



SIMPLE PRODUCTS *for a SIMPLER LIFE*



## WHO IS A LEHMAN'S CUSTOMER?

### PREPPER

The prepper is getting prepared for a day (or year) without traditional forms of power, such as electricity. They are interested in having a supply of what they need on hand, for when disaster strikes.

### FRUGAL LIVING

Saving money is high on the priority list for the frugal shopper. They stretch every dollar from the grocery store to the gas station, by growing and preserving their own food, riding their bicycle to work, and making and baking gifts for loved ones.

### OFF-THE-GRID

Typically a serious Lehman's customer, those without electricity can purchase everything they need for heat, food, light and water – one stop shopping.

### HOMESTEADERS

Living off the land is paramount to these folks. Farming, harvesting, raising livestock – they would be at home in 1812, 1912 or 2012.

### GARDENERS

From plant, to plate, to pantry, gardeners enjoy growing what they feed their families. Heirloom seeds, hand tools and harvesting equipment fits their style in the growing season, and cooking and food preservation products work after the harvest is reaped.

### ECO-FRIENDLY

By reducing their dependence on fossil fuels and traditional forms of power, these customers use recycled or human/wind/water/solar powered products.

### CHRONICALLY NOSTALGIC

No matter what their age, they love items from days gone by. Wooden toys, old-time candy, glass-bottled soft drinks, board games and scented candles top their list.

