



COMPANY PROFILE



VANGUARD



Laurence Norah
Vanguard Professional
Product: Alta Pro 254CB

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CAN YOU BELIEVE

Uros Podlogar
Vanguard Professional
Product: VEO 265CB



ABOUT VANGUARD

Vanguard is a global company that designs and manufactures tripods, bags, sporting optics, and accessories. For over 30 years, our drive to disrupt mediocrity and commitment to innovation has allowed us to create the highest quality products for photographers and outdoor enthusiasts at an affordable price.

Total product ownership - from idea to finished product – for unmatched quality control

Growing into a global leader since its founding in 1986, VANGUARD provides more than our competitors because *we are the factory*. There are no third-party factories, development or design firms or other outsourcing of any kind in the process. More than 1,000 Vanguard employees create the products and power the brand within our robust global operation. Every step of the process is orchestrated by Vanguard's in-house R & D, production, administration, marketing and sales teams in Vanguard-owned and controlled facilities. This enables us to ensure standout product quality and to eliminate "middle men." The result is money saving for customers, higher margins for retailers and greater efficiency in direct communication with the manufacturer for everyone.

Vanguard founders credit our success to the people, across the globe, who have given supportive and valuable feedback about product features and price points over our three decades. This focus on listening to the market's needs and wants has inspired us to create products with first-of-its-kind features, notable reliability and impressive price points.

Notable industry publications and media have consistently recognized our products' quality and performance. We're honored to have earned top honors from the Technical Image Press Association, the reddot design award, iF design award, the Industrial Designers Association of America, Gmark and other respected global associations.

Across the World

Vanguard is truly a global brand with design and manufacturing headquarters in Guangdong, China, and distribution, sales, marketing and administrative branches in the U.S., Luxembourg, Spain, Germany, United Kingdom, Japan and, soon, Beijing. From these locations, Vanguard team members collaborate closely to ensure a consistent, efficient global operation.

Every day, hundreds of thousands of photographers rely on Vanguard tripods, monopods, ball heads, bags and cases. Tens of thousands of outdoor enthusiasts appreciate Vanguard's premium binoculars, spotting scopes and related goods that bring them closer to nature.

Bill Conway
Vanguard Professional
Product: Pioneer Packs

Global Reach

Vanguard is a well-known, favorite brand throughout North America, Asia, Europe and key other regions. These key areas are overseen by Vanguard subsidiaries and have critical roles in the ongoing success of marketing and sales.

Global Distributors

With Vanguard products available in all key markets and constantly expanding our global presence, we look forward to the continued growth of our distributor network throughout the world. We're grateful for the enthusiastic embrace of our brand and products within a widely diverse global network.



HISTORY OF VANGUARD

We have accomplished a lot in the last 30 years. Find out more about where we came from and where we are headed.

The year was 1986. Vanguard was a brand-new camera tripod maker with a small manufacturing facility. The company's odds for success in a crowded market were slim, but this didn't stop a determined young woman from believing in her fledgling business.



A Look Back:

- 1986: Vanguard is founded in Asia with a few simple tripod models in its portfolio.
- Early 1990s: U.S. office opens in Michigan, USA. Vanguard-branded and private-label tripods are available in big-box retailers throughout North America, Europe and Asia.
- Mid 1990s: Vanguard tripod distribution grows, the brand offers game-changing features at affordable prices. The brand expands its manufacturing facility and creates camera storage gear including bags and cases with features never before introduced.
- 2000's: Vanguard invests millions into one of the industry's most sophisticated optical facilities and debuts the Endeavor Collection of sporting optics.
- 2015: Vanguard invests heavily in our manufacturing facilities by creating a purpose-built, state-of-the-art new facility in Myanmar.



2009: ALTA PRO TRIPODS WERE INTRODUCED AND WIN THE TIPA AWARD FOR BEST ACCESSORY

THE FUTURE STARTS HERE

Vanguard has a team of the industry's brightest product engineers working at robust research and development facilities. By definition Vanguard means "to lead", and our brand is fully committed to its mission of providing high-quality products with game-changing features. Our ability to support our customers at every stage of the product development process is what has allowed us to become a leader in the industry.

As a global leader in photo and outdoor accessories, Vanguard believes in a responsibility to play a positive role in the communities and environments in which we operate and serve. From the way we operate our facilities, to the partnerships we have developed, we are committed to designing our products with the environment in mind. Vanguard obtained ISO 9001, 9002 and 14001, and TUV and UL labels, guarantying quality of products and services with the mindset of protecting our environment.



ENVIRONMENT

By focusing on usage reduction and alternative sources of energy, Vanguard strives to reduce our environmental footprint.

ECONOMIC

Vanguard is committed to providing our customers and consumers with the highest quality, innovative products at an affordable price.

SOCIAL

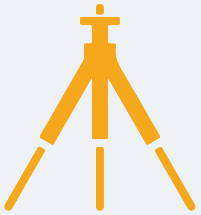
Vanguard's social responsibility efforts focus on growth and well-being for all of our employees, and on supporting the communities where they live and work.

THE PRODUCTS

SUPPORTS | SPORTING OPTICS | BAGS & CASES | ACCESSORIES



Yves Krier
Vanguard Professional
Product: Up-Rise II 38



Tripods, Monopods, & Heads

We know supports. We've been making them and molding industry standards for more than 30 years. Our extensive and diverse range of photo and outdoor supports are reliable, easy to use, great for travel and designed with patented innovations.

No matter the skill level, amateurs and professionals alike find the perfect solutions in our tripods, monopods, heads, and shooting sticks. Consistent, valuable feedback from the market is the core of our product design and development efforts. This results in impressive innovation, reliable convenience and ultimate performance.



Bags & Cases

Our bags and cases serve a mighty important role. They're not just a means to transport gear from point A to point B. Vanguard bags and cases are trusted solutions that protect investments and tools that enhance efficiency on location and on the go. Inspired by feedback from photographers, outdoorsmen and birdwatchers worldwide, our bags and cases intuitively fit every working scenario.



Sporting Optics

When we entered the sporting optics market, we shocked the industry. We brought premium glass, extreme durability and impressive features together in binoculars, spotting scopes and riflescopes and made them affordable. Vanguard sporting optics are built to serve the uncompromising demands of avid outdoorsmen and nature enthusiasts who won't settle for anything less than the sharpest, clearest and precise technology with durable design. Waterproof, fogproof and built to last a lifetime.



© Keith Briley
Product: VEO 265CB

CUSTOMER FOCUSED

Vanguard takes an amazing amount of pride in our customer service and support. To build the best possible photo and outdoor products means more than just designing and producing. We have to support them, and we do!

Vanguard Support Solutions Include:

- Great Support Team - Good customer support starts with great employees
- Providing a consistent experience through every single channel, whether it is through a dealer, on the Web, or through social media
- Quick response times to all support related questions
- A strong focus on quality and not quantity
- The latest technology and tools to empower our teams
- The best product warranties in our industry

Focus on the people who sell and use our products is an extraordinarily important part of our culture. Every day, our commitment to and respect for our customers and partners guides our decision making.

As we introduce new products and grow our global reach, Vanguard will remain fully dedicated to high levels of integrity in all facets of our business.



FROM START TO FINISH VANGUARD

Vanguard remains a woman-owned family business. We are among the few brands in our industry with true product life cycle ownership. Vanguard carefully orchestrates every step of the product life cycle in our own facilities: concept and design to manufacturing, distribution to launch, marketing and sales. This control enables the brand to offer exceptional quality, including backing our products with a lifetime guarantee.

Vanguard's Optic Facility
Product: Endeavor ED IV

OUR GLOBAL TEAM

Anne Lee: Chasing Dreams

Anne Lee, founder and CEO of VANGUARD and General Manager of VANGUARD USA, Inc., took a substantial risk 30 years ago that would forever impact her family and the lives of thousands around the world.

Anne has spent the last 30 years strengthening VANGUARD's long-held commitment to innovation, including the addition of new factories with all new equipment that will continue to produce high-quality optics, bags, and tripods.

"The key to success lies not in earning revenue but the positive impact the business has on the world. VANGUARD provides a livelihood and unique career opportunities for thousands around the world, and creates products that help people do what they enjoy, better. This is VANGUARD's greatest value and what drives my personal motivation." ~ Anne Lee





DESIGN AND PRODUCTION

At Vanguard we control every step in our own factories. From the initial design right through to packaging and freight, all is handled by Vanguard! This enables us to produce the best quality products - and always at a fair price.

SALES AND MARKETING

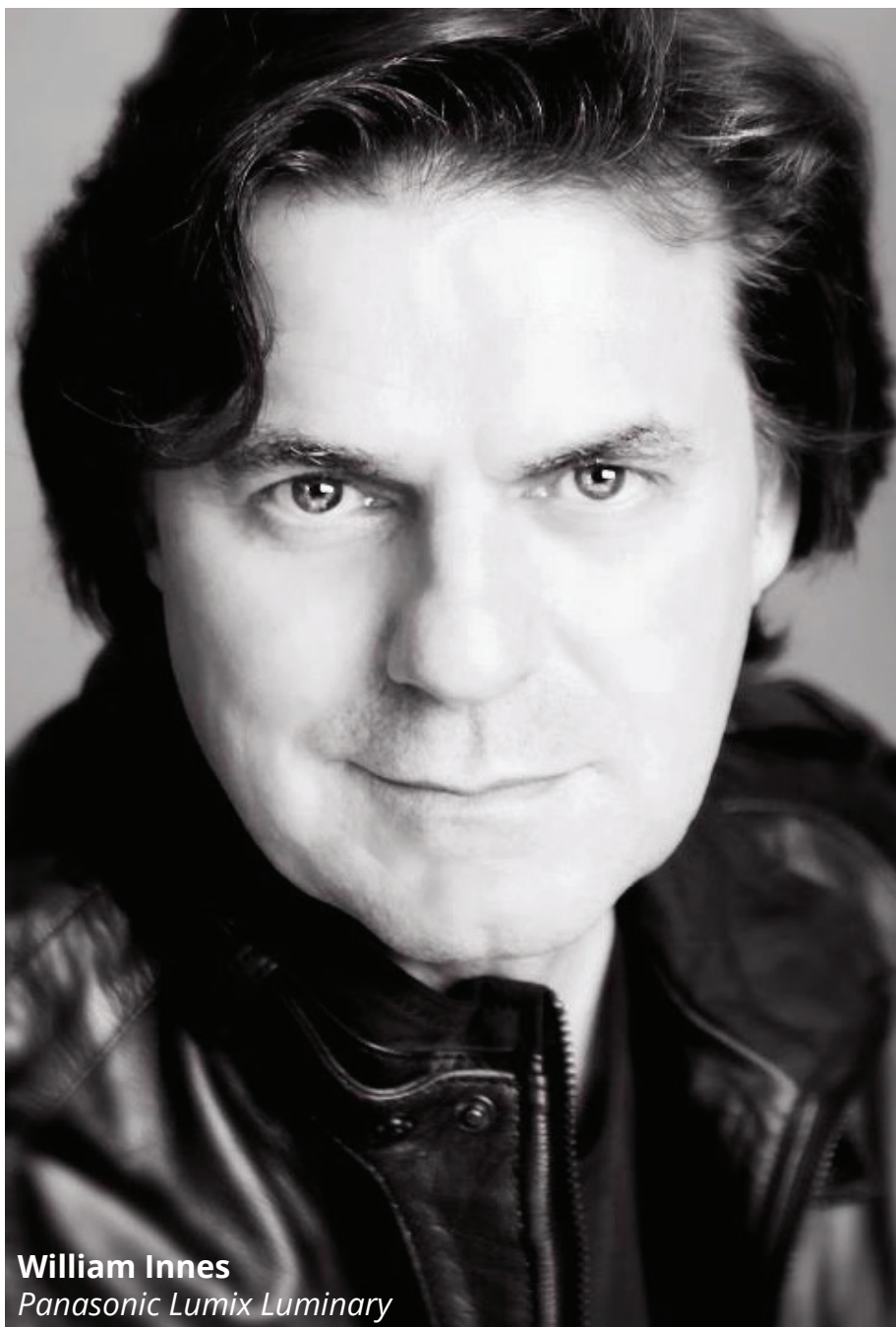
Vanguard's sales, marketing, and product managers are the faces and voices of Vanguard to the distributors, dealers, and consumers who buy our products. Each day we focus on being the most global, integrated, and relevant team in the industry, relentlessly driven to grow market share.



ADMIN AND SUPPORT

For over 30 years the administrative and customer support teams have been the glue that holds Vanguard together. These skilled and dedicated individuals offer support to all the other teams, overseeing the day-to-day details and long term planning that allows Vanguard to be a successful company.





William Innes
Panasonic Lumix Luminary

PHOTOGRAPHY PROFESSIONALS



The Vanguard Photo Professionals team is made up of an incredibly talented group of photographers from all over the world. Our pro staff imagery ranges from action and landscape photography to wedding and photojournalism. The feedback from our pro staff helps Vanguard continue to deliver outstanding and affordable photo accessories.



Uros Podlogar
Sony Imaging



Larysa Switlyk
Host of Larysa Unleashed



Chipper Jones
Major League Bowhunter

OUTDOOR PROFESSIONALS



Vanguard Outdoor Professionals have an extreme passion for the outdoors. They are an elite group of men and women who pride themselves in ethical techniques and passing the tradition of the outdoors down to the next generation.

View our complete professional staff online at vanguardworld.com



VANGUARD

EST. 1986

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