

2026

# OUTERWEAR GUIDE



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# OUTERWEAR GUIDE 2026



Harriton M75 in Dark Denim  
and Independent Trading Co.  
EXP25PH in Smoke.

# CHECK IT OUT

Explore outerwear styles for every season in the 2026 Outerwear Guide.

## RAIN & WIND

Lightweight layers for easy coverage and everyday wear.

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**Left:** Team 365 TT77 in Sport Graphite.

## FLEECE & SOFTSHELL

Versatile layers that balance warmth and mobility.

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**Right:** Columbia 212470 in Chalk and Atlantis Headwear SHORE in Dark Grey.

**CHECK OUT  
THESE STYLES  
& MORE!**

**SHOP ALL OUTERWEAR**

## **PUFFERS & INSULATED**

Insulated styles made for reliable warmth and added coverage.



## **WORKWEAR**

Durable jackets built for demanding environments.



**Left:** adidas A572 in Team Navy Blue and adidas A721 in Core White.

**Right:** DRI DUCK 5028 in Tobacco, Independent Trading Co. IND420XD in Blue Magic, and YP Classics 1501KC in Caramel.

# FIND THE RIGHT OUTERWEAR WITH CONFIDENCE

The **2026 Outerwear Guide** streamlines how you shop, compare, and select outerwear across climates, markets, and use cases. Start with the **Market Map** for **clear use cases** and **core customer segments** to quickly identify the right styles for each customer and environment. You'll also find easy-to-use comparison tools outlining protection levels, insulation, and key features, making it easier to plan assortments and choose **the right outerwear every time**.

## OUTERWEAR GUIDE KEY TOOLS

- ✓ **Market Map** outlining core customer segments and use cases
- ✓ **Good / Better / Best** comparison charts
- ✓ **Imprint Sizing Guide** for accurate decoration placement
- ✓ **Decoration Techniques & Inspiration** to support consistent branding



adidas A268 in Black, Gildan 2000L in White, and YP Classics 6245CM in White.

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Weatherproof 26714 in Grape Leaf.

# OUTERWEAR BUILT WITH FUNCTION IN MIND

Meet the **Market Map**—a practical guide to navigating the outerwear category, organized around **clear use cases** and **core customer segments**. Designed with customer needs at the center, it creates a shared framework that supports smarter buying decisions and easier conversations. The map highlights where each outerwear style performs best, helping you build focused assortments and serve every market with confidence.



MAKE SURE TO LOOK FOR MARKET MAP USE CASES  
ON THE COMPARISON CHARTS FOR EACH OUTERWEAR STYLE!

# OUTERWEAR MARKET MAP

## CONSUMER MARKETS

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### Rebrand for Retail

- Social Media Creators
- Microbrands
- Home Hobbyists
- On-Demand Retailers

### Events & Experiences

- Tourists
- Sports Fans
- Music Lovers
- Milestone Celebrators
- Custom Occasion Attendees
- Marathon Runners

### Group Activities & Giveaways

- Community Leaders
- Volunteer Teams
- Awareness Groups
- Fundraising Organizations

## CORPORATE MARKETS

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### Business Professionals

- Office Staff
- Sales Teams
- Retail Employees
- Trade Show Staff
- Hospitality Employees

### Swag Recipients

- Event Attendees
- Employee Gifting and Onboarding
- Customer Appreciation
- Loyalty Members

## TEAM MARKETS

---

### Athletes

- Youth Sports
- School Athletics
- Club Teams
- Coaches
- Recreation Leagues

### School & Team Fans

- Students
- Parents
- Alumni
- Booster Clubs
- Sorority and Fraternity Members

## SPECIALTY WORKWEAR MARKETS

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### Care Professionals

- Clinical Staff
- Salon and Spa Staff
- Medical Administration
- Trainers

### Trade Professionals

- Construction Workers
- Industrial Workers
- Mechanics
- Outdoor Professionals
- Transportation Drivers

### Service Industry Workers

- Front of House Staff
- Back of House Staff
- Baristas
- Catering Teams

### Public Safety Professionals

- First Responders
- Military Members
- Government Teams
- Security Personnel

# BRAND SPOTLIGHT



## BRAND DNA

**Columbia Sportswear** connects active people with their passions by creating innovative gear that helps them stay outside longer. Built in the Pacific Northwest and “Tested Tough” since 1938, the brand engineers products designed to keep people comfortable, protected, and ready for whatever nature throws their way.

## WHY COLUMBIA?

**Purpose-Built Innovation** - Columbia creates durable, functional gear powered by proprietary technologies to keep people warm, dry, cool, and protected in real conditions.

**Tested Tough Heritage** - Rooted in a Portland-born family legacy, Columbia’s products are inspired by decades of real-world testing and a relentless drive to make gear better.

**Outdoors for Everyone** - Columbia is driven to help more people get outside—designing accessible, high-value products that enable anyone to enjoy and thrive in the outdoors.

## THE POWER OF AN EXCLUSIVE

- Deeper, more consistent inventory
- 1-2 day shipping nationwide
- Simplified, single-source ordering
- True coast-to-coast coverage



Columbia 212428  
in Dark Stone.

## TOP OUTERWEAR STYLES

**212478** - Men’s Steens Mountain™ Full-Zip 2.0 Jacket

**212483** - Men’s Ascender™ Soft Shell Jacket

**212491** - Men’s Powder Lite™ II Vest

## NEW & NOTEWORTHY

217430, 217125, 217129, 217428

# BRAND SPOTLIGHT

## NORTH END.

### BRAND DNA

**North End** offers apparel that blends technical functionality with a professional edge, designed to support branded programs and everyday wear. Clean styling and eco-conscious materials come together to create versatile pieces known for balancing function with presentation. The result is a dependable collection suited for consistent outfitting.

### WHY NORTH END?

**Polished Performance** – Technical fabrics and performance features are paired with refined styling to maintain a professional appearance throughout the workday.

**Coordinated Outfitting** – North End's styles align across outerwear, knits, and layers to support streamlined outfitting across programs.

**Forward-Thinking Design** – Innovative fabrics and eco-conscious design approaches improve wearability while reflecting a more thoughtful approach to apparel.

### THE POWER OF AN EXCLUSIVE

- Deeper, more consistent inventory
- 1–2 day shipping nationwide
- Simplified, single-source ordering
- True coast-to-coast coverage



North End NE730W in Grey/White.

### TOP OUTERWEAR STYLES

**NE731** – Men's Jasper Jacquard Fleece Vest

**88006** – Men's 3-in-1 Two-Tone Parka

**NE75** – Men's Network Lightweight Jacket

### NEW & NOTEWORTHY

NE200, NE730, NE810

# BRAND SPOTLIGHT



## BRAND DNA

Created for coordinated outfitting, **CORE365** delivers performance-driven professional apparel at accessible price points. The brand focuses on consistent construction, companion styling, and cohesive color stories across categories. Known for combining durability and wearability, CORE365 supports programs that depend on reliable, long-term consistency.

## WHY CORE365?

**Accessible Value** – CORE365 combines performance features and accessible pricing, helping programs maintain consistency without increasing cost.

**Unified Color & Fit** – Coordinated styles across categories share consistent colors, fabrics, and design details for easy, consistent outfitting.

**Designed for Repeat Wear** – Construction and fabric quality help garments retain their shape, color, and overall appearance over time.

## THE POWER OF AN EXCLUSIVE

- Deeper, more consistent inventory
- 1–2 day shipping nationwide
- Simplified, single-source ordering
- True coast-to-coast coverage



CORE365 CE812 in Classic Navy.

## TOP OUTERWEAR STYLES

**88191** – Men's Journey Fleece Vest

**88184** – Men's Cruise Two-Layer Fleece Bonded Soft Shell Jacket

**CE700** – Men's Prevail Packable Puffer Jacket

## NEW & NOTEWORTHY

CE73, CE712, CE812

# BRAND SPOTLIGHT



## BRAND DNA

Built for workplace outfitting, **Harriton** offers durable apparel tailored for everyday jobsite environments. Practical fabric technologies and easy-care construction help styles maintain a professional look through tough use, while durability and value support consistent outfitting.

## WHY HARRITON?

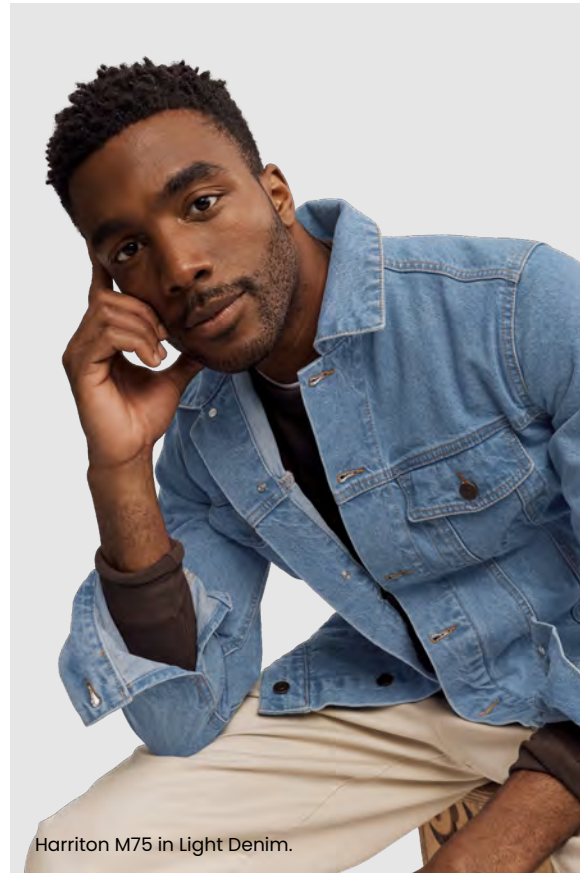
**Duty-Ready Construction** - Functional features like stain-release finishes, snag protection, and reinforced construction support reliable wear in active work environments.

**Engineered for Tough Use** - Technologies like ClimaBloc® weather resistance and Easy Blend™ fabrics help maintain performance and appearance through frequent wear and industrial laundering.

**Workwear-Ready Essentials** - From durable wovens to weather-resistant outerwear and fleece, Harriton supports practical outfitting built for real jobsite demands.

## THE POWER OF AN EXCLUSIVE

- Deeper, more consistent inventory
- 1-2 day shipping nationwide
- Simplified, single-source ordering
- True coast-to-coast coverage



Harriton M75 in Light Denim.

## TOP OUTERWEAR STYLES

**M990** - Men's Full-Zip Fleece

**M721** - Unisex ClimaBloc® Station Jacket

**M73** - Unisex Flex Twill Hooded Jacket

## NEW & NOTEWORTHY

M75, M781, M72



# RAIN & WIND

Independent Trading Co.  
EXP54LWZ in Blush/White Zipper.

# TOP STYLES & IDEAL MARKETS

## STYLES

## MARKETS & USE CASES

### Windbreakers

Lightweight outer layer designed for everyday wear, layering, and on-the-go coverage.

#### BENEFITS

- Ultralight feel with packable, lightweight construction
- Ideal for events, travel, and layering
- Smooth surface for strong decoration potential

#### Consumer

Rebrand for Retail  
Events & Experiences

#### Team

Athletes  
School & Team Fans

#### Specialty Workwear

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

### Anoraks

A pullover style that brings together casual, retail-inspired design and everyday practicality, offering a modern option for lightweight outerwear needs.

#### BENEFITS

- Contemporary silhouettes and subtle design details
- Layers easily over base apparel for transitional conditions
- Versatile addition to coordinated outerwear collections

#### Consumer

Rebrand for Retail

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers  
Trade Professionals

#### Team

Athletes  
School & Team Fans

### Rain Jackets

Functional outerwear made for dependable coverage, with water-resistant to waterproof options that provide added protection when needed.

#### BENEFITS

- Reliable protection in rain and variable weather
- Practical features like sealed seams and hoods
- Ideal for outdoor roles and event outfitting

#### Consumer

Rebrand for Retail  
Events & Experiences

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers

# WINDBREAKERS



## 🌟 DECORATION TIP

Lightweight layers call for low heat. Try DTF for colorful team and event merch.

Team 365 TT73 in White  
and Gildan SF000 in Navy.

# GOOD

TEAM 365  
TT73



XS – 4XL  
11 Colors

100% Polyester Taffeta  
1.77 oz.  
Woven Label

## ADDITIONAL DETAILS

Water-Resistant  
Roll-Away Adjustable Hood  
Elasticized Cuffs  
Center Front Coil Zipper  
with Autolock Slider  
Adjustable Shockcord at Hem

## MARKET MAP USE CASES

Athletes  
School & Team Fans  
Events & Experiences

## COMPANION

TT73Y, TT71, TT75, TT77

# BETTER

INDEPENDENT TRADING CO.  
EXP54LWZ



S – 3XL  
14 Colors

100% Polyester with Interior  
Water-Resistant Coating  
2.5 oz.  
Tear Away Label

## ADDITIONAL DETAILS

Three-Panel Hood  
Scuba Neck  
Welt Pockets with Mesh  
Pocket Bags  
Tightening Toggle at Waistband  
Locker Loop Center Back

## MARKET MAP USE CASES

Rebrand for Retail  
School & Team Fans  
Events & Experiences

## COMPANION

EXP64CRP, EXP24YWZ, EXP52BMR,  
EXP54LWP

# BEST

NORTH END  
NE75



S – 5XL  
4 Colors

67/33 Cationic Polyester/  
Recycled Polyester Textured Knit  
Lining: 95/5 Polyester/Spandex  
3 oz.  
Woven Label

## ADDITIONAL DETAILS

3000mm Waterproof  
UTK Hydropel™ Water-Resistant  
and Repellent Technologies  
Lower Zippered Pockets  
Inner Chest Pocket  
Lycra Binding at Cuffs

## MARKET MAP USE CASES

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

## COMPANION

NE75W

# ANORAKS



## ★ DECORATION TIP

Pocket flaps on anoraks offer a unique location for branding or creative decoration.

North End NE810 in Classic Navy/Carbon  
and CORE365 88181 in White.

## GOOD

TEAM 365  
TT77



XS – 4XL  
5 Colors

100% Polyester Taffeta  
1.5 oz.  
Tear Away Label

### ADDITIONAL DETAILS

Water-Resistant  
Underarm Eyelets for  
Breathability  
Stretch Binding  
Chin Guard  
Snap Side Closures  
Converts to Fanny Pack

### MARKET MAP USE CASES

Athletes  
School & Team Fans  
Swag Recipients

### COMPANION

TT71, TT73, TT75

## BETTER

CHAMPION  
CO200



S – 3XL  
14 Colors

100% Poly Woven Micro Poplin  
2.8 oz.  
Woven Label

### ADDITIONAL DETAILS

Wind- and Water-Resistant  
Set-In Sleeves  
Packable  
Elastic Cuffs  
Front Entry Hidden Pouch Pocket  
“C” Logo Left Sleeve

### MARKET MAP USE CASES

Rebrand for Retail  
Athletes  
School & Team Fans

### COMPANION

CO125

## BEST

NORTH END  
NE810



S – 5XL  
3 Colors

100% Recycled Nylon  
1 oz.  
Woven Label

### ADDITIONAL DETAILS

UTK Hydropel™ Water-Resistant  
and Repellent Technologies  
Three-Piece Hood with  
Brim Detail  
Partial Encased Elastic Cuffs  
Chin Guard  
Packable

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Trade Professionals

### COMPANION

NE810W, NE722

# RAIN JACKETS



## 🌟 DECORATION TIP

Choose your decoration method & settings carefully to help preserve water-resistant functionality.

Columbia 212481 in Black, American Apparel RF496 in Arctic, and Devon & Jones DG505W in White.

## GOOD

CORE365  
CE712



S – 5XL  
4 Colors

100% Polyester Pongee  
3.5 oz.  
Tear Away Label

### ADDITIONAL DETAILS

3,000 mm Waterproof Rating  
Seam Sealed  
Roll-Away Hood with Shock Cord  
Zippered Underarm Vents for  
Breathability  
Zippered Pockets  
Packable

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

CE712W, CE812, CE812W

## BETTER

COLUMBIA  
212480



S – XXL, 3X, 4X  
2 Colors

100% Nylon  
Lining: Fine Mesh 100% Polyester  
Woven Label

### ADDITIONAL DETAILS

Omni-Tech™ Waterproof/  
Breathable Fully Seam Sealed  
Abrasion Resistant Chin Guard  
Zippered Hand Pockets  
Adjustable Hood, Cuffs, and Hem  
Packable

### MARKET MAP USE CASES

Rebrand for Retail  
Swag Recipients  
Events & Experiences

### COMPANION

212481

## BEST

MARMOT  
M15881



S – 2XL  
3 Colors

Waterproof and Breathable  
Marmot NanoPro™ Eco Fabric  
Woven Label

### ADDITIONAL DETAILS

DriClimate®-Lined Chin Guard  
Pit Zips for Ventilation  
Zippered Hand Pockets  
Velcro Adjustable Cuffs  
Adjustable Drawcord Hem  
Packable

### MARKET MAP USE CASES

Rebrand for Retail  
Swag Recipients  
Events & Experiences

### COMPANION

M15866



# FLEECE & SOFTSHELL

Columbia 212470 in Chalk and Atlantis  
Headwear SHORE in Dark Grey.

# TOP STYLES & IDEAL MARKETS

## STYLES

## MARKETS & USE CASES

### Fleece Vests

Sleeveless fleece style that delivers core warmth while allowing full range of motion. An easy way to add insulation without bulk.

#### BENEFITS

- Simple layering piece across seasons
- Clean, polished look for corporate and uniform programs
- Flexible option for indoor and outdoor settings

#### Consumer

Events & Experiences

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers

### Fleece Jackets

A full coverage fleece style offering reliable warmth and everyday comfort. Adaptable enough to wear as a standalone piece or mid-layer.

#### BENEFITS

- Consistent warmth without feeling heavy
- Flexible wear across indoor and outdoor settings
- Reliable core style for coordinated collections

#### Consumer

Rebrand for Retail  
Events & Experiences

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers

#### Team

Athletes  
School & Team Fans

### Softshell Jackets

Performance-focused outerwear that balances flexibility and weather protection to support active use and ease of movement.

#### BENEFITS

- Wind- and water-resistance with breathable comfort
- Ideal for outdoor jobs and active use
- Polished look with functional performance

#### Consumer

Rebrand for Retail  
Events & Experiences

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers

#### Team

Athletes  
School & Team Fans

# FLEECE VESTS

## ★ DECORATION TIP

Left chest embroidery is a perfect match for the textured look of fleece vests.



North End NE731 in Black/Grey.

# GOOD

CORE365  
88191



S – 5XL  
5 Colors

100% Polyester  
7.7 oz.  
Woven Label

### ADDITIONAL DETAILS

Anti-Pill Performance  
Concealed Brushed Tricot-Lined  
Lower Pockets  
Fleece Chin Guard  
Audio Port Through Inside Pocket  
FLA Certified

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

78191, 88191IT, 88190, 78190, 88190T

# BETTER

COLUMBIA  
212488



S-XXL, 3X  
3 Colors

100% Polyester MTR Filament  
Fleece  
250g  
Woven Label  
Regular fit

### ADDITIONAL DETAILS

Columbia Woven Patch  
on Back Yoke  
Zippered Hand Pockets  
Cold-Blocking Collar  
OCS, GRS, and RCS Certified

### MARKET MAP USE CASES

Business Professionals  
Events & Experiences  
Swag Recipients

### COMPANION

212471, 212478, 212479, 212486

# BEST

NORTH END  
NE731



S – 5XL  
3 Colors

100% Recycled Polyester  
Two-Tone Jacquard Fleece  
9 oz.  
Woven Label

### ADDITIONAL DETAILS

Contrast Coverstitching  
Contrast Binding Details at Collar  
Inner Neckline and Armhole  
Reverse Coil Zip Center Front  
and Pockets

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

NE731W, NE730, NE730W

# FLEECE JACKETS



## ★ DECORATION TIP

Direct embroidery gives fleece jackets a classic look with lasting durability.

Harriton M990W in Charcoal and  
Devon & Jones DG505W in White.

# GOOD

TEAM 365  
TT90



XS – 4XL  
9 Colors

100% Polyester Microfleece  
6 oz.  
Woven Label

## ADDITIONAL DETAILS

Anti-Pill Fleece  
Reverse-Coil Zipper with Rubber Pull Tab  
Triple-Needle Coverstitch at Sleeve and Front Pockets  
Inseam Front Side Pockets

## MARKET MAP USE CASES

Athletes  
School & Team Fans  
Swag Recipients

## COMPANION

TT90W, TT90Y

# BETTER

HARRITON  
M990



XS – 6XL  
6 Colors

100% Spun Soft Polyester Fleece  
7.9 oz.  
Woven Label

## ADDITIONAL DETAILS

25 Industrial Washes  
Anti-Pill Fleece  
Front Yoke  
Non-Roll Cuffs  
Matching Zippers  
Zip Pockets  
Adjustable Drawcord Hem  
FLA Certified

## MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

## COMPANION

M990W, M990T, M985, M980

# BEST

COLUMBIA  
212478



S – XXL, 3X, 4X  
4 Colors

100% Polyester  
Woven Label

## ADDITIONAL DETAILS

Adjustable Hem with Interior Drawcord  
Zippered Pockets  
Columbia Woven Patch on Left Sleeve  
OCS, GRS, and RCS Certified

## MARKET MAP USE CASES

Rebrand for Retail  
Swag Recipients  
Events & Experiences

## COMPANION

212470, 212479, 212488, 212486

# SOFTSHELL JACKETS



## ★ DECORATION TIP

Pair soft-shell jackets with clean, simple artwork to complement their smooth, modern surface.

CORE365 88184 in Black.

## GOOD

TEAM 365  
TT80



**XS – 4XL**  
**15 Colors**

96/4 Polyester/Spandex Bonded  
with Brushed Tricot with Inner  
Membrane

9 oz.

Team Fit

Woven Label

### ADDITIONAL DETAILS

3-Layer Bonded Construction  
3,000 mm Waterproof Rating  
Breathable Cool/Dry Comfort  
UTK 1  
Wind-Resistant  
Zippered Welt Pockets  
Drop-Back Hem

### MARKET MAP USE CASES

Athletes  
School & Team Fans  
Events & Experiences

### COMPANION

TT80W, TT80Y

## BETTER

CORE365  
88184



**XS – 5XL**  
**4 Colors**

96/4 Polyester/Spandex Bonded  
with Polyester Fleece

7.5 oz.

Woven Label

### ADDITIONAL DETAILS

Two-Layer Bonded Construction  
UTK 1  
Water-Resistant Inside Storm  
Placket with Fleece Chin Guard  
Zippered Pockets  
Audio Port Access

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

78184, 88184T, CE701, CE701W

## BEST

COLUMBIA  
212483



**S – XXL, 3X, 4X**  
**3 Colors**

100% Polyester  
Woven Label

### ADDITIONAL DETAILS

Fleece-Bonded Lining  
Omni-Shield™ Water and Stain  
Repellent  
Wind-Resistant  
Zippered Pockets  
Embroidered Columbia Branding  
on Upper Left Sleeve

### MARKET MAP USE CASES

Rebrand for Retail  
Swag Recipients  
Events & Experiences

### COMPANION

212493, 216510



# PUFFERS & INSULATED

adidas A572 in Team Navy Blue  
and adidas A721 in Core White.

# TOP STYLES & IDEAL MARKETS

## STYLES

## MARKETS & USE CASES

### Puffer Vests

Insulated, sleeveless style that provides targeted warmth while keeping bulk to a minimum. An easy add-on for transitional weather and on-the-go layering.

#### BENEFITS

- Lightweight design for all-day wear
- Thermal insulation supports heat retention
- Modern, retail-inspired styling

#### Consumer

Rebrand for Retail  
Events & Experiences

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers

#### Team

Athletes

### Puffer Jackets

A cold weather jacket that pairs insulation with a comfortable feel, offering all-day protection without unnecessary bulk.

#### BENEFITS

- Lightweight construction
- Insulation for dependable warmth
- Foundational style that rounds out insulated collections

#### Consumer

Events & Experiences

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers

### 3-in-1 Jackets

A layered system offering flexibility across a range of uses and wear scenarios. Multiple components work together or on their own to extend wearability.

#### BENEFITS

- Wearable across variable and shifting conditions
- Removable layers for year-round use
- Ideal for programs that value versatility and efficiency

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

# PUFFER VESTS

## ★ DECORATION TIP

Consider puffer panel size when decorating with logos and text to keep details legible.



CORE365 CE702 in Black and  
Columbia 212492 in Black.

## GOOD

CORE365  
CE702



S – 5XL  
3 Colors

100% Polyester  
Lining: Polyester  
Insulation: 2.3 oz. Thermal Poly Fill  
1.2 oz.  
Woven Label

### ADDITIONAL DETAILS

Water-Resistant  
UTK 1  
Invisible Pocket Zippers  
Stretch Binding at Armholes  
and Hem  
Audio Port Access  
Packable

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

CE702W, CE700, CE700W, CE700T

## BETTER

ADIDAS  
A572



S – 4XL  
3 Colors

100% Recycled Polyester  
100% Recycled Polyester  
Synthetic Fill  
2 oz.  
Sewn-In Label

### ADDITIONAL DETAILS

Baffle Construction  
3-Stripes on Back  
OCS, GRS, RCS, and GOTS  
Certified

### MARKET MAP USE CASES

Business Professionals  
Athletes  
Swag Recipients

### COMPANION

N/A

## BEST

COLUMBIA  
212491



S – XXL, 3X  
2 Colors

100% Polyester  
Woven Label

### ADDITIONAL DETAILS

Omni-Shield™ Water  
and Stain Repellent  
Omni-Heat™ Thermal  
Reflective Liner  
Recycled Polyester  
Thermarator™ Insulation  
Chin Guard  
Zippered Pockets

### MARKET MAP USE CASES

Rebrand for Retail  
Swag Recipients  
Events & Experiences

### COMPANION

212492, 212489

# PUFFER JACKETS

## ★ DECORATION TIP

Try text-based designs on puffer jackets, using quilted panels to naturally frame company names & slogans.

CORE365 CE700 in Classic Navy, Next Level Apparel 9643 in Midnight Navy, and Devon & Jones D645 in French Blue.



## GOOD

CORE365  
CE700



S – 5XL  
3 Colors

Body: 100% Polyester  
Lining: Polyester Lining  
Insulation: 80 gsm Poly Fill  
1 oz.  
Woven Label

### ADDITIONAL DETAILS

Water-Resistant  
UTK 2  
Stretch Binding at Sleeve and Hem  
Center Front Reverse Coil Zipper  
Zippered Pockets  
Packable

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

CE700W, CE702, CE702W

## BETTER

DEVON & JONES  
DG704



S – 4XL  
3 Colors

60/40 Cotton/Polyester Interlock  
Contrast: 100% Polyester with  
DWR in Front Hybrid Panel  
Insulation: 40 gsm Thermal Poly  
Fill in Front Hybrid Panel  
7 oz.  
Woven Label

### ADDITIONAL DETAILS

Built with Stretch for Comfort  
UTK 1  
Center Front Zipper with  
Rubber Pull  
Lower Zippered Pockets  
FLA Certified

### MARKET MAP USE CASES

Business Professionals  
Swag Recipients  
Events & Experiences

### COMPANION

DG704W, DG706, DG706W

## BEST

NORTH END  
NE708



S – 5XL  
2 Colors

100% Polyester Stretch Jersey  
6,000 mm Bonded  
Waterproof Membrane  
Polyester Taffeta Lining  
20g Polyester UTK SubDown™ Fill  
4 oz.  
Woven Label

### ADDITIONAL DETAILS

UTK Hydropel™  
3-Layer Bonded Fabric Construction  
Windsmart Technology  
UTK 3  
EZEM System™  
Audio Port

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

NE708W

# 3-IN-1 JACKETS

## ★ DECORATION TIP

Pitch multi-layer jackets for more decoration opportunities & increased brand exposure.



North End 88178 in Black and  
Devon & Jones D630 in White.

## GOOD

CORE365  
88205



S – 5XL  
4 Colors

100% Poly Twill  
Polyester Taffeta Lining  
7.7 oz. Polyester Lining Jacket  
with Anti-Pill Fleece  
3.9 oz.  
Woven Label

### ADDITIONAL DETAILS

Water-Resistant  
UTK 3  
Roll-Away Hood  
Thermal Retention Shockcord  
at Hood and Hem  
Audio Port

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Trade Professionals

### COMPANION

78205, 88205T

## BETTER

NORTH END  
88006



XS – 5XL  
3 Colors

Liner Jacket Lining: 100% Polyester  
Taffeta  
Shell: 100% Nylon 228T Taslan  
Lining: 100% Polyester Mesh in  
Upper Body  
3.5 oz.  
Woven Label

### ADDITIONAL DETAILS

Water-Resistant  
UTK 3  
Storm Flap with Security Pocket  
Thermal Retention Shockcord  
at Waist, Hem, Hood  
EZEM System™

### MARKET MAP USE CASES

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

### COMPANION

88007

## BEST

NORTH END  
88178



S – 5XL  
2 Colors

100% Polyester Pongee  
Shell Lining Is 100% Taffeta  
with Embossed Print  
4.6 oz.  
Woven Label

### ADDITIONAL DETAILS

2-Layer Bonded Fabric Construction  
UTK 2  
Seam Sealed 2,000 mm  
Waterproof Rating  
EZ Away System  
EZEM System™

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

N/A



# WORKWEAR

DRI DUCK 5028 in Tobacco, Independent Trading Co.  
IND420XD in Blue Magic, and YP Classics 1501KC in Caramel.

# TOP STYLES & IDEAL MARKETS

## STYLES

## MARKETS & USE CASES

### Jackets Without Hoods

Structured outerwear combining a polished appearance and dependable coverage for everyday wear across demanding roles and environments.

#### BENEFITS

- Clean, streamlined silhouettes
- Durable construction for day-to-day jobsite use
- Easy integration into uniform programs

#### Consumer

Rebrand for Retail

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

### Hooded Jackets

Jackets with added coverage designed to balance protection with comfort and mobility for outdoor and weather-exposed work.

#### BENEFITS

- Hooded construction for variable conditions
- Built to stand up to consistent outdoor use
- Comfortable fit that supports all-day wear

#### Corporate

Business Professionals  
Swag Recipients

#### Specialty Workwear

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

### Hi-Vis Jackets

Visibility-first outerwear for safety-focused roles and regulated environments, combining protection, durability, and high impact visibility.

#### BENEFITS

- Increased visibility for low-light conditions
- Durable construction for extended wear
- Essential for compliance-focused workwear programs

#### Specialty Workwear

Service Industry Workers  
Trade Professionals  
Public Safety Professionals

# JACKETS WITHOUT HOODS

## ★ DECORATION TIP

Leather patches pair naturally with cotton canvas jackets, creating a rugged, vintage-inspired look.



Berne Apparel CH416 in Brown Duck, Independent Trading Co. IND420XD in Pigment Black, and Richardson 146R in Rust.

## GOOD

HARRITON  
M721



**XS – 5XL**  
**5 Colors**

65/35 Polyester/Cotton Twill  
4.1 oz. Poly Fill  
Polyester Taffeta Lining  
with Diamond Quilting  
8 oz.  
Woven Label

### ADDITIONAL DETAILS

ClimaBloc Durable  
Water-Repellent (DWR)  
Protection for Wet and  
Rugged Work Conditions  
UTK 2  
EZEM™ Embroidery Access

### MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

### COMPANION

M721T, M722, M722T, M723

## BETTER

BERNE APPAREL  
CH416



**S – 4XL**  
**2 Colors**

Shell: 100% Cotton Duck  
Liner: 100% Polyester  
10 oz.  
Woven Label

### ADDITIONAL DETAILS

Water-Repellent Finish  
Triple-Needle Stitched  
Main Seam  
Collar Snaps for Hood  
Action Back and Pleated Elbows  
Heavy-Duty Brass Zipper

### MARKET MAP USE CASES

Trade Professionals  
Service Industry Workers  
Public Safety Professionals

### COMPANION

HJ51

## BEST

DRI DUCK  
5028



**S – 4XL**  
**4 Colors**

100% Cotton Canvas  
100% Acrylic Blanket Lining  
Sleeves: Lining Is 100% Nylon  
with 100% Polyester Fill  
12 oz.  
Woven Label

### ADDITIONAL DETAILS

Heavy-Duty Metal Zipper  
Triple-Needle Stitching  
for Long Wear  
Snap Cuffs for Easy Access  
Inside Snap Pocket  
Adjustable Tab Waistband

### MARKET MAP USE CASES

Trade Professionals  
Service Industry Workers  
Rebrand for Retail

### COMPANION

N/A

# HOODED JACKETS

## ★ DECORATION TIP

For camo fashion statements, try bold colors like neon orange to help decorations stand out.



DRI DUCK 5020 in Gravel, Gildan 18000 in Charcoal, and YP Classics 1501KC in Brown.

# GOOD

BERNE APPAREL  
HJ51



S – 4XL  
3 Colors

Shell: 100% Cotton Duck  
Liner: 100% Polyester  
10 oz.  
Woven Label

## ADDITIONAL DETAILS

Water-Repellent  
Triple-Needle Stitched  
Main Seam  
Heavy-Duty Brass Zipper  
Pleated Action Back and Elbows  
Inside Pockets  
Three-Piece Insulated Hood

## MARKET MAP USE CASES

Trade Professionals  
Service Industry Workers  
Public Safety Professionals

## COMPANION

N/A

# BETTER

HARRITON  
M73



XS – 5XL  
4 Colors

94/6 Nylon Twill/Spandex  
6 oz.  
Woven Label

## ADDITIONAL DETAILS

ClimaBloc Durable Water-  
Repellent (DWR) Protection  
Inner Storage Pocket  
Three-Piece Hood  
Encased Elastic Cuffs  
Shock Cord Hem  
EZEM™

## MARKET MAP USE CASES

Business Professionals  
Service Industry Workers  
Swag Recipients

## COMPANION

M72

# BEST

DRI DUCK  
5020



XS – 6XL  
7 Colors

100% Cotton Canvas  
12 oz.  
Woven Label

## ADDITIONAL DETAILS

Triple-Needle Stitched  
Throughout  
Three-Piece Hood  
Inside Patch Pockets  
with Snap Closures  
Heavy-Duty Zipper Pull  
Oversized Pouch Pockets  
Articulated Elbow

## MARKET MAP USE CASES

Trade Professionals  
Service Industry Workers  
Public Safety Professionals

## COMPANION

N/A

# HI-VIS JACKETS

## ★ DECORATION TIP

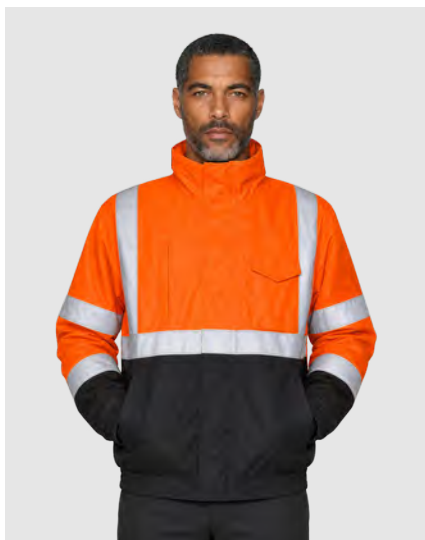
Consider ANSI-certified reflective heat transfers for Hi-Vis workwear.



Kishigo JS121-122 in Lime and Independent  
Trading Co. IND4000 in Charcoal.

## GOOD

KISHIGO  
JS121-122



M – 4XL  
2 Colors

100% Polyester  
4.7 oz.  
Sewn-In Label

### ADDITIONAL DETAILS

Durable Waterproof Seam-Sealed with Thermal Insulation  
2" Wide Reflective Material  
Hidden Collar Hood  
Larger Radio Pocket  
Multi-Use Zipper Pocket

### MARKET MAP USE CASES

Public Safety Professionals  
Trade Professionals  
Service Industry Workers

### COMPANION

JS130-132

## BETTER

BERNE APPAREL  
HVJS206



S – 3XL  
1 Color

Polyester Softshell Bonded to Micro Fleece  
8 oz.  
Woven Label

### ADDITIONAL DETAILS

Water- and Wind-Resistant  
2" Reflective Tape  
Breathable  
Zippered Front Pockets  
ANSI/SEA 107-2015  
Class 3 Certified

### MARKET MAP USE CASES

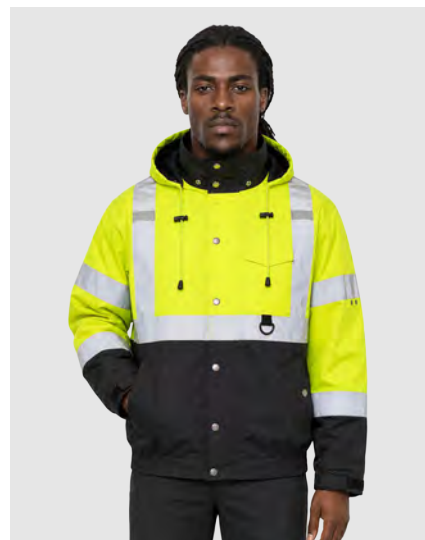
Public Safety Professionals  
Trade Professionals  
Service Industry Workers

### COMPANION

HVF023

## BEST

KISHIGO  
JS130-132



S – 4XL  
1 Color

100% Polyester  
5.7 oz.  
Sewn-In Label

### ADDITIONAL DETAILS

Removable Hood  
Adjustable Cuffs  
Fleece-Lined  
Quilted Sleeves  
Mic Tabs  
2" Wide Reflective Material  
ANSI/SEA 107-2015, Class 3

### MARKET MAP USE CASES

Public Safety Professionals  
Trade Professionals  
Service Industry Workers

### COMPANION

JS121-122

# IMPRINT SIZING GUIDE



Product Featured: Columbia 212483

## LEFT CHEST

### WIDTH

---

2.5 inches – 5 inches

### HEIGHT

---

2.5 inches – 5 inches

## SHOULDER

### WIDTH

---

2.5 inches – 5 inches

### HEIGHT

---

2.5 inches – 5 inches

## YOKE

### WIDTH

---

1 inch – 5 inches

### HEIGHT

---

1 inch – 3 inches

# IMPRINT SIZING GUIDE



Product Featured: North End NE75

## HOOD

### WIDTH

---

3 inches – 12 inches

### HEIGHT

---

1 inch – 4 inches

## RIGHT CHEST

### WIDTH

---

2.5 inches – 5 inches

### HEIGHT

---

2.5 inches – 5 inches

## SLEEVE CUFF

### WIDTH

---

2.5 inches – 5 inches

### HEIGHT

---

2.5 inches – 5 inches

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**Cover:** DRI DUCK 5091 in Tobacco, Weatherproof W207359 in Rosin, and Independent Trading Co. INDLUXCREW in Ivory.

**Back Cover:** adidas A714 in Putty Beige and M&O 4800 in Natural.

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