

A woman with dark, curly hair and sunglasses perched on her head is smiling and looking off to the side. She has a palm tree tattoo on her right arm and is wearing a yellow bikini top, a beaded necklace, and a small earring. The background is a soft-focus view of green foliage.

CHUMS[®]

2025 OPTICAL CATALOG

HELPING YOU HANG ON SINCE 1983



HELPING YOU HANG ON SINCE 1983

Founded on the Colorado River in 1983, Chums is about the guides, dirtbags, river rats, and weekend warriors. Our community is the early risers and go-getters dedicated to everything from chasing trout in faraway lands to brewing the perfect cup of camp coffee deep in the backcountry. A family-run business committed to US-based manufacturing and world-class customer service, Chums is a global brand that produces innovative outdoor products built for adventure.



WE WERE
BORN ON THE WATER

Chums has a long and storied history on the water. More than 40 years ago, a dory boat guide in southern Utah grew tired of watching his customers repeatedly lose their sunglasses in the Colorado River. Behold, the inspiration for the Original cotton eyewear retainer, which is still one of our best-selling products to this day. Our manufacturing techniques have come a long way from our founder's \$60 sewing machine in the back of his VW van, but the mission remains the same: to help our customers hang on to the gear they value most.

WE ARE
FAMILY-RUN

Way back in 2002, in a time when Nickelback topped the pop charts and the original iPod was the hottest tech on the market, the Ferries family purchased Chums. In the years that have followed, they have pushed innovation through product development, reinforced the brand's commitment to American manufacturing, and instilled an unwavering passion for top-notch customer service, leading Chums to become the global brand that so many know and love today.

WE ARE
MADE IN THE USA

We still manufacture many of our products in our original factory in Hurricane, Utah. Now with three offices and more than 75 employees (a few of whom have been with us for over 30 years), it's safe to say that we've learned a thing or two about staying loyal to our roots and to our people since we opened for business in 1983. We may be a little biased, but we're pretty sure that our team consists of some of the raddest, most talented people in the outdoor industry.

WE LOVE
THE OUTDOORS

We love playing in the outdoors, and so do our customers. Whether in the mountains, on the water, in the desert, or at the beach, the drive to get out there and explore is central to our brand and the products we sell. This is why Chums works with many nonprofit organizations across the country to help drive environmental conservation efforts, minimize our carbon footprint, and preserve our planet's natural resources for generations to come.

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CATALOG KEY

- NEW** NEW PRODUCTS, COLORS, AND PATTERNS FOR THIS YEAR
- BEST SELLER** OUR BEST-SELLING PRODUCTS
- UPCYCLED** SUSTAINABLE PRODUCTS MADE WITH UPCYCLED MATERIALS
- HEAT TRANSFER** CUSTOMIZABLE WITH OUR FULL-COLOR VINYL HEAT TRANSFER PROCESS
- SCREEN PRINTING** CUSTOMIZABLE WITH SCREEN PRINTING
- 3D DOME** CUSTOMIZABLE WITH A 3D RESIN DOME
- SUBLIMATION** CUSTOMIZABLE WITH FULL-COLOR SUBLIMATION
- S M L** RETAINER END SIZES

OUR AMBASSADORS

THIS TEAM GETS OUT THERE

When the backcountry calls, our people answer. You'll find them fly fishing wide rivers in Colorado, targeting snook in the salty flats of Florida, running the trails of the Sawtooth mountains in Idaho, and skiing the slopes of the Sierras in Tahoe. You'll also find them giving their Chums gear a beating every time they venture outdoors. We believe in making products that are built for adventure, that a little dirt adds character, and that getting outside helps us all hang on to what matters in life. Our ambassadors live by these values and we're honored to call them our team.



SHYANNE ORVIS Angler, fly fishing guide, author
GEAR: Downriver Rolltop Backpack, Pouch Microfiber Lens Cloth
SCOOP: Shy has devoted her life to chasing freshwater and saltwater species all over the globe. A fly fishing mentor for many nonprofits and a mother, she's always finding ways to share her passion.

📍 Roaring Fork Valley, CO



EELAND STRIBLING Angler, wildlife biologist, comedian
GEAR: Surfshorts Flow Wallet, Original Retainer, Transporter Eyewear Case
SCOOP: Eeland is a prominent voice advocating for fishing, conservation, and outreach in the Denver area. He is also a touring stand-up comedian, and brings his infectious humor to working with underserved youth.

📍 Denver, CO



AMIE ENGERBRETSON Pro skier, film producer, creator
GEAR: Rover Cross-Body Bag, The Slim Retainer
SCOOP: Amie has loved snow since childhood and has turned that love into a career as a pro big mountain freeskiier featured in Warren Miller and TGR films. When the snow melts you can find her on the rivers and trails.

📍 Truckee, CA



JAKE MAGEAU Angler, pro skier, fly fishing guide
GEAR: Downriver Rolltop Backpack, Shade Shelter, Neoprene Retainer
SCOOP: Jake grew up fishing in Maui, but after moving to Oregon he began skiing, went pro, and competed in the X-games. He spends his winters on the slopes, and his summers fishing the same waters he's skied all season.

📍 Heber City, UT



@amyjanedavid

📍 Stanley, ID

AMY DAVID Pro skier, snowmobiler, creator
GEAR: Beaded Cord Retainer, Trekker Waist Pack, Storm Rolltop Duffel
SCOOP: Amy grew up in Pinedale, WY and developed a love for the mountains at an early age. When she's not competing as a big mountain skier, she spends her time as an outdoor educator teaching avalanche safety.



@thesoflypodcast

📍 Toronto, Ontario, CAN

THE SOFLY CREW Anglers, SoFly podcast hosts, explorers
GEAR: Braided Leather Retainer, Rolltop Sling, Bandit Bi-Fold Wallet
SCOOP: The SoFly Crew is a team of three Ontario fly fishermen passionate about telling the stories of anglers and outdoor enthusiasts worldwide. They thrive when exploring, and sharing their experiences via their podcast.



@thejeanbug

📍 Nomadic

JEAN-MARIE BOUSQUET Angler, river conservationist
GEAR: Original Retainer, Downstream 4L, Surfshorts Wallet
SCOOP: Jean's fly fishing journey has given her a roaming lifestyle, living all across the country. She believes that without conservation, there's no future for fishing, and has dedicated herself to nonprofits that protect habitats.



@idaafly

📍 Picabo, ID

JOSEPH EVANS Angler, fly fishing guide, creator
GEAR: Switchpack, Ripcord Retainer, Bandit Lo-Pro Wallet
SCOOP: Joseph has been fishing the rivers of Idaho since he was 12 years old and now guides on that same river network. He's leveraged his success as a social media creator to spend more time outside.



@tylerwoolcott

📍 Port Orange, FL

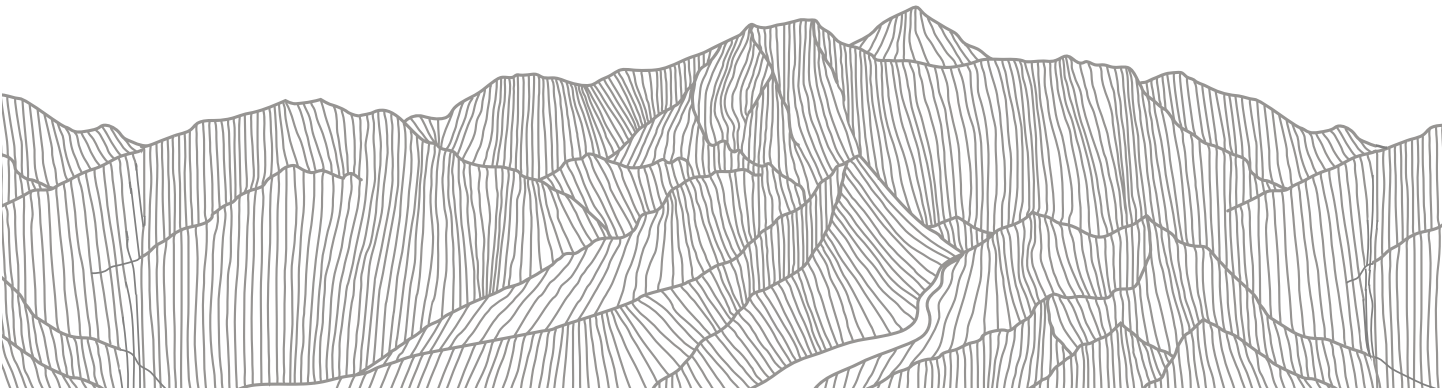
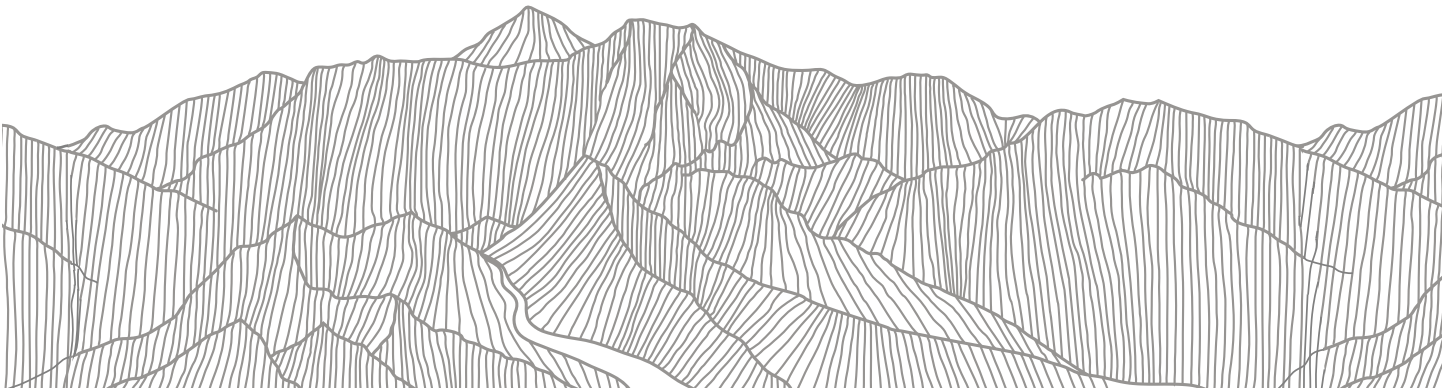
TYLER WOOLCOTT Angler, boat captain, fishing guide
GEAR: Tideline Adjustable Retainer, Floating Neo Keychain
SCOOP: As a Florida native Tyler's life has always revolved around the water. Now, he finds himself living out his childhood dreams running his own guiding outfit, where his "office" is his boat.

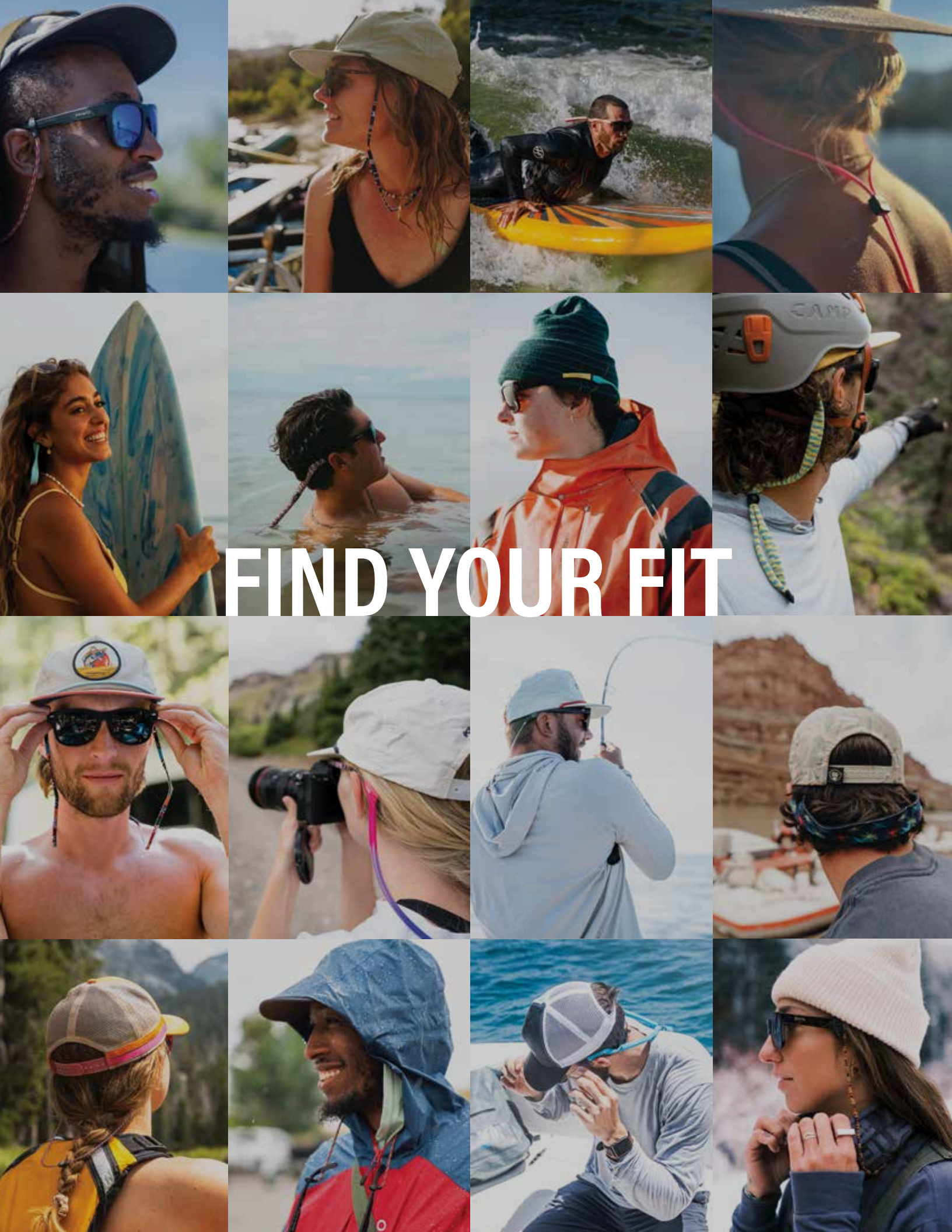


@thecaptainslogtv

📍 Orlando, FL

JONATHAN MOSS Angler, TV Host, fishing guide
GEAR: Orbiter Retainer, Mariner Retainer, Bandit Zip Wallet
SCOOP: Jonathan shares his love of fishing as a guide of over 10 years and as host of The Captains Log TV series. Whether targeting large mouth bass or deep dropping in 1800 feet of water for swordfish, he is always on the chase.





FIND YOUR FIT

EYEWEAR RETAINER FIT GUIDE

Use this handy guide to find the best fit for your frames



Using a ruler, measure at the widest point of the temple tip (the portion of the frame that rests at your ears). For frames over 8mm with rubber/silicone at the temple tip, add 1mm to your final measurement for improved ease of installation. If between sizes, we recommend sizing down to ensure a secure fit.

		unit: 1cm = 10mm													
PRODUCT NAME	SKU	3	4	5	6	7	8	9	10	11	12	13	14	15	
Original / Original LTD - Standard End	12115/12318				●	●	●	●	●	●					
Original - Large End	12119								●	●	●	●	●	●	
Original - Small End	12116		●	●	●	●	●								
Original Kids - Standard End	12112				●	●	●	●	●	●					
Neoprene / Neoprene LTD - Standard End	12128/12129					●	●	●	●	●					
Neoprene - Large End	12306								●	●	●	●	●	●	
Upcycled Cotton	12424				●	●	●	●	●	●					
Classic	12108			●	●	●	●	●	●						
No Tail Adjustable	12207				●	●	●	●	●	●					
Elastic	12106			●	●	●	●	●	●						
Universal Fit	12103		●	●	●	●	●	●	●	●	●	●	●	●	
Universal Fit Kids	12111				●	●	●	●	●	●					
Slip Fit	12121	●	●	●	●	●	●	●	●	●	●	●	●	●	
Fish Tip	12204				●	●	●	●	●	●	●				
Ripcord	12320			●	●	●	●	●	●	●	●	●	●	●	
Tideline / Tideline Adjustable	12412/12419			●	●	●	●	●	●	●	●	●	●	●	
Mariner	12425					●	●	●	●	●	●	●	●	●	
Switchback	12308			●	●	●	●	●	●	●	●	●	●	●	
The Slim	12313	●	●	●	●	●	●	●	●	●	●	●	●	●	
Orbiter / Adjustable Orbiter	12403/12420						●	●	●	●	●	●	●	●	
Mono Orbiter	12407						●	●	●	●	●	●	●	●	
Handwound Guatemalan	12411	●	●	●	●	●	●	●	●	●	●	●	●	●	
Baja	12312	●	●	●	●	●	●	●	●	●	●	●	●	●	
Braided Leather	12126	●	●	●	●	●	●	●	●	●	●	●	●	●	
Lens Leash	12104	●	●	●	●	●	●	●	●	●	●	●	●	●	
Waxed Cotton	12309	●	●	●	●	●	●	●	●	●	●	●	●	●	
Beaded	12402	●	●	●	●	●	●	●	●	●	●	●	●	●	
Suede	12127	●	●	●	●	●	●	●	●	●	●	●	●	●	
Tech Cord	12432	●	●	●	●	●	●	●	●	●	●	●	●	●	
Glassfloat Classic / Glassfloat Classic LTD	12131/12135					●	●	●	●	●	●	●	●	●	
Orbiter Float	12410						●	●	●	●	●	●	●	●	
Sportfloat/Sportfloat LTD	12433/12434					●	●	●	●	●	●	●			



EYEWEAR RETAINERS

Back in the day (in the year 1983 to be exact), the first Chums eyewear retainers were born on the Colorado River in southern Utah. The original style that launched our brand is still going strong today, but since then, we've put our blood, sweat, and tears into developing new, innovative styles to help you hang on to your eyewear and look damn good doing it.

ORIGINAL BEST SELLER SCREEN PRINTING

- The retainer that started it all, way back in 1983
- Made from 100% cotton
- Made in the USA

STANDARD END S M

SKU 12115 MSRP \$9.99

- Fits a wide variety of frames
- Available in all colors and mixes shown on this page

LARGE END M L

SKU 12119 MSRP \$9.99

- Fits large frames
- Available in Basics, Brights, and Hurricane 6 mixes

SMALL END S

SKU 12116 MSRP \$9.99

- Fits thin frames
- Available in Basics and Hurricane 6 mixes

KIDS STANDARD END S M

SKU 12112 MSRP \$8.99

- Fits a wide variety of frames
- Shorter length for smaller heads
- Available in Kids Basics mix

BASICS (01)		KIDS BASICS	
	1x 100		2x 100
	1x 101		1x 101
	1x 102		1x 102
	1x 103		1x 103
	1x 105		1x 105
	1x 279		
HURRICANE 12 (21)		BRIGHTS (02)	
	1x 121		1x 281
	1x 134		1x 601
	1x 137		1x 606
	1x 280		1x 608
	1x 359		1x 611
	1x 391		1x 617
HURRICANE 24 (19)		TIE-DYE (04)	
	1x 449		1x 699
	1x 501		2x 701
	1x 504		1x 704
	1x 601		2x 706
	1x 606		
	1x 608	STRIPE (05)	
	1x 611		1x 449
	1x 617		1x 500
	1x 699		2x 501
	1x 701		2x 504
	1x 704	PARTY STRIPES (64)	
	1x 706		2x 239
			2x 240
			1x 241
			1x 242



ORIGINAL LTD BEST SELLER S M


SKU 12318 MSRP \$10.99

- Made from soft, durable 100% polyester
- Fits a wide variety of frames
- Available in singles or mixes shown below
- Made in the USA

TIE DYE (04)


2x 701


2x 707

2x 911

SALTWATER FISH (49)

2x 297


2x 298

2x 299


NEUTRALS (67) NEW


2x 388


2x 394


2x 395


REALTREE (30)

1x 337


1x 338


1x 339

2x 351

1x 352


FRESHWATER FISH (61)

2x 230

2x 231


2x 232

70'S SURF (68) NEW

2x 274

2x 386

2x 429

809





UPCYCLED COTTON SCREEN PRINTING S M


SKU 12424 MSRP \$10.99


- Constructed from a high-performance blend of 52% upcycled cotton and 48% post-consumer recycled plastic bottles
- Available in singles or Heathered mix
- Made in the USA


HEATHERED (44)


1x 100

1x 360

1x 362

1x 363

1x 364

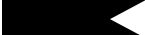
1x 365


NO TAIL ADJUSTABLE SCREEN PRINTING S M


SKU 12207 MSRP \$9.99


- Made from 100% cotton
- Dual bead adjustability
- Fits a wide variety of frames
- Made in the USA


BASICS (01)


1x 100

1x 101

1x 102

1x 103

1x 105

1x 279

HURRICANE 6 (03)

1x 121

1x 134

1x 137

1x 280

1x 359


1x 391


CLASSIC S M


SKU 12108 MSRP \$7.99


- Lightweight, single-ply polyester
- Fits a wide variety of frames


CLASSIC MIX

2x 100

1x 103

1x 105

1x 121


1x 122


ELASTIC 3D DOME S M


SKU 12106 MSRP \$8.99


- Stretchy cotton/Lycra blend
- Adjustable slider bead
- Fits thin to medium frames
- Made in the USA


ELASTIC MIX

2x 100

1x 101

1x 102

1x 103

1x 250

UNIVERSAL FIT

- Durable molded rubber ends that accommodate a wide variety of frames
- Made in the USA

3MM ROPE

SKU 12103 MSRP \$9.99

- Available in singles and mixes shown on this page (except Kids and Water)

KIDS 3MM ROPE

SKU 12111 MSRP \$8.99

- Shorter length for smaller heads
- Available in Kids singles and mixes

ADAPTS EASILY TO SMALL OR LARGE FRAMES



SOLIDS (01)

2x	100
1x	101
1x	102
1x	105
1x	122

BRIGHTS (02)

1x	608
1x	611
2x	617
1x	770
1x	776

EARTH (03) NEW

2x	320
2x	444
1x	446
1x	465

FIRE (10) NEW

2x	443
2x	447
1x	448
1x	466

REALTREE (30) \$10.99

2x	337
1x	338
1x	339
2x	351

KIDS NEW

2x	100
1x	101
1x	776
1x	447
1x	466
809	

SLIP FIT

3MM ROPE

SKU 12121 MSRP \$9.99

- Features low-profile slip-fit rubber ends designed to sit forward of your ears
- Fits a wide variety of frames
- Available in all singles and mixes on this page (except Kids and Water)
- Made in the USA

SLIP FIT ENDS SIT FORWARD OF EARS



FISH TIP

3MM ROPE

SKU 12204 MSRP \$9.99

- Custom-molded rubber fish ends
- Fits most frames
- Made in the USA



WATER (01) NEW

1x	100
1x	105
1x	122
1x	320
1x	443
1x	447

RIPCORD

3MM ROPE

SKU 12320 MSRP \$13.99

- Includes two sets of interchangeable ends for an ultra-wide range of fit
- Available in mixes shown on this page
- Made in the USA

SOLIDS (01)

2x	100
1x	101
1x	102
1x	105
1x	122

EARTH (03) NEW

2x	320
2x	444
1x	446
1x	465

FIRE (10) NEW

2x	443
2x	447
1x	448
1x	466

RIPCORD INTERCHANGEABLE ENDS

An eyewear retainer innovation originally introduced on our top-selling Tideline and Tideline Adjustable models, the Ripcord brings our interchangeable ends technology to a versatile, durable rope retainer. The Ripcord fits a wide range of frames thanks to our proprietary harpoon design that allows for the use of interchangeable, stretchy, and grippy silicone ends that won't stretch out or lose shape.

SMALL ENDS



LARGE ENDS (CAN BE WORN 2 WAYS)



HARPOON TIP



NEOPRENE BEST SELLER HEAT TRANSFER SCREEN PRINTING

STANDARD END S M **LARGE END** M L
SKU 12128 MSRP \$7.99 SKU 12306 MSRP \$7.99

- Made from lightweight, quick-drying neoprene
- GripTech silicone lining for an extra-firm hold
- Durable and lightweight
- Available in singles and mixes



NEOPRENE LTD BEST SELLER HEAT TRANSFER S M L

SKU 12129 MSRP \$8.99 SCREEN PRINTING SUBLIMATION

- Made from lightweight, quick-drying neoprene
- GripTech silicone lining for an extra-firm hold
- Durable and lightweight
- Available in singles and mixes



GRIPTECH SILICONE LINING
ACTUAL SIZE



BASICS		BRIGHTS (02)	
	1x 100		1x 601
	1x 101		1x 606
	1x 102		1x 608
	1x 103		1x 611
	1x 105		2x 617
	1x 109		

TIE DYE (04)		FRESHWATER FISH (61)	
	2x 701		2x 230
	2x 707		2x 231
	2x 911		2x 232
REALTREE (30)		NEON (66) NEW	
	2x 337		2x 380
	2x 351		2x 381
	2x 352		2x 382
SALTWATER FISH (49)		70'S SURF (68) NEW	
	2x 298		2x 386
	2x 299		2x 387
	2x 372		2x 392
NATURE (53) NEW			809
	2x 388		
	2x 393		
	2x 394		

SILICONE RETAINERS

Get techy and stretchy with our eye-catching silicone eyewear retainers. Lightweight, hydrophobic, and extra grippy, these oh-so-pretty retainers are ideal for activities involving water, sweat, dirt, or any combination of the three. Stretchy enough to fit frames of virtually any size and super easy to clean, our durable silicone retainers are tough enough to accompany you on your most "out there" adventures for years on end.

THE SLIM BEST SELLER S M L

SKU 12313 MSRP \$9.99

- Sleek, minimalist design
- Made from lightweight, stretchy silicone
- UV and corrosion resistant
- Sliding bead adjusts tension and fit
- Available in Basics and Fades



SWITCHBACK BEST SELLER S M L

SKU 12308 MSRP \$9.99

- Made from stretchy silicone
- Adaptable, multi-port ends fit virtually any frame design
- UV and corrosion resistant
- Available in Basics and Fades



BASICS (01)	
	2x 100
	1x 276
	1x 282
	1x 283
	1x 284

FADES (43)	
	1x 199
	1x 285
	1x 286
	1x 287
	1x 288
	1x 884



TIDELINE S M L

SKU 12412 MSRP \$13.99

- Made from ultra-lightweight stainless steel cable
- Includes small and large interchangeable silicone ends
- Total length (end to end): 18.5"
- Made in the USA

MIX (01)



TIDELINE ADJUSTABLE BEST SELLER S M L

SKU 12419 MSRP \$14.99

- Made from ultra-lightweight stainless steel cable
- Adjustable length from 11" to 17.25" (end to end)
- Includes small and large interchangeable silicone ends
- Made in the USA

MIX (01)



ORBITER BEST SELLER M L

SKU 12403 MSRP \$11.99

- Made from ultra-lightweight stainless steel cable
- Low-profile Orbiter ends
- Total length (end to end): 16"
- Made in the USA

METALS



ADJUSTABLE ORBITER BEST SELLER M L

SKU 12420 MSRP \$12.99

- Made from ultra-lightweight stainless steel cable
- Adjustable length from 10" to 15.5" (end to end)
- Low-profile Orbiter ends
- Made in the USA

METALS

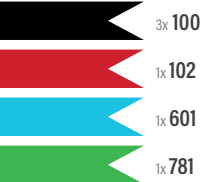


MONO ORBITER M L

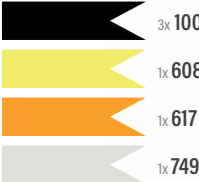
SKU 12407 MSRP \$11.99

- Made from lightweight, high-tenacity monofilament
- Low-profile Orbiter ends
- Total length (end to end): 15.5"
- Made in the USA

FIELD (22)



STREAM



ADJUSTABLE BEADS

Pull beads together to loosen, pull apart to tighten.



INTERCHANGEABLE SILICONE ENDS

A true innovation in eyewear retainer technology, our Tideline and Tideline Adjustable models fit a wide range of frames thanks to our proprietary harpoon design that allows for the use of interchangeable, grippy silicone ends that won't stretch out or lose shape. Each Tideline and Tideline Adjustable retainer comes with a small set and a large set of ends, allowing you to easily swap your retainer from one pair of glasses to another at a moment's notice.

SMALL END



LARGE END



THE ORBITER END

- Precision-molded rubber for reliable grip
- Accommodates a wide range of frames
- Articulated cable attachment point increases retainer flexibility
- Integrated pinch points for easy removal
- Available on the Orbiter, Adjustable Orbiter, Mono Orbiter, and Orbiter Float



MARINER BEST SELLER S M L

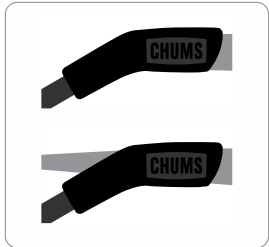
SKU 12425 MSRP \$13.99

- Made from high-tenacity monofilament fishing line
- Grippy silicone ends that stretch to fit most frames
- Made in the USA

BRIGHTS (02)

-  1x 126
-  1x 340
-  1x 605
-  1x 879
-  1x 883
-  1x 892

CAN BE WORN 2 WAYS



BAJA BEST SELLER S M L

SKU 12312 MSRP \$9.99

- Comfortable, eye-catching woven cord
- Low-profile Urban ends



MIX (01)

-  1x 257
-  1x 701
-  1x 705
-  1x 708
-  1x 709
-  1x 789



URBAN COLLECTION

Take it to the streets with our stylish Urban Collection. Featuring eye-catching colors and patterns, unique materials, and low-profile attachment points that are designed to sit forward of your ears, these versatile retainers bring a laid-back look that is equally at home at the office, at the beach, or on your favorite brewery's rooftop deck.

THE URBAN END



- Stretchy rubber ends securely grip frames of virtually any size
- Designed to sit forward of your ears
- Available on the Baja, Handwound Guatemalan, Braided Leather, Suede, Lens Leash, Beaded, and Waxed Cotton

HANDWOUND GUATEMALAN S M L

SKU 12411 MSRP \$9.99

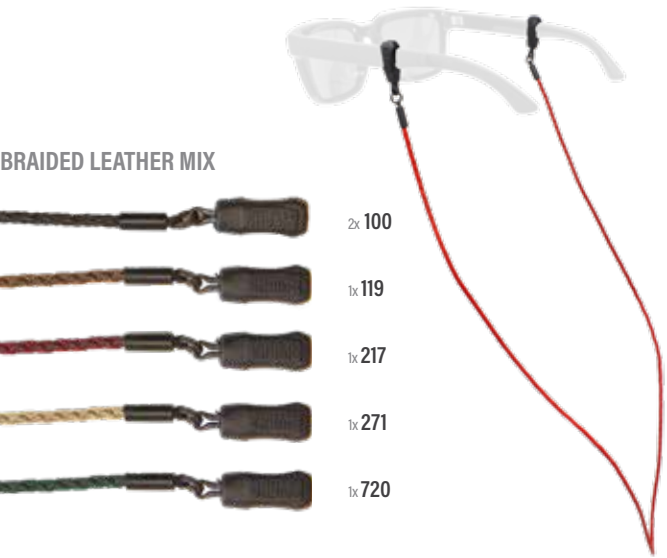
- Handmade in Guatemala
- Made from 100% cotton
- Low-profile Urban ends
- Each retainer features a unique color combination



BRAIDED LEATHER BEST SELLER S M L

SKU 12126 MSRP \$12.99

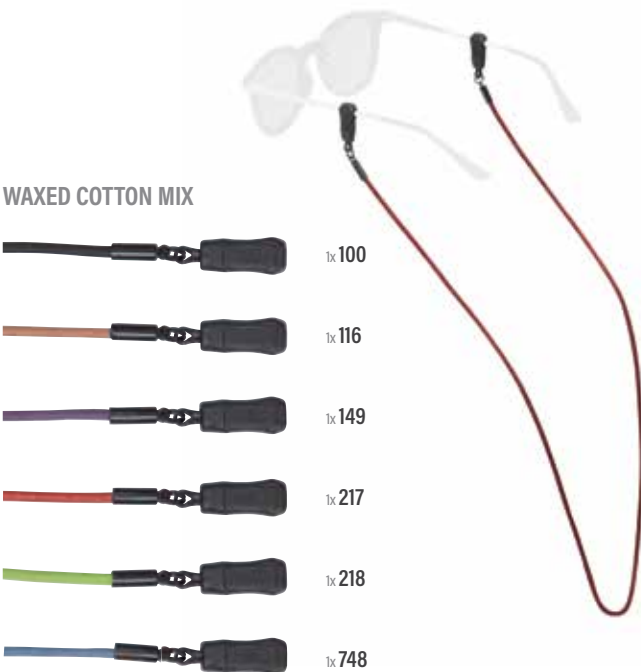
- Made from 2.5mm braided genuine leather
- Low-profile Urban ends



WAXED COTTON S M L

SKU 12309 MSRP \$9.99

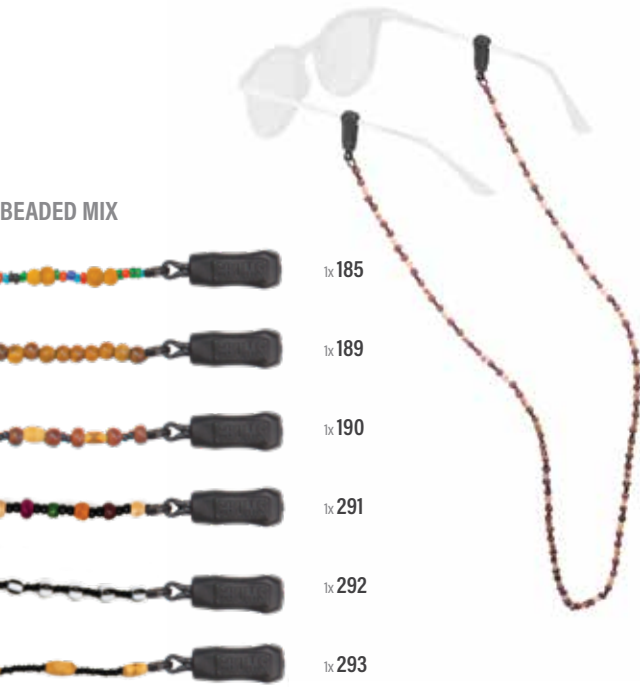
- Made from 2.5mm braided waxed cotton
- Durable, smooth, and water-resistant
- Low-profile Urban ends



BEADED S M L

SKU 12402 MSRP \$10.99

- Incorporates wood and glass beads for a unique, elegant look
- Low-profile Urban ends



SUEDE S M L

SKU 12127 MSRP \$11.99

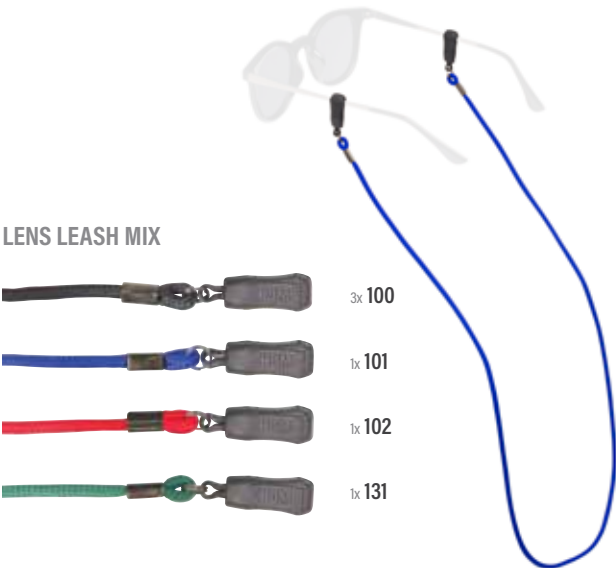
- Made from soft, comfortable, classy suede
- Low-profile Urban ends



LENS LEASH BEST SELLER S M L

SKU 12104 MSRP \$5.99

- Simple, classic retainer
- Fits a wide variety of frames
- Low-profile Urban ends



TECH CORD S M L

SKU 12432 MSRP \$4.99

- One-piece molded eyewear retainer
- Adjustable loop temples
- Fits securely on most frame sizes and styles
- Extremely lightweight
- Made in the USA





ON THE WATER

Chums was born on the water and our roots run deep when it comes to finding innovative ways to keep your equipment safe and dry. Whether you need affordable solutions to keep your glasses, keys, and phone afloat, or a high-quality rolltop dry bag for a multi-day river trip, rest assured that our decades of experience mean we know a thing or two about helping you hang on to your valuables.

SPORTFLOAT NEW S M L

SKU 12433 MSRP \$11.99

- Made from quick-drying, foam-filled neoprene
- GripTech silicone lining for an extra-firm hold
- Fits most frames
- Floats eyewear weighing up to 45g (1.5oz)
- Available in Brights



BRIGHTS (02)

- 2x 100
- 1x 606
- 1x 608
- 1x 611
- 1x 617

SPORTFLOAT LTD NEW S M L

SKU 12434 MSRP \$13.99

- Made from quick-drying, foam-filled neoprene
- GripTech silicone lining for an extra-firm hold
- Fits most frames
- Floats eyewear weighing up to 45g (1.5oz)
- Available in Neon



NEON (66)

- 2x 380
- 2x 381
- 2x 382



GLASSFLOAT
CLASSIC

SKU 12131 MSRP \$9.99

- Floats eyewear weighing up to 30g (1oz)
- Made from quick-drying, foam-filled polyester
- Fits medium to large frames

GLASSFLOAT MIX

- 1x 100
- 1x 601
- 1x 606
- 1x 608
- 1x 611
- 1x 617



GLASSFLOAT
CLASSIC LTD

SKU 12135 MSRP \$11.99

- Floats eyewear weighing up to 30g (1oz)
- Made from quick-drying, foam-filled polyester
- Fits medium to large frames

NEON (66) NEW

- 2x 380
- 2x 381
- 2x 382

70'S SURF (68) NEW

- 2x 385
- 2x 392
- 2x 429



ORBITER FLOAT

SKU 12410 MSRP \$14.99

- Made from ultra-lightweight stainless steel cable
- Low-profile Orbiter ends
- Floating foam is removable for adventures away from the water
- Floats eyewear weighing up to 10g (0.35oz)

BRIGHTS (02)

- 2x 108
- 2x 611
- 2x 617



ACCESSORIES

Did you think we were out of ideas for helping you hang on? Think again. Our line of eyewear accessories was designed to keep your glasses protected and sparkling clean. Our storage cases are perfect for keeping your shades scratch-free while you're on the go, and our eyewear cleaning cloths and kits ensure your lenses are always crystal clear.



TRANSPORTER BEST SELLER

SKU 31094 MSRP \$9.99

- Zippered hardshell case
- Fits most eyewear styles
- Soft fleece interior lining
- Available in singles and mix



TRANSPORTER MIX NEW



2x100



2x114



2x373

TRANSPORTER LTD

SKU 31100 MSRP \$11.99

- Zippered hardshell case
- Fits most eyewear styles
- Soft fleece interior lining
- Available in singles and mix



MIX (01) NEW



2x387



2x394



2x395

RETRO (65)



2x406



2x450



2x701



352

UPCYCLED FELT CASE

UPCYCLED

SKU 31103 MSRP \$12.99

- Made from eco-friendly upcycled felt
- Hard case with soft lining protects eyewear
- Accent webbing with attachment loop
- Zippered closure



MIX (01)



2x 156

2x 342

2x 880

SHADE SHELTER

BEST SELLER

HEAT TRANSFER

MSRP \$9.99

- Soft, low-profile, zippered neoprene case
- Integrated clip attaches to almost anything



SKU 31090100 MSRP \$9.99



SKU 31098873 MSRP \$11.99



GLASSHOPPER

BEST SELLER

3D DOME

SKU 30054 MSRP \$7.99

- Sleek, one-piece clip for storing eyewear on your vehicle's sun visor
- Easy one-handed use
- Durable metal construction
- Available in singles or mix



GLASSHOPPER MIX



2x 100

2x 105

2x 152

SHADE SHELTER LTD

HEAT TRANSFER

SUBLIMATION

SKU 31104 MSRP \$11.99

- Soft, low-profile, zippered neoprene case
- Integrated clip attaches to almost anything
- Available in singles and mixes



70'S SURF (68)

NEW



2x 386

2x 392

2x 429

MIX (01)



2x 234

2x 274

2x 318



THE VAULT BEST SELLER

SKU 54252 MSRP \$12.99

- Zippered hard shell case for storing eyewear or other valuables
- Mesh stash pocket integrated into inside lid
- Soft interior lining
- Available in singles



THE VAULT LTD

SKU 54253 MSRP \$14.99

- Zippered hard shell case for storing eyewear or other valuables
- Mesh stash pocket integrated into inside lid
- Soft interior lining
- Available in singles



351



921

CORK FOLDING CASE

SKU 31101873 MSRP \$11.99

- Eco-friendly cork eyewear case
- Magnetic closure
- Rigid structure with soft interior lining
- Folds flat for easy storage when not in use



EYEWEAR REPAIR KIT+

SKU 30078 MSRP \$9.99

- Screwdriver, magnifying glass, frame pads, screws, and gaskets in a reusable case



POUCH

SKU 30055 MSRP \$6.99

- Microfiber lens cleaning cloth in a compact, protective silicone pouch
- Convenient clip attachment
- Perfect for glasses, goggles, scopes, and screens
- Cloth dimensions: 8" x 8"



POUCH MIX



3x 100

1x 101

1x 109

1x 611

POUCH XL

SKU 30083 MSRP \$7.99

- Microfiber lens cleaning cloth in a compact, protective silicone pouch
- Convenient clip attachment
- Perfect for glasses, goggles, scopes, and screens
- Cloth dimensions: 12" x 12"



MIX (01)



3x 100

1x 250

1x 264

1x 771

EYEWEAR CLEANING KIT

SKU 31099873 MSRP \$12.99

- 1oz bottle of cleaning solution
- 10 x 10" microfiber cleaning cloth
- High-quality storage case



ANTI-FOG KIT BEST SELLER

SKU 30050 MSRP \$8.99

- Anti-fog lens cleaning solution is perfect for binoculars, glasses, goggles, and scopes
- Includes 8" x 8" microfiber cleaning cloth



CUSTOMIZE OUR PRODUCTS WITH YOUR LOGO OR ARTWORK IN THREE STEPS:

- 1 Send vector artwork to cs@chums.com
- 2 Approve digital artwork proof
- 3 Order

IT'S THAT EASY!

FULL-COLOR TRANSFER

- Add your full-color, high-resolution logo in all its vibrant glory to some of our best-selling products
- Lead times as short as 10 days after art approval
- \$1-\$2.50 per transfer
- Minimums as low as 12 pieces per SKU
- \$35 one-time set up fee, \$20 optional vector set up fee



SCREEN PRINTING

- One-color screen printing available on Original and Neoprene eyewear retainers (excluding LTD versions)
- Lead times as short as 10 days after art approval
- \$0.35 per piece for the first printing location and \$0.10 for a second location
- Minimums as low as 50 pieces per SKU
- \$35 one-time set up fee, \$20 optional vector set up fee
- Custom ink colors available for orders of 200 units with \$25 set up fee — fee waived for 500 units and above

3D DOME

- Add an eye-catching, full-color 3D resin dome of your logo to a wide variety of our products
- Lead times as short as 10 days after art approval
- \$0.50 per dome
- Minimums as low as 24 pieces per SKU
- \$35 one-time set up fee, \$20 optional vector set up fee



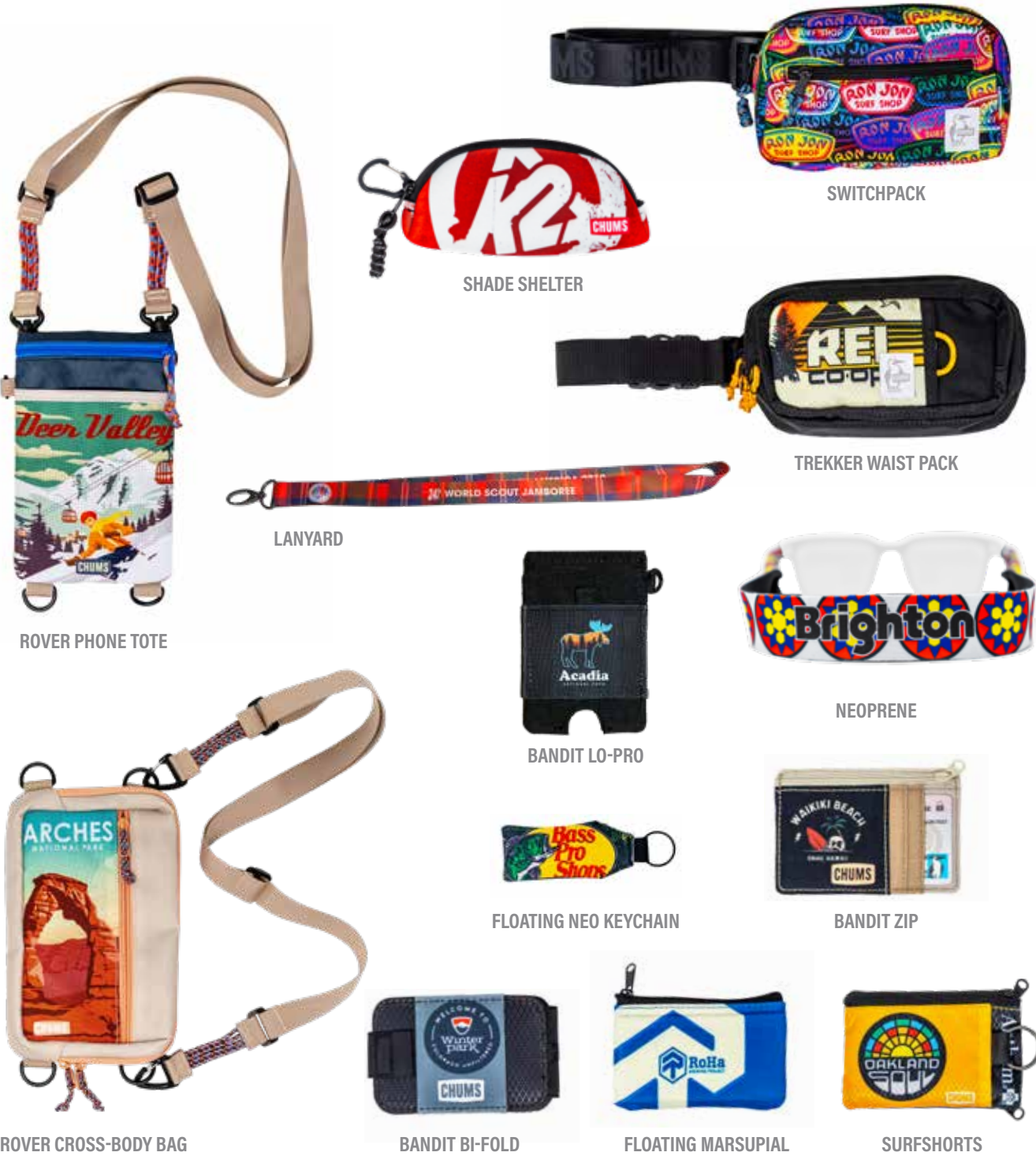
CUSTOM PRODUCTS

Make it your own with our customization program. Easily add your logo, slogan, or custom artwork to a number of our top-selling eyewear retainers, wallets, active bags, and accessories. We now offer eye-catching custom artwork sublimation on select products in addition to our tried-and-true screen printing, 3D resin domes, and full-color transfer options.

FULL-COLOR SUBLIMATION

The next evolution of our customization program has arrived! We now offer vibrant, full-color sublimation of your custom artwork on some of our most popular products, including Neoprene retainers and select models of active bags, wallets, and accessories.

- Lead times as short as 60 days after art approval for most products
- Minimums as low as 500 pieces per SKU
- 50% deposit required at time of order
- Digital proofs provided, physical samples available upon request



RETAIL DISPLAYS

- Unmatched ROI per square foot
- Increased add-on sales
- Customize your product selection or choose from our pre-built assortments



2-SIDED COUNTERTOP

- 29.5" tall; 11.5" rotating base
- Holds approximately 156 pieces

WHOLESALE STARTING AT \$760
MSRP STARTING AT \$1,780
PROFIT STARTING AT \$1,020



3-SIDED COUNTERTOP

- 24.5" tall; 12" rotating base
- Holds approximately 216 pieces

WHOLESALE STARTING AT \$937
MSRP STARTING AT \$2,314
PROFIT STARTING AT \$1,377



WALL-MOUNTED

- 66" tall modular wall mount
- Holds approximately 222 pieces

WHOLESALE STARTING AT \$936
MSRP STARTING AT \$2,272
PROFIT STARTING AT \$1,336



3-SIDED TOWER

- 68" tall; 19" rotating base
- Holds approximately 636 pieces

WHOLESALE STARTING AT \$2,580
MSRP STARTING AT \$6,678
PROFIT STARTING AT \$4,098





SALT LAKE CITY, UTAH

World Headquarters

2424 South 2570 West, Salt Lake City, UT 84119

HURRICANE, UTAH

Manufacturing

104 South Main Street, Hurricane, UT 84737

KETCHUM, IDAHO

Sales and Marketing

210 East Sun Valley Road, Ketchum, ID 83340