



**PREMIUM AFTERMARKET
BUMPERS & ACCESSORIES**

855-HNTOUGH • HAMMERHEADARMOR.COM



WHO WE ARE

THE HISTORY

Hammerhead™ Armor is a division of Hol-Mac Corporation based in Bay Springs, Miss. In the spring of 2013 Hol-Mac Corporation celebrated fifty years of superior manufacturing and engineering excellence. As a privately owned company, we are well versed in all facets of bumper production due to our extensive history in design, cutting, forming, welding and machining of 40 to 400 ton mining trucks for some of the world's most recognized companies.

Originally founded as Southern Welding and Machine by Charles B. Holder, the company provided welding and machine shop services to the local timber, oil field, construction and farming industries. As Mr. Holder's resources grew so did his vision. Led by a sound financial base, technical expertise and the drive to

expand into a world-class manufacturer, Hol-Mac Corporation grew from two employees in one facility to five modern facilities with over 700 skilled craftsmen and professionals. Each plant specializing in specific applications, Hol-Mac Corporation's dedicated manufacturing space now totals approximately 600,000 square feet.

The knowledge and experience gained from over half a century in the manufacturing industry goes into each product produced by Hammerhead Armor. It is our hope that you will see the quality of our craftsmanship and become a fan of Hammerhead Armor's superior aftermarket bumpers and accessories.





WHO WE ARE

THE MAKING OF HAMMERHEAD ARMOR

Hammerhead Armor was born in late 2009 with a desire to create the best looking bumper on the market, priced so that all drivers could enjoy the protection of a steel bumper. Hammerhead Armor currently has front and rear bumper designs that cover well over 200 truck makes and models. Designs include Chevy, Dodge, Ford, GMC, Toyota, Nissan, and Jeep. Hammerhead Armor also produces transfer fuel tanks, running boards, and Jeep spare tire carriers.

Long term strategy is to expand Hammerhead Armor's product mix with the introduction of tool boxes and fuel/tool combo boxes, as well as a showcase of accessories to include headache racks, bed rails, and many other items.

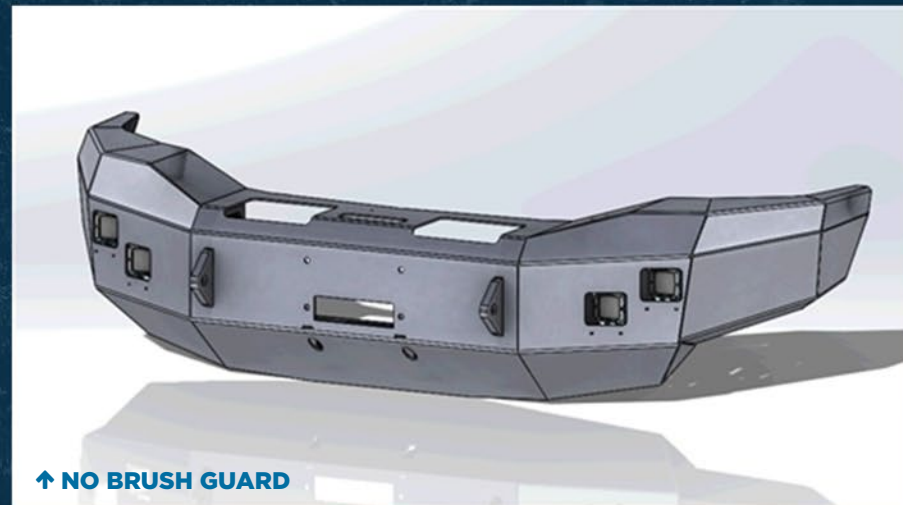
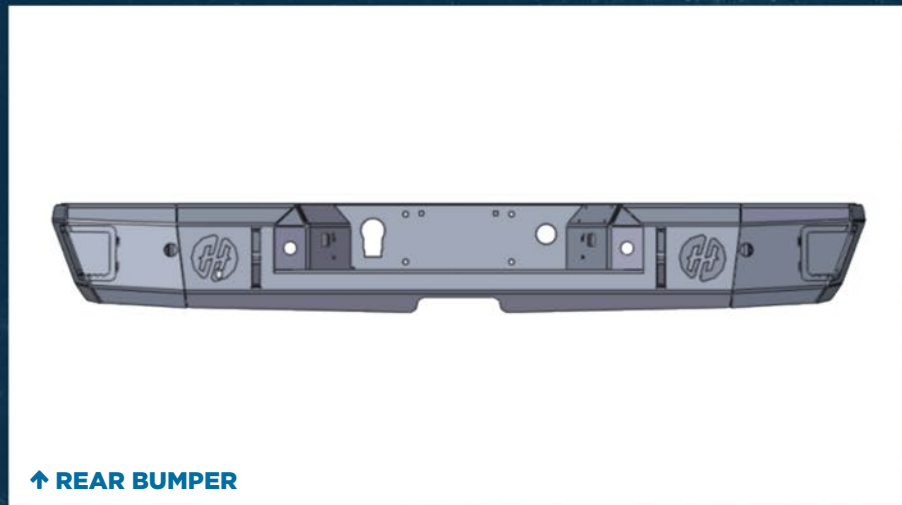
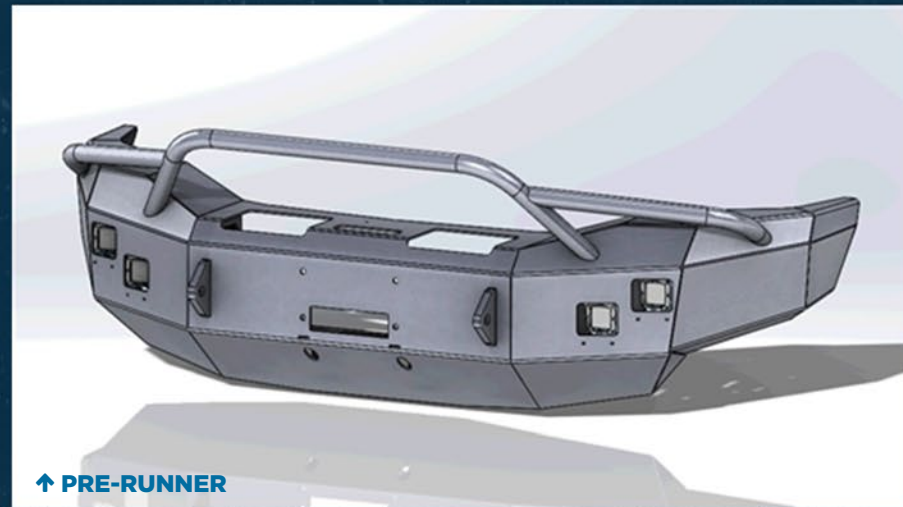
STYLE & STRENGTH TO PROTECT YOUR INVESTMENT

Hammerhead Armor is a culmination of 25 years in welding and design for the biggest names in construction and mining vehicles. Hammerhead Armor is manufactured in an ISO 9001:2008 certified facility which helps ensure that customers get consistent, superior quality products and services. Hammerhead Armor's products are crafted from high tensile steel plate to offer you the highest protection for your truck.

HAMMERHEAD ARMOR IS PROUDLY MADE IN THE USA!



HAMMERHEAD ARMOR DESIGNS



AUTHORIZED DEALER

To commit your company as an Authorized Dealer of Hammerhead Armor we expect that you purchase a minimum of one dealer package through our online store — this includes one display rack with a front & rear bumper and a set of running boards to be displayed on the rack as shown to the right.

PURCHASE OF RACK INCLUDES:

- 50 product brochures
- 2 Hammerhead Armor t-shirts
- Authorized Dealer certificate and poster
- Hammerhead Armor vinyl banner
- Listing on hammerheadarmor.com as an Authorized Dealer



↑ BUMPER DISPLAY RACK



↑ AUTHORIZED DEALER POSTER

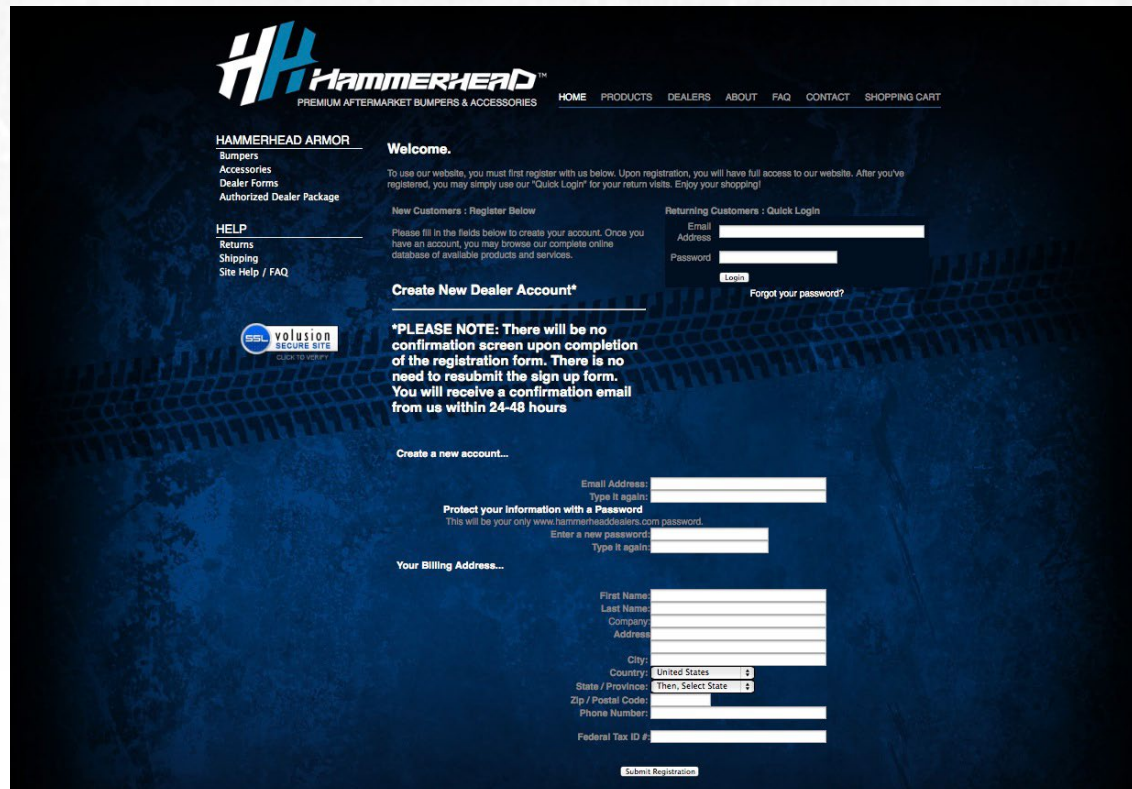


AUTHORIZED DEALER EXPECTATIONS

ORDERING BUMPERS & ACCESSORIES

Hammerhead Armor requires that all orders be placed online through the dealer portal at hammerheaddealers.com. When you are ready to purchase a Dealer Package, visit hammerheaddealers.com and create your personalized account. Authorized dealer membership will be “pending” until you receive email confirmation to purchase a Dealer Package. This dealer portal is designed to streamline your purchasing process, and provides access to dealer pricing and other product information.

However, if you should have any trouble during the ordering process you may call 855-HHTOUGH (855-448-6844). A tutorial for placing orders can be found online at hammerheaddealers.com.



The screenshot shows the Hammerhead Armor website's dealer registration page. The header features the Hammerhead logo and navigation links: HOME, PRODUCTS, DEALERS, ABOUT, FAQ, CONTACT, and SHOPPING CART. The main content area is divided into several sections:

- HAMMERHEAD ARMOR**: A sidebar menu with links to Bumpers, Accessories, Dealer Forms, and Authorized Dealer Package.
- HELP**: A sidebar menu with links to Returns, Shipping, and Site Help / FAQ.
- Welcome.**: A central message stating that users must first register to use the website and that they will receive a confirmation email within 24-48 hours.
- Create New Dealer Account***: A registration form with fields for Email Address, Password, and Billing Address. It includes a "Submit Registration" button.
- Returning Customers : Quick Login**: A login section with fields for Email Address and Password, and a "Login" button.

The background of the page features a blue and black camouflage pattern.





AUTHORIZED DEALER EXPECTATIONS

ANNUAL SALES GOAL

Your designated Hammerhead Armor sales representative will work with you to establish an annual sales goal based upon market conditions in your defined territory. As an ISO certified manufacturing facility, Hammerhead Armor is required to perform annual performance evaluations of dealers for quality purposes. The annual performance evaluation date is performed on the anniversary of the Dealer Package purchase. Your sales representative will contact you at least 30 days prior to the evaluation to review sales year-to-date.

Remember, this is a relationship more than a partnership — we want to see you succeed! If ever you have any concerns, contact Hammerhead Armor, and we will do all that we can to ensure your success.

AUTHORIZED DEALER INCENTIVE PROGRAM

As an Authorized Dealer for Hammerhead Armor, you have access to Hammerhead Armor's quarterly incentives and discounts. Annual rewards are given to recognize Hammerhead Armor's top performing Authorized Dealer based on sales in your market. To qualify, your sales orders must be placed online at www.hammerheaddealers.com.



↑ AUTHORIZED DEALER WINDOW DECAL



↑ EXAMPLE OF DEALER INCENTIVE REWARD



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855-HHTOUGH • HAMMERHEADARMOR.COM

PHONE	855.HHTOUGH
FAX	601.764.4282
EMAIL	sales@hammerheadarmor.com
WEB	hammerheadarmor.com
DEALERS	hammerheaddealers.com