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Patagonia Corporate Sales and Team 800-470-7458 8550 White Fir Street Reno, NV 89523-8939

Western U.S. **Brooke Benchetler** brooke.benchetler@patagonia.com

Eastern U.S. Bill O'Brien bill.obrien@patagonia.com

Patagonia Provisions 415.729.9956 sales@patagoniaprovisions.com

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We're in business to save our home planet.

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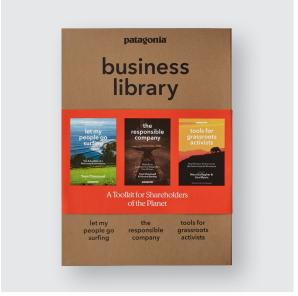




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2 Cover: ANDREW BURR

We're in business to save our home planet.



Iron Forge Hemp[®] Canvas 25% more abrasion resistant than conventional cotton duck canvas

To make the most durable, comfortable work pants possible, we turned to a material relied on in the past. Historically, hemp's long fibers were harvested for making rope, sails, tackle and other gear that required high-tensile strength—not to mention the first United States flags. But the 1937 Marihuana Tax Act lumped hemp, of the cannabis family, in with its psychoactive cousin, even though hemp can't get you high; in 1970, antidope laws even made hemp a controlled substance, like heroin or acid.

Needless to say, that all made industrial hemp more difficult to source, but it's worth the trouble: Hemp is grown free of the chemicals used on conventional cotton, the fabric used for most work pants today. Our Iron Forge Hemp canvas is a blend of hemp, recycled polyester and organic cotton that reduces the need for herbicides, pesticides and petroleum-based materials.

What matters most, of course, is how it holds up to daily abuse. When we first sent prototype work pants to Bodie Johansson, a timber framer in Colorado, he wore them out in just three month rolling beams. After we fortified the next batch with Iron Forge Hemp, however, they fared much better.

"The pants are holding up well," Bodie reported back. "The material seems very durable and is not wearing thin, and the pocket design is great for dropping in small tools when you need to go without tool bags."

Independent testing also proved that Iron Forge Hemp canvas was more abrasion resistant than its competitors, and its durability was buttressed by another useful benefit: Needing no break-in. It's ready to work from day one.

Industrial Hemp without pesticides
 Recycled Polyester to make raw materials
 Organic Cotton Cotton

Uses nature-based solutions to manage pests and build healthy soil

Hemp Canvas Chore Coats

Women's All Seasons Hemp Canvas Chore Coat \$149.00 | 27830 | XS-XL | Regular fit | 646 g (22.8 oz)





FTGN COI Fatigue Green Coriander

We make the women's version of the chore coat from our versatile All Seasons Hemp canvas for reduced weight and bulk. And our patternmakers added an open lower-back hem for ease of movement across the hips. The generous collar $can\,be\,flipped\,up\,for\,protection\,from\,sun$ or wind and, as on the men's, an interior pocket is set behind the left front handwarmer pocket. Imported.

Men's Iron Forge Hemp* Canvas Chore Coat \$149.00 | 27825 | S-3XL | Relaxed fit 1,089 g (38.4 oz)





Coriander Ink Black

The properties that make Iron Forge Hemp® canvas so ideal for work pantshigh abrasion resistance, increased comfort and no break-in time-are just as useful in an all-purpose chore coat. We've made ours unlined for moderate-to-cool weather, with metal shank buttons and plenty of functional pockets. Imported.



contact us for pricing

Men's All Seasons Hemp **Canvas Vest**

Built for hard work in cold weather, this durable insulated vest offers warmth for the core with full freedom of movement through the shoulders and arms; made with a tough but lightweight All Seasons Hemp canvas face and 60-g Thermogreen® insulation. Fair Trade Certified $^{\mathtt{m}}$ sewn. Imported.

Men's All Seasons Hemp Canvas Vest \$129.00 | 27815 | XS-3XL | Relaxed fit 822 g (29 oz)













Working Warmth & Protection

Offering all-day warmth and freedom of movement for tough $tasks\ outdoors, this\ versatile, we ather-resistant\ work\ vest, jacket$ and hoody feature a durable, abrasion-resistant fabric face and cozy pile fleece lining. Imported.

Men's Burly Man Vest \$149.00 | 27770 | S-3XL | Relaxed fit

709 g (25 oz)











Men's Tin Shed Jacket \$149.00 | 27775 | S-3XL Relaxed fit | 794 g (28 oz)





Stone Blue Ink Black

Men's Burly Man Hooded Jacket \$199.00 | 27765 | S-3XL | Relaxed fit 1,276 g (45 oz)







Men's Shop Shirt

For heavy-duty work in the shop or garage, our Men's Shop Shirt is made from a sturdy yet comfortable blend of 48% organic cotton/27% recycled polyester/25% industrial hemp and is Fair Trade Certified™ sewn. Imported.





Iron Forge Hemp® **Canvas Double Knee Pants**

The durable foundation of our Workwear line, these heavy-duty, double-knee work pants feature a roomy fit and gusseted crotch for comfort and range of motion. The doubled knees have bottom openings that accommodate kneepads and allow easy cleanout. Fair Trade Certified $^{\text{\tiny{TM}}}$ sewn. Imported.

Women's Iron Forge Hemp* **Canvas Double Knee Pants** \$79.00 | 55365 | 0-18/even Regular fit | 862 g (30.4 oz)





COI

available in short, regular and long

Men's Iron Forge Hemp* Canvas Double Knee Pants \$79.00 | 55296 | 28-44/even + 31, 33 Relaxed fit | 950 g (33.5 oz)





COI Coriander Ink Black

available in short, regular and long





PRODUCT DETAILS

Contoured waistband

Sits comfortably under a tool belt; the men's pants have seven belt loops for increased strength when heavily loaded

Back buckle The women's pants have

a buckled cinch strap at the back waist for an adjustable fit

Deep drop-in pockets at Front pockets

the hips have horizontal gussets at the bottom joint to easily clip on a knife or tape measure

The drop-in back pock-

ets are deep enough, and stitched strongly enough, to keep your hand tools in easy reach

Doubled knees The large double-fabric

knee patches accommodate knee pads; bottom openings allow easy cleanout

Cut to fit over work

Widelegs

boots, but can also be easily tucked into boot tops on wet job sites

contact us for pricing 21





Tin Shed Mesh Cap

A traditional 6-panel, trucker-style cap for warm weather made with All Seasons Hemp canvas and polyester mesh. Imported.

Tin Shed Mesh Cap \$29.00 | 33380 | 79 g (2.8 oz)







Coriander Ink Black

Iron Forge Field Journal

A trusted companion for your days on the job, with multiple organization slots, a zipper closure and Rite in the Rain® notebook. Imported.

Iron Forge Field Journal \$39.00 | 49455 | 170 g (6 oz)







COI Ink Black Coriander

Iron Forge Tote

A timeless, utilitarian tote bag built with our burly Iron Forge Hemp™ canvas to stand up to years of use and abuse. Imported.

Iron Forge Tote \$129.00 | 49450 | 451 g (15.9 oz)





COI

Coriander Ink Black



Torrentshell Jackets

Stay dry through bone-soaking wet in our sleek, packable and unpretentious Torrentshell Jacket. This 2.5-layer, fully waterproof/breathable shell is made with a durable 100% recycled nylon face fabric certified as bluesign® approved. Imported.

Embroidering waterproof garments can cause them to leak. To ensure they remain waterproof after embroidering, we will only ship to Patagonia-approved decorators. Please call us for a list of companies that can both decorate and seamseal your garments.

Men's Torrentshell Jacket

\$129.00 | 83802 | XS-XXL | Regular fit 343 g (12.1 oz)





Navy Blue Forge Grey Black



301 g (10.6 oz)

Birch White Navy Blue Black

Women's Torrentshell Jacket

\$129.00 | 83807 | XXS-XL | Regular fit





1% for the Planet®

Since 1985, Patagonia has pledged 1% of sales to the preservation and restoration of the natural environment. To date, we've awarded more than \$104 million in cash and other forms of assistance to domestic and international grassroots environmental groups making a difference in their communities. In 2002, founder of Patagonia, Yvon Chouinard, and Craig Mathews, owner of Blue Ribbon Flies, created a nonprofit corporation to encourage other businesses to do the same. Since then, 1% for the Planet® members have donated some \$200 million to nonprofit environmental groups.

Photo: FLORIAN SHULZ



Adze Jackets







Men's Adze Jacket \$149.00 | 83525 | XS-XXL | Regular fit | 666 g (23.5 oz)









CNY FEG BLK
Classic Forge Grey Black
Navy





Nano-Air® Light Hybrid







SVIL TATE BLK Smokey Tasmanian Black Violet Teal







BALB FGE BLK Balkan Blue Forge Grey Black (not shown)





BLK MABL SVIL
Black Mako Blue Smokey
Violet









Nano Puff® **Vests & Jackets**

Warm, windproof and water-resistant, our Nano Puff* Vests and Jackets are insulated with a lightweight and highly compressible 60-g PrimaLoft* Gold Insulation Eco with 55% postconsumer recycled content, and wrapped in a 100% recycled polyester shell and lining. Imported.





Birch White Black

Women's Nano Puff* Jacket

\$199.00 | 84217 | XXS-XL | Regular fit | 284 g (10 oz)



Birch White Classic

\$149.00 | 84242 | XS-XXL | Regular fit | 227 g (8 oz)

Forge Grey Black

Men's Nano Puff* Vest

Men's Nano Puff* Jacket \$199.00 | 84212 | XS-XXL | Regular fit | 337 g (11.9 oz)







Down Sweaters

Insulated with 800-fill-power Advanced Global Traceable Down, there's nothing warmer for its weight in dry conditions. Imported.

Women's Down Sweater

\$229.00 | 84683 | XXS-XL | Regular fit 346 g (12.2 oz)







Classic Navy



Black

BALB

Balkan Blue

371 g (13.1 oz)

Men's Down Sweater \$229.00 | 84674 | XS-XXL | Regular fit





Traceable Down

These down products are insulated with 800-fill-power Advanced Global Traceable Down (goose down certified by NSF International as traced from parent farm to apparel factory to help ensure the birds that supply it are not force-fed or live-plucked.) We also use Recycled Down in many of our down products.

Illustration: GEOFF McFETRIDGE



Better Sweater® **Jackets**















Better Sweater® Vests

Better Sweater* Vests' quick-drying polyester fleece fabric is dyed with a low-impact process that significantly reduces the use of dyestuffs, energy and water compared to conventional dyeing methods. Fair Trade Certified $^{\mathsf{m}}$ sewn. Imported.

Men's Better Sweater* Vest

\$99.00 | 25881 | XS-XXL | Regular fit | 388 g (13.7 oz)







Women's Better Sweater* Vest

\$99.00 | 25886 | XXS-XL | Slim fit | 274 g (9.7 oz)







Better Sweater® 1/4-Zips

Better Sweater* 1/4-Zips slide easily under a shell and their soft, fleecy interior can be layered or worn next to the skin. Fair Trade Certified™ sewn. Imported.

Women's Better Sweater* 1/4-Zip

\$99.00 | 25617 | XXS-XL | Slim fit | 388 g (13.7 oz)



Matcha Green









\$99.00 | 25522 | XS-XXL | Regular fit | 499 g (17.6 oz)





Men's Better Sweater* 1/4-Zip



Synchilla® Fleece













patagonia

Micro D[®] **Jackets**

Made with ultrasoft 100% recycled polyester microfleece, our Micro D® Jackets feel warm and soothing against your skin. Lightweight and functional, these easy-care insulation pieces wick moisture, dry quickly and allow a full range of motion. Imported.

Women's Micro D* Jacket

\$89.00 | 25416 | XS-XL | Regular fit 232 g (8.2 oz)









Birch White Black

Men's Micro D* Jacket

\$89.00 | 26171 | XS-3XL | Regular fit 337 g (11.9 oz)







FEA Feather Navy Blue





Fair Trade USA™

You may be familiar with the Fair Trade Certified symbol and its assurance that some of the money spent on a bag of coffee or bar of chocolate goes directly to its producers and stays in their community. Patagonia, in partnership with Fair Trade USA, has been making clothes that provide the same benefit since 2014, and today we are proud to offer more Fair Trade products than any other apparel brand. We pay a premium for every Patagonia item that carries the Fair Trade Certified label, which goes directly to the workers at the factory, and they decide how to spend it. But that's not all. The program also promotes worker health and safety, as well as social and environmental compliance, and encourages dialogue between workers and management. To date, more than 49,200 workers have benefitted from Patagonia's commitment to the Fair Trade Certified program.

Photo: TIM DAVIS



Micro D[®] Pullovers







BCW NVYB BLK Birch White Navy Blue Black







BLK FEA NVYB Black Feather Navy Blue Grey





Rodale Institute: A Growing Relationship

For more than 70 years, Rodale Institute has been putting science behind best practices in organic agriculture and sharing its findings with farmers and scientists throughout the world. Its staff and partners, including Patagonia, advocate for policies that support farmers and make the case for why going organic is the healthiest option for people and the planet. In 2017, Rodale Institute spearheaded the Regenerative Organic Certification (ROC) alongside Patagonia, Dr. Bronner's and other brands and organizations that together make up the Regenerative Organic Alliance.

Regenerative Organic Certification is a holistic agriculture certification encompassing robust, high-bar standards for ensuring soil health and ecological land management, pasture-based animal welfare and fairness for farmers and workers. Industrial agriculture and the factory farming of animals are top contributors to climate change. The ROC was created in response to the need for clear, calculated changes to our food and agricultural production system both locally and globally. ROC builds on USDA organic and then takes things a step further to ensure farmers and producers are focused on building soil health, protecting animal welfare and ensuring social fairness. To learn more and view the full framework, visit regenorganic.org.









Cool-wearing Shirts

Casual, everyday shirts for warm weather, Back Steps use a 55% hemp/45% organic cotton blend with an open weave for airflow and a soft hand. Bluffsides are made with a breathable 60% organic cotton/40% polyester fabric that feels cool on the skin. And our soft, cool-wearing Women's Lightweight A/C* Buttondown's 95% organic cotton/5% hemp crepe blend will help to keep you dry and comfortable even during the hottest months of summer. Imported.

Men's Back Step Shirt

\$69.00 | 53139 | XS-XXL | Regular fit | 204 g (7.2 o



Founder: Matcha OWAB OWDB
Owens: Owens:

Men's Lightweight Bluffside Shirt \$69.00 | 54121 | XS-XXL | Slim fit | 170 g (6 oz)



Chambray: Classic Navy Vomen's Lightweight A/C* Buttondown



WHI



54

T-Shirts



Men's Squeaky Clean Polo

Endlessly adaptable, our Squeaky Clean Polo is composed enough for a day at the office but relaxed enough for a few hours in the boulder cave after work. It's made from light, soft-wearing 100% organic cotton jersey and is Fair Trade Certified* sewn, which means the people who made it earned a premium for their labor. Imported.

Men's Squeaky Clean Polo

 $59.00 \pm 52776 \pm XS\text{-XXL} + Regular fit + 198 g (7 oz)$





NVY

FEA Feather

her Navy Blue



Tin Shed Ventures[™]

Tin Shed Ventures is Patagonia's corporate venture capital fund, which invests in start-up companies that work to support regenerative organic agriculture, renewable energy, water efficiency and more. We started it because we felt existing models for start-up capital were broken. Traditional investors tend to focus on short-term growth and profit, then quickly flip the companies in which they invest. We take a completely different approach by placing environmental and social returns on equal footing with financial returns and providing long-term, patient capital that helps to support forward-thinking entrepreneurs in it for the long haul. Ultimately, the goal of Tin Shed Ventures is to prove that business—and investments—can be engines for positive change. tinshedventures.com

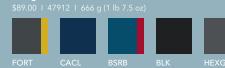
Photo: KEVIN AHEARN/BUREO INC.







Get Carried Away...

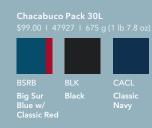


















Arbor Packs

A sporty backpack that harkens back to our heritage in packs, and a classic front-loader to haul everything you need, both equipped with padded sleeves that hold most 15" laptops. Imported.

Arbor Classic Pack 25L \$99.00 | 47958 | 590 g (1 lb 4.8 oz)



Classic Navy



El Cap Khaki



Forge Grey



Black



Arbor Day Pack 20L



El Cap Khaki

Forge Grey

Black





B Corp

The B stands for "benefit," and refers to benefitting workers, the community and the environment. Patagonia was the first California company to sign up for B certification, in January, 2012, joining over 500 certified B Corporations in 60 different industries. To qualify as a B Corp, a firm must have an explicit social or environmental mission and a legally binding fiduciary responsibility to take into account the interests of workers, the community and the environment, as well as its shareholders.

Illustration: GEOFF McFETRIDGE



Black Holes





















The tradition and culture of food have always been important to Patagonia. We offer delicious, nourishing foods sourced with integrity, like wild salmon from Lummi Island, Washington, and savory mussels from Galicia, Spain. But there's more to the story. We're in business to save our home planet. We believe that changing the food system is the most impactful way we can address the environmental crisis.

patagonia

PROVISIONS°

sales@patagoniaprovisions.com 415.729.9956

PRODUCTS



Organic Savory Seeds



Mussels and Wild Salmon



Mighty Lentils Box

Photo: AMY KUMLER

contact 415.729.9956 or sales@patagoniaprovisions.com

Patagonia[®] Books

Let My People Go Surfing: The Education of a Reluctant Businessman, Including 10 More Years of Business Unusual, by Yvon Chouinard (BK067 Paperback)

Now revised with updates from the last 10 years, this beloved book is part memoir, part manifesto. Legendary climber, businessman and environmentalist Yvon Chouinard, founder and owner of Patagonia, describes his life and lays out the principles he used to build Patagonia into a global business—a business that has an environmental mission and is a fun place to work. 272 pages with full-color photos throughout.

The Responsible Company: What We've Learned from Patagonia's First 40 Years, by Yvon Chouinard and Vincent Stanley (BK230 Paperback)

Chouinard, Patagonia's founder, and Stanley, an editor of our Footprint Chronicles, draw on their 40 years' experience at Patagonia—and knowledge of current efforts by other companies, large and small—to articulate the elements of responsible business for our time. 144 pages.

Tools for Grassroots Activists: Best Practices for Success in the Environmental Movement, Edited by Nora Gallagher and Lisa Myers (BK740 Paperback)

For over 20 years, Patagonia has organized a Tools Conference, where experts provide practical training to help make activists more effective. Now Patagonia has captured Tools' best wisdom and advice in a book, creating a resource for any organization hoping to hone core skills like campaign and communication strategy, grassroots organizing and lobbying. 288 pages with photos, graphs and charts.

Patagonia Business Library (BK775)

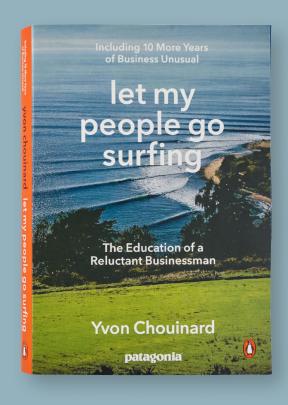
Tools for Grassroots Activists, The Responsible Company and Let My People Go Surfing available as a boxed set.

Family Business: Innovative On-Site Child Care Since 1983, by Malinda Chouinard and Jennifer Ridgeway (BK760 Hardcover) Family Business illustrates what high-quality child care looks like

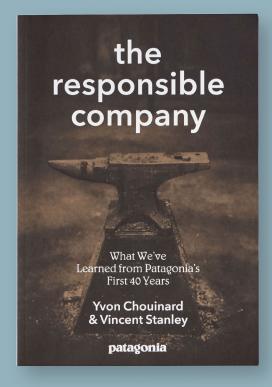
Family Business illustrates what high-quality child care looks like and why providing on-site child care to working families is at the heart of responsible business today. 396 pages with full-color photos throughout.

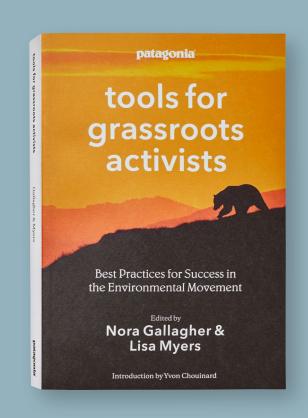
Some Stories: Lessons from the Edge of Business and Sports, by Yvon Chouinard (BK805 Hardcover)

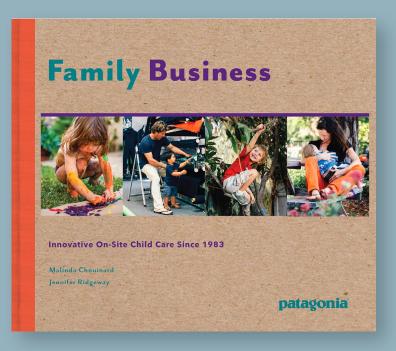
With articles on sports, from falconry to fishing and climbing to surfing, with musings on the purpose of business and the importance of environmental activism, Yvon Chouinard's Some Stories is an eclectic portrait of a unique life lived well. The result is more of Chouinard's iconoclastic and provocative thinking, his skilled storytelling and sense of humor, and a picture of the evolution of his thoughts and philosophies accompanied by illustrative photos, many never published before. 464 pages with full-color photos throughout.

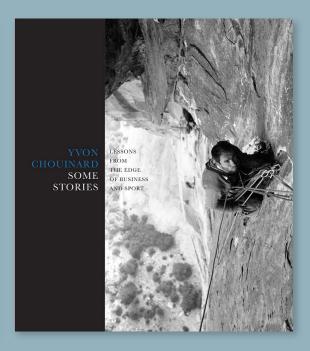












We're in business to save our home planet.

Thomas Jefferson believed that the U.S. Constitution ought to be rewritten every 20 years—that was the best way, in his view, to keep everyone fully engaged in their governance.

It's been 23 years since we adopted Patagonia's groundbreaking mission statement: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis." It's served us well—and still does. It will remain part of our core operational values.

But Patagonia owner/founder Yvon Chouinard decided an update to the mission statement was needed to keep everyone fully engaged on solving the climate crisis. It's become too dire not to. There's no business to be done on a dead planet,

and that's where most businesses are taking us. We're not most businesses.

We're in business to save our home planet. This succinct statement doesn't spell out what that means—or exactly how we'll do it—and that's deliberate. What this change means for you and how it impacts the jobs we do every day is for each of us to figure out. That's the challenge. That challenge is the new mission.

"We're losing the planet because of climate change; that's the elephant in the room," Yvon says. "So I decided to make a very simple statement, because in reality, if we want to save the planet, every single company in the world has to do the same thing. And I thought, well, let's be the first."