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ABOUT US

BrownTrout has produced calendars for decades, beginning in 1986. We have come a long way from our humble beginnings as a family business that produced three unique calendars our first year. Over time we emerged as a pioneer and an industry leader, eventually growing to become the largest calendar company in the world. We have affiliate BrownTrout companies in Australia, Canada, and the United Kingdom, and distribution worldwide.

At some point years ago our goal was to make a calendar on every noun, or so we thought. Making calendars is our way of celebrating the world. We see beauty in scenic landscapes—not only national parks but also country roads and majestic lighthouses. We see beauty in wild animals and domestic pets, in powerful cars and soaring airplanes, in world capitals and foreign lands. Our mission is to represent and inspire through our calendars. *Mindful Living* and *Mindful Eating, Outhouses* and *Jackasses, Yoga Cats* and *Yoga Silhouettes*. Wherever you find your inspiration, BrownTrout tries to express that inspiration through a calendar.

Part of our mission is to seek out the best license partnerships available. For years we have worked with some of the biggest stars in entertainment, including Grammy Awardwinning artists Taylor Swift and the K-pop global sensation BTS. Other ongoing, exclusive collaborations include brands such as Yoga Cats and Dogs, Avanti, House of Turnowsky, Hopper Studios, and the Bonnie Marcus Collection. We also work with major U.S. auto manufacturers to create *American Muscle Cars, Mustangs, Dodge Chargers,* and *Corvettes* calendars, amongst many others.

Back in 1986 we started by creating regional calendars. The states and cities have always been a key part of our line. In addition to our American city and state calendars, we also produce Canadian provincial calendars and regional titles for Australia and the United Kingdom. The regional business continues to be a strong component of our overall offering.

Over the years we've created many other formats besides the standard wall calendar, including minis, engagements (diaries), journals, box calendars, and more. We have also created a large line of planners.

This year, our goals have changed. In addition to creating the best line of calendars that we can, we are also endeavoring to create them with as little negative impact on the planet as possible. We will continue to procure the most environmentally sustainable paper, inks, and other materials available. We are also committed to reducing to zero our use of plastic shrink wrap, poly bags, and other single-use plastics, and to generally reduce our carbon footprint. This is a gigantic undertaking as it will mean millions of calendars will be shipped into stores with no plastic packaging to protect them. For every million calendars that we do not shrink wrap, tons of plastic will be saved. We believe that we must take this step to give back to our planet, and to our customers.

Our goal has always been to "Connect People to Their Passions." To do that, we must honor each subject as important to us and to our customers. So, whether your passion is your sweet little dog, or your home state, or the International Space Station, BrownTrout has a calendar for you!