



KÜHL®



"Born from the rebellious philosophy to question everything, we design for those who pursue excellence on the road less traveled"



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WELCOME TO KÜHL

For the last forty years, we've chosen the road less traveled, designing for those who pursue excellence and live a life of adventure.

Although things have changed since the beginning, we are proud to remain a privately and independently owned company in Utah. When you're built on a backbone of independence, you do things your way. We reject venture capital, private equity, and any temptation of selling out. We always choose the path of freedom and independence.

At KÜHL, we know that with freedom comes great responsibility, and our actions speak louder than words.



2022 HIGHLIGHTS



Adventure &
Community
Partners

72

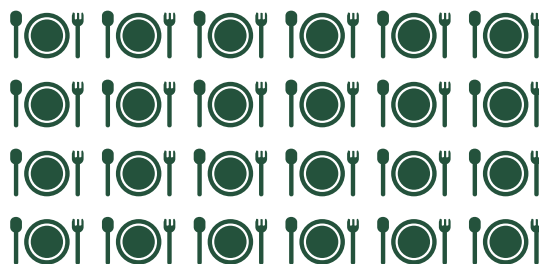
\$3.25m

Product donations value
across the globe



Meals at work

Our in house chefs prepare healthy meals
and snacks every work day for our team



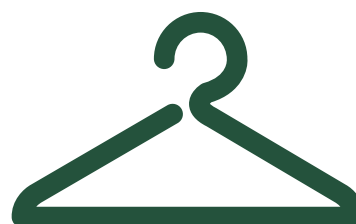
336,000
miles saved

avg. 11.2 miles per employee/day



162

tons recycle
Glass & Compostable
*based on EPAs WARM Tool



2816

In house reuse & repair items

#1



From mountains to city, KÜHL pants were rated the most versatile hiking pant
*Mens Journal #DoMoreWithLess

14,200
feet elevation

Highest medical clinic in the
world in Pheriche, Nepal rebuilt
with KÜHL financial funding



Our goal is simple.
Employ and partner with great people,
source responsibly, and provide a higher
quality of living for all involved to make
the best product.



What We Live By

Fiercely Independent

- Operate our business independent of investors and private equity
- Question everything, challenge the status quo, never settle, and pursue excellence
- Have a freethinking mindset and focus on long term success over short term wins
- Support other independents

A Passion for the Product

- Innovate products that are different by design and different by construction
- Design products that are built to last, are timeless, and have a purpose
- Develop the best fabrics, source responsibly, and utilize the highest quality possible
- Work with exceptional customers, artists, designers, pattern makers, suppliers and factories

Mountain Grown

- Enjoy the freedom to work hard and play harder
- Remain loyal and support those who have helped us along the way
- Value our team and provide great benefits like covered health care, delicious meals, resort passes, and pet friendly work spaces
- Give back to organizations that protect our playgrounds and help others enjoy the outdoors

Remain Humble

- Stay curious and commit to learning
- Remain grounded by practicing gratitude
- Seek ways to do small acts of kindness
- Give generously without expectations
- Enjoy staying anonymous

KÜHL STANDARDS

PRODUCT

Materials

We never settle. KÜHL develops and utilizes exclusive fabrics with the world's best and reputable textile partners. We select our materials based on performance and durability. We test for tear strength, abrasion resistance, UPF and stain resistance.

Animal Welfare

KÜHL's goal is to ensure that animal derived material in our products such as down and wool, come from animals that were treated with respect regard their Five Domains. Our down and wool products are RDS and RWS certified.

Chemistry

KÜHL utilizes high quality and high-performance products made from benign and well-understood chemical inputs.

We utilize AAFA RSL restricted substance list and have eliminated long-chain PFAs from our textiles. With our partners in the industry, we are utilizing PFAS free materials whenever possible.

PEOPLE

Fair & Safe Supply Chain

KÜHL values our vendors and manufacturers as long term partners. We work closely with them to ensure we have a supply chain the benefits everyone.

The KÜHL Vendor Code of Conduct promotes safe, healthy, non-discriminatory working environments for everyone who produces our products as outlines by the International Labour Organization. We utilize third-party certifications to monitor standards.

Employees & Partners

KÜHL promotes a workplace geared toward employee well-being and gratification. We offer competitive compensation, paid family health insurance, quarterly discretionary bonus and 401k. Our HQ locations in SLC are dog-friendly, offer catered lunches daily, endless snacks, and onsite workout facility.

We value our retail partners by focusing on strong relationships, limiting distribution, and prioritizing long term success over short term growth.

PEOPLE

Community

KÜHL is inspired by other independents and organizations in our community that enhance the betterment of environment, outdoor experience, and humanitarian efforts.

We actively seek these organizations and support them with donations and awareness.

PLANET

Supply & Production

KÜHL does not overproduce and KÜHL is never "on sale" on our website. We only build product that meets our sales demand and we limit excess product in the market.

All KÜHL products are built to last. We incorporate quality craftsmanship, superior design, and construction methods to ensure our products perform to our standards. Combined with our premium materials, fit, and functional features, our products are unique but timeless. We utilize Lifecycle Assessment tools to measure their footprint.

Whenever possible, we use least impact method of transportation available for our supply chain.

Circular Economy

KÜHL has an in-house sew, sample, and repair room. Whenever possible, we repair warranty or damaged items for customers, extending the life of our products in the marketplace.

Leftover material or scrap fabric is used for in house samples or donated to local schools for use in educational programming.

Climate & Environment

KÜHL has always cared about how our actions impact the environment around us. Over a decade ago, we upgraded our HQ and DC centers to energy efficient buildings with state of the art technology and we continue to make improvements. We know our daily actions add up.

- We utilize sustainable waste management. We reduce, reuse, and recycle waste derived from our business operations.
- We promote water conservation. We implement water saving measures such as installing reverse osmosis system, automated systems and fixtures.
- We promote and educate to raise awareness on important impact issues.
- We provide meals to our team members to save on miles commuted during lunch.
- We annually measure our impact and use Science Based Targets Initiative, to set reduction targets for the future.



KÜHL PEOPLE

Partners in Adventure & Community

Get outdoors. Have fun.

You can bring the adventure of mountain culture everywhere, no matter where you live. Whether you're in a city or on the trail, mountain culture is a lifestyle.

In 2022, we partnered with 72 organizations that celebrate accessibility to the outdoors, passion for youth development, humanitarian efforts, including our own [KÜHL Cycling Team](#).





“Human Outreach Project (HOP) is a 501(c)(3) non-profit conceived on the premise that trekkers could – and should – give back to the communities in which they travel. HOP works in areas surrounding World Wide Trekking expedition sites in remote areas of Tanzania, Nepal, Peru and at home in Utah. With a particular focus on youth, HOP partners with communities to identify local needs and co-create sustainable solutions to improve health and education.”

In 2022, KÜHL committed to funding the rebuild of the Pheriche Medical Clinic, the highest medical clinic in the world at 14,200 feet elevation. KÜHL's donations ensure that medical care is accessible to mountain-born locals and the dream chaser climbers. It serves over 2,500 people during each three month climbing season, 75% of whom are Nepali locals.



HUMAN OUTREACH PROJECT



"The mission of Wasatch Adaptive Sports is to encourage individuals with adaptive needs and their families to realize their potential and engage in active living through recreational, educational and social programs."



WASATCH ADAPTIVE SPORTS



Partners in Adventure: KÜHL x Wasatch Adaptive Sports



Share



Watch on  YouTube

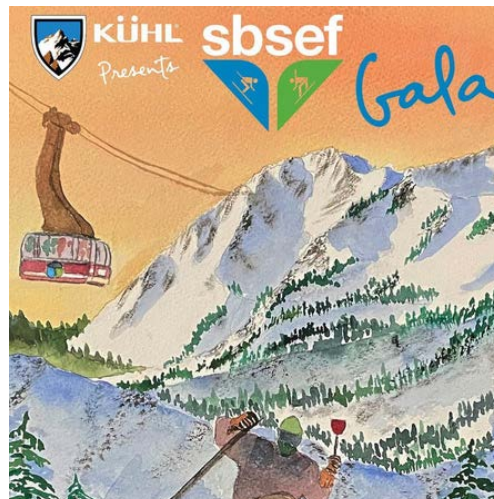
“KÜHL shares our belief that the power of recreation- the freedom, the community, the empowerment- should be experienced by all. This valued partnership will afford more students like Jonathan the opportunity to realize their goals in the outdoors.”

ELIZABETH KIMBALL, Executive Director



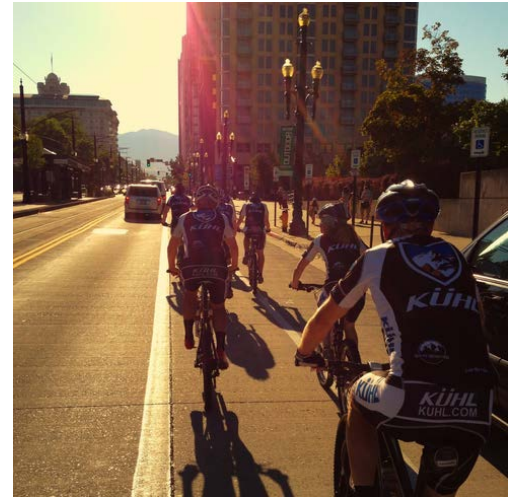
KÜHL

"We strive to foster a passion and lifelong love of winter sports and an active outdoor lifestyle while developing the life skills associated with success in all endeavors; sportsmanship, teamwork, discipline, determination and commitment."



SNOWBIRD SPORTS EDUCATION FOUNDATION

Since 2012, KÜHL's cycling team has been building positive cycling culture within our communities. They support local shops and clubs, and promote active, healthy lifestyles, on and off the bike. In 2022, the team launched Protectin' Little Noggins to expand access to helmets for kids. They also partnered with Little Bellas, a program dedicated to mentoring young girls through mountain biking.



KÜHL CYCLING TEAM

KÜHL FUTURE

RESPONSIBILITY IS A JOINT EFFORT

Your actions as a consumer are essential building blocks for a better world. Just as you, the consumer, rely on KÜHL to do the right thing, we look to you to decide with your dollars and choices. Following these tips will lead to a groundswell of change. It starts with us.

1. Buy for Life.

Choose brands and products that are durable and have timeless style, instead of fast fashion made from cheap materials.

2. Repair and Reuse.

Repair items yourself whenever possible.

3. Wash Mindfully.

Do your part to wash less frequently, for a shorter period and use cold water with a natural liquid soap.

4. Refuse, Reduce, Reuse, Recycle.

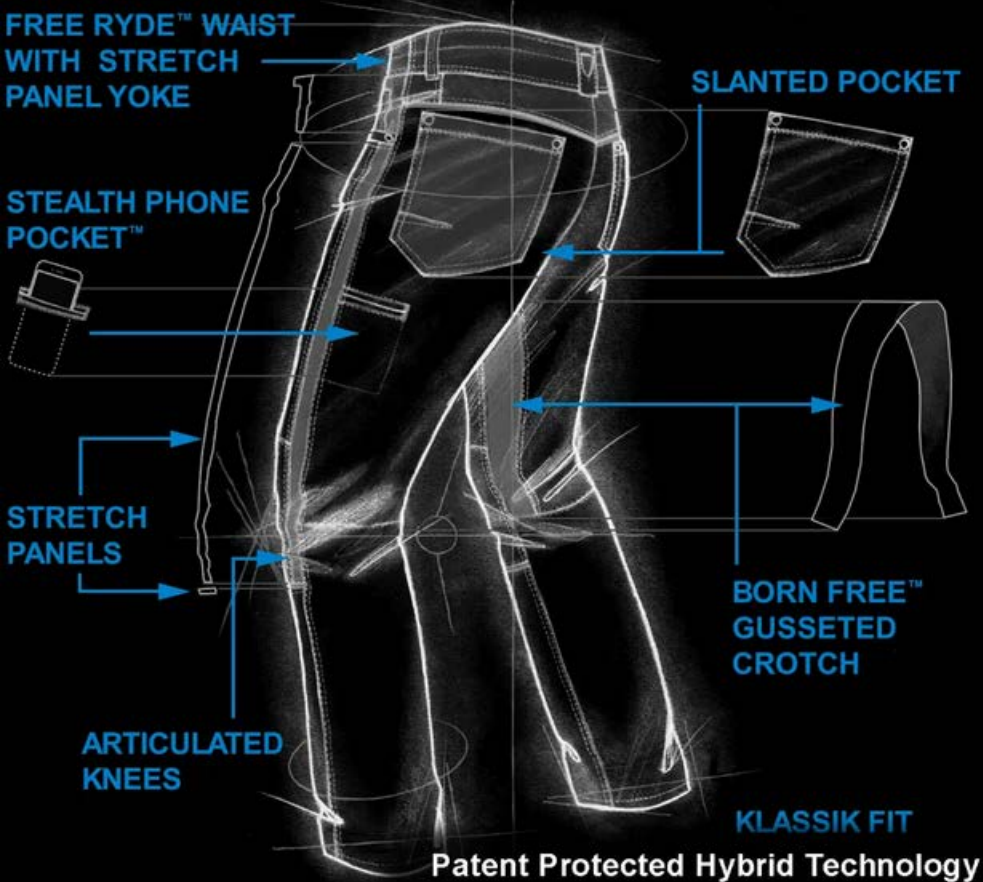
Doing small things can add up to significant changes. Drive less, conserve energy, refuse wasteful items and recycle when you can.

5. Become an Outsider.

When you make it part of your lifestyle to be outside, you are bound to care more about what happens in your surroundings.



DIFFERENT BY DESIGN DIFFERENT BY CONSTRUCTION*



The most sustainable piece of apparel is one that you want to wear forever

"Made for Life!"

The Rydr pants are made for life. (They) are comfortable all day and rugged to last years. My favorite pant out there for sure!

- Joseph F.

"Best Pants Ever"

The Radikl pants have been my go-to for over 5 years. When I bought my first pair, I joked that they were yoga pants for men - light, comfortable, and supporting an active lifestyle. But they're a good looking pair of pants as well and have replaced jeans as casual daily-wear for me. I wear these pants every day...They last for years. Seriously, if Kuhl ever stops making these, I have no idea what I'll do.

-Chris D.



KÜHL®



BORN IN THE MOUNTAINS®

Support your local specialty retailer. Store locator on our website.

KUHL.com