

Group Sales

SPRING 2021

patagonia®

Put Your Logo on It

We’re in business to save our home planet.

This is the challenge Yvon Chouinard gave Patagonia in 2019, when he updated the mission statement for the first time since founding the company in 1973. It’s a lofty goal, and one around which we base every piece of clothing, every donation and every campaign.

Saving our home planet, however, is going to take more than the efforts of a single business. The current environmental and social crises impact everyone and will require people of all professions from all over the globe working together to solve them.

Patagonia Group Sales is one way we’re seeking to make that happen. Through the program, like-minded companies can outfit their teams with gear that not only offers top-tier performance, but that’s also built using recycled fabrics and designed for repairability, reducing the need for virgin materials. Many products are Fair Trade Certified™ sewn, which gives a premium back to workers who make them, and many are made with low-impact crops like organic cotton and hemp.

Choose the gear that’s best for your team, from insulated down jackets to warm yet wicking baselayers to our tough-as-nails Workwear line; we’ll customize it with standard sewn-on logo badges or our in-house facilitated screen-printing and embroidery.

You’re proud of your logo. We’ll be proud to put it next to ours.

To learn more about Patagonia Group Sales, visit our website at www.patagonia.com/corporate-sales or contact us directly at 800.470.7458 with any questions.

Customer Testimonials.....	4
Product Ordering	6
The Best Performance, The Least Harm	8
Patagonia Workwear	14
Patagonia Worn Wear.....	16
Patagonia Books.....	20
Patagonia Provisions.....	22
Fair Trade Certified™	26
No Business on a Dead Planet	30

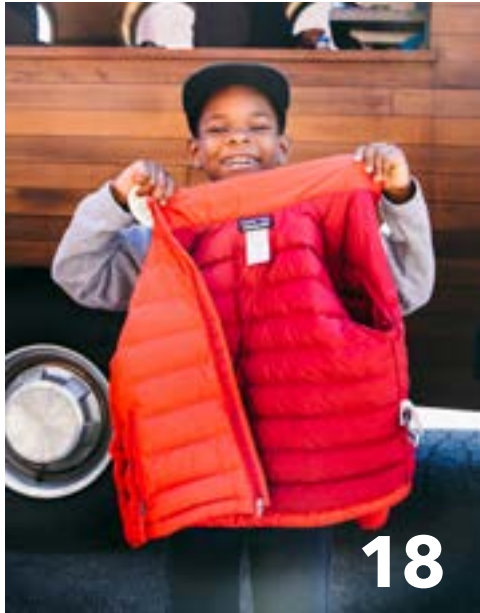
Cover: All aboard the party train. Justin Vander Pol, Linnea Rooke and Kinsey Smith rally a group ride through the fern-filled forests at Duthie Hill Mountain Bike Park, a trail system outside of Issaquah, Washington. **Paris Gore**



14



30



18



8



22



26



“World Central Kitchen’s teams often activate in dangerous and distant locations, and we need to keep them cool and protected from the sun when surveying a remote farm, or warm and dry when delivering food in a hurricane. Patagonia gear does all that, so whether we’re planning a complicated mission in the face of much uncertainty or a trip on a partner fisher’s new boat, one thing we can count on is our teams will be safe, comfortable and well-equipped to handle whatever nature throws at them.”

Erich Broksas, Chief Strategy Officer, World Central Kitchen



“B Lab works with Patagonia because we believe in partnerships with companies that are using the power of their business to build a more inclusive economy and healthier planet.”

Andy Fyfe, Global Growth and Stewardship, BLab



Top and bottom left: Courtesy of Erich Broksas; Center: Courtesy of Monterey Bay Aquarium; Top right: Courtesy of Seth Goldman; Bottom right: Dash Hegeman / Courtesy of Taos Ski Valley

For ordering information visit www.patagonia.com/corporate-sales

Product Ordering

Minimum Order Size

Orders must meet a 10-unit minimum.

Eligibility

For each order, we require disclosure of the logo being applied to the items and how the product will be used. We reserve the right to refuse service.

Product Selection/Availability

Items available for bulk purchase may vary from the product offering on www.patagonia.com. Upon application approval, you will be provided with access to the Group Sales product offering and availability.

Samples

Samples are recommended and can be returned within 90 days in new condition with tags attached.

Ordering Info

Please complete our online application. All orders are subject to approval and availability.

Sales Tax

Sales tax is applicable for all orders unless appropriate sales tax exemption forms are provided.

Payment Methods

All orders must be paid at time of shipping. We accept all major credit cards, check or wire transfer.

Shipping

Our standard shipping method is UPS Ground. Expedited shipping options are available for an additional charge.

Returns

All co-branded items are final sale. Learn more about our Ironclad Guarantee.

Contact Customer Service:

800.470.7458

Sales Team:

Western US

BROOKE BENCHETLER

brooke.benchetler@patagonia.com

Eastern US

BILL O'BRIEN

bill.obrien@patagonia.com



The Best Performance The Least Harm

In the apparel business, fabric suppliers typically bring samples to designers, who then dream up a product whose use best matches the fabric's strengths. We, however, tend to approach materials differently. Yes, there have been times when an existing textile inspired us; like fleece, which sprang from seeing new possibilities for toilet seat cover fabric. But most of the time, we start with what a product should do: Baselayers must breathe and wick; a rain shell must keep you dry; and an insulated jacket must keep you warm. Then we search for the best-suited, most ecologically sound material to accomplish that goal.

*It's taken decades to create high-performance recycled apparel, and Patagonia engineers like Katie Johnson continue to push the limits of what recycled materials can do. **Tim Davis***





Left: To source our recycled wool, we partnered with the Calamai family in Prato, Italy, who have been making recycled wool since 1878—a legacy spanning four generations, and a process that reduces CO₂ emissions by 44% compared to virgin wool. **Tim Davis**

Above: Quality testing technician Jack Martin evaluates a fabric's water repellency in our in-house, state-of-the-art laboratory. **Tim Davis**

That can take years, even decades. Sometimes the right fabric just doesn't exist, and we have to make our own. We first started experimenting with recycled materials in the early '90s and released our first postconsumer recycled product in 1993—a green Synchilla® fleece made from recycled soda bottles. That's been our mindset ever since. We set a goal to increase recycled content every year, building new supply chains and testing hundreds of recycled fabrics to make it happen. Where we couldn't replace virgin fabrics with recycled ones, we designed around them; backpacks, for example, use a large amount of foam in the back panels and shoulder straps. There isn't a good source of recycled foam at this point, so instead we incorporate more spacer mesh or minimize foam in the design to reduce our dependence on it.

And we keep tinkering. We continue to challenge the engineers and chemists who develop our recycled synthetic fibers to eliminate carbon emissions from their processes, to visit the farms that grow our hemp, and to travel to the mills in Japan and Taiwan that weave our fabrics—all to determine if we can have the same quality, but do even less harm. Our materials research and development and social and environmental responsibility teams then thoroughly track the fibers we use to ensure our environmental claims are legit.

We do all this because, with time, we've found that quality is an environmental issue. Versatility, durability, simplicity—the same values at the foundation of performance also lead to less waste. And that all starts with an appreciation for what we're working with.



64% of our fabrics this season are made with recycled materials.
Less than 10% of fibers produced globally are made with recycled materials.



**We do all this
because, with
time, we've found
that quality is an
environmental
issue.**

*Nestled below the soaring French Alps, Chamonix is a place where breakneck speeds and glacial paces converge. Fred Bernard manages both while navigating a steep descent alongside the valley's Glacier des Bossons. **Andrew Burr***

Patagonia Workwear

Clothes that work as hard as you do

For almost 50 years, Patagonia has made clothes that stand up to demanding use. So while our line of workwear has some new entries, what hasn't changed is our approach: Build products that are truly functional, build them with skill and care so they last and last, and back them up with our Ironclad Guarantee.

Even though many of our garments are intended for big walls or the big empty, we'd long heard from customers who found that our clothes work just as well on everyday job sites. And the more time we spent talking to farmers, framers and farriers, the more we realized there was an opportunity to go beyond simply recasting our existing gear for the trades. Using fabrics that reduce waste and natural dyes that improve topsoil, we've created clothes that are stronger and more comfortable to wear to work than anything else out there.

We didn't get there overnight. Extensive testing is always key to our process, and there was no shortage of constructive feedback along the way. But we listened, which is why our workwear is broken-in right off the shelf and cut with a roomier fit for comfort and range of motion. Multiple fabric weights offer warmth for cooler weather and greater breathability for afternoons in the hot sun. Innovative blends provide excellent abrasion resistance, making our pants and jackets extremely durable.

Behind it all is a belief we share with people who make trusted stuff the world over: To do good, you actually have to do something.



This season, we use hemp in 86 of our product styles.
Hemp currently makes up less than 0.1% of the global fiber market.

For ordering information visit www.patagonia.com/corporate-sales



"One thing you got to get in your head working out on the ranch is that you're not above anything and you've got to be willing to do whatever the day brings in," says Colton Jones, ranch manager at Wild Idea Buffalo Co. in South Dakota. Andrew Burr



The Stories We Wear

We think the best jacket for our planet is the one that already exists

Worn Wear was born in 2013 from the realization that no matter how environmentally responsible we are building our products, nothing beats keeping gear in play as long as possible. When we think about waste, clothing is usually not the first thing that comes to mind. But in 2017 alone, 11.2 million tons of textiles were thrown into landfills—not to mention the energy footprint required to create new stuff to replace the old. Using existing gear for just nine additional months can reduce a product’s waste, water and CO₂ footprint by 20 to 30 percent compared to buying a new garment.

Repair is a radical act because it directly opposes the linear economy’s dependence on disposable products, and we’ve been repairing gear since the beginning. In 2017, we took that notion a step further by offering customers credit for their used gear, which we’d then clean and sell on WornWear.com.

Through this process, Worn Wear promotes a circular economy: Keep an object in use for as long as you can, get the most value out of it, then recover and repurpose the material at the “end” of its life. We believe this so strongly that we sent teams cruising around the world in a fleet of mobile repair shops with the mission of fixing your stuff. In the fall of 2019, we opened a Worn Wear pop-up store in Boulder, Colorado, selling used and Patagonia ReCrafted™ clothing and hosting workshops dedicated to helping customers extend the life of their gear.

In addition to reducing harm to our planet, hanging on to well-used gear is a way to celebrate our experiences. Folks tell us that clothes tend to jog their memories, reminders of the good times they’ve had while wearing them, and the thought of passing them on to the next generation brings its own twinkle-eyed joy. Our clothes are, after all, the stories we wear.

Worn Wear technician Andrea Downard summons all her experience—and patience—to repair a broken zipper at the grueling 24 Hours of Horseshoe Hell climbing event near Jasper, Arkansas.
Andrew Burr

6.6

Gallons of water equivalent saved per Worn Wear piece on average

17,279

Pieces of clothing and gear repaired on Worn Wear tours around the world since 2015

20,000

N95 masks fixed for Ventura’s emergency response team during the pandemic

66,476

Pieces of clothing and gear repaired in 2019

4.93

Kilograms of CO₂ equivalent saved per Worn Wear piece on average

415,174

Pieces of clothing and gear repaired in North America since we began tallying repairs in 2005



Last year we repaired over 56,000 garments.
11.2 million tons of textiles ended up in landfills in 2017.

Left and Right: Every story begins somewhere. A young Patagoniac proudly displays his newly repaired puffy jacket during a Worn Wear tour stop, while the repair crew works their way through a pile of yet-to-be-repaired gear. **Donnie Hedden**

For ordering information visit www.patagonia.com/corporate-sales





Patagonia Books

40 years of stories,
wisdom and shenanigans

Storytelling is part of Patagonia's DNA; our products are built to make stories, and those stories have shaped how we view our business, activism and sport cultures. It's that tradition that inspired us to publish our own collection of books, covering the subjects that invigorate us both as individuals and as a company: from articulating the elements of a responsible business, to exploring the importance of child care, to strategizing for grassroots activism, to simply profiling interesting people, places and shenanigans. Visit patagonia.com/shop/books to see our full library and get lost in over 40 years of iconic stories and hard-won wisdom.

Patagonia Provisions

To learn more, contact Patagonia Provisions at 415.729.9956 or sales@patagoniaprovisions.com.

Why Food?

By **Yvon Chouinard**, founder of Patagonia

What's an outdoor clothing company doing selling food? A similar question was asked of me in 1968 when we were blacksmithing new tools for mountain climbing and suddenly started selling shorts, shirts and pants. Skepticism seems to rise whenever a company refuses to "stay in its lane," but as an entrepreneur, I see business opportunities everywhere. As a lover of the outdoors, I see a way to save our home planet and its creatures—including us—from the destructive habits we've invented for ourselves.

To me, Provisions is more than just another business venture. It's a matter of human survival.

I've been a longtime doom-bat about humanity's prospects if we continue on the path we're on now. As I write this, the pandemic we're experiencing has warned me that perhaps the days of buying expensive gear and plane tickets to travel halfway around the world to fish, ski, climb and surf may be over, if not greatly reduced. But we still need to eat. In fact, I think the only revolution we're likely to see is in agriculture, and I want to be a part of that revolution.

In its efforts to maximize efficiency and profit, modern industrial agriculture relies on annual monocrops, toxic herbicides and pesticides, synthetic fertilizer and wasteful water use, all of which are destroying topsoil much faster than it can be replaced. According to the United Nations Food and Agriculture Organization, if we continue to degrade our soil at the current rate, we have only about 60 harvests left. Sixty harvests! Then what?

And what about the food we're eating from this system now? Bland feedlot beef inoculated with antibiotics and growth hormones; factory-raised chickens and pale, flavorless eggs; GMO crops soaked with chemicals; fruit selected for size and growth rate over flavor or nutrition. Even if we could figure out how to extend the future of industrial agriculture, we do so at great cost: diminishing returns, millions of small farmers out of work, increasing danger to humans and our ecosystem from toxic chemicals and lower nutritional value.

A study published in the *Journal of the American College of Nutrition* demonstrated "reliable declines" in key nutrients found



Patagonia founder Yvon Chouinard standing where it all began: the Tin Shed in Ventura, California. He forged some of his first rock climbing gear here. **Tim Davis**

“To me, Provisions is more than just another business venture. It’s a matter of human survival.”

YVON CHOUINARD



The tastiest—and most beautiful—meals don’t necessarily come from the grocery store.
Amy Kumler

in 43 different fruits and vegetables over the past half-century. Another paper showed that a person would need to eat eight oranges today to equal the vitamin A our grandparents got from just one. In its review of these and other studies with similar findings, *Scientific American* states, “The key to healthier produce is healthier soil.”

Big Organic, which started out with good intentions, is now dominated by large companies searching for ways to grow more food and increase profit margins through technology. Sound familiar? If that’s the future, I say good luck trying to make decent wine from hydroponically grown grapes.

It seems to me that our priorities have gotten out of whack.

Fortunately, there is a better path forward. Regenerative organic farming practices yield large crops while building healthier soil, which can draw down and store more greenhouse gases. Free-roaming buffalo restore prairie grasslands, one of Earth’s great carbon storage systems. Rope-cultivated mussels produce delicious protein while cleaning the water where they’re grown. Place-based and selective-harvest fishing techniques allow us to target truly sustainable fish populations without harming less abundant species. As these examples illustrate, the more we roll up our sleeves and dig into the world of food, the more we discover that the best ways are often the old ways. We must, as the great environmentalist David Brower taught, “turn around to take a step forward.”

With Provisions, we make that turn and step toward a new kind of future. One filled with deeply flavorful, nutritious foods that restore, rather than deplete, our planet. A future with widespread adoption of Regenerative Organic Certification, which ensures that food is produced in ways that build soil health, ensure animal welfare and protect agricultural workers. In short, I’m talking about foods that are a key part of the solution instead of the problem.

That’s the revolution I want to be a part of. Why is Patagonia making and selling food? The real question, to me, is how could we not? I realize, now more than ever, that the requisites for a thriving business and thriving people are one and the same. Triple bottom line? Food, water, love.

Fair Trade Certified™

A first step toward a living-wage supply chain

Apparel workers are among the lowest paid people in the world. For Patagonia, Fair Trade certification is our first step on the path toward ensuring living wages in our supply chain. We don't own any of the factories that make our products, so we have limited control over how much workers receive. That's why we partnered with Fair Trade USA in 2014—to help us provide workers with tangible benefits that improve their lives.

We've been making Fair Trade Certified™ sewn clothes ever since, meaning we pay a premium for every Patagonia item that carries the Fair Trade Certified sewn label. That extra money goes directly to the workers at the factory, and they decide how to spend it. This is not a top-down program to be allocated by management. Rather, each factory has a democratically elected, worker-run Fair Trade Premium Committee that decides how the funds will be used, in the ways that most empower their own communities.

Workers have chosen to use the premiums to fund community projects, like health-care programs or a child-care center; to purchase products they otherwise couldn't afford, like a laptop computer or stove; or to take as a cash bonus. These committees also give workers a collective voice and encourage dialogue with management, allowing them to express their concerns more effectively.

The program's benefits extend beyond premiums; it also ensures those making Fair Trade Certified products work in a safe space and that suppliers meet strict standards for protecting the environment in which they and their workers live.

Today, we are proud to offer more Fair Trade Certified sewn styles than any other apparel brand and to be adding new Fair Trade styles every season.



82% of our line is Fair Trade Certified™ sewn.
That's more Fair Trade styles than any other apparel brand.



72,000

Number of workers
supported by our Fair
Trade program

11

Number of Fair Trade Certified™
sewn Patagonia products in 2014,
our first year with the program

10

Number of countries in which we
have Fair Trade Certified factories

*Apparel manufacturer Hirdaramani's Mihila factory in Agalawatta, Sri Lanka, is carbon neutral and LEED Gold certified, and produces many of Patagonia's Fair Trade Certified™ sewn garments. **Tim Davis***



Cutting a serpentine path through the deserts of southern Utah and the ancestral lands of the Hopi, Diné, Pueblo and Ute peoples, the San Juan River is a literal dive through history—1,000 vertical feet of geological strata, rock art, ancient villages, fossils and a 19th century Mormon wagon road. It's also stunningly beautiful, especially at sunset.

Andrew Burr

No Business on a Dead Planet

The B Economy and 1% for the Planet®

Yvon Chouinard chose our new mission statement for a reason: We believe business can play a crucial role in stopping the myriad of threats facing life on Earth, but only if those businesses take concrete action toward protecting the well-being of our planet and its denizens. We also believe such efforts mustn't come at the cost of success. In fact, history has proven they can even strengthen a company's bottom line ... and help save the planet in the process.

In 1985, Patagonia began pledging 1 percent of our sales to the preservation and restoration of our natural environment; in 2002, Chouinard and Craig Mathews, owner of Blue Ribbon Flies, founded 1% for the Planet®, a nonprofit that encourages other businesses to follow their example. The organization now has over 3,400 members, from companies like New Belgium Brewing to individuals like musician Jack Johnson, who've donated more than \$270 million to domestic and international grassroots environmental groups.

We took another, more holistic step in December of 2011 when we became a Certified B Corporation, and in January of 2012 we formally registered as a Benefit Corporation in the state of California. B Corp certification means our company's overall environmental and social performance has been measured and independently verified by third-party B Lab and goes beyond products or even supply chain, encompassing a company's operations, business model, community impact, materials, charitable donations, employee benefits and—as Yvon noted—even its mission statement.



Join Us

To find out more about becoming a 1% for the Planet® member or to learn about the B Corp Certification process, visit www.onepercentfortheplanet.org or www.bcorporation.net. Because, as conservationist David Brower put it, "There's no business to be done on a dead planet."

\$116,000,000

Dollars and in-dollar value given by Patagonia to support environmental work since we started our tithing program in 1985

3,500+

Number of Certified B Corp businesses, spanning 70 countries

\$270,000,000

Amount donated to environmental groups by 1% for the Planet® since its founding in 2002

151.4

Patagonia's 2019 Overall B Impact Score, out of a possible 200

Draped along the Chilean and Argentinian Andes, the Patagonia Icefields are the largest expanse of non-Antarctic ice in the Southern Hemisphere; they're also melting at a frightening pace, with glaciers like the Jorge Montt having receded over a mile in less than 10 years. Daniel Beltra

A full-page background image of a majestic mountain range. The peaks are rugged and rocky, with some snow patches. Large, billowing white clouds fill the sky and partially obscure the lower slopes of the mountains. The lighting suggests a bright day, with some peaks catching the sun. The overall mood is adventurous and awe-inspiring.

patagonia®

This catalog refers to the following trademarks as used, applied for or registered in the US: 1% for the Planet®, a registered trademark of 1% for the Planet, Inc.; Fair Trade Certified™, a trademark of TransFair USA DBA Fair Trade USA. Patagonia® and the Patagonia and Fitz Roy Skyline® are registered trademarks of Patagonia, Inc. Other Patagonia trademarks include, but are not limited to, the following: Synchronia®. © 2021 Patagonia, Inc.

*With views like these, it's no wonder France's Chamonix Valley is the birthplace of modern mountaineering. The 11,555-foot Aiguille de Blaitière, part of the Mont Blanc massif, scrapes the sky far above the iconic chalets of Chamonix. **Andrew Burr***

Contact Customer Service at 800.470.7458

Eastern US
BILL O'BRIEN
bill.obrien@patagonia.com

Western US
BROOKE BENCHETLER
brooke.benchetler@patagonia.com