



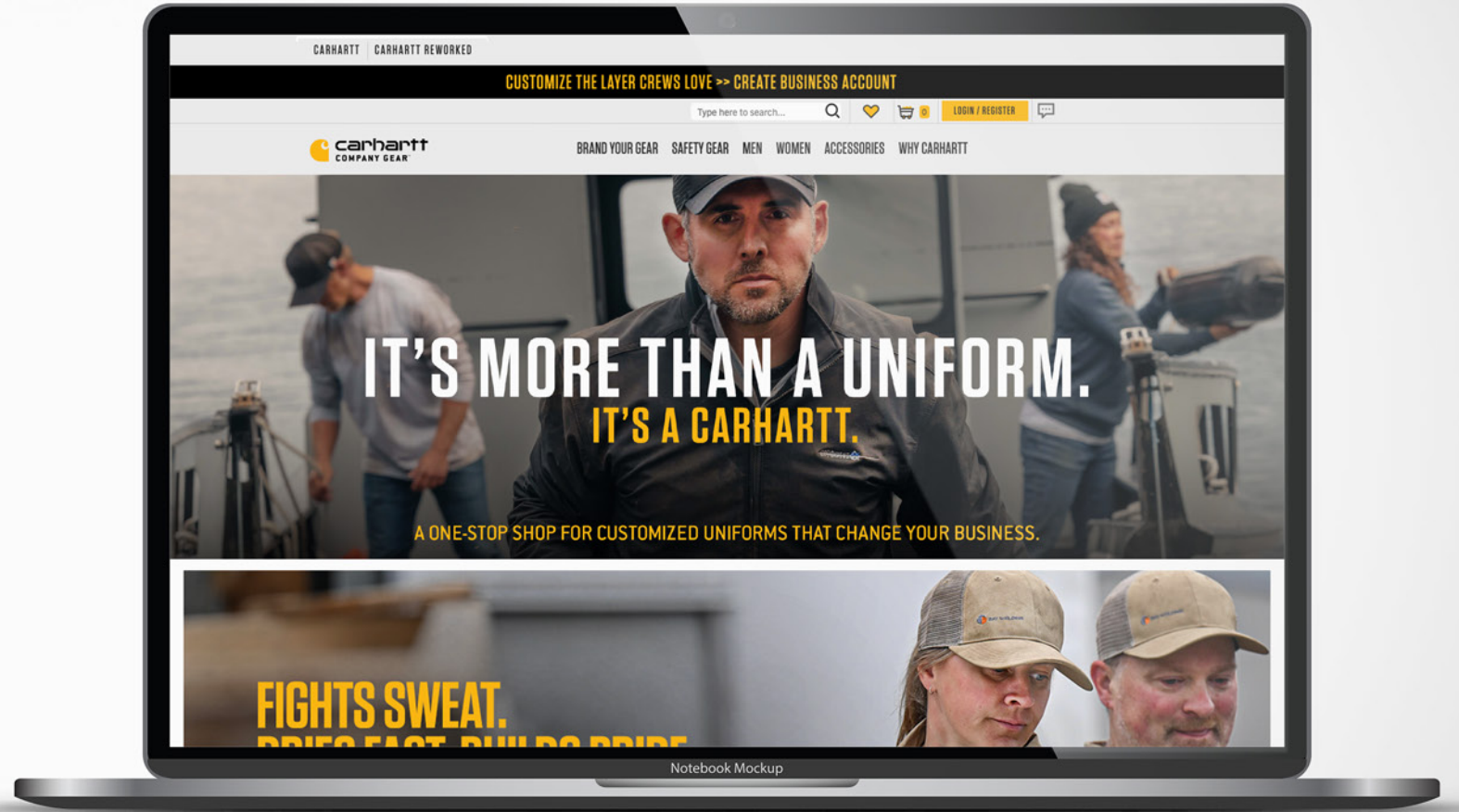
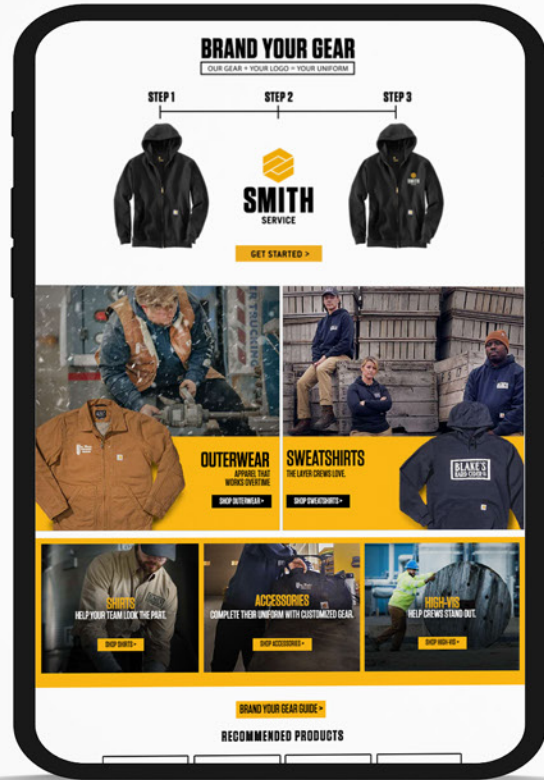
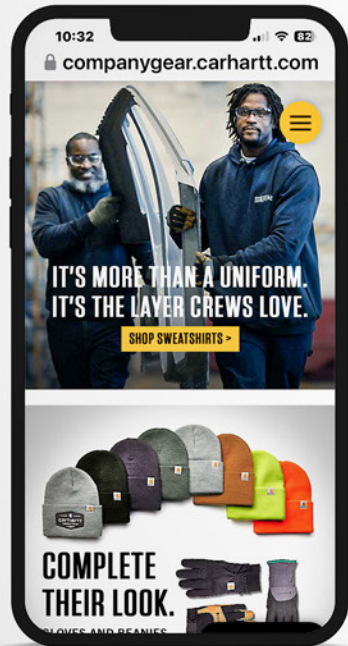
IT'S MORE THAN A UNIFORM
IT'S A CARHARTT

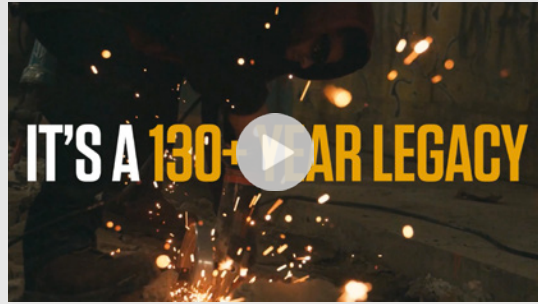
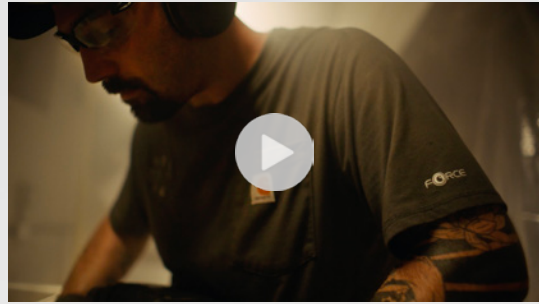


CARHARTT HAS ALWAYS BEEN A BRAND CONSUMERS KNOW AND LOVE. BUT FOR BUSINESS DECISION MAKERS LOOKING TO PURCHASE UNIFORMS, CARHARTT'S BUSINESS SEGMENT - CARHARTT COMPANY GEAR - WAS RELATIVELY UNKNOWN. ADDING TO THE CHALLENGE, CARHARTT OFFERED A PREMIUM SOLUTION BUT MANY BUYERS WERE DEFAULTING TO THE CHEAPEST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



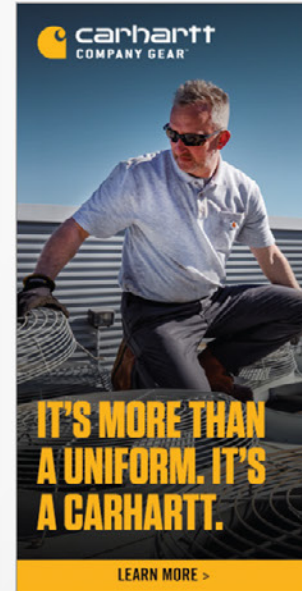
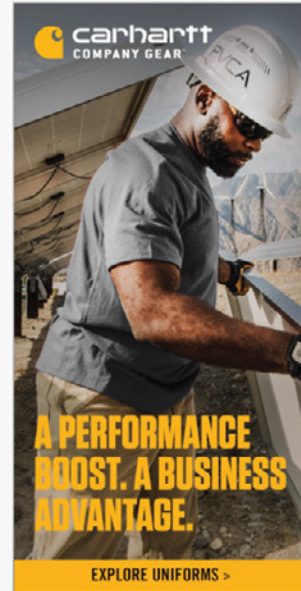
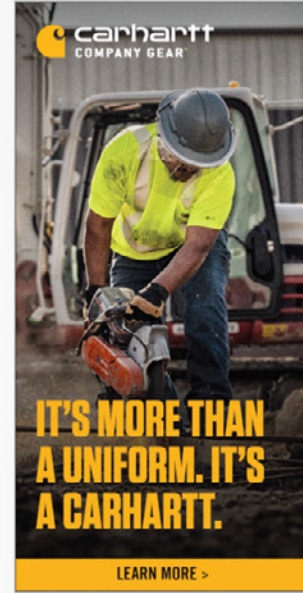




GIVE THEM A UNIFORM THAT EARNS THEIR RESPECT.



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



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.**

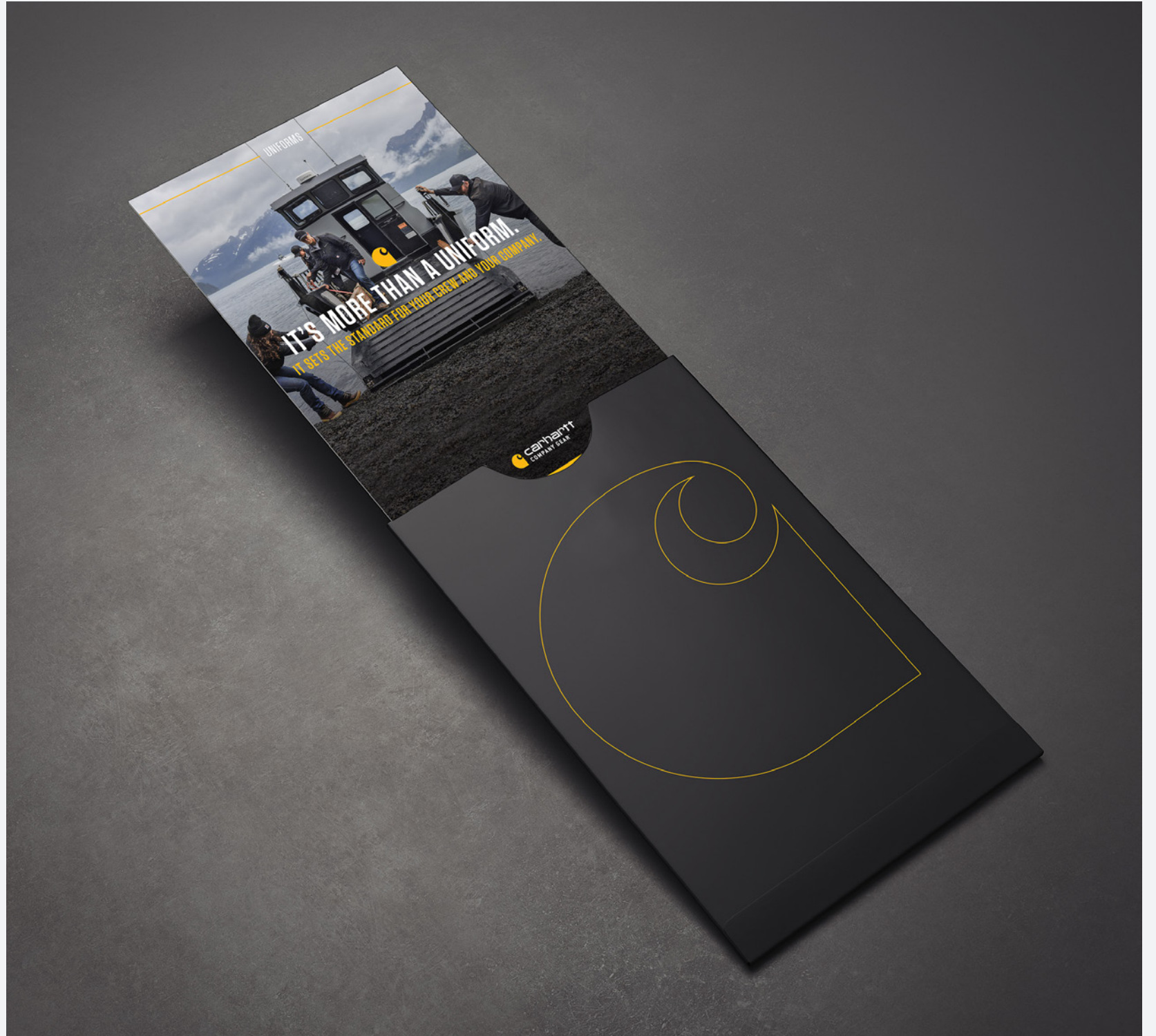
carhartt
COMPANY GEAR™

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
onger. But no matter which of these are
equipment (PPB), in the form of
effective line of defense.





Carhartt Company Gear

"More Than a Uniform."

Building Brand Equity

Carhartt has been an industry leader in hard-working apparel for more than a century. But as the consumer brand continues to grow stronger, the B2B brand was struggling to gain traction. Carhartt offers a premium uniform solution, but many business decision-makers see uniforms as a commodity and are unwilling to pay a higher price. Yet our research showed that the right uniform, and specifically the Carhartt brand, could create value. Helping businesses signal success to their employees and customers. While increasing engagement and retention by keeping crews safer, more comfortable and more productive.

The "More than a uniform" campaign brought this insight to life. Elevating the importance of the uniform decision. Positioning Carhartt as a category unto itself. Illustrating how the right uniform could be a business advantage. And tapping into the sense of pride many crews already share when they see the embroidered "C." It's more than a uniform. It's a Carhartt.

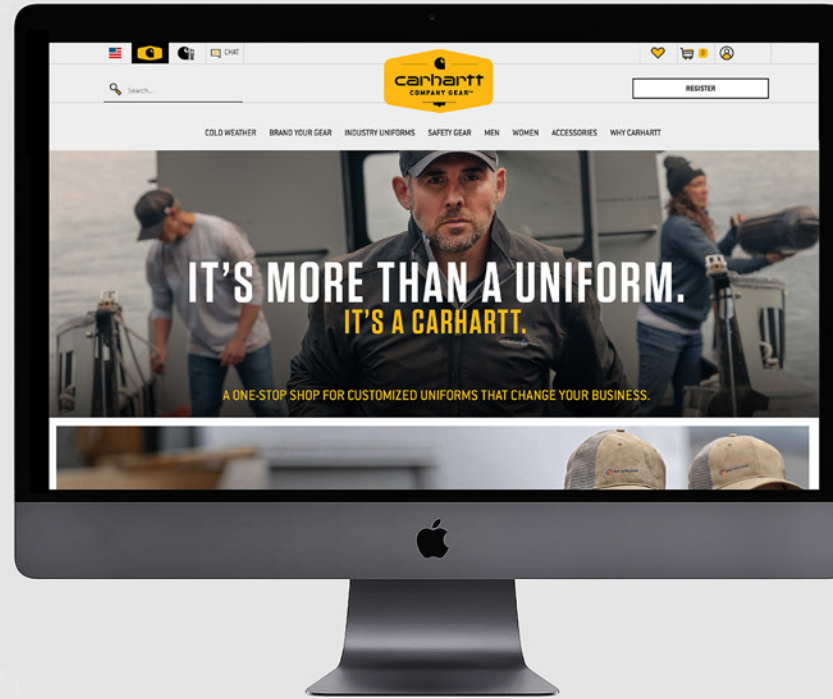
73 million+
campaign impressions

157,618
page visits

6 million+
video views

6,258
qualified leads

1,000+
appointments booked



MOWER
Making Fierce Friends®

