

Open and Operating!

Shipping daily from our CA, TX, and GA warehouses.



DAVID R. LEVER, MAS

Director, Sales



ONTARIO, CALIFORNIA

3550-A Jurupa Street
Ontario, CA 91761

ARLINGTON, TEXAS

1005 Avenue G East
Arlington, TX 76011

FAIRBURN, GEORGIA

4665 Coates Drive
Fairburn, GA 30213



Your **Number One** Source
For **Premium Headwear**



Todays Topics

- ❖ Operations
- ❖ Why Sale Caps
- ❖ OTTO Cap History
- ❖ PPG
- ❖ 2020 New Styles
- ❖ Comfy Fit
- ❖ Overseas Custom Programs
- ❖ Trending decoration and styles
- ❖ A look forward
- ❖ Hat selling 101



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For **Premium Headwear**



HEADWEAR

Exclusive ASI stats on the most popular product categories

Hats Off



Headwear represents
\$1.46 billion
in industry sales,
with **6.2%** market share.



Hat Trick

Promotional headwear
is kept an average of

10 months.



Head of the Class

These are the five most searched
headwear keywords in ESP:

1. Bandana
2. Hats
3. Beanie
4. Caps
5. Baseball Caps

Seeing Is Believing

An average logoed hat earns

3,400

impressions over its lifetime.

Tip of the Cap
69%
of U.S. consumers own
a branded hat.

Reliable ROI

A hat that costs \$10
has a cost-per-impression of only



3/10
of one cent.



Seasonal Strength

Searches in ESP for headwear
peak in **May**, while searches for
beanies peak in **November**.

Winning Time

Baseball cap searches
are highest in the months
of **March, April and May**.



Looming Large

Distributors made over **200,000 keyword searches** in ESP for headwear in 2018.

End-buyers used more than **1,500 different keyword search** terms on ESP Websites when looking for headwear in 2018.

Matter of Preference

Distributor searches for **baseball caps**
outweigh searches for baseball hat by a 7:1 ratio.

End-buyer searches for **bandana** outweigh
searches for bandanna by a ratio of 30:1.



Put a Lid on It

One-third of men
wear a promo hat
weekly or more
often.

Looking Good

63% of consumers
keep
promotional hats because
they're attractive.

Holiday Helpers

83%

of ESP searches
for Santa hat
are in **October**
and **November**.

Chart Toppers

These are the top
three months for
headwear searches
in ESP Websites.

1
OCTOBER

2
APRIL

3
JUNE



Hot But Cold

Nearly half of end-buyer
searches for **beanies** take
place in two months: **October**
and **November**.

Sources: ASI 2019 Global Ad Impressions Study, ESP Data and 2018 Counselor State of the Industry; research by Nate Kucsmar



Your Number One Source
For Premium Headwear



America's Largest Cap Source

OTTO International, Inc. has been a leading worldwide manufacturer of quality headwear for over 60 years. With over 100 employees across the U.S. and more than 5,800 employees overseas, we can support all your project needs. We have three distribution centers across the U.S. to create the most responsive supply chain. All three distribution centers have large inventories of blank caps ready to ship or decorate. OTTO brings you the best quality products & services at affordable prices!



We are here to help with your decoration needs, from conceptualization to your final product! Customizing your product has never been easier thanks to our efficient ordering process and team of professionals helping you every step of the way. Our graphic design team will assist in conceptualizing your vision and creating a visual of your request. Concepts are presented in a professional, easy to read format that shows colors, fabrication options and decoration techniques.



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During this difficult time...



DURING THIS DIFFICULT TIME...
OTTO now carries Masks

Style No. 174-1301: 3-Ply Disposable Masks

Available on OTTOCAP.COM

[Inquire for additional quantity](#)



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During this difficult time...Re-usable Mask



OVERSEAS CUSTOM FACE MASKS

MOQ
144 PCS

ANTI-BACTERIAL · WATER REPELLENT · MOISTURE WICKING

Washable & Reusable · Polyester Mask · 5 Style Options · Add Your Logo/Design · 3 Turnaround Options

LEARN MORE

Available through OTTOCAP.COM

Inquire for additional quantity



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**BLANK
ORDERS**
SHIP WITHIN

ONE
BUSINESS DAY

**FROM
CA | TX | GA**



**OVERSEAS
21/30/65
DAY SERVICES**

**EMBROIDERY
FREE DIGITIZING**

ON ORDERS OF 48 PC OR MORE

**AFTER ALL
FINAL APPROVALS**

**DOMESTIC
EMBROIDERY**

SHIPS IN 3-7 DAYS

**HEAT
TRANSFERS**

SHIPS IN 10-13 DAYS

**FREE GROUND SHIPPING
ON THREAD & BOBBIN ORDERS**

**WITH AN ORDER OF
8 CONES OF THREAD OR MORE**



**EASY TO USE WEBSITE
PLACE & TRACK ORDERS ONLINE
LIVE CHAT SUPPORT**



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OTTO 2020 New Styles



Style No. 83-1299



Style No. 172-1298



Style No. 121-1297



Style No. 83-1300



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COMFY FIT[®]

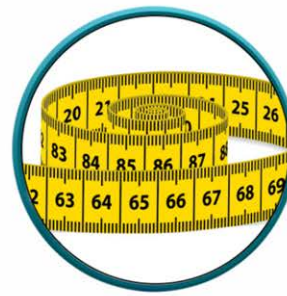
Feel the No Pressure Comfort



STRETCHABLE FABRIC
& SWEATBAND



ADJUSTABLE
CLOSURES



LARGER SIZE
RANGE



COMFORTABLE FIT

With adjustable closures, stretchable fabric and sweatbands, our OTTO COMFY FIT styles offer the most comfortable fit in the industry, making them the Best Comfy Hat!



Your **Number One** Source
For **Premium Headwear**



WORLD FAMOUS TRUCKER HATS!

OTTO CAP offers the **#1 Foam Trucker Hat Style** on the market. From our super soft terry cloth sweatband to our high quality and long-lasting foam, you won't find a better Foam Trucker Hat!

Perfectly Proportional and Symmetrical Crown Shape Makes it Easy to Place Logos / Designs Correctly and Not Crooked.

5mm High Density Non-Toxic Foam. Won't Crinkle When Decorating w/ Heat Transfer

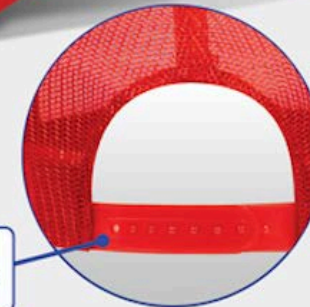
Thicker & Heavier Material w/ More 3D Texture

Rust Resistant Cap Top Button



Soft Terry Cloth Sweatband
Moisture Wicking
Maximum Comfort

100% PE Plastic Snap Closure.
Easy to Use, Durable and Secure.



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INCREASE YOUR BRAND AWARENESS BY WORKING WITH OTTO'S DECORATION SERVICES!



**OVERSEAS
EXPEDITED SERVICE**
For Urgent Orders



**OVERSEAS
EXPRESS SERVICE**
For Rush Orders



**OVERSEAS
STANDARD SERVICE**
Cost Efficient



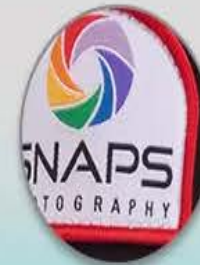
Your Number One Source
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Domestic Decoration Services Also Available

DOMESTIC CUSTOM HEADWEAR

Choose from hundreds of cap styles **in stock**
and ready for **Domestic decoration!**



- Embroidery Services
- Heat Transfer Services
- TPU Thermaprint Services
- Patch Services



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For Premium Headwear



Different Patch Options to Meet Your Creativity!



SUBLIMATED

Captive vibrant colors, intricate designs and multicolored images.
Picture Perfect.



EMBROIDERY

Clean and classic option.
The traditional touch.
6 Colors Maximum.



SCREEN PRINT

Ideal for art with minimal colors.
Simply standout.
4 Colors Maximum.



WOVEN

Detailed designs to showcase your graphics. Crisp and clean.
6 Colors Maximum.



VEGAN LEATHER

High end addition for a polished look.
Premium choice.
1 Color Deboss Maximum.



PVC RUBBER PATCH

Modern, custom molded option.
Art precision.
4 Colors Maximum.



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OTTO®

PREMIUM
HEADWEAR
2020
CATALOG

**OTTO®**

CUSTOM
DECORATION
SERVICES
2020
CATALOG

**OTTO®**

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For Premium Headwear





CUSTOMIZE MARKETING MATERIALS

PRODUCT FLYERS & SOCIAL MEDIA IMAGES

ADD YOUR LOGO · CHOOSE PRODUCT · CUSTOMIZE DETAILS



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DAVID R. LEVER, MAS

Director, Sales & Business Development

www.ottocap.com



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Thank You!

Visit **OTTOCAP.COM** Today!



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