FITNESS MARKET



TOURISM MARKET



HOSPITALITY MARKET



COMPANY EMPLOYEE STORE



RETAIL MERCHANDISING GUIDE

FITNESS MARKET

FITNESS IS OUR BUSINESS

A successful fitness merch market extends the studio experience of getting healthy in a welcome, peaceful environment.



- 1 STA35 Sport-Tek® PosiCharge® Competitor" Headband | Inquire for Pricing
- 2 ST390 Sport-Tek® PosiCharge® Electric Heather Tee | \$11.98
- 3 NE406 New Era® Perforated Performance Cap | \$14.98
- **4 TW59** Port Authority® Waffle Microfiber Fitness Towel | Inquire for Pricing
- 5 LST356 Sport-Tek® Ladies PosiCharge® Competitor" Racerback Tank | Inquire for Pricing
- 6 L345 Port Authority® Ladies Zephyr Reflective Hit Full-Zip Jacket | \$25.98
- 7 95001 OGIO® Catalyst Duffel | \$34.00
- 8 LST390 Sport-Tek® Ladies PosiCharge® Electric Heather Sporty Tee | \$11.98
- 9 OE320 OGIO® ENDURANCE Pulse Crew | \$19.98
- 10 LST340 Sport-Tek® Ladies PosiCharge® RacerMesh® V-Neck Tee | Inquire for Pricing
- 11 NEB600 New Era® Game Day Cinch | \$14.00
- 12 OE711 OGIO® ENDURANCE Flash Jacket | \$99.98
- 13 0G601 OGIO® Flux Cap | \$12.98
- 14 LOE402 OGIO® ENDURANCE Ladies Laser Tech Legging | \$49.98
- 15 ST233 Sport-Tek® Sport-Wick® Fleece Jogger | \$29.98
- 16 NE1090 New Era® Tech Mesh Cap | \$12.98
- 17 411090 OGIO® Apex Rucksack | \$53.00

HOSPITALITY MARKET

WHERE EVERYBODY KNOWS YOUR NAME

The experience of restaurants, pubs and other hospitality markets is one of comfort, laughter and familiarity.



- 1 DT565 District[®] Medal Full-Zip Hoodie | \$21.98
- 2 W668 Port Authority® Plaid Flannel Shirt | \$31.98
- 3 CTV01 Carhartt® Duck Vest | \$59.99
- 4 STC39 Sport-Tek® Yupoong® Retro Trucker Cap | Inquire for Pricing
- 5 LW668 Port Authority® Ladies Plaid Flannel Tunic | \$31.98
- 6 DM130 District® Perfect Tri® Tee | Inquire for Pricing
- 7 CT101604 Carhartt® Ashland Cap | \$19.99
- 8 BC3001 BELLA+CANVAS® Unisex Jersey Short Sleeve Tee | Inquire for Pricing
- 9 CTA18 Carhartt® Acrylic Watch Hat | \$12.99
- 10 DT137L District® Women's Perfect Tri® Rocker Tank | Inquire for Pricing
- 11 AA9595 Alternative Challenger Eco[™]-Fleece Pullover Hoodie | \$37.00 - \$39.00
- 12 DT665 District® Women's Medal Full-Zip Hoodie | \$21.98
- 13 BG119 Port Authority® Rolling Cooler | \$65.98

TOURISM MARKET

ADVENTURE FOREVER

Your merchandise will keep the adventure alive long after the time they spend at your resort or other vacation destination.



- 1 C921 Port Authority® Lifestyle Brim Hat | \$12.98
- 2 BG527 Port Authority® Large Tote Cooler | \$17.98
- 3 PC147Y Port & Company® Youth Tie-Dye Tee | Inquire for Pricing
- 4 YST420 Sport-Tek[®] Youth Posi-UV[™] Pro Tee | Inquire for Pricing
- 5 BG412 Port Authority® Medium Cotton Canvas Boat Tot | \$25.98
- 6 PT45 Port Authority® Value Cabana Stripe Beach Towel | \$19.98

7 429466 Nike Dri-FIT Swoosh Visor

8 LST420 Sport-Tek® Ladies Posi-UV™

Pro Scoop Neck Tee | Inquire for Pricing

Towel | \$17.98

 EB602 Eddie Bauer® Short Sleeve Performance Fishing Shirt | \$53.98
429467 Nike Dri-FIT Swoosh

Inquire for Pricing

9

- Perforated Cap | \$23.98
- 12 NKAA1852 Nike Dri-FIT Waves Jacquard Polo | \$64.98

PC098 Port & Company® Beach

Wash[™] Garment-Dyed Sweatshirt |

- 13 PC147 Port & Company® Tie-Dye Tee | Inquire for Pricing
- 14 ST420 Sport-Tek[®] Posi-UV[™] Pro Tee | Inquire for Pricing
- 15 PC147TT Port & Company® Tie-Dye Tank Top | Inquire for Pricing
- 16 PC098H Port & Company[®] Beach Wash™ Garment-Dyed Pullover Hooded Sweatshirt | Inquire for Pricing
- 17 PT400 Port Authority® Grommeted Hemmed Towel | Inquire for Pricing
- 18 425042 OGIO® Orbit Cart Bag | \$190.00
- 19 BG413 Port Authority® Large Cotton Canvas Boat Tote | \$31.98

COMPANY EMPLOYEE STORE

PRIDE IN WHERE YOU WORK

Creating a space where your employees can show their pride in what they do is only the beginning of a great story.



- 1 K807 Port Authority® Interlock 1/4-Zip | \$29.98
- 2 DT6000 District® Very Important Tee® | Inquire for Pricing
- 3 0G726 OGIO® Trax Jacket | \$89.98
- 4 OG135 OGIO® Tread Polo | \$37.98
- 5 LOG136 OGIO® Ladies Tread Henley Tee | \$37.98
- 6 LOG726 OGIO® Ladies Trax Jacket | \$89.98
- 7 L807 Port Authority® Ladies Interlock Cardigan | \$29.98
- 8 413007 OGIO® Kickstart 22 Travel Bag | \$164.00
- 9 NKAA1859 Nike Dri-FIT Tech Cap | \$21.98
- 10 C112 Port Authority® Snapback Trucker Cap | Inquire for Pricing
- 11 CP90 Port & Company® Knit Cap | Inquire for Pricing
- 12 NEB202 New Era® Legacy Rucksack | \$50.00
- 13 0G1000 OGIO® Urban Shirt | \$43.98
- 14 91005 OGIO® Convert Pack | \$70.00

WE BUILT A BOAT!

Create Your Own Resort Display

Capture that laid-back resort feeling by incorporating a boat into your resort merch display.

What You'll Need and What To Do With It:

TOOLS AND SUPPLIES:

- Glossy White Spray Paint
- Dark Grey Spray Paint
- ¼" Masking Tape
- Compressor
- Nail Gun with Staples
- Wood Glue
- Wood Lathe
- Clamps

BOAT:

- 1 4'x8' 3/4" Plywood (Base of Boat)
- 1 4'x8' 1/4" Plywood (Sides of Boat)
- 1 1" x 6" x 8' Cedar (Boat Stern and Seats)
- 4 1" x 6" x 4' Cedar (Top Rail of Boat)
- 1 5/4" x 4" x 4" Cedar (Front Bow and Keel)
- 2 1½" x 1⁄4" Cedar Trim
- 1. 1 4'x8' 3/4" Plywood (Base of Boat) Shape and trim to bow shape
- **2.** Cut U-shape ribs from extra plywood for inside taper of boat, glue and screw to bow.
- **3.** 1 4'x8' 1/4" Plywood (Sides of Boat) Cut to 20"x60".
- **4.** Wet and shape plywood around ribs and base, trim as needed.
- 5. Use clamps, glue and screw plywood together.
- **6.** 1 1" x 6" x 8' Cedar (Boat Stern and Seats) Cut to shape and fasten.
- 7. 4 1" x 6" x 4' Cedar (Top Rail of Boat) Trim to shape of boat and screw down.
- 8.1 5/4" x 4" x 4" Cedar (Front Bow and Keel) -Trim and screw in.
- **9.** 2 1½" x 1/4" Cedar Trim Wet cedar trim and cut to size. Glue and screw into place.

Follow along with photos of our work in progress on the next page.



OARS:

- 2 1½" x 1½" x 8' Pine (Handles)
- 1 1" x 4" x 2" Pine (Paddle)
- 2 1⁄4″ x 2″ Dowel

1. $2 - 1\frac{1}{2}$ " x $1\frac{1}{2}$ " x 8' Pine (Handles) - Use wood lathe to shape rounded, tapered handles.

2. 1 – 1" x 4" x 2" Pine (Paddle) – Fasten paddles to tapered end of handles.

3. $2 - 1/4" \ge 2"$ Dowel - Drill 1/4" hole in round stock and paddle, glue and use a belt sander to shape.

OAR LOCKS:

1. 2 - $1/4'' \times 8''$ solid lead core (used for fishing)

2. Drill 1/2" hole in top rail.

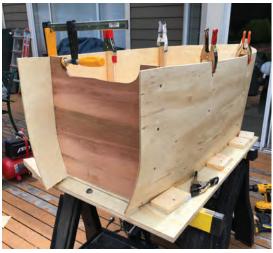
3. Bend and shape lead core round, place in hole

FINISHING TOUCHES:

- 1. Spray white inside boat
- 2. Mask off boat ribs with masking tape
- 3. Spray grey outside
- 4. Mask ¼" tape horizontally
- 5. Dry and remove tape



- **1.** 1 4'x8' 3/4" Plywood (Base of Boat) Shape and trim to bow shape
- **2.** Cut U-shape ribs from extra plywood for inside taper of boat, glue and screw to bow.



- **3.** 1 4'x8' 1/4" Plywood (Sides of Boat) Cut to 20"x60".
- **4.** Wet and shape plywood around ribs and base, trim as needed.



5. Use clamps, glue and screw plywood together.



- **6.** 1 1" x 6" x 8' Cedar (Boat Stern and Seats) – Cut to shape and fasten.
- **7.** 4 1" x 6" x 4' Cedar (Top Rail of Boat) – Trim to shape of boat and screw down.



- **8.** 1 5/4" x 4" x 4" Cedar (Front Bow and Keel) Trim and screw in.
- **9.** $2 1\frac{1}{2}$ " x $1\frac{4}{4}$ " Cedar Trim Wet cedar trim and cut to size. Glue and screw into place.



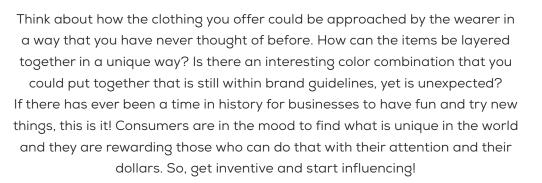
TIPS AND TRICKS:

- If grey paint lines come out too dark, lightly mist white spray paint over lines to mute.
- Layer blue fabric under and around the boat in your display to simulate water.
- Use the seats and floor of the boat to place apparel and hard goods.

From a simple storefront to a complete pop-up shop experience, the right display will invite customers to experience your business in a brand new way.



INFLUENCE ME















PORT AUTHORITY.



BELLA+CANVAS.









Carhartt reserves the right to prohibit the addition to any Carhartt product any mark, name, design or logo that does not meet the high standards of the brand. Unless for uniforming end use, Carhartt products may not be resold without embellishment. Please contact your sales representative for more information.

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OGIO & Nike: Prices (R) are subject to change. Bags not intended for use by children 12 and under.

Port Authority, District, Port & Company and Sport-Tek: Prices are subject to change. Bags not intended for use by children 12 and under.

FOR CAPS & ACCESSORIES: Prices are subject to change.