

# SETKO FASTENERS

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## RE-INVENTING THE HOLIDAY TRADITION

by Kelly Poholarz


Setko Fasteners has been part of our industry for 87 years. Over the generations, Setko has continued to fasten the world together by providing quality socket product. Every once in a while, it is healthy to look back at our history and remind ourselves of who we are at our core. This Christmas season Setko has decided to reissue a family favorite board game that was first introduced to the industry over 70 years ago. In the age of cell phones, apps, tweets and online games, we want to remind everyone of how the simple things can bring joy and excitement into our lives.

The first of many exclusive board games will be issued this Christmas season to our valuable customers. The "3 Square Puzzler," is the first of our exclusive puzzles. To keep things exciting, Setko will only issue 50 total puzzles throughout the industry. Individual puzzles will be numbered 1/50, 2/50, etc. We would like to carry on that tradition by reissuing the puzzles each year as a limited series. Each game is one of a series of stimulating, entertaining and relaxing puzzles enjoyed by all who love the excitement of a challenging activity.

Setko's original tagline, "For the Most Experienced Answers to Puzzling Screw Problems, Call Setko!" began

the tradition of the puzzles. Started in the 1950s, the original owner created puzzles to give to his family, friends, customers and suppliers for Christmas. The puzzles quickly became a Holiday favorite! Soon, everyone wanted these nostalgic puzzles for their family and friends to play. Once the games became popular, Marshall Field's began selling them in their stores nationwide. A display was created front and center at Christmas time showing the years sought after puzzle.

It is easy to get caught up in the craziness of the industry; price increases, on time delivery, quality issues, lines down. Slow down...enjoy this time of season

and play a good old fashioned board game with your family. Have Fun! Don't be discouraged. If at first you don't succeed, try, try again! Then comes the fun of watching your friends while they try and try again and finally W-I-N! 



*Ready...*  
**SETKO!**