

FOR IMMEDIATE RELEASE

Appeal of Work Wear Clothing Extending Beyond the Job.

*Work Wear Retailers are Seeing Carhartt and Other Brands Being Worn
Off the Job – and Attracting New Customers Looking For Value.*

October 15, 2009 – Walk onto any jobsite (be sure to grab a hard hat first!) and you'll see the brands that have – literally – built America. Carhartt, Dickies, Danner, Wolverine and many more have supplied the workforce with jackets, gloves, work boots, overalls and much more for every type of tough work you can imagine.

You're probably not imagining computer programmer, accountant or human resources manager are you? But they are buying as well.

"It's about value" said Del Deide, President of AmericanWorkWear.us, the online division of his Seattle, Washington work wear retail company Whistle Workwear. "We're seeing an uptick in sales to people who know a Carhartt jacket or Helly Hansen rain gear is going to last 10, maybe 12 years for about the same price as a mainstream brand that will last, maybe, half that."

Other work wear retailers are experiencing the same trend – and savvy manufacturers like Carhartt are listening. Dearborn-based Carhartt, the largest work wear brand with over 3,500 employees and over \$550 million in sales last year, has expanded their 2010 assortment to include more items that can be worn off the job as well.

"We want to mix the new with the old. We're reaching out to our core consumer by offering clothing that can be used on the job and off the job" said Lindy Bleau, of Carhartt's communications department.

"Sure it's the core customer that's always been loyal to key brands" Deide went on to say when asked about the new trend. "But, it's the people in the back office who want more for their money as well. When a lot of manufacturers have taken quality out of products to make more money in these tough times – our brands have stuck their ground and kept on building tough clothes for tough people."

Its another sign that today's new consumer, who needs to get more for their money, is finding new ways to save with brands (like Carhartt, which is 120 years old) that have been around for a long, long time.

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About AmericanWorkWear.us

For over 15 years, Whistle Workwear and its online division Americanworkwear.us, has been offering the largest selection and best prices on quality work wear, footwear, rainwear, flame resistant, and safety gear by leading brands such as Carhartt, Dickies, Caterpillar, Danner, Timberland, Helly Hansen, Grundens, Wolverine, Viking and more.

If you would like more information about this topic, please call 1-888-484-9675 or email info@americanworkwear.us