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# the Hook-Fast Story



*Bangkok, Siam August 18, 1924*

HOOK-FAST SPECIALTIES, INC. was made a success by a brilliant young mechanical engineer named Manuel Gorriaran. Emerging from MIT in 1920 at the tender age of twenty, Mr. Gorriaran set out on a trip around the world to further educate himself and learn the finer points of international trade. The photo above is one of our favorites, taken in Bangkok during his journey. In 1926, he settled in Havana, Cuba, energetic and determined. It was that year that he became affiliated with HOOK-FAST. At that time, HOOK-FAST was a newly established company founded on Herbert Hoffman's invention of a new style of belt buckle called the "HOOK-FAST Can't Slip Buckle". Each buckle was decorated with emblems illustrating people's hobby, trade or affiliation. In 1929, Manuel moved to the United States and purchased HOOK-FAST.

Before long, customers began to request other items. HOOK-FAST responded and expanded the business to include badges, nameplates, awards, emblems, and other accessories. Mr. Gorriaran's focus was the development of precision methodologies for each new product as it was added. Excellent customer service, attention to detail, and expert craftsmanship became the hallmarks of HOOK-FAST.

As the Second World War came and went, HOOK-FAST continued to grow. A move was made in 1959 to our current headquarters in Providence, Rhode Island to accommodate the rapidly expanding

product lines. By the early 1960's, over 5000 distinct products were being offered and HOOK-FAST was shipping to corporate, military, and government institutions all over North America.

Manuel's enduring leadership of HOOK-FAST ended with his retirement in 1988. Thus began a new era of modernization for HOOK-FAST's loyal cadre of workers under the direction of Daniel Gorriaran, Manuel's grandson. New materials were researched and sampled, and many of our manufacturing processes were computerized to assure consistent quality. In every area possible, we have brought state-of-the-art technology into production to complement the work of our experienced artisans and craftsmen, creating an ideal balance between innovation and an old-fashioned personal touch.

The professional integrity and strong record of reliability that were the mainstays of HOOK-FAST in 1926 are still the driving forces behind our success today. Manuel's picture still watches over us in the main office, and we'd like to think that if he were here today, he would be proud of our efforts.

*Our mission is to combine innovation and technology with traditional craftsmanship to produce the means for recognition and identification. We are committed to creating the best value for our dedicated public servants, uniformed personnel, and all those who deserve to be acknowledged for their hard work and achievement.*