



# AT THE HEART OF EVERYTHING.

## IT'S MORE THAN JUST NUMBERS.

You need numbers, sure. That's just math. But you need *more*. The *heart* of it. You need the *how*, yes, but you need the *where*, the *why*. And, perhaps above all else, you need the *who*.

We make belts, right? Good ones? No, *great* ones. But that's just the *math*. How? We work meticulously to meet (no, *exceed*) any standard and at the same quality. But you already knew that. Just more math. You need more. Where is the *heart*?

Where? Here, that's where. Here? The USA. No...*where*? More specific. Where in the USA? Oklahoma. Where in Oklahoma? Oklahoma City. All within our warehouse in the city. That's right. At the *heart* of the *heart* of the *heart* of the country. That's our home.

Why? Why does anyone keep anything *that* close? Because we care. Actually care. We need to know *everything*, not just the numbers. When a belt gets sewn, we need to know *who's* doing it. That they care as much as we do.

Here, right in Oklahoma. On the floor, right *now*—*Now*, as these keys strike these letters into these words—Lavonne is sewing belts. And she has been doing it for 26 years. She cares. *Actually* cares. And she is next to a whole crew, day after day, right here in the USA. In Oklahoma. In the capital of this great state. In house.

At home.

At the heart of everything.