

**AMALGAMATED**  
REG. TRADEMARK



**POSITIVELY SUPERIOR**

**SUPPLY CO.**

**UTILITY DIVISION OF LEVI STRAUSS & CO.**

RIVET - AMALGAMATED SUPPLY CO.  
1 OF 3

RIVET WAS A PROJECT FOR LEVI'S TO DEVELOP A NEW WORKWEAR DIVISION - SIMILAR TO CARHARTT. A NAME, LOGO AND VARIOUS OTHER ASPECTS OF THIS NEW BRAND WERE EXPLORED FOR TESTING.

AMALGAMATED SUPPLY CO. - METALS ARE AMALGAMATED, OR MIXED TO CREATE A NEW UNIFIED METAL ALLOY, SPECIFICALLY DESIGNED FOR THE TASK AT HAND. THAT IS EXACTLY WHAT LS&CO. HAS DONE WITH ITS NEW LINE OF SPECIALIZED WORK WEAR. DRAWING FROM ITS MORE THAN 125 YEARS OF MAKING RIVETED WORK WEAR, THE ORIGINAL JEANS MAKER HAS CRAFTED A LINE OF INCREDIBLY DURABLE WORK CLOTHES SPECIFICALLY DESIGNED TO MEET THE NEEDS OF THE MEN AND WOMEN WHO BUILD AMERICA WITH THEIR BARE HANDS.



# POSITIVELY SUPERIOR

WILLAMETTE  
IRON & STEEL WORKS  
KQ PRESS 200 LBS  
EST PRESS 250 LBS



A.S.CO.

QUALITY NEVER  
GOES OUT OF STYLE.™

RIVET - AMALGAMATED SUPPLY CO.  
3 OF 3

FROM LEFT TO RIGHT : LEATHER PATCH, FABRIC PATCH, CLOTHING TAB, COMPANY TAGLINE.





# HARDWEAR

INDUSTRIAL WORKWEAR *from Levi Strauss & Co.* ®

RIVET - HARDWEAR  
1 OF 3

RIVET WAS A PROJECT FOR LEVI'S TO DEVELOP A NEW WORKWEAR DIVISION - SIMILAR TO CARHARTT. A NAME, LOGO AND VARIOUS OTHER ASPECTS OF THIS NEW BRAND WERE EXPLORED FOR TESTING.

HARD WORK. LS&CO. KNOWS SOMETHING ABOUT THAT. THE COMPANY INVENTED RIVETED WORK CLOTHES FOR THE MEN WHO TOOK ON THE AMERICAN FRONTIER. THESE MEN NEEDED INCREDIBLY DURABLE CLOTHING THAT COULD WITHSTAND THE PUNISHMENT OF THE MINE AND THE RAILROAD. MORE THAN 125 YEARS LATER, THE AMERICAN WORKER CAN COUNT ON LS&CO. TO MAKE WORK CLOTHES HARD ENOUGH FOR THE HARD WORK YET TO BE DONE.





for men  
who toil



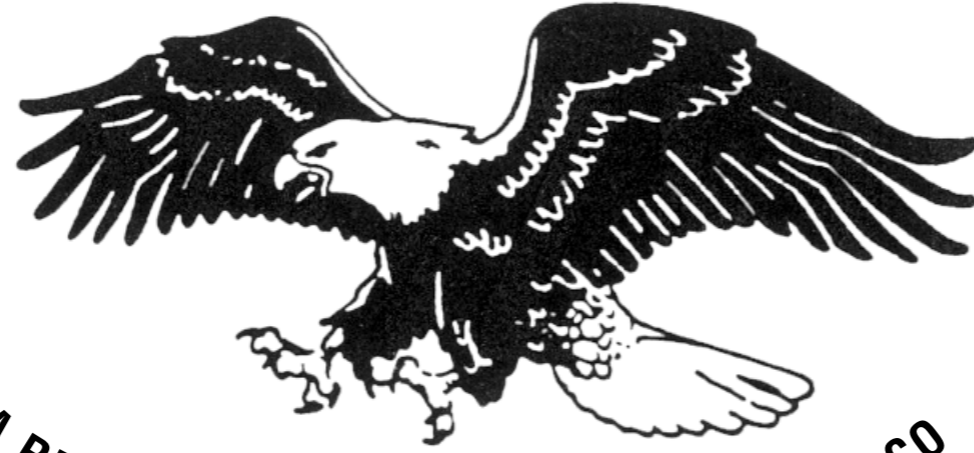


*quality never  
goes out of style.™*

# WALLY'S WORKWEAR



SINCE



1853



A REG. TRADEMARK OF LEVI STRAUSS & CO



RIVET - WALLY'S WORKWEAR  
1 OF 3

RIVET WAS A PROJECT FOR LEVI'S TO DEVELOP A NEW WORKWEAR DIVISION - SIMILAR TO CARHARTT. A NAME, LOGO AND VARIOUS OTHER ASPECTS OF THIS NEW BRAND WERE EXPLORED FOR TESTING.

WALLY HAYS WAS A THIRD GENERATION DESCENDANT OF LEVI STRAUSS, THE INVENTOR OF RIVETED WORK WEAR. LEGEND HAS IT THAT WALLY WAS A TOUGH, NO NONSENSE MAN OF PRINCIPLE WHO INSISTED ON ABSOLUTE QUALITY IN EVERYTHING HE DID - NO EXCUSES! THIS LINE OF SPECIALIZED WORK WEAR IS AS TOUGH AS ANYTHING MADE BY LS&CO., SO IT'S NAMED AFTER THE TOUGHEST STRAUSS OF ALL, WALLY.





# HONESTLY MADE

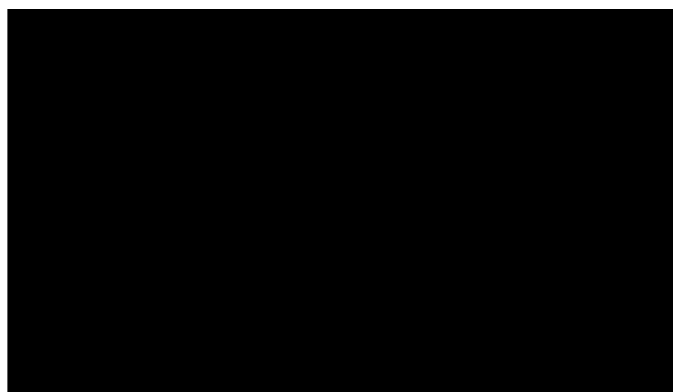
RIVET - WALLY'S WORKWEAR  
2 OF 3  
TAGLINE & IMAGE FOR WALLY'S WORKWEAR.





**WALLY'S**

**QUALITY NEVER  
GOES OUT OF STYLE.™**



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