



DHC MARKETING GROUP CAPABILITY STATEMENT

RUGGED SNUGGS™ - SPORT SNUGGS™
TOP-OF-FOOT PADS

WOMAN OWNED SMALL BUSINESS

COMPANY OVERVIEW

DHC Marketing Group is a Woman Owned Small Business (WOSB) that created the Rugged Snuggs™ and Sport Snuggs™ comfort-enhancing footwear-snugging pads. We operate out of Maple Grove, Minnesota and Tomah, Wisconsin. The Rugged Snuggs™ and Sport Snuggs™ pads were designed in 2018, as a way to ensure boots of any kind can be comfortably worn on any size or shape of foot. These pads are worn on top of the foot and under the sock, are designed to last at least a year, and can be easily cut, trimmed or modified for a custom fit that even further enhances footwear comfort.

CORE COMPETENCIES

Benefits are as follow:

Over 85% of Snugg users report substantial improvement in fit & comfort!

Keeps feet combat ready.

Prevents foot fatigue by preventing loose fitting boots.

Prevents hot spots & blisters by minimizing foot movement.

Increases rugged terrain foot & ankle support of boot.

Keeps feet from sliding forward within boot and reduces toe bruising.

Resolves different size feet problems.

DIFFERENTIATORS

- Product designed and solely manufactured in the USA.
- Safety and reliability tested
- Military, Factory, Police and Firemen trials over the past 2 years have established the benefits and effectiveness of the Rugged Snuggs™ and Sport Snuggs™ pads.

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COMPANY SNAPSHOT

Business Name:

DHC MARKETING GROUP, LLC

Socio-Economic Certifications:

WOSB

WBENC

UEI WYKHW9ND1555

CAGE CODE: 88YP1

GSA # MAS/316210

Accept Credit and Purchase Cards

NAICS CODES

424340 - Footwear Merchant Wholesalers

448210 - Shoe Stores

811430 - Footwear and Leather Goods

Certifications: W4MEN' OWNED

