



2026 OPTICAL CATALOG



HELPING YOU HANG ON SINCE 1983

A person wearing a green jacket and a black helmet is seen from behind, sitting in a blue inflatable raft. They are navigating a river with white water rapids. The background features a steep, rocky hillside with sparse vegetation and a line of trees. The sun is low in the sky, creating a warm, golden glow and lens flare effects. The person's gear, including a red rope and black straps, is visible on their back.

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.

TABLE OF CONTENTS

EYEWEAR RETAINER FIT GUIDE	7
EYEWEAR RETAINERS	8
ON THE WATER	24
OPTICAL ACCESSORIES	26
CUSTOM PRODUCTS	30
RETAIL DISPLAYS	33

CATALOG KEY

- NEW** NEW PRODUCTS, COLORS, AND PATTERNS FOR THIS YEAR
- BEST SELLER** OUR BEST-SELLING PRODUCTS
- UPCYCLED** SUSTAINABLE PRODUCTS MADE WITH UPCYCLED MATERIALS
- RFID-BLOCKING** INCLUDES RFID-BLOCKING CARD
- HEAT TRANSFER** CUSTOMIZABLE WITH OUR FULL-COLOR 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



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 fishermen passionate about telling the stories of anglers and outdoor enthusiasts worldwide. They thrive when exploring, and sharing their experiences on their podcast.

📍 Toronto, Ontario, CAN



WATCH THE STOMPING GROUNDS SERIES

Welcome to Stomping Grounds, a video series where we follow our ambassadors back to their home turf to find out what makes it unique, and how it influences the way they play in the outdoors. We're adding new videos each year so you can follow along on every adventure.



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.

📍 Nomadic



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.

📍 Picabo, ID



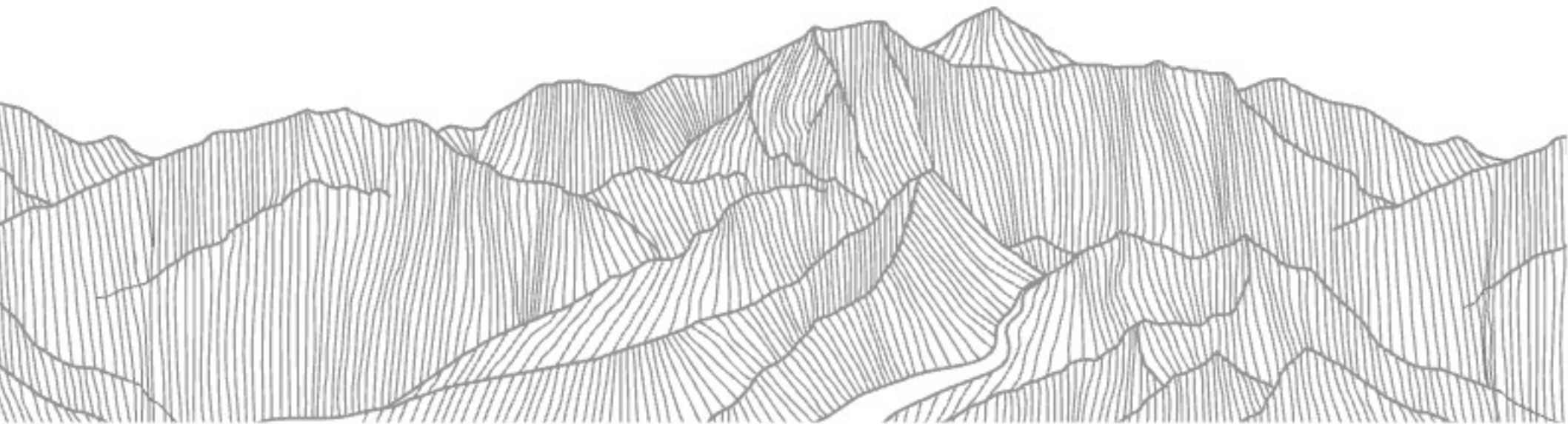
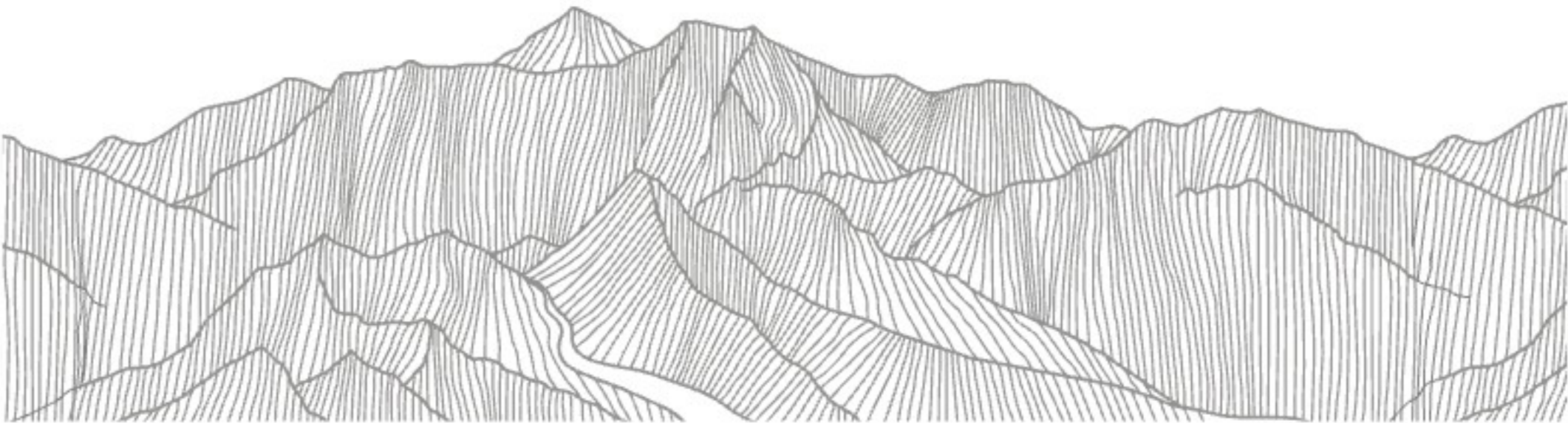
TYLER WOOLCOTT Angler, boat captain, fishing guide
GEAR: Tideline Adjustable Retainer, Floating Neo Keychain
SCOOP: As a Florida native Tyler's life has always revolved around the water. Now, he finds himself living out his childhood dreams running his own guiding outfit, where his "office" is his boat.

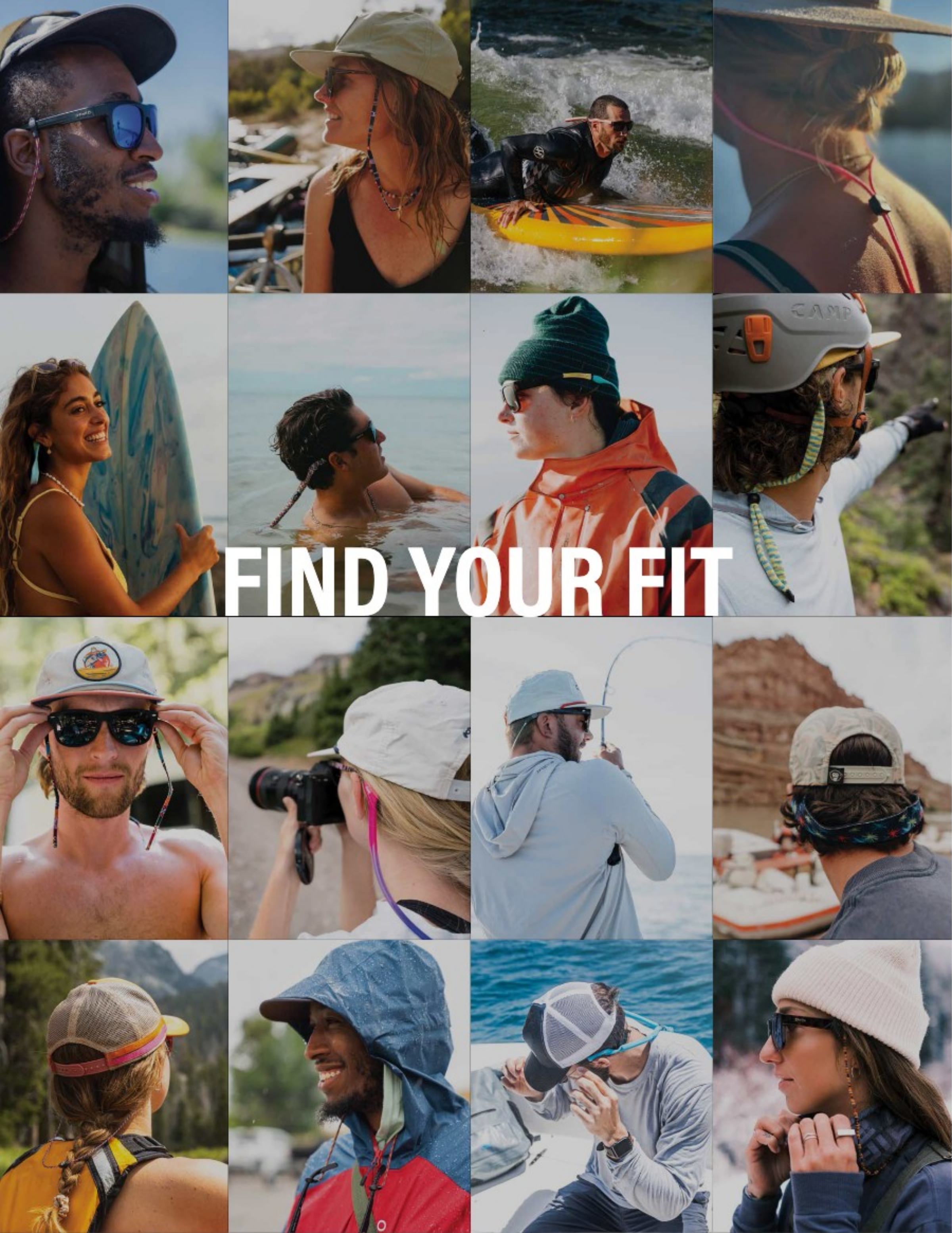
📍 Port Orange, FL



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.

📍 Orlando, FL

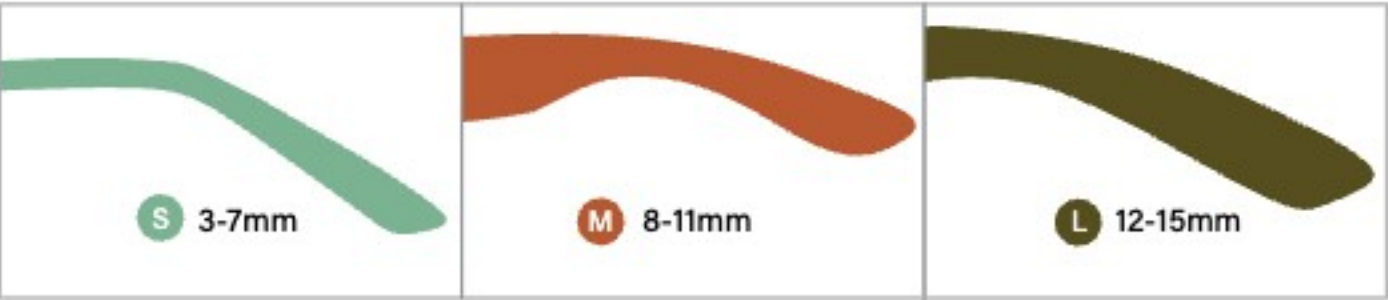




FIND YOUR FIT

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	●	●	●	●	●	●	●	●	●	●	●	●	●
Slimfit	12321	●	●	●	●	●	●	●	●	●	●	●	●	●
Orbiter / Adjustable Orbiter	12403/12420						●	●	●	●	●	●	●	●
Mono Orbiter	12407						●	●	●	●	●	●	●	●
Handwound Guatemalan	12411	●	●	●	●	●	●	●	●	●	●	●	●	●
Baja	12312	●	●	●	●	●	●	●	●	●	●	●	●	●
Braided Leather	12126	●	●	●	●	●	●	●	●	●	●	●	●	●
Nappa Leather	12435			●	●	●	●	●	●	●	●	●	●	●
Lens Leash	12104	●	●	●	●	●	●	●	●	●	●	●	●	●
Waxed Cotton	12309	●	●	●	●	●	●	●	●	●	●	●	●	●
Beaded	12402	●	●	●	●	●	●	●	●	●	●	●	●	●
Suede	12127	●	●	●	●	●	●	●	●	●	●	●	●	●
Tech Cord	12432	●	●	●	●	●	●	●	●	●	●	●	●	●
Glassfloat Classic / Glassfloat Classic LTD	12131/12135					●	●	●	●	●	●	●	●	●
Orbiter Float	12410						●	●	●	●	●	●	●	●



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


















HURRICANE 12 (21)	BASICS (01)		
		1x 100	
		1x 101	
		1x 102	
		1x 103	
		1x 105	
		1x 279	
	HURRICANE 6 (03)		
		1x 121	
		1x 134	
HURRICANE 24 (19)		1x 137	
		1x 280	
		1x 359	
		1x 391	
	KIDS BASICS (01)		
		2x 100	
		1x 101	
		1x 102	
		1x 103	
		1x 105	
	BRIGHTS (02)		
		1x 281	
		1x 601	
		1x 606	
		1x 608	
		1x 611	
		1x 617	
	TIE-DYE (04)		
		1x 699	
		2x 701	
		1x 704	
		2x 706	
	STRIPE (05)		
		1x 449	
		1x 500	
		2x 501	
		2x 504	
	PARTY STRIPES (64)		
		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







REALTREE (30) NEW	NATURE (53) NEW	70'S SURF (68) NEW
 2x 337	 2x 388	 2x 386
 2x 351	 2x 394	 2x 389
 2x 352	 2x 475	 2x 429
SALTWATER FISH (49)	FRESHWATER FISH (61)	DAYDREAM (72) NEW
 2x 297	 2x 230	 2x 469
 2x 298	 2x 231	 2x 470
 2x 299	 2x 232	 2x 474
	 809	



UPCYCLED COTTON SCREEN PRINTING UPCYCLED 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



CLASSIC S M

SKU 12108 MSRP \$7.99

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

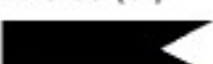




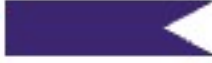






CLASSIC MIX (01)
 2x 100
 1x 103
 1x 105
 1x 121
 1x 122



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)	HURRICANE 6 (03)
 1x 100	 1x 121
 1x 101	 1x 134
 1x 102	 1x 137
 1x 103	 1x 280
 1x 105	 1x 359
 1x 279	 1x 391



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 (01)
 2x 100
 1x 101
 1x 102
 1x 103
 1x 250



UNIVERSAL FIT BEST SELLER 3D DOME S M L

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

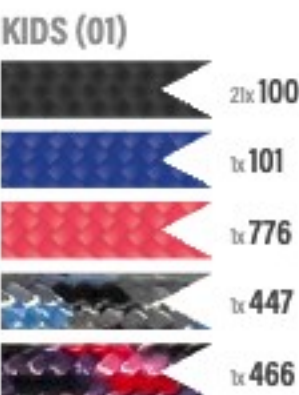
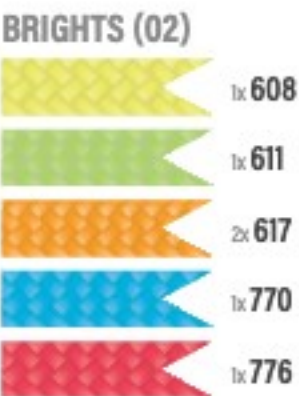
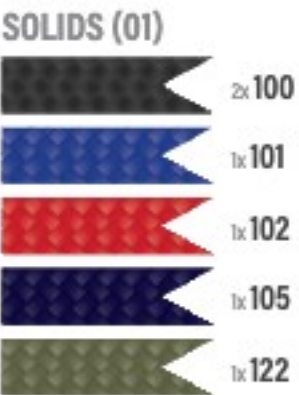
3MM ROPE
SKU 12103 MSRP \$9.99

- 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



SLIP FIT BEST SELLER 3D DOME S M L

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

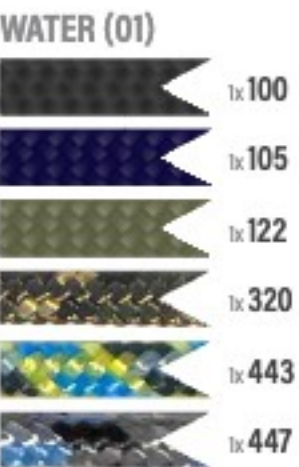
SLIP FIT ENDS SIT
FORWARD OF EARS



FISH TIP 3D DOME S M L

3MM ROPE
SKU 12204 MSRP \$9.99

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

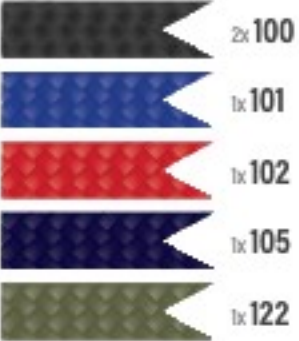


RIPCORD BEST SELLER 3D DOME S M L

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)



EARTH (03)



FIRE (10)



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

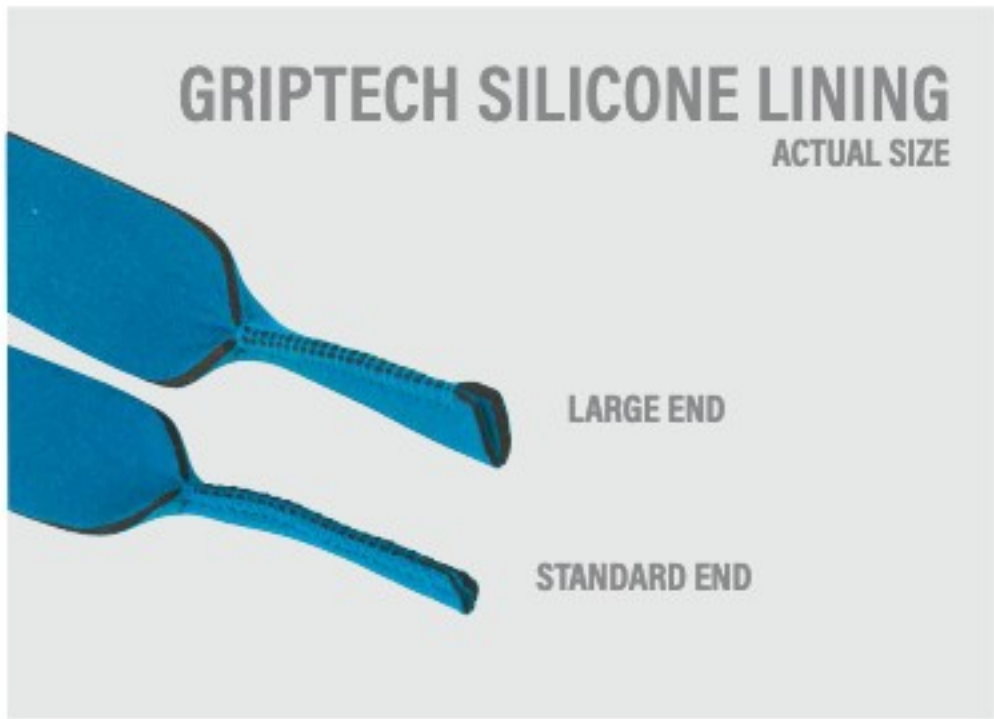
- Made from lightweight, quick-drying neoprene
- GripTech silicone lining for an extra-firm hold
- Durable and lightweight
- Available in singles and mixes



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



- BASICS (01)**
- 2x 100
 - 2x 101
 - 2x 102
 - 2x 103
 - 2x 105
 - 2x 109
- BRIGHTS (02)**
- 2x 601
 - 2x 606
 - 2x 608
 - 2x 611
 - 2x 617

- REALTREE (30)**
- 2x 337
 - 2x 351
 - 2x 352
- FRESHWATER FISH (61)**
- 2x 230
 - 2x 231
 - 2x 232
- SALTWATER FISH (49)**
- 2x 298
 - 2x 299
 - 2x 372
- NATURE (53) NEW**
- 2x 388
 - 2x 393
 - 2x 475
- VINTAGE HAWAIIAN (70) NEW**
- 2x 387
 - 2x 389
 - 2x 473
- DAYDREAM (72) NEW**
- 2x 469
 - 2x 470
 - 2x 474
- 809**

NAPPA LEATHER NEW S M L

SKU 12435 MSRP \$24.99

- Made from durable stitched genuine leather
- Molded silicone ends won't stretch or lose shape
- Fits most frames
- Available in singles and mixes

- BASICS (01)**
- 2x 100
 - 2x 113
 - 2x 116



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



SLIMFIT NEW S M L

SKU 12321 MSRP \$9.99

- Made from lightweight, stretchy silicone
- Low-profile slip fit ends slide easily over most frames
- 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



WIRE FRAMES



STANDARD FRAMES



LARGE FRAMES



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

SILICONE RETAINERS

Get stretchy and techy 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.

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)

	3x 100
	3x 749



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)

	3x 100
	3x 749



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.



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



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 (01)

	3x 100
	3x 749



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 (01)

	3x 100
	3x 749

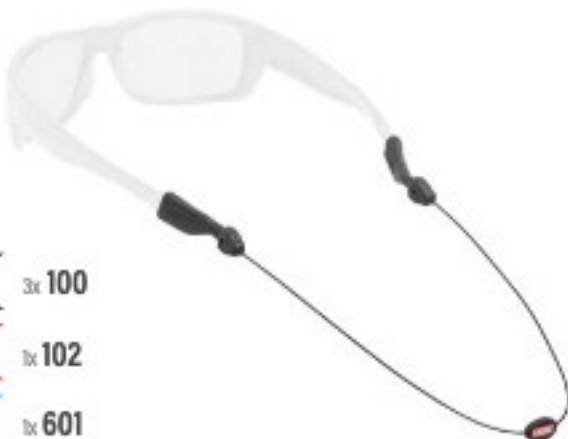


MONO ORBITER M L

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

STREAM (01)	FIELD (22)
3x 100	3x 100
1x 608	1x 102
1x 617	1x 601
1x 749	1x 781



MARINER BEST SELLER UPCYCLED S M L

SKU 12425 MSRP \$13.99

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

BRIGHTS (02)

-  126
-  340
-  605
-  879
-  883
-  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



BASICS (01) NEW

-  2x 100
-  2x 178
-  560
-  570

BRIGHTS (02) NEW

-  2x 257
-  2x 266
-  701
-  2x 708

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

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.



HANDWOUND GUATEMALAN S M L

SKU 1241101 MSRP \$9.99

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



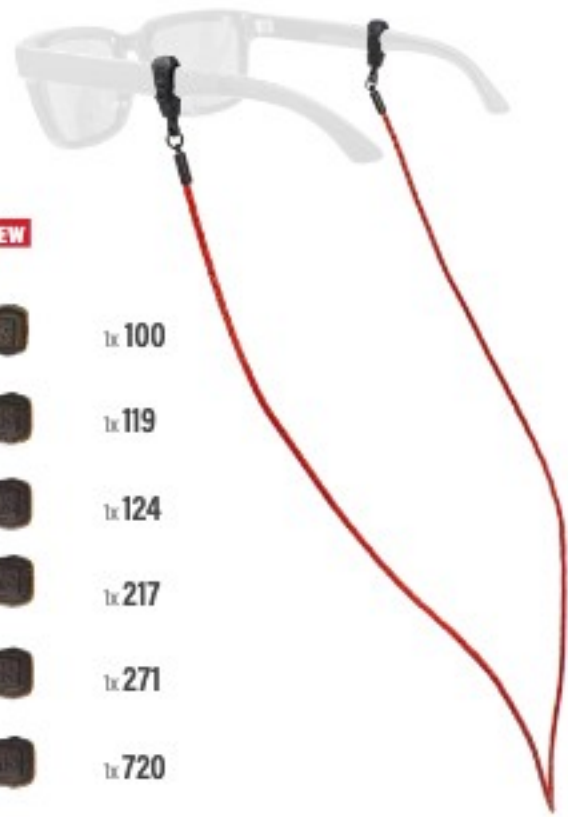
BRAIDED LEATHER BEST SELLER S M L

SKU 12126 MSRP \$12.99

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

BRAIDED LEATHER MIX (01) NEW

	1x 100
	1x 119
	1x 124
	1x 217
	1x 271
	1x 720



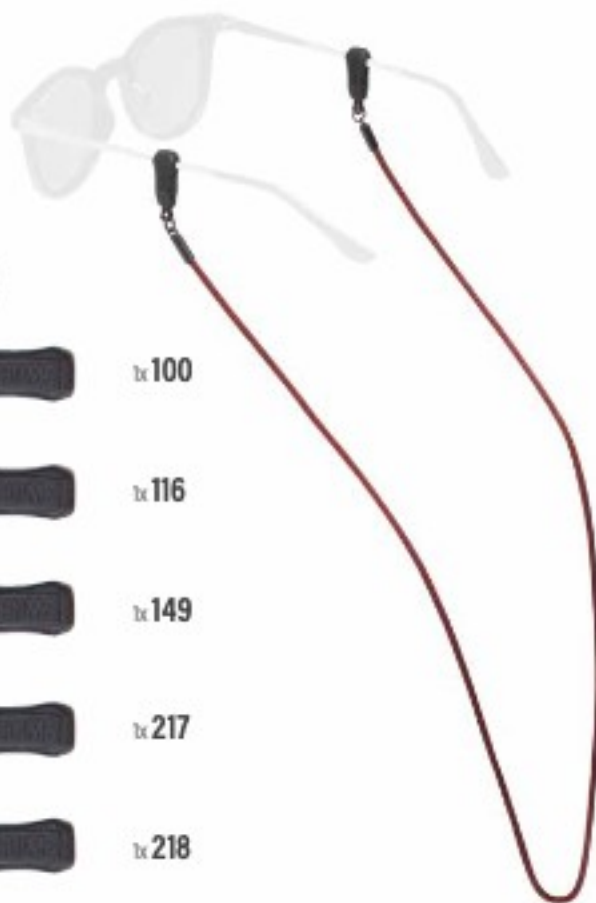
WAXED COTTON S M L

SKU 12309 MSRP \$9.99

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

WAXED COTTON MIX (01)

	1x 100
	1x 116
	1x 149
	1x 217
	1x 218
	1x 748



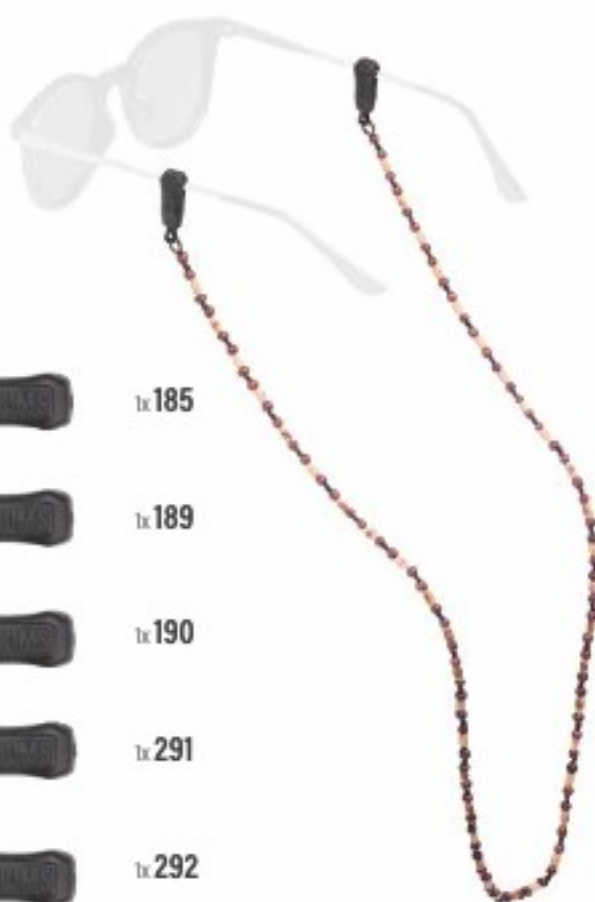
BEADED S M L

SKU 12402 MSRP \$10.99

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

BEADED MIX (01)

	1x 185
	1x 189
	1x 190
	1x 291
	1x 292
	1x 293



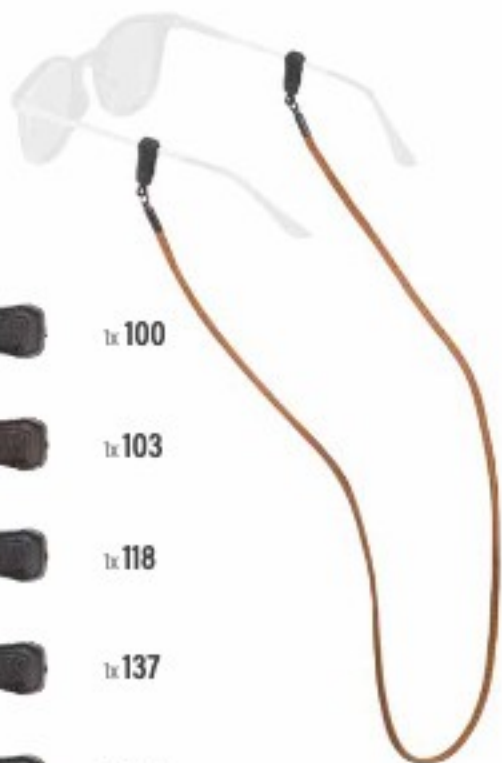
SUEDE S M L

SKU 12127 MSRP \$11.99

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

SUEDE MIX (01) NEW

	1x 100
	1x 103
	1x 118
	1x 137
	1x 217
	1x 250



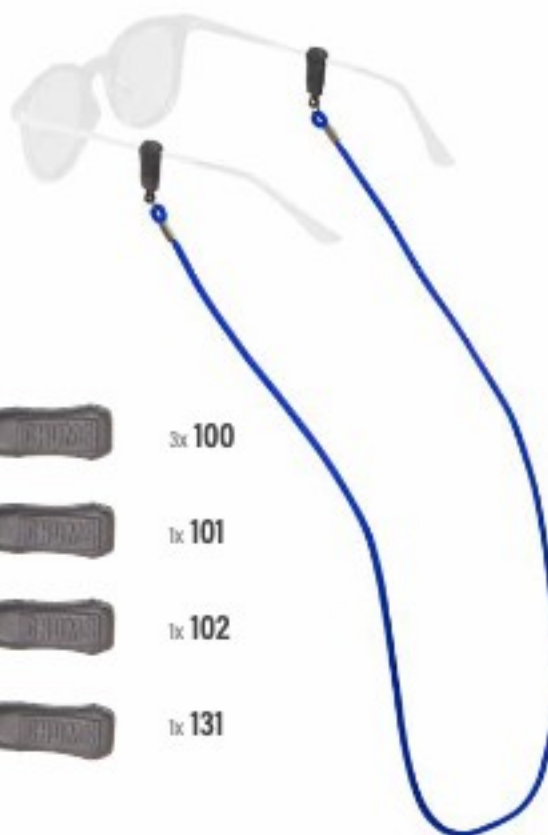
LENS LEASH BEST SELLER S M L

SKU 12104 MSRP \$5.99

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

LENS LEASH MIX (01)

	3x 100
	1x 101
	1x 102
	1x 131



TECH CORD S M L

SKU 12432 MSRP \$4.99

- Lightweight one-piece molded eyewear retainer
- Adjustable loop ends
- Fits most frame sizes and styles
- Made in the USA

TECH CORD MIX (01)

	3x 100
	1x 101
	1x 107
	1x 153





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. Our decades of experience mean we know a thing or two about helping you hang on to your valuables.

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

BRIGHTS (02)

	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)

	2x 380
	2x 381
	2x 382

70'S SURF (68)

	2x 385
	2x 392
	2x 429



SPORTFLOAT 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

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



SPORTFLOAT LTD S M L

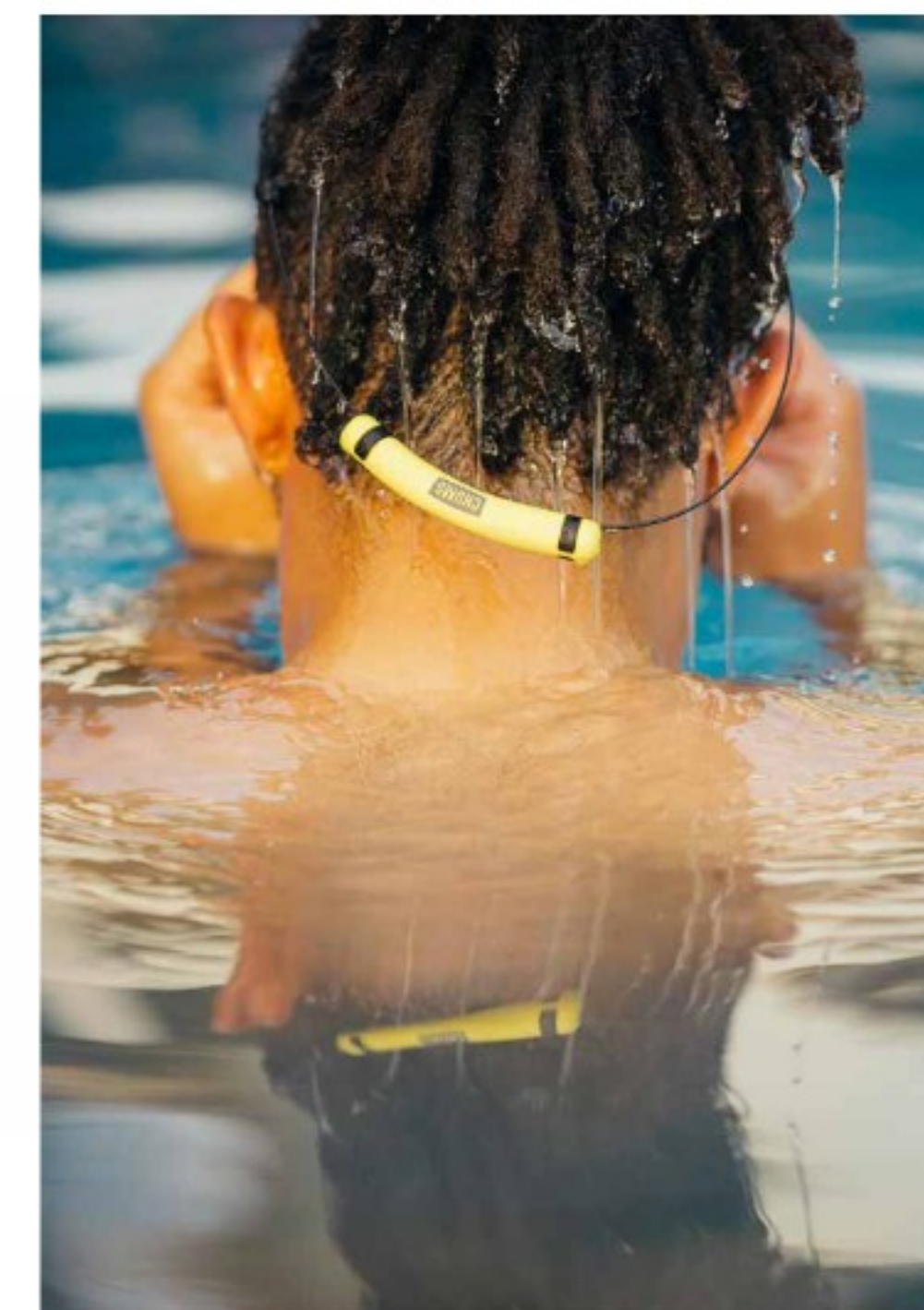
SKU 12434 MSRP \$13.99

- 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



OPTICAL ACCESSORIES

Did you think we were out of ideas for helping you hang on? Think again. Our line of optical 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 (01)



TRANSPORTER LTD

SKU 31100 MSRP \$11.99

- Our Transporter eyewear case, now available in eye-catching patterns



MIX (01)



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)



SHADE SHELTER BEST SELLER HEAT TRANSFER

SKU 31090100 MSRP \$9.99

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



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)



2x 386



2x 392



2x 429

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 (01)



2x 100



2x 105



2x 152

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"



SOLIDS (01) NEW



2x 100



2x 101



2x 611

FADES (43) NEW



2x 159



2x 199



2x 884

LENS CLEANING KIT NEW

SKU 30091 MSRP \$6.99

- Compact kit for cleaning eyewear, binoculars, and scopes
- Includes cleaning spray and reusable 3" x 7" microfiber cloth
- Streamlined, travel-ready design



POUCH MAX NEW

SKU 30092 MSRP \$9.99

- Extra large premium microfiber cleaning cloth in a compact, protective silicone pouch
- Textured cloth buffs away debris
- Convenient clip attachment
- Use on small lenses like glasses and scopes, as well as large screens and car interiors
- Cloth dimensions: 12" x 12"



MIX (01)



2x 100



2x 250



2x 264

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



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 heat transfer options.

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 HEAT 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 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

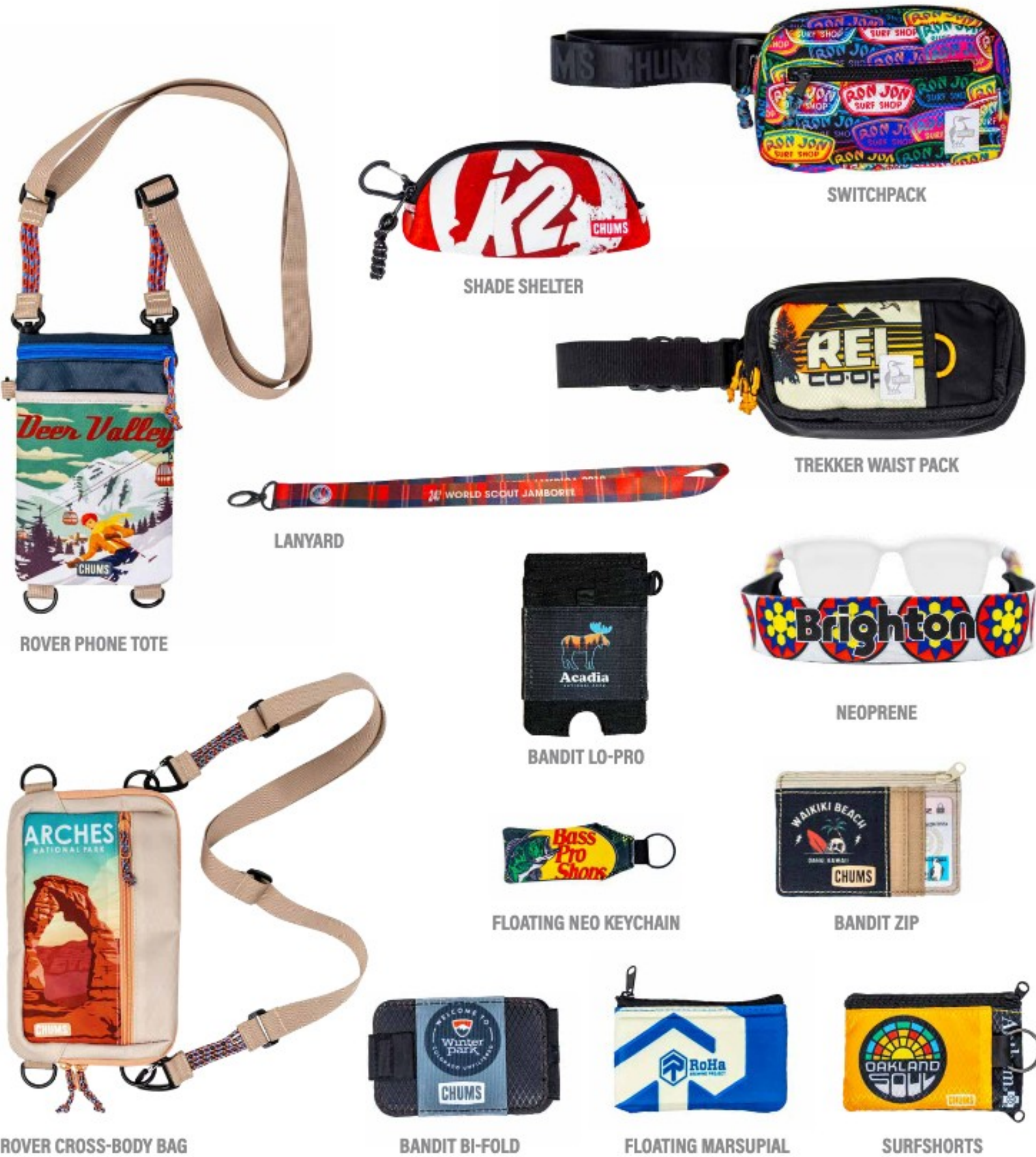
- Add an eye-catching, full-color 3D resin dome of your logo to a wide variety of our products
- Lead times as short as 10 days after art approval
- \$0.50 per dome
- Minimums as low as 24 pieces per SKU
- \$35 one-time set up fee, \$20 optional vector set up fee



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

- Choose from 4 pre-built assortments
- 29.5" tall; 11.5" rotating base
- Holds approximately 150-200 pieces

WHOLESALE STARTING AT \$725

MSRP STARTING AT \$1,660

PROFIT STARTING AT \$935



3-SIDED COUNTERTOP

- Choose from 2 pre-built assortments
- 24.5" tall; 12" rotating base
- Holds approximately 215-250 pieces

WHOLESALE STARTING AT \$1,000

MSRP STARTING AT \$2,475

PROFIT STARTING AT \$1,475



WALL-MOUNTED

- Choose from 4 pre-built assortments
- 66" tall modular wall mount
- Holds approximately 130-280 pieces

WHOLESALE STARTING AT \$695

MSRP STARTING AT \$1,665

PROFIT STARTING AT \$970



3-SIDED TOWER

- Choose our pre-built assortment or select your own
- 68" tall; 19" rotating base
- Holds approximately 560 pieces

WHOLESALE STARTING AT \$2,860

MSRP STARTING AT \$7,040

PROFIT STARTING AT \$4,180



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

CHUMS.COM | @CHUMSUSA | 800.222.2486