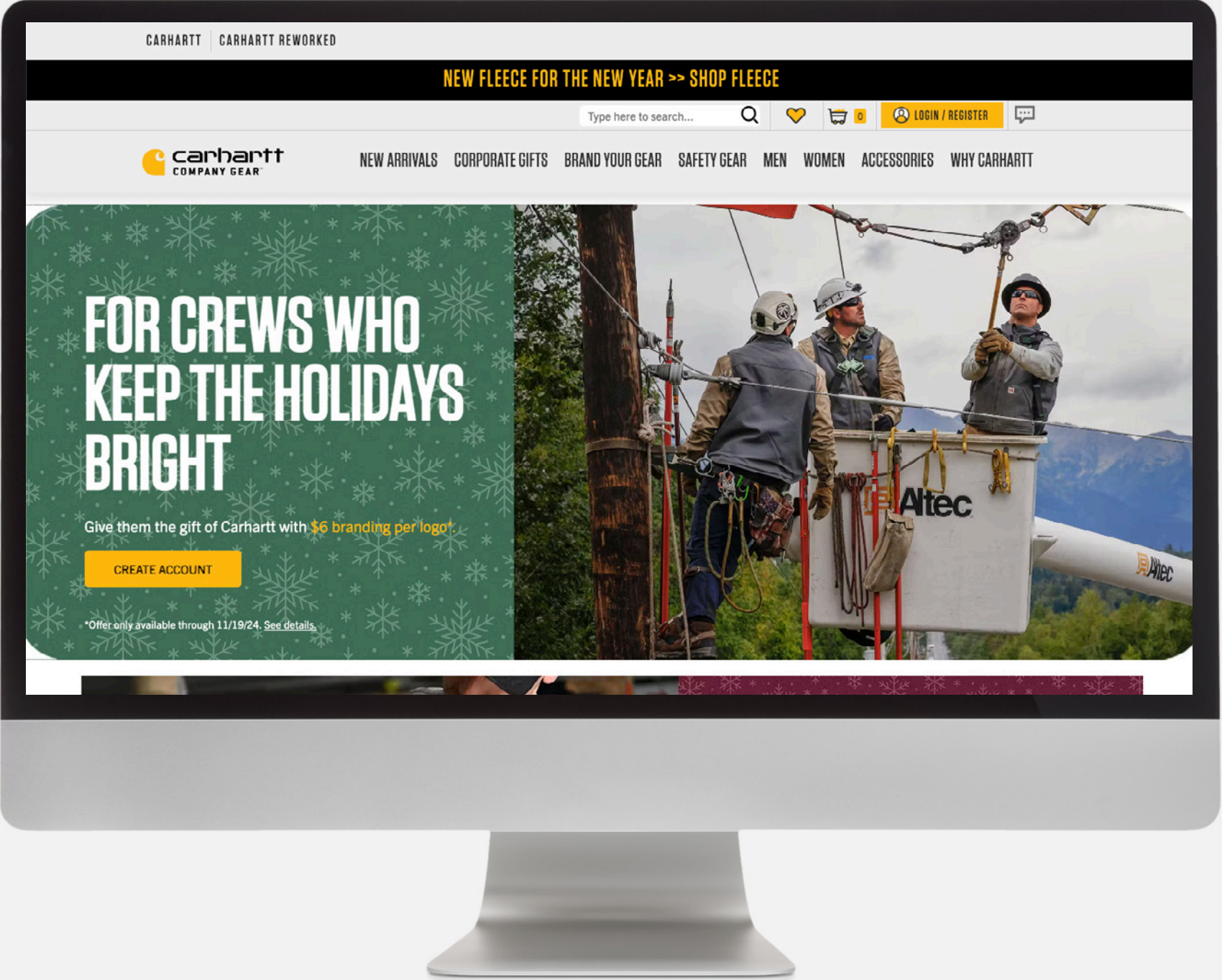
Actions speak louder than words. And employers who only say employees are valued gain far less credibility, respect and dedication than those who provide top-tier workwear for their people. Find out how you can make it happen.











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

GIFT WITH GRATITUDE



2



3

TOUGH MEETS TRADITION



4



5

PAIRS WELL WITH A THERMOS FULL OF HOT COCOA



6

- Men's Full Zip Relaxed Fit Pierce Jacket
106416
[VIEW](#) [ADD TO CART](#)
- Women's Full Zip Relaxed Fit Pierce Jacket
106419
[VIEW](#) [ADD TO CART](#)
- Men's Half Zip Pierce Jacket
106417
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- Men's Rain Defender® Relaxed Fit Lightweight Insulated Jacket
102208
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- Women's Rain Defender® Relaxed Fit Lightweight Insulated Jacket
104314
[VIEW](#) [ADD TO CART](#)
- Men's Rain Defender® Relaxed Fit Lightweight Insulated Vest
102286
[VIEW](#) [ADD TO CART](#)

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 uniforms.

1. KOT Cuffed Beanie
\$12

2. KOT Cuffed Beanie
\$12

3. Rugged Flex™ Fit
Soft-Neck Back Cap
105577

4. Rugged Flex™ Beanie™
Soft-Neck Back Cap
105577

5. 55L Duffel
\$49

6. 4-Can Tool Compartment
Tool Bag
801390

7. 27L Single Compartment
Tool Bag
801343

8. Women's C-Neck Hood
\$60/59

9. High Density
100% Polyester
\$60/52

10. Waterproof
Insulated
Glove
\$60/52

11. Thermal
Fleece-Backed
Nylon Glove
\$60/51

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FOR CREWS WHO MAKE THE HOLIDAYS WORK

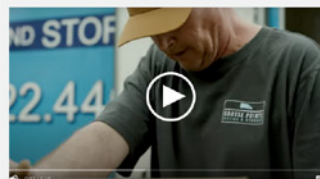
GET 10% OFF YOUR NEXT CARHARTT COMPANY GEAR ORDER

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

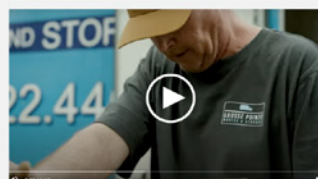
GET 10% OFF YOUR FIRST CARHARTT COMPANY GEAR ORDER

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



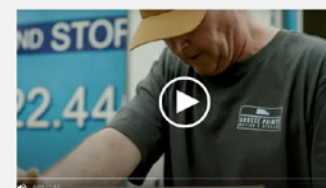
FOR CREWS WHO KEEP THE HOLIDAYS MOVING

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.

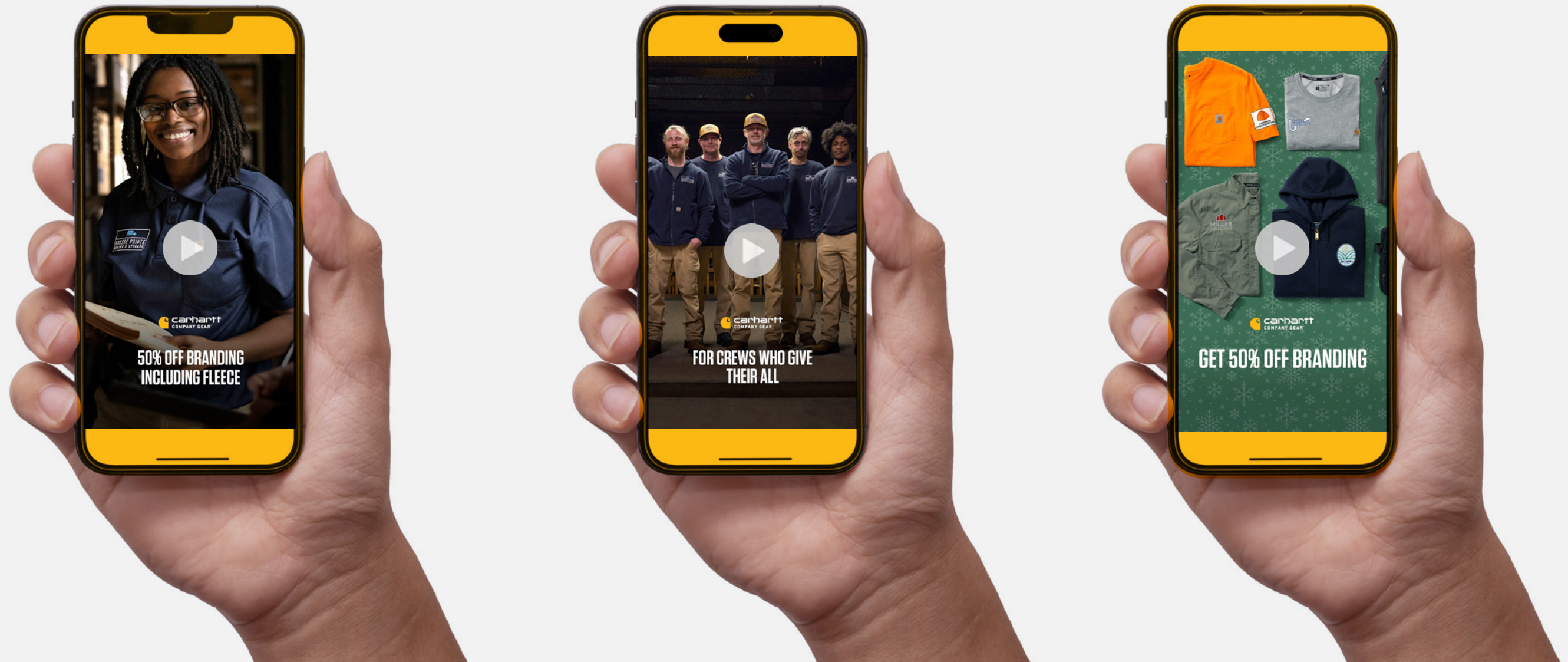
SIGN UP

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

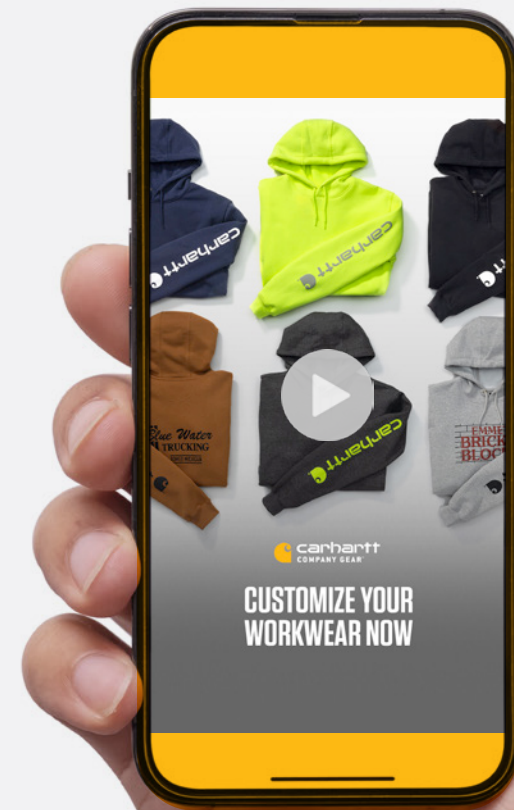
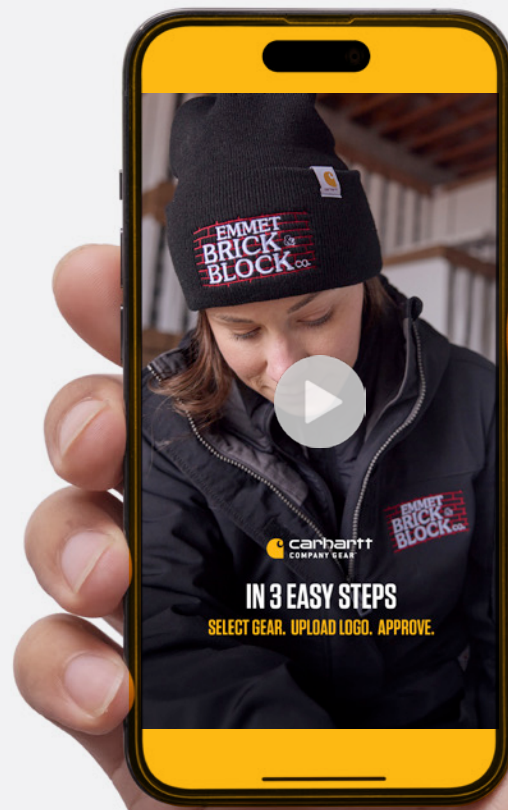
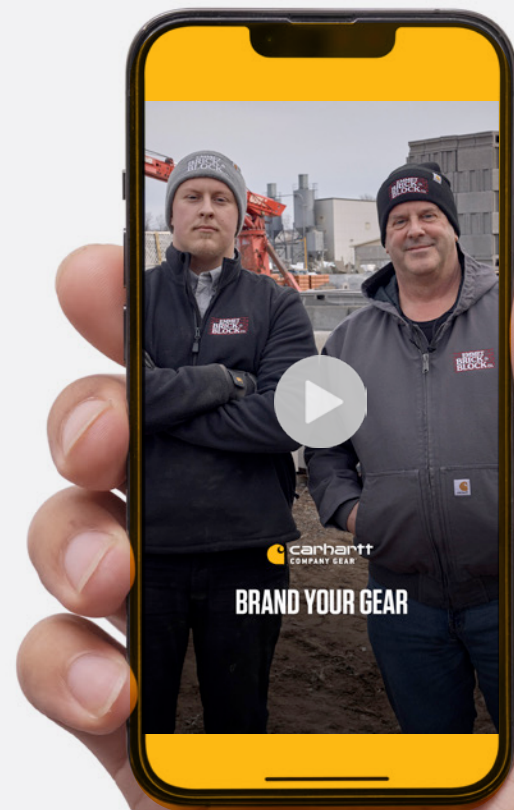


IT'S MORE THAN A UNIFORM
IT'S A CARHARTT

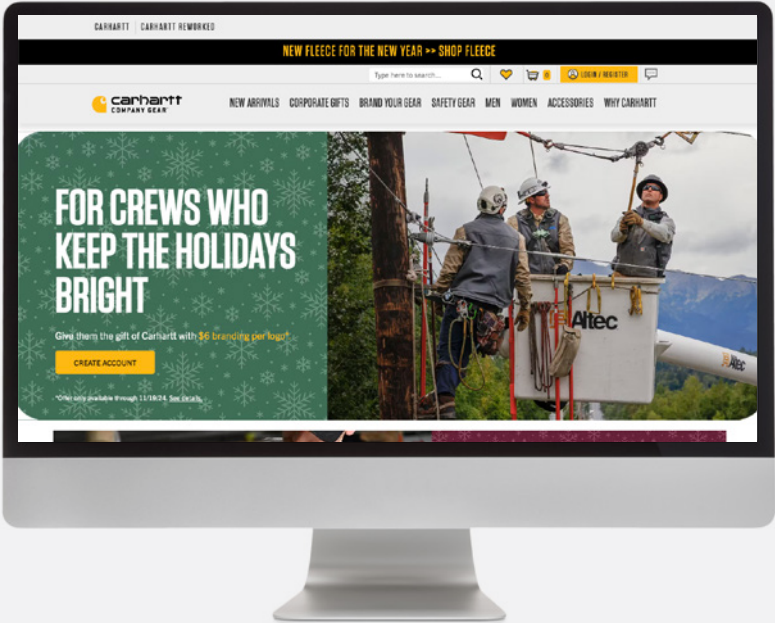




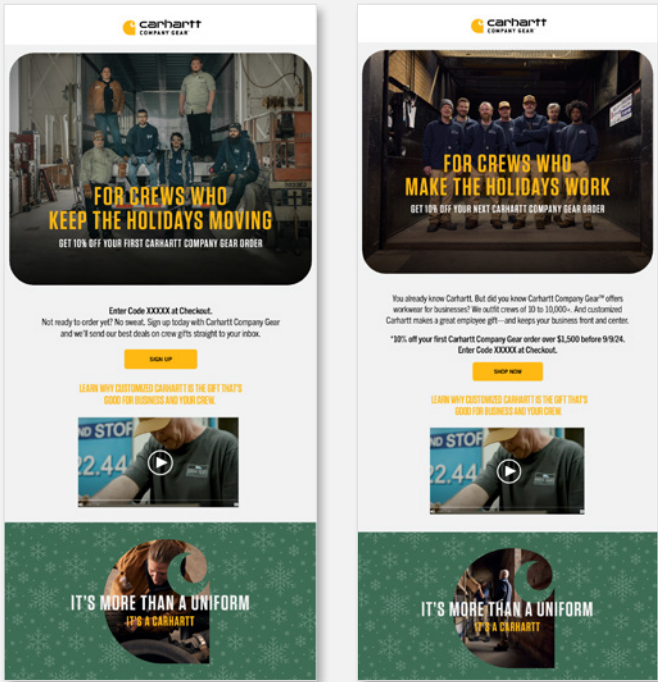
Meta Banners



Website



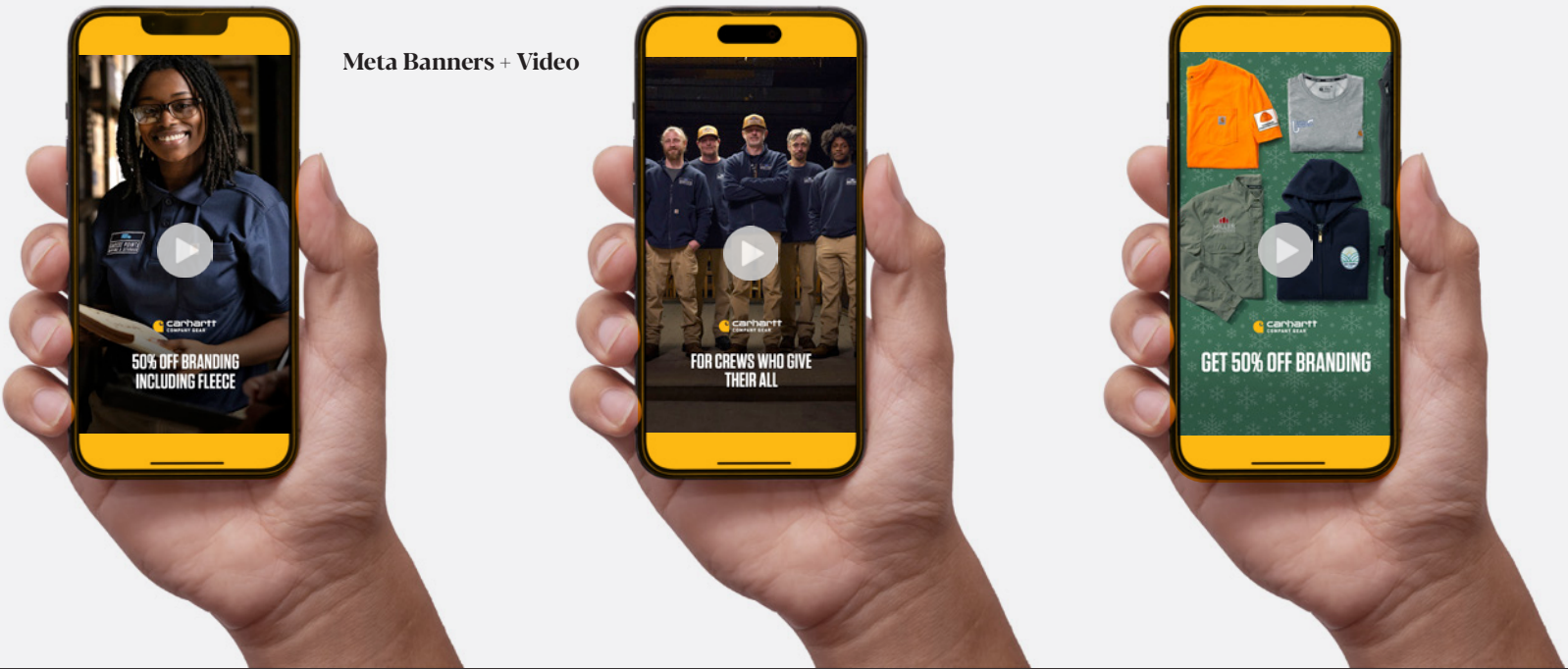
Email Campaign



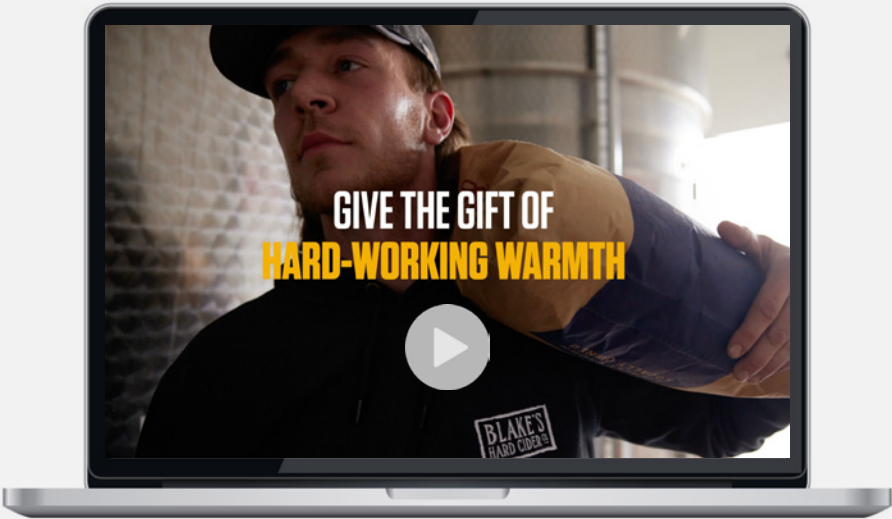
Gifting Guide



Meta Banners + Video



Video



EPISODE 01:
THE NEXT RESPONDERS



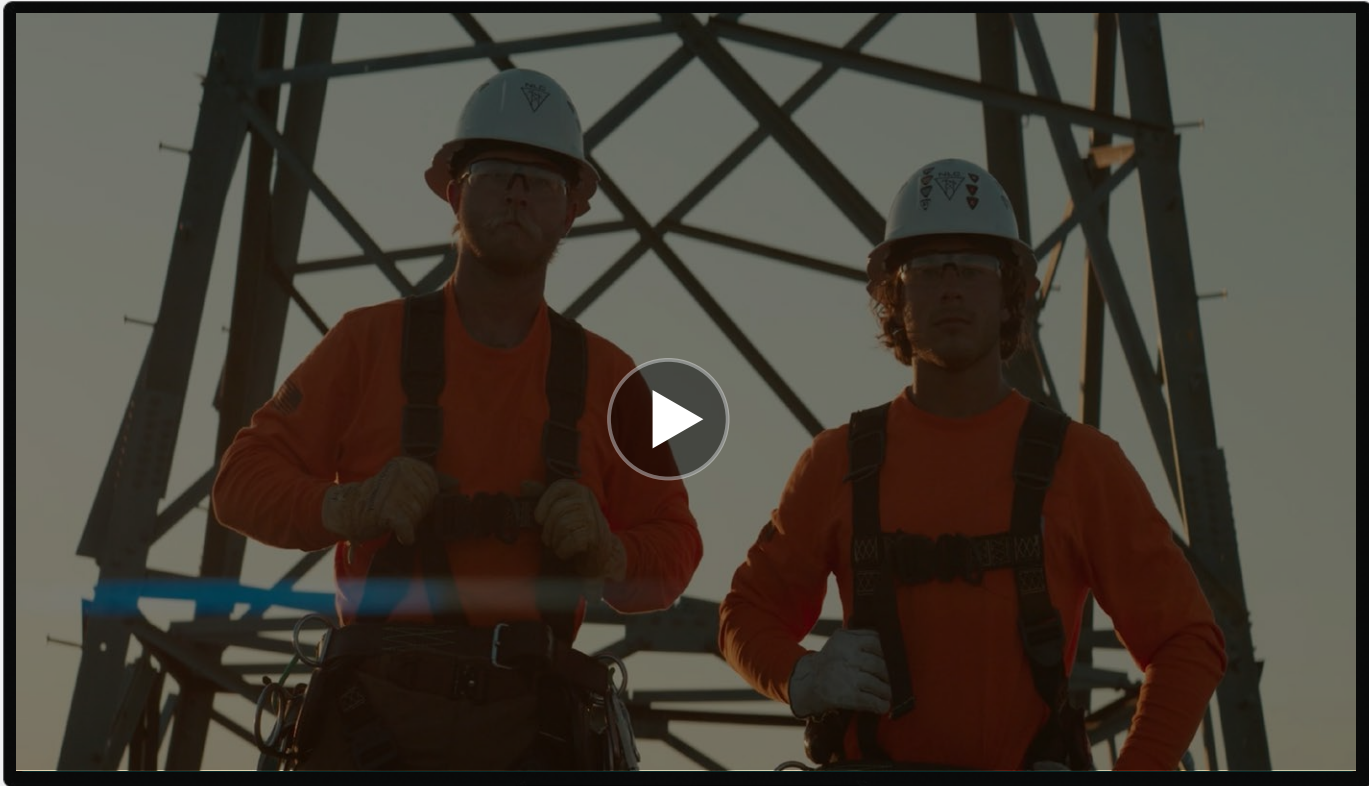
EPISODE 02:
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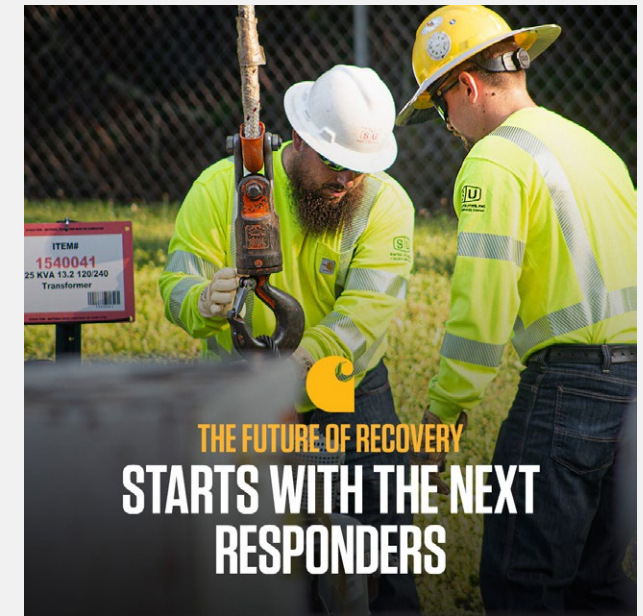
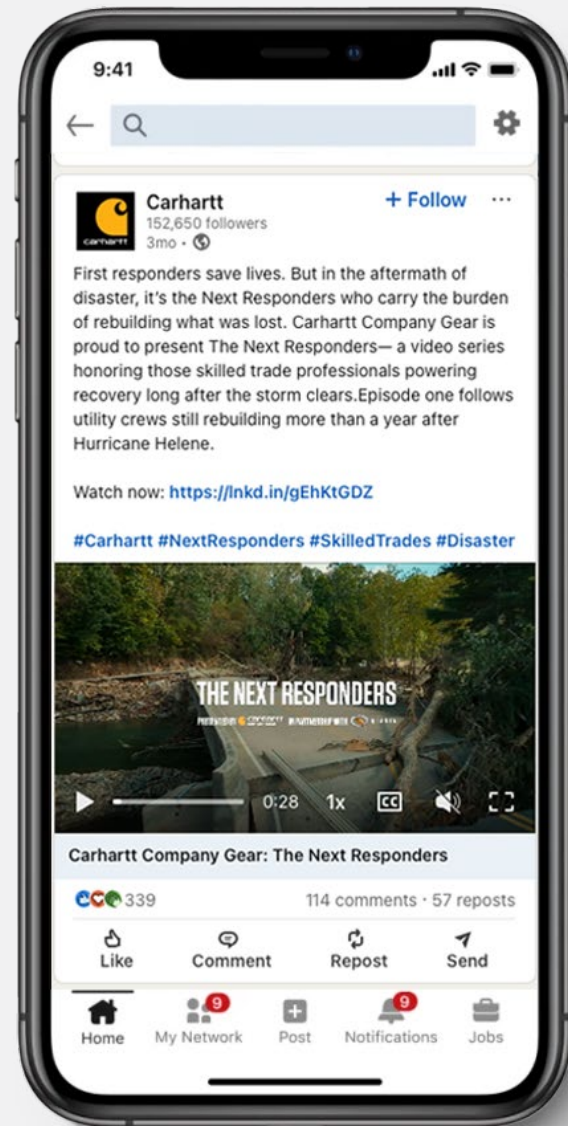


EPISODE 03:
COMMUNITY



EPISODE 04:
FIRST STEPS





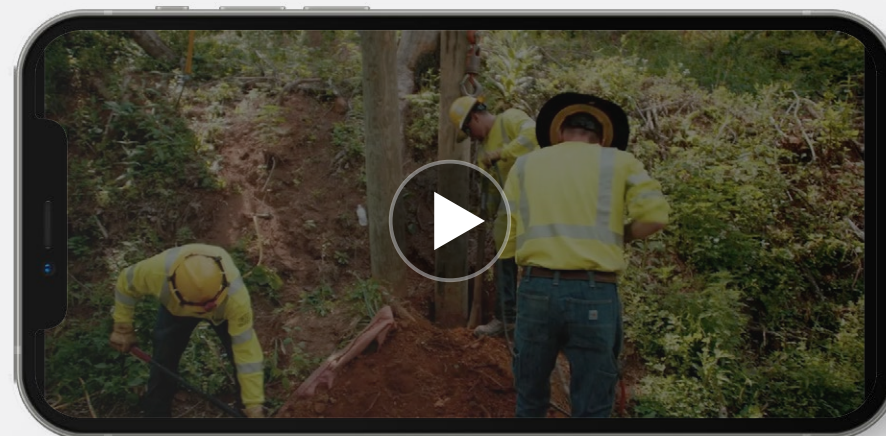
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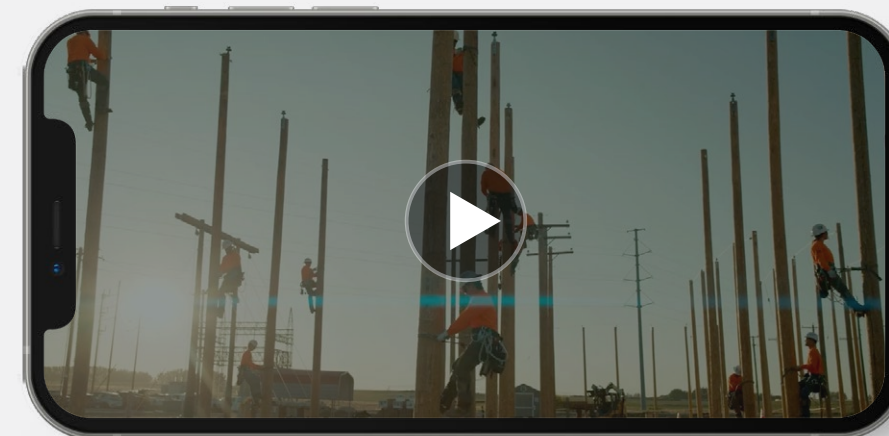
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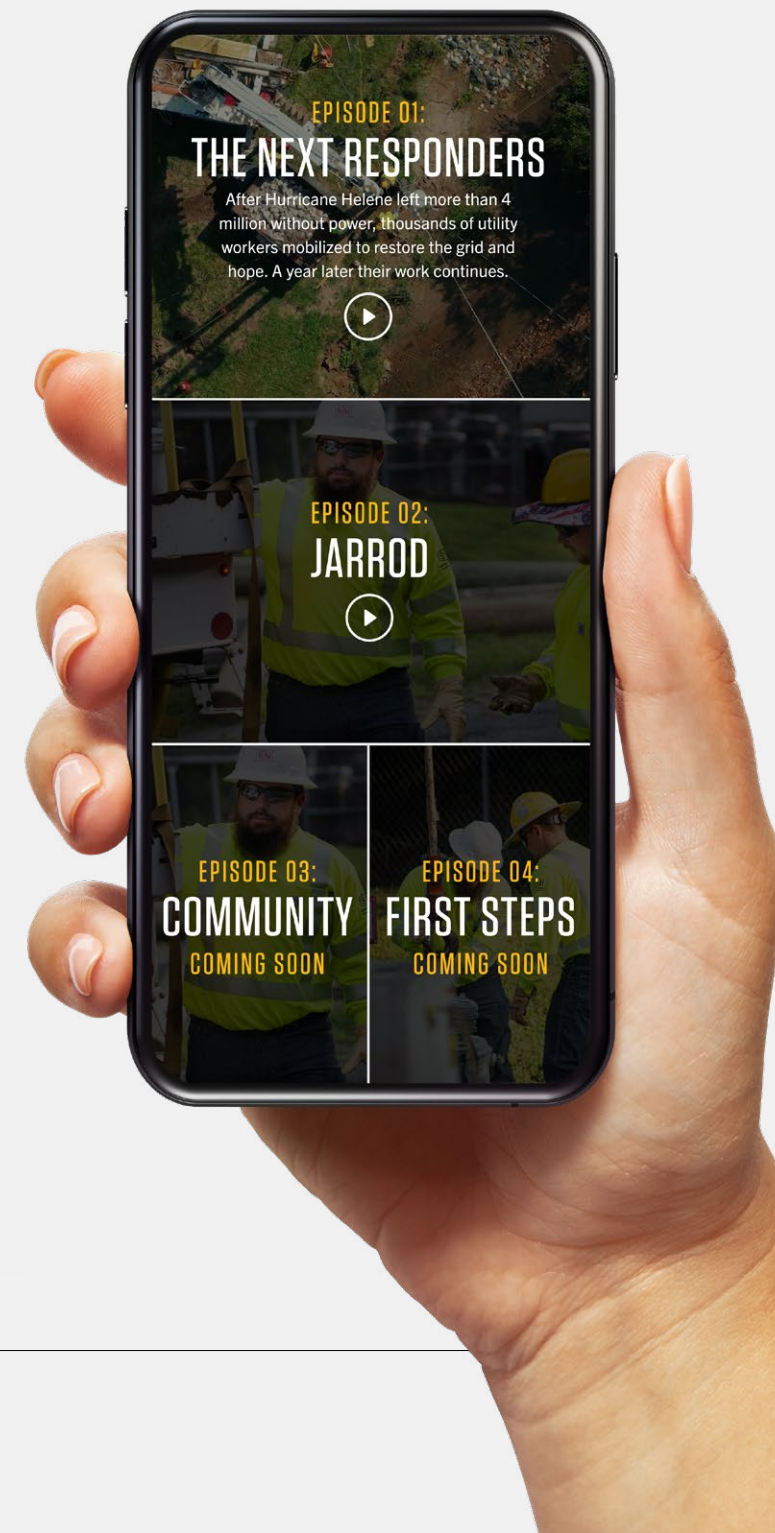
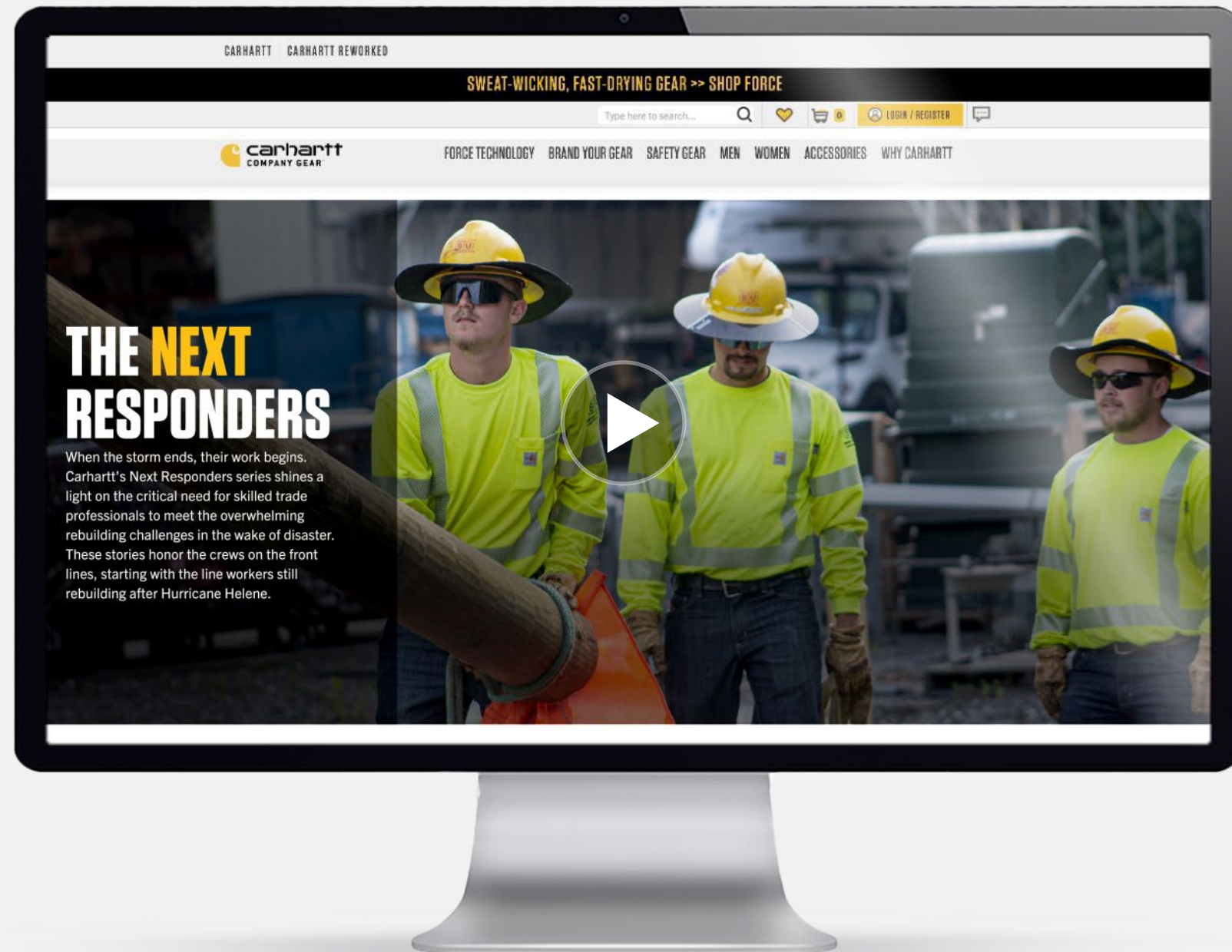


EPISODE 03:
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EPISODE 04:
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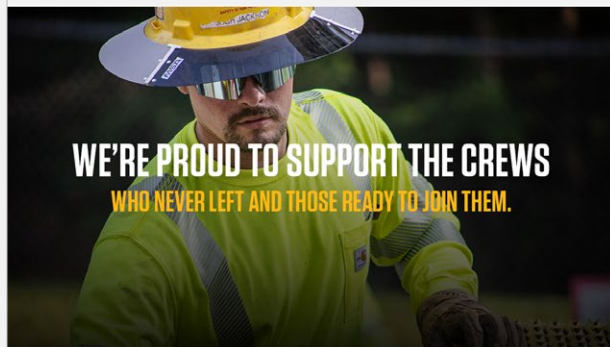


MEET THE CREWS POWERING RECOVERY

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 >](#)



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COMPANY GEAR

PRESENTS

THE NEXT RESPONDERS
MEET THE CREWS STILL REBUILDING
ONE YEAR AFTER HURRICANE HELENE

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THE NEXT RESPONDERS
MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

WATCH NOW



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PRESENTS

THE NEXT RESPONDERS
MEET THE CREWS STILL REBUILDING ONE YEAR AFTER HURRICANE HELENE

WATCH NOW

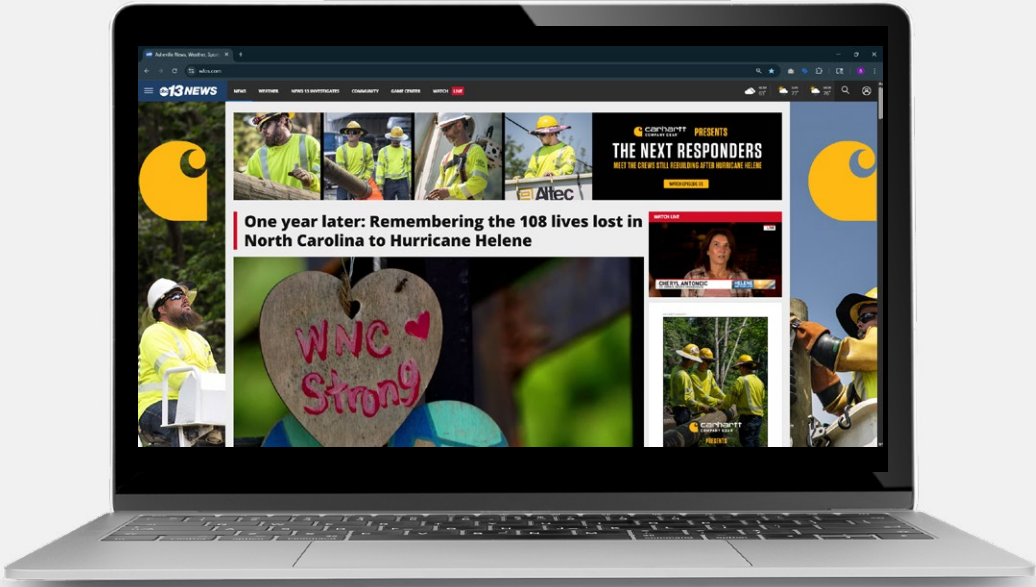


carhartt
COMPANY GEAR

PRESENTING

THE NEXT RESPONDERS
MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

WATCH NOW



13 NEWS

One year later: Remembering the 108 lives lost in North Carolina to Hurricane Helene

WNC Strong

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PRESENTS

THE NEXT RESPONDERS
MEET THE CREWS STILL REBUILDING AFTER HURRICANE HELENE

WATCH NOW



PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

Watch now at companygear.carhartt.com/next



PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

Watch now at companygear.carhartt.com/next



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

Carhartt Global Sales Conference



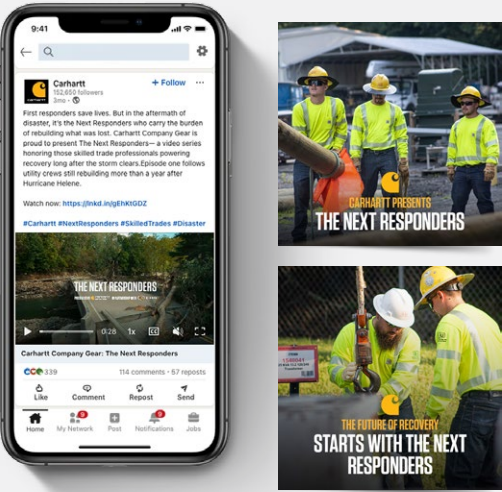
“ I’m excited to introduce The Next Responder Campaign which highlights the crews who don’t just restore what was lost, they restore hope. Because when the waters recede, when the power grid is gone, when communities are in the dark, it’s the next wave of responders who shoulder the burden of rebuilding.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



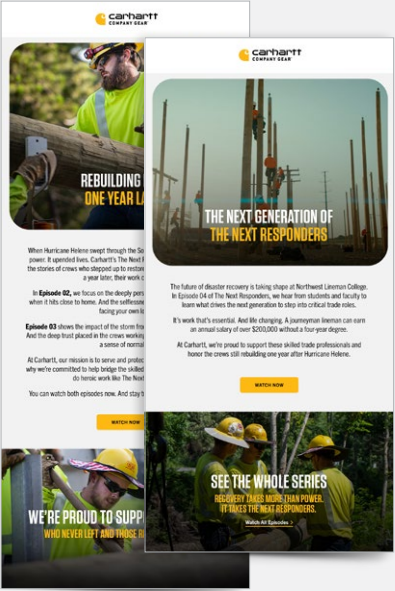
CTV & SOCIAL VIDEO



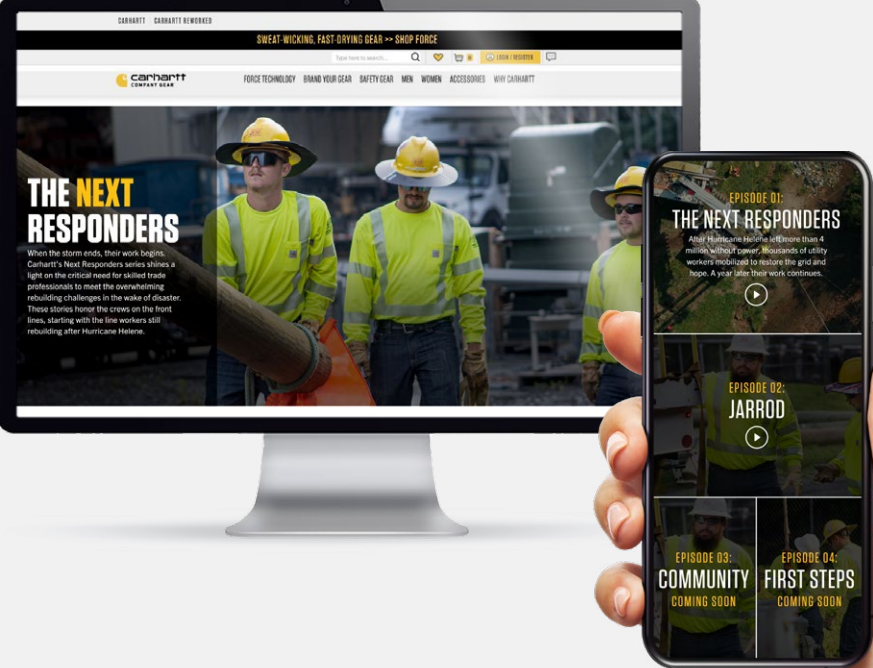
SOCIAL POSTS



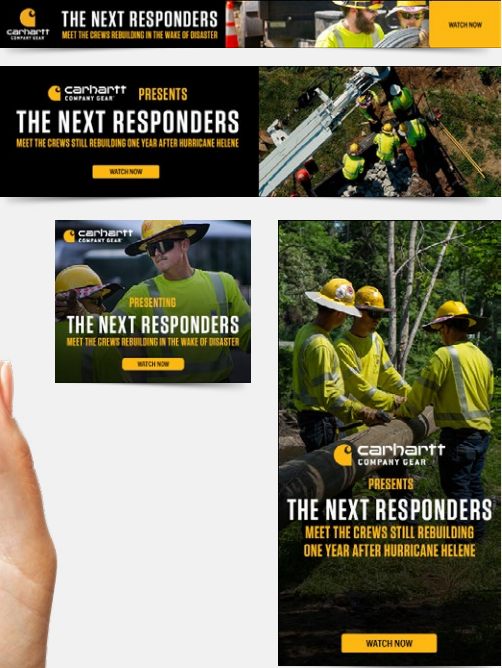
EMAILS



LANDING PAGE



DISPLAY BANNERS



PULL UP BANNERS



Across three years, the campaign has generated:

More than
380M
impressions

Over
3M
clicks

91%
aided awareness

50%
increase in unaided
awareness

40K
tradeshow visits

Thousands
of hot leads

Steady
year-over-year
gains
in orders and revenue

