



CENTURION[®]
Quality, Value & Innovation

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01

Mission and Vision

Centurion Garden & Outdoor Living is one of the Fastest Growing Lawn & Garden companies in the U.S.

As a 45-Plus Years Global Supplier, our products are infused with the latest technologies that encompass Quality, Value & Innovation which are the Benchmarks of our Company.

Centurion designs tools for Reliability and Ease of Use that are perfect for any Homeowner or Lawn & Garden professional.

Centurion Team



02

Company Organization



Strength	Professional background and knowledge of garden products, supplied Fiskars for 20 years
Showroom	8F-10, No.51, Keelung Road, Sec.2, Taipei, Taiwan Tel. 886 2 27325912 Fax. 886 2 27339113
Consolidation Points	Taiwan, China, Pakistan, India
Service Point	Wisconsin Rapids, WI USA
Domestic Warehouse	Sacramento, CA USA
Business Style	US Inventory for faster Service to your door
Head Office	Middleton, WI USA
Cover	O.E.M. License Production
Website	www.centurionbrands.com

03



Our Customers in the U.S.



MENARDS

ROSS
DRESS FOR LESS



SOUTHERN STATES
Farmer owned since 1923.



amazon



JENSEN
DISTRIBUTION SERVICES



True Value.

Lee Valley

sears | HOMETOWN & OUTLET

Burlington
Coat Factory

ORSCHELN FARM&HOME
Answers & Low Prices Down Every Aisle™

GRAINGER.
FOR THE ONES WHO GET IT DONE



Gro group
Distributor



ASCENT
GLOBAL LOGISTICS

CENTRAL
Garden & Pet

PROGROUP
Incorporated



CENTURION

04



Our
Global
Customers

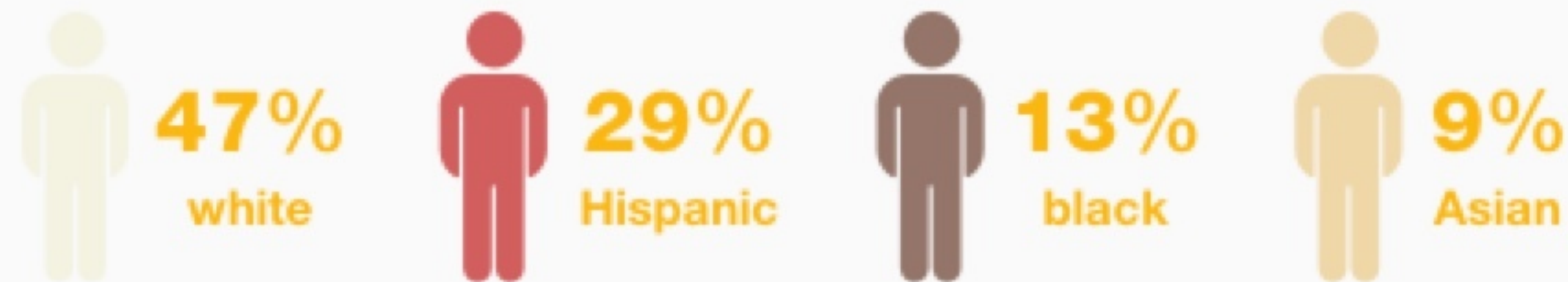


05

Trends in the U.S.

The rapidly growing base of Millennials, Hispanics, and the new top spenders in the garden industry...Young Men & Women 18-35.

Pew Research forecasts that by 2050, the U.S. will be :



- Hispanics are the largest minority in U.S. and the fastest growing segment.
- Hispanics traditionally grow vegetables for family & friends.
- Millennials are BIGGER than Baby Boomers, comprising an estimated 25% of the U.S. population.
- Millennials in the U.K. spend \$1500 annually on gardening, almost 4X the average in the U.S.
- Young men in the U.S. spend \$100 more than average on garden plants and products.

“ We offer the products that Support Garden—tainment ”

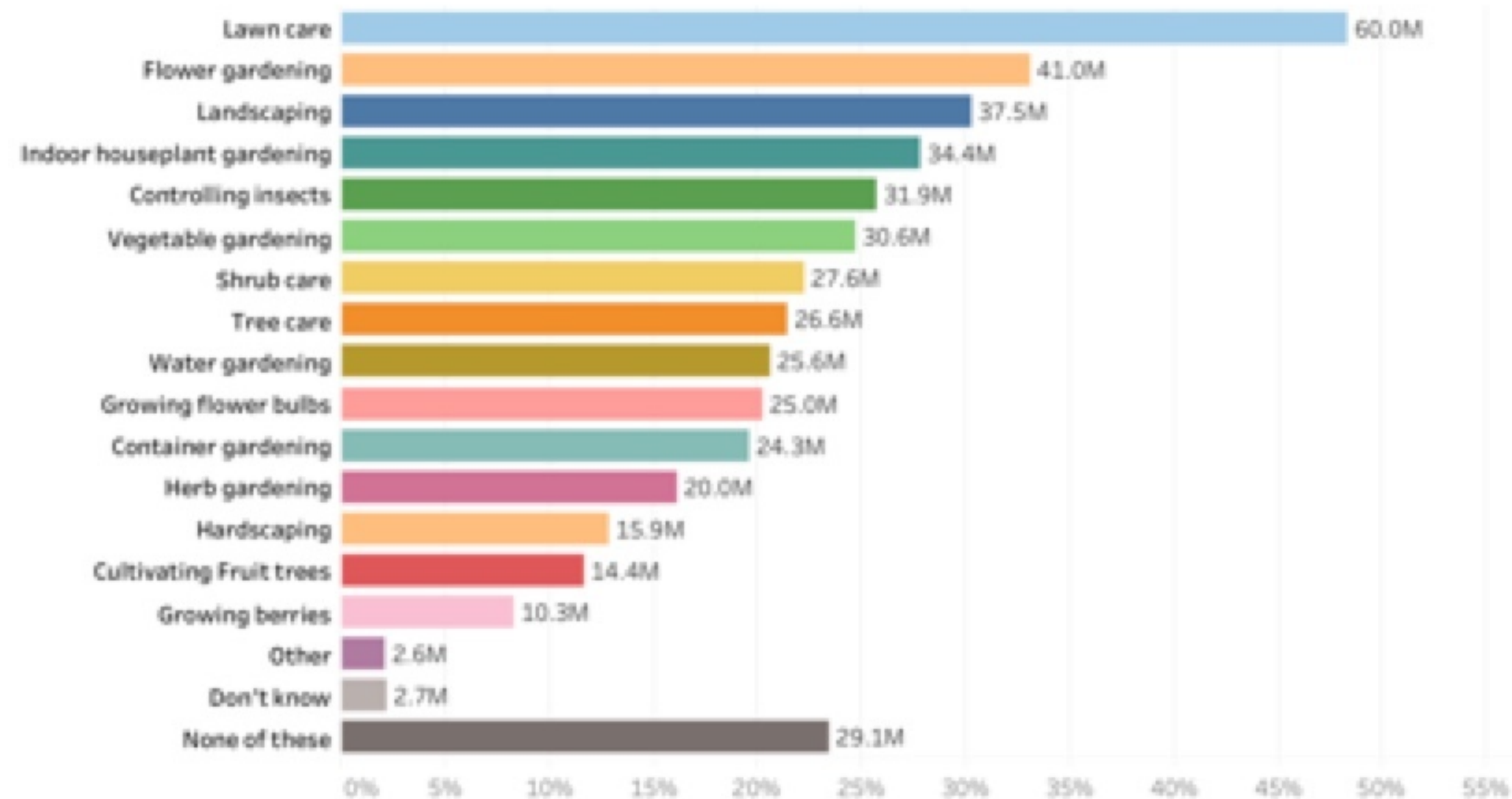
The party is moving outside! With the U.S. demand for outdoor plants expected to grow to **\$7 billion** in 2020, “Garden-tainment” is quickly becoming a way to personalize outdoor spaces.*

“ We offer the products to support it. ”

06

Growth of Gardening Category

Estimated Millions of Households Participating in Following Activities : 2018



Average Spending per Gardening Household on L&G Activities : 2014-2018



With an estimated 91.7 million households participating in at least one type of outdoor lawn and garden activity in 2018 and an average spending of \$570.32 per household, gardening households spent an estimate \$52.31 billion, an increase of nearly \$4.5 billion dollars compared to spending in 2017 (\$47.82 billion).

07

What Drives Consumer's Decisions in U.S.

Plants are a necessity for our health and well-being. Plants make us smarter, more productive and less stressed and are showing up in offices, schools and hospitals across the country. **Brands are being held to higher standards, as customers demand that products are not only reliable but have a positive impact on the planet.**

	2 Hours or Less Passives / Beginners	2-6 Hours Dabblers	6-20 Hours Enthusiasts	20+ Hours Masters
Durability	56 %	70 %	75 %	54 %
Cuts With Less Effort	58 %	65 %	71 %	64 %
Long Lasting Sharpness	54 %	60 %	66 %	62 %
Strong	52 %	60 %	63 %	56 %
Light In Weight	42 %	53 %	51 %	52 %
Comfort	44 %	46 %	57 %	47 %
BetterQuality \$\$	32 %	37 %	35 %	22 %
Lifetime Warranty	25 %	33 %	38 %	40 %
Best Quality \$\$\$	22 %	29 %	30 %	24 %
Good Quality \$	27 %	28 %	22 %	28 %
Pro Quality \$\$\$\$	15 %	14 %	16 %	35 %

**2018 - % of Household
Purchasing Hand Pruners**

26 %

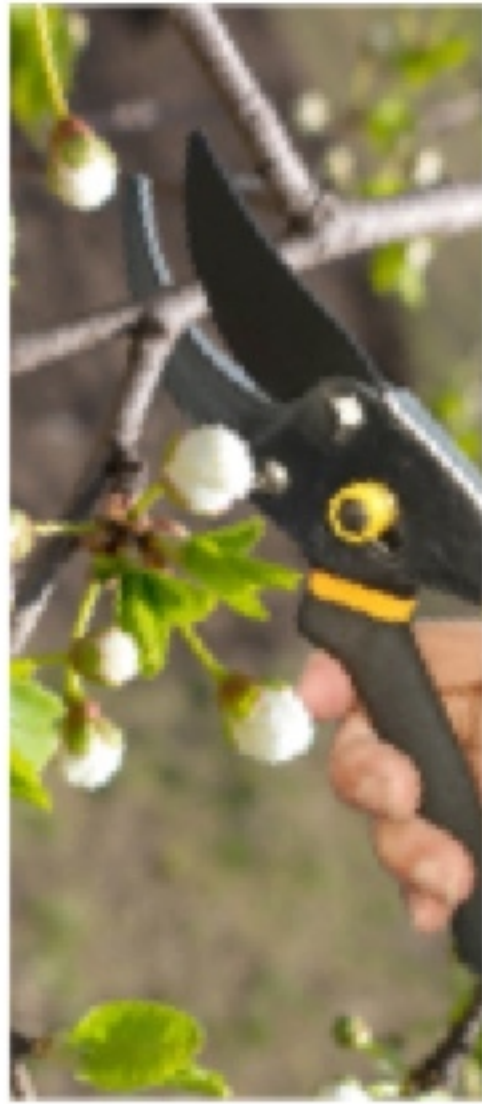
42 %

45 %

12 %

CENTURION®

PRODUCTS



01

CUTTING



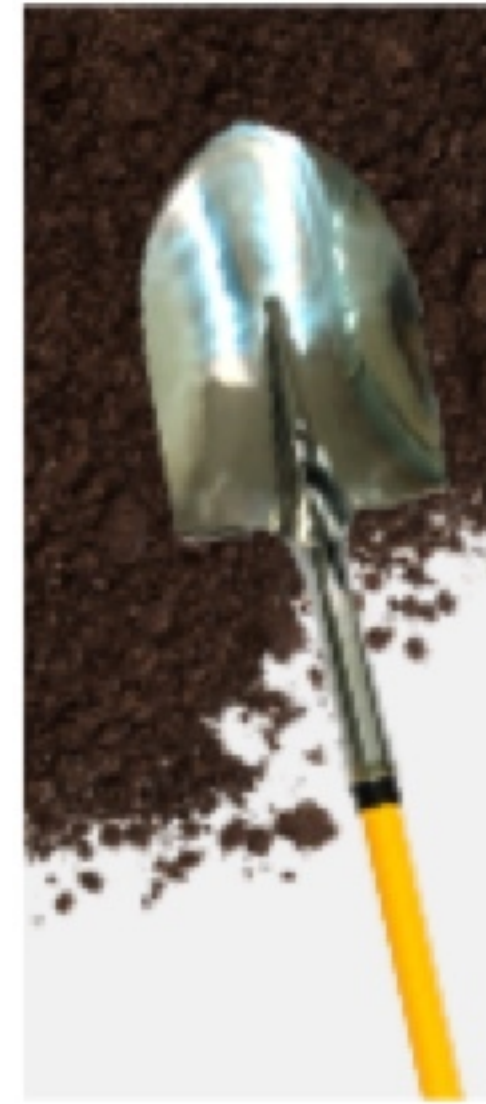
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TRIMMING



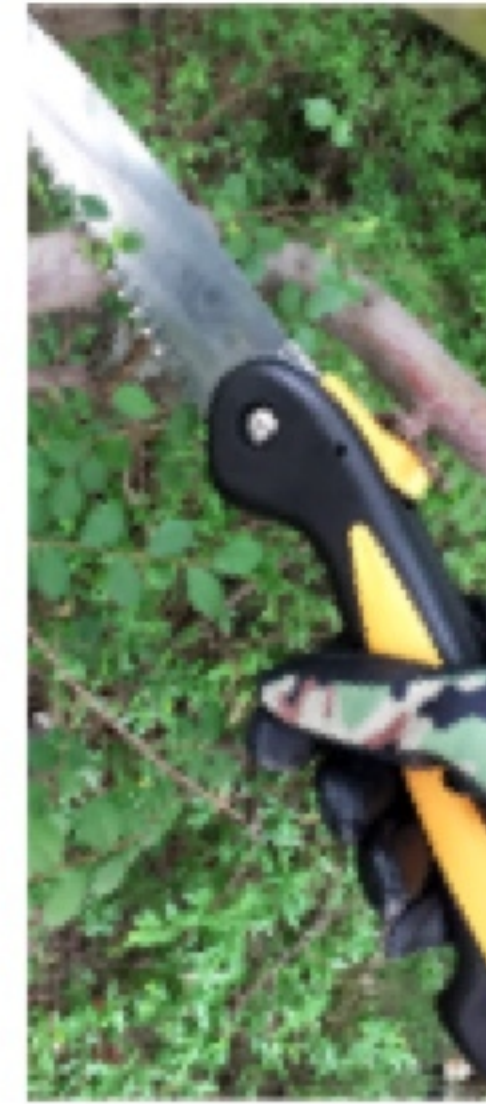
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DIGGING



04

SHOVELS



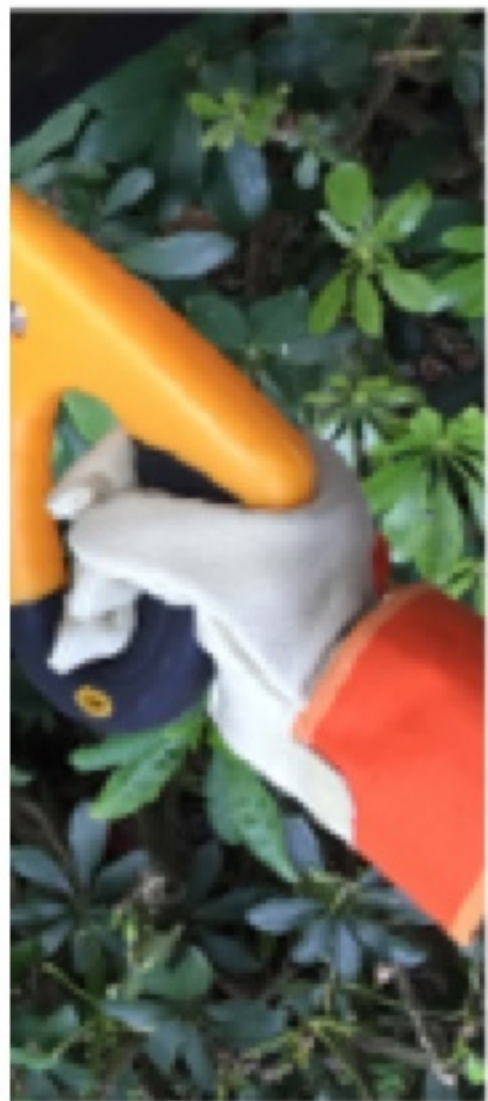
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SAWS



06

WATERING



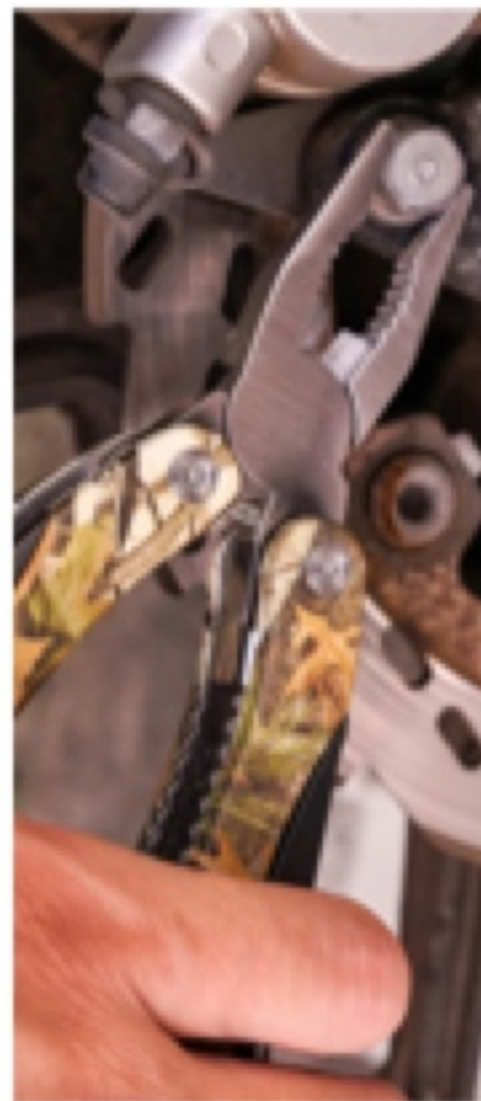
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GLOVES



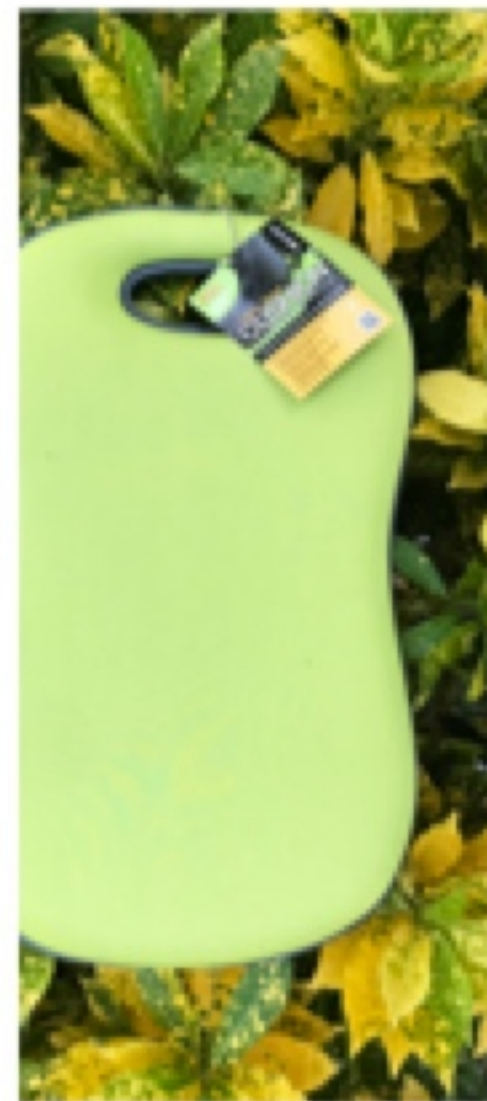
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SPRAYERS



09

CAMO



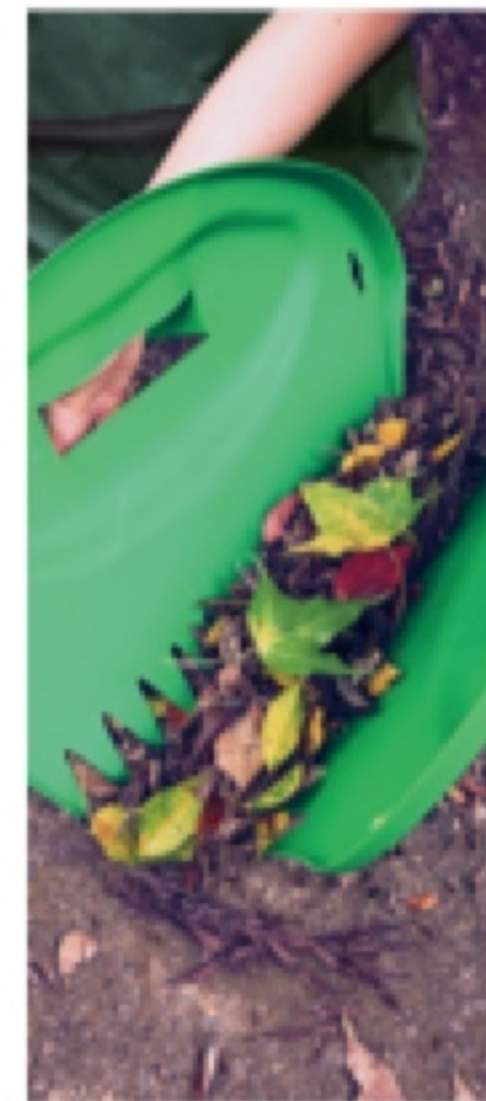
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ACCESSORIES



11

COLLAPSIBLE
SERIES



12

FALL
CLEANUP



13

PROFESSIONAL'S
CHOICE



CUTTING





TRIMMING





#617

DIGGING



#159



#164

#572



#287

#288



#170



SHOVELS



#287



#168



#168



#215



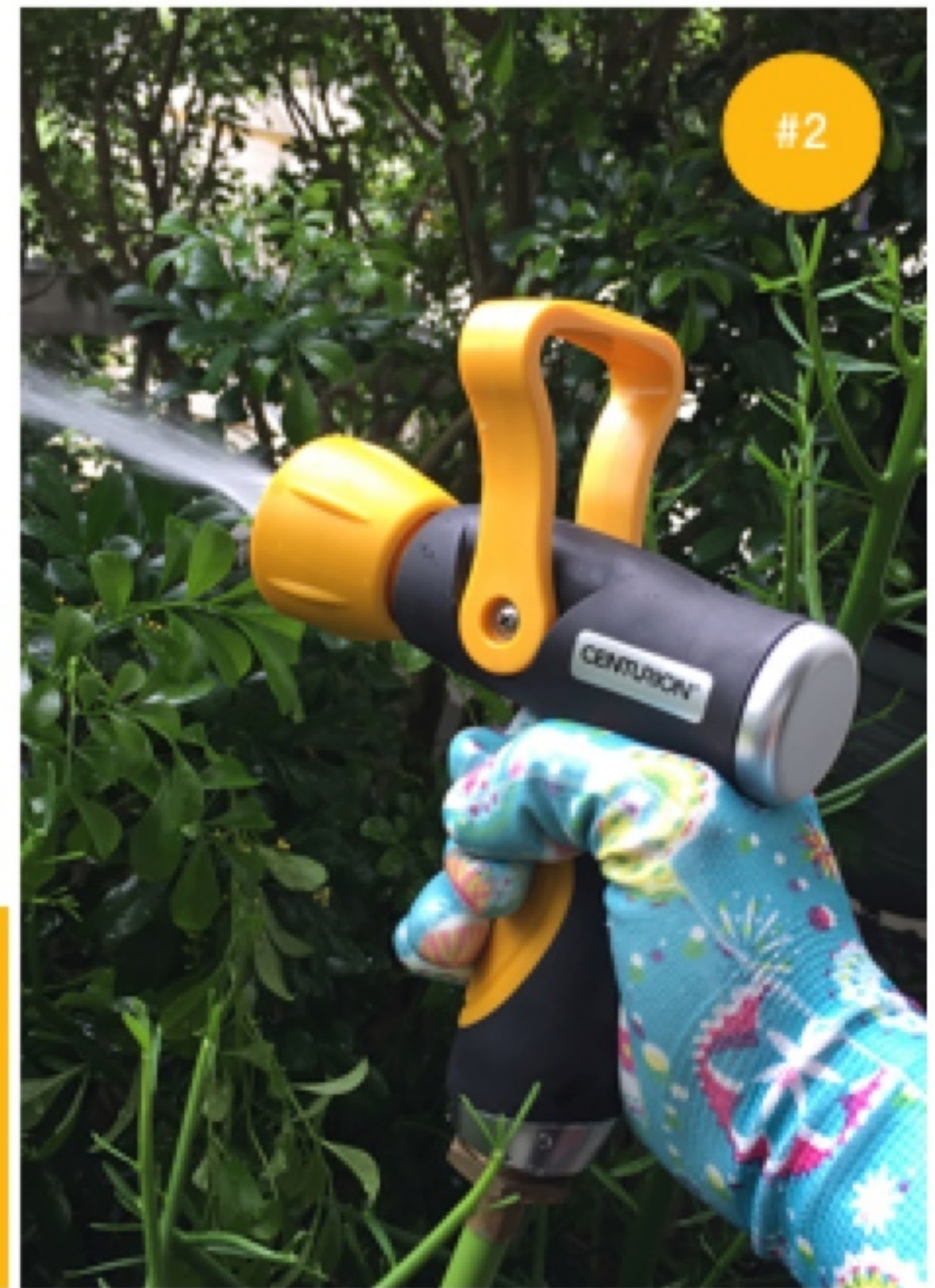
#312



SAWS



#233



WATERING





GLOVES





SPRAYERS

CAMO
OUTDOORSMAN'S CHOICE

#1267



#1269



#1272



#1268



#1273



#1271





#1388



#709

ACCESSORIES



#1238

#1386



#1385





#1402



#1407

COLLAPSIBLE SERIES



FALL CLEANUP

#1206



#987



PROFESSIONAL'S CHOICE

#665



#441



#443

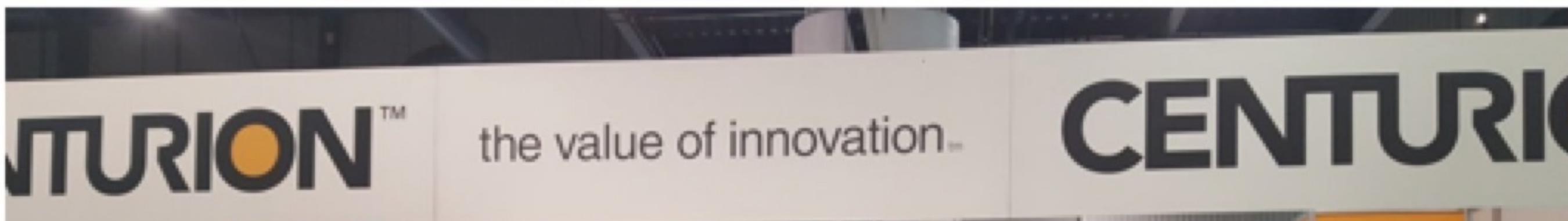


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NATIONAL
HARDWARE
SHOW



CENTURION 2018 PR HIGHLIGHTS



435 Million
PR Impressions

Top online placements include

- ✓ **HGTV.com**
- ✓ **The Money Pit**
- ✓ **Gardening Know-How**



CENTURION®

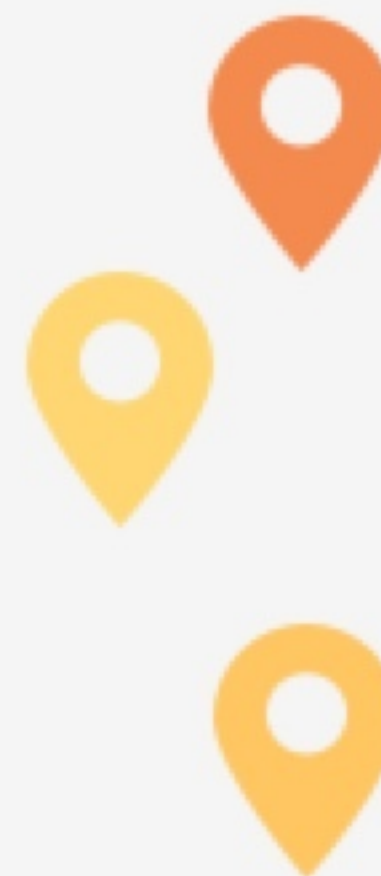
National TV placement on the DIY Network's I Want That
National Hardware Show in JULY



Increased Centurion
Facebook engagement by

224% / 60k

impressions reached through ads



Upcoming 2019 placements include

- ✓ **Do it Yourself magazine**
- ✓ **This Old House magazine**
- ✓ **Garden Gate magazine**
- ✓ **Family Handyman**

A Percentage
of Centurion
Products
Sales are
Donated to
Charity-
Habitat for
Humanity





The Centurion
Advantage:
Quality, Value
& Innovation

CENTURION[®]

CENTURION®

Quality, Value & Innovation
Your Complete Source For Your
Garden Tool Requirements

For a complete overview of all products in our Warehouses,
Be sure to visit our US Quick-Ship Program on our website:
www.centurionbrands.com



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