

HOLD FAST[®]

To Faith, Family and Freedom

hold•fast \hōl(d)-,fast\
to continue to believe
in or adhere to an idea
or principle.

Sales Presentation



Patriotism in America

85% OF AMERICANS consider themselves very patriotic*

More than feelings, Americans feel patriotism requires **ACTION** such as serving in the military, voting, or volunteering**

PUBLIC DISPLAYS of our patriotism include:

- Attending commemorative events
- Being a good citizen
- Caring for our Veterans
- Displaying the American Flag

* [statista.com/study/28933/patriotism-in-the-us-statista-dossier/](https://www.statista.com/study/28933/patriotism-in-the-us-statista-dossier/)

** [democracy.psu.edu/poll-report-archive/there-are-many-ways-to-be-patriotic](https://www.democracy.psu.edu/poll-report-archive/there-are-many-ways-to-be-patriotic)



HOLD  FAST.

To Faith, Family, and Freedom

Clothed in Faith, Family & Freedom

- Hold Fast is PRO-MILITARY, PRO-VETERAN, PRO-FAITH, PRO-FAMILY, and PRO-FREEDOM
- Hold Fast Apparel & Gifts are designed for the man or woman who knows what they stand for and are not afraid to show it
- Skyrocketing sales of Hold Fast is proof that America has never been more focused on the values that the country was founded on
- Hold Fast is backed by Kerusso, a 35+ year old Christian-owned faith and patriotic company focused on pointing people to the Gospel



The **HOLD** **FAST**® Customer

- Proud to be Christian and an American
- Provider, protector, and tough when needed
- Strong work ethic and highly disciplined
- Honors the Flag, the Constitution, and our Military
- Public servant and active in their community
- Rugged, self-reliant, and hard-working



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Word on the Street about **HOLD** **FAST**®

“Hot sellers! Always a pleasure working with this company. They are the kindest business and prayer warriors out there! Quality and design are perfect, our customers enjoy!”

BUYER | Roasted Coffee Depot

“Hold Fast shirts have been super-fast sellers for us. We had our first order for three days and sold half of them. Can’t wait to get more!”

JENNIFER | Ridge Marketplace

“These T-shirts are some of the best sellers that we have put in our store!”

BUYER | Sons of Liberty Inc.

“Great designs with a thought that everyone needs to keep in mind these days! I love how soft Hold Fast shirts are and they fit great!”

JAN F. | Hold Fast Fan

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Our Partners

We support those who care for our heroes by donating a portion of sales from Hold Fast apparel, caps, and drinkware to the following:



MIGHTY OAKS

★ FOUNDATION ★





Recognition and Awards



7x INC. 5000 HONOREE
Fastest-Growing, Privately-Held Company List



6x IMPRESSIONS AWARD WINNER
Design Categories Impressions Magazine



6x CHRISTIAN RETAILER'S CHOICE AWARD WINNER
Apparel and Gift Categories



#1 BEST INSPIRATIONAL GIFT VENDOR
Gifts & Decorative Magazine Reader Ranking 2022



#3 T-SHIRT BRAND – GIFTBEAT MAGAZINE
Apparel and Gift Categories



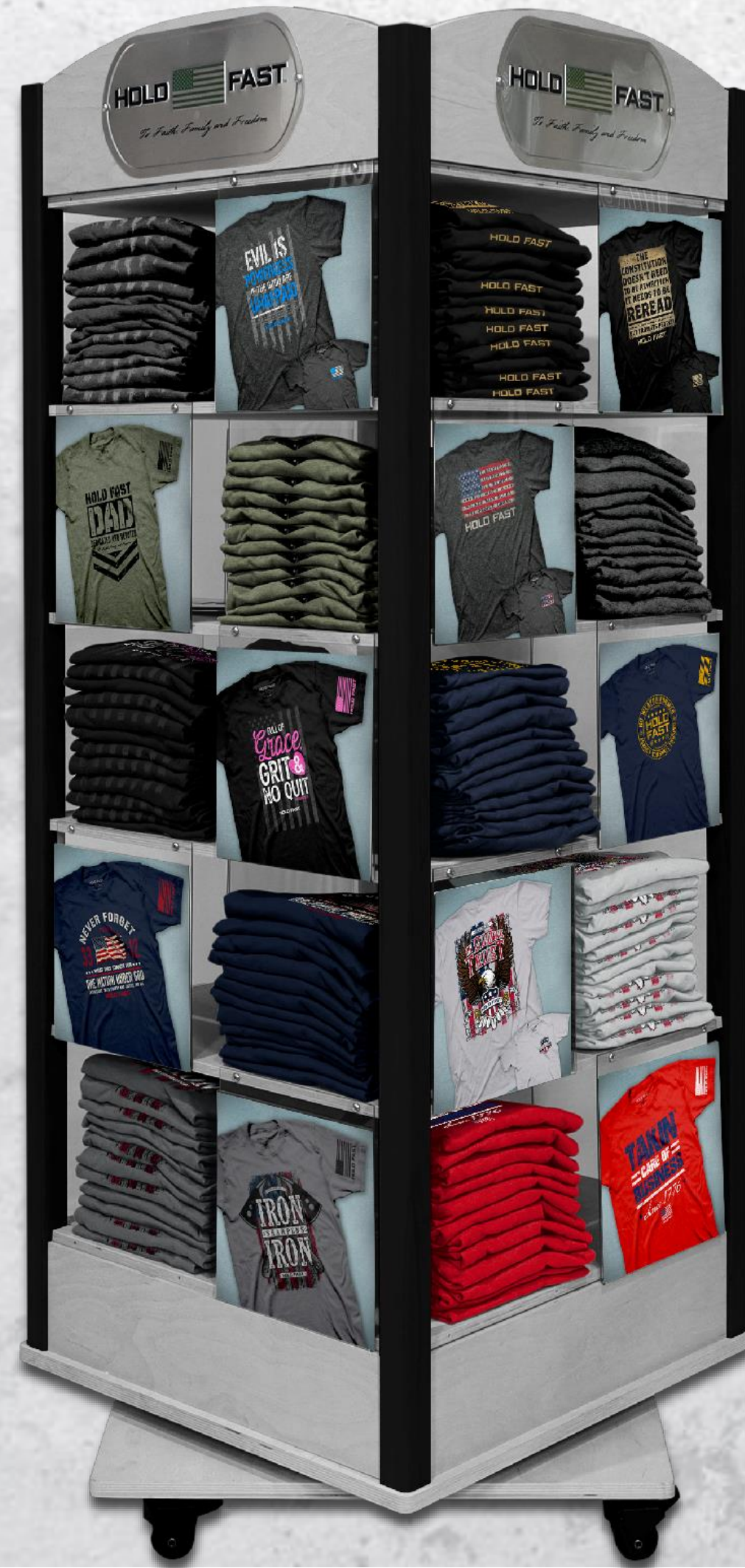
What makes **HOLD FAST** unique?

- Premium 100% soft ringspun cotton or cotton/poly blend
- Color-coordinating flag on left sleeve or front left chest
- Lightweight, trimmer fit, and tagless
- Printed neck label and hangtag
- Based in the USA with 2-3 day shipping to most parts of the Country



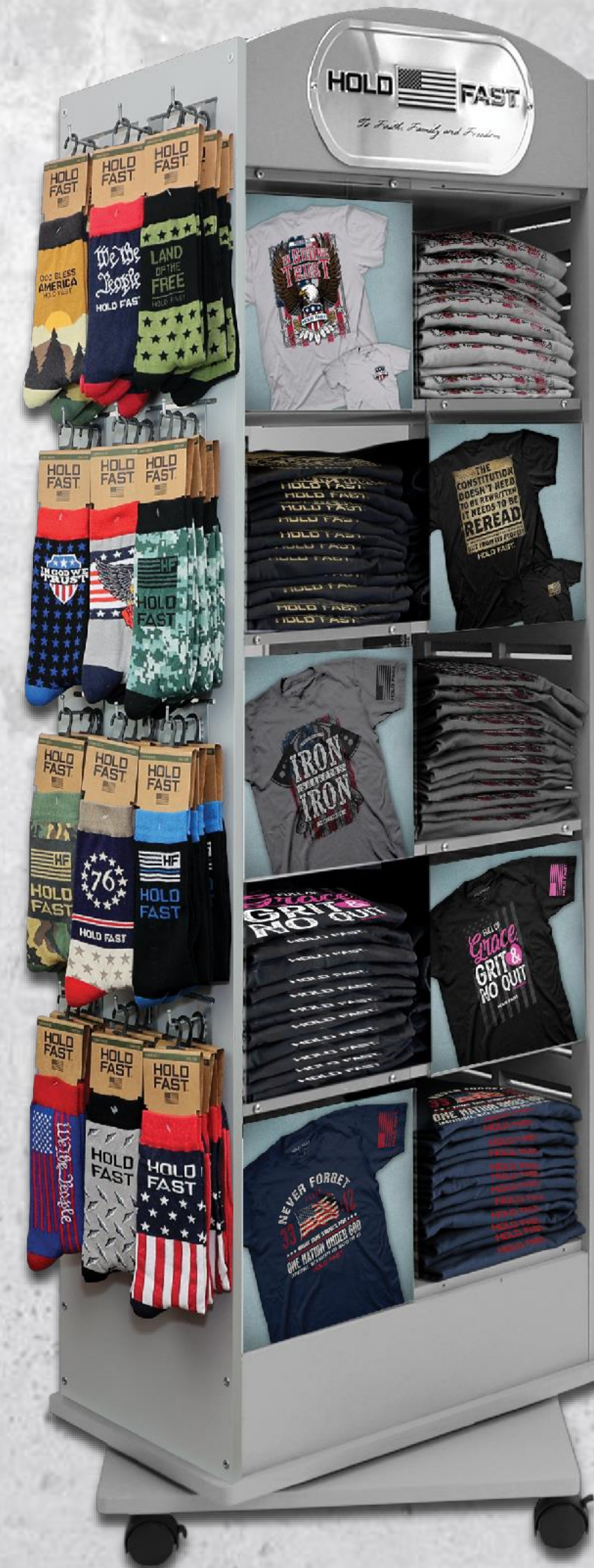
Merchandising Solutions

Sturdy, easy-to-move display options available!



HOLD FAST 20 DISPLAY

- Effectively displays 20 designs
- Holds over 240 T-shirts



HOLD FAST 10 DISPLAY

- Effectively displays 10 designs
- Holds over 120 T-shirts
- New Slatwall sides and hooks hold even more products

HOLD FAST

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Your **HOLD** **FAST**® Contact Information

Call: 800.424.0943

Fax: 870.423.3568

Email: sales@weholdfast.com

Website: weholdfast.com

Link to the [2023 Hold Fast Catalog](#)

Address: 402 Highway 62 Spur, Berryville, AR 72616

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