

PARTNERSHIP *Gallery*

Stormy Kromer is an iconic apparel brand in the Midwest. Founded in 1903 by George “Stormy” Kromer in Kaukauna, Wisconsin, their signature hat came to represent Midwestern railroad workers and later became a staple of outdoorsmen. Jacquart Fabrics, led by Bob Jacquart, acquired the rights to the iconic name and apparel line in 2001, just as production of the iconic hat was set to end.

Saving the brand was just the beginning of this new chapter. Bob’s team had their work cut out for them if Stormy Kromer was going to thrive as it had in its heyday. By 2006, Jacquart Fabric Products Product’s contract business was 80% of its sales while Stormy Kromer’s revenue was the remainder. And one great partner company made 85% of this contract business. If something happened to this partnership, the brand would go under! Bob and the team approached InitiativeOne as a partner in establishing powerful shared norms and expectations of their internal team and for their partner businesses.

Today, Stormy Kromer enjoys warm, respectful, and productive relationships with a variety of partners and clients. They’re no longer dependent on one major contract for most of their revenue. Stormy Kromer’s collaboration with InitiativeOne has helped establish positive accountability within the company. Check out the company’s incredible line of products available at retailers throughout the Midwest and at www.stormykromer.com!

