

Kahtoola Sustainability and Responsibility Standards

Introduction

Kahtoola is committed to designing and manufacturing products that minimize environmental impact, protect human health, and support responsible, inclusive practices across the company. These Sustainability and Responsibility Standards establish the material, packaging, chemical-management, cultural-stewardship, and communication requirements that guide all product development, sourcing, and marketing decisions. They apply to all Kahtoola product categories, creative processes, and operational practices.

Kahtoola will regularly review and update these standards to reflect emerging science, evolving regulations, and best practices in sustainable design, responsible manufacturing, and inclusive representation.

1. Textile and Hard-Goods Recycled Materials Policy

1.1 Textiles

Kahtoola will strive to use recycled synthetic materials and commit to using sustainably sourced cruelty-free natural materials in our textile products. All product teams are responsible for ensuring that new textile selections meet these requirements prior to approval.

1.2 Hard Goods

Kahtoola strives to incorporate recycled materials into hard-goods components whenever technically and functionally feasible. The company will continue to evaluate and implement opportunities to increase recycled content in hard-goods products without compromising product quality, safety, or durability. Material selection processes will include routine assessments of emerging recycled-material technologies and suppliers.

2. Packaging Sustainability Policy

2.1 Paper-Based Packaging

Kahtoola will use a minimum of 50% recycled content in all paper-based packaging and will maximize recycled content whenever technically and operationally feasible. Beginning in Fall 2024, all paper-based packaging will be free of plastic laminates and designed to be fully recyclable within standard municipal recycling systems. Packaging development teams are responsible for ensuring that all new and updated paper-based packaging meets these requirements prior to approval.

2.2 Elimination of Single-Use Plastics

Kahtoola is committed to eliminating individual polybags in product shipping and has ensured that all product packaging is free of single-use plastic components whenever possible. We continue to evaluate alternative materials and packaging formats that support waste reduction, recyclability, and overall environmental performance. In addition, Kahtoola is committed to responsible disposal of the plastics used in shipping by partnering with local networks to keep all warehouse plastic out of the landfill and ensure it is properly recycled or reused. Keeping this material out of the waste stream reduces emissions and contamination while also decreasing the need for virgin plastic production.

3. Shipping Efficiency Policy

Kahtoola will conduct a comprehensive packaging volume analysis for every new packaging project. This analysis will be used to optimize and, where appropriate, standardize product packaging and carton dimensions to maximize shipping efficiency, reduce material use, and minimize environmental impact. All packaging development teams are responsible for ensuring that packaging concepts meet these efficiency and optimization standards prior to final approval.

4. Recycling Communication Policy

Kahtoola will maintain clear, consistent, and accurate recycling guidance on all product packaging through an ongoing partnership with How2Recycle. This partnership ensures that recycling instructions are standardized and easy for consumers to understand.

- Beginning in Fall 2023, all traction and crampon packaging will display the How2Recycle label.
- Beginning in Fall 2024, all remaining Kahtoola product packaging will include the How2Recycle label.

Kahtoola will continue to collaborate with How2Recycle to ensure that recycling instructions remain aligned with evolving recycling infrastructure and best practices.

5. Bluesign and Chemical Management Policy

5.1 Responsible Textile Standards

Kahtoola is committed to reducing the environmental and human health impacts of its textile products by prioritizing the use of Bluesign approved materials or materials with equivalent third-party certifications whenever feasible. These standards support responsible chemical management, resource efficiency, and reduced environmental footprint throughout the textile supply chain. All product development teams are responsible for evaluating and selecting certified materials whenever they meet performance and design requirements.

5.2 Resource Stewardship

Kahtoola will intentionally seek opportunities to ensure responsible use of resources in textile manufacturing. This includes evaluating water, energy, and chemical inputs; selecting suppliers that demonstrate strong environmental performance; and integrating resource efficient practices into material sourcing decisions.

5.3 Consumer Safety

Kahtoola is committed to achieving the highest levels of consumer safety related to chemical use in the manufacturing of its textile products. The company will prioritize materials and suppliers that adhere to stringent chemical safety standards and demonstrate transparent chemical management practices.

5.4 Chemical Compliance and Testing

Kahtoola will use independent third-party chemical testing to verify compliance with the company's Restricted Substances List (RSL). Testing will be conducted at appropriate

intervals to ensure that all materials and finished products meet Kahtoola's chemical safety requirements and applicable regulatory standards.

6. PFAS Management and Elimination Policy

6.1 Phase-Out Commitment

Kahtoola is committed to eliminating the use of all PFAS chemicals in every product line and all product packaging by 2025. Beginning with production cycles starting in Fall 2024, no products or packaging will contain intentionally added PFAS. Product development, materials sourcing, and quality teams are responsible for ensuring that all new and updated products meet this requirement prior to approval.

6.2 Impact Reduction

Kahtoola will continually work to reduce its impact on people and the planet by prioritizing safer alternatives, improving chemical transparency, and supporting manufacturing practices that minimize environmental and human health risks associated with PFAS and other hazardous substances.

6.3 Supplier Requirements

Kahtoola requires all suppliers to comply with the AFIRM Restricted Substances List (RSL), which includes stringent PFAS restrictions designed to eliminate these chemicals throughout the supply chain. Suppliers must maintain documentation demonstration compliance and support Kahtoola's efforts to verify chemical management.

6.4 Verification and Oversight

Kahtoola will conduct periodic assessments of supplier compliance and evaluate opportunities to strengthen intentionally added PFAS free material sourcing. The company will continue to monitor evolving regulatory standards and scientific guidance to ensure its PFAS policy remains aligned with best practices and industry expectations.

7. Product Testing, Sizing, and Inclusive Design Policy

7.1 Product Testing and Representation

Kahtoola will ensure that all product testing reflects a diverse range of abilities, ages, body types and sizes, and genders. R&D is responsible for selecting and engaging product testers who represent the full spectrum of users who may interact with Kahtoola products. This approach ensures that performance, comfort, and usability are evaluated through an inclusive lens and that product decisions are informed by a broad set of lived experiences.

7.2 Inclusive Sizing for Footwear-Related Products

Kahtoola will maintain an intensive and ongoing process to ensure that all footwear-related products are inclusive of a wide range of foot sizes and footwear needs. R&D will evaluate fit, adjustability, and compatibility across diverse users and footwear types to ensure that sizing is equitable, functional, and accessible.

7.3 Colorways and Inclusive Aesthetics

For products in which color is a key design element, Kahtoola will offer a variety of colorways that appeal to a diverse customer base. Colorways will not be limited to, or designated for, specific genders. This does not preclude the use of colors traditionally associated with certain genders; rather, such colors will not be restricted to those groups. Colorways should complement a variety of skin tones, and R&D will avoid colorways intended to match skin tone. All colorway selections will be evaluated with a diverse group of product testers to ensure broad appeal and inclusivity.

7.4 Cultural Design Considerations

Kahtoola will avoid the use of patterns, cultural symbols, names, or other culturally significant elements without consulting or collaborating with members of the originating culture and providing full credit to those involved. When cultural elements are incorporated, Kahtoola will pursue authentic partnerships, such as collaborating with Indigenous artists whose work is featured on Kahtoola products, ensuring respectful representation and shared benefit.

8. Cultural Stewardship and Anti-Appropriation Policy

8.1 Respect for Cultural Intellectual Property

Kahtoola is committed to preventing cultural appropriation in all aspects of product design, branding, and storytelling. The company prohibits the plagiarism, misuse, or inappropriate adoption of designs, patterns, forms, materials, words, names, or other cultural expressions that originate from or hold significance for underrepresented communities. All creative and product teams are responsible for ensuring that cultural elements are used only with appropriate permission, context, and respect.

8.2 Collaborative Creative Practices

Kahtoola will engage BIPOC creatives, designers, and design collectives to ensure that cultural perspectives are represented authentically and that creative work reflects lived experience rather than extraction. These collaborations support equitable participation in the creative process and help safeguard cultural integrity.

8.3 Indigenous Partnership and Consultation

Kahtoola will partner with Native and Indigenous consultants, tribal organizations, and community-based nonprofits to guide the appropriate use of cultural designs, symbols, and narratives. These partnerships ensure that cultural elements are used with consent, accuracy, and respect, and that communities retain agency over their cultural heritage.

8.4 Philanthropic Support

Kahtoola will provide philanthropic and grantmaking support to Native and Indigenous causes as part of its commitment to cultural stewardship. This includes supporting organizations and initiatives that strengthen cultural preservation, community wellbeing, and creative expression.

8.5 Representation and Visibility

Kahtoola will use its marketing channels, including its website, social media, and catalogues, to elevate Native and Indigenous artists, storytellers, and issues impacting tribal communities. This commitment ensures that representation is not only respectful but also contributes to visibility, equity, and community empowerment.

9. Inclusive Language and Copywriting Policy

9.1 Commitment to Inclusive Communication

Kahtoola is committed to ensuring that all written and verbal communication—including product naming, collection and color naming, product information, and marketing assets—reflects inclusive, respectful, and non-harmful language. The company prohibits the use of terminology, narratives, or naming conventions that negatively impact or marginalize underrepresented groups. All associates involved in product development, marketing, and communications are responsible for upholding these standards.

9.2 Guidance and Internal Resources

Associates must follow the diversity and inclusion guidance outlined in Kahtoola’s brand style guide. This guidance provides direction on language choices, representation, and cultural sensitivity to ensure that all copy aligns with Kahtoola’s values and equity commitments.

9.3 Inclusive Testing and Feedback

Kahtoola will utilize a diverse pool of product testers to ensure that product information, naming, and messaging resonate across a broad range of perspectives and experiences. Feedback will also be gathered from Kahtoola associates and relevant internal resource groups to identify and address potential concerns related to inclusivity or cultural sensitivity.

9.4 Education and Capacity Building

Kahtoola will ensure that its design, product, and marketing teams receive ongoing education on inclusion topics, including language equity, cultural sensitivity, and

representation. This training supports informed decision-making and strengthens the company's ability to communicate responsibly.

9.5 Review and Accountability

Kahtoola will review its diversity and inclusion practices throughout the product development and creative processes to ensure that inclusive language principles are consistently applied. The company will also participate in communities of practice related to inclusive copywriting to stay aligned with emerging standards and best practices.

10. Marketing Diversity and Inclusion Policy

10.1 Commitment to People and Representation

Since Kahtoola's founding in 1999, the company has been guided by a commitment to put people first. This principle shapes our approach to marketing and communications, where we strive to create content that reflects and respects the diversity of the communities we serve. Kahtoola recognizes that diversity is essential, but that true inclusion requires equitable representation, shared decision-making, and ongoing efforts to build a more just and anti-racist organization.

10.2 Support for Underrepresented Communities

Kahtoola will support organizations and initiatives that work to make the outdoors more accessible for underrepresented people and communities. This includes partnerships, investments, and collaborative efforts that advance equity, representation, and access within outdoor spaces.

10.3 Collaborative Creative Partnerships

Kahtoola will collaborate with Black, Indigenous, people of color, LGBTQIA+, and female creatives, athletes, and influencers to elevate their voices, stories, and perspectives. These partnerships ensure that Kahtoola's marketing reflects authentic lived experiences and contributes to broader representation within the outdoor industry.

10.4 Inclusive Workplace Culture

Kahtoola is committed to creating an equitable and inclusive environment where all associates feel empowered to express their opinions, perspectives, and beliefs. This internal culture of respect and openness strengthens the integrity and inclusivity of the company's external communications.

10.5 Representative Marketing Practices

Kahtoola will ensure that its marketing and communications are representative of the communities we support. This includes casting diverse talent both in front of and behind the camera, using inclusive language, and incorporating diverse perspectives and reviews throughout the creative process. These practices help ensure that Kahtoola's storytelling is accurate, respectful, and reflective of a broad range of identities and experiences.

10.6 Ongoing Learning and Accountability

Kahtoola recognizes that achieving meaningful inclusion is an ongoing process that requires continuous learning, self-assessment, and awareness. The company will regularly evaluate its diversity and inclusion practices, seek feedback from internal and external partners, and expand its efforts over time. This commitment reflects Kahtoola's dedication to people—both within the organization and across the wider community.

11. Continuous Improvement Policy

Kahtoola will regularly review material sourcing, packaging design, chemical-management systems, cultural-stewardship practices, and inclusive communication standards to identify opportunities to further reduce environmental impact and strengthen responsible, equitable practices across the company.