



Bridgeway to Success™

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**PATAGONIA PUT
25% OF THEIR
REVENUES AT
RISK.**

Commitment: Walking the Talk

Patagonia, a company known for high-performance outdoor clothing, has a compelling tag-line: *committed to the core*. It means a commitment to the soul of the sport, to innovative design, to an uncommon culture and to environmental action. Easy to say, but do they walk the talk?

Several years ago an internal analysis revealed that the most environmentally damaging fiber Patagonia used was industrial-grown cotton. Founder Yvon Chouinard took a bold step. He gave the company 18 months to stop using industrial cotton. Consider that 25% of Patagonia's \$250 million business was based on products made with industrial cotton.

The result? The move to organically grown cotton helped to differentiate Patagonia and make it a more profitable business. Their success has influenced other companies to begin to switch.

There's commitment and there's COMMITMENT. Are you walking the talk?

Michael Canic