

# The Longaberger® Company

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## Facts on The Longaberger Company

Founded in 1973, The Longaberger Company is America's premier maker of handcrafted baskets and offers other quality home and lifestyle products, including pottery, wrought iron and fabric accessories. A favorite American guest destination, Longaberger is based in Newark, Ohio, and there are approximately 45,000 Independent Home Consultants nationwide who sell Longaberger products directly to customers. Longaberger's products are also available for purchase online at [www.Longaberger.com](http://www.Longaberger.com).

## Background

- Longaberger's basketmaking operation comprises the largest collection of artisans in the nation
- Longaberger employs approximately 1,500 employees
- Approximately 3 million guests have visited Longaberger Homestead® since its opening in 1999
- More than 300,000 people visit Longaberger locations and events each year

## Products

- Handcrafted hardwood maple baskets
- Longaberger WoodCrafts® basket dividers and lids
- Vitrified pottery and dinnerware
- Wrought iron products
- Fabric accessories for baskets and for other home uses
- Beverage ware, flatware and other items for the home

## Recognitions and rankings

- *Conservation Colleague Award* for ongoing environmental commitment, The Nature Conservancy-Ohio, 2004
- *Vision For Tomorrow Award* for commitment to community, Direct Selling Association, 2003
- Rated one of the top 500 largest privately held companies by *Forbes* magazine, 1996-2001
- Ranked 18<sup>th</sup> on *Working Woman* magazine's list of largest woman-owned U.S. companies, 2001
- Recognized as one of 10 most generous U.S. companies by *George* magazine and Newman's Own, Inc., 1999
- Longaberger Golf Club one of the best courses in Ohio and in the top 100 public courses in the nation by *Golf Digest* – biennial "The World's Greatest Golf" rankings, 2009.

## Facilities

- Dresden, Ohio: Birthplace of the Longaberger family. Company-owned facilities include Bonnie Longaberger Senior Center™, Longaberger University®, Popeye's Soda Shop, World's Largest Basket™, The Patio Shops, Longaberger Home and Garden and The Clothing Store
- Manufacturing Campus, Frazeytsburg, Ohio: Basketmaking Operations, Staining, WoodCrafts Facility, Handles Facility and Customer Fulfillment Center
- Longaberger Factory Store, Frazeytsburg, Ohio: Home of retired and revered treasures (located inside the basketmaking facility; features retired products, one-of-a-kinds and Factory Store exclusives)
- Longaberger Homestead, Frazeytsburg, Ohio: Shopping, dining, entertainment and educational destination
- Longaberger Golf Club®, Nashport, Ohio: 72 par, 18-hole Arthur Hills-designed public golf course
- Home Office, Newark, Ohio: housing corporate offices including sales, customer service, merchandising and marketing, communications, finance and accounting, purchasing, human resources, information technology and others
- The Place Off The Square™, Newark, Ohio: 117-room hotel with dining and conference facilities open to the public