

# THE HOOK-FAST DIFFERENCE

## INNOVATION + QUALITY + SERVICE = VALUE

With more than 78 years of experience, HOOK-FAST today continues a proud tradition of innovation, quality, and service. Experience for yourself the HOOK-FAST difference.

### INNOVATION

HOOK-FAST leads the industry with innovations that deliver value. You wanted quick delivery on high-usage items; in 1995, we created the *Quick Ship* program, now an industry standard. Today, you want shorter production time on custom items, so we are continually finding ways to produce tools and dies faster and more precisely, streamline our ordering process, and deliver product to you in less time. In fact, our average production time has decreased 20% as a result of our innovations over the past three years.

### QUALITY

Compare HOOK-FAST quality to anything on the market, and you can see and feel the HOOK-FAST difference. From the finest quality materials to state-of-the-art manufacturing to our extraordinary attention to detail, HOOK-FAST craftsmanship sets the industry's standard for quality: and we stand behind it. We unconditionally guarantee the craftsmanship of all our products. If you are not happy with any detail, we'll make it right. We guarantee all attachments for the life of the product. All plated, enameled, or epoxied finishes are guaranteed for two years. All high glow finishes are guaranteed for the life of the product.

### SERVICE

Why does more than 80% of our business come from repeat customers? One reason is our standout service. One phone call, email, or fax connects you to us – no phone banks, no transfers, no delays. Anyone on our knowledgeable, helpful, friendly team can answer any of your questions any time. That's how we do business, and that's the personal touch that we will never lose.

## THE WIDEST SELECTION, AND CUSTOM DESIGNS TOO

Our selection of more than 10,000 stock designs is unmatched in the industry. Yet when your needs call for a unique design, Hook-Fast will create an original piece that is exactly what you're looking for. We do all of our custom work in-house and, while we have computerized some parts of production, we still add the hand detailing that makes each piece truly unique. Over the years, we have found that

communication is the key to the success of any custom design. So we keep you in the loop every step of the way as we prepare the artwork, cut the die, and produce the proof, adjusting as we go until we have it just right. You are making a significant, long-term investment in a custom piece – we work with you to make sure it's an investment you will be proud of for many years to come.

