CARGO PANTS - CHARCOAL
This cargo classic features two spacious side pockets that are secured with velcro, and two back pockets. Made of 65% polyester, 35% cotton with moisture wicking and stain release. Machine washable.
Hemmed
Men's 1035184  Women's 1035799
Unhemmed
Men's 22496  Women's 23781

LEATHER BELT - BLACK
Unisex leather belt with silver tone buckle.
22775

Name embroidery available on any garment in **Block** or **Script**. See the Uniform and Appearance Standards in the back of this book for complete details.
GLOBAL WOVEN SHIRTS - WHITE
White woven shirt with yellow and red trim detail on the shoulders. Features a button down collar, button front with no placket, single chest pocket, long sleeve has two button adjustable cuff and single button sleeve placket. Female has a fitted waist for a slimmer fit. 65% polyester, 35% cotton with stain resistance and wicking treatment. Shell pecten emblem and V-Power embroidery on the front.
Long Sleeve
Men's 12440 Women's 12433
Short Sleeve
Men's 12442 Women's 12437

GLOBAL WOVEN SHIRTS - RED
Red woven shirt with yellow and white trim detail on the shoulders. Features a button down collar, button front with no placket, single chest pocket, long sleeve has two button adjustable cuff and single button sleeve placket. Female has a fitted waist for a slimmer fit. 65% polyester, 35% cotton with stain resistance and wicking treatment. Shell pecten emblem and V-Power embroidery on the front.
Long Sleeve
Men's 12439 Women's 12432
Short Sleeve
Men's 12441 Women's 12436

NAMEPLATE - SILVER/BLUE/WHITE
Rectangular nameplate with pin back attachment. Shell pecten in white. Order blank or engraved. Once engraved, the letters will be blue.
Pinback
12578 - Blank 1042032 - Engraved
Magnetic
14877 - Blank 1051666 - Engraved

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CARGO SHORTS - CHARCOAL
Feature two spacious side pockets that are secured with velcro, and two back pockets. Made of 65% polyester, 35% cotton with moisture wicking and stain release. Machine washable.
Men’s 22498 Women’s 23782
GLOBAL POLO SHIRTS - RED/YELLOW
Red polo with yellow shoulder yoke detail and reflective trim. Male and female two button front collar. Female fitted waist. 60% cotton, 40% polyester double pique. Shell pecten emblem and V-Power embroidery on the front and large pecten emblem on the back.
Long Sleeve
Men's 12411 Women's 12413
Short Sleeve
Men's 12405 Women's 12400

GLOBAL POLO SHIRTS W/POCKET - GRAY/RED
Gray polo with red shoulder yoke detail and yellow trim. Features two button front collar and single chest welt pocket with trim. Female fitted waist. 60% cotton, 40% polyester double pique. Shell pecten emblem and V-Power embroidery on the front and large pecten emblem on the back.
Long Sleeve
Men's 12409 Women's 12408
Short Sleeve
Men's 12401 Women's 12416

WEB BELT - BLACK
Cotton weave belt with silver tone buckle and end tab. Removable buckle for trimming cotton band for a perfect fit.
21859

See page 3 for Nameplate information

www.affinityapparel.com/shell
GLOBAL BASEBALL CAP - RED/YELLOW
Red cap with yellow trim around the bill. 65% polyester, 35% cotton with stain resistance and wicking treatment. Shell pecten emblem centered across the front of the cap. Adjustable back tab for a perfect fit.

12426

GLOBAL COLOR BLOCK ZIP FRONT JACKET - RED/YELLOW NEW UPDATED STYLE (Old item 12435)
Red unisex jacket with yellow color blocking on sides and under arm. Reflective trim around the chest and on sleeves, adjustable cuff closure, pull-out hood, multiple pockets inside and out. Jacket is 2 1/2" longer in back for extra coverage. 100% polyester shell, waterproof and wind resistant. Shell pecten emblem and V-Power embroidery on the front and large pecten emblem on the back. New, more relaxed fit. Vest (16089) or Microfiber Jacket (16088) may now be zipped into jacket for added warmth. Old styles (12435) and (12438) are NOT compatible for zip-in layering.

16090

GLOBAL COVERALLS - CHARCOAL/RED
Uninsulated coverall with red color blocking and yellow trim. Features left chest pocket with vertical zip closure, two front and back pockets under the waistband, two side seam pockets with access to wearers’ pockets, raglan sleeves, adjustable hook/loop cuffs and leg openings. 65% polyester, 35% cotton heavier weight with stain resistance and wicking treatment. Shell pecten emblem and V-Power embroidery on the front and large pecten emblem on the back.

12479
GLOBAL FLEECE VEST - RED
NEW ITEM
Red unisex fleece vest with full zip front, two waist slash pockets. 100% polyester fleece. Old styles (12435) and (12438) are NOT compatible for zip-in layering. Vest may be zipped into Nylon Jacket (16090) as a liner. Shell pecten emblem and V-Power embroidery on the front. 16089

GLOBAL MICROFIBER ZIP FRONT JACKET - RED
NEW UPDATED STYLE (Old item 12438)
Red unisex jacket with yellow trim and reflective piping on the shoulders, and reflective trim on the back. Full zip front, no pocket detail. 100% polyester microfiber shell with polyester micro fleece liner. Jacket may be zipped into Jacket (16090) as a liner. Old styles (12435) and (12438) are NOT compatible for zip-in layering. Shell pecten emblem and V-Power embroidery on the front and large pecten emblem on the back. 16088
GOLF POLO SHIRTS - WOMEN’S
A tapered waist and feminine fit adds softness to this long-lasting standard. Includes a johnny collar for a flattering appearance. The breathable blend provides all day comfort. Features a ribbed cuff and collar for a clean finish. 6.7oz., 60% cotton 40% polyester blend. Machine wash. Shell pecten emblem and V-Power embroidery on the front.

<table>
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<tbody>
<tr>
<td>Red</td>
<td>12417</td>
<td>12412</td>
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See page 3 for Nameplate information

GOLF
phone 800 543 9698 | fax 800 424 2086
GOLF POLO SHIRTS - MEN’S
A relaxed classic with a generous fit. The breathable blend provides all day comfort. Features a four button placket with a ribbed cuff and collar for a clean finish. 6.7oz., 60% cotton 40% polyester blend. Machine wash. Shell pecten emblem and V-Power embroidery on the front.

<table>
<thead>
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<th>Short Sleeve</th>
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<tbody>
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<td>12404</td>
<td>12410</td>
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</table>

Available
Long Sleeve
Red    12410

Short Sleeve
Red    12404

www.affinityapparel.com/shell
GoLf

Cargo Shorts
Men's 12450
Women's 12448

Loose fit, cargo shorts feature two spacious side pockets that are secured with hook/loop tabs, and two back pockets. Moisture wicking with stain release. Machine washable.

Men's 12450 100% cotton
Women's 12448 65% polyester, 35% cotton

Cargo Pants
Men's 12449
Women's 12446

This cargo classic features two spacious side pockets that are secured with hook/loop tabs, and two back pockets. Moisture wicking with stain release. Machine washable. (Pants hemmed at 31.5" length)

Men's 100% cotton
Hemmed 12449
Women's 65% polyester, 35% cotton
Hemmed 12446

Golf Bib Apron - Red

Bib style apron features two roomy pockets with shell pecten on the front. Ties in back around waist, adjustable neck strap.

12478

Phone 800 543 9698 | Fax 800 424 2086
PLEATED SHORTS
Pleated front shorts with slash pockets in front and one back pocket. Men’s shorts have 10” inseam and women’s have 8.5” inseam. 65% polyester, 35% cotton with stain resistance and wicking treatment. Machine washable.

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PLEATED PANTS
Single pleated pants with two front pockets and fly front closure. Women’s sizes 16-30 feature elastic inserts in the waistband for added comfort. 65% polyester, 35% cotton with wrinkle and stain resistance. Machine washable.

<table>
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<tr>
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<th>Women’s</th>
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<tbody>
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#22 UNISEX RACING POLO
17693
SIZES XS-6XL.

#22 RACING BASEBALL CAP
18881
Red, yellow and white twill color baseball cap with adjustable metal slider in back. Shell pecten and VPower logo details.
ONE SIZE.
#22 UNISEX RACING JACKET
18880
Red and yellow color blocked jacket. Zip front closure with two waist zipper pockets. 100% polyester microfiber shell and 100% polyester microfiber liner. Multiple Shell and racing logo details. SIZES S-4XL.
PARKA
Three season parka with front storm flap, inside pocket detail, adjustable cuffs, and snap-off hood. Red with black fleece lining. 100% polyester shell.
1045598

KNIT CAP
Red knit cap with pecten. 100% acrylic.
1045599

FLEECE LINED JACKET
100% nylon red jacket shell with charcoal fleece interior. Side pockets, elastic waist for comfort and adjustable Velcro cuffs.
1045597

INSULATED COVERALLS
Durable 65% polyester, 35% cotton charcoal coveralls. Insulated for extra warmth with two chest pockets and reflective trim detail.
1032273
Proper Uniform & Appearance Standards

A quick guide to your uniform

Distinctive styling
In response to customer feedback, we have developed different clothing options to make a clear distinction between managers and other staff. It is recommended that managers wear a woven shirt in white or red, with long or short sleeves, depending on the climate. All other staff has the striking new polo shirts to wear.

To reinforce the new look and to create a consistent appearance, all staff members can wear the same jackets, pullovers, cargo pants and baseball caps when outdoors.

This visual consistency will help to build a greater team ethic among your staff, which should help them perform better.

Uniform appearance
As a basic rule, your uniform should fit well without being too tight or too baggy. Shirts should always be tucked in and all garments should be freshly washed and pressed. All buttons, zips, belts, etc, should be properly maintained and fully functioning. Your uniform should be replaced when it is damaged or worn out. Any promotional items should only be worn during the period of the promotion. T-shirts are not acceptable, except during company-approved special events.

You are not to wear any items of your uniform off-site, except for traveling to and from work.

Footwear
Shell does not provide footwear, but there are certain expectations of the footwear you choose to wear to work:

- Wear only black or dark neutral socks
- Shoes should be comfortable and fit, black or dark neutral with matching laces
- Shoes must be closed-toe
- No sandals, boots or slippers at any time
- Tennis or athletic style shoes are allowed
- Use safety shoes where required

Information for markets that choose NOT to have the standard cargo pants and belts:

Trousers
Trousers are not part of the mandatory uniform range of the Shell Image Apparel Program. If you wear your own trousers, they should be dark gray, black or khaki only, plain front styling and side cargo pockets are recommended. Jeans are not acceptable.

Belts
The preferred style, to be used by all staff, is a cotton web belt, in black or charcoal gray, with a silver colored buckle and end tab. As an alternative, managers can wear a full grain cow hide leather belt with a silver buckle.

Nameplates
To keep appearances professional, all staff needs to wear a nameplate (unless name is embroidered on uniform shirt) for ease of recognition by customers.

Your staff member’s name should always be engraved on the name plate or printed using a label printer. Hand written names should never be used on name plates. Nameplates must be worn on the left chest, above the V-Power logo, or below the logos on RACING line items.

Name Embroidery
- Embroidered personal names may be used in place of a nameplate
- Name embroidery is available on any garment, including outerwear items for an additional charge of $2.15
- Placement is to be on the left chest, above the V-Power logo, or below the logos on RACING line items.
- Font options are Block or Script
- Color standards for name embroidery are:
  - Yellow garments - Red thread
  - White garments - Red thread
  - Gray garments - White thread
  - Red garments - White thread

Co-Branding
- Co-brand logos may be applied to the left chest (replacing the V-Power logo) of the red and gray golf polos only.
- Co-brand logos may not be placed over or under the Shell Pecten or V-Power logo.
- Additional embroidery cost is dependant upon stitch count and does not include initial embroidery setup fee.

Managers
To make managers easily recognizable, we have created a distinctive woven shirt in white or red. You can choose between short- or long-sleeved versions, depending on the climate.

Sales associates
The key item of clothing is the polo shirt. This should be worn by all Sales and Service Bay staff members, helping them feel part of a team and creating a professional image for our customers. A dedicated gray coverall may be used by Service Bay and Car Wash staff.

General clothing
The jackets, pullovers, cargo pants and baseball caps may be worn by any member of staff as required, generally outdoors.

Great and safe to wear
The new uniform has been designed to powerfully communicate the Shell brand and to work in harmony with the Retail Visual Identity design.

The chosen fabrics take into account the way you use the uniform day-to-day, balancing comfort and a smart appearance with the need for high levels of durability and safety.

Safety first
We have also featured reflective trim on the global outer garments to increase your visibility. Bright colors and bold use of Shell branding help to make you instantly noticeable to customers and underline the visual strength of the Shell brand.

We hope that your team will recognize the care we have taken in designing the new uniform, especially in making their working lives safer. This should in turn help to build a stronger sense of teamwork and a more productive working environment.

A visibly united team works well together so that customers can enjoy their Shell experience.

Protect your transport drivers and lot attendants with Flame Resistant (FR) and High-Visibility Apparel.

Contact Affinity Apparel at 800-543-9698 for more information, or to request FR and SafetyWear brochures.

www.affinityapparel.com/shell
WELCOME
to the Shell Image Apparel Program

A retail uniform is designed to play an important role in the delivery of customer commitment at Shell branded sites, namely achieving smiling, satisfied customers – every site, every visit, every day.

The way your staff presents themselves to customers at the point of sale is vital to making sure that customer’s positive experience at Shell branded sites stands out from the competition. Therefore I invite you to review this brochure as you select the uniforms that enable your staff to have maximum positive impact.

The information in this brochure has been especially compiled to strengthen the success of the uniform by showing a range of options along with the appropriate way it should be worn (please refer to the Uniform and Appearance Standards on page 15 of this brochure). Further, this brochure will explain in detail the benefits of the uniform and present stylish offerings, including the updated Shell Racing line of apparel.

At Shell we look forward to seeing a continuation of the positive effect of the uniform in all retail sites across the United States.

With best wishes,
Otto O. Meyers, Ill
General Manager – Retail Operations Support N.A.

UNITY THROUGH UNIFORMITY