

ODOR CRUNCH POLYGIENE MATERIAL

CURVED STRIKING SURFACE

SECURE FIT

BE BOLD. BE BRAVE. BEGIN.



YOU HAVE THE COURAGE

**LET US SUPPLY
THE REST**

BOLD LOOK FOR

BOLD ACTION



BE BOLD
BE BRAVE
BEGIN

/ NOT FOR THE TIMID

ONLY THE STRONG SURVIVE
**ONLY THE BOLD
WILL THRIVE**



BRAVE FOR THE BRAVE
BRAVE FOR THE BRAVE
BRAVE FOR THE BRAVE

BE BOLD
BE BRAVE
BEGIN

/ FIGHT WELL

Brave IV

Narrative

Brave (in all its iterations) is targeted toward someone who is the parent of or teaches a beginner—or is a beginner themselves! And more specifically a beginning enthusiast. Not just a hobbyist. Anyone can buy a Brave glove, but the design is for the aspiring expert. Someone who will one day be a top tier student. Schools that purchase Brave equipment need gear that is quality, cost efficient, while also being durable and easy to use.

Tone

Brave equipment is purchased for beginners, but it always treats client and customer as aspiring professionals. The equipment is durable because they will be working hard and taking their new training seriously; the ease-of-use features are to let students hit the ground running without worrying about small inconveniences. All copy associated with Brave leans into the user having the courage and dedication to begin their new journey into a skill set that spans culture and discipline.

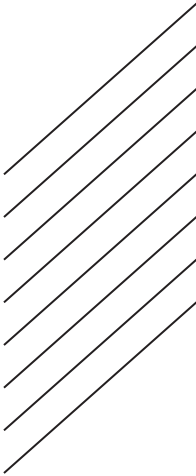
- Example:

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best bags for the best work, whether it's the first day of your training or the warmup before a tournament. For precision equipment in its simplest form; no muss, no fuss. Just ready for the next step.

From training power and precision to full-on cardio throughput, the Brave heavy Bag can handle whatever you throw at it, and it won't overcomplicate your training. We had to cover all angles, so you can push yourself without inhibition. It's as simple as hang the bag, get to work, and don't look back.

- Modern high-impact fiber combined with a classic sand-fill interior.
- Reinforced silent webbing straps for reliable motion under constant strain.
- Ambition not included.
- USA/Imported

- » With the Brave Bag, the tone resonates building skill to match determination. Imply the equipments' ease of use. Emphasize the features of the bag as it relates to how quickly the owner can work on the fun stuff! Avoid practical examples (like situps or knee strikes) and opt for general terms (like cardio or sport).



Brave IV

Subject Lines

The optimal subject line for the Brave line is centered around Convenience and Urgency. Target customers want to start a new training, but don't want to over-buy; thus their obstacles are price point or general ignorance of proper equipment. By nature (in both retail and wholesale), the target customer yearns to seize opportunities to maximize the potential of new users. Example themes:

- Example Subject Lines:

[Limited Offer!] 20% off! Beginners' Bargain
Don't miss out on the perfect starting gear!
Don't Overspend; maximize your training and budget!

Social Posting

Utilizing copy that matches the product's tone, example feature highlights and hashtags to accompany the VS1 messaging:

- Start your new journey on the right foot!
 - » #CenturyMartialArts
 - » #Motivation
 - » #Fitness

General Copy

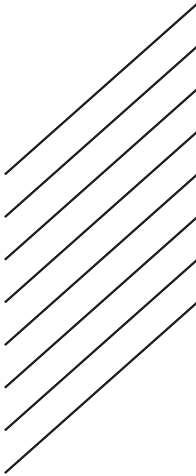
- Example A:

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

That's why Century created the Brave line. You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

[When appropriate, Brave copy should include 'Born in the Heart' copy regarding USA-made materials]



Brave IV

Keywords

Heavy Bag, Striking, Boxing, Cardio, Workout, Brave, Best bag, beginner, training, gloves, martial arts, fitness, punching, punching bag, mma, ma

All Brave vinyl products contain the new material Polygiene. List among materials as the following:

- Contains new Odor-crunch, sweat deterrent vinyl!

Grip Bag Gloves

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

The Brave Grip Bag Gloves are made with Century's Advanced Foam Core (AFC) and Grab Tab for easy-to-adjust, Rad Lok wrist straps; these gloves feature classic hook-and-loop security and are specifically designed to be ideal for all levels. Breathable nylon and sewn sections between the back of the hand and wrist give the wearer increased flexibility, comfort, and dexterity; a built-in padded grip bar helps coach fists into the proper shape. All you have to do is get to work.

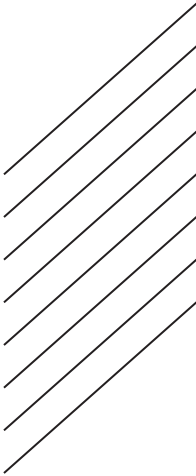
Be brave, work hard, and fight well.

Boxing Gloves 14oz

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.



Brave IV

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

The Brave Boxing Gloves are made with Century's Advanced Foam Core (AFC) and Grab Tab for easy-to-adjust, Rad Lok wrist straps; these gloves feature classic hook-and-loop security and are specifically designed to be ideal for all levels. Breathable nylon grant increased palm comfort without sacrificing coverage; a built-in padded grip bar helps coach fists into the proper shape. All you have to do is get to work.

Be brave, work hard, and fight well.

Oversize Bag Glove

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

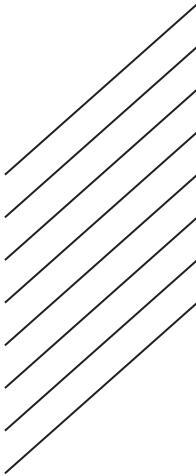
The Brave Oversize Bag Gloves are made with Century's Advanced Foam Core (AFC) and Grab Tab for easy-to-adjust, Rad Lok wrist straps; these gloves feature classic hook-and-loop security and are specifically designed to be ideal for all levels. Poly-base webbing gives the wearer increased flexibility, comfort, and dexterity, without sacrificing coverage; a built-in padded grip bar helps coach fists into the proper shape. All you have to do is get to work.

Be brave, work hard, and fight well.

Open-faced Headgear

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the



Brave IV

Brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

A secure, readily adjustable fit is one of the most important factors to look for when shopping for martial arts headgear. Century's Brave Open Face Headgear has adjustable hook-and-loop closure straps at the back and chin, and a string-tied adjustable top. The rear closure features our unique Grab Tab design: an easy-to-grip tab that sticks out just enough to be easy to grasp even when wearing gloves. Our Advanced Foam Core (AFC) provides great comfort and padding while remaining lightweight to avoid putting additional stress on your neck or head. All you have to do is get to work.

Be brave, work hard, and fight well.

Shin Instep

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

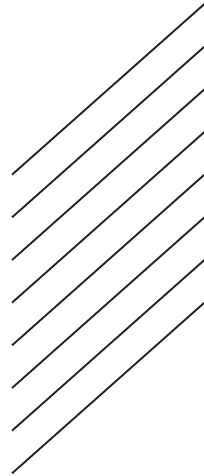
You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

It doesn't matter what age, what skill level, proper shin gear is important. When a martial artist sends out a kick or lifts a knee to block one coming their way, they want to keep their mind on the technique, not if their shin-guard is sitting right. Century's Brave Instep uses a secure hook-and-loop fit, and its contoured construction holds it in place. It has easy-access grab tabs that can be used without issue even with gloved hands. And, underneath it all, breathable nylon mesh for comfort.

No muss, no fuss. Just training.

Be brave, work hard, and fight well.



Brave IV

Punch Mitt

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.

And nothing beats partner training; Brave offers the time-tested tools for just that. The essentials for partner training in striking: a pair of mitts and the gloves to hit them with.

Once you've got your gloves picked out (Brave offers an arsenal!), the durable Brave Punch Mitts are ready to take the hits. Specifically designed for training precision and timing, the gloves' tight fit secure easily while being flexible enough to ensure your partner's strikes stay on target. All you have to do is get to work.

Be brave, work hard, and fight well.

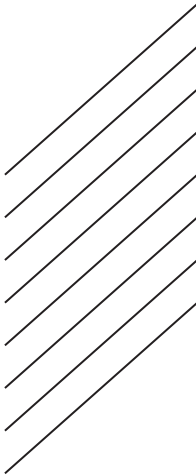
Hand Target

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.



Brave IV

And nothing beats partner training; Brave offers the time-tested tools for just that. The essentials for partner training in striking: a pair of hand targets and the gloves to hit them with.

Once you've got your gloves picked out (Brave offers an arsenal!), the durable Brave Hand Targets are ready to take the hits. Specifically designed for training precision and timing, the gloves' tight fit secure easily while being flexible enough to ensure your partner's strikes stay on target. All you have to do is get to work.

Be brave, work hard, and fight well.

Forearm Shield

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

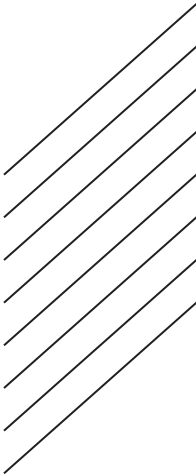
You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.

And nothing beats partner training; Brave offers the time-tested tools for just that.

Once you've got your partner, the durable Brave Forearm Shield is ready to take the hits. Specifically designed to withstand tough kicks and brutal elbow/knee strikes, the shield's tight strap secures easily; a steel ring on the brace doubles down on the security while being flexible enough to ensure your partner's strikes stay on target. The grab tab makes adjusting the strap as easy as it gets. All you have to do is get to work.

Be brave, work hard, and fight well.



Brave IV

Curved Muay Thai Pad

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.

And nothing beats partner training; Brave offers the time-tested tools for just that.

Once you've got your partner, the durable Brave Curved Muay Thai Pad is ready to take the hits. Muay Thai is not for the timid. It is a brutal sport and art. Fortunately, the Muay Thai Pads in the Brave line are specifically designed to withstand the most devastating elbow/knee strikes, and the pad's tight strap secures easily; a steel ring on the brace doubles down on the security while being flexible enough to ensure your partner's strikes stay on target. The grab tab makes adjusting the strap as easy as it gets. All you have to do is get to work.

Be brave, work hard, and fight well.

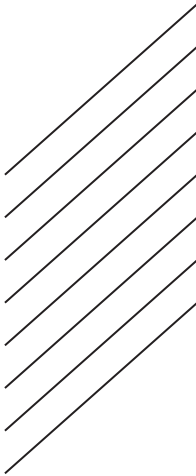
Body Shield

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.



Brave IV

And nothing beats partner training; Brave offers the time-tested tools for just that.

Once you've got your partner, the durable Brave Body Shield is ready to take the hits. Specifically designed to withstand hard punches, devastating kicks, and brutal elbow/knee strikes, the shield's handles offer a secure grip without sacrificing movement or stability. All you have to do is get to work.

Be brave, work hard, and fight well.

Speed Bag

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.

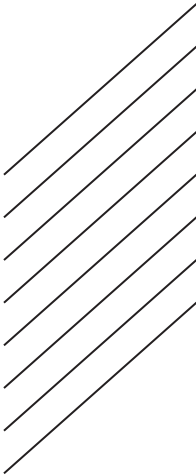
And there is nothing quite like hitting a bag; Brave offers the time-tested tools for just that.

Once you've got your gloves picked out (and Brave offers a veritable arsenal!), the durable Brave Speed Bag is ready to take the hits. With reinforced piping and stainless steel buttons, the Brave Speed Bag is specifically designed to withstand strong punches; the bag handles the rigors of speed and precision training without sacrificing durability. All you have to do is get to work.

Be brave, work hard, and fight well.

Kickboxing Glove

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.



Brave IV

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

Kickboxing is not for the timid. It puts the most brutal aspects of striking to the test. Your gloves need to face that test with confidence. The Brave Kickboxing Gloves are made with Century's Advanced Foam Core (AFC) and Grab Tab for easy-to-adjust wrist straps; these gloves feature classic hook-and-loop security and are specifically designed to be ideal for all levels. Breathable nylon grant increased palm comfort without sacrificing coverage. All you have to do is get to work.

Be brave, work hard, and fight well.

Brave Punch Mitt Pair

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

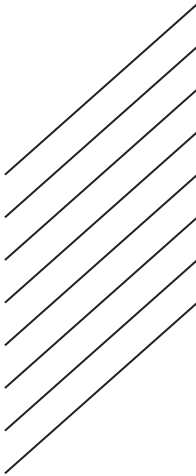
You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.

And nothing beats partner training; Brave offers the time-tested tools for just that. The essentials for partner training in striking; a pair of mitts and the gloves to hit them with.

Once you've got your gloves picked out (Brave offers an arsenal!), the durable Brave Punch Mitts are ready to take the hits. Specifically designed for training precision and timing, the gloves' tight fit secure easily while being flexible enough to ensure your partner's strikes stay on target. All you have to do is get to work.

Be brave, work hard, and fight well.



Brave IV

Gel Punch Mitt

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered. You just need to get to work.

And nothing beats partner training; Brave offers the time-tested tools for just that. The essentials for partner training in striking: a pair of mitts and the gloves to hit them with.

Once you've got your gloves picked out (Brave offers an arsenal!), the durable Brave Punch Mitts are ready to take the hits. Specifically designed for training precision and timing, the slip-in grip's tight fit secures easily while being flexible enough to ensure your partner's strikes stay on target. All you have to do is get to work.

Be brave, work hard, and fight well.

Men's Gel Glove

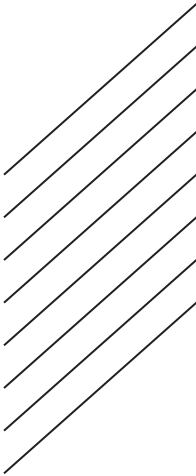
Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

The Brave Gel Gloves are made with Century's Lightweight, 2-way breathable stretch nylon with a grab-



Brave IV

tab for easy-to-adjust, Rad Lok wrist straps specifically designed to make them ideal for all levels. The breathable nylon and sewn sections give the wearer increased flexibility, comfort, and dexterity. All you have to do is get to work.

Be brave, work hard, and fight well.

MMA Competition Glove

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best gear for the best work, whether it's the first day of your training or the warmup before a tournament.

From day one of your training, it helps to have the right gear. Confidence in yourself is key; only the brave push themselves into new and uncomfortable territory. But it's hard to push yourself when you lack confidence in your equipment.

You have the courage... you bring it every day... let us supply the rest.

Brave gear is designed to cover all the necessary requirements for all levels of progress. From first-day training to a pre-championship workout, Century has you covered.

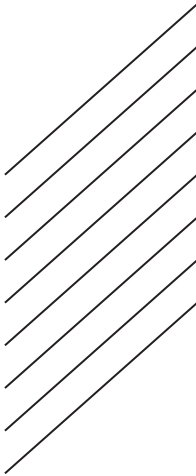
The Brave MMA Competition Gloves are made with Century's Lightweight, 2-way breathable stretch nylon with a grab-tab for easy-to-adjust wrist straps specifically designed to make them ideal for all levels; hook-and-loop strap closure offers enhanced security during rigorous movement. The breathable nylon and sewn sections give the wearer increased flexibility, comfort, and dexterity. All you have to do is get to work.

Be brave, work hard, and fight well.

Brave Bag 2021

Bold look for bold action. And there is nothing bolder than raw ambition. The ambition you have in endless supply. That's why we started the Brave line. That's why we make the best bags for the best work, whether it's the first day of your training or the warmup before a tournament.

From training power and precision to full-on cardio throughput, the Brave heavy Bag can handle whatever you throw at it. We had to cover all angles, so you can push yourself without inhibition. Hang the bag, get to work, and don't look back.



Brave IV

Designed to cushion the impact of each punch, the Century Vinyl Heavy Bag is available in 70 or 100 lbs. and features fiber filling. This hanging bag is made of durable vinyl for everyday use and can be used for kicks or punches to help with a variety of training sessions. Made in USA.

Features and Benefits

Web straps enable easy hanging

Made in USA

Tough vinyl exterior can handle kicks and punches

Fiber filling helps absorb impact

Specifications

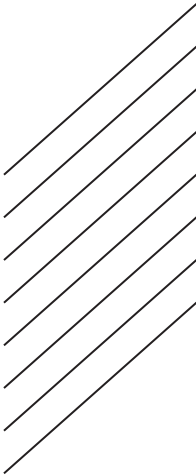
Fill: Fiber

Product weight (lb.): 100

Style: Hanging

Material: Vinyl

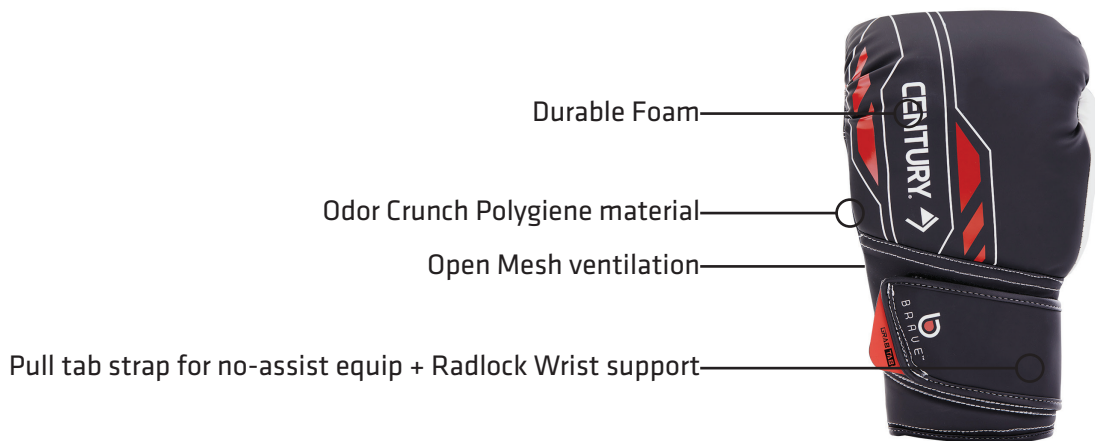
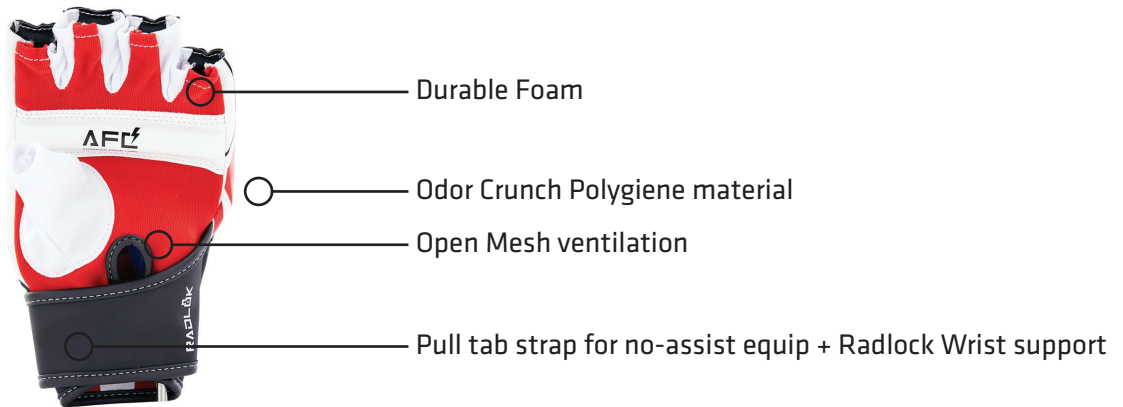
Product height (in.): 49



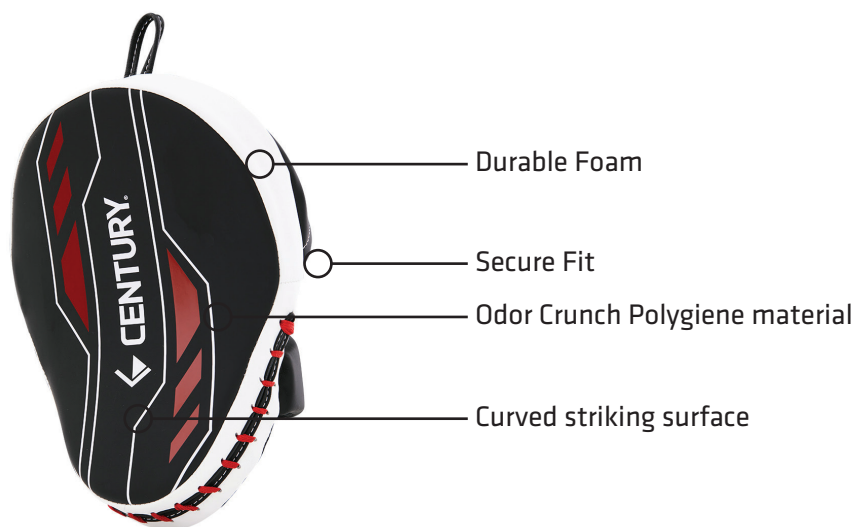
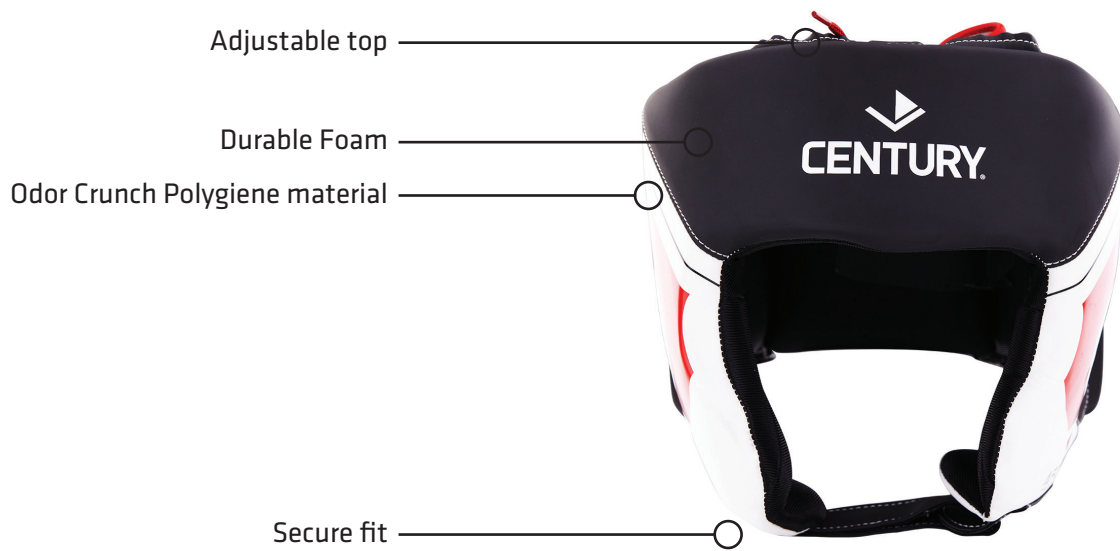
Brave IV

Features

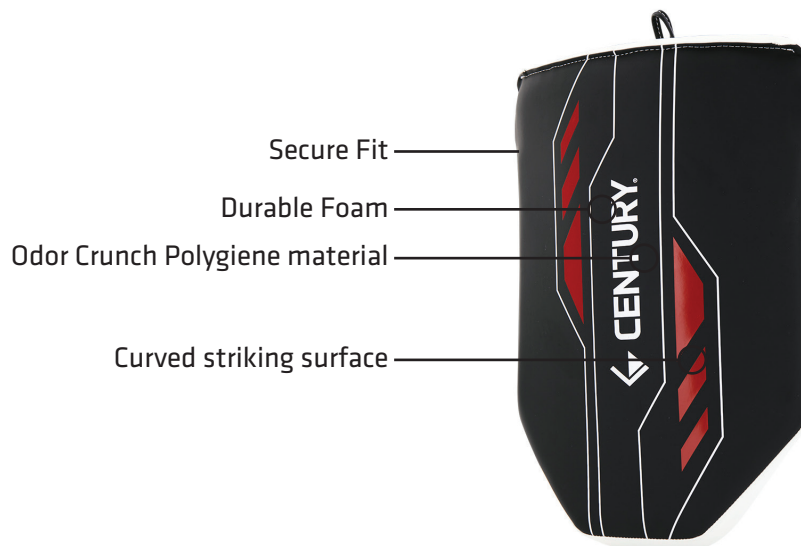
Utilizing copy that matches the product's tone, example feature highlights include:



Brave IV



Brave IV



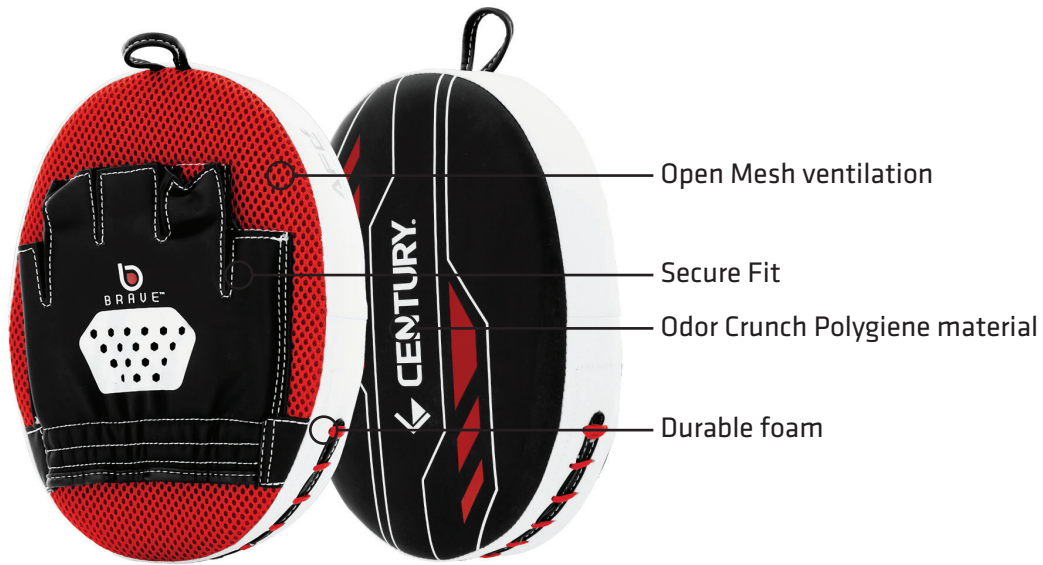
Brave IV



Brave IV



Brave IV



Brave IV



Durable Foam

Open Mesh ventilation

Odor Crunch Polygiene material

Pull tab strap for no-assist equip + Radlock Wrist support



Durable foam

Open Mesh ventilation

Odor Crunch Polygiene material

Secure Fit