



BRANDING OVERVIEW

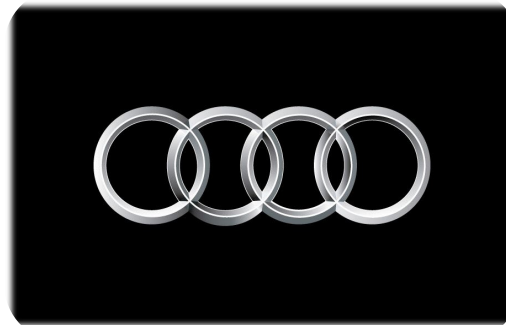
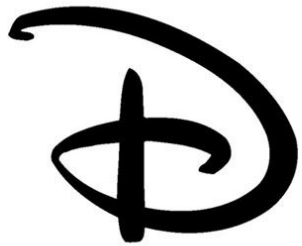
K N O S S A P P A R E L b y S A I

Agenda

- Introduction
- Brand DNAs
- Industry View
- The KNOSS Brand

INTRODUCTION

A BRAND is a product,
service, or concept that is
publicly distinguished from other
products, services, or concepts so
that it can be easily recognized,
communicated and usually
marketed





KNOSS

BRAND EXAMPLES

B r a n d s w i t h S t r o n g
I d e n t i t i e s a n d D N A s

5-11 Tactical



"Always be Ready"



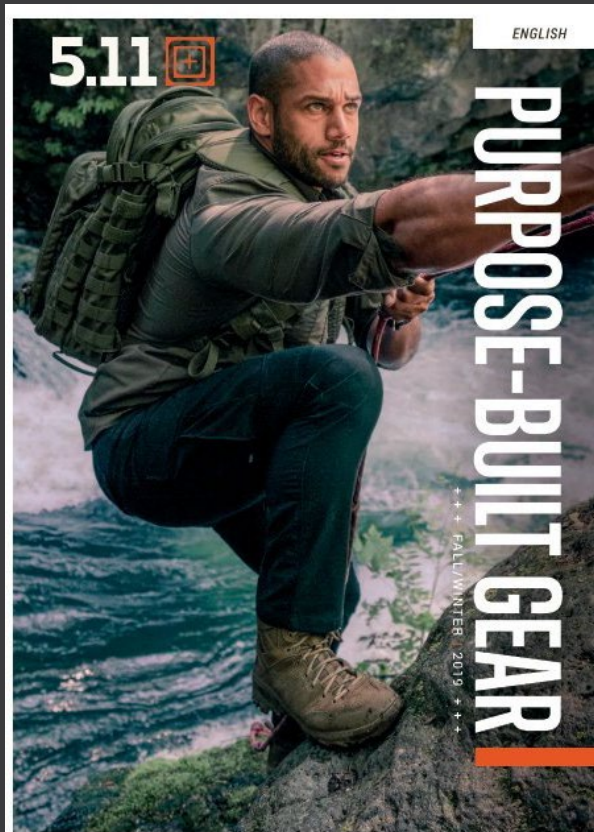
Purpose Built /
Comfort & Function



In Action /
On-the-Move



Rugged /
Specialized



TESTED TOUGH
to **OUTWORK** all the rest.



THE FUTURE IS BUILT.

BUILT

Ford

PROUD



**PROVING
GROUND**

Watch with Mike Rowe as F-150 takes on the other guys
in five tough tests that prove who performs best in the real world.

[▶ GET STARTED](#)

Ford



"Built Ford Tough"
"Built Ford Proud"



Tough / Tested /
Proven



On-the-Job /
On-the-Move



Hard-Working /
Outwork

Carhartt



High Standards / Trust



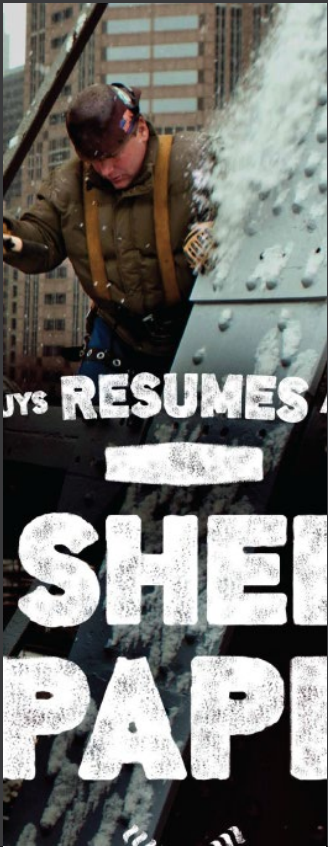
Better Than Any Other



Hands-On / In-Action



Relatable / Blue Collar





Yeti



"Wildly Stronger.
Keeps Ice Longer."



Strong / Durable /
Lasting



Convincing People
"You Need This"



Adventure /
Lifestyle

Ministry of Supply



“Radically Engineered” / “Inventing Apparel”



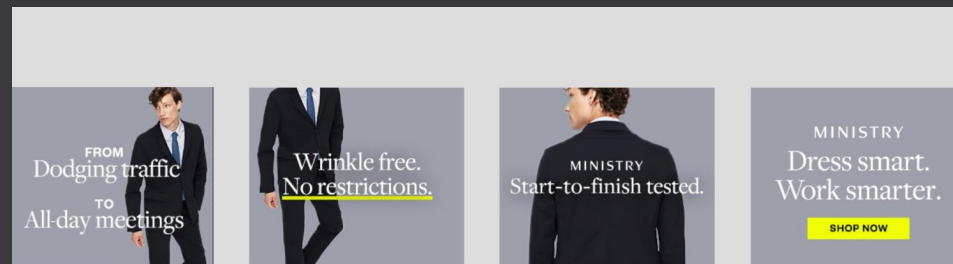
Made for Work and Play



Technical and Functional

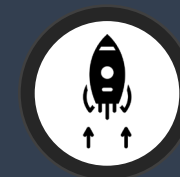


Designed with Wearer in Mind





Range Rover



"Above and Beyond"



Premium Quality /
Over Engineered



Ready for Action



High-End Lifestyle

UNTUCKit



"Designed To Be Worn Untucked"



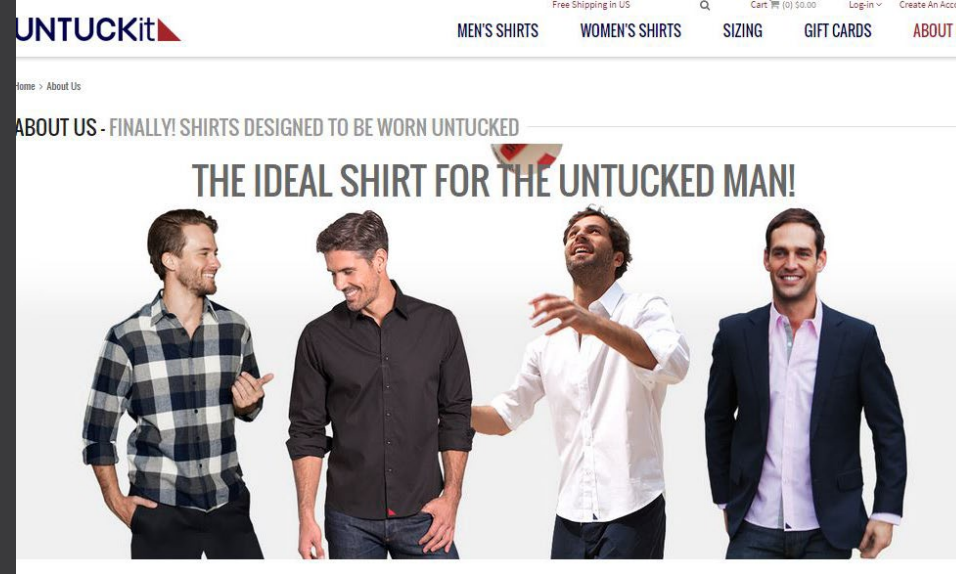
Focus on Differentiator



Ideal Shirt / Makes You Look Better



Community (Untucked Man) / Inclusivity



INNOVATION DOESN'T RES

ENGINEERED WITH PATENTED XT2 FIBER TECHNOLOGY WHICH BLEND
SILVER PARTICLES WITH PIMA COTTON FOR THE MOST LUXURIOUS
ANTIMICROBIAL PERFORMANCE UNDERWEAR.

You don't need more basics.
Maybe just better basics.

MACKWELDON.COM



Proof that you can be strong
and soft at the same time

We call them essentials, basics,
fundamentals. We'll leave the
superlatives to our customers.

MACKWELDON.COM

Mack Weldon



"Reinventing Men's
Basic"



Making Better
Basics



Function & Comfort
Focused



Thoughtful
Technical Fabrics

INDUSTRY VIEW

Industry and
Competitive Landscape

**READY TO
SERVE**

NO MATTER HOW
THE WORLD EVOLVES,
WE ARE HERE.

WITH THE LARGEST ACTIVE
IN-STOCK INVENTORY WORLDWIDE,

NOW MORE THAN EVER **WE HAVE THE UNIFORM APPAREL YOU NEED.**

**EDGETEC
COLLECTION**

The ultra-comfortable and lightweight yet durable fabric of the budget-friendly **EdgeTec** collection of pants, shirts, and shorts prevents wrinkles and holds up against everyday demands in the field.

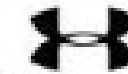


Blauer
SERIOUS PROTECTION

LEADING INNOVATION FOR OVER 80 YEARS



Under Armour Tactical Gear



**PROTECT
THIS HOUSE**



BLUE GOODS

Fechheimer (Flying Cross / Vertx), Blauer, Propper, 5-11,
UA Tactical, Condor, Tru-Spec

KN OSS

BLUE GOODS



Tradeshow & Buyer
Show Presence



POS Marketing



Retail Visual
Merchandising



Retailer Incentives
& Wholesale Pricing



RED KAP
• 1923 •

NEW STYLES NOW FEATURED

Look for the red ribbon to find Red Kap® top performers available by special order.

SHOP RED KAP® NOW

FEATURE ITEM
Special Order Only



ESSENTIAL PERFORMANCE WEAR
2020

EssentialPerformanceWear.com

HARRITON®

what's your work style?

no-nonsense polished & professional hands-on on-the-go

SANMAR
EVERYDAY STYLE
THAT PERFORMS

UNIFORMS FOR EVERY SEASON

THREE COLLECTIONS TO HELP COMPANIES SUCCEED IN ANY ENVIRONMENT

IN THE OFFICE **ON THE GO** **IN THE FIELD**

CORPORATE AND UNIFORMING

Sanmar, alphabroder, Stormtech, Trimark, Edwards, Red Kap, Blue Generation, Cintas

CORP. & UNIFORM



Solution Provider /
First Call



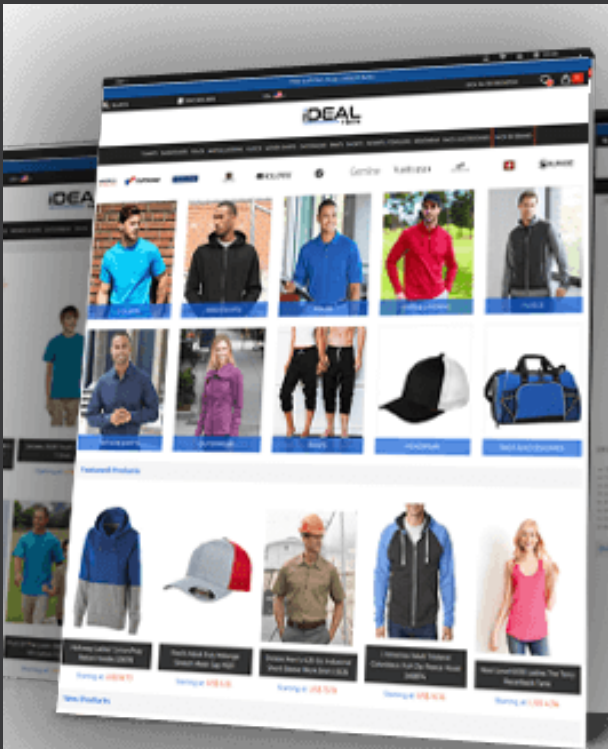
Digital and
Marketing Tools



Sales Campaigns



Industry &
Customer Support
Presence



SAMPLES

most effective way to let your customer see & touch their apparel choices.

Grommets & Non-Grommets 25-50% Off
per year • Limit of 2 pieces per style, size, color • Regular freight charges apply

GROMMETED SAMPLES

FF • LIMITED WAREHOUSES & BRANDS • DELIVERY:

BRANDS AVAILABLE GROMMETED

50% OFF BRANDS

DEVON & JONES

HARRITON

TEAM

extreme.

NORTH END

25% OFF BRANDS

Marmot

SPYDER

has a professionally printed hang tag attached. The hang tag is inserted into the garment with a grommet. All grommeted sample orders are warehouse. Freight charges apply. Grommeted samples are non-returnable.

NON-GROMMETED SAMPLES

UP TO 50% OFF • AVAILABLE FROM ANY WAREHOUSE

50% OFF BRANDS

HARRITON

NORTH END

TEAM

CORE

extreme.



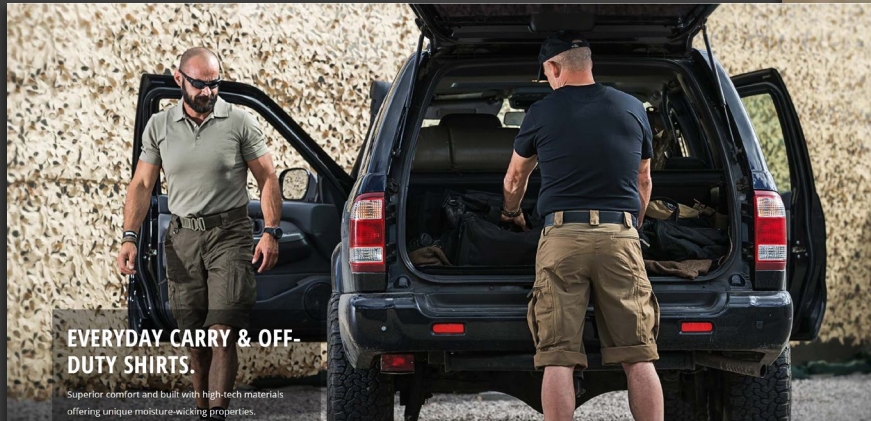
KNOSS

P O S S I B I L I T I E S

Knoss Logo Concepts



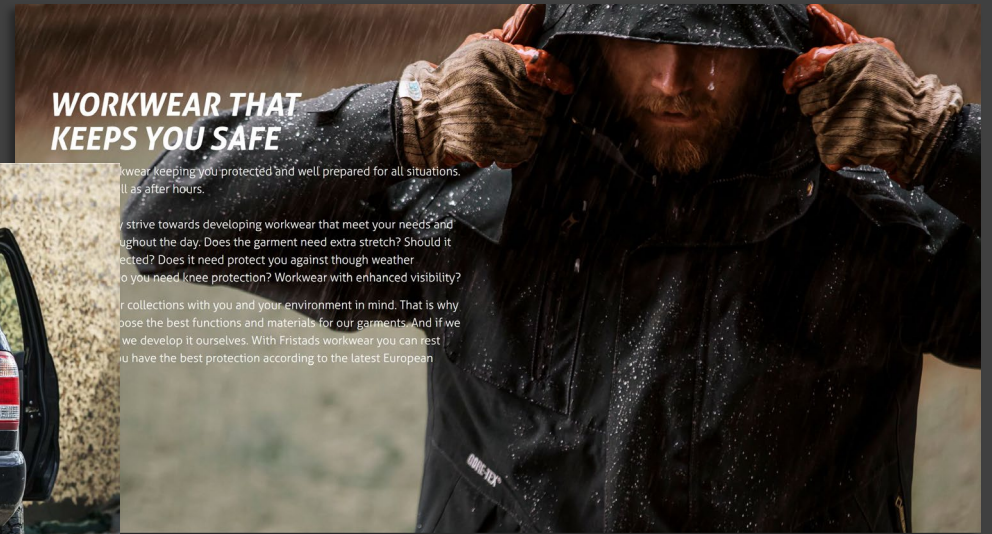
KNOSS...



EVERYDAY CARRY & OFF-DUTY SHIRTS.

Superior comfort and built with high-tech materials offering unique moisture-wicking properties.

EVERYDAY CARRY & OFF-DUTY SHIRTS.



WORKWEAR THAT KEEPS YOU SAFE

Workwear keeping you protected and well prepared for all situations. All as after hours.

...strive towards developing workwear that meet your needs and throughout the day. Does the garment need extra stretch? Should it be protected? Does it need protect you against tough weather? Do you need knee protection? Workwear with enhanced visibility?

...r collections with you and your environment in mind. That is why we pose the best functions and materials for our garments. And if we develop it ourselves. With Fristads workwear you can rest assured you have the best protection according to the latest European



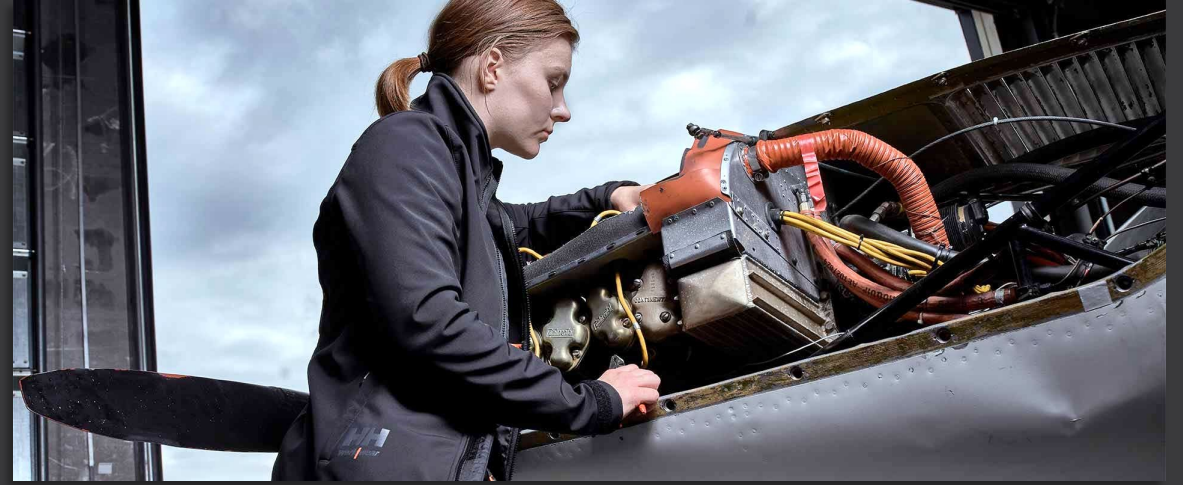
...is CRAFTED for you

KNOSS...



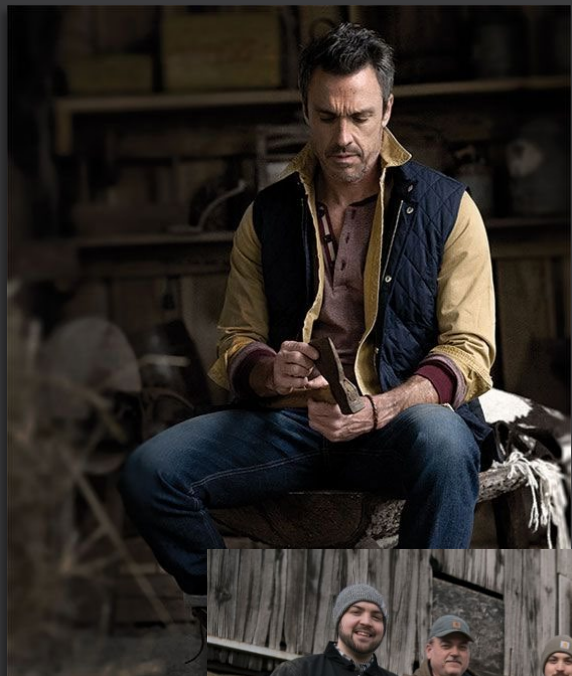
...WORKS with you

KNOSS...



...is **EVERYDAY** life

KNOSS...



...is AMERICAN CLASS

KNOSS

M a r k e t i n g C o n c e p t s

PHYSICAL PRESENCE



"THE SILENT" SALES MAN"



DIGITAL PRESENCE



WEBSITE ARCHITECTURE

WEBSITE "NON-CUSTOMER"

with account Log-In

WEBSITE "CUSTOMER FACING"

- Brand Image and Identity
- Informative
- Browsing and Mobile Friendly
- Future Proof

- E-Commerce
- Inventory view
- Account details
- Marketing and supporting tools

WEBSITE BACK-END INTEGRATIONS

- E-Commerce, fulfillment, logistics
- ERP, Inventory Management, API/EDI
- Reporting and real time data
- CRM and order management
- Future Proof

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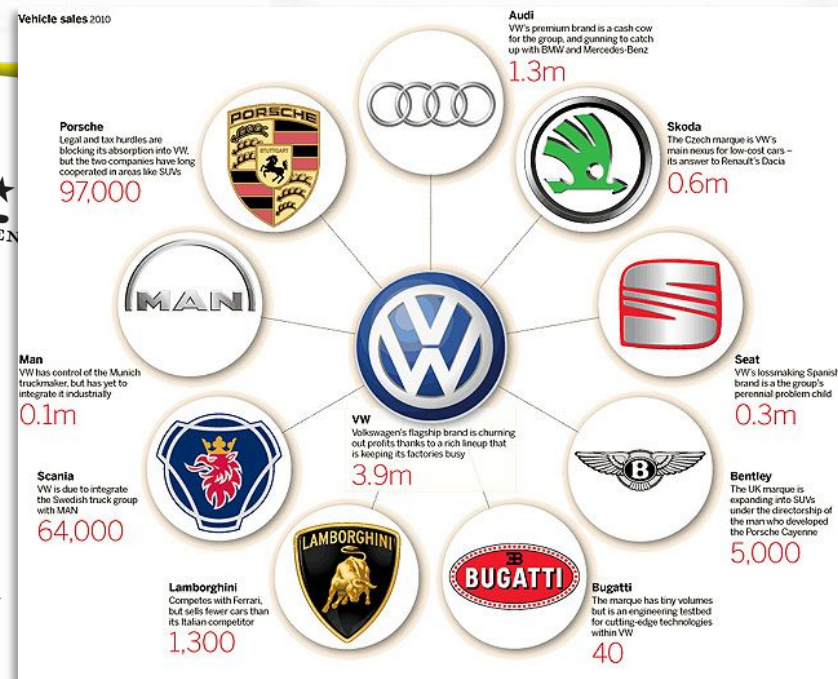
C o l l e c t i o n C o n c e p t s

COLLECTION CONSIDERATIONS

	GOOD	BETTER	BEST
Price Point	\$	\$\$	\$\$\$
Technology	Functional	Performance	Innovation
Product Type	Commodity	Outfitting	Trendy
Lifecycle	Long	Medium	Short
Pricing Strategy	Aggressive / High Volume	Average / Outfitting	High GM% / Room for Discount
Colors	Wide	Narrow	Limited / Fashion

COLLECTION CONSIDERATIONS

Collections should be determined by purpose, including industry, end-use, price point, performance, fabric etc...



COLLECTION PRODUCT CONCEPTS



POLOS

Performance | Texture | Fabrics | Colorblock
Companions | Variations | Families
Pocket | Collar & Hems | IL & Snaps | Tactical



COLLECTION PRODUCT CONCEPTS



WOVENS

Functions | Construction | Fabrics | Stretch
Companions | Families
Pocket | Industrial Launder | Occupation

COLLECTION PRODUCT CONCEPTS



LAYERING

Weights | Performance | Finishing | Styling
Companions | Families | Variation
End-User Environment | Standalone Designs

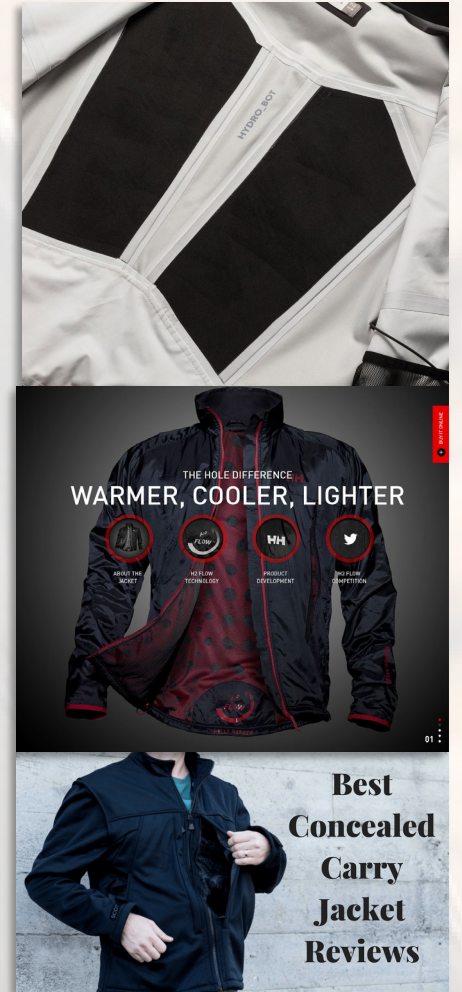


COLLECTION PRODUCT CONCEPTS



OUTERWEAR

Climate Protection | Features | Innovation
Companions | Shared Platforms
Accessorize | Dramatic Story-Telling



Thank You