



Firefighter Turnout Bags

Firefighter Turnout bags recycles retired firefighter turnouts into new and unique products. FFTOB's mission is to reduce the impact of waste that turnout gear has on the environment. FFTOB also wants to offer a unique and meaningful product to the firefighter family. Lastly, FFTOB gives back to the fire family as much as possible. This gear has a history behind it, and each bag brings that history with it wherever it goes. These bags are unique, recycled, and hand made with love in the USA. FFTOB prides itself on its quality.

The owner Niki Rasor, started this business in 2008, and since then, every year it has increased its sales and its fan base. FFTOB started when Niki's firefighter husband asked her to remove a pocket from his coat. She plucked off the pocket, and thought it was too cool to just throw away. She remembered he had some old suspenders, so she found those, attached them to the pocket, and made the very first FFTOB! Little did Niki know, that this little bag would grow into an industry of recycling gear into new products. The business grew exponentially, and now FFTOB ships worldwide, and made a debut on Shark Tank! We know that there is more in store for FFTOB, and the business will continue to grow at an excitingly fast rate.

Top Countries

37.8k

United States



1.3k

Canada



192

Australia



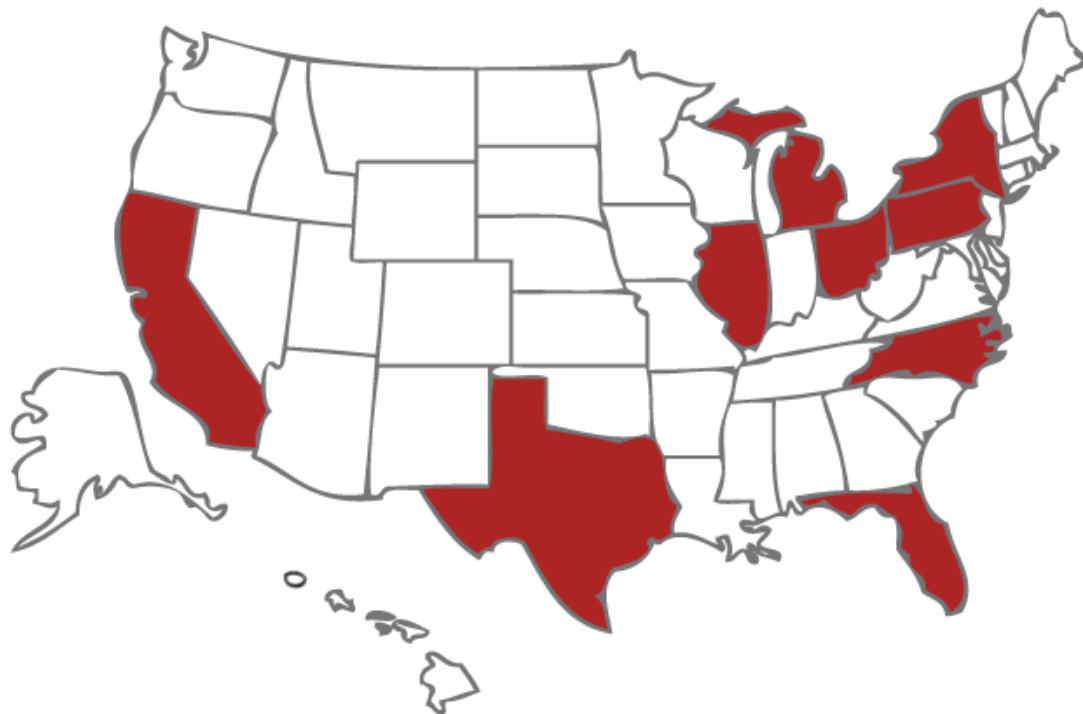
107

United Kingdom

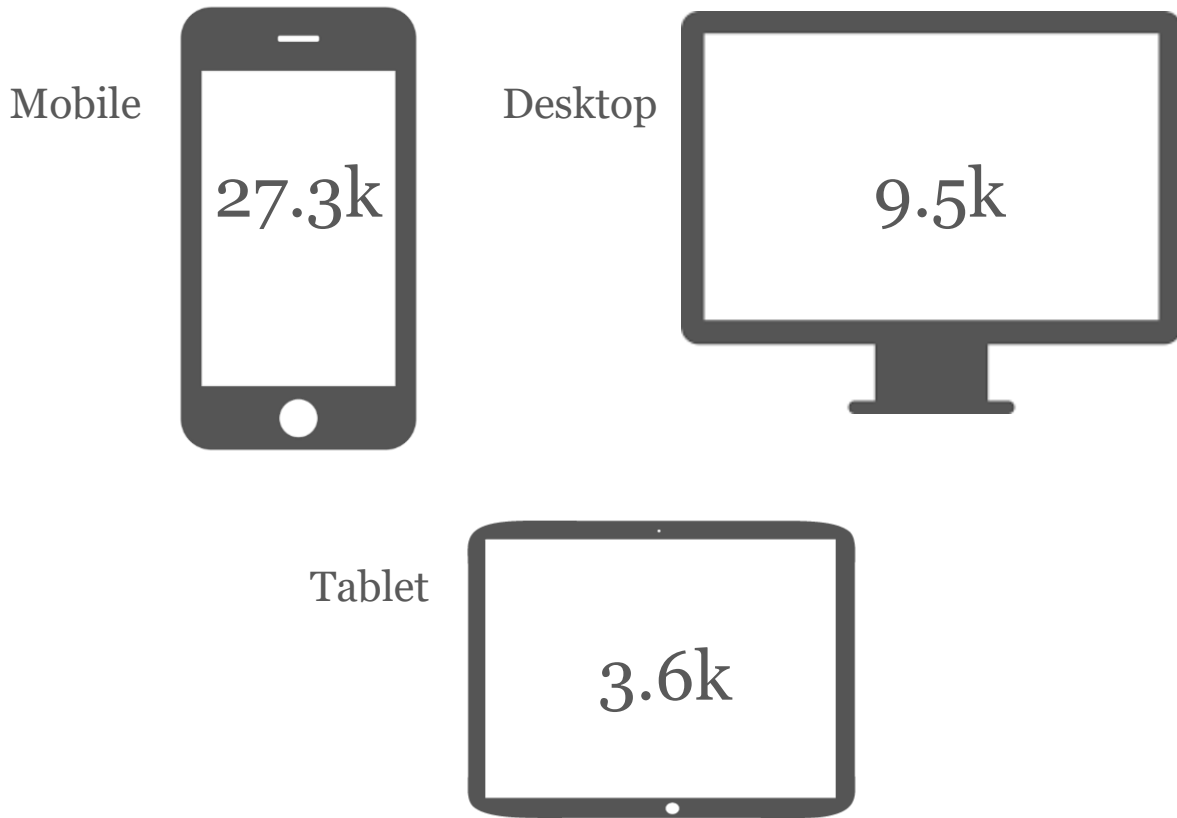


United States- Breakdown

- California: 3,279
- Texas: 2,917
- New York: 1,770
- Illinois: 1,502
- Florida: 1,325
- Pennsylvania: 1,239
- Ohio: 1,157
- Michigan: 1,021
- North Carolina: 1,003



Visitor Device Usage



Social Referrers



Facebook
12.3k



Instagram
549



Pinterest
305

WEBSITE & FACEBOOK VIEWERSHIP

40,000 +
Total Monthly Visitors

35,000 +
Total Unique Monthly Visitors

117,000 +
Facebook Page Likes

7,000 +
Facebook post organic Reach

40,000+
Facebook Paid Reach
(Paid Posts)



Products FFTOB Loves Opportunities

All Packages Include: Your product featured on the “Products FFTOB Loves” page on the website.

Bronze Package \$165/ Month	Product featured on website only
Silver Package \$200/Month	Two Facebook post per month with organic reach. Access to our ad designer to create the Facebook posts
Gold Package \$340/ Month	Four Facebook post per month, two with organic reach, two with paid reach. Access to our ad designer to create the Facebook posts
Platinum Package \$480/ Month	Six Facebook posts, and one Instagram post. Two Facebook posts with organic reach. Four Facebook posts with paid reach. Access to our ad designer to create both Instagram and Facebook posts.
Create Your Own Package Price per month will vary (Starting at \$165/month)	Is there a specific number of posts you have in mind? We can create a package that will best suite your advertising needs. Need product photography? Need private ad design help? We can work with you to find just what you need for your brand!

*Save up to 20% with a 12 month agreement