





## ABOUT DEL SOL

Del Sol first splashed onto the retail scene in 1994 out of a small cart in Murray, Utah's Fashion Place Mall and has been sticking its color-changing products where the sun shines ever since.

Based on Del Sol's proprietary Spectrachrome® technology, formerly explored by NASA, color-changing inks and dyes are engineered for application on more than 10,000 Del Sol retail items. Much like a flower that blooms in the sun's rays, the hidden colors found in Del Sol's exclusive prints and products twist and unfold into vibrant color upon exposure to sunlight, then returning to their original state without sunlight.

Full of sunny optimism about business and life, Del Sol sells its color-changing shirts, hair accessories, jewelry, sunglasses, nail polish and more to cruise ship passengers, sun-loving beachgoers and resort vacationers.

Having fun in the sun has always been at the core of Del Sol's culture. We stand for all that's good. For sunshine. For fun in the sun. For memory-filled vacations. For laughter. For joy. We do it for young and old alike. For the smiles that it brings. We're proud to share a little sunshine with so many people every day.

Today, Del Sol has grown to more than 100 retail locations worldwide in 22 countries, is the world's leading brand of color-changing apparel and accessories, and one of the most highly promoted merchants onboard Royal Caribbean, Carnival, Princess, Disney, Celebrity, and Norwegian Cruise Lines.

### MEDIA CONTACTS

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**DEL SOL MISSION:**

**CREATE FUN, JOY, SMILES AND  
MEMORIES FOR EVERYONE  
UNDER THE SUN!™**

**LENGTH OF TIME IN BUSINESS:**

1994 – 2020

**NUMBER OF EMPLOYEES:**

PWC and Del Sol have 1,118 FTE, including 86 at its headquarters, 48 at its distribution center, 81 remote (interns/ reps), and 686 at its various retail showrooms.

**OWNERSHIP:**

Del Sol is owned by Jefferson G. Pedersen, Chairman and CEO of Del Sol, L.C. since 2003

**WORLDWIDE LOCATIONS:**

100+ store locations and 1,000+ wholesale accounts in 22 countries

Worldwide Distribution Center

- Address: 1475 S. 5070 W.  
Salt Lake City, UT
- 50,000+ square feet

Corporate Headquarters

- Address: 280 W. 10200 S. Sandy, UT
- 15,422 square feet

**STORE SALES PER SQUARE FOOT:**

Del Sol's average sales per square foot are \$700.  
Del Sol stores, on average, are 620 square feet.

**DEL SOL 2019 SALES**

- Del Sol Corporate Store ADPT for 2019 finished at an all-time high of \$45, or 8% higher than its previous best year.
- For Corporate Del Sol stores, the Average Store Sales Per Square Foot improved by 7% - and was the highest it's been since 2015.
- Del Sol Wholesale sales grew by \$2MM in 2019, making this Del Sol's highest growth year in Wholesale ever.
  - Signed on over 300 new accounts in 2019 including Wal-Mart, Costco, Kroger and many others.
  - LED Sun Stations – Created a family of new LED Sun Stations, which opened up a new world of capability to demonstrate Del Sol Color-Change in a versatile and affordable manner.

# PRODUCTS

Del Sol's color-changing products have made the brand what it is today. Every product changes color with sunlight and then returns to its original color without sunlight. Having fun in the sun with Del Sol products is for every age, gender and interest under the sun. Del Sol's product lines include men's, women's and kid's clothing styles, hair accessories, nail polish, jewelry, sunglasses, beach toys and more.

Del Sol's color-changing products are all created and designed in the USA and sold throughout the world's most popular resort and tourist destinations.

**2019 DEL SOL  
PRODUCTS  
LAUNCHED**

224

- **NEW GRAPHIC TEE COLLECTIONS**
- **NEW CUSTOM GRAPHIC TEE COLLECTIONS**
- **NEW MEN'S, WOMEN'S AND KID'S COLORED SHIRTS (INDIGO, NATURAL, HEATHER NATURAL, BUTTER, LILAC, ICE BLUE)**
- **NEW GIRL'S BEACH COVER-UP**
- **NEW TOE RINGS**
- **NEW MEN'S, WOMEN'S AND KID'S SOLES FLIP-FLOPS**
- **NEW HAIR PINS AND HAIR CLIPS**
- **NEW MEN'S, WOMEN'S, AND KID'S SOLIZE SUNGLASSES**
- **NEW BEACH TOWELS**
- **NEW NAIL POLISH (MATTE, CLEAR AND PEARLESCENT)**
- **NEW CHARMS (BIRTH STONES AND CHARMS)**
- **NEW METALLIC KEY CHAINS**
- **NEW WATERFALL, SIDEKICK, AND COUNTER DISPLAYS**
- **NEW SOL PUTTY**
- **NEW COWRIE JEWELRY**



## 100% WOW GUARANTEE

Del Sol makes everything it sells and stands behind it with a 100% WOW Guarantee, which promises that Del Sol products will make you say, "Wow," and the color-change vibrancy will last for the life of the product.



**1994**

DEL SOL  
OPENS  
ITS FIRST  
RETAIL CART



**2000**

DEL SOL'S  
INTERNSHIP  
PROGRAM  
CREATED



**2005**

GLOBAL HUMANITARIAN  
EFFORTS SPREAD  
SUNSHINE



**2011**

DEL SOL PARTNERS  
WITH DISNEY  
TO CREATE  
DISNEY  
COLOR-CHANGING  
PRODUCTS



**2016**

STAR WARS COLOR-  
CHANGING SHIRTS



**1995**

COLOR-CHANGING  
THREAD INTRODUCED



**2001**

DEL SOL UNIVERSITY  
IS ESTABLISHED



**2006**

NEW HEADQUARTERS  
& GLOBAL EXPANSION



**1996**

MORE  
THAN 100  
DEL SOL  
CARTS  
AND KIOSKS



**2002**

DEL SOL  
ASIA IS  
ESTABLISHED



**2007**

DEL SOL  
WINS  
ERNST &  
YOUNG'S  
ENTREPRENEUR OF  
THE YEAR



**2012**

DEL SOL PARTNERS WITH MARVEL



**2018**

ALASKA  
REELS  
IN BIG  
SUCCESS



**1997**

DEL SOL  
OPENS FIRST  
STORE IN  
ST. THOMAS,  
U.S. VIRGIN  
ISLANDS



**2003**

DEL SOL BECOMES THE #1  
PROMOTED BRAND ON  
ALL MAJOR CRUISE LINES



**2008**

DEL SOL'S SISTER BRAND,  
CARILOHA, OPENS FOR  
BUSINESS



**2013**

ADVANCEMENTS IN  
COLOR-CHANGE  
INNOVATION



**2019**

WHOLESALE SALES EXPANSION



**1998**

MARKETED & PROMOTED  
ON ALL MAJOR CRUISE  
LINES



**2003**

CELEBRATED BY THE  
CHAIRMAN'S CLUB  
CRUISE TO ALASKA



**2009**

DEL SOL  
OPENS FOR  
BUSINESS  
IN ITS 20TH  
COUNTRY



**2014**

20 YEARS  
AND STILL  
SHINING



**1999**

DEL SOL  
EMERGES  
ONTO THE  
SPECIALTY-  
RETAIL SCENE  
IN THE U.S.



**2004**

10 YEARS  
OF SUNNY  
SUCCESS



**2010**

DEL SOL CLAIMS  
LOCAL AND  
NATIONAL  
HONORS



**2015**

DEL SOL STORE  
EXPANSION



# HISTORY/MILESTONES

Having Fun in the Sun Year after Year, Sunrise after Sunset . . .

When Del Sol first splashed onto the retail scene in 1994, only a handful of people were at its helm. Today, hundreds of employees navigate Del Sol in more than 100 store locations worldwide, becoming the largest color-change retailer in the world.



# AWARDS & ACCOLADES



2019 – Recognized for Best New Product at the National Las Vegas Trade Show

2007 – 2019 – Top 100 Private Companies in Utah

2010 – 2019 – Best of State Award Winner – 10 Consecutive Years

2010 – 2018 – Inc. 5000 List of America's Fastest-Growing Companies for the seventh straight year! As a multi-year honoree, Del Sol, Cariloha (sister company), and PW Companies (parent company) are part of an elite group – less than 4% of Inc. 5000 applicants ever make the list seven consecutive years.

2007 – Del Sol CEO, Jeff Pedersen, wins the Ernst & Young Entrepreneur Of The Year® award. One of only a few CEOs in the nation to win this award twice for two separate companies.

2014 – CEO World Awards & CEO of the Year Award – Jeff Pedersen

2014 – Inc. Magazine's The Build 100 Award (Top 100 Companies with 5-Year Global Expansion)

2014 – Wasatch Front Top Workplace – Top 50 Companies

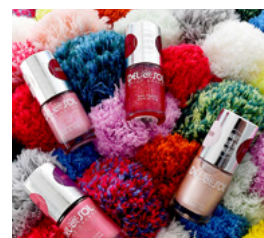
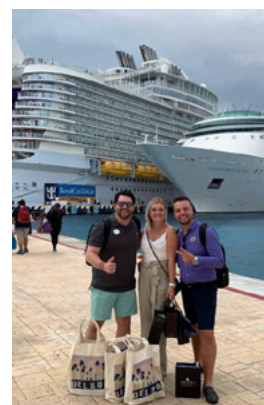
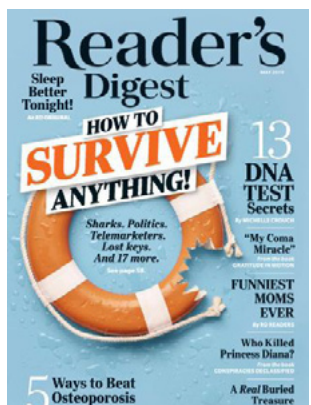
2014 – Best Companies to Work For – Top 64 Companies in the State

2012 – CFO of the Year Award – Brent Rowser



# IN THE NEWS

- Over 460 million news and online media impressions in 2019.
- Over 1.2 million Social Media Fans and Subscribers! Partnered with and spotlighted by dozens of news, media, social, and celebrity influencers.
- Featured in hundreds of media outlets worldwide, including, to name a few: Forbes, Daily Beast, Girls' Life, Parade, Heavy, New York Live, Reader's Digest, BuzzFeed, Sweetie High, and more!

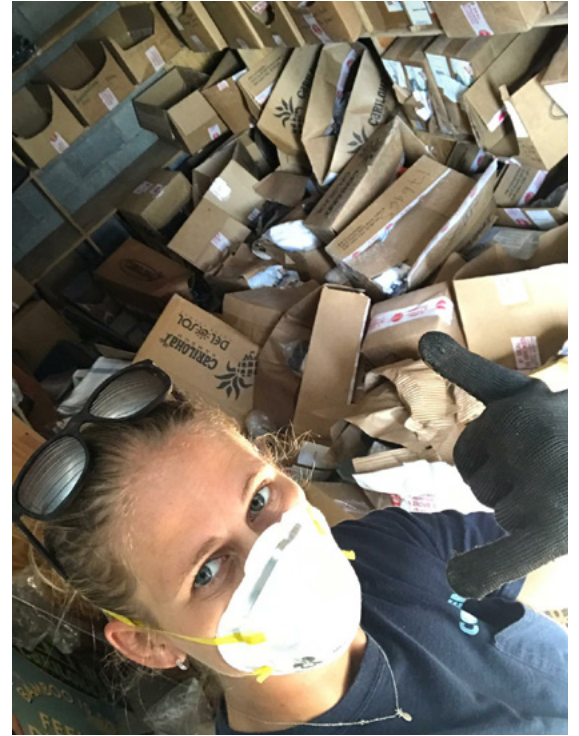




# GIVING BACK WORLDWIDE



**Mauli Ola Foundation  
Charity Golf Tournament**



## SPREADING SUNSHINE AND GOOD CHEER IN MORE WAYS THAN ONE . . .

Snapshot of Del Sol's most recent humanitarian efforts, along with some of the major global causes that we supported:

- Maui Ola Foundation - multiple product donations to support cystic fibrosis research and treatments, along with saline/ocean-water surf activities benefiting children. See video (below) and Maui Ola Charity event (above).
- Military Makeover Celebrity Gala with Montel Williams
- Susan G. Komen Race for the Cure - Product Donations
- Spectrum Academy Research. Autism Awareness Race
- Sub-for-Santa - Product Donations
- Make A Wish Foundation - Product Donations
- Choice Humanitarian - Product Donation
- Primary Children's Hospital - Product Donation
- Ethiopia Charity Project - Product Donation
- Tony Finau Foundation Corporate Cup - Product Donations
- Operation Underground Railroad (Fight Against Child Sex Trafficking) - Product Donation
- LDS Philanthropies - Massive Product Donation (16 pallets of Products to Impoverished Communities around the World)
- Milles Princess Foundation - Product Donations
- Utah Spike 150 Event - Product Donations
- Maui Huliau Foundation - Product Donation
- National Center on Shaken Baby Syndrome - Product Donation
- National Humane Society - Product Donation
- Multiple American Indian Services (AIS) Charity Events - Product Donation
- JDRF Juvenile Diabetes Fundraiser/Gala - Product Donation
- Ronald McDonald House - Product Donation



# TECHNOLOGY



**Del Sol's proprietary Spectrachrome® technology causes its clothing and accessories to change colors when exposed to sunlight.**



**Del Sol's panel of chemists from around the world have tested tens of thousands of color-changing product variations, which naturally fuels our ongoing research and development efforts for even more color-changing creations to come.**

Del Sol's special formula for color-change technology was developed from a concept originally explored by NASA. After years of research, Del Sol has made revolutionary enhancements to the color-changing technology by engineering its proprietary Spectrachrome® Crystal Dye, which is identified as the most vibrant color-change technology on the planet.

Del Sol made its color-change debut with only four basic ink colors and 10 black and white designs that were all engineered in Del Sol's Spectrachrome® Laboratories. At first, these colors were only formulated for use on textiles.

We now have hundreds of dye colors that we use in a variety of materials. Over the past 26 years, those same dye colors have been combined to make hundreds of color formulations for use in all our unique product collections. Since 1994, we've added thousands of products and designs to our color-change product applications and repertoire.

# DEL SOL'S PROPRIETARY SPECTRACHROME® TECHNOLOGY WORTH MORE THAN GOLD!

- Spectrachrome is the name of Del Sol's proprietary color-changing technology.
- While in their inactive state, Spectrachrome® crystals are invisible to the unaided human eye.
- When crystals are exposed to ultraviolet light (sunlight), they reveal their inherent color.
- Similar to a flower blooming once exposed to UV rays, the Spectrachrome molecules twist and unfold, resulting in the molecules expanding to several times their dormant size.
- The color-changing molecules shift into a range in the electromagnetic spectrum that's visible to the human eye. This activity is referred to as the molecular excitation transition.
- Fastest, brightest and most vibrant color-change on the planet.
- Del Sol's proprietary blends of its purest photochromic dyes are produced and distributed directly from its Spectrachrome™ laboratories in Sandy, Utah.
- Del Sol's proprietary colorant formulas are impossible to duplicate.
- More than 300,000 dye/ink variations have been tested to date.
- Del Sol dyes are produced to the highest possible clarity and quality.
- Del Sol maintains a state-of-the-art facility, dedicated to continual testing and refinement of its technology, offering the most versatility of any color-change technology in the world.
- Del Sol's color-changing print processes are unique above any other in the screen-printing industry – some shirts require up to 14 separate prints.

WORTH MORE  
THAN GOLD!

**SPEC·TRA·CHROME**

*The life source of Del Sol. Living crystals that magically twist and unfold into color when irradiated by the sun's rays.*



# SOLIZE™ SUNGLASSES



"Once you try them, you'll fall in love with them and they'll be the last pair of sunglasses you'll ever need," said Shawn Corbridge, Del Sol VP of Marketing. "They come with a lifetime guarantee, and the Polarized lenses will help reduce glare from reflective surfaces, enhancing overall vision and color vibrancy."

## *Del Sol Emerges as One of the Top Companies for People Looking to Buy Color-Changing Polarized Sunglasses*

Del Sol has emerged as one of the most sought-after companies for people looking to buy color-changing polarized sunglasses. The company has recently launched 70+ new styles of Solize sunglasses in the past eight months.

Del Sol has turned out to be one of the premier companies for all those who are looking to buy color-changing polarized sunglasses. Polarized sunglasses are essential for eye protection, and there's been a prolific surge in popularity for these types of lenses.

"Once you try them, you'll fall in love with them and they'll be the last pair of sunglasses you'll ever need," said Shawn Corbridge, Del Sol VP of Marketing. "They come with a lifetime guarantee, and the Polarized lenses will help reduce glare from reflective surfaces, enhancing overall vision and color vibrancy."

These sunglasses are a huge rage among those who are heading out on a vacation. They're recommended for anyone moving to sunny beach areas and are ideal for anyone who loves to travel. Best of all, these sunglasses come with a lifetime guarantee against theft, loss and damage.

Del Sol's products inherently lend themselves to having fun in the sun. Apart from the color-changing sunglasses, the company also offers color-changing shirts, hats, jewelry, nail polish, hair accessories and a whole lot more. These products change into bright, vibrant colors when exposed to sunlight; i.e., UV rays. Once people come indoors, they return to their original colors. With this color-changing ability, one can enjoy a wide variety of different products that all change colors with sunlight.

No doubt the company has a lot of future product prospects and applications, and they're constantly exploring the potential that exists in this sector. The craze for such products is whopping in the market, and those who want to know more about the company can check it out here: <http://www.delsol.com/accessories/sunglasses.html>



# NAIL POLISH



## DEL SOL NAIL LACQUER

- Del Sol has developed 300+ exciting shades of nail lacquer
- Average lineup of 30 color-changing lacquers
- Most vibrant colors in the marketplace
- Del Sol lacquer formulas cannot be exactly duplicated
- 100% free of toluene, formaldehyde and dibutyl phthalate (DBP)
- Made in the USA
- No animal testing



# FUN FACTS



## DID YOU KNOW...

We've printed more than 20 million shirts since 1994, using our all-organic Spectrachrome® inks.

**10,450+**

cruise ships visited Del Sol  
store ports-of-call in 2019.

We conducted thousands of different, environmentally safe tests to further expand our product development capabilities and to broaden our color-changing product applications.

240 new shirt designs were created in 2019.

22 million cruise ship passengers visited Del Sol ports-of-call in 2019; enough people to go back and forth 17 times from New York to LA if they were holding hands.

More than  
**11 MILLION**  
nail polish bottles sold since 1994.

More than 7.5 million color-changing tote bags sold and distributed since 1994 – that's enough tote bags to cover 198 football fields.



## MEDIA CONTACTS

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## DEL SOL OVERVIEW

- Founded in 1994
- #1 apparel retailer in the Caribbean
- #1 apparel brand throughout cruise industry
- Del Sol's products comprise 95% of worldwide color-change market
- 680+ employees in more than 28 countries
- More than 10,000 SKUs of color-changing products
- First company to successfully develop and apply UV-sensitive, color-changing ink to a T-shirt
- All Del Sol products come with a 100% WOW Lifetime Guarantee

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