



LONGLEAF CAMO™

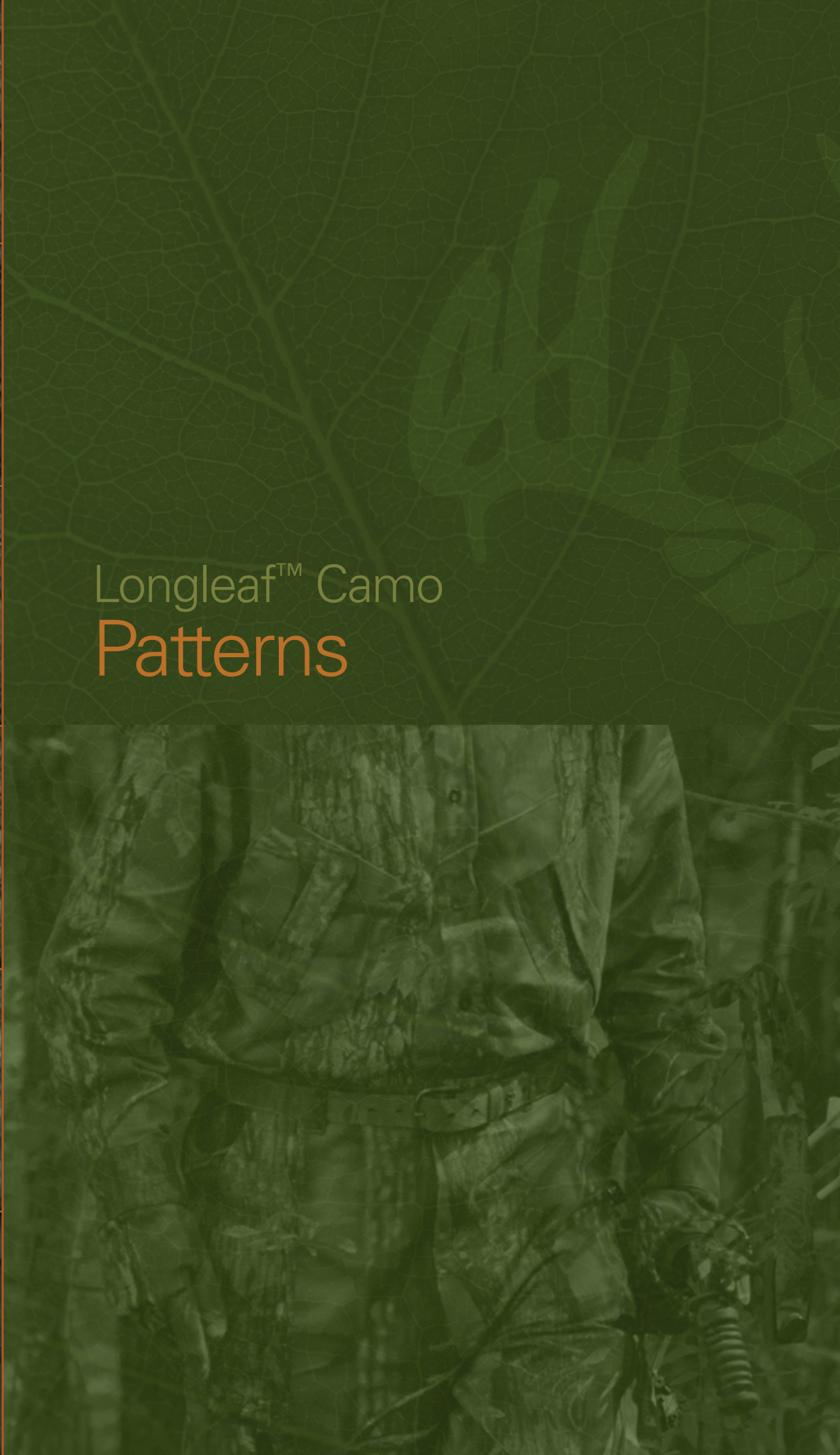
Only Nature Does It Better™



LICENSING • 2020



# Longleaf™ Camo Patterns





## About Longleaf™ Camo



Longleaf™ Camo is a leader among specialty camouflage designers, serving millions of active outdoor enthusiasts by catering to their passion and loyalty to hunting, fishing, hiking, bird watching, and much more.

Having successfully served the functional camo market since 2005, Longleaf Camo is now offering licensees and retailers fashion-forward designs that blend into natural rural, urban, and suburban environments.

From luxury to value channels, the question is no longer whether to include camo patterns in a product line, but which camo patterns, and at what price to the manufacturer.

Longleaf Camo addresses those questions with high-quality designs, flexible terms, and fast turn-arounds on approvals.

*Longleaf Camo is your go-to source for distinctive camouflage treatments.*



# Longleaf™ Camo: Standing Out While Blending In™



For almost 15 years, Longleaf Camo's realistic details, high definition and depth of pattern, as well as True Eye Definition (TED) Technology, have combined to create patterns not seen in the market before, and which continue to be the foundation of the company's portfolio.

Initially entering the market with distinctive vertical designs to emulate patterns most often seen in woodland environments, popular demand soon led Longleaf Camo to add open-field camo images. These three-dimensional motifs enable enthusiasts to literally disappear in both wooded and open terrain.



# Benefits of Working with Longleaf™ Camo:



In addition to offering the most distinctive and adaptable camo patterns available, Longleaf Camo is determined to be the easiest, most accommodating, and most economical camo company for licensees and retailers to work with:

- **Versatile Designs:** Longleaf Camo patterns are easily refreshed for changing seasons, fresh color palettes, and other fashion trends.
- **Flexible Terms:** Together with our licensees, we develop financial strategies that bring mutually beneficial partnerships to market quickly and economically.
- **Adaptable Workflow:** We conform our workflow to accommodate your processes and deadlines. Art is delivered to you in the best format for your products. Plus, pre-printed fabric from our reliable – and vetted – suppliers is available where appropriate.
- **Rapid Approvals:** Your time and schedules are critical. Because of the direct involvement of Longleaf Camo's owners, approvals are turned around in days – usually within 5 business days.

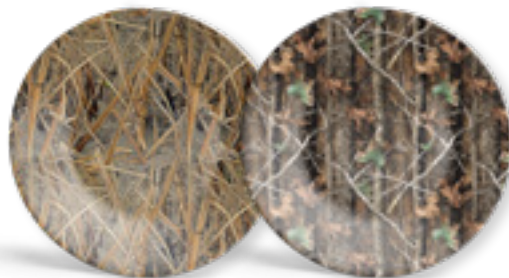


# The Next Stage

While delivering the best designs for hunting and fishing enthusiasts, Longleaf Camo is on track to become *the* name synonymous with camo for aligned market segments:



Longleaf™  
Kitchen Camo



**Longleaf Kitchen Camo** evokes the warmth and aromas of campfires and outdoor cooking, right at home. Whether in a farmhouse, a cabin in the woods, a suburban backyard or on an urban balcony, your customers will celebrate the patterns of nature on aprons, utensils, wall coverings, tailgating gear, and more.



## Longleaf™ Kids Camo



**Longleaf Kids Camo** brings camo into the nursery and beyond. From toddlers to teens, kids can mirror their parents' love of nature in everything from crib sheets to back packs to sneakers.

## Longleaf™ Urban Camo

COMING  
SOON!

**Longleaf Urban Camo** takes an exciting new approach to capture the "urban jungle" in which 80% of Americans live. The creative use of urban motifs evokes the excitement and energy of city life, in patterns that allow anyone to Stand Out While Blending In™.

## Let Longleaf Camo Help You Stand Out While Blending In.™

- Founded in 2005.
- Functional camo patterns serve the 102 million U.S. consumers who regularly participate in hunting, fishing, and wildlife activities (U.S. Dept. of Interior).
- Effective in every outdoors environment, from forest to open field.
- Extends the popularity of sporting patterns to lifestyle and fashion applications for all ages.
- New patterns and palettes update the line throughout the year.
- Commits to being the easiest, fastest to market, and most economical partner in the camouflage industry.

*Remember, Only Nature Does It Better.™*



LONGLEAF™ CAMO

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