



# Marolina Outdoor Inc.

*Clothing America's outdoorsmen in functional, high-quality apparel*



**H**eadquartered on Daniel Island in Charleston, South Carolina, Marolina Outdoor Inc. prides itself on creating high-quality clothing designed for the nation's hunters and fishermen. Created with both the seasoned professional and recreational sportsman in mind, the product line represents much more than simply clothing; it represents a lifestyle.

## **The Huk and Nomad Brands**

Marolina manufactures two apparel lines: Huk Performance Fishing, which includes technical fishing gear for fishermen; and Nomad, a technical-based hunting brand. Huk apparel enables fishermen to wear clothing that functions as a piece of gear—from foul-weather rain suits to SPF hoodies, jackets, and board shorts that keep the wearer cool and protected in the sun. But, notes Marketing Director Drew Herma, “Our waterproof button-down polo shirts, with antimicrobial and stain-releasing qualities, are versatile enough to be worn virtually anywhere, even out to dinner.”

The company's newest technical-based hunting brand, Nomad, is designed for big-game enthusiasts, whether hunting in Alaska or relaxing in their own backyards. The brand incorporates innovative technologies, such as the SilverZ scent suppression system, which absorbs and

limits human scent distribution, greatly reducing the amount of scent detectable by prey.

Nomad apparel protects hunters in virtually any environment and provides comfort with expandable gussets to enable wearers to layer garments as needed for various seasons and locations. Herma says, “The Nomad brand gets back to basics with affordable, high-quality products that are not about harvesting big trophy animals, but about feeding our families. It's who we are and part of our lifestyle.”

## **Regional Participation**

Marolina sponsors outdoor venues, working with Bassmaster and the USDA Conservation Technical Assistance program to promote conservation. The company seeks to build not only its apparel business but also the fishing community, by sponsoring local fundraising tournaments and events that support various charities.

In addition, Marolina works with the Florida Fish & Wildlife Foundation as an official sponsor of the Python Challenge, which helps control invasive exotic species in the Everglades. Marolina also supports the National Wild Turkey Federation, which promotes land and game animal management in South Carolina.

## Dramatic Growth Expected

Since its inception in 2013, Marolina has been steadily expanding. Its “mastermind” and president, Ben Verner, possesses extensive knowledge of the market and has built the foundation of the Marolina team. In addition to Verner and Herma, the ever-growing staff includes founding partner and Vice President of Sales, Josh Reed, along with an art director and production crew. Herma comments, “We run our business like a family. We’re all very close and work together to reach the same goal. The family vibe comes across to our customers, like talking to one of your best friends or a cousin.”

The tremendous growth of Marolina required a telecom provider that could keep up with the volume of customer service calls and massive website data transfers. Customer service averages 200 to 300 calls a day. Editing and uploading videos for two TV shows requires fast Internet service without delay. Herma notes, “Lightning-fast Internet service is invaluable to our business. It’s our lifeline. To be able to communicate without interruption, everything has to be extremely fast. It’s vital to how well we deliver to our customers and can set us apart from our competition. Home Telecom has been great. Their guys are willing to be there for us after hours. That speaks volumes. Home Telecom’s service is as good as it gets.”

Robert Reimers, Business Service Sales at Home Telecom, notes that the company looks forward to helping Marolina expand its services for future growth. He says, “Marolina is an interesting, fast-growing company with a cool, user-friendly product and a national marketing presence. The company needed a reliable, cost-effective Internet solution that they couldn’t get elsewhere. Their cloud-based services require fast upload speeds, which only Home Telecom could deliver affordably. This solution will allow them to continue to grow at a rapid pace.”

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— DREW HERMA, MARKETING DIRECTOR, MAROLINA OUTDOOR INC.



## HUNTING AND FISHING TIPS FROM MAROLINA

In keeping with the “family vibe” at Marolina, the company maintains a blog for each of its brands to pass along friendly hunting and fishing advice to customers. A recent post from the Huk blog (see [hukgear.com/blogs/news](http://hukgear.com/blogs/news)) offers tips for Great Lakes salmon fishing, such as understanding the difference between various salmon species, sharpening hooks before starting out, and understanding how light impacts productivity. Other Huk blog topics include how to prepare in winter for great fishing in the spring, ice fishing, and interviews with experienced pros.

The Nomad blog (see [nomadoutdoor.com/blogs/news](http://nomadoutdoor.com/blogs/news)) has similar practical, easy-to-read advice, with topics like tips for hunting late season whitetail deer, choosing a rifle, and how to ensure smooth group hunting trips. A recent post about how to stay quiet in a tree stand includes tips like eliminating squeaks and other noises from your stand, laying down carpeting on the floor, and cutting down on noisy gadgets and gear.