



LIGHTWEIGHT NEWPORT HOODIE

ADULT 9072

CASE STUDY

MARKET: Camp and Teen Tour

PRODUCT USE: Annual gifts for teens and staff recognizing years as campers, teen tour members and staff

OPPORTUNITY: The customer was looking for recognition gifts for approximately 20 camps and teen tours. They were looking for lightweight jackets that would identify the teen tour members along with the camp they were associated with on the left chest. It was important that the piece offer some warmth without being too hot for daytime activities.

SOLUTION: The customer chose the Lightweight Newport Hoodie. The weight of the jacket and softness of the material made this a great solution for the recognition gift and the decorative flap on the front pouch was the perfect location for the individual camps to have their logo/name included on the piece. The unique lightweight fleece was versatile for cool summer evenings as well as day trips in the mountains. While it wasn't waterproof they liked the idea that it would dry fast if the staff got caught off guard in the rain. This was the perfect complement to their camp apparel