



VALLEY FORGE

RETAIL CATALOG

The Greatest Name In Flags

Our Commitment to “Made in the U.S.A.”

It is Valley Forge Flag’s philosophy and practice that our U.S. flags are made entirely of domestic materials and that each process in manufacturing the flag is accomplished in U.S. facilities with U.S. labor.

The beliefs, values, and dreams that the U.S. flag represents are an inalienable part of the American character and psyche. It is for this fundamental reason that we believe that Americans, regardless of their national origin, race, color, creed, or religion, should be the producers of the various materials and processes that go into making an American flag.

As a founding member of The Flag Manufacturers’ Association of America (FMAA), Valley Forge Flag is proud to be an American manufacturer committed to a daily, nationwide effort to educate the press and the public about the importance of domestic manufacturing of U.S. flags. The vast majority of the American public prefers U.S. flags to be Made in the U.S.A. The FMAA Certification logo is a valuable aid in identifying products “Made In The U.S.A.” and will be prominently displayed on all qualifying products.



History

The fabric of American history is woven into every Valley Forge flag. Since our beginnings as a government contractor, we have proudly provided flags to accompany our civil servants as they pursued some of our nation’s most significant endeavors.



*Sewn into every stripe is the heritage of protecting freedom.
Stitched into every seam is the pride to honor the brave.
Embroidered into every star is the idea to explore the unknown.*

Table Of Contents

PAGE

| | |
|-------|---|
| 4 | Understanding the Market |
| 5 | Year-Round Merchandising |
| 6 | New Products- Green Strategy |
| 7 | New Products- Solar Flag Lights |
| 8 | New Products- Telescoping Pole & Hardware Kit |
| 9 | New Products- Gift Strategy |
| 10-11 | Flag Center Displays |
| 12 | U.S. Flag Kits |
| 13 | Easy Storage Flag Kits |
| 14 | United States Flags |
| 15 | Stick Flags |
| 16 | Garden Flags |
| 17 | Decorative Patriotic Products |
| 18 | In-Ground Residential Kits |
| 19 | The Heritage Series |
| 20 | Military/ State Flags & Specialty Item |
| 21 | Hardware Accessories- Flag Poles |
| 22 | Hardware Accessories- Brackets |
| 23 | Ordering Information |



Broad, Diversified Product Line- One Powerful Brand

Americans believe in freedom of choice. Valley Forge Flag offers choices that meet every patriotic need. Whether it's United States flags in different sizes or fabric, kits, stick flags, patriotic fans, or even garden flags, we offer multiple choices that come in different price and style categories that will appeal to your customer.

Merchandise Our Products, Your Way

Valley Forge Flag gives you choices. We offer a wide range of self-selling displays in order to give you the flexibility to select the right merchandisers for your store layout during different selling seasons.

New Product/New Categories

As a leader in flag-manufacturing technology and the flag market in general, Valley Forge Flag is constantly striving to open up new opportunities and introduce the latest innovations.

Leader in the Marketplace

You have the opportunity to choose from many products in the line; take advantage of creative, innovative merchandising, benefit from advertising and most of all stock innovative new products.

Understanding the Market

During the later part of 2005, the Flag Manufacturers Association of America (FMAA) sponsored a national research study to understand critical usage and purchasing habits regarding the United States flag. Over 1,000 interviews were completed with adults ages 18+ replicating the U.S. population.



Penetration & Usage:

- 6 out of 10 American households own a U.S. flag in some size or form!- 62%
- 45% of those American households who own it display it daily.
- An additional 32% of American households fly the flag on designated holidays.

Purchasing Rationale:

- Patriotism is the #1 reason for displaying a U.S. flag.
- U.S. flags are planned purchases!
- 7% indicated they purchase a U.S. flag on impulse.
- Wear & tear remains the #1 reason for purchasing a new flag.



62% of American households own a U.S. flag

Patriotism is the #1 reason for displaying a U.S. flag.



Did you know that 17% of all U.S. flag purchases are for gifts?

Why Are They Buying?

The Critical Buyer Attributes:

- The two most important attributes that a consumer is looking for are:
 - Made in the U.S.A
 - Quality brand



Look for the seal: FMAA certified

100% Made in the U.S.A.



Merchandising the Flag Category- Capturing Year-Round Success

Given that six out of ten Americans who walk through your store own a U.S. flag, the opportunity to buy is a strong one. Valley Forge Flag offers you different plan-o-grams to meet your specific needs based on the number of feet devoted to the category, location, ethnic-oriented traffic and household income in your area.

The basic 4-foot plan-o-gram below contains all of Valley Forge Flag's category drivers, its highest selling items in the line plus the latest in new products. This recommended store set is designed for the turns, high revenue and high retail margins. We recommend that you implement this store-set if you can. If 4-feet is too much, you may want to consider the mobile Two-Star General Display (Item# RET2). More information on the RET2 can be found on page 11.



RET2

New Products

For years, Valley Forge Flag has been a leader in flag-making technology, seeking ways to meet consumer's needs. This year we are proud to announce innovations that highlight the latest in consumer trends, technology, and consumer convenience.

Naturally Patriotic - Introducing a Green-Oriented Approach to Patriotism

Valley Forge Flag is proud to introduce two cotton products, USB2 & USB3. The U.S. flag fabric is made-up of 100% natural cotton fibers, which is a sustainable, renewable natural resource.

The product itself is packaged with a paper insert which is comprised of post-consumer recycled paper and a clamshell that is 100% recyclable and manufactured from recycled soda bottles.

| DESCRIPTION | ITEM # | UPC CODE: 0-93581- | FLAG FABRIC | FASTENER | CASE PACK |
|---------------------------------|--------|--------------------|-------------|----------|-----------|
| 2 1/2" x 4' Cotton U.S. Flag | USB2 | 28193-7 | 100% Cotton | Sleeved | 6 |
| 3' x 5' Cotton U.S. Flag | USB3 | 00940-1 | 100% Cotton | Grommets | 6 |



New Products

Introducing Solar Powered Flag Lights

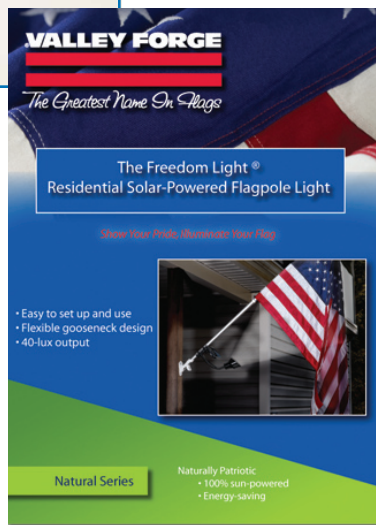
The United States Flag Code states “It is the universal custom to display the flag only from sunrise to sunset on buildings and stationary flagstuffs in the open. However, when a patriotic effect is desired, the flag may be displayed twenty-four hours a day if properly illuminated during the hours of darkness.”

These solar powered flag light products provide the proper illumination to fly the U.S. flag at night.

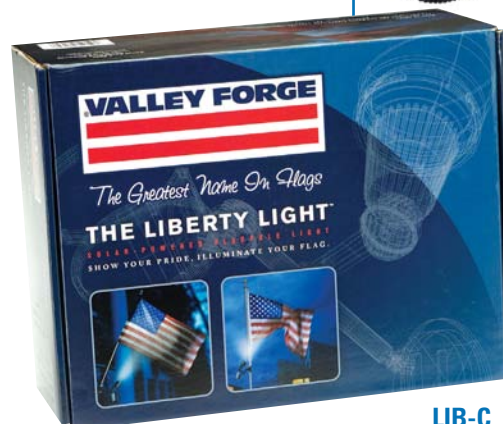
Show Your Pride, Illuminate Your Flag.

- Energy-saving
- Mounts to poles up to 3 inches in diameter
- Either 40 lux or 60 lux, pending the model
- Up to 12 hours of illumination

| DESCRIPTION | ITEM # | UPC CODE: 0-93581- | SOLAR PANEL OUTPUT/ # OF LEDs | METAL TYPE | CASE PACK |
|--|--------|--------------------|-------------------------------|-------------------------------------|-----------|
| NEW The Freedom Light® w/ gooseneck design | TLL-2 | 28205-7 | 40 Lux/ 2 LED Lights | Die-Cast Aluminum & Stainless Steel | 3 |
| The Liberty Light | LIB-C | 28170-8 | 60 Lux/ 2 LED Lights | Die-Cast Aluminum | 3 |



TLL-2



LIB-C

New Products



16' Fiberglass Tailgating Flagpole Set

Ideal for tailgating, camping, or recreational vehicles, advertising, parties, picnics, decks, docks and home use. This new mobile tailgating set allows your customer to show their pride by flying the U.S. flag or their team flag at any event.

Set includes a 16' fiberglass telescoping flagpole, plastic ball top, wheel mount bracket, ground sleeve, flag hooks and nylon carry bag. U.S. flag is NOT included.



16TLP-1

| DESCRIPTION | ITEM # | UPC CODE: 0-93581- | MATERIAL TYPE | CONTENTS | CASE PACK |
|-----------------------------|---------|--------------------|---------------|---|-----------|
| 16' Fiberglass Flagpole Set | 16TLP-1 | 28192-0 | Fiberglass | <ul style="list-style-type: none"> • 16' telescoping pole • Plastic ball top • Wheel mount bracket • Ground sleeve • Flag clips • Nylon carry bag | 3 |

Hardware Accessory Kit

This hardware accessory kit is the perfect addition to any store. It leaves the customer the flexibility to pair the 2-piece pole and bracket with the flag of their choice. This pole works well with either grommetted or sleeved flags.

| DESCRIPTION | ITEM # | UPC CODE: 0-93581- | CONTENTS | CASE PACK |
|-----------------------------|---------|--------------------|--|-----------|
| Spinning Pole Accessory Kit | 60741-T | 29850-8 | <ul style="list-style-type: none"> • 5 ft 2-pc brushed aluminum spinning pole • 2-position white cast aluminum bracket | 4 |



60741-T

New Products

The Perfect Patriotic Holiday Gift

17% of all U.S. flags that are purchased are for gifts. Valley Forge Flag now offers a line of our core U.S. flag sets decorated for the holiday season. With new holiday packaging for gift giving, these products will enhance your revenue during the 4th quarter.

| | ITEM # | UPC CODE: 0-93581 | FLAG | POLE & ACCESSORIES | CASE PACK |
|--|-------------|-------------------|----------------------------|--|-----------|
| U.S. Flag Residential In-Ground Pole Kit | X-AFP20F | 01007-0 | 3' x 5' grommetted nylon | - 20' aluminum 5-section pole - 3" gold aluminum ball top - 16 gauge aluminum pole - 6" die-cast aluminum cleat - Strong halyard rope - 2 snap hooks - 18" PVC ground sleeve - 2" cast aluminum truck | 1 |
| 2-Piece Pine Pole U.S. Flag Kit | X-DFS1USA-1 | 60989-2 | 2 1/2' x 4' sleeved nylon | - 2-piece 5' wood - 2-position nylon bracket | 6 |
| 2-Piece Mahogany Pole U.S. Flag Kit | X-DFS3-1 | 29644-3 | 2 1/2' x 4' sleeved cotton | - 2-piece 5' mahogany - multi-position bracket | 6 |



X-DFS1USA-1



X-AFP20F



X-DFS3-1



Display also available

Please visit www.valleyforgeflag.com for complete item & case pack information.