



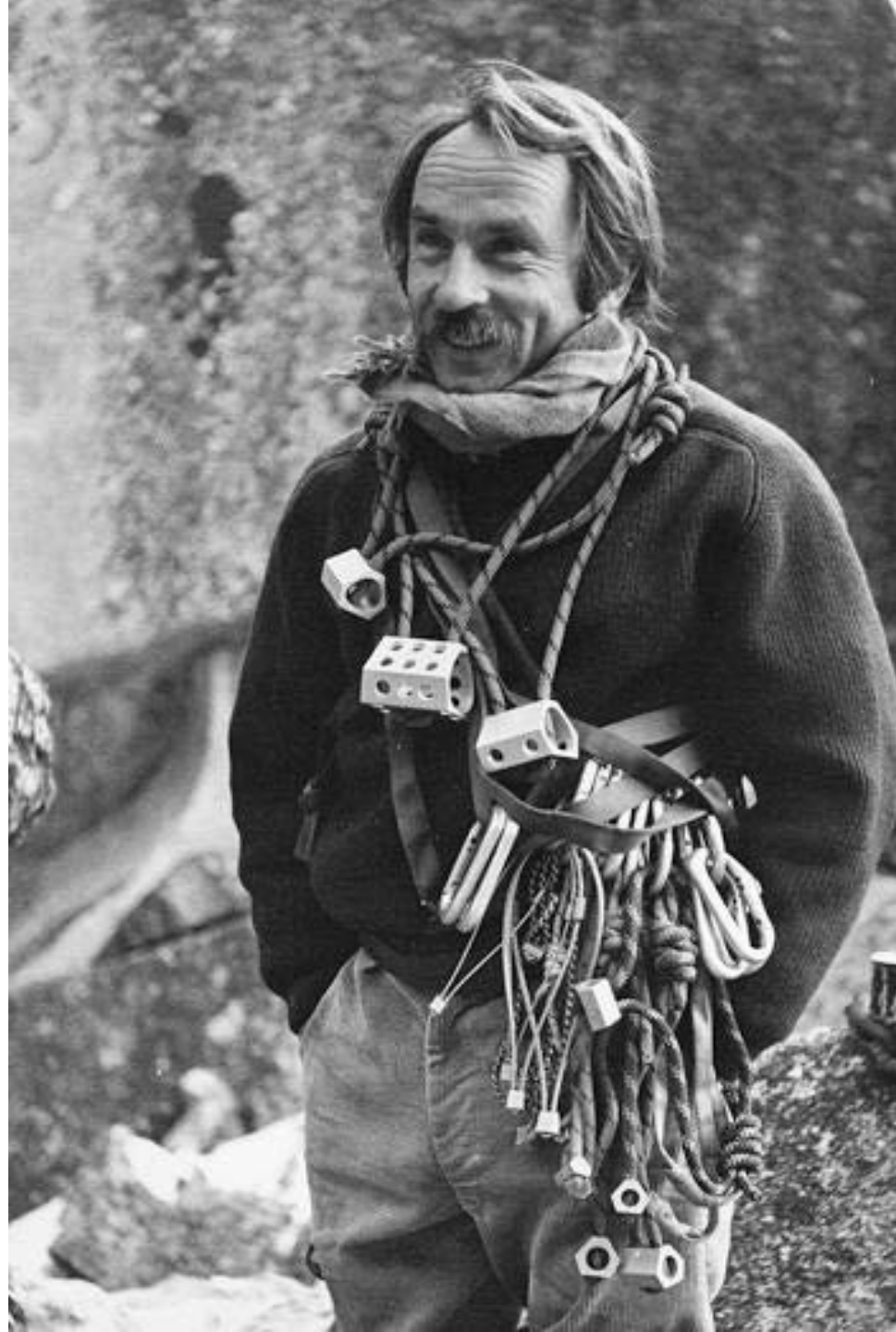
patagonia[®]





235W.







**Build the best product, cause no
unnecessary harm, use business to
inspire and implement solutions to
the environmental crisis**

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It Runs
It Rides
It Climbs







CRAFTED TO LAST



Photos: Oskar Enander, Steve Ogle, Jay Beyer



Patagonia Snow '17

Minimalist, reliable products built to last and Ironclad Guaranteed

Patagonia Snow's diverse line of gear has the durability and reparability to endure misadventure, and the longevity to be passed along to the next generation. The entire spectrum of snow lovers is covered, from die-hard kids who lap the rope tow, to those who earn naming rights on burly Alaskan first descents. Simple, durable, reliable and repairable, it's wearable equipment meant to stay in play.



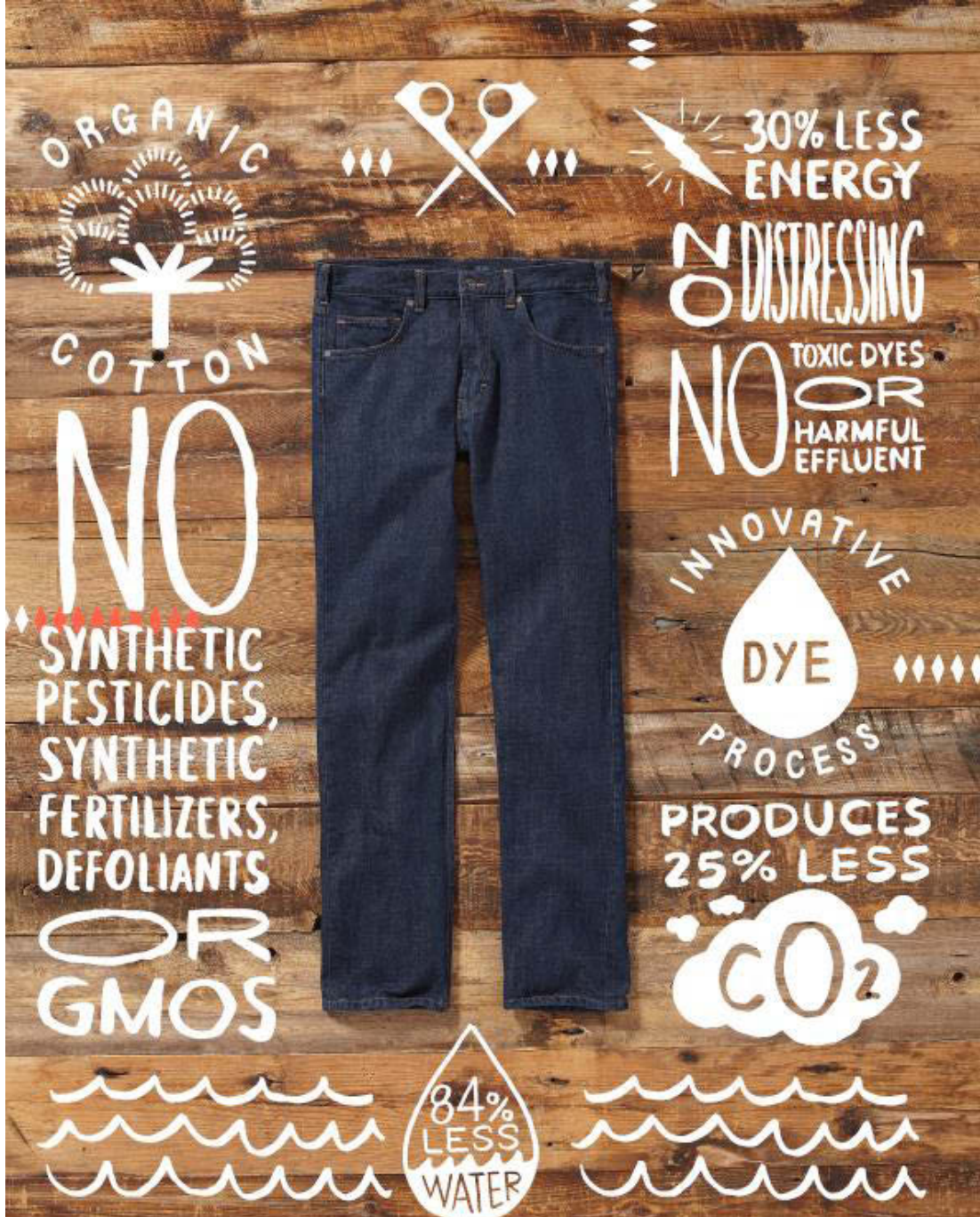
Photos: Andrew Miller, Jay Beyer







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Resources saved compared to conventional denim dyeing.



A dark green Patagonia wetsuit is centered in the image. The background is a gradient of green on the left and orange on the right. Overlaid on the wetsuit and background are several lines of white text. The text includes 'FSC® Certified', 'Natural Rubber', 'Lower CO₂ Emissions', 'Neoprene-free', 'Recycled Fabrics', and 'Ironclad Guarantee'.

FSC® Certified
Natural Rubber
Lower CO₂ Emissions
Neoprene-free
Recycled Fabrics
Ironclad Guarantee



win. win

win for performance

It's not easy to lighten the environmental impact of a trusted technical piece like our Nano Puff® Jacket without sacrificing performance, but we never stop trying. So we challenged our partners at PrimaLoft to help us. The result is new PrimaLoft® Gold Insulation Eco. Lightweight, compressible and warm even when wet, it's premium synthetic insulation with 55% recycled content and zero loss in performance. It's so good that we now use it in all of our Nano Puff styles.

win for the planet

By using PrimaLoft® Gold Insulation Eco in our Nano Puff® styles, Patagonia will keep more than 2 million plastic bottles from the landfill in the first year alone. But a breakthrough like this is too important not to share. Beginning in 2017, PrimaLoft will replace all of its Gold Insulation, anywhere it's used, with the new 55% recycled Gold Insulation Eco. That's a huge leap forward not just for the outdoor community but for any industry that uses synthetic insulation—and when businesses come together to compound benefits to the environment, everybody wins.

We've changed the Nano Puff® Jacket for good.

Visit patagonia.com/nanopuff

Patagonia ambassador
Hayden Kennedy, Garrett Grove

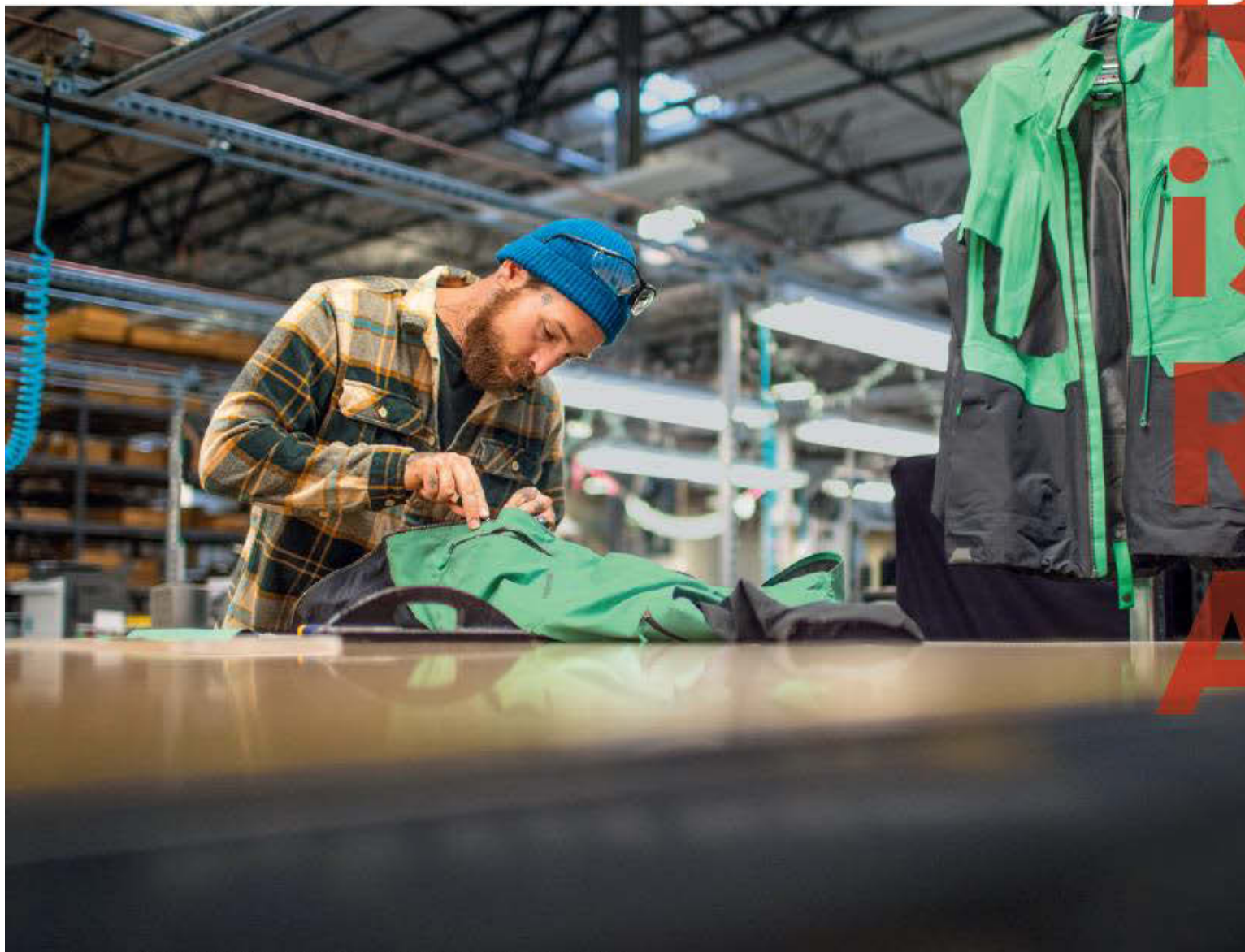
patagonia®



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Repair is a Radical Act

In a landscape of disposable ski and snowboard fashion, fixing and keeping your gear in play is the most radical act we know. On average, most of us keep a piece of clothing for just three years, yet the materials and processes of making any new garment come at a huge cost to the planet.

Every Patagonia Snow garment is built for lasting function and straightforward repair. If your shell is hammered, we'll fix it at our repair facility (the largest of its kind in North America) or we'll teach you how to fix it. If it's beyond all help, we'll repurpose or recycle it.

Learn more at patagonia.com/keepinplay.

Andy Cook fixes one of the nearly 50,000 garments repaired at our Reno facility last year. TIM DAVIS © 2017 Patagonia, Inc.

patagonia®

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for a good long time—and leave a world inhabitable for our kids—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands—all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the R2® Jacket shown, one of our best sellers. To make it required 135 liters of

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator

REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace



water, enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the fifth "R," to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com



TAKE THE PLEDGE

If you sell your used Patagonia product on eBay and take the Common Threads Initiative pledge, we will not let your product on patagonia.com for no additional charge.
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