



NATURALLY RUGGED

canadian • cotton • casual



"Cotton casuals
designed to outlast
any adventure"



Made in Canada

Family Owned and Operated

A LITTLE HISTORY ABOUT US:



Naturally Rugged was established in 1987 and built a reputation as a company recognized nationwide for its exceptional line of clothing, service and consumer satisfaction.



Brother and sister team, Jeff Broughton and Tammy Quantrell, liked the product so much that when the opportunity became available, they purchased the company in mid-2013 and will keep the tradition alive.

They are the owner operators of an existing family business, “Kennedy’s Flags and Specialty Sewing”. Proud suppliers of wind products of exceptional quality, they will be bringing their expertise and family values to the Naturally Rugged products to ensure that they continue to produce comfortable and durable garment dyed, cotton clothing for casual, travel and adventure wear.

It is their mission to ensure they meet the needs of their customers, keep the pricing competitive and deliver quality that is second to none.

ABOUT OUR PRODUCT:

All of our products are produced in our factory in Erin, Ontario to ensure we achieve the greatest quality. We use 100% cotton fabrics and carefully dye each garment with our unique dyeing process. Once you browse our catalogue, you will be delighted to find that our two lines are a favourite wardrobe must-have amongst both men and women.



Ruggedwear is made with 8oz cotton and pre-shrunk to be durable, soft yet sturdy. The carefully applied dye gives us our unique weathered look and broken-in appearance that only gets better with time.

Breezywear is a lightweight 4.5oz cotton that will keep you cool and comfortable in warm and even humid temperatures, worn for gardening and casual wear the pieces are stylish enough to travel or cruise in!



Both lines offer different styles and various colours sure to please everyone. By using only the highest quality of cotton, pre-shrinking and applying a unique dyeing process we can ensure that every garment has the broken-in softness that has the timeless appeal that has made us famous.

This is cotton wear designed to outlast any adventure!

RUGGED WEAR

A unisex line created to outlast life's everyday adventures.

Whether you're travelling, camping or just going for a walk, our vibrant colours will make you shine.

RuggedWear is made with soft and sturdy 8oz 100% cotton that is pre-shrunk for easy care and Rugged Wear!

Each garment is carefully dyed achieving a weathered, broken-in appearance that only gets better with time. Visit our website to choose from our unique colours.

RUGGED WEAR

High Neck Sweat Shirt

Our signature high neck sweat shirt features a 2.5" drawstring collar with four buttons. Heavy ribbing waistband and cuffs.



Sizes: Sm, Md, L, XL, 2XL, 3XL

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Pouch Pocket Sweat Shirt

Our popular pouch pocket sweat shirt features a front kangaroo pouch and straight bottom with drawstring closure providing a looser fit. 2.5" drawstring collar with four buttons. Heavy ribbing cuff.



Sizes: Sm, Md, L, XL, 2XL, 3XL



Cargo Shorts

Cargo shorts feature extra deep front pockets, an elastic waistband with drawstring and side pockets with button closure.

Sizes: Sm, Md, L, XL, 2XL, 3XL



RUGGED WEAR



Rugged Pants

Drawstring straight leg pants feature extra deep pockets and elastic waistband.

Sizes: Sm, Md, L, XL, 2XL, 3XL



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Universal Fit Size Chart

Size • Chest • Waist • Hips • Arms

SM	34 - 36	27 - 31	36	32
MD	38 - 40	31 - 35	40	33
L	42 - 44	34 - 38	44	34
XL	46 - 48	38 - 42	48	35
2XL	48 - 50	42 - 46	52	36
3XL	52 - 54	44 - 48	56	37

100%
Canadian



*Family Owned
and Operated*

Shirts

SM	8-10	XL	20-22
MD	12-14	2XL	24-26
L	16-18	3XL	26-28



Inseam

29 - 30
30 - 31
31 - 32
32 - 33
33 - 34
34 - 35

Pants/Shorts

SM	8 - 10
MD	12 - 14
L	16 - 18
XL	20 - 22
2XL	24 - 26
3XL	28 - 30

Breezy WEAR

is a unisex line created to keep you cool and comfortable throughout your summer activities. Whether gardening or on a cruise, our colourful and lightweight clothing will make your days bright!



Breezywear is made with 100% lightweight cotton that is highly breathable. Each garment is pre-shrunk for broken-in softness and shrinkage control.

Breezy WEAR

Capris

Capri pants feature deep pockets, elastic waistband with drawstring and side slit pockets for a flattering and comfortable fit.

Sizes: Sm, Md, L, XL, 2XL, 3XL



100%
100%

*Lightweight
Cotton*

Breezy Shorts

feature extra deep pockets, and elastic waistband with drawstring for maximum comfort.

Sizes: Sm, Md, L, XL, 2XL, 3XL



Breezy Pants

Breezy drawstring straight leg pants feature extra deep pockets and elastic waistband.

Sizes: Sm, Md, L, XL, 2XL, 3XL



Henley Shirt

The Classic Henley, our most popular style, with ribbed collar, 3-button yoke front and scalloped bottom.



Available in
Long sleeve.

Sizes: Sm, Md, L, XL, 2XL, 3XL



Zipper Shirt

features a zippered collar with drawstring and an A-line cut bottom with drawstring.



Available in
Long sleeve.

Sizes: Sm, Md, L, XL, 2XL, 3XL



Tank Top

Cool, comfortable and made from your favourite Breezy 4.5oz fabric. The tank features 3 button closure at the neckline and side slits for ease of movement. The tanks are available in all sizes and colours.



Breezy
WEAR



Return Policy:

At Naturally Rugged we are 100% confident in our products and stand by each garment sold. If you find a product to be defective in materials or workmanship, simply return it with the dated proof-of-purchase and we will gladly grant an exchange, repair or credit. There are no refunds.

Our policy does not cover damage resulting from customer alterations, unreasonable care, the natural degeneration of fabrics or other damages not arising from defects in materials or workmanship. Shipping charges are non-refundable.

To return an item, simply enclose a note with the item(s) you are returning letting us know who you are and how we can contact you. Please indicate if you would prefer an exchange for another size, colour or item, or in-Store credit.

Be sure to send your package within 30 days from purchase date via pre-paid delivery to:

Naturally Rugged
Attn: Returns and Exchanges
120 Main Street, PO Box 310
Erin ON NOB 1T0

Order Online or Call us Today!

Call: 519-833-9305 or Toll Free at 1-866-411-8992

Email: info@NaturallyRugged.ca

www.Naturallyrugged.ca



General Clothing Care

Shrinkage:

All Naturally Rugged cotton garments have been pre-washed and pre-shrunk to ensure absolutely no shrinkage.

General Clothing Care:

The advantage of wearing Naturally Rugged 100% pre-shrunk clothing is its easy care. Throw it in the dryer for as long as you want, you can't shrink it! Most colours will soften due to repeated washes and exposure to sunlight. Because our fabrics are cotton and not a poly/cotton blend our gentle fleece lining will not ball up or "pill", in fact our clothes actually become more comfortable with each passing wash and wear cycle!

Normal Care:

Machine wash in cool or warm water and machine dry.

Heavy Dirt and Stains:

Apply a commercial pre-wash product, allow the product to work for a few minutes then wash and dry as normal.
(DO NOT SCRUB IN)

Oil Stains:

Dab oil spots in dish washing liquid and then wash and dry as normal.



Comfortable Fit

Superiour Quality

Variety of Colours and Styles

Manufacturer and Distributor of

**RUGGED
WEAR**

Breezy
WEAR

Pre-Shrunk and 100% Cotton Casuals

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