

November Platinum Sponsor
Q & A with Paul Mahan, Outdoor Cap



Tell us the history of your company.

Our company began in 1977 shortly after I graduated from college. I had managed to build a small wholesale business selling fireworks while in college and I knew I wanted to have my own business. I started out selling caps and t-shirts to local businesses and later started specializing in caps. My love of the outdoors soon resulted in us selling a full line of hunting and fishing caps to the sporting goods trade. We opened a manufacturing plant in Oklahoma in 1990 and made caps in the USA for over 10 years. Today, we have over 300,000 square feet of warehouse space with distribution facilities in Arkansas, Texas and California. We design and market quality headwear to multiple channels including mass and mid-tier retailers, sporting goods dealers, promotional products markets, and specialty decorator shops. We are licensed with over 100 organizations to sell and distribute their headwear.

What type of customer buys your hats?

Our customers are from all walks of life. They are people who love the outdoors and are active in various activities including hiking, camping, fishing and hunting. They are sports fans who love to show their loyalty to their favorite team by wearing one of our caps. They are kids who play Little League Baseball but want to wear a cap like the

Major Leaguers. Our customers are also people who just like to wear a cap hanging out on the weekend.

What makes your company unique?

Our company is unique because of our commitment to customer service. Our customers are all very special to us and we believe in giving them the best service they have ever experienced. Customer service is a way of life at Outdoor Cap.

What's your favorite hat?

My favorite hat is an unstructured chino twill baseball style cap. It is comfortable and stylish and is always a part of my weekend uniform.

Tell us about some upcoming hat trends.

On the active side of our business, we continue to do well with the weathered look. Various degrees of washing and fraying continue to be very popular.