



**SURVIVOR
TOUGH™**

ENGINEERED TO LAST

BRAND PRESENTATION



SURVIVOR TOUGH BRAND STORY

At Survivor Tough, we understand that life is filled with unique experiences and our products are built to accompany you on your journey. From the weekend warrior tackling DIY projects at home to the adventurous explorer navigating the great outdoors, we have you and your family covered. With unbeatable value and features tailored to meet your individual needs, it's never been easier to tackle the toughest obstacles in style! Our versatile selection of products from apparel to outdoor equipment and hardware ensures there's something for every adventure. Whatever challenges arise - count on us to provide reliable solutions engineered to conquer any feat!

VISION

Provide a diverse collection of durable items, crafted with care, to accommodate everyone's individual needs for high level performance

MISSION

From unleashing the inner DIY champion to bravely traversing nature's wonders, Survivor Tough is passionate about crafting tough, affordable products for everyone to conquer life's challenges with confidence.

OUR PRINCIPLES

Survivor Tough stands by its commitment to excellence, engineered with quality in mind. Our core principles drive our determination in creating dependable and affordable products so you can navigate your world while staying on budget!

QUALITY + DURABILITY

Survivor Tough is the go to for reliable and resilient products. From heavy duty tasks to everyday use, Survivor Tough helps you conquer any challenge with our selection of versatile products that are made to weather whatever life throws your way!

VERSATILITY

With our diverse range of products, you'll never be left wanting for the perfect solution. Whatever your family's needs may be, we have just what you're looking for!

AFFORDABILITY

For those who live life on the go, our products are perfect for all types of adventures! Whether you're a weekend warrior or an outdoorsman on the move, we offer excellent value to keep up with your active lifestyle while staying on budget.

SECURITY

With Survivor Tough, you're in capable hands. Safety is our top priority, and our products are designed with your protection in mind.



BRAND CATEGORIES

Conquer the unknown with Survivor Tough! Our products are designed to fuel your outdoor feats, no matter how demanding from weekend warriors to hardcore adventurers. Durable and reliable, we've got you covered for any challenge life throws at you!

All products will utilize the expertise of the Survivor Tough team to create innovative solutions that are designed and engineered to be tough. We blend durability and function to create a great product at great value.

TOOLS + EQUIPMENT



SAFETY



CLOTHING, FOOTWEAR + ACCESSORIES



NUTRITION



HOME + UTILITY



OUTDOOR LIVING + RECREATION





**SURVIVOR
TOUGH**
ENGINEERED TO LAST

**PROVIDING A
BETTER EXPERIENCE**

**WITH EASY TO USE PRODUCTS TO
MAKE YOUR DAY MORE ENJOYABLE.**

+ TOOLS + EQUIPMENT

Survivor Tough brings masterfully crafted robust tools, engineered to conquer the most demanding projects effortlessly.



GARDENING TOOLS



SHOVELS



SNOW BLOWERS



ICE SCRAPERS



POWER TOOLS



NON-POWER TOOLS



ELECTRICAL CORDS



AUTOMOTIVE ACCESSORIES



OUTDOOR LIGHTING



**POWER BANKS +
SURGE PROTECTORS**



KITCHEN APPLIANCES



CHARGING CORDS



GARAGE STORAGE + ORGANIZATION

HOME + UTILITY

Harness the power of cutting edge technology, engineered to last, to protect you and your home with whatever nature throws at it.



CLOTHING, FOOTWEAR + ACCESSORIES

Discover the fusion of strength and style with Survivor Tough apparel, encompassing timeless designs that pack the ultimate shield of resilience.



ACTIVWEAR



ACCESSORIES



BASE LAYER



HEADWEAR



OUTERWEAR



RAIN GEAR



SPORTSWEAR



WORKWEAR



FOOTWEAR



EYE PROTECTION



RAFTS/FLOATS



FIRE EXTINGUISHERS



SAFETY APPAREL



SAFETY HELMETS

SAFETY

In the realm of safety, we never leave anything to chance! Our resilient products are tested and tough enough to shield you from harm when it matters most.



OUTDOOR LIVING + RECREATION

Embark on thrilling family adventures with the ultimate products and gear designed to endure all that nature has to offer. From transforming your backyard into an outdoor oasis to exploring the great outdoors, Survivor Tough has you and your family's enjoyment covered .



BEACH/POOL



CAMPING



PATIO FURNITURE



HUNTING/FISHING



SPORTING GOODS



VITAMINS



ENERGY BARS



ENERGY DRINKS

NUTRITION

Seeking that zesty zing to fuel your day
or gearing up for an epic adventure?
Survivor Tough has an assortment of
energy bars and revitalizing beverages
to be the ultimate sidekick to fuel and
uplift your journey one step at a time.

We also have a variety of vitality
boosting vitamins to keep you and your
family in optimal health.



SOLUTIONS, NOT GIMMICKS

At Survivor Tough, we're on a mission to transform your life with our innovative and resilient products incorporating a strong price to value ratio, designed to endure the whirlwind of your daily adventures. We're all about substance, creating solutions crafted from diverse inspirations to support the modern day customer -

No gimmicks here!



ENHANCED WARRANTY

Offering a superior warranty from the top brands in each product category.

TECHNOLOGIES

Embark on a variety of journeys with Survivor Tough, where cutting edge technologies meet unbeatable durability. Our tailor made solutions cater to every challenge, empowering you to conquer the impossible, no matter the conditions. Crafted with care, let our innovative solutions be your secret weapon to tackle any challenge.



Waterproof & Resistant



Odor Control



Wind Resistance



Moisture Wicking



Rust Proofing



Fade Resistance



Antimicrobial



Temperature Regulating



And More



GEAR UP AND

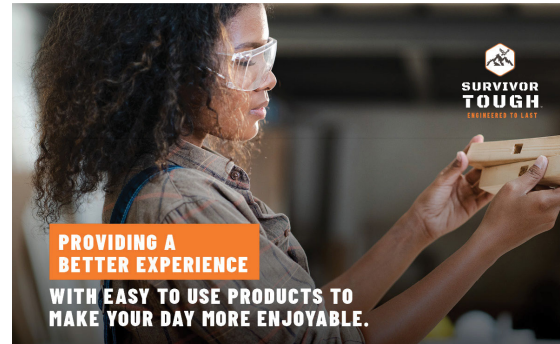
START ENJOYING!



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MARKETING

At Survivor Tough, we're on a mission to spread the word about our extraordinary, versatile products that bring together people from all walks of life. By crafting powerful marketing, social media campaigns, and the inclusion of a spokesperson, we'll showcase the essence of our brand, using vivid imagery and exceptional products to captivate and inspire. So, gear up and join us as we break boundaries and make an impact in the lives of families, adventurers, and everyone in between!





**SURVIVOR
TOUGH™**
ENGINEERED TO LAST

FOR LICENSING INQUIRIES:

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OPENING DOORS. CLOSING DEALS.

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