

## **FOR IMMEDIATE RELEASE**

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Contact: Jacqueline LeClair, Marketing Manager  
Phone: 206-388-5182  
Email: [jacki@dragonwear.com](mailto:jacki@dragonwear.com)  
Website: [www.Truenorthgear.com](http://www.Truenorthgear.com)

# **True North Gear Is Climate Neutral Certified**

## **SEATTLE, WA APRIL 22, 2022**

True North Gear has become Climate Neutral certified, committing to offset, and reduce its carbon footprint.

We're striving for positive change in our community, clothing, and the future.

We're acting now because scientifically vetted solutions to combat climate change exist and are accessible to brands like ours.

As Steve, our President of True North Gear, said, "The products we make are essential for protecting people who face life-threatening arc flash and fire hazards at work every day. At the same time, we recognize that the manufacturing process is resource-intensive and does damage. We value clean water, fresh air, and keeping our community healthy. As a result, we needed a process to understand our environmental impact, make improvements, and share what we learned. The people at Climate Neutral provided access to the tools we needed and a community of like-minded businesses to help make our goal a reality."

## **ABOUT CLIMATE NEUTRAL**

Climate Neutral is a nonprofit organization committed to solving climate change by making carbon neutrality simple and accessible to businesses. Austin Whitman, CEO of Climate Neutral, tells us that "Consumers hold massive power to shape the economy, and their power is exerted through the actions of the brands they support. With our climate label, we're helping consumers find the brands willing to invest immediately in climate solutions."

The hundreds of brands certifying this year go through the same process to measure, offset, and reduce their emissions. Together, Climate Neutral Certified companies are working to eliminate more than 1,000,000 tonnes of carbon emissions - and we're just getting started! These companies offer products and services across various industries, from apparel to media. Next time you're considering a new product, keep an eye out for the Climate Neutral Certified label! To learn more about Climate Neutral and other brands committed to climate action, visit [climateneutral.org](http://climateneutral.org).

## **ABOUT TRUE NORTH GEAR**

True North has invested nearly thirty years into the research, design, testing and manufacturing of durable and innovative gear and clothing for wildland and structure firefighters. In 1992, founder Alyx Fier began the company in his garage with a home sewing machine after he saw an unmet need for dependable fire gear intentionally designed around customer needs. Since then, True North has grown

from a one-person operation to an ISO 9001 registered multi-brand company whose products are distributed worldwide.

We welcome all feedback on our products and service and encourage you to reach out and share your thoughts with us. 800-873-5725 | [info@truenorthgear.com](mailto:info@truenorthgear.com) | [truenorthgear.com](http://truenorthgear.com)