

2026

OUTERWEAR GUIDE





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OUTERWEAR GUIDE 2026

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CHECK IT OUT

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

RAIN & WIND

Lightweight layers for easy coverage and everyday wear.



Left: Team 365 TT77 in Sport Graphite.

FLEECE & SOFTSHELL

Versatile layers that balance warmth and mobility.



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

**CHECK OUT
THESE STYLES
& MORE!**

GET A QUOTE

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.

TABLE OF CONTENTS

12 **RAIN & WIND**

Windbreakers, Anoraks, Rain Jackets

20 **FLEECE & SOFTSHELL**

Fleece Vests, Fleece Jackets, Softshell Jackets

28 **PUFFERS & INSULATED**

Puffer Vests, Puffer Jackets, 3-in-1 Jackets

36 **WORKWEAR**

Jackets Without Hoods, Hooded Jackets, Hi-Vis Jackets



RAIN & WIND

Independent Trading Co.
EXP54LWZ in Blush/White Zipper.

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.

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.

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.

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

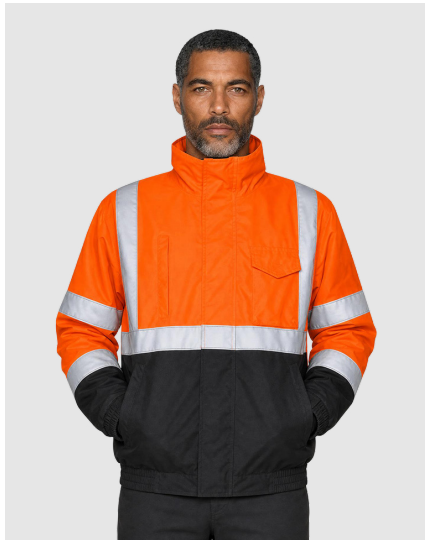
Consider ANSI-certified reflective heat transfers for Hi-Vis workwear.



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

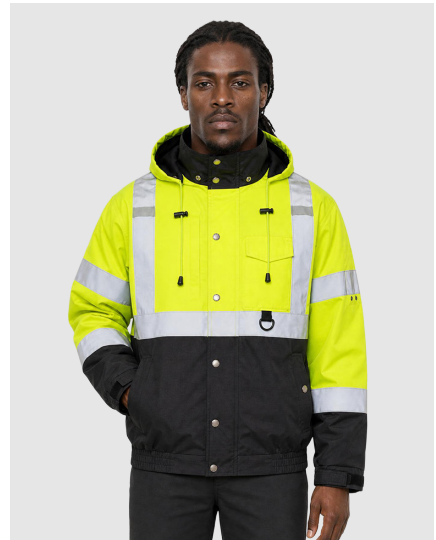
Public Safety Professionals
Trade Professionals
Service Industry Workers

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



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

INDEX

RAIN & WIND

PAGE 14–19

BRAND	STYLE NUMBER	STYLE NAME	PAGE NUMBER
Team 365	TT73	Unisex Zone Protect Lightweight Jacket	15
Independent Trading Co.	EXP54LWZ	Men's Lightweight Windbreaker Full-Zip Jacket	15
North End	NE75	Men's Network Lightweight Jacket	15
Team 365	TT77	Unisex Zone Protect Packable Anorak Jacket	17
Champion	CO200	Unisex Packable Anorak Jacket	17
North End	NE810	Men's Aura Lightweight Packable Anorak	17
CORE365	CE712	Men's Barrier Rain Jacket	19
Columbia	212480	Men's Watertight™ II Jacket	19
Marmot	M15881	Men's PreCip® Eco Packable Rain Jacket	19

FLEECE & SOFTSHELL

PAGE 22–27

BRAND	STYLE NUMBER	STYLE NAME	PAGE NUMBER
CORE365	88191	Men's Journey Fleece Vest	23
Columbia	212488	Men's Steens Mountain™ Vest	23
North End	NE731	Men's Jasper Jacquard Fleece Vest	23
Team 365	TT90	Men's Campus Microfleece Jacket	25
Harriton	M990	Men's Full-Zip Fleece	25
Columbia	212478	Men's Steens Mountain™ Full-Zip 2.0 Jacket	25
Team 365	TT80	Men's Leader Soft Shell Jacket	27
CORE365	88184	Men's Cruise Two-Layer Fleece Bonded Soft Shell Jacket	27
Columbia	212483	Men's Ascender™ Soft Shell Jacket	27

PUFFERS & INSULATED

PAGE 30–35

BRAND	STYLE NUMBER	STYLE NAME	PAGE NUMBER
CORE365	CE702	Men's Prevail Packable Puffer Vest	31
adidas	A572	Men's Puffer Full-Zip Vest	31
Columbia	212491	Men's Powder Lite™ II Vest	31
CORE365	CE700	Men's Prevail Packable Puffer Jacket	33
Devon & Jones	DG704	Men's New Classics® Charleston Hybrid Jacket	33
North End	NE708	Men's Loft Puffer Jacket	33
CORE365	88205	Men's Region 3-in-1 Jacket with Fleece Liner	35
North End	88006	Men's 3-in-1 Two-Tone Parka	35
North End	88178	Men's Caprice 3-in-1 Jacket with Soft Shell Liner	35

WORKWEAR

PAGE 38–43

BRAND	STYLE NUMBER	STYLE NAME	PAGE NUMBER
Harriton	M721	Unisex ClimaBloc® Station Jacket	39
Berne Apparel	CH416	Men's Heritage Chore Coat	39
DRI DUCK	5028	Men's Maverick Boulder Cloth™ Jacket with Blanket Lining	39
Berne Apparel	HJ51	Men's Berne Heritage Hooded Jacket	41
Harriton	M73	Unisex Flex Twill Hooded Jacket	41
DRI DUCK	5020	Men's Cheyenne Boulder Cloth™ Hooded Jacket with Tricot Quilt Lining	41
Kishigo	JS121-122	Unisex Economy Bomber Jacket	43
Berne Apparel	HVJS206	Men's Hi-Vis Class 3 Hooded Soft Shell Jacket	43
Kishigo	JS130-132	Unisex Ripstop Bomber Jacket	43

