

HANG WITH YOUR CHUMS.

CHUMS®



www.chums.com

2011/2012 PRODUCT GUIDE



Glasshopper
Visor Clip
Page 23



Adjustable
Orbiter
Page 16



Flavored
Lip Balms
Flip Over;
Page 4



Wallets
Page 32



Metal Eyewear
Case
Page 25



Natural Clear
Sunscreen
Flip Over; Page 5



SINCE 1983

THE MOST PROFIT GENERATING SQUARE FOOTAGE IN YOUR STORE



Unmatched ROI Small footprint + high turns + high margin = HUGE PROFITS

Define your Community Choose your display: Towers • Countertops • Shippers
Customize your product mix to suit your store's identity

Boost your average items per ticket Accessories should be a part of every transaction

Fast, Easy Service

- Solid vendor for over 25 years
- Unparalleled customer service
- Fast turnaround and ship times



CONTENTS

PREPACKS & DISPLAYS

Page 6

NEW COLLECTIONS

Page 8

COTTON EYEWEAR RETAINERS

Page 10

ROPE EYEWEAR RETAINERS

Page 12

NEOPRENE EYEWEAR RETAINERS

Page 14

TECH EYEWEAR RETAINERS

Page 16

WATER SPORTS / FLOATING

Page 20

VISOR CLIPS / ACCESSORIES

Page 22

EYEWEAR CASES

Page 24

MOSSY OAK COLLECTION

Page 26

KEYCHAINS & CARABINERS

Page 28

HANG ON / IMPULSE ITEMS

Page 30

THE BAND

Page 31

WALLETS

Page 32

FITNESS / ACTIVE GEAR

Page 34

LANYARDS & WINTER SPORTS

Page 38

CUSTOMIZATION

Page 40

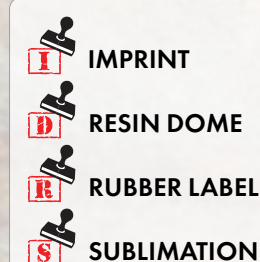
BEYOND COASTAL SUN CARE

Flip Catalog Over

CUSTOMIZATION OPTIONS

Page 40

Customized products promote your business, shop or cause. Look for these icons denoting how each of our products can be personalized for your community.



OUR MASCOT: THE INFAMOUS RED-FOOTED BOOBY

Often mistaken for a penguin, the Red-Footed Booby is famed as one of the most graceful and versatile aeronauts in the sky. The fastest way to ruffle his feathers is to confuse him with one of those sea-sailing, ground-bound bumpkins.



CUSTOMIZE AN ACCESSORY CENTER AROUND YOUR COMMUNITY

Your store has its own distinct personality, its own specific clientele. Chums offers display options to fit any shop, any budget.

- Choose your display
- Create a product mix to suit your community
- Sell & re-order...It's that simple



3-Sided Counter Top
PrePack 99225
20" tall, 10" rotating base
Display DDS3SIDED99



Wall Display (left)
PrePack 99227
13" wide,
slat or modular wall mount
Display DDSWALL99



Power Panel Mix (right)
PrePack 99233
60" tall
modular wall mount
Display DDSPP



3-Sided Floor Tower
PrePack 99234
68" tall, 19" rotating base
Display DDSTWR99



2-Sided Counter Top
PrePack 99224
20" tall, 10" rotating base
Display DDS2SIDED99
Header 1TOPREG



Wire Display Mix
PrePack 99226
23" tall, 10.5" base
Display DDSTWIRE149

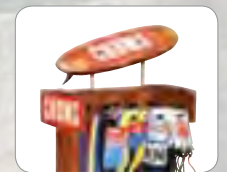
ALTERNATIVE HEADERS FOR 2-SIDED COUNTER TOP



Hunt Fish Mix
PrePack 99229
Header 1TOPFISH



River Marine Mix
PrePack 99228
Header 1TOPOAR



Header 1TOPSURF



2-sided Rasta Mix
PrePack 99462
20" tall, 10" rotating base
Display DDS2SIDED99



2-sided Houndstooth Mix
PrePack 99488
20" tall, 10" rotating base
Display DDS2SIDED99



Wire Rasta Mix
PrePack 99461
23" tall, 10.5" base
Display DDSTWIRE149



Wire Houndstooth Mix
PrePack 99487
23" tall, 10.5" base
Display DDSTWIRE149



NEW
Musta



Carabiner Keychain Aluminum 90190779
MSRP \$4.99

Carabiner Keychain Steel 90203779
MSRP \$4.99

The Band Hemp 3/4" Standard (20mm) 00010HE779
MSRP \$7.99

Chumois Lens Cloth 30024777
MSRP \$5.99

Poly Sublimated Retainer Standard End 12115777
MSRP \$7.99

3mm Rope Retainer Universal Fit 12103778
MSRP \$7.99

Printed Neoprene Retainer Classic 12128778
MSRP 6.99

NEW
Houndstooth



Poly Sublimated Retainer Standard End 12115750
MSRP \$7.99

5mm Rope Retainer Universal Fit 12102750
MSRP \$6.99

Printed Neoprene Retainer Classic 12128750
MSRP \$6.99

Carabiner Keychain Aluminum 90190750
MSRP \$4.99

Carabiner Keychain Steel 90203750
MSRP \$4.99

The Band Hemp 3/4" Standard (20mm) 00010750
MSRP \$6.99

Lanyard 3/4" 11031750
MSRP \$5.99



Original Standard Stripes 12115
MSRP \$6.99

They're back! Chums old school stripes now in updated colors.

- Standard End
- Stripes Mix

stripes mix

Stripes Mix (6)
\$6.99

500

501

555

556

557

558

hip new sublimated patterns



Original Standard Sublimated Patterns 12115
MSRP \$7.99

Add a little groove to your glasses.

- Standard End
- Wasatch Mix

Wasatch Mix (6)
\$7.99

Kyoto - 753

Calamari - 756

Fish Skin - 755

Seaweed - 752

4 Square - 757

Wood - 754



original cotton chums

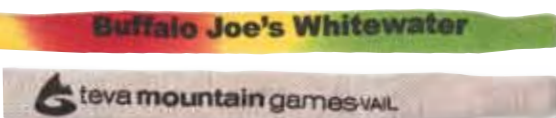
The product that started it all, after 28 years still made in Hurricane, UT.

- Made in the USA
- 100% Comfortable Cotton



KEEP THEM WEARING YOUR BRAND

Imprint our cotton retainers with your logo.
See pg 40 for details.



Availability of Mixes

Standard End All Mixes

Small End Basic & Hurricane 12

Large End Basic & Hurricane 12

No Tail Basic

Adjustable Basic, Landscape & Wasatch

Large - 12119

Standard - 12115

Small - 12116



standard end



Original Cotton Small End 12116
MSRP \$6.99

- Fits thin frames
- Available in *Basic* & *Hurricane 12* mixes



Original Cotton Large End 12119
MSRP \$6.99

- Fits larger frames
- Available in *Basic* & *Hurricane 12* mixes



Original Cotton No Tail Standard 12109
MSRP \$6.99

- Standard End
- Available in *Singles* & *Basic* mix



Original Cotton No Tail Adjustable 12207
MSRP \$6.99

- Standard End
- Dual Bead adjustability
- Available in *Basic*, *Landscape*, & *Wasatch* mixes



12116



12119



12109



12207

small end

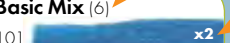
large end

no tail

adjustable

There are six total items in this mix

Basic Mix (6)

101  x2

Color code

ORDERING KEY

This mix has two of this color

Basic Mix (6)



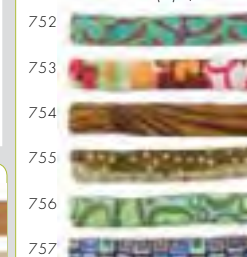
NEW Stripes Mix (6)



Hurricane 12 Mix



Wasatch Mix (6) \$7.99



Organic Cotton Mix (6)



Earth Mix (6)



Foliage Mix (6)



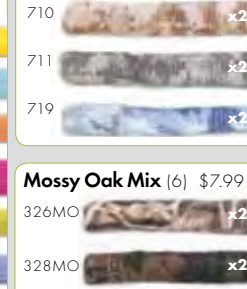
Hurricane 24 Mix



Bright Mix (6)



Camo Mix (6) \$7.99



Mossy Oak Mix (6) \$7.99



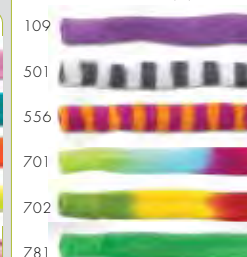
Landscape Mix (6)



Singles



Old School Mix (6)

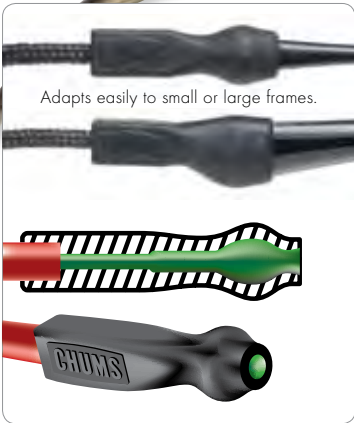


ROPE EYEWEAR RETAINERS

- Made in the USA
- Durable- Tightly Woven Nylon
- Comfortable- Fully Adjustable

MAKE THESE PRODUCTS YOUR OWN

Enhance rope retainers with a customized dome tag.
See pg 40 for details.



universal fit

- Universal Fit**
3mm Rope 12103
5mm Rope 12102
MSRP \$6.99
- Patented Universal Fit temple
 - Accommodates a wide variety of frames
 - Durable molded rubber

ranchero

- Ranchero 3mm Rope 12120**
MSRP \$6.99
- Articulated temple
 - Fits small to medium frames
 - Available in *Solids* & *Earth* mixes

- Chums Lite 2mm Rope 12122**
MSRP \$5.99
- Low profile temples
 - Fits thin wire frames
 - Available in *Singles* and *2mm* mixes

- Slip Fit 3mm Rope 12121**
MSRP \$6.99
- Streamlined forward-mount temple
 - Fits small to medium frames
 - Available in *Singles* and *3mm* & *5mm* mixes

fish tip



- Fish Tip 3mm Rope 12204**
MSRP \$6.99
- Patent pending custom molded fish temple
 - Fits most standard frames
 - Available in *Fish Tip* color mixes

featherweight

- Featherweight Loop 2mm Rope 12118**
MSRP \$5.99
- Lightweight
 - Adjustable Loop Temples
 - Available in *Singles* and *2mm Mix*

3mm/5mm Mix Options

Solids Mix (6)	Wind Mix (6)
100	302
101	824
102	825
105	826
122	827
151	828

Earth Mix (6)	Fire Mix (6)
320	713
334	819
815	820
816	821
817	822
818	823

3mm Fish Tip Mix Options

Salt Water Mix (6)	Fresh Water Mix (6)
100	100
105	122
713	334
818	815
819	816

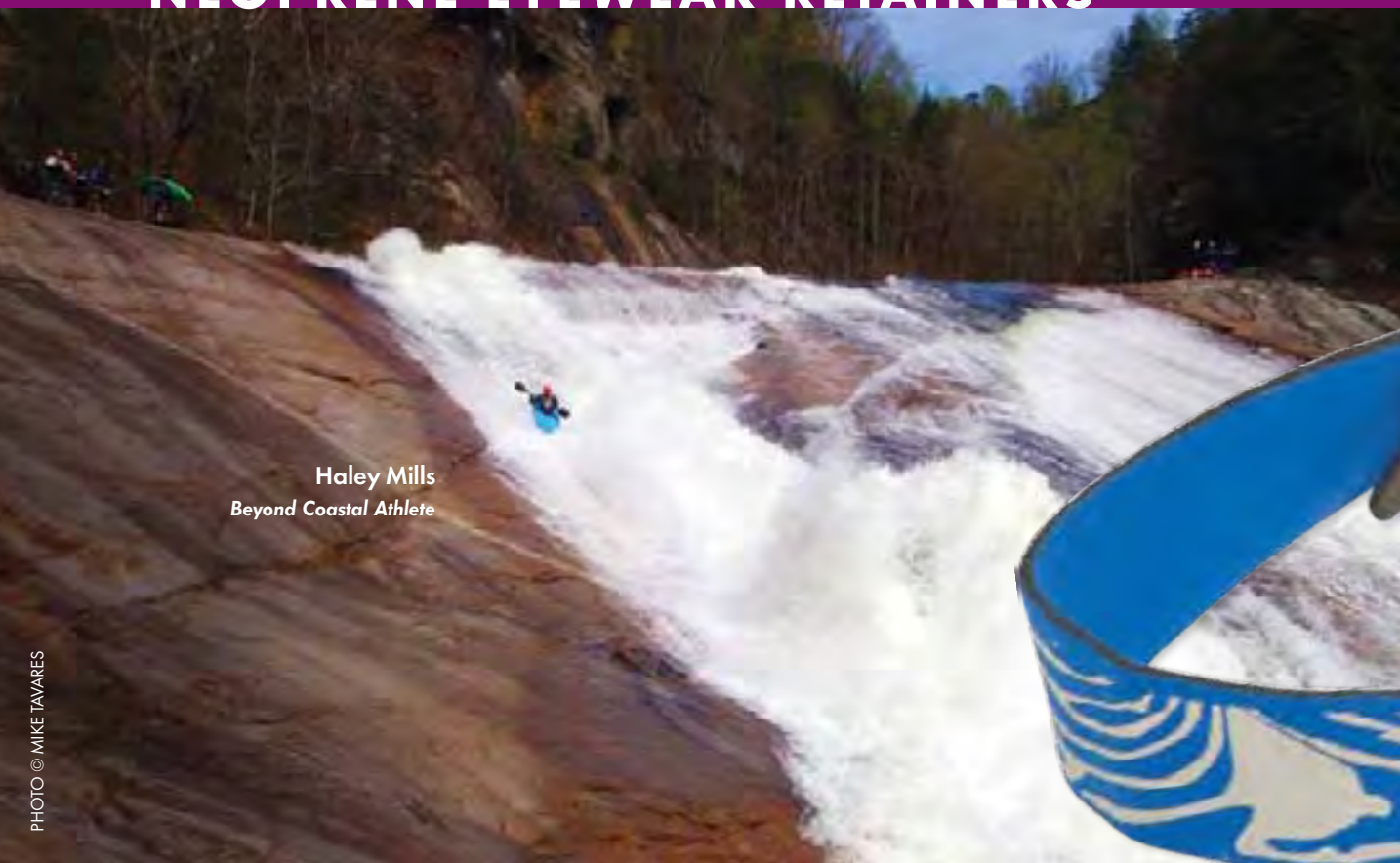
Single only (3mm)	2mm Mix (6)
106	100
	101
	102
	120
	233

chums lite

slip fit



NEOPRENE EYEWEAR RETAINERS



BRAND IT!

With a custom screen print.
See page 40 for details.

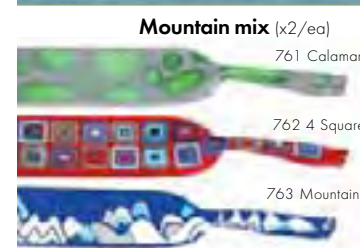


Neoprene Classic 12128
MSRP Solids \$5.99 Prints \$6.99

- Quick-drying, comfortable neoprene
- Durable & Lightweight
- Easily adjustable
- Standard flotation Floats 15g/.5 oz
- Singles and mixes available in *all* Neoprene colors

Solids	Earth	Singles only
100  x2	100  x2	106 
101 	105 	109 
102 	116 	117 
105 	121 	326MO 
131 	152 	326SG 

solid classic



THE ORBITER EYEWEAR RETAINERS



The Adjustable Orbiter - Tech Eyewear Retainer 12420
MSRP \$10.99

- Ultra-lightweight stainless steel
- Fully adjustable
- Flat, low profile temples

Adjustable Orbiter Mix (6)



The Orbiter Mix (6)



Single, Regular Length Only



Double Adjustable Bead



12403



The Orbiter - Tech Eyewear Retainer

Regular 15.75" - 12403

XL 17" - 12406

MSRP \$9.99

- Ultra-lightweight stainless steel
- Flat, low profile temples
- **Four colors available:** black, royal, clear, pink

12420

12407

The Mono Orbiter - Tech Eyewear Retainer

Regular 15.75" - 12407

XL 17" - 12408

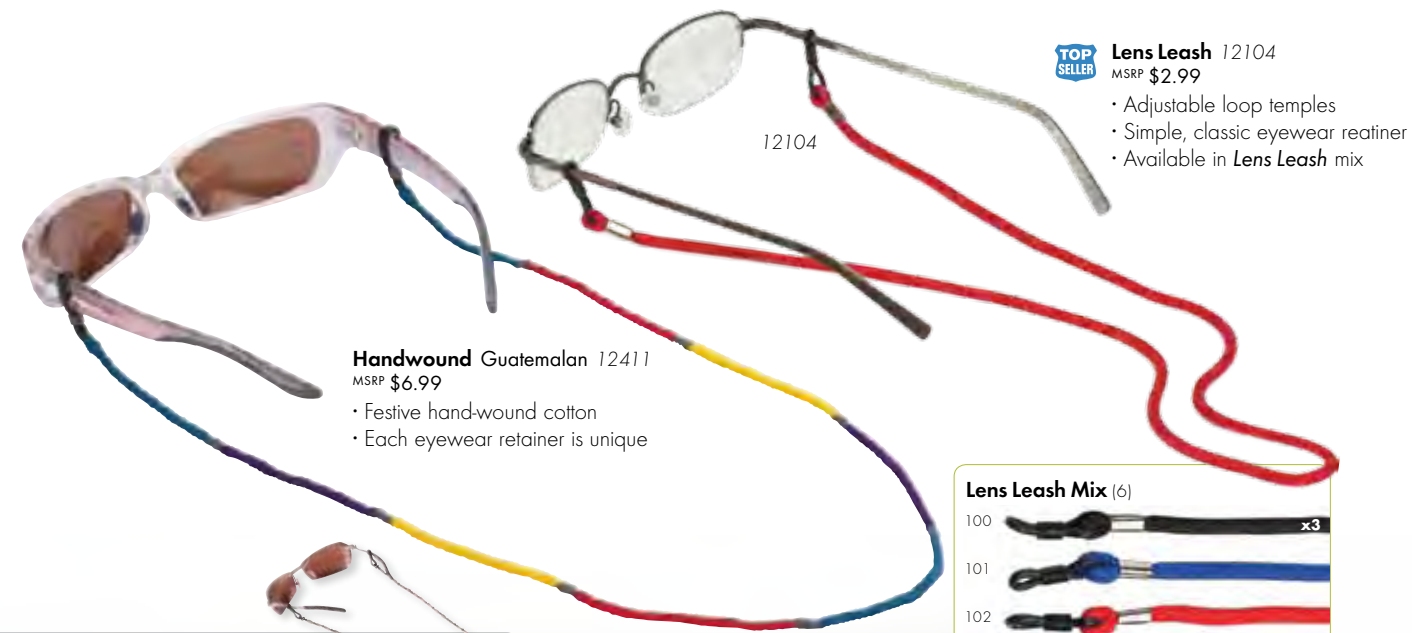
MSRP \$9.99

- High tenacity monofilament
- Sleek, trim & ultra-lightweight
- Flat, low profile temples
- **Three colors available:** black, clear, hi-vis.

Mono-Orbiter Mix (6)



URBAN / TECH EYEWEAR RETAINERS



Handwound Guatemalan 12411
MSRP \$6.99

- Festive hand-wound cotton
- Each eyewear retainer is unique

Lens Leash 12104
MSRP \$2.99

- Adjustable loop temples
- Simple, classic eyewear retainer
- Available in *Lens Leash* mix



Beaded Cord Classic 12402
MSRP \$7.99

- Adjustable loop temples
- Assorted pattern beads
- Available in assorted mix



Suede Retainer 12127
MSRP \$7.99

- Adjustable loop temples
- Velvety soft suede
- Available in *Suede* mix



Urban Cotton 12123
MSRP \$4.99

- Adjustable loop temples
- Comfortable cotton
- Available in *Urban Cotton* mix



Leather Mixes



Classic 12108
MSRP \$5.99

- Slim, single-ply eyewear retainer
- Standard end—fits medium to large frames
- Available in *Classic* mix



Tech Cord 12432
MSRP \$4.99

- Adjustable loop temples
- One-piece injection molded eyewear retainer
- Available in *Tech Cord* mix



Kids Original Cotton 12112
MSRP \$5.99

- Standard end fits most frames
- 100% soft cotton w adjuster bead
- Available in *Kids Basic* & *Kids Wasatch* mix



Kids Basic Mix (6)



Kids Wasatch Mix (6)

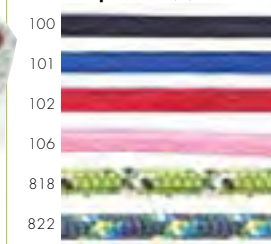


Kids Universal Fit 12111
MSRP \$5.99

- Universal fit temple fits most frames
- Durable braided nylon rope retainer
- Available in *Kids Rope* mix



Kids Rope Mix (6)



kids

Braided Leather 2.5mm 12126
MSRP \$9.99

- Adjustable loop temples
- Genuine braided leather eyewear retainer
- Available in *Leather* mix

Rolled Leather 2mm 12125
MSRP \$6.99

- Adjustable loop temples
- Low profile rolled leather eyewear retainer
- Available in *Leather* mix in black (100) and brown (118)

Elastic 12106
MSRP \$6.99

- Fits small to medium frames
- Lycra/cotton blend with adjustable bead
- Available in *Elastic* mix

Elastic Mix (6)





floating retainers

Halfpipe Light Flotation 12110
MSRP \$5.99
• Simple, lightweight latex tube eyewear retainer
• Fits small to medium frames
• Available in *singles* or *Halfpipe* mix
• Floats 5g/.17oz.

Glassfloat Classic Standard Flotation 12131
MSRP \$7.99
• Quick-drying, foam-filled poly
• Large end—fits medium to large frames
• Available in *singles* or *Glassfloat* mix
• Floats 5g/.17oz.

Universal Fit Glassfloat Standard Flotation 12133
MSRP \$9.99
• Patented Universal Fit temple—fits most frames
• Tough, braided nylon rope eyewear retainer
• Available in *Singles* or *Universal* mix
• Floats 5g/.17oz.

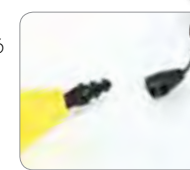
Floating Neo Standard Flotation 12178
MSRP \$8.99
• Adjustable, foam-filled neoprene temple fits most frames
• Available in *Singles* or *Floating Neo* mix
• Floats 5g/.17oz.

Neo Megafoam Heavy Flotation 12202
MSRP \$9.99
• Our highest rated floater
• Adjustable, foam-filled neoprene eyewear retainer fits most frames
• Available in *Singles* or *Megafoam* mix
• Floats 85g/3oz.

Cool Dry Fast Drying 12206
MSRP \$6.99
• Ultra quick-drying acrylic
• Standard end fits small to medium frames
• Available in *Singles* & *Cool Dry* Mix

Hurricane Keep Your #!\$% Together 12404
MSRP \$8.99
• One-piece cap/eyewear retainer
• Breakaway release for safety
• Standard end fits small to medium frames
• Available in *Hurricane* mix

Opening day of Snapper season out of Fort Pickens in Pensacola, Fl. turned out to be harder than we thought. We got flipped in the dark. While sifting through the water I spied my friend's new waterproof digital camera floating by on the Chums float! They work well!
- Benton Parrott • Spanish Fort, AL



camera float

Waterproof Camera Float 30046
MSRP \$9.99
• Detachable high density foam floater
• Available in yellow
• Floats 200g/7oz.



Floating Neo Keychain 90024
MSRP \$4.99
• High visibility key floater
• Available in red
• Floats 40g/1.4oz.

Floating Marsupial 90070
MSRP \$7.99
• Floating wallet/keychain
• Available in red
• Floats 40g/1.4oz.

Floating Keychain 91041
MSRP \$5.99
• Over-the-wrist key floater
• Closed cell foam floats over light latex tube
• Available in red
• Floats 28g/1oz.



floating keychains

TEST ALL FLOATING ACCESSORIES IN SHALLOW WATER BEFORE USE.

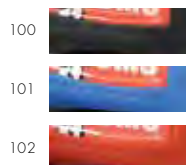




30025

chumbug

- ChumBug** Visor Clip 30025
MSRP \$4.99
- 30 ct. Hex Tub 99217
- Keep your eyewear safe
 - Easy push-button action
 - Available in singles and assorted mix



100

101

102

chumois



30024

- Chumois** Lens Cloth 30024
MSRP \$5.99
- 48 ct. Hex Tub 99195
96 ct. Hex Tub 99197
- Go anywhere microfiber cleaning cloth
 - Perfect for glasses, goggles, scopes, & lenses

- Eyewear Repair Kit** 30053
MSRP \$5.99
- Everything needed to keep glasses functioning
 - Screwdriver, magnifying glass, frame pads, screws, & gaskets
 - Reusable case

anti-fog



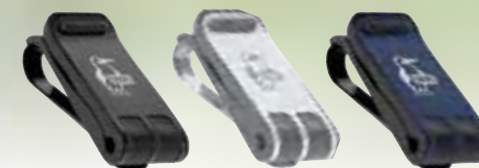
30053

30049

30050

glasshopper

- Glasshopper** Visor Clip 30054
MSRP \$5.99
- Sleek, one-piece brushed metal visor clip
 - Easy one-handed use
 - Available in singles and assorted mix



100

152

105



30002

eyewear clip

- Eyewear Clip** Visor Clip 30002
MSRP \$3.99
- 24 ct. Hex Tub 99086
36 ct. Hex Tub 99139
- Keep your eyewear safe
 - Easy push-button action
 - Available in singles and assorted mix

- Anti-Fog** Reusable Cloth 30049
MSRP \$3.99
- Soft, anti-fog treated cloth
 - Safe for glasses, goggles, fine optics and lenses
 - Not for anti-reflective lenses

- Anti-Fog Kit** 30050
MSRP \$7.99
- Anti-fog cleaner and cloth
 - Perfect for binoculars, glasses, goggles, scopes
 - Not For anti-reflective or Teflon lenses



100 x3

102

151

152



explorer case



31095



31093



100

102

105



31094

shade shell

Explorer Case & Cloth Eyewear Case 31095
MSRP \$11.99

- Compression molded hard-shell case
- Sewn in Microfiber cloth
- Convenient carabiner clips anywhere

Shade Shell Eyewear Case 31093
MSRP \$9.99

- Durable hard-shell case
- Full coil zipper for smooth, easy access
- Fits a variety of accessories
- Available in black, red, blue

Transporter Eyewear Case 31094
MSRP \$9.99

- Asymmetrical hard-shell case
- Fits all eyeglass styles

transporter

shade shelter



31090100



31096

Shade Shelter Eyewear Case 31090100
MSRP \$9.99

- Soft, low-profile neoprene zip case
- Heavy duty clip attaches securely

The Safe Eyewear Case 31096
MSRP \$14.99

- Brushed metal clam-shell case
- Asymmetrical design accommodates any style eyewear
- Soft interior lining keeps lenses safe & scratch-free

The Safe Wrapped Eyewear Case 31097
MSRP \$14.99

- The safe with an accented wrap

the safe



MOSSY OAK COLLECTION



MOSSY OAK®
BRAND CAMO

Mossy Oak Camo

Shadow Grass	326MO
Forest Floor	328MO
Infinity	329MO



Break Up	326MO
Shadow Grass	326SG



30024326MO



Original Standard Mossy Oak Camo 12115

MSRP \$7.99

- Sublimated Mossy Oak eyewear retainer
- Standard end fits most frames
- Available in three Mossy Oak patterns

Universal Fit 3mm Rope 12103

MSRP \$7.99

- Patented Universal Fit temple
- Durable nylon rope eyewear retainer
- Mossy Oak logo slider bead
- Available in black (100) & Shadow Grass (326MO, shown)

Slip Fit 3mm Rope 12121

MSRP \$7.99

- Adjustable forward-mount temple
- Durable nylon rope eyewear retainer
- Mossy Oak logo slider bead
- Available black (100) & Shadow Grass (326MO, shown)

Neoprene Classic 12128

MSRP \$6.99

- Sublimated adjustable neoprene eyewear retainer
- Available in Break-up (326MO, shown) & Shadow Grass (326SG)

Chumois Lens Cloth 30024326MO

MSRP \$6.99

- 40 ct. Hex Tub 99272
- Soft microfiber cleaning cloth
- Stores easily in sublimated Mossy Oak neoprene pouch
- Perfect for scopes, binoculars, glasses

2-Sided Mossy Oak

PrePack 99223

- 20" tall, 10" rotating base

Wire Display Mossy Oak

PrePack 99237

- 23" tall, 10.5" base



30025MO

ChumBug Visor Clip 30025MO

MSRP \$5.99

30 ct. Hex Tub 99271

- Keeps eyewear safe
- Easy push-button action
- Mossy Oak pattern

Shade Shelter Eyewear Case 31090

MSRP \$9.99

- Sublimated Mossy Oak pattern neoprene case
- Protects glasses, small camera, cell phone
- Tough, Durable Clip Attaches to Anything

Shade Shell Eyewear Case 31093

MSRP \$9.99

- Sublimated Mossy Oak pattern hard-shell case
- Full coil zipper for smooth, easy access

Transporter Eyewear Case 31094

MSRP \$9.99

- Sublimated Mossy Oak pattern hard-shell case
- Asymmetrical design accommodates any frame size



31090



31093



31094

326MO Shadow Grass

327MO Break-Up

326MO

327MO

326MO

327MO



keychains

Carabiner Keychain Aluminum 90190
MSRP \$4.99
72 ct. Hex Tub 99137
• Patented no-slide slot holds keys in place
• Available in *Field & Mountain* accent mixes

Carabiner Keychain Steel 90203
MSRP \$4.99
72 ct. Hex Tub 99482
• Low profile stainless steel carabiner
• Available in *Field & Mountain* accent mixes

Carabiner Keychain Molded 90204
MSRP \$4.99
72 ct. Hex Tub 99483
• Injected molded nylon carabiner
• Available in *Field & Mountain* accent mixes

Small Carabiner Keychain 90191
MSRP \$4.99
72 ct. Hex Tub 99148
• Low profile mini-biner keychain
• Available in *Field & Mountain* accent mixes

Marsupial Keychain Wallet 90180
MSRP \$7.99
• Unique patented keychain/wallet combo
• Available in *Field & Mountain* accent mixes

Cotton Keykeeper 90025
MSRP \$3.99
72 ct. Hex Tub 99351
• Original Chums cotton
• Adjustable slider bead snugs tight to wrist
• Available in *Basic, Hurricane 12, & Wasatch* mixes
• Singles available in 608, 746, 326MO, & 329MO
(See Colors pg. 11)

carabiners

Triple Play Detachable Keychain 90001
MSRP \$6.99
• Multi-clip detachable keychain
• Split ring, snap hook on one end
• Double detachable rings on other end
• Available in *Field & Mountain* accent mixes

Double Header Detachable Keychain 90150
MSRP \$4.99
• Low-profile double ended keychain
• Center push-button release
• Available in *Field & Mountain* accent mixes

Molded Biner w/Split Ring 90206
MSRP \$4.99
72 ct. Hex Tub 99485
• Tough nylon biners 2 pack
• 1 split ring

Steel Biner w/Split Ring 90205
MSRP \$4.99
72 ct. Hex Tub 99484
• Stainless biner 2 pack
• 1 split ring

field mix



mountain mix



30007 **20190** **11106**

TOP SELLER **Cap Retainer 11106**
MSRP \$3.99
• Secures your hat to jacket, shirt, or pack
• Lightweight nylon cord with tough bulldog clips

TOP SELLER **Zipquix Zipper Pulls 20190**
MSRP \$4.99
• Threads easily through zipper
• Makes zipping smooth and easy
• Ergonomic molded rubber end

30023 **30030100**

Rearview Mirror 30007
MSRP \$7.99
• Patented retractable mirror
• Locking biner attaches To anything

Small Retractor ID Holder 30030100
MSRP \$4.99
• Retractable reel clips to belt, vest, or strap
• Vinyl strap clip hold ID/pass securely

Large Retractor ID Holder 30023
MSRP \$4.99
36 ct. Hex Tub 99207
• High strength reel clips to jacket, pants, or pack
• Secure snap holds ID/pass and retracts smoothly

Rescue Whistle 30029
MSRP \$3.99
48 ct. Hex Tub 99192
• Loud, tough, pea-less whistle
• Available in black (100) or orange (117)

TOP SELLER **Clip Bottle Holder**
MSRP \$4.99
Aluminum Carabiner 36027, 48 ct. Hex Tub 99140
Steel Carabiner 36030, 48 ct. Hex Tub 99431
Molded Carabiner 36031, 48 ct. Hex Tub 99432
• Keeps hydration handy with patented design
• Available in *Field* & *Mountain* Accent mixes

36031 **36027** **36030**



The Band

- Original double wrap hook/loop watchband
- Soft, durable nylon webbing
- Tough hook/loop secures watch

SIZES AVAILABLE:

Standard 00010MT
Wide 00020100
Small 00030MT
Micro 00080MT

The Band Hemp

MSRP \$7.99

- 100% natural hemp webbing
- Tough hook/loop secures watch

SIZES AVAILABLE:

Standard 00010HE

The Band Water

MSRP \$7.99

- Wide weave water-proof base
- Double wrap hook/loop secures watch

SIZES AVAILABLE:

Standard 00010WA



00030MT



00020100



00080MT



00010MT



hemp

00010HE



water

00010WA



100

Accents mix

752

755

756

758

759

760

762

763

765

766

767

768

SIZE INFORMATION:

Standard

1" web
3/4" hook & loop
Fits 3/4" (20mm) watch-pin

Wide

1.5" web
3/4" hook & loop
Fits 3/4" (20mm) watch-pin

Small

1" web
5/8" hook & loop
Fits 5/8" (16mm) watch-pin

Micro

3/4" web
1/2" hook & loop
Fits 1/2" (13mm) watch-pin



wasatch

ballistics



- TOP SELLER** **NEW** **Ballistics Trifold**
MSRP \$19.99
- Durable, stylish ballistic nylon with heavy duty grommet
 - High contrast lining & multiple card slots
 - Secure hook/loop closure
- Black 18623
Brown 18624
Silver 18625

- NEW** **Wasatch Bifold**
MSRP \$19.99
- Trim, supple, and sturdy bifold
 - Low profile gusseted design for flat fold
 - High contrast lining with hidden stash pocket
- Black 18617
Brown 18618

- NEW** **Hurricane Trifold**
MSRP \$19.99
- Classic trifold with gusseted design for flat fold
 - Ballistic nylon with reinforced stitching
 - High contrast lining
- Black 18611
Brown 18612

- NEW** **Camo Trifold**
MSRP \$19.99
- Camo trifold keeps your cash hidden
 - Reinforced grommet and stitching
 - Secure hook/loop closure
- Jungle 18771
Desert 18770

hurricane



camo



surfshorts

- NEW** **Surfshorts Wallet Mix 18401**
MSRP \$9.99
- The perfect stash wallet with key ring
 - Two zip pockets for cards and cash
 - Outside ID window
- Grey 103 (x3)
Yellow 108 (x1)
Orange 117 (x1)
Olive 146 (x1)

- Small Wallet Black 18501**
MSRP \$14.99
- Full zip wallet with removable shoulder strap
 - Multiple card and cash slots
 - Mesh change pocket

- TOP SELLER** **SP Bag Black 18511**
MSRP \$19.99
- A wallet/purse with magnetic closure
 - Three zip pockets, pen loop, checkbook cover, & multiple card slots
 - Removable shoulder strap

- Card Wallet 18544**
MSRP \$9.99
- Ultra-slim card/stash wallet with key ring
 - Clear ID window
 - Two zip pockets

handbags





671

TOP
SELLER

Water Jet 671
MSRP \$19.99

- Adjustable, comfortable elastic waist belt
- Flexible stash pocket for essentials
- Recyclable LDPE no-leak bottle (BPA, DEHA, & DEHP free)



14001

Dual Jet 14004
MSRP \$29.99

- Perfect day hike pack
- Comfortable, adjustable elastic waist belt
- Large central pocket; two mesh side pockets
- Recyclable LDPE no-leak bottle (BPA, DEHA, & DEHP free)



14004

Ultra Jet 14001
MSRP \$24.99

- Secure, adjustable elastic waist belt
- Medium volume stash pocket with key clip & MP3 port
- Recyclable LDPE no-leak bottle (BPA, DEHA, & DEHP Free)



Bottle Jet 14016
MSRP \$14.99

- Convenient adjustable bottle carrier
- Handy zip pocket for keys, gel, & other essentials
- Reflective accents for safety



14016



14015

Neo Pocket 14015
MSRP \$19.99

- Comfortable, adjustable elastic waist belt
- Low-profile neoprene pouch with additional mesh pocket



14017

Horizontal Jet 14017
MSRP \$24.99

- Comfortably carries hydration and gels
- Adjustable, elastic waist belt
- Light, breathable mesh back panel
- Recyclable LDPE no-leak bottle (BPA, DEHA, DEHP free)



hip packs



561-1



561-1R

Waist Pack Black 561-1 Navy 561-2
MSRP \$19.99

- Soft, comfortable brushed nylon waist pack
- Adjustable webbing waist belt
- Two zipper pockets holds plenty of essentials

TOP SELLER **Deluxe Hip Pack** 561-1R
MSRP \$19.99

- Durable nylon hip pack with breathable mesh back panel
- Adjustable webbing waist belt
- Three zip pockets keeps your essentials organized

Reflective Vest 14011
MSRP \$19.99

- Highly visible reflective vest
- Adjustable fit



14011



14019

NEW **Sport ArmBand Case** 14019
MSRP \$29.99

- Adjustable, comfortable multi-media ArmBand Case
- Universal size accommodates most iPod®, iPhone®, & smart phones
- Easy access to touch functions

Micro Pocket Hip Pouch 14014
MSRP \$14.99

- Low profile, expandable zip pocket
- Comfortable, adjustable elastic waist
- Carry phone, keys, MP3 player & more

TOP SELLER **Shoe Pocket** Black 41296 Navy 41297
MSRP \$6.99

- On-the-go stash pocket for card, cash, or keys
- Two separate storage pockets
- Reflective hook/loop closure

TOP SELLER **Wrist Wallet** Black 735R-1 Navy 735R-3
MSRP \$7.99

- Comfy terry lined adjustable wrist wallet
- Secure hook/loop closure

Sensor Pouch Shoe Pocket 41300
MSRP \$7.99

- Holds Nike+ iPod® sensor
- Attaches easily through laces
- Water resistant neoprene cushions and protects

TOP SELLER **Cell Mate** 30001
MSRP \$9.99

- Protective water-repellant case
- Secures to belt or strap with clip

TOP SELLER **Gadget Case** 768M-B
MSRP \$11.99

- Soft neoprene case for camera, phone, MP3 player
- Clips on belt
- Secure hook/loop closure



14014



735R-1



41296



41300



30001



768M-B



Scott Reed
Ultra-Endurance Racer



Neck ID Pass Holder 41195

- Flat top zip pocket with huge ID window
- Breathable mesh back
- Pen holder and extra stash pocket

Arm Pocket ID Holder 51001

- Adjustable wide elastic armband
- Huge ID window
- Stash pocket

Fishing Lanyard with Retractor 11030

- Keeps streamside tools handy and accessible
- Retractor clips to shirt/vest
- Comfortable foam neck cushion

Retractable ID Lanyard 11057

- Durable rope powercord lanyard with small retractor
- Reconnecting breakaway cord closure for added safety
- High strength reel with smooth action

Powercord Lanyard Quick Release Buckle 11088100

- Lightweight lanyard with patented low profile quick-release buckle
- Reconnecting breakaway cord closure for added safety

Breakaway Lanyard

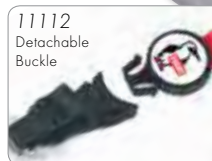
- 100% soft knit cotton with reconnecting breakaway
- Patented buckle system offers multiple attachments

Detachable 11112 MSRP \$7.99

Non-Detachable 11110 MSRP \$7.49

Cotton Lanyard Colors

100	Black
101	Blue
102	Red
103	Grey
105	Dark Blue
608	Yellow



Attachment options sold separately



Arm Band ID Holder 30042

MSRP \$7.99

- Secure, low profile ID/pass holder
- Adjustable elastic arm band
- Heavy-duty hook/loop closure

Large Retractor ID Holder 30023

MSRP \$4.99

36 ct. Hex Tub 99207

- High strength reel clips to jacket, pants, or pack
- Secure snap holds ID/pass and retracts smoothly

Bootbander Boot Sling 50020

MSRP \$5.99

- Convenient, comfortable shoulder boot sling
- Boots clip easily through heavy duty loops

Boot Tote Boot Carrier 50060

MSRP \$6.99

- Custom molded rubber handle
- Heavy duty loop

Ski Carrier 51000

MSRP \$9.99

- Adjustable all-in-one ski & pole carrier
- Articulating shoulder pad
- Convenient, simple, & packable

Powder Cords 51002

MSRP \$9.99

- Easy to spot fluorescent green
- Ice-resistant, water-repellant poly braid

Ski Strap 50090

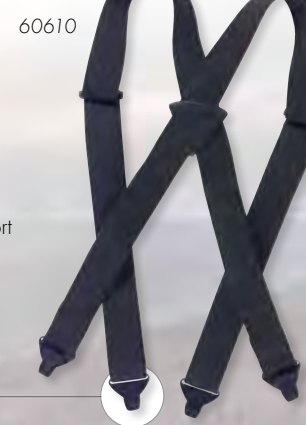
MSRP \$5.99

- Holds skis together for easy carrying and storage
- High density foam pad safely separates ski bases
- 1.5" wide nylon webbing fits a wide variety of ski widths

Suspenders 60610

MSRP \$18.99

- Adjustable elastic suspenders provide one-size-fits-most comfort
- Cam action pant clips hold tight without damaging material
- Versatile suspenders clip to any pant waist



50090

MAKE THESE PRODUCTS YOUR OWN WITH CUSTOMIZATION

Imprinting, resin doming, rubber labels, sublimation and custom accent tape. Enhancing our great products with your logo is **as easy as 1-2-3**.

- 1 Send vector artwork to imprint@chums.com
- 2 Approve virtual artwork sample
- 3 Order—it's that easy!



Imprint on cotton

IMPRINT

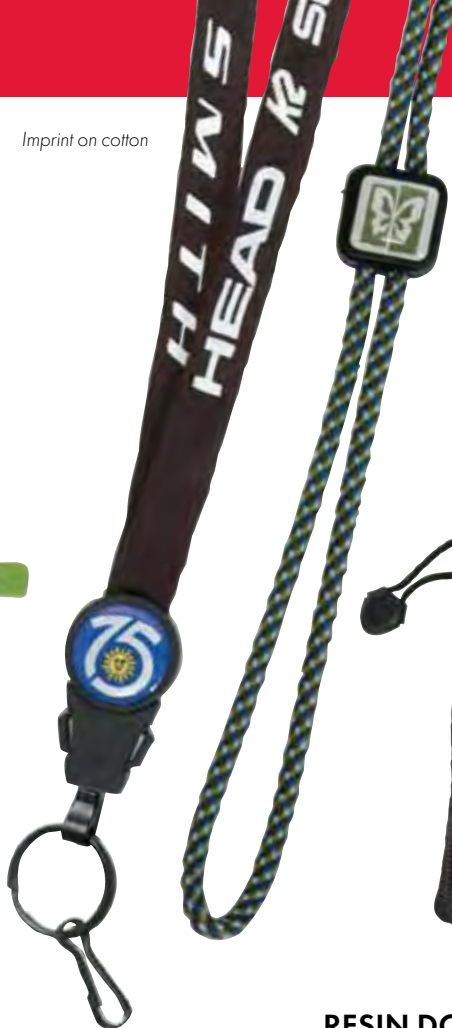
- Available on a wide variety of products
- Single-color lead times as short as 2 weeks
- Minimums as low as 50 pieces



Imprint on neoprene



Imprint on cotton



Resin Domes on eyewear retainer

Imprint on canvas



RESIN DOME

- Eye catching, full color 3D dome
- Wide range of products
- 2 week lead time after art approval
- 50 piece minimum

Resin Domes on various products



CUSTOM ACCENT TAPE

- Multi-colored custom patterns
- 500 yard minimum
- 6-8 week lead time after art approval



SUBLIMATION

- Detailed, full color images available on a wide variety of products
- 1000 piece minimum order
- 6-8 week lead time after art approval



Sublimation on lanyards



CUSTOM LIP BALM



Imprinted Chap Clip



Imprinted Chap Wrap Longer lead times apply

RUBBER LABEL

- Multi color, 3D rubber label
- 500 piece minimum order
- 6-8 week lead time after art approval



PROTECTS • NOURISHES • REPAIRS • HYDRATES



beyond coastal®

SUN CARE

www.beyondcoastal.com

2011/2012 PRODUCT GUIDE

However you play outside...
...there is a healthy choice for sun protection.

The ABCs of UV Rays

We all love the outdoors and know that excessive exposure to the sun can pose serious risk of skin damage. The good news is skin damage is largely preventable. A daily suncare program based on broad-spectrum protection from BOTH UVA and UVB rays is your best defense. Beyond Coastal has you covered. Get out and play!

Beyond Coastal = True broad-spectrum UVA/UVB protection

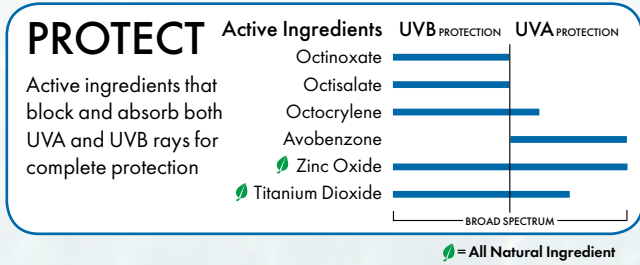
Only 8% of sunscreens offer true protection from both UVA and UVB rays.

Beyond Coastal is in that top 8%



According to a May 2010 study by the Environmental Working Group (EWG)

- Top Rated by the Environmental Working Group
- Clean Natural Formulas Rich in Antioxidants
- True Broad Spectrum UVA/UVB Protection
- Water and Sweat Resistant
- Paraben Free, Petroleum Free, Fragrance Free
- Oxybenzone Free, Vitamin A Free



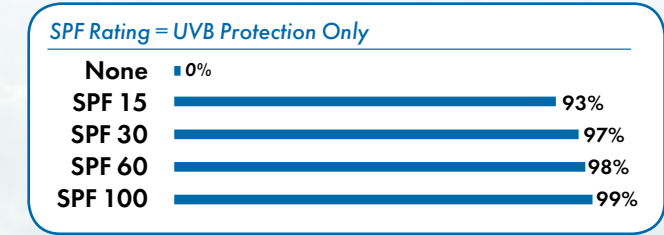
Inactive ingredients can make up over 80% of a sunscreen's formula; do you know what is in yours?

Our guiding principal is simple; what you put on your skin to protect should be safe, clean, and healthy. Each inactive ingredient in Beyond Coastal's suncare products is selected to nourish, repair, and hydrate your skin with natural moisturizers and antioxidants.

NOURISH Essential nutrients to refresh and rejuvenate your skin	Rose Hip Oil Green Tea Leaf Extract Coconut Oil Jojoba Oil
REPAIR Antioxidants fight free radicals, restore skin tissue and maintain cell balance	Chamomile Oil Vitamins C & E Alpha Lipoic Acid Yerba Mate Leaf Extract
HYDRATE Nutrients moisturize your skin and leave it feeling smooth and clean	Aloe Vera Shea Butter Pro Vitamin B Algae Extract

Is SPF 60 double SPF 30? No!

It's only 1% more. Using the proper amount of sunscreen and reapplying often offers more effective protection than a high SPF rating.



Sun Care Center Display Options

Beyond Coastal Displays deliver maximum ROI in a small footprint. Our display options offer retailers a customizable solution to individual merchandising needs.

Floor Tower Displays

Display the complete line of Beyond Coastal products conveniently packaged and grouped.

Tower Pre-Pack	99350
Tower Only	98350

POP Displays

Multiple options allow better utilization of impulse buying areas and maximize available space.

Counter Tray

\$300 Pre-Pack	99339
\$400 Pre-Pack	99340
\$500 Pre-Pack	99341

36 ct. Hex Tub

Active SPF 15	99368
Active SPF 30	99366
Natural SPF 30	99367
Natural Clear SPF 30	99439

12 ct. Box

Active SPF 15	99371
Active SPF 30	99369
Natural SPF 30	99370
Natural Clear SPF 30	99440

Make the most of your accessory investment...

- Increase your average ring by placing it at the register/impulse area – remind them of the need
- Educate your staff – your customers trust and count on you for the latest product and information
Training PDF available upon request
- Keep your display full, the aesthetic of a full display is much more inviting
- Have a "tester" tube available
- Be the perfect solution and carry a variety of sizes:
 - 1 oz - For their afternoon hike
 - 2.5 oz - For their daypack
 - 4 oz - For their camping trip
 - 8 oz - For their family vacation
 - 16 oz - For their daily use

SIZE COMPARISON



Active Sunscreen

Ultimate skin care for the outdoor athlete – clear, moisturizing, and sweat resistant broad spectrum protection for prolonged sun exposure.

- Non-Mineral Broad Spectrum Protection with AvoSol™ UVA Booster
- Absorbs Quickly for a Clean, Light, Dry Feeling
- Skin Restoring, Antioxidant Rich
- Water and Sweat Resistant
- Gluten Free, Cruelty Free, Fragrance Free
- Oxybenzone Free, Paraben Free, Petroleum Free

Active Sunscreen SPF 15
The perfect daily moisturizing sunscreen.
1 oz 15603 MSRP \$5.99
2.5 oz 15604 MSRP \$9.99
4 oz 15600 MSRP \$14.99

Active Sunscreen SPF 30+
Use on days of intense or prolonged sun exposure.
1 oz 15307 MSRP \$5.99
2.5 oz 15303 MSRP \$9.99
4 oz 15304 MSRP \$14.99
8 oz 15314 MSRP \$24.99
16 oz 15310 MSRP \$44.99



Protects	ACTIVE INGREDIENTS (UVA/UVB PROTECTION) Avobenzone, Octinoxate, Octisalate, Octocrylene
Nourishes	INACTIVE INGREDIENTS (FOR HEALTHY SKIN) Aloe Vera, Green Tea, Vitamins C&E
Repairs	Shea Butter, Yerba Mate, Pro Vitamin B5
Hydrates	Panthenol, Algae Extract

Active Face Stick

Formulated for high exposure areas, Beyond Coastal's Face Stick provides a skin nourishing shield between you and the elements.



- Non-Mineral Broad Spectrum UVA/UVB Protection
- Clean Hands Application
- Skin Restoring, Antioxidant Rich
- Water and Sweat Resistant
- Gluten Free, Cruelty Free, Fragrance Free
- Oxybenzone Free, Paraben Free, Petroleum Free

Active Face Stick SPF 30 15016
MSRP \$6.99
18 ct. Box 99442
MSRP \$125.82



Active Lip Balm SPF 15

- Long-Lasting Broad-Spectrum UVA/UVB Protection
- Moisturizing, Antioxidant Rich
- Beeswax, Aloe Vera, Shea Butter, Yerba Mate

NEW .15 oz Tube MSRP \$2.99
Vanilla Bean SPF 15 15017
Mint Leaf SPF 15 15010
Citrus Grove SPF 15 15001
Cherry Blossom SPF 15 15011

.25 oz Tube MSRP \$4.99
Active Lip Balm SPF 15 15014



Natural Sunscreen

All natural UVA/UVB protection for sensitive skin – creates a clean, non-irritating, and antioxidant rich physical block from the sun's rays.

- All Natural Broad-Spectrum UVA/UVB Protection
- Clean, Healthy, Vitamin A Free Sunscreen
- Skin Restoring, Antioxidant Rich
- Biodegradable, Gluten Free, Cruelty Free, Reef Safe
- Paraben Free, Petroleum Free, Fragrance Free
- Top-rated by the Environmental Working Group (EWG)

Natural Sunscreen SPF 30+
Zinc oxide and titanium dioxide create a protective barrier. Perfect for sensitive skin.
1 oz 15407 MSRP \$5.99
2.5 oz 15403 MSRP \$11.99
4 oz 15404 MSRP \$15.99
8 oz 15414 MSRP \$26.99

Natural Clear Sunscreen SPF 30+
A revolution in natural sunscreen. Protects with zinc oxide and goes on clear and smooth without leaving a trace.
1 oz 15701 MSRP \$7.99
2.5 oz 15702 MSRP \$17.99
4 oz 15703 MSRP \$24.99
8 oz 15704 MSRP \$39.99

Protects	ACTIVE INGREDIENTS (UVA/UVB PROTECTION) Titanium Dioxide (Natural), Zinc Oxide (Natural & Natural Clear)
Nourishes	INACTIVE INGREDIENTS (FOR HEALTHY SKIN) Rose Hip Oil, Jojoba Seed Oil, Shea Butter
Repairs	Cocoa Seed Butter, Alpha Lipoic Acid
Hydrates	Pro Vitamin B, Algae Extract, Aloe Vera



Natural Lip & Face

Maximum all natural lip & face protection that won't sweat off under the most demanding conditions.

- Natural Broad Spectrum UVA/UVB Protection with Zinc Oxide and Titanium Dioxide
- Clean, Healthy, Vitamin A Free Sunscreen
- Skin Restoring, Antioxidant Rich
- Spot Coverage – Cheeks, Nose and Ears
- Long-Lasting, Water Resistant
- Gluten Free, Cruelty Free, Fragrance Free
- Paraben Free, Petroleum Free, Reef Safe

Natural Lip & Face SPF 30 15013
MSRP \$6.99
18 ct. Box 99338
MSRP \$125.82



Natural Lip Balm

- Nourishes, Repairs, and Hydrates
- Long-Lasting
- Aloe Vera, Yerba Mate, Vitamin E

.15 oz Tube SPF 15 15020
MSRP \$2.99

.25 oz Tube SPF 15 15012
MSRP \$4.99



Daily Moisturizer

Daily natural moisturizer for face and body, packed with skin restoring antioxidants to heal and repair.

AfterSun Moisturizer
2.5 oz 15102 MSRP \$9.99
4 oz 15103 MSRP \$14.99
8 oz 15114 MSRP \$24.99

Nourishes Repairs Hydrates	INACTIVE INGREDIENTS (FOR HEALTHY SKIN)
	Jojoba Seed Oil, Safflower Oil
	Matrixyl, Rigin, Chamomile Oil, Comfrey Plant Pro Vitamin B, Algae Extract, Aloe Vera

Kids Natural Sunscreen

Safe, clean and non-irritating all-natural protection for kids on the go. Formulated with children’s delicate skin in mind.

Natural Kids Sunscreen SPF 30+
2.5 oz 15503 MSRP \$11.99
4 oz 15504 MSRP \$15.99
8 oz 15514 MSRP \$26.99

Protects	ACTIVE INGREDIENTS (UVA/UVB PROTECTION)
	Titanium Dioxide, Zinc Oxide
Nourishes Repairs Hydrates	INACTIVE INGREDIENTS (FOR HEALTHY SKIN)
	Rose Hip Oil, Jojoba Seed Oil, Shea Butter
	Cocoa Seed Butter, Alpha Lipoic Acid Pro Vitamin B, Algae Extract, Aloe Vera

- Clean, Natural, Healthy Sunscreen
- Non-irritating, Vitamin A Free
- Broad Spectrum UVA/UVB Protection
- Skin Soothing, Antioxidant Rich
- Biodegradable, Gluten Free, Cruelty Free, Reef Safe
- Paraben Free, Petroleum Free, Fragrance Free

I teach surfing in Costa Rica so I go through tons of sunscreen. I have many clients who bring random sunscreens to their lesson and it’s unfortunate when they burn to a crisp. I only use Beyond Coastal and never feel like I have to cut a session short to reapply. I love Beyond Coastal’s commitment to using healthy inactive ingredients, even after six hours in the sun my skin is left feeling clean and healthy.

- Bennison Sherrod Lopez • Santa Teresa, Costa Rica



Chap Wrap Carded



Chap Clip

Lip Balm Merchandising Options



24 ct. Box



Hex Tub



Chap Wrap

		ACTIVE LIP BALM				NATURAL LIP BALM
		CITRUS GROVE	MINT LEAF	CHERRY BLOSSOM	VANILLA BEAN	NATURAL
0.15 oz	 36 ct. Box	99348	99447	99448	99449	99380
	 100 ct. Hex Tub	99158	99444	99445	99446	99381
	 Chap Wrap Carded (MOQ 12) MSRP \$2.99	15002	15025	15029	15033	15021
	 Chap Wrap 72 ct. Hex Tub	99157	99450	99451	99452	99382
0.25 oz	 Chap Clip Carded (MOQ 12) MSRP \$2.99	15008	15028	15032	15036	15023
	 Chap Clip 72 ct. Hex Tub	99306	99466	99467	99468	99384
	24 ct. Box	99373	n/a	n/a	n/a	99333
		60 ct. Hex Tub	99375	n/a	n/a	n/a