



HAE Now  
OrganicTee®



ID 1010251



## HAE Now stands for *Humans, Animals & Environment NOW*

We are a t-shirt company that wants to make a difference. We believe ethics and social responsibility need not be sacrificed for profit, but seen as a pathway to sustainable growth. We believe corporations should honor humans and worker rights, work to preserve the environment and protect the wildlife that shares our fragile planet. As we go about our business, our name is simply a reminder to put Humans, Animals and Environment first.



### Have a specific organic cotton Fair Trade Certified™ product in mind? Ask us about a custom order!

Custom Orders typically have a 300-1200 pc. minimum based on your requirement, and turnaround times varying between 4-10 weeks. Examples are:

**New designs:** products not currently in our catalog e.g. sweatshirts, hoodies, tank tops, yoga tops and pants, baby sets and blankets.

**Style changes:** Our basic styles updated with your changes e.g., pattern, style and size adjustments.

**New colors in existing styles or new styles in existing colors:** Custom colors require a 600 pc. minimum (styles may vary within the color). We can also accommodate new styles in existing colors with a 144 pc. minimum.

We also offer private labeling, printing and embroidery with a 72 pc. minimum. Email us for more info!



**CONTACT US**  
HAE Now OrganicTee

Phone: 1 888 HAE NOW8  
Fax: 1 888 423 8845

info@haenow.com  
www.haenow.com

# High Quality

## What makes a HAE Now OrganicTee special?

**Ring-spun yarn:** longer fibers are twisted continuously, creating a smoother, stronger and more durable yarn. This lends a nice drape and better color retention.

**Color fastness:** while our natural is untreated; our dyed shirts use low-impact reactive dyes that bond with the fabric to ensure color fastness.

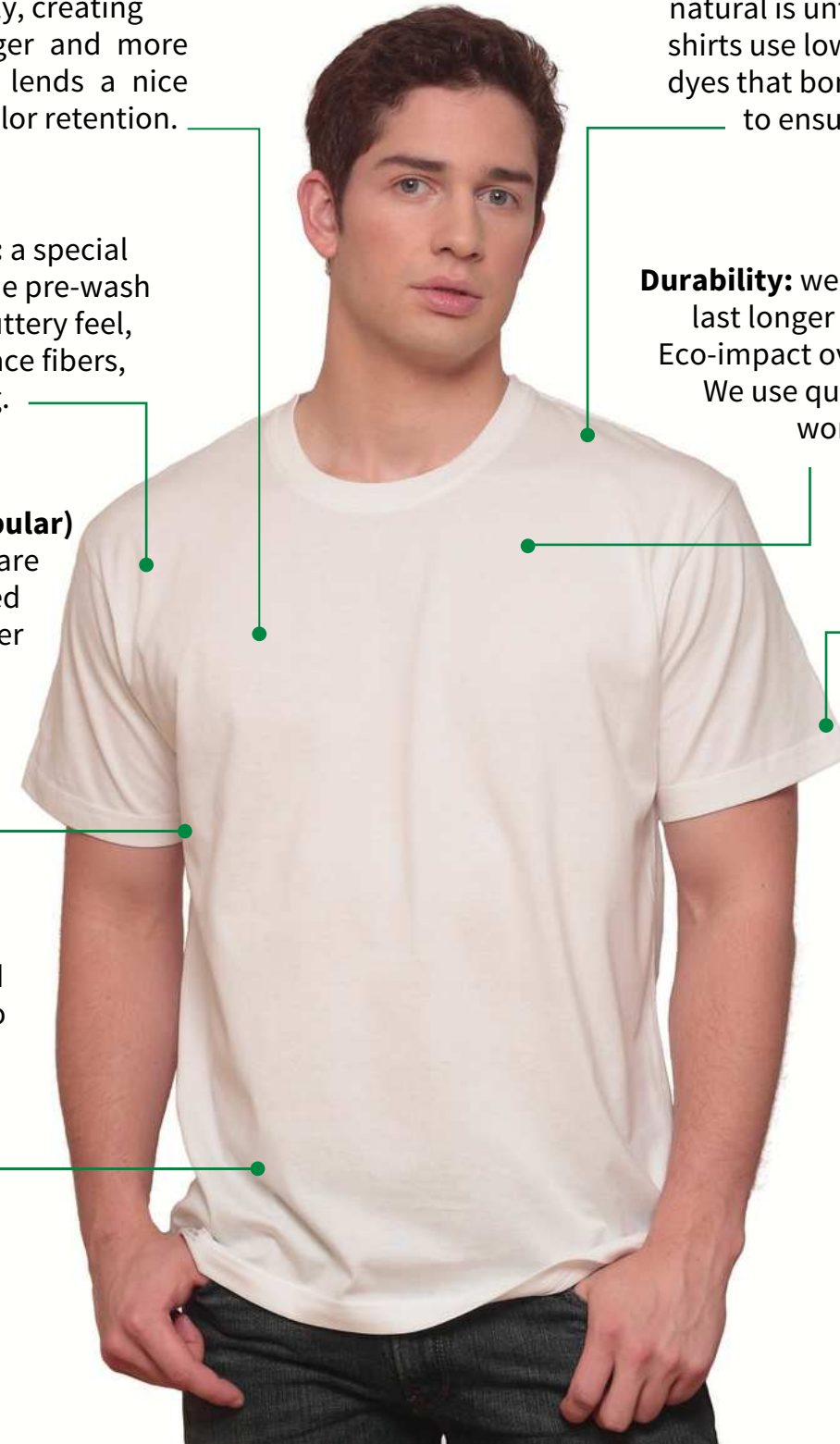
**Extra-smoothness:** a special enzyme added to the pre-wash gives the fabric a buttery feel, removes loose surface fibers, and prevents pilling.

**Durability:** well-made products last longer and have a lower Eco-impact over their lifespan. We use quality fabric which won't wear out after a few washes.

**Side-seam (not tubular) construction:** tees are cut and then stitched along the sides under the sleeves. This imparts a high end look and prevents them from twisting out of shape.

**Quality stitching & finishing:** fine stitching and attention to detail create an impression of a superior product and great value. Our quality control department checks each item to ensure its integrity.

**Combed cotton:** our cotton is carded and then combed to remove short fibers and impurities, resulting in a better fabric.



# The Benefits of Organic Cotton

# The Benefits of Fair Trade



## Our Standards

Our apparel adheres to organic standards for cotton growing and manufacturing. This means the cotton is GMO free, grown without synthetic fertilizers, pesticides, herbicides, and chemical defoliants. The processing is eco-friendly, uses fewer resources and is free of heavy metal dyes and harsh chemicals like chlorine bleach and formaldehyde. The end product is a sustainable, comfortable shirt that did not pollute the planet and is safe for you to wear!

## Who benefits when I support organic?

- ✔ **Our planet:** Organic farming practices are regenerative. Crop rotation and manual cultivation maintain healthy soil, use less fossil fuel and sequester carbon dioxide, helping combat global warming.

**Farmers and rural communities:** Organic practices are safe for farm workers and their families. Farmers are often land owners and organic premiums are invested in local communities.



- ✔ **Wildlife:** Birds and animals are spared poisonous pesticides and toxic chemicals in soil, air and water. Conventional farming can create a hostile environment for wildlife and devastate entire eco systems.

- ✔ **You, the consumer:** Try it, organic cotton will just feel better for your body, mind and soul! People with chemical sensitivity especially benefit from organic cotton as conventional cotton may retain harmful toxic residues and is often treated with toxic finishes.

## What is Fair Trade?

**Fair Trade** is a social and economic movement designed to improve the livelihood of farmers and factory workers. Under Fair Trade USA's model, consumers actively participate in the alleviation of global poverty by choosing independently certified products and supporting ethical supply chains.

## What does Fair Trade do?

- ✔ **Improves lives for farmers and gives a boost to rural communities:** Farmers can work without fear of exploitation. They benefit from training, safe practices, market assurance and fair financial credit. Rural communities can invest premiums in necessities like schools, healthcare and clean drinking water.

- ✔ **Benefits factory workers:** Fair Trade ensures no child labor, decent wages, benefits, health and safety standards in the workplace, the right to join trade unions, and a conducive work environment. Workers have the right to join trade unions and receive training to educate them about their rights. A direct contribution is also made into a workers fund to supplement wages.



- ✔ **Consumers enjoy higher quality, ethically made products:** The majority of garment workers worldwide are paid low wages, over-worked in unsafe, unhygienic sweatshop conditions, intimidated and deprived of basic human dignity. The 'Fair Trade Certified™' label presents an alternative and assures you that our products are independently certified by Fair Trade USA.

- ✔ **Allows better use of resources, protects the environment:** Fair Trade prices cover the costs of sustainable production. This allows farmers to use quality inputs and safer ecological methods that preserve the environment instead of degrading it.

- ✔ **Empowers women:** Women have equal representation on Fair Trade committees to help decide how premiums are spent. This benefits entire communities as they often invest in local businesses and community projects like child care and schooling. Fair Trade at the mill level mandates standards for maternity leave, healthcare and freedom from harassment.

# #5500 Rushmore Unisex V-neck Poly Blend









Stay dry and comfortable in this great looking active tee.

## PRODUCT DETAILS

Soft organic cotton meets moisture wicking rPET fiber in a 60-40 blend to make this eco-friendly, practical t shirt perfect for activity. 4.5-5 oz. medium wt. 30/1 jersey knit. Quick dry, breathable fabric resists wrinkles, has stretch, & renders beautiful mélange colors. Rib V-neck, side seam, high quality look in a slightly fitted style. XS-3XL. Tear-away labels. MSRP: \$19.95



ID 1010251

- Pearl White 
- Ebony 
- Berry Red 
- Storm Blue 
- Goldenrod 
- Heather Grey 



\*Organic Fair Trade Cotton produced by Chetna India farmers  
 \*Recycled PET fiber reduces waste and lowers carbon footprint  
 \*Union Made in Fair Trade USA® Approved Facility  
 \*Dyed with low-impact, colorfast non-animal dyes  
 \*Quality stitching, high end look  
 \*Enzyme washed for extra smoothness and excellent printability

# #5200 Everest Unisex Organic Tee









This soft & lightweight tee will quickly become one of your favorites.

## PRODUCT DETAILS

Short Sleeve Unisex Tee in ring-spun, combed organic cotton. 30 singles jersey knit, 4.5 oz. wt. Fine double-needle stitching, ribbed crew-neck, side seam. Slightly fitted look, soft and well-made basic tee in a lighter weight. XS-3XL. Tear-away labels, separate size label. MSRP: \$14.95



ID 1010251

- Natural 
- White 
- Black 
- Slate 
- Pumpkin 
- Vintage Purple 



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 \*Quality stitching, high end look  
 \*Enzyme washed for extra smoothness and excellent printability

# #5001 Olympian Unisex OrganicTee



One of our top sellers; a classic unisex-style tee for every season.

# #5704 Cascadian Unisex Long Sleeve OrganicTee



Perfect for layering on those chillier days.



ID 1010251

## PRODUCT DETAILS

Short Sleeve 5-5.6 oz. medium wt. tee in soft, ring-spun, combed organic cotton. Single jersey knit, fine double-needle stitching, ribbed crew-neck, side seam. Comfortable, relaxed fit. XS-3XL. Tear-away labels available, please ask. MSRP: \$19.95

- Natural 
- White 
- Black 
- Dark Brown 
- Camel 
- Granite 
- Sage Green 
- Forest Green 
- Marine Blue 
- Sky Blue 
- Navy 
- Maroon 



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ID 1010251

## PRODUCT DETAILS

Long Sleeve Unisex Tee in high quality, ring-spun, combed cotton. 5-5.6 oz. medium wt. Soft, single jersey knit, fine double-needle stitching, ribbed crew-neck & sleeve cuffs, side seam. Nicely styled! Tear-away labels available, please ask. S-3XL. MSRP: \$27.45

- Natural 
- Black 
- Forest Green 
- Granite 
- Navy 



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#5800  
**Eldorado**  
Unisex Short Sleeve Organic Polo



*A reliable staple for  
work, play or any day.*

**PRODUCT DETAILS**

Short Sleeve Unisex polo in ring-spun, combed organic cotton. Soft and comfortable feel with a high end finish and excellent drape. Pre-shrunk. Pique knit in 6.5 oz. medium wt. Fine double-needle stitching, 3-button 1.5" placket with matching buttons, flat knit collar and sleeve cuffs. Side seam construction. Tear-away labels. XS-3XL. MSRP: \$29.95



ID 1010251

White



Black



Navy



# Acadia Women's Long Sleeve



\*Organic Fair Trade Cotton produced by Chetna India farmers

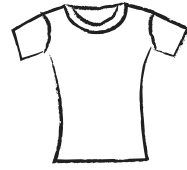
\*Union Made in Fair Trade USA® Approved Facility

\*Dyed with low-impact, colorfast non-animal dyes

\*Quality stitching, high end look

\*Enzyme washed for extra smoothness and excellent printability

# #1403 Altai Women's OrganicTee



*Slightly fitted,  
flattering cut...the  
perfect everyday tee.*

## PRODUCT DETAILS

Short Sleeve Women's Tee in super soft, stretchable 1x1 baby-rib knit. Nicely shaped cut, high quality, ring-spun, combed cotton in 5.3 - 5.8 oz. medium-heavy wt. Fine double-needle stitching, cover stitched neckline.

S: 6, M: 8, L: 10, XL: 12, 2XL: 14. MSRP: \$19.95



ID 1010251



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 \*Quality stitching, high end look  
 \*Enzyme washed for extra smoothness and excellent printability

# #1262 Acadia Women's Long Sleeve OrganicTee



*The ideal layer for  
cooler weather.*

## PRODUCT DETAILS

Long Sleeve Women's Tee in super soft, stretchable 1x1 baby-rib knit. Nicely shaped cut, high quality, ring-spun, combed cotton in 5.3 - 5.8 oz. medium-heavy wt. Fine double-needle stitching, cover stitched neckline.

S: 6, M: 8, L: 10, XL: 12, 2XL: 14. MSRP: \$27.45



ID 1010251



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# #9125 Palomar Youth/Women's Organic Tee



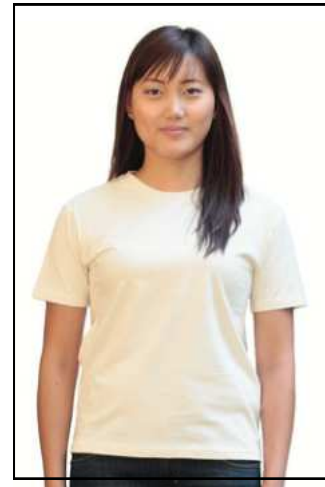
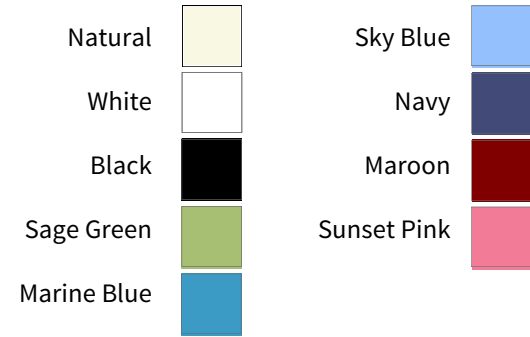
A classic cut youth tee in several color options.

## PRODUCT DETAILS

Short Sleeve Tee in youth/women's sizes. Soft, ring-spun, combed cotton in 5 -5.6 oz. wt. Single jersey knit, fine double-needle stitching, ribbed crew-neck. S: 8/10, M: 10/12, L: 12/14. MSRP: \$17.45



ID 1010251



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 \*Quality stitching, high end look  
 \*Enzyme washed for extra smoothness and excellent printability

# #8240 Annapurna Toddler Organic Tee



A comfortable, soft, and 100% natural choice for the little ones.

## PRODUCT DETAILS

Safe, comfortable and sturdy tee for play, study, nap time and anytime! Short Sleeve Tee, dyed with safe, environmental dyes. Fine double-needle stitching, crew-neck. 5 -5.6 oz. medium wt. single jersey knit. Sizes 2T, 4T and 6. MSRP: \$14.95



ID 1010251



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 \*Quality stitching, high end look  
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#7057  
**Akashi**  
 Short Sleeve Baby One-Piece









*Super soft, safe, and comfortable baby bodysuit in a fine rib-knit.*

**PRODUCT DETAILS**

Short Sleeve baby bodysuit in super soft, stretchable 1x1 baby-rib knit. Pure organic cotton comfort in 5.3 - 5.8 oz. medium-heavy wt. ring-spun, combed cotton. Lap shoulder neckline for ease of dressing, 3 snap closure. Low-impact dyes. Not intended for sleepwear. XS (0 mos.), S (6 mos.), M (12 mos.), L (18 mos.) MSRP: \$14.95



ID 1010251

- Natural 
- White 
- Sage Green 
- Sky Blue 
- Maroon 
- Sunset Pink 



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#7200  
**Balkan**  
 Long Sleeve Baby One-Piece




*A long-sleeved version of our popular baby onesie.*

**PRODUCT DETAILS**

Long Sleeve baby bodysuit in super soft, stretchable 1x1 baby-rib knit. Pure organic cotton comfort in 5.3 - 5.8 oz. medium-heavy wt. ring-spun, combed cotton. Lap shoulder neckline for ease of dressing, 3 snap closure. Low impact dyes. Not intended for sleepwear. XS (0 mos.), S (6 mos.), M (12 mos.), L (18 mos.) MSRP: \$17.45



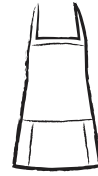
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- Natural 
- White 
- Sage Green 
- Sky Blue 
- Maroon 
- Sunset Pink 



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# #2185 Napa Organic Twill Apron



ID 1010251

## PRODUCT DETAILS


Bib apron in medium-wt. organic cotton twill: Classic 3-pocket style. A perfect work-apron for the sustainable industry, restaurants and food establishments. High-quality, fine twill is sturdy, drapes nicely and accepts printing/embroidery well. Comfortable 0.75" wide neck strap, extra-long ties, reinforced stitch at stress points. 28" wide x 25" long. MSRP: \$29.45

- Natural 
- White 
- Black 



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 Forest Green



# #2500 Tuscany Twill Apron

## PRODUCT DETAILS

Our full length bib apron in fine organic twill provides coverage with style. Great for cafes, eateries, garden shops, craft stores and grocery stands; you'll like its sleek, professional look, clean finish and large printable area! 27" wide x 35" long. 45" long with straps. 26" long ties, two 7.5" pockets, adjustable neck strap. Tear-away tags. MSRP: \$29.45

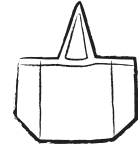




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*We offer both full length  
and half aprons to suit  
any occasion!*

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 \*Quality stitching, high end look  
 \*Enzyme washed for extra smoothness and excellent printability

# #4900 Harvest Large Canvas Tote



Natural   
Black 



## PRODUCT DETAILS

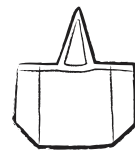
Sturdy and durable certified organic cotton tote in a size that's perfect for grocery shopping. Reinforced, long handles allow use as shoulder bag. Medium/heavy wt. 2x2 woven fabric. Can be printed or embroidered. 13" wide x 14" tall with 7.5" deep gusset. Double handles 22" long x 1" wide. One Size. MSRP: \$10.95





ID 1010251

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\*Quality stitching, high end look  
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# #4700 Deli Small Twill Tote



Natural   
Black 

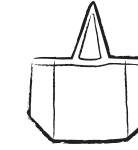


## PRODUCT DETAILS

Small size tote in sturdy organic cotton 2x2 woven twill. Makes a handy tote for green gift packaging and provides an eco-friendly alternative to paper bags for gourmet delis, bakeries, boutiques, wine shops and specialty stores! Allows printing/embroidery. 8" wide x 9.25" tall with 5" deep gusset. Double handles 12.5" long x 0.5" wide. One size. MSRP: \$7.95



 Natural



# #4800 Market Large Sheeting Tote

## PRODUCT DETAILS

Our no frills natural unbleached organic cotton bag works hard and is easy to keep handy for everyday use! 20 singles woven sheeting fabric in light weight 4.1 oz. wt. Tear-away label. Smooth surface allows printing and embroidery. 13" wide x 14" long with 7.5" gusset. Reinforced double handles 22" long x 1" wide. One Size. MSRP: \$6.50




ID 1010251

\*Organic Fair Trade Cotton produced by Chetna India farmers  
\*Union Made in Fair Trade USA® Approved Facility  
\*Natural, unbleached organic cotton  
\*Durable, washable, reusable

*Natural unbleached tote and bags.*

# #4010 - 4050 Farm Stand Drawstring Bags



 Natural



## PRODUCT DETAILS

Natural unbleached organic cotton bags in four sizes to cover a variety of packaging, toting and storage needs! 20 singles woven sheeting fabric in light weight 4.1 oz. wt. Tear-away label inside. Smooth surface allows printing and embroidery. Cotton cord drawstring closure. Inside Dimensions: Small: 8" w x 7.75" h, Medium: 6" w x 10" h, Large: 12" w x 13.5" h, XL 13" w x 15.5" h. MSRP: \$15.00 - \$29.40

# #4500 TerraViva Organic Gift Bags



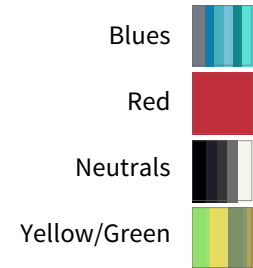
An eco-friendly gift bag in an assortment of colors.

## PRODUCT DETAILS

These eco-conscious gift bags are gifts in themselves! Made of soft organic cotton, they make simple yet elegant packaging for products, giveaways and samples, wine and more. Eco-dyed in colorful hues, with satin drawstring closure. Pick from color categories, which may include several shade options. Inside dimensions: 6.5"w x 11.5"h, interlock knit fabric has lot of stretch. MSRP: \$4.95



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# Deli & Market Tote

# Size Guide

Width is measured from under arm to under arm across the chest.  
 Shirt Length is measured from top of shoulder to bottom hem.

# Color & Fabric Guide

Shade variations may occur from lot to lot.  
 Fabric swatches available - please ask.

## MEN/UNISEX

Olympian #5001, Cascadian #5704, Eldorado #5800	<b>XS</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>XL</b>	<b>2XL</b>	<b>3XL</b>
Width	17.5	20	21	22.75	24	25.25	26.75
Fits chest sizes	29-31	32-34	35-38	39-41	42-44	45-48	49-52
Everest #5200, Rushmore #5500	<b>XS</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>XL</b>	<b>2XL</b>	<b>3XL</b>
Width	17.5	19.5	21	22.5	24	25.25	26.75
Fits chest sizes	29-31	32-34	35-38	39-41	42-44	45-48	49-52

## WOMEN

Altai #1403, Acadia #1262	<b>S: 6</b>	<b>M: 8</b>	<b>L: 10</b>	<b>XL: 12</b>	<b>2XL: 14</b>
Width	16	17	18.5	20	21.5
Fits chest sizes	32-35	36-38	39-41	42-44	45-48
Additional	This tee has a lot of stretch, though it is not cut to be body-hugging. Move up a size for a looser fit or size down for a snug fit.				

## YOUTH/UNISEX

Palomar #9125	<b>S: 8/10</b>	<b>M: 10/12</b>	<b>L: 12/14</b>
Width	16.5	17.5	18.5

## TODDLER




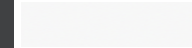









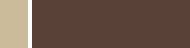







Annapurna	<b>2T</b>	<b>4T</b>	<b>6</b>
#8240 Width	12	13.5	14.5

## BABY

Akashi #7057, Balkan #7200	<b>S: 6</b>	<b>M: 8</b>	<b>L: 10</b>	<b>XL: 12</b>
Width	7.75	8.5	9.5	10.5
Length	13.75	14.5	15	16.75
Additional	This knit will stretch width-wise to fit.			

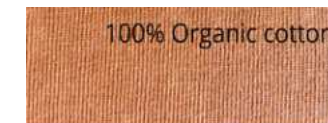
**\*Please remember:** these are measurements for the clothing, not for the body! Actual measurements may vary slightly.

**\*Note:** you may choose to go up or down in size depending on body proportions and preference for snug or loose fit, especially is chest measurement is on the cusp.

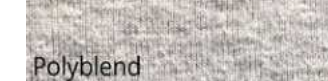
 White Bleached with Hydrogen Peroxide	 Natural Undyed, Natural Color of Cotton	 Black <b>PANTONE</b>	 Pearl White Mélange 19-4205 TPG	 Ebony Mélange	 Heather Grey Mélange	 Storm Blue Mélange
 Berry Red Mélange	 Goldenrod Mélange	 Slate <b>PANTONE</b> 16-4114 TCX	 Pumpkin <b>PANTONE</b> 16-1731 TPG	 Vintage Purple <b>PANTONE</b> 18-3531 TCX	 Camel Brown <b>PANTONE</b> 14-1112 TPG	 Dark Brown <b>PANTONE</b> 19-1118 TCX
 Forest Green <b>PANTONE</b> 18-0422 TPG	 Navy <b>PANTONE</b> 19-4028 TPG	 Sage Green <b>PANTONE</b> 14-0226 TPG	 Sky Blue <b>PANTONE</b> 16-4021 TPG	 Sunset Pink <b>PANTONE</b> 16-1731 TPG	 Granite <b>PANTONE</b> 18-5203 TPG	 Marine Blue <b>PANTONE</b> 17-4328 TPG

 Maroon <b>PANTONE</b> 19-1532 TPG
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\*Before using, understand that the colors shown on this guide are computer simulations of the PANTONE Colors and may not match PANTONE-identified color standards.  
 Reference: [www.pantone.com](http://www.pantone.com)



**Jersey Knit:** A standard fabric for t-shirts, you'll see a small, even, close grained knit, where the front has very fine vertical lines, and the back a more flattened appearance. Our jersey knit comes in a light and medium weight and tends to be soft and flexible with a bit of stretch. A majority of our jersey knit tees, made of 100% organic cotton, make for an even, solid color, whereas our jersey knit poly blend tee renders a mélange finish. It takes printing well due to its smooth texture.



**Pique Knit:** Characterized by parallel cords, this textured surface has tiny grooves that give the fabric an attractive 3-dimensional quality. Pique is considered a standard knit for higher quality polo style shirts. Printable with a heavier ink, best suited for embroidery.



**1x1 Baby Rib Knit:** A fine knit with thin, vertical ribs where the space between each rib is the same width as the rib. This allows a generous amount of stretch and movement ideal for baby and women's fitted styles. Takes printing, renders especially great results with water based inks. Plastisol inks may require low viscosity with a reducer or stretch additive to avoid cracking.



**Twill:** A woven fabric, twill has a pleasing pattern of parallel ribs running diagonally. This durable fabric feels strong and tends to hold its shape. For our aprons and some totes, we chose this slightly more expensive fabric over canvas as it drapes better, is softer, pliable and less prone to wrinkles and soiling. Takes printing well, may need heavier inks and longer curing.



**Canvas:** A strong, sturdy and typically thicker fabric, canvas works well for shopping bags, backpacks and totes. We currently use it for our standard size Harvest tote.



**Sheeting:** A plain weave fabric often used in bed linen, sheeting is a heavier and coarser type of muslin. Its firm, closely woven yarn is durable, yet light-weight and breathable. We use washed, unbleached sheeting for our basic low cost tote and produce bags. The flat and smooth surface takes well to printing. After wash this fabric will retain a crushed look if not ironed.



# Connect With Us

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