ABSTRACT DEL SOL

Del Sol first splashed onto the retail scene in 1994 out of a small kiosk 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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#ExperienceDelSol @delsolcolor
LENGTH OF TIME IN BUSINESS:
1994 – 2022

NUMBER OF EMPLOYEES:
PWC and Del Sol have 1,105 FTE, including 75 at its headquarters, 35 at its distribution center, 80 remote (interns/reps), and 686 at its various retail showrooms.

OWNERSHIP:
Del Sol is owned by Jeff Pedersen, Chairman and CEO of Del Sol, L.C. since 2003

WORLDWIDE LOCATIONS:
60+ retail locations and 2,000+ 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 MISSION:
CREATE FUN, JOY, SMILES AND MEMORIES FOR EVERYONE UNDER THE SUN!™

FACTS

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DEL SOL 2021 HIGHLIGHTS
• New Sports Balls Spectrachrome® Innovation - All sports balls feature new breakthrough polyurethane color-changing formula and materials. The color change is embedded into the ball fibers and won’t rub off!
• New Water Bottles Spectrachrome ® Innovation - All water bottles feature enhanced color coatings with innovative color change that’s more vibrant and durable.
• New Sustainability Initiatives with Solize Sunglasses featuring Eco-Acetate, biodegradable acetate that’s better for the environment.
• More iterations of our proprietary LED interactive and mini Sun Stations – enhanced demonstration capabilities for displays with built-in, affordable Sun Stations.
• More than 650 color-changing product SKUs created!
• More than 30 color-changing design illustrations created!
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.
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 retail locations, and 2,000+ wholesale accounts worldwide, becoming the largest color-change retailer in the world.

HISTORY/MILESTONES

1994 - Del Sol opens its first retail cart
1995 - Color-changing thread introduced
1996 - More than 100 Del Sol carts and kiosks
1997 - Del Sol opens first store in St. Thomas, U.S. Virgin Islands
1998 - Marketed & promoted on all major cruise lines
1999 - Del Sol emerges onto the specialty-retail scene in the U.S.
2000 - Del Sol’s internship program created
2001 - Del Sol University is established
2002 - Del Sol Asia is established
2003 - Del Sol becomes the #1 promoted brand on all major cruise lines
2004 - 10 years of sunny success
2005 - Global humanitarian efforts spread sunshine
2006 - New headquarters & global expansion
2007 - Del Sol wins Ernst & Young’s Entrepreneur of the Year
2008 - Del Sol’s sister brand, Cariloa, opens for business
2009 - Celebrated by the chairman’s club cruise to Alaska
2010 - Del Sol claims local and national honors
2011 - Del Sol partners with Disney to create Disney color-changing products
2012 - Del Sol partners with Marvel
2013 - Advancements in color-change innovation
2014 - 20 years and still shining
2015 - Del Sol store expansion
2016 - Star Wars color-changing shirts
2017 - Destination shopping resurgence
2018 - Alaska reels in big success
2019 - Wholesale sales expansion
2020 - Sun station innovation
2021 – American Business Awards Winner for Entrepreneur in Retail, Most Innovative Company, and Consumer Products

2007 – 2021 – Top 100 Private Companies in Utah

2010 – 2021 – Best of State Award Winner – 12 Consecutive Years

2010 – 2018 – Inc. 5000 List of America’s Fastest-Growing Companies. As a multi-year honoree, Del Sol and PW Companies (parent company) are part of an elite group – less than 4% of Inc. 5000 applicants ever make the list seven times.

2007 – Del Sol CEO, Jeff Pedersen, wins the Ernst & Young Entrepreneur Of The Year® award.

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

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 200 Million Online and Broadcast Media Impressions in 2021!
• Del Sol featured in, to name a few: ALLURE, GIRLS’ LIFE, CBS, HEAVY, WWD, PARADE, CAPE GAZETTE, BUZZFEED, and more!
• Del Sol Fan Base is at 366,000+ Social Media Fans, Followers and Subscribers combined.
GIVING BACK WORLDWIDE

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:

• Mauli Ola Foundation, Hospital Events for Kids. Product Donations.
• American Cancer Society Donation. New York Region. Product Donation.
• Maui Huliau Foundation. Product Donations.
• LDS Philanthropies for Disaster Relief and Covid Relief. Product Donations.
• Spectrum Autism Academy. Product Donations.
• Amigos Honduras Humanitarian Effort. Product Donations.
• American Indian Services Charity Golf Tournament. Product Donations.
• Ernst & Young Food Pantry Charity. Product Donations.
• American Heritage Education. Production Donations.
• IHC Healthcare Heroes. Product Donations.
• JA Golf Charity Event in Florida. Product Donations.
• Venezuela Community Humanitarian Project. Product Donations.
• Face Hunger Together. Product and Gift Card Donations.
• Ronald McDonald House Charities Annual Gala. Product Donations.
• At-Risk Teens Teaching Program. Product Donations.
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 27 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.
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-changing 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.
**Del Sol Sustainability**

*Del Sol is making changes to its products and how they affect our customers and our planet. While we’re not perfect, we believe we’re taking steps in the right direction. We’re making those changes together with our customers, employees, partners, and owners.*

- Del Sol is more than a name or brand. It’s about change for good, where our color-changing products not only change your disposition, but they also make positive differences in the world around us.

- **Change Up Your Plastic Use with Del Sol’s Water Bottles**: Every year more than 8 million tons of plastic bottles end up in the sea! By using Del Sol’s stainless steel, color-changing water bottles, you can help keep over 88 million plastic bottles from littering our oceans and planet every year.

- **Change Up Your Landfill Waste with Del Sol Shopping and Retail Bags**: Billions of shopping bags are piling up in our global landfills. By customers using our reusable color-changing tote bags for future shopping, and our reusable recyclable color-changing shopping bags for gifting or trash bag liners, we help cut down on billions of plastic bags in our landfills annually.

- **Change Your Vision for the Future with Eco-Acetate-Framed Sunglasses**: Biodegradable sunglass frames make for cleaner soils and oceans. When customers use our Eco-Acetate-Framed sunglasses, made from biodegradable cotton linters and wood pulp, they’re choosing a more sustainable material for our environment and reducing plastic waste from our soils and oceans.

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**WHAT IS ECO-ACETATE:**

RAW ORGANIC INGREDIENTS: Earth-friendly materials are harvested from rain-fed, sun-grown plants and seeds.

PURENESS PROOFING: Frame materials are hypersonically aged, tested, and certified biodegradable.

ECO-ACETATE SHEET CREATION: Proofed materials are sliced, compressed, and separated into uniquely created acetate sheets.

FRAMED FOR FRAME: A dash of color-changing magic and a splash of artistic craftsmanship bring each frame to a life of fun under the sun!

WEAR IT WHERE THE SUN SHINES: Enjoy the style and color of your eco-acetate frames every time the sun shines, so... every day.

EARTH REUNION: When your eco-acetate frames return to the earth from when they came, they’ll naturally decompose.

CIRCLE OF LIFE: The next batch of plant-derived materials are busting to be born from plant pulp and seeds.
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.
DID YOU KNOW...

We’ve printed more than 22 million shirts since 1994, using our all-organic Spectrachrome® inks.

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

30 new shirt designs created in 2021.

22.2 million cruise ship passengers visited Del Sol ports-of-call between 2019 and 2021; enough people to go back and forth 18 times from New York to LA if they were holding hands.


More than 12 MILLION nail polish bottles sold since 1994.

More than 7.7 million color-changing tote bags sold and distributed since 1994 – that’s enough tote bags to cover 205 football fields.
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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
• Found in more than 22 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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