



Who is Kerusso?

History

Kerusso was founded in 1987 by CEO/President Vic Kennett. Over the past 23 years Kerusso has become the premier producer of Christian-themed apparel. In 1998 Kerusso expanded their product line with jewelry, gifts and accessories. Today the Kerusso campus, located in Northwest Arkansas, occupies 10 acres which is home to over 65,000 square feet of manufacturing, and office space. Kerusso is one of the top employers in Berryville, AR providing jobs to over 100 people. Kerusso continues to stay true to their mission of "Proclaiming the Good News to the world through products about Jesus."

Awards & Recognition

- Inc. 5000 Fastest Growing Privately Held Company List - 2007, 2008, 2009
- Impression Magazine Top Volume Screen Printer – 2005, 2006, 2007, 2008, 2009
- Retailer Choice First Place Apparel & Accessory Category – 2006, 2007, 2008, 2009
- New York Times, Fox News, ABC News, New York Post, Wall Street Journal

Strategic Licensing Partnerships

- Provident/Sony Pictures – Fireproof movie, Love Dare book
- Thomas Nelson Publishers – Women of Faith and Max Lucado
- Zondervan Publishers – Faith Girls
- David C. Cook – Francis Chan
- Compassion International



Why Christian Apparel?

Consumer & Category Scope

- 218 million Americans (76% of United States) identify themselves as Christians
- 138 million American adults identify themselves as born-again Christians
- 18 million American adults who identify themselves as born-again and Evangelical feel compelled and the responsibility to share their faith with others
- \$2.1 Trillion - Household income among Evangelical Christians (28% of National Total)
- 25% of Christians purchase inspirational gifts that include apparel at least once a month
- 44% of Christians who purchase inspirational gifts do it as a way to share their faith
- 74% of products bought by Christians were because the product contained a Bible verse
- \$4.6 Billion in Christian product sold annually

Proven Success in General Merchandise Retail Stores

- "I have sold just over 600 T-shirts in 7 weeks!" – Alison Hintze, Iowa 80 Truckstop
- "4 years in a row – Kerusso is our #1 branded gift line!" – Rhonda Ruzzo, Silver Dollar City
- "We've sold 357 T-shirts a month – 10 months running!" – Christian Butler, BUC-EE's
- "Kerusso products sell when others aren't! I have re-ordered more Kerusso product than any other gift line. It simply works!" – Jeff Ter Har, Ter Hars
- "We sell 240 Kerusso T-Shirts a month!"- Bob Collins, Five & Dime General Store
- "We sold 89 tees in the first 2 weeks – we love it!" – Carol Rodgers, Bobbi's Hallmark