



RED BRAND

Overview

100% made in the USA from start to finish, Red Brand agricultural fence products have been the trusted choice of property owners, farmers, and ranchers for over 125 years.

In 1889, Peter Sommer built the world's very first fence weaving machine. He wanted to provide a faster and easier way to build quality, longer-lasting fence. His determination and innovation resulted in creating Red Brand fence. And now, generations later, Red Brand keeps Sommer's legacy alive. We continue to produce high-quality, American-made fence products designed to exceed the demands of our country's diverse rural and agricultural communities.

Process / Products

Red Brand is manufactured at Liberty Steel & Wire (LSW) in Peoria, Illinois. Every step – from melting scrap metal to finishing each roll – happens at one facility. The wire we use is precisely formulated for Red Brand.

Our skillful team carefully monitors the steel making process at all times. This is important because eliminating impurities and maintaining specific alloy formulas in the steel are essential for top performance. As a result, every vertical and horizontal wire reacts the same to excessive pressure and harsh weather conditions. This means that the entire system will stretch properly at install and react consistently with temperature changes.

In contrast, if the chemistry isn't perfect, inclusions can cause inconsistent tensile strength. A fence assembled with uncertain steel origins or chemistry will likely result in a fence that sags, breaks, or fails prematurely.





Applications

Known for its distinctive red top wire and barbs, Red Brand products provide safety and security for valuable property, inventory and livestock. An extensive line of fence styles is available to suit just about any application.

In fact, different combinations of knots, gauges and roll heights offer over 150 possibilities. Red Brand provides safety and security for many different purposes:

- Non-Climb for Perimeters
- Deer & Wildlife (up to 8" high)
- Barbed Wire
- Field Fence
- Keepsafe® V-Mesh Horse Fence
- Sheep & Goat
- Poultry Netting
- Panels
- As well as many more specialty applications



Customer Care

Red Brand started in America, and our ongoing commitment to creating 100 percent American-made fencing stands firm. The Red Brand and Liberty families take great pride in producing fence that is consistent and reliable every time. That's what we've built our reputation on for over 125 years, and why we are still the most trusted name in ag fencing.

You'll find Red Brand products at farm and ranch stores, hardware, and home center retailers nationwide.

Contact Us

For additional information about Red Brand or to request a quote, call us at **800.447.6444**.