Situation

A tech company is having a hard time competing in a tight labor market. Employees are leaving and replacements are hard to come by.

how do I	keep employees?	WORK

CREATIVE
WORKBOOK

'22

Problem

How can this company retain current employees and attract new ones?

What products can work across several generations?

Solution

Items that are

- ultra-stylish / current "less-is-more aesthetic
- comfortable / easy
- equally appropriate for work-time and playtime
- sustainable / eco / regenerative
- versatile / adaptable / modular

Microterry comfort

LK825
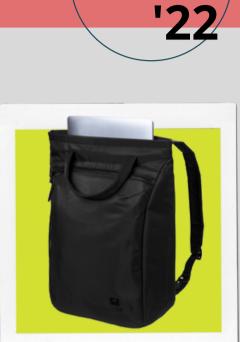Port Authority® Ladies
Microterry Cardigan

Microterry comfort

K825
Port Authority® Microterry
1/4-Zip Pullover

Ready-for-anything!

94001
OGIO® Evolution
Convertible

*Double-Knit Bomber
stylish functionality*

MM3000
MERCER+METTLE™
Double-Knit Bomber

C-Free - feel good/do good

K865
Port Authority® C-FREE™
Snag-Proof 1/4-Zip