

## FITNESS MARKET



## HOSPITALITY MARKET



## TOURISM MARKET



## COMPANY EMPLOYEE STORE



# RETAIL MERCHANDISING GUIDE

# 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 OG601** 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

## 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 Tote | \$25.98

**6 PT45** Port Authority® Value Cabana Stripe Beach Towel | \$19.98

**7 429466** Nike Dri-FIT Swoosh Visor Towel | \$17.98

**8 LST420** Sport-Tek® Ladies Posi-UV™ Pro Scoop Neck Tee | [Inquire for Pricing](#)

**9 PC098** Port & Company® Beach Wash™ Garment-Dyed Sweatshirt | [Inquire for Pricing](#)

**10 EB602** Eddie Bauer® Short Sleeve Performance Fishing Shirt | \$53.98

**11 429467** Nike Dri-FIT Swoosh Perforated Cap | \$23.98

**12 NKAA1852** Nike Dri-FIT Waves Jacquard Polo | \$64.98

**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

# 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.



- |   |   |   |   |  |
|---|---|---|---|--|
| <p><b>1</b> <b>K807</b> Port Authority® Interlock 1/4-Zip   \$29.98</p>           | <p><b>4</b> <b>OG135</b> OGIO® Tread Polo   \$37.98</p>               | <p><b>7</b> <b>L807</b> Port Authority® Ladies Interlock Cardigan   \$29.98</p> | <p><b>10</b> <b>C112</b> Port Authority® Snapback Trucker Cap   Inquire for Pricing</p> | <p><b>13</b> <b>OG1000</b> OGIO® Urban Shirt   \$43.98</p> |
| <p><b>2</b> <b>DT6000</b> District® Very Important Tee®   Inquire for Pricing</p> | <p><b>5</b> <b>LOG136</b> OGIO® Ladies Tread Henley Tee   \$37.98</p> | <p><b>8</b> <b>413007</b> OGIO® Kickstart 22 Travel Bag   \$164.00</p>          | <p><b>11</b> <b>CP90</b> Port &amp; Company® Knit Cap   Inquire for Pricing</p>         | <p><b>14</b> <b>91005</b> OGIO® Convert Pack   \$70.00</p> |
| <p><b>3</b> <b>OG726</b> OGIO® Trax Jacket   \$89.98</p>                          | <p><b>6</b> <b>LOG726</b> OGIO® Ladies Trax Jacket   \$89.98</p>      | <p><b>9</b> <b>NKAA1859</b> Nike Dri-FIT Tech Cap   \$21.98</p>                 | <p><b>12</b> <b>NEB202</b> New Era® Legacy Rucksack   \$50.00</p>                       |  |

# 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' ¾" Plywood (Base of Boat)
- 1 - 4'x8' ¼" 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 ¼" Cedar Trim

1. 1 - 4'x8' ¾" 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' ¼" 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 ¼" 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 - ¼" x 2" Dowel
1. 2 - 1½" x 1½" 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 - ¼" x 2" Dowel - Drill ¼" hole in round stock and paddle, glue and use a belt sander to shape.

### OAR LOCKS:

1. 2 - ¼" x 8" solid lead core (used for fishing)
2. Drill ½" 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 1/2" x 1/4" 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

Think about how the clothing you offer could be approached by the wearer in a way that you have never thought of before. How can the items be layered together in a unique way? Is there an interesting color combination that you could put together that is still within brand guidelines, yet is unexpected? If there has ever been a time in history for businesses to have fun and try new things, this is it! Consumers are in the mood to find what is unique in the world and they are rewarding those who can do that with their attention and their dollars. So, get inventive and start influencing!



**SPORT-TEK®**

**DISTRICT**

**PORT & COMPANY®**

**PORT AUTHORITY®**

 **ALTERNATIVE®**

**BELLA+CANVAS.**

 **OGIO®**

 **CARHARTT COMPANY GEAR**



 **NEW ERA**

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Alternative® reserves the right to prohibit the addition to any Alternative® product any mark, name, design or logo that does not meet the high standards of the brand. Please contact your sales representative with questions. These products may not be resold without embellishment.

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To protect its reputation and identity, Nike reserves the right to prohibit the addition to any Nike garment of any trademark, name, design or logo of an organization, business, school or team (or for an individual or other entity) that does not meet certain standards. Please contact your representative with any questions. The decoration of any Nike garment with the proprietary mark, name or logo of any professional athletic organization or collegiate institution without the prior written authorization of both the owner of such mark, name or logo and Nike is expressly prohibited. Nike products may not be resold without embellishment.

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.