

# YOUR CUSTOM MADE HAT IS JUST ABOUT READY...HERE IS OUR ADVICE



Sometimes a hat needs a sizing adjustment after you leave our store. This is a simple fix. Just come in, we can address your needs in person.

Other times you may find you want to tweak the height of the crown or the shape of the brim. Again, all easy adjustments. Just come by and we can address your needs in person.

The rest of this email is full of tips & tricks so you get the most from your new hat.

# THE 5 HAT CARE RULES

We highly recommend the following

## 1. Handle the Brim and Crown with Care

- Put your hat on and take your hat off by holding the crown of the hat with one hand and the underbrim with the other hand.
- Avoid pinching the front crown with one hand while removing your hat

## 2. Dont Leave Your Hat Lying Around

- Using a hat hook for your wall is a great way to store a hat. We offer locally made wood-turned hat hooks for sale on our website and in the store. Click on "hat hook" for the link.
- If no hat hook is available look for a coat rack or a post that can support your hat from the inside.
- If your brim is cambered (cowboy style) set the hat upside down on the crown. This will help to keep the shape of the brim.
- If your brim is flat, set the hat brim down on a table or counter or hang it flat against a wall using a hat hook.
- If you plan on storing it for long periods of time, a hat box is a great way to keep the dust off.

### 3. Remember to keep things cool

- Excess heat will wear your hat out faster than Jesse James could draw a six-shooter.
- The inside of your car on a hot day will cause your hat to lose its shape.
- The heat in a car or attic will cause your leather sweatband to shrink.
- It's a good idea to store your hat in a dry place, avoiding musty garages and basements.

### 4. When Your Hat Gets Wet

- When your hat gets wet, let nature do the drying. Avoid all heat sources such as hair dryers, stoves, clothes dryers.
- Patience is the name of the game. Hats are supposed to get wet and snowy they are a tool to be used for the weather.
- Following your hat getting wet, make sure the shape of the felt is to your liking. Once a felt dries it takes on the shape it dried as.

## 5. Give It a Gentle Brushing

- A good hat sponge is one of the oldest tricks in the books to remove smudges, dust, and dander.
- A good, dry brushing will give your hat a clean look, quickly.
- If you have multiple hats, be sure to use one sponge for dark and one for light felt hats.
- gently move the sponge in a counter-clockwise direction, going round and round until you pick up all the dirt.
- Clean the sponge after use in the sink with soap and water and let it air dry.

Word of mouth is the best marketing.

A Google review goes a LONG WAY, sharing your experience online creates a culture of trust. You wouldn't believe how many people we meet, who tell us, "We googled custom hat shop and you guys came up. We read the reviews and thought, WOW, let's go see what they have to offer us."