

2026 WHOLESALE PRICE LIST



EYEWEAR RETAINERS

CATEGORY	PRODUCT	SKU	UPC	MSRP	WHSL	100	200	500
COTTON/POLY	Original - Standard End	12115	0 00298 10001 7	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Original - Large End	12119	0 00298 00018 8	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Original - Small End	12116	0 00298 00008 9	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Original Kids	12112	0 00298 10002 4	\$8.99	\$4.50	\$3.78	\$3.60	\$3.42
	NEW PATTERNS Original LTD	12318	0 93039 12318 5	\$10.99	\$5.50	\$4.62	\$4.40	\$4.18
	NEW PATTERNS Original LTD - Realtree	12318		\$10.99	\$5.50	\$4.62	\$4.40	\$4.18
	ECO-FRIENDLY Upcycled Cotton	12424	0 93039 12424 3	\$10.99	\$5.50	\$4.62	\$4.40	\$4.18
	Classic	12108	0 93039 12108 2	\$7.99	\$4.00	\$3.36	\$3.20	\$3.04
	No Tail Adjustable	12207	0 00298 00036 2	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Elastic	12106	0 00298 10008 6	\$8.99	\$4.50	\$3.78	\$3.60	\$3.42
ROPE	Universal Fit 3mm	12103	0 00298 10106 9	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Universal Fit 3mm - Realtree	12103		\$10.99	\$5.50	\$4.62	\$4.40	\$4.18
	Kids Universal Fit	12111	0 00298 10012 3	\$8.99	\$4.50	\$3.78	\$3.60	\$3.42
	Slip Fit	12121	0 00298 10105 2	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	NEW COLORS Slip Fit - Realtree	12121		\$10.99	\$5.50	\$4.62	\$4.40	\$4.18
	Fish Tip	12204	0 93039 12204 1	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Ripcord	12320	0 93039 12320 8	\$13.99	\$7.00	\$6.25	\$5.75	\$5.50
NEOPRENE	Neoprene - Standard End	12128	0 00298 00031 7	\$7.99	\$4.00	\$3.36	\$3.20	\$3.04
	Neoprene - Large End	12306	0 93039 12306 2	\$7.99	\$4.00	\$3.36	\$3.20	\$3.04
	NEW PATTERNS Neoprene LTD	12129	0 93039 12129 7	\$8.99	\$4.50	\$3.78	\$3.60	\$3.42
	NEW COLORS Neoprene LTD - Realtree	12129		\$8.99	\$4.50	\$4.05	\$3.78	\$3.60
SILICONE	The Slim	12313	0 93039 12313 0	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	NEW Slimfit	12321	0 93039 12321 5	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	Switchback	12308	0 93039 12308 6	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
WIRE/CABLE	Tideline	12412	0 93039 12412 0	\$13.99	\$7.00	\$6.25	\$5.75	\$5.50
	Tideline Adjustable	12419	0 93039 12419 9	\$14.99	\$7.50	\$6.70	\$6.16	\$5.89
	Orbiter	12403	0 93039 12403 8	\$11.99	\$6.00	\$5.04	\$4.80	\$4.56
	Adjustable Orbiter	12420	0 93039 12420 5	\$12.99	\$6.50	\$5.56	\$4.96	\$4.73
	Mono Orbiter	12407	0 93039 12407 6	\$11.99	\$6.00	\$5.04	\$4.80	\$4.56
	ECO-FRIENDLY Mariner	12425	0 93039 12425 0	\$13.99	\$7.00	\$5.88	\$5.60	\$5.32
	NEW PATTERNS Baja	12312	0 93039 12312 3	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
URBAN	Handwound Guatemalan	12411	0 00298 00013 3	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
	NEW Nappa Leather	12435	0 93039 12435 9	\$24.99	\$12.50	\$12.25	\$12.13	\$12.00
	NEW COLORS Braided Leather	12126	0 00298 10332 2	\$12.99	\$6.50	\$5.46	\$5.20	\$4.94
	Tech Cord	12432	0 93039 12432 8	\$4.99	\$2.50	\$2.10	\$2.00	\$1.90
	NEW COLORS Suede	12127	0 93039 12127 3	\$11.99	\$6.00	\$5.04	\$4.80	\$4.56
	Lens Leash	12104	0 93039 12104 4	\$5.99	\$3.00	\$2.52	\$2.40	\$2.28
	Beaded	12402	0 93039 12402 1	\$10.99	\$5.50	\$4.62	\$4.40	\$4.18
	Waxed Cotton	12309	0 93039 12309 3	\$9.99	\$5.00	\$4.20	\$4.00	\$3.80
FLOATING	Glassfloat Classic	12131	0 93039 12131 0	\$9.99	\$5.00	\$3.94	\$3.68	\$3.50
	Glassfloat Classic LTD	12135	0 93039 12135 8	\$11.99	\$6.00	\$5.04	\$4.80	\$4.56
	Orbiter Float	12410	0 93039 12410 6	\$14.99	\$7.50	\$6.30	\$6.00	\$5.70

ON THE WATER

CATEGORY	PRODUCT	SKU	UPC	MSRP	WHSL	100	200	500
RETAINERS	Glassfloat Classic	12131	0 93039 12131 0	\$9.99	\$5.00	\$3.94	\$3.68	\$3.50
	Glassfloat Classic LTD	12135	0 93039 12135 8	\$11.99	\$6.00	\$5.04	\$4.80	\$4.56
	Orbiter Float	12410	0 93039 12410 6	\$14.99	\$7.50	\$6.30	\$6.00	\$5.70
	Sportfloat	12433	0 93039 12433 5	\$11.99	\$6.00	\$5.40	\$5.10	\$4.80
	Sportfloat LTD	12434	0 93039 12434 2	\$13.99	\$7.00	\$6.30	\$5.95	\$5.60
ACCESSORIES	Floating Neo Keychain	90024	0 93039 90024 3	\$5.99	\$3.00	\$2.52	\$2.40	\$2.28
	Floating Neo Keychain LTD	90028	0 93039 90028 1	\$6.99	\$3.50	\$2.94	\$2.80	\$2.66
	Sportfloat Wrist Strap	90219	0 93039 90219 3	\$13.99	\$7.00	\$6.30	\$5.95	\$5.60
	NEW Floating Marsupial Wallet LTD	90071	0 93039 90071 7	\$10.99	\$5.50	\$4.95	\$4.62	\$4.40
	Surfshorts Flow Wallet	18406	0 93039 18406 3	\$12.99	\$6.50	\$6.20	\$5.85	\$5.55
	NEW Bobber Hat Float	30095	0 93039 30095 1	\$6.99	\$3.50	\$3.30	\$3.20	\$3.10
	Cap Retainer	11106	0 93039 11106 9	\$4.99	\$2.50	\$2.25	\$2.10	\$2.00
BAGS	NEW COLORS Floating Phone Protector	54413		\$19.99	\$10.00	\$9.75	\$9.50	\$9.25
	NEW PATTERNS Floating Phone Protector LTD	54419		\$21.99	\$11.00	\$10.75	\$10.50	\$10.25
	NEW High Water Phone Tote	54435		\$27.99	\$14.00	\$13.65	\$13.30	\$12.95
	Glow Phone Pouch	54411		\$14.99	\$7.50	\$7.35	\$7.13	\$6.94
	NEW COLORS Splash Bag - Small	54417	0 93039 54417 1	\$8.99	\$4.50	\$4.39	\$4.28	\$4.16
	NEW COLORS Splash Bag - Large	54418	0 93039 54418 8	\$9.99	\$5.00	\$4.87	\$4.74	\$4.62
	Shuttle Splash Sack	54330		\$24.99	\$12.50	\$12.20	\$11.88	\$11.56
	Shuttle Splash Sack LTD	54331		\$27.99	\$14.00	\$13.65	\$13.30	\$12.95

STORM SERIES BAGS

CATEGORY	PRODUCT	COLOR	SKU	UPC	MSRP	WHSL	100	200	500
STORM SERIES	Storm Rolltop Duffel	Charcoal/Blue	54325	0 93039 54325 9	\$154.99	\$77.50	\$75.95	\$75.18	\$74.40
	Storm Rolltop Duffel LTD	Fish Camo Green	54327406	0 93039 54327 3	\$174.99	\$87.50	\$87.00	\$86.50	\$86.00
	Downriver Rolltop Backpack	Charcoal/Blue	54312	0 93039 54312 9	\$129.99	\$65.00	\$63.70	\$63.05	\$62.40
	Downriver Rolltop Backpack LTD	Fish Camo Green	54321406	0 93039 54321 1	\$149.99	\$75.00	\$74.50	\$74.00	\$73.50
	Storm Rolltop Sling	Charcoal/Blue	54315	0 93039 54315 0	\$99.99	\$50.00	\$49.00	\$48.50	\$48.00
	Storm Rolltop Sling LTD	Fish Camo Green	54320406	0 93039 54320 4	\$109.99	\$55.00	\$54.50	\$54.00	\$53.50
	Downstream 4L Waist Pack	Charcoal/Blue	54313	0 93039 54313 6	\$44.99	\$22.50	\$22.05	\$21.82	\$21.60
	Downstream 4L LTD Waist Pack	Fish Camo Green	54319406	0 93039 54319 8	\$49.99	\$25.00	\$24.75	\$24.50	\$24.25

WALLETS

CATEGORY	PRODUCT	SKU	UPC	MSRP	WHSL	100	200	500
WALLETS	NEW COLORS Bandit Lo-Pro	18812	0 93039 18812 2	\$10.99	\$5.50	\$5.25	\$5.00	\$4.75
	NEW PATTERNS Bandit Lo-Pro LTD	18832	0 93039 18832 0	\$12.99	\$6.50	\$6.20	\$5.85	\$5.55
	NEW COLORS Surfshorts	18401	0 93039 18401 8	\$11.99	\$6.00	\$5.40	\$5.04	\$4.80
	NEW PATTERNS Surfshorts LTD	18403	0 93039 18403 2	\$13.99	\$7.00	\$6.30	\$5.95	\$5.60
	NEW PATTERNS Surfshorts LTD - Realtree	18403		\$13.99	\$7.00	\$6.30	\$5.95	\$5.60
	NEW COLORS Bandit Zip	18813	0 93039 18813 9	\$14.99	\$7.50	\$7.10	\$6.75	\$6.35
	NEW Bandit Zip LTD	18814	0 93039 18814 6	\$16.99	\$8.50	\$8.10	\$7.65	\$7.25
	NEW COLORS Bandit Bi-Fold	18808	0 93039 18808 5	\$16.99	\$8.50	\$8.10	\$7.65	\$7.25
	NEW PATTERNS Bandit Bi-Fold LTD	18811	0 93039 18811 5	\$18.99	\$9.50	\$9.05	\$8.55	\$8.10
	NEW COLORS Rover Bi-Fold	18824	0 93039 18824 5	\$19.99	\$10.00	\$9.80	\$9.70	\$9.60
	Reversi	18809	0 93039 18809 2	\$19.99	\$10.00	\$9.50	\$9.00	\$8.50
	Nomad	18833		\$34.99	\$17.50	\$17.15	\$16.98	\$16.80
	NEW Floating Marsupial LTD Wallet	90071	0 93039 90071 7	\$10.99	\$5.50	\$4.95	\$4.62	\$4.40

ACTIVE BAGS

CATEGORY	PRODUCT	SKU	UPC	MSRP	WHSL	100	200	500
WAIST PACKS	NEW COLORS Switchpack	14105		\$24.99	\$12.50	\$12.25	\$12.15	\$12.00
	NEW PATTERNS Switchpack LTD	14106		\$26.99	\$13.50	\$13.23	\$13.10	\$12.96
	Trekker	14037		\$29.99	\$15.00	\$14.70	\$14.55	\$14.40
SHOULDER BAGS	NEW COLORS Indio Sling	54268		\$21.99	\$11.00	\$10.78	\$10.67	\$10.56
	NEW Daytripper Sling	54431		\$39.99	\$20.00	\$19.60	\$19.40	\$19.20
	Rover Bottle Sling	54430		\$29.99	\$15.00	\$14.70	\$14.55	\$14.40
	NEW PATTERNS Rover Phone Tote	54269		\$24.99	\$12.50	\$12.25	\$12.15	\$12.00
	NEW PATTERNS Rover Cross-Body Bag	54266		\$29.99	\$15.00	\$14.70	\$14.55	\$14.40

ACCESSORIES

CATEGORY	PRODUCT	SKU	UPC	MSRP	WHSL	100	200	500
EYEWEAR STORAGE	ECO-FRIENDLY Upcycled Felt Case	31103	0 93039 31103 2	\$12.99	\$6.50	\$5.85	\$5.52	\$5.20
	Sunglass Sleeper	31102	0 93039 31102 5	\$11.99	\$6.00	\$5.40	\$5.10	\$4.80
	Transporter	31094	0 93039 31094 3	\$9.99	\$5.00	\$4.50	\$4.25	\$4.00
	Transporter LTD	31100	0 93039 85288 7	\$11.99	\$6.00	\$5.60	\$5.40	\$5.20
	Transporter LTD - Realtree Wave	31100352	0 93039 31100 1	\$11.99	\$6.00	\$5.75	\$5.65	\$5.50
	Shade Shelter	31090100	0 93039 31090 5	\$9.99	\$5.00	\$4.50	\$4.25	\$4.00
	Shade Shelter LTD	31104	0 93039 31104 9	\$11.99	\$6.00	\$5.60	\$5.40	\$5.20
	Glasshopper Visor Clip	30054	0 93039 30054 8	\$7.99	\$4.00	\$3.83	\$3.72	\$3.55
EYEWEAR CARE	Pouch Cleaning Cloth	30055	0 93039 30055 5	\$6.99	\$3.50	\$3.25	\$3.15	\$3.05
	NEW Pouch Max Cleaning Cloth	30092	0 93039 30092 0	\$9.99	\$5.00	\$4.75	\$4.50	\$4.25
	Eyewear Repair Kit+	30078	0 93039 30078 4	\$9.99	\$5.00	\$4.65	\$4.50	\$4.25
	NEW Lens Cleaning Kit	30091	0 93039 30091 3	\$6.99	\$3.50	\$3.25	\$3.15	\$3.05
	Anti-Fog Kit	30050	0 93039 30050 0	\$8.99	\$4.50	\$4.33	\$4.22	\$4.11
WINTER	Suspenders	60610	0 93039 60610 7	\$19.99	\$10.00	\$9.47	\$9.21	\$8.94
	Arm Band ID Holder	30042	0 00298 10590 6	\$7.99	\$4.00	\$3.90	\$3.80	\$3.70
	Large Retractor ID Holder	30023	0 00298 10186 1	\$4.99	\$2.50	\$2.25	\$2.10	\$2.00
	Large Retractor ID Holder - 36-count tub	99207		\$179.64	\$90.00	\$81.00	\$75.60	\$72.00
	Retractor+ ID Holder	33001	0 00298 33001 9	\$6.99	\$3.50	\$3.30	\$3.20	\$3.10
	Retractor+ ID Holder - 36-count tub	99617		\$251.64	\$126.00	\$118.80	\$115.2	\$111.60

RETAIL DISPLAY PREPACKS

CATEGORY	PRODUCT	SKU	UNITS	MSRP	WHSL
COUNTERTOP	2-Sided Countertop - Essentials <i>Our best-selling eyewear retainers and wallets</i>	99224	156	\$1,870.44	\$823.98
	2-Sided Countertop - Hunt/Fish <i>Retainers and accessories in Realtree and neutral colors</i>	99229	138	\$1,450.62	\$627.66
	2-Sided Countertop - On the Water <i>Our top products for the water</i>	99228	126	\$1,390.74	\$591.18
	3-Sided Countertop - Retainers <i>Our best-selling eyewear retainers</i>	99621	216	\$2,475.84	\$1,000.74
	3-Sided Countertop - Essentials <i>Our best-selling retainers, wallets, and accessories</i>	99225	210	\$2,577.90	\$1,073.76
FREESTANDING	3-Sided Tower <i>Our best-selling retainers, wallets, and accessories</i>	99234	564	\$6,828.36	\$2,766.78
BUILD YOUR OWN Choose 3 panels to create your own customized 3-sided tower display OR choose a single panel to use as a wall-mounted display	On the Water Panel <i>Our top products for the water</i>	99567	132	\$1,666.68	\$694.50
	Retainer Panel <i>Our best-selling eyewear retainers</i>	99568	264	\$2,913.36	\$1,120.56
	Wallets and Accessories Panel <i>Our best-selling wallets and eyewear accessories</i>	99624	136	\$2,374.64	\$1,044.24
	LTD Panel <i>Our most popular patterned retainers and wallets</i>	99623	282	\$3,447.18	\$1,368.72

CUSTOM ARTWORK AND IMPRINTING

Many Chums products can be customized with your logo or artwork. The details of our customization program are as follows:

ARTWORK REQUIREMENTS AND APPROVAL

To begin the custom ordering process, email your logo or artwork in vector (.eps) or Adobe Illustrator (.ai) format to cs@chums.com. (Faxed artwork will not be accepted.) All custom orders require a signed artwork proof. Production time begins once Chums receives the signed proof.

FULL-COLOR VINYL HEAT TRANSFER

Add your full-color, high-resolution logo to some of our best-selling products. Lead times as short as 10 days after art approval. \$0.50-\$2 per transfer. Minimums as low as 12 pieces per SKU. \$35 one-time setup fee.

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 25 pieces per SKU. \$35 one-time setup 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 setup fee. Custom ink colors available for orders of 200 units or more (requires additional \$25 setup fee).

NEW FULL-COLOR SUBLIMATION

The next evolution of our customization program, 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 90 days after art approval for most products (longer lead time required for active bags). Minimums as low as 500 pieces per SKU. 50% deposit required at time of order. Physical samples provided upon request.

TERMS AND CONDITIONS

CUSTOM PRODUCT

Chums reserves the right to ship 5% overruns on custom product orders. Billing will reflect the actual quantities shipped.

STOCK REBALANCING PROGRAM

Chums will exchange slow-moving, non-custom product and replace it with faster-moving product. All exchanges must have a return authorization number from Chums customer service prior to being returned. Return authorizations must be shipped prepaid to Chums at 2424 S 2570 W, Salt Lake City, UT 84119.

PAYMENT TERMS

Credit card prepay or net 30 with credit approval. Rush orders may require prepayment in order to meet required ship date.

SHIPPING

All orders ship FOB from Salt Lake City, UT.

