



# BADGER BULLETIN

## B COLORIGHT™

**B COLORIGHT™ is our proprietary three-tiered process that guarantees every piece of Badger Sportswear is the right team color, every time, and over time.**

### **SINGLE UNIVERSAL COLOR STANDARD**

Setting the industry benchmark for color consistency, the Badger Universal Color Standard ensures that the Badger garment you order today will match the color of the Badger garments you order tomorrow, next week, or 5 years from now.

### **DOUBLE-INFUSED PERMACOLOR**

Badger does more than apply the color to your garments; we infuse it. Then, we infuse it a second time, embedding the color of the garment into the fibers themselves.

### **TRIPLE-TESTED COLORFAST FABRICS**

All Badger fabric colors must prove impervious to fading and bleeding under three different extreme condition and light exposure tests. Only then can the garment be called Badger, with color that will always stay true - game after game, wash after wash, season after season.



## B INNOVATIVE

INNOVATION IS A CONSTANT AT BADGER. OUR TEAM IS ALWAYS DEVELOPING NEW FABRICS AND PROCESSES THAT OFFER CUTTING EDGE PERFORMANCE, STYLE AND COMFORT.



**Badger Sport is proud to stand behind every product we make with our exclusive Badger Lifetime Performance Guarantee™. If you're not completely satisfied with B COLORIGHT™ fabric – or any Badger product – we will replace it. Simple as that. It's just another reason to choose Badger Sport.**



**QUALITY FOR ALL. GUARANTEED.™**