

# Purpose Driven

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SURVIVAL HARDWARE

SURVIVAL HARDWARE CREATES HARD  
TOOLS FOR HARD TIMES

**"SIMPLE,  
HEAVY DUTY,  
COMFORTABLE AND  
FUNCTIONAL TOOLS  
ARE THE BEDROCK  
OF THIS FORGE."**



## The NORSEMAN.

The nickname sends you directly back to the Middle Ages and likely conjures up images of a ruthless warrior who will stop at nothing to get what he wants.

There certainly is a hardness to Dave Williams and it's entirely correct to attach the word warrior to him, but the owner of Survival Hardware in Idaho is definitely not ruthless.

Tough? You bet. He is a former Marine. Relentless? Absolutely, as he will stop at nothing to produce great product.

You're about to read how he has put his many years of training and experience into his unique and inspiring tools and knives. Simple, heavy duty, comfortable and functional tools are the bedrock of this forge. The company tagline "Hard Tools for Hard Times" fits Survival Hardware like a well-oiled sheath.

**KI: What kind of training and rank did you achieve in the Marines?**

**Norseman:** I retired as a Gunnery Sergeant, and I have been fortunate enough to graduate from every level of sniper training that the Marine Corps offers. I have also graduated from and taught

some of the most advanced courses for an infantryman, such as Mountain survival and Scout Sniper Basic Course. I am also a graduate of NATO SERE Instructors Course, Summer and Winter Mountain Leaders Courses, and Advanced Mountain Survival Instructors Course.

**KI: What are some life-changing lessons you learned during your time in the Marines?**

**Norseman:** For the most part, the Marine Corps is the only life I know, so it has shaped who I am as a person. A couple of the main things that I took away from my service is that there is always room for improvement and never be afraid to try anything. Failure is a natural part of learning so the only failure that I cannot accept is failure to try.

**KI: What got you started in the knife business?**

**Norseman:** Oddly enough, I started making knives as an afternoon project, eventually making them for friends as gifts. In time, I received some real instruction from knife makers Luke Swenson and Trace Rinaldi. The two of





HOG 9.0 and Damascus HOG after some serious testing

**"I PUT NO VALUE IN GIMMICKS OR TRENDS. MY KNIVES ARE CONCEIVED UNDER WORKING CONDITIONS AND REFINED IN THE FIELD DURING USE."**



The SERE E-Tool

them have really helped me understand the process well enough to put my knife using experience to good use as a knife maker.

**KI: When did you make your first knife?**  
**Norseman:** I made my first knife as something to keep me busy and out of my wife's hair while she was cooking Thanksgiving dinner in 2010. I decided to take a piece of steel, some scrap Zebra Wood and make myself a knife. Although I made my first knife on that fate filled thanksgiving, I have been designing knives for many years. Two of those designs are in production by Tops Knives under the names of HOG 4.5 and S.N.A.P..



The HOG working through a large stack of Rainbow Trout

**KI: Have you made knives for any important personnel? If so, who?**

**Norseman:** I have built many knives for many people, and I consider all of my customers just as important as any other. I have built knives for Silver Star recipients, special operations warriors, survival gurus and people just getting started in their chosen field.

### CONTACT INFO

**FACEBOOK:**  
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 (you can read more about Norseman's first knife here)

**INSIDE  
SURVIVAL HARDWARE LLC**

**1 STEEL:** Most knives are made from high carbon steel in the 10xx varieties, while the slip joint folders are constructed of 154CM stainless steel.

**2 DESIGN:** All designs are based on experience in the field they are created for. If Norseman doesn't have experience in a field he is designing for, he will go out and get the training and experience in that field so he can better understand what is needed most out of a knife by the people in that field.

**KI: What are your favorite mediums to work with?**

**Norseman:** For steel, I tend to stick to the high carbon 10xx varieties. I like the way that this steel performs in the field. I have worked with stainless varieties, and use 154CM when I make slip joint folders. For handle material I like the canvas and linen Micarta, and G-10. I prefer those because they are about as durable as a handle material can be, although I have used antler, bone, wood and some composite materials by request. Overall, I like to experiment with new material whenever I get the chance.

**KI: What is the inspiration for your designs?**

**Norseman:** Experience! Whenever I design a blade, I consider what the intended purpose of the knife is and go from there. If I don't have any experience in a particular field, I'll either go get some experience, or I won't make a blade for that purpose. Last year I went to guide and packer school, just to learn what a guide and packer would look for in a knife. A completed knife should have nice lines and contours and fit the hand comfortably when it is being used as intended, and should also look nice when lying on a bench.

**"I HAVE BUILT MANY KNIVES FOR MANY PEOPLE AND I CONSIDER ALL OF MY CUSTOMERS JUST AS IMPORTANT AS ANY OTHER."**



The HOG "Hunter Of Gunmen" with custom scales



## SPECS

Each knife is individual and the specs for each are based on the customer's needs.

### KI: How has your experience in the field affected your knife making practices?

**Norseman:** I think that I have a great appreciation for comfort in a knife. I understand intimately how bad your hands can ache after days or weeks in the field. Just simply handling wood, gear and rope takes a toll on the hands. If a knife is not comfortable in overworked hands, it will ultimately be replaced with a better option.

This fact is why I started designing knives in the first place. There is usually some compromise between looks, durability, usability and comfort. I think that my experience has allowed me to strike a good balance of all of those requirements.

### KI: What makes your knives unique?

**Norseman:** I think what sets me apart is that my blades are simple and functional. I put no value in gimmicks or trends. My knives are conceived under working conditions and refined in the field during use. I am first and foremost an outdoorsman, and I will not sell a product that I wouldn't want by my side in the wilderness.

Aside from that, I try to do as much as possible in house. From raw material to finished product, I do everything. I turn and tap on my lathe the brass barrel nuts that connect the handles to the blade and I burn the screens to etch my logo on the finished products. If I can figure out how to do it, I do it in house. **KI**



Norseman standing on one of his knives, stuck in a tree, to demonstrate their strength

