

RUGGED MATERIAL

HOSTED BY
Cedar City SBDC
Southern Utah University



OWNER
Tyler Condie

NATURE OF BUSINESS
Premium Leather Goods

CITY
Cedar City

COUNTY
Iron

PHONE
435-592-5231

WEBSITE
www.ruggedmaterial.com

BUSINESS STRUCTURE
Corporation

DATE FOUNDED
June 2013

EMPLOYEES
3

SBDC BUSINESS ADVISOR
Craig Isom



Tyler Condie, founder and CEO of Rugged Material, has taken his passion for American made goods and turned it into a business, which has exploded. Within 18 months, the company is receiving a new workshop and his leather goods – ranging from belts to wallets, even satchels and backpacks – are being shipped worldwide.

“Everyone should have access to American made goods that come with a lifetime guarantee. Typically those items are so outrageously expensive that most people are unable to purchase those products, so I had to find a way around that,” Condie states. But this Henry Ford of leather is taking it a step further; the items are created so one can take it to school with a laptop inside then to the trails loaded with climbing gear. And it doesn’t stop there; all items are completely weather resistant.

“The secret to our success has been a relentless commitment to giving the best quality experience and product possible. Along with the high standards we hold for ourselves, a large part of the success with Kickstarter came from the win win situation we created that allowed our backers to be the firsts with our bags and get them half off while feeling like they are part of our team.”

-Tyler Condie

Rugged Material received its biggest break recently with a campaign on Kickstarter. Condie began his campaign to raise \$15,000 and within a few days the goal was reached. By the time the campaign finished, \$84,250 was raised. Now with capital beneath his belt, Condie and his business partner CJ Rowley, who he met in a college math class, are able to upgrade to a new workshop, purchase new equipment and hire a full-time employee. “I have always looked for ways to become self-employed, and now I can be. Creating my own business is giving me the ability to provide for myself and my family, I can’t think of a better way to live,” explains Condie.

Tyler continues to meet with Craig Isom to discuss strategy and growth, and plans to utilize the resources available from the SUU Small Business Development Center as demand for his products grows.

He went on to say that his goals with Rugged Material are all being met, especially with the help of SUU’s Small Business Development Center (SBDC) where he took a class on how to better manage his growing company. The eleven week class, FastTrac Better Business Techniques, is taught by Craig Isom, Executive Director of the Cedar City SBDC. Participants learn how to: write a business plan, do market research, manage risk, identify funding sources, manage cash flow, and much more. The class allows for busy entrepreneurs to set aside time to focus on

their business, rather than just managing day-to-day business tasks. It also encourages networking and provides access to a variety of community experts. Craig Isom said of his successful student, “Tyler has been able to carve out a niche and he has hit it out of the ballpark. His business is growing at a nice rate and creating jobs. With his attitude and energy the future bodes well for him.”

The idea of creating jobs is a huge characteristic of Rugged Material, and according to Condie it’s a main goal. “We love Cedar City and are focused on keeping our manufacturing here so we can create opportunities for the community to grow.” Story credit: Jessica Young and Jennifer Burt.