



# 2023 CARHARTT REWORKED YEAR IN REVIEW

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## LAYING THE GROUNDWORK FOR A MORE SUSTAINABLE FUTURE

Proudly owned by generations of the Carhartt family since 1889, today's Carhartt honors the values of Hard Work, Dependability, Honesty, and Trust as passionately and purposefully as when the company was founded by Hamilton Carhartt. Now, that work continues as we identify and act on opportunities to do right by all our consumers and the communities they live and work in. We believe these actions are an essential step to protect our planet, and leave a better world for future generations of hardworking people.

Sustainability at Carhartt starts with a history of using the absolute toughest fabrics and hardware available from day one — building durable gear that can outwork and outlast them all. With the help of our friends at Trove, the market leader in branded resale, our mission remains reducing textile waste by extending the life of our gear through Carhartt Reworked, Carhartt Repair, or by recycling it through Cotton's Blue Jeans Go Green™ denim recycling program to keep that gear out of landfills and on the job where it belongs.



# carhartt REWORKED

Launched in partnership with Trove in March 2023, the Carhartt Reworked resale program is designed to keep rugged Carhartt products in use and out of landfills. Powered by Trove's industry-leading expertise and ability to process millions of items efficiently, Carhartt Reworked does just what the name suggests: reworks previously worn or slightly imperfect gear that isn't done working and gets it into the hands of people who can put it to good use. Offering previously worn gear that still has plenty to give, shoppers at [reworked.carhartt.com](https://reworked.carhartt.com) can find a new home to our legendary outerwear, pants, bibs, sweatshirts, and shirt jacs. As always, because Carhartt is built to last from day one, our gear can stay in circulation and continue to work hard on behalf of our consumers.

**6,829 Trade-ins received via 39 Carhartt Company Stores**



**36.72 Tons** of Carhartt Reworked product diverted from landfills

**34,371** reclaimed items purchased via Carhartt Reworked

**17,623** unique customers shopped Carhartt Reworked



## Top 5

TRADE-IN STYLES



DUCK BIB OVERALL



RUGGED FLEX® CANVAS  
WORK PANT



FIRM DUCK LINED  
ACTIVE JAC



WASHED DUCK  
SHERPA-LINED VEST



LOGO SLEEVE  
GRAPHIC SWEATSHIRT

## Top 5

TRADE-IN LOCATIONS



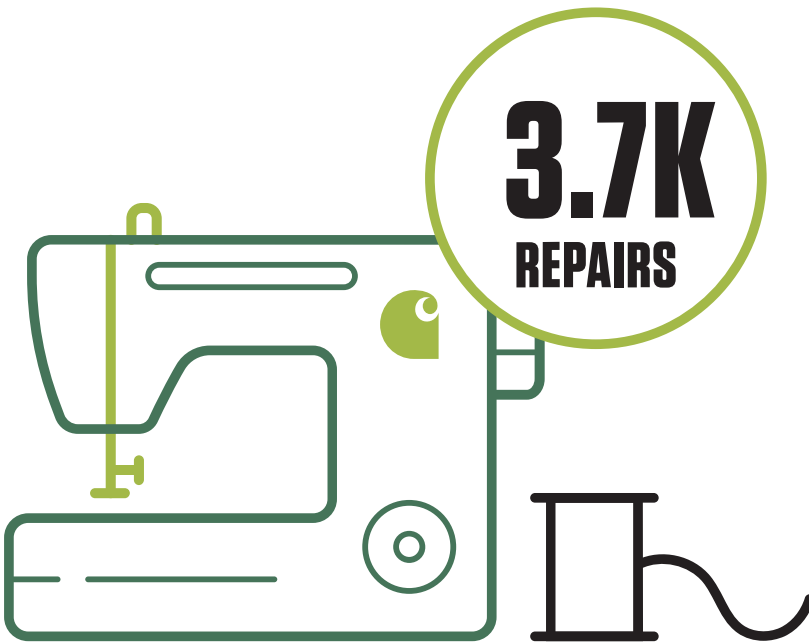
**DETROIT, MI**  
**SOUTH WINDSOR, CT**  
**COON RAPIDS, MN**  
**PORTLAND, OR**  
**MURRAY, UT**

# REPAIR

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A foundational part of the “Carhartt Built to Last Commitment,” the Carhartt Repair program is available for anyone with a Carhartt garment that’s in need of a repair, regardless of how old the garment is. Our team of skilled sewing operators has decades of experience keeping your gear in working order longer and can fix or replace everything from broken zippers, snaps, buttons, hook-and-loop closures, bib straps, bib hardware, and patch small holes. Along with our do-it-yourself Repair Kits that are now available, the Carhartt Repair team’s hard work has helped Carhartt Reworked extend the life of our gear by giving long-lasting and durable items a second chance to do the job they were born to do.

**3,744 repairs** made on Carhartt product during 2023  
(includes in-store & Irvine, KY Development Center)



## Top 5

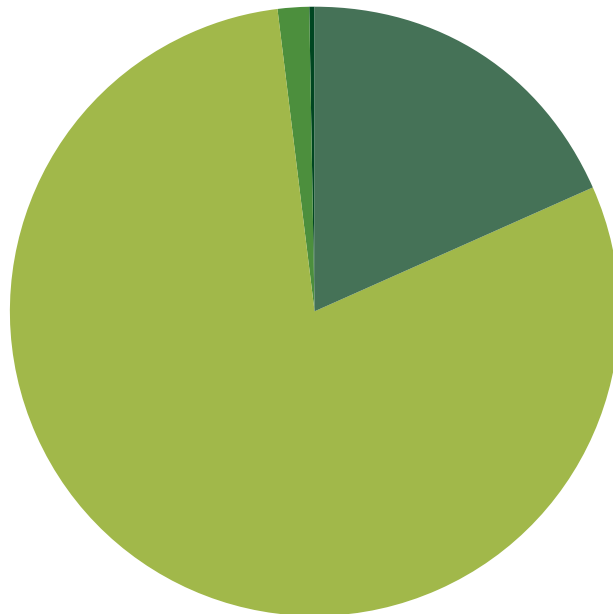
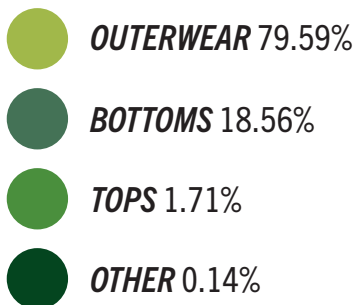
STATES BY REPAIRS

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**MICHIGAN**  
**NEW YORK**  
**CALIFORNIA**  
**ILLINOIS**  
**OREGON**

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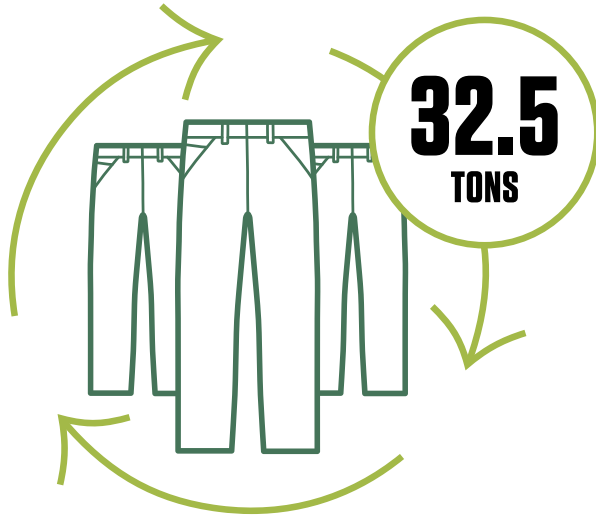
## REPAIRS BY PRODUCT



# BLUE JEANS GO GREEN™

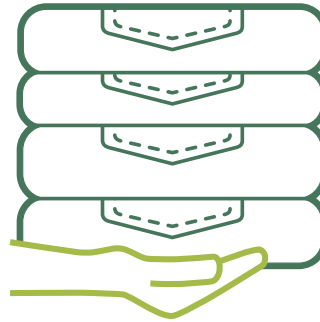
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Carhartt collects worn denim for recycling through Cotton's Blue Jeans Go Green™ program. The Blue Jeans Go Green™ denim recycling program is a call-to-action to recycle old denim and give it renewed purpose by transforming it into something new and functional such as insulation for buildings and thermal packaging. Since 2006, retailers, universities, organizations, and individuals across America have contributed over 5.2 million pieces of denim and diverted over 2,630 tons of textile waste from landfills.



**32.5 tons of denim** diverted from landfills via Carhartt x Blue Jeans Go Green™

*Blue Jeans Go Green™ is a trademark of Cotton Incorporated*



## OUR MISSION CONTINUES

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We are always searching for new ways to deliver the gear you love in a more sustainable way, without ever sacrificing any of the durability and quality Carhartt stands for. Continuing our exploration into more responsibly sourced materials is the next step in our mission to leave a better world for the next generation of hardworking people. This upcoming Earth Day, Carhartt has partnered with The Farmlink Project to create a limited-edition t-shirt made from Climate Benefical™ Cotton that is sourced from the California Cotton and Climate Coalition.

the  
farmlink  
project

