



Cerf Factory opens in New London, Missouri.

1971



New office building is built at 2827 S. Brentwood Blvd in St. Louis, Missouri.

Camp Inn brand of camping and outdoor gear is born.

1974



Mesh packaging and paper sleeve are introduced; revolutionized packaging in the camping/outdoor industry.

1994



Jerry Michelson becomes CEO of Cerf Bros, taking over the company from his father, Jerome Michelson.

1998



Craig Harrison becomes President of Cerf Bros.

2000



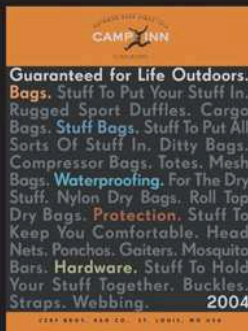
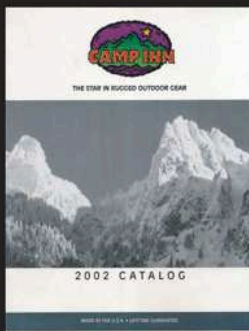
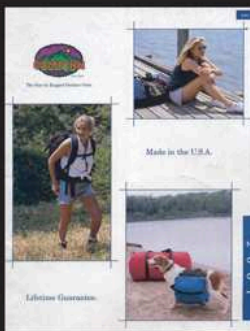
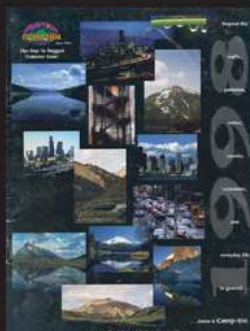
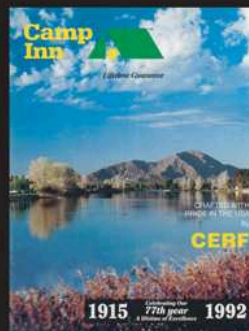
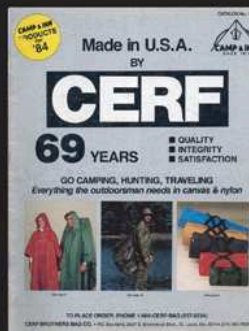
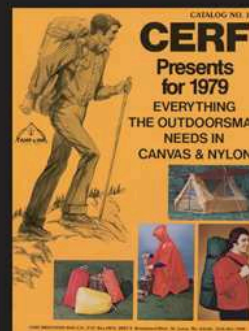
First Cerf Bros website, www.cerfbros.com, launches.

2002



New technology is introduced and the product line is vastly reformed; introduction of The Runner, The Explorer, and the HYDRISK.

2005



1915

Cerf Bros Bag Company founded by Edwin Cerf first products produced include dish towels and #1 selling product, replacement pockets.



1945

End of WWII sparks new interest in camping and camping accessories. Cerf meets the demand by adding duffel bags and other camping gear to the product line.



1973

Fire destroys Cerf Bros office building; everything is lost except the spirit. Corporate turns to rebuild and reinvent the brand.



1999

Cerf Bros sign the Columbia Sportswear license to make backpacks, luggage, and travel accessories.



2002

Cerf Bros moves from its location on Brentwood Blvd. to the new distribution center in Earth City, Missouri.



2004

Packaging is redesigned and the Camp Inn Leaping Man is born.



2005

HideAway Hunting Gear is introduced at the 2005 SHOT Show in Las Vegas.

