

SANTA
BARBARA

Purnell

WORK
WEAR

Fall 2024

The Purnell “Keep it Special” Pledge

One of our primary goals as a clothing brand is to support and protect our retail partners. We’ve adopted the following principles on which we’ve founded our brand. This is our pledge:

We DO:

- Enforce our MAP (Minimum Advertised Price) policy to ensure online pricing is consistent across all sites
- Offer low order minimums
- Offer products that enhance the “in real life” (IRL) shopping experience
- Focus on personalized customer service

We DO NOT:

- Sell direct to Amazon or other mass-market ecommerce giants
- Undercut MSRP’s by taking mark-downs within season
- Over-distribute our brand in local markets

#keepitspecial

"We are a small family business and understand the importance of specialty and customer service. That is why we love having Purnell as a partner in our store! Their products are a fresh twist to our assortment, and they continue to stand out amongst other brands. The crew at Purnell asks for our feedback to ensure they are delivering products that meet the needs for our customers. Their products and support are well respected and appreciated!"

Jenner Rauscher, Joe's Sporting Goods
St. Paul, MN

"We are always on the lookout for a fresh take on the classic clothes our customers want. Purnell has been a great addition to our mix. Their styles are clean and beautifully patterned /colored. They have always been well received by our customers. We really appreciate Purnell's outlook as well our relationship. Certainly we all have to manage our respective businesses, but it feels more like we are doing business with friends. In a business world that seems to become less personal all the time, that is an important plus."

Elayne Doliber, Marblehead Outfitters
Marblehead, MA

"Purnell offers unique, well-made apparel for our shop as well as unparalleled service and support. The Purnell team is enthusiastic about their products and providing innovative fabrics and styles to our customers. They are excellent partners."

Genevieve DeBree, Canyon Pass Provisions
Fair Haven, NJ



Women's





Herringbone Plaid

#24F40004

- 4 oz. midweight woven herringbone
- Enzyme-washed, silicone softened
- Enamel buttons
- Neck seam tape
- Clean edge seams
- 100% cotton
- Sizes XS - XL
- Retail \$72



Plaid Flannel

#24F40000

- 5 oz. midweight yarn-dyed woven flannel
- Enzyme-washed, silicone softened
- Enamel buttons
- Neck seam tape
- Clean edge seams
- 100% cotton
- Sizes XS - XL
- Retail \$79



Heathered Cotton Flannel

#24F40005

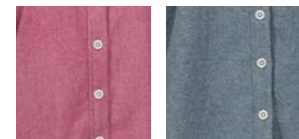
- 5 oz. midweight yarn-dyed woven flannel
- Enzyme-washed, silicone softened
- Enamel buttons
- Neck seam tape
- Clean edge seams
- 100% cotton
- Sizes XS - XL
- Retail \$79



Red, Grey, Blue



Sage, Blue



Cranberry, Dark Indigo



Heavyweight Wool Blend Plaid Flannel
#24F40002

- 14 oz. heavyweight wool blend woven
- Enzyme-washed, silicone softened
- Matte horn buttons
- Neck seam tape
- Clean edge seams
- 80% polyester / 20% wool
- Sizes XS - XL
- Retail \$85



Cranberry, Grey



Waffle Knit Crew
#24F30000

- 7 oz. midweight polyester blend knit
- Enzyme-washed, silicone softened
- Neck seam tape
- Clean edge seams
- 65% polyester / 30% rayon / 5% elastane
- Sizes XS - XL
- Retail \$65



Grey, Cranberry, Black, Blue



Cropped Crew Sweatshirt
#24F30001

- 9 oz. heavyweight combed jersey knit fleece
- Enzyme-washed, silicone softened
- Drop shoulder sleeve
- 65% polyester / 25% rayon / 10% elastane
- Sizes XS - XL
- Retail \$68



Pink, Blue, Grey



Wool Blend Crew Sweater

#24F30030

- 9 oz. heavyweight wool blend melange yarn
- Enzyme-washed, silicone softened
- Side seam vents
- 5% wool / 28% nylon / 61% acrylic / 6% elastane
- Sizes XS - XL
- Retail \$95



Wool Blend Tunic Sweater

#24F30031

- 10 oz. heavyweight wool blend melange yarn
- Enzyme-washed, silicone softened
- Ribbed mockneck
- Drop shoulder sleeve
- 30% wool / 70% nylon
- Sizes XS - XL
- Retail \$105



Wool Blend Sweater Hoodie

#24F30036

- 14 oz. heavyweight wool blend melange yarn
- Enzyme-washed, silicone softened
- Front kangaroo pocket
- 20% wool / 38% nylon / 25% recycled polyester / 15% mohair / 2% elastane
- Sizes XS - XL
- Retail \$125



Red, Light Grey, Blue



Navy, Grey

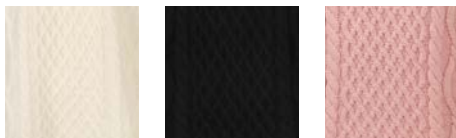


Sienna, Teal



Merino Wool Blend Cable Knit Sweater
#24F30032/10203033

- 20 oz. heavyweight wool blend yarn
- Enzyme-washed, silicone softened
- Oversized boyfriend silhouette
- Cuffed sleeves
- 13% Merino wool / 64% acrylic / 20% nylon / 3% polyester
- Sizes XS - XL
- Retail \$120



Cream, Black (#10203033), Pink



Merino Wool Blend Cable Knit Cowlneck Sweater
#24F30034

- 20 oz. heavyweight wool blend yarn
- Enzyme-washed, silicone softened
- Front kangaroo pocket
- Drawstring collar
- 13% Merino wool / 64% acrylic / 20% nylon / 3% polyester
- Sizes XS - XL
- Retail \$120



Cream, Sage



Fleece Knit Tunic
#24F12001

- 9 oz. heavyweight combed jersey knit fleece
- Enzyme-washed, silicone softened
- Matte buttons
- Zippered side seam pockets
- 70% polyester / 30% rayon
- Sizes XS - XL
- Retail \$85



Navy, Light Grey



Fair Isle Jacquard Knit Leggings

#24F10000

- 10 oz. heavyweight jacquard knit
- Enzyme-washed, silicone softened
- Wicking properties
- Elastic rib waistband
- 85% polyester / 12% viscose / 3% elastane
- Sizes XS - XL
- Retail \$55



Nordic Heart Jacquard Knit Leggings

#24F10001

- 10 oz. heavyweight jacquard knit
- Enzyme-washed, silicone softened
- Wicking properties
- Elastic rib waistband
- 85% polyester / 12% viscose / 3% elastane
- Sizes XS - XL
- Retail \$55



Fleece-lined Leggings

#24F10003

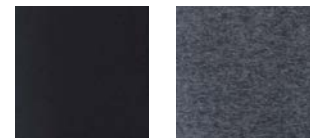
- 12 oz. heavyweight jersey knit
- Enzyme-washed, silicone softened
- Bonded velour-fleece lining
- Elastic waistband
- 69% polyester / 28% cotton / 3% elastane
- Sizes XS - XL
- Retail \$65



Black, Grey



Blue, Cranberry



Black, Charcoal



Knit Culotte

#24F10004

- 7 oz. midweight sweater knit
- Enzyme-washed, silicone softened
- 4" self-fabric waistband
- 20" inseam
- 61% acrylic / 25% tencel / 10% nylon / 4% elastane
- Sizes XS - XL
- Retail \$82.00



Black, Charcoal



Quilted Button Skirt

#24F13004

- 7 oz. midweight quilted jersey knit
- Enzyme-washed, silicone softened
- Side seam pockets
- Matte button closure
- Length 18"
- 50% cotton / 50% polyester
- Sizes 2 - 14
- Retail \$82



Navy, Charcoal



Stretch Canvas Skirt

#24F13001

- 9 oz. heavyweight stretch woven canvas
- Enzyme-washed, silicone softened
- Antique nickel hardware
- Center back zipper closure
- Length 16"
- 97% cotton / 3% elastane
- Sizes 2 - 14
- Retail \$78



Navy, Olive



Stretch Corduroy Overall Dress

#24F12000

- 10 oz. heavyweight stretch corduroy
- Enzyme-washed, silicone softened
- Antique nickel hardware
- Front chest pocket
- Adjustable straps
- 98% cotton / 2% elastane
- Sizes 2 - 14
- Retail \$85



Indigo, Cranberry



Stretch Corduroy Overalls

#24F20004

- 10 oz. heavyweight stretch corduroy
- Enzyme-washed, silicone softened
- Antique nickel hardware
- Front chest pocket
- Adjustable straps
- 98% cotton / 2% elastane
- Sizes 2 - 14
- Retail \$99



Olive, Grey



Vintage Stripe Overalls

#24F20005

- 7 oz. midweight striped woven
- Enzyme-washed, silicone softened
- Antique nickel hardware
- Front chest pocket
- Adjustable straps
- 50% cotton / 35% polyester / 15% linen
- Sizes 2 - 14
- Retail \$95



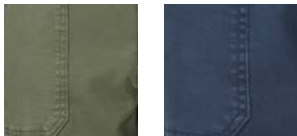
Red, Blue



Stretch Canvas Utility Pant

#24F20000

- 9 oz. heavyweight stretch woven canvas
- Enzyme-washed, silicone softened
- Antique nickel hardware
- Phone-friendly cargo pockets
- 29" inseam
- 97% cotton / 3% elastane
- Sizes 2 - 14
- Retail \$85



Olive, Navy



Vintage Stripe Jean

#24F20003

- 8 oz. midweight stretch woven denim
- Enzyme-washed, silicone softened
- Antique nickel hardware
- Topped-on back pockets
- 29" inseam
- 82% cotton / 16% polyester / 2% elastane
- Sizes 2 - 14
- Retail \$88



Dark Indigo



Stretch Corduroy Jacket

#24F80000

- 10 oz. heavyweight stretch corduroy
- Enzyme-washed, silicone softened
- Antique nickel finish snaps
- Polyester sherpa collar
- Brushed tricot pocket lining
- 98% cotton / 2% elastane
- Sizes XS - XL
- Retail \$140



Olive, Grey



Wool Blend Military Jacket

#24F80004

- 20 oz. heavyweight wool blend
- Enzyme-washed, silicone softened
- Matte horn buttons
- Flap chest pockets with button closure
- 60% polyester / 40% wool
- Sizes XS - XL
- Retail \$150



Brown



Wool Blend Bomber Jacket

#24F80002

- 20 oz. heavyweight wool blend
- Enzyme-washed, silicone softened
- Welted front pockets with snap closure
- Interior chest pocket
- 100% polyester sherpa fleece lining
- 60% wool / 40% polyester
- Sizes XS - XL
- Retail \$150



Grey



Red Plaid Shirt Jacket

#24F80001

- 10 oz. heavyweight woven flannel
- Enzyme-washed, silicone softened
- Two front chest pockets
- Braided neck seam tape
- Oversized boyfriend silhouette
- 70% polyester / 30% cotton
- Sizes XS - XL
- Retail \$89



Red



Blue Plaid Shirt Jacket

#24F80006

- 10 oz. heavyweight woven flannel
- Enzyme-washed, silicone softened
- Two front chest pockets
- Braided neck seam tape
- Oversized boyfriend silhouette
- 70% polyester / 30% cotton
- Sizes XS - XL
- Retail \$89



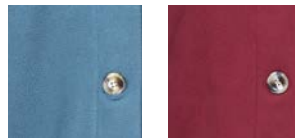
Blue



Polar Fleece Barn Coat

#24F80005

- 10 oz. heavyweight polar fleece
- Enzyme-washed, silicone softened
- Matte horn buttons
- Welted pockets
- 100% polyester
- Sizes XS - XL
- Retail \$120



Teal, Cranberry

New Zealand Brushtail Possum

On a trip to New Zealand a few years back, we came across the tale of the brushtail possum, an underloved animal (to say the least), with a 100-year track record of ecological mayhem. The brushtail possum arrived in New Zealand in the late 1800s, unchallenged by natural predators and obviously delighted at the easy prey of kokako, kereru and kiwi – New Zealand’s iconic national bird. Its numbers grew over the next century to more than 70 million, wreaking havoc on native vegetation and food crops along the way.

But the possum’s dark legacy has a bright future, as the animal has recently been embraced for its incredibly soft, mink-like fur. Possum fur has a hollow core that’s naturally insulating, keeping you cooler in the summer and warmer in the winter. Recognizing that the possum’s ultra-fine fibers are ideal for complex knitwear, we developed a collection that looks fantastic and feel even better.

- **Hollow-core brushtail possum fur is up to 55% warmer than merino wool, and 35% warmer than cashmere**
- **Softer, finer and lighter than cashmere or angora yarn**
- **Retains heat without all the bulkiness and weight of other knits**



NZ Brushtail Possum Moss
Stitch Shawl
#24F70000

- 8 gauge melange sweater knit
- Naturally resistant to dirt, stain and odors
- Naturally insulating hollow core fiber
- Length 80"
- 30% NZ Brushtail Possum / 60% Merino wool / 10% silk
- One size
- Retail \$125



Black, Red



NZ Brushtail Possum Cable Knit
Keyhole Scarf
#24F15000

- 8 gauge melange sweater knit
- Naturally resistant to dirt, stain and odors
- Naturally insulating hollow core fiber
- Length 43"
- 40% NZ Brushtail Possum / 50% Merino wool / 10% silk
- One size
- Retail \$70



Red, Green, Pink, Grey



NZ Brushtail Possum Gloves
#34F16000

- 8 gauge melange sweater knit
- Naturally resistant to dirt, stain and odors
- Naturally insulating hollow core fiber
- Ribbed hem
- 40% NZ Brushtail Possum / 50% Merino wool / 10% silk
- M, L
- Retail \$35

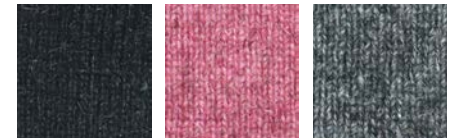


Black, Natural



NZ Brushtail Possum Beanie
#34F90000

- 8 gauge melange sweater knit
- Naturally resistant to dirt, stain and odors
- Naturally insulating hollow core fiber
- 40% NZ Brushtail Possum / 50% Merino wool / 10% silk
- One size
- Retail \$45



Red, Green, Black, Pink, Grey



Men's

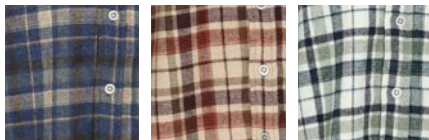




Wool Blend Plaid Flannel

#14F40003

- 10 oz. heavyweight wool blend
- Enzyme-washed, silicone softened
- Enamel buttons
- Braided neck seam tape
- 80% polyester / 20% wool
- Sizes M - XXL
- Retail \$99



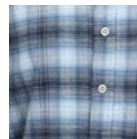
Navy, Brown, Lichen



Seawool Stretch Flannel

#14F40006

- 5 oz. midweight yarn-dyed woven flannel
- Enzyme-washed, silicone softened
- Enamel buttons
- Eco-friendly fabric
- Brushed for softness
- 76% cotton / 21% recycled oyster shell PET / 3% elastane
- Sizes M - XXL
- \$88



Blue



Seawool Flannel

#14F40005

- 5 oz. midweight yarn-dyed woven flannel
- Enzyme-washed, silicone softened
- Enamel buttons
- Eco-friendly fabric
- Brushed for softness
- 60% cotton / 40% recycled oyster shell PET
- Sizes M - XXL
- \$88



Olive



Vintage Plaid Flannel

#14F40001

- 4 oz. midweight woven flannel
- Enzyme-washed, silicone softened
- Enamel buttons
- Braided neck seam tape
- 100% cotton
- Sizes M - XXL
- \$82



Vintage Plaid Button-Up Shirt

#14F40012

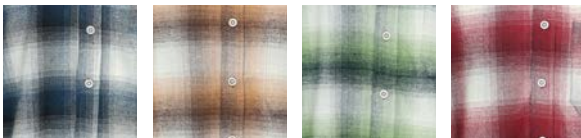
- 4 oz. midweight woven herringbone
- Enzyme-washed, silicone softened
- Antique nickel buttons
- Braided neck seam tape
- 100% cotton
- Sizes M - XXL
- \$82



Checked Flannel

#14F40004

- 4 oz. midweight woven flannel
- Enzyme-washed, silicone softened
- Enamel buttons
- Braided neck seam tape
- 100% cotton
- Sizes M - XXL
- \$82



Blue, Brown, Green, Red



Grey



Navy



Long Sleeve Heritage Shirt

#14F0008

- 4 oz. lightweight yarn-dyed slub woven
- Enzyme-washed, silicone softened
- Antique nickel buttons
- Clean-edge seams
- Left chest pocket
- Herringbone neck seam tape
- 55% cotton / 45% viscose
- Sizes M - XXL
- Retail \$82.00



Natural



Slub Hemp Blend Shirt

#14F40009

- 4 oz. midweight hemp blend woven
- Enzyme-washed, silicone softened
- Antique nickel buttons
- Braided neck seam tape
- 53% hemp / 44% recycled polyester / 3% elastane
- Sizes S - XXL
- Retail \$99.00



Indigo



Striped Hemp Blend Button-Up Shirt

#14F40010

- 4 oz. midweight hemp blend stripe
- Enzyme-washed, silicone softened
- Antique nickel buttons
- Braided neck seam tape
- Eco-friendly fabric
- 60% hemp / 40% Cotton
- Sizes M - XXL
- \$95



Blue, Green



Jersey Knit Henley

#14F30001

- 7 oz. midweight jersey knit
- Enzyme-washed, silicone softened
- Braided neck seam tape
- Matte tortoise buttons
- 65% polyester / 30% cotton / 5% elastane
- Sizes S - XXL
- Retail \$68



Blue, Grey, Taupe



Heathered Crew Neck Pullover

#14F30002

- 9 oz. heavyweight combed jersey knit fleece
- Enzyme-washed, silicone softened
- Braided neck seam tape
- Raglan sleeve
- 70% polyester / 30% rayon
- Sizes M - XXL
- Retail \$72



Olive, Grey, Oatmeal



Jersey Knit Hoodie

#14F30024

- 10 oz. heavyweight jersey knit
- Enzyme-washed, silicone softened
- Double-button front placket closure
- Antique nickel buttons
- Braided neck seam tape
- 100% cotton
- Sizes M - XXL
- Retail \$90



Navy, Olive



Monarch Double Knit Jersey
Half Zip Pullover
#14F30023

- 13 oz. heavyweight combed jersey knit fleece
- Enzyme-washed, silicone softened
- Chambray lined inside neck yoke
- Braided neck seam tape
- YKK zipper
- 90% polyester / 10% viscose
- Sizes M - XXL
- Retail \$95

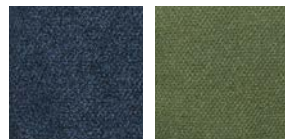


Blue, Grey, Charcoal



Dobby Wool Sweater
#14F30030

- 18 oz. heavyweight wool blend knit
- Silicone softened
- Ribbed finish on neck and cuffs
- 70% nylon / 30% wool
- Sizes M - XXL
- Retail \$115



Navy, Olive



Mohair Blend Sweater
#14F30033

- 20 oz. heavyweight mohair blend knit
- Silicone softened
- Ribbed finish on neck and cuffs
- 50% mohair / 27% acrylic / 23% wool
- Sizes M - XXL
- Retail \$175



Grey, Navy



Fleece Button-Up Shirt

#14F30021

- 10 oz. heavyweight polar fleece
- Enzyme-washed, silicone softened
- Double chest pockets
- Antique nickel buttons
- Chambray lined inside neck yoke
- 100% polyester
- Sizes M - XXL
- Retail \$95



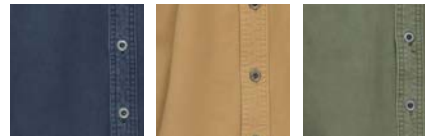
Navy, Olive



Stretch Canvas Workshirt

#14F40021

- 9 oz. heavyweight stretch woven canvas
- Enzyme-washed, silicone softened
- Front left chest pocket
- Antique nickel buttons
- Contrast chambray yoke and sleeve cuff
- 97% cotton / 3% elastane
- Sizes M - XXL
- Retail \$95



Navy, Khaki, Olive



Heavyweight Denim Workshirt

#14F40013

- 10 oz. heavyweight stretch denim
- Enzyme-washed, silicone softened
- Double chest flap pockets
- Antique nickel buttons
- Contrast collarstand stitching
- 75% cotton / 24% polyester / 1% elastane
- Sizes M - XXL
- Retail \$115



Dark Indigo



Moleskin Workshirt

#14F40020

- 16 oz. heavyweight brushed woven
- Enzyme-washed, silicone softened
- Front left chest pocket
- Antique nickel buttons
- Contrast chambray yoke and sleeve cuff
- 100% cotton
- Sizes M - XXL
- Retail \$115



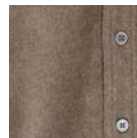
Dark Grey, Camel



Wool Blend Workshirt

#14F40022

- 20 oz. heavyweight wool blend
- Enzyme-washed, silicone softened
- Front left chest pocket
- Antique nickel buttons
- Contrast chambray yoke and sleeve cuff
- 60% polyester / 40% wool
- Sizes M - XXL
- Retail \$125



Brown



Tweed Wool Blend Workshirt

#14F40023

- 9 oz. heavyweight wool blend
- Enzyme-washed, silicone softened
- Front left chest pocket
- Antique nickel buttons
- Contrast chambray yoke and sleeve cuff
- 70% polyester / 30% wool
- Sizes M - XXL
- Retail \$125



Grey



Stretch Corduroy Shirt Jacket

#14F80001

- 10 oz. heavyweight stretch corduroy
- Enzyme-washed, silicone softened
- Antique nickel finish snaps
- Braided neck seam tape
- Interior chest pockets
- 100% polyester plaid fleece lining
- 98% cotton / 2% elastane
- Sizes M - XXL
- Retail \$150



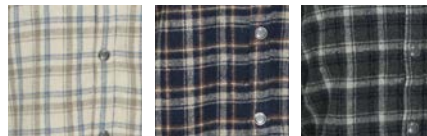
Indigo, Olive, Brown



Plaid Shirt Jacket

#14F80002

- 10 oz. heavyweight woven flannel
- Enzyme-washed, silicone softened
- Antique nickel finish snaps
- Braided neck seam tape
- Interior chest pockets
- 100% polyester
- Sizes M - XXL
- Retail \$145



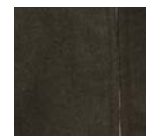
Bone, Navy, Charcoal



Classic Wool Jacket

#14F80003

- 21 oz. heavyweight wool blend
- Silicone softened
- Brushed tricot pocket lining
- Interior left chest pocket
- Cotton plaid flannel lining
- 50% wool / 50% polyester
- Sizes M - XXL
- Retail \$170



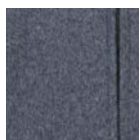
Olive



Classic Wool Jacket

#10108028

- 21 oz. heavyweight wool blend
- Silicone softened
- Brushed tricot pocket lining
- Interior left chest pocket
- Cotton plaid flannel lining
- 50% wool / 50% polyester
- Sizes M - XXL
- Retail \$170



Charcoal



Washed Twill Pants

#14F20000

- 9 oz. heavyweight stretch woven twill
- Enzyme-washed, silicone softened
- Chambray-lined front pockets
- Plain back pocket
- Double needle top-stitch
- 97% cotton/ 3% elastane
- Sizes 30" - 38" Waist, 30" - 34" inseam
- Retail \$88



Navy, Camel, Charcoal



NZ Brushtail Possum Gloves

#34F16000

- 8 gauge melange sweater knit
- Naturally resistant to dirt, stain and odors
- Naturally insulating hollow core fiber
- Ribbed hem
- 40% NZ Brushtail Possum / 50% Merino wool / 10% silk
- M, L
- Retail \$35



Black, Natural



NZ Brushtail Possum Beanie

#34F90000

- 8 gauge melange sweater knit
- Naturally resistant to dirt, stain and odors
- Naturally insulating hollow core fiber
- 40% NZ Brushtail Possum / 50% Merino wool / 10% silk
- One size
- Retail \$45



Red, Green, Black, Grey

PURNELL MINIMUM ADVERTISED PRICING (MAP) POLICY

We recognize that our success is tied to the success of our network of select authorized retailers, including catalog and online retailers, who sell Purnell products to customers located in the United States and Canada. We also know that many of our partners invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discourage price-based advertising that would be detrimental to our partners' sales and support efforts. As a result, Purnell has unilaterally established this Minimum Advertised Price (MAP) Policy. This Minimum Advertised Pricing Policy (MAP Policy) is effective as of January 1, 2017, and applies to distributors and retailers, including catalog and internet retailers (collectively, "Partners"), who sell Purnell products to end users located in the United States and Canada. This MAP Policy shall work under the following guidelines:

Manufacturer's Suggested Retail Price List/MSRP

Purnell's seasonal price list/wholesale order form lists Purnell's Manufacturer's Suggested Retail Prices (MSRP's) and MAP break date. These prices may be amended or adjusted by Purnell at any time at its sole discretion. For questions regarding the most recent version of Purnell's MSRP list please contact customerservice@purnellgear.com

No Advertising of Purnell Products Below Suggested Retail Price

Subject to limited exceptions described in the Policy, Purnell Partners may not publicly advertise Purnell products at prices below current MSRP. Failure to honor the Policy is a violation, and each violation shall be subject to consequences described in the Policy. Partners who have been approved to resell Purnell products to third parties must provide a copy of this confidential Policy to their customers. It is a violation of the Policy to knowingly sell Purnell products to any reseller that has not or will not honor the Policy.

Definition of Advertising

This MAP Policy applies to all advertisements of Purnell products listed on the current MSRP list in any and all media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e---mail newsletters, e---mail solicitations, internet or similar electronic media, television, radio, and public signage.

Third Party Market-Place Sales

Partners may only advertise, offer, and sell Purnell products on Third Party Marketplaces (online marketplaces or other third-party websites) with the express prior written authorization from Purnell, which may be granted or withheld at Purnell's sole and absolute discretion.

Exceptions

Discounts applied at checkout to the entire order or offers of free shipping online do not violate this MAP Policy. It is understood that, from time to time, partners may choose to mark down products for sale in their physical brick-and-mortar stores. Therefore, this Policy does not apply to any in-store advertising, such as displays, banners and price markings. Other exceptions to this Policy may be requested in writing to the Purnell management team for consideration.

Failure to Comply

Intentional failure to comply with this MAP Policy will result in sanctions unilaterally determined and imposed at the sole discretion of Purnell. Purnell may choose to, but need not provide prior notice or issue warnings before taking any action deemed necessary such as cancelling current orders and refusing future orders. Purnell's failure to impose consequences shall not be construed as a waiver or amendment of the Policy; and in no event shall any actions of Purnell or the Policy be construed to reduce, waive, or constrain any lawful or contractual rights otherwise available to Purnell with respect to any Partner.

MAP Policy Administration

Purnell shall be solely responsible for determining whether a violation of the Policy has occurred, communicating decisions to Partners regarding the Policy and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by Purnell under this MAP Policy shall be without liability to Purnell. This MAP Policy is solely within Purnell's discretion and authority acting through the duly authorized managers of Purnell. No employee or sales representative of Purnell has any authority to interpret, discuss, modify, waive or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. Purnell reserves the right to modify, suspend or discontinue this Policy at any time and without notice to Purnell dealers.

Non-Disclosure of Terms

The terms of this MAP Policy are confidential and should not be disclosed to other parties. This MAP has been established by Purnell to help ensure the legacy of Purnell as a top producer of high-quality products and to protect the reputation of its name and products. This MAP Policy is also designed to avoid destructive intra---brand conflict and to ensure that Partners have the incentive to invest resources into Purnell customers.

PURNELL TERMS AND CONDITIONS

New Accounts and Credit Applications

To request a new wholesale account, please submit a Wholesale Account Application through the homepage of our Shopify B2B website at www.purnellb2b.myshopify.com. New account orders are subject to credit approval. For any accounting questions, please contact Dagny Dehlsen at ddehlsen@purnellgear.com

Past Due Accounts

Pre-season discounts cannot be applied to late payments. Purnell will not ship merchandise to accounts that have past due invoices. A monthly finance charge of 1.5% will be charged to overdue balances until they are current. Accounts that neglect to send payment in a timely manner may ultimately be sent to collections. Purnell has the right to cancel any orders that are being held for accounts with past-due payment status. Those accounts will be notified in advance if their order is at risk of being canceled.

Warranty Policy

We will repair or replace a product at our sole discretion if the product is found to be defective under normal use and proper care. Warranty is valid against defects in material or workmanship for 6 months from the season delivery date. If an identical replacement is no longer available, credit will be applied to your account only after providing proof of the defective product. The wholesale warranty program does not cover defects due to improper fit, damage from normal wear and tear, accidents, abuse or the normal breakdown of colors and materials. Any alterations to the product will also void warranty.

Return Requests/RMAs/RMA Requirements

A Return Merchandise Authorization (RMA) must accompany all returns and exchanges. To obtain an RMA, email customerservice@purnellgear.com with photos of the style. Provide the style number, size, quantity, and reason for return. Describe any defective issues if applicable. Unless defective, items being returned must be in original, saleable condition (must not have been worn, soiled, or laundered and be free of tobacco smoke). They must be returned buttoned, snapped, or zipped, and folded neatly when packed in cartons. Store-applied labels and markings must be removed from hangtags. Items shipped that do not meet the above criteria, requiring extra care upon receipt, may be subject to a 10% processing fee that will be deducted from the credit memo.

Please note: all RMAs expire within 30 days of being issued. Any returns received after the RMA expiry date, including defective items, will be credited at 50% of their original wholesale price.

Credit Memos

A credit memo will be issued to your account after your items have been received (or photos have been received) and your RMA has been processed. Please allow up to 14 business days for this process. The credit memo will be emailed to your accounting office/contact. Credit memos are applied first against any outstanding balances with any remainder being left on account for future orders.

Order Cancellations

Requests for pre-season order cancellations must be submitted at least 30 days before planned start ship date. Failure to do so may result in chargeback fees. Purnell has the right to cancel any orders that are being held for accounts with past-due payment status. Those accounts will be notified in advance if their order is at risk of being canceled.

Contact Us

Email:

Customerservice@purnellgear.com

Phone:

805 770 2440

805 845 7266

main

fax (really?)

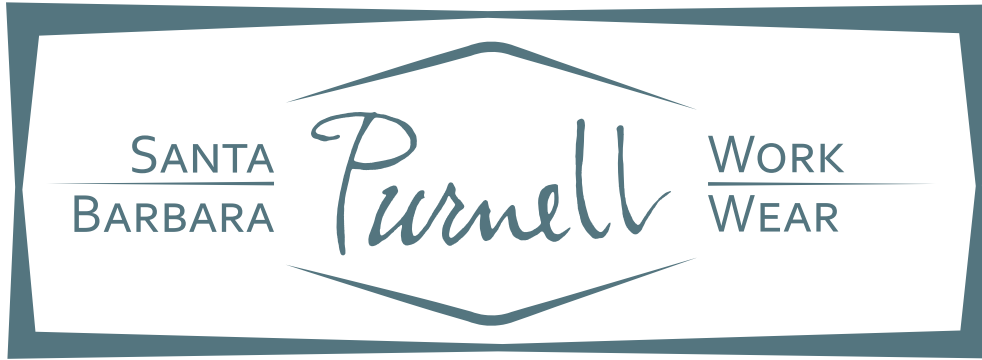
Snail mail:

101 E. Victoria St

Santa Barbara, CA 93101

Morse code:

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Oct 16-23