

Wow!  
CHANGES  
COLOR  
IN THE SUN



DEL SOL<sup>®</sup>  
C O L O R   C H A N G E

2024 MEDIA KIT





## MEDIA CONTACTS

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## Corporate Headquarters

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**#ExperienceDelSol**  
**@delsolcolor**

# ABOUT 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.

# FACTS:

## DEL SOL MISSION:

Create Fun, Joy,  
Smiles and Memories  
for Everyone under  
the Sun!™

## OWNERSHIP:

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

## LENGTH OF TIME

IN BUSINESS:  
1994 – 2024

## WORLDWIDE LOCATIONS:

60+ retail locations  
and 2,000+  
wholesale accounts  
in 22 countries

## 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.

## STORE SALES PER SQUARE FOOT:

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

## Corporate Headquarters

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

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

## DEL SOL 2023 HIGH- LIGHTS:

Launched Eco-Shirt  
& Eco-Bracelet  
Collections – all made  
with recycled plastics  
+ formed partnership  
with Coral Reef  
Alliance to protect  
and preserve our  
ocean reefs.

Spectrachrome®  
color-changing  
tech that allows for  
compatibility of  
adhesives and metals  
for vibrant colors on  
our Press-On Nails  
and Metal Tumblers.

Spectrachrome®  
tech that combines  
Glow-in-the-Dark  
with Sun-Changing  
attributes in one  
product.

New iterations of  
our proprietary  
LED interactive and  
mini-Sun Stations –  
enhanced demonstra-  
tion capabilities for  
displays with  
built-in, affordable  
Sun Stations.

New all-over,  
color-change tech  
for hats, showcases  
full-color print  
designs.





# 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.

## 2022 DEL SOL PRODUCTS LAUNCHED:

**More  
than 500  
Product  
SKUs  
Created!**

**NEW SHIRT  
DESIGNS**  
for Adults & Kids



**POLISH** YOUR  
LOOK  
New Limited Nail Polish Colors



**CORAL COLOR**  
Save the Reef Shirt



**SUCH A SPECTACLE**  
New Kids Solize™ Sunglasses



**TIP OF THE CAP**  
to New Trucker Hats



**BRACE YOURSELF**  
New Eco-Bracelets



**SPLISH SPLASH**  
New Mystery Ocean Pearl



# 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



**2017**

DESTINATION SHOPPING  
RESURGENCE



**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



**2019**

WHOLESALE SALES EXPANSION



**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



**2020**

SUN STATION INNOVATION



**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



**2021**

SUSTAINABLE  
PRODUCT  
CREATION



**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



**2022**

SHOWROOM OPENING  
RESURGENCE



# 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 60 retail locations, and 2,000+ wholesale accounts worldwide, becoming the largest color-change retailer in the world.

**2016**

STAR WARS COLOR-  
CHANGING SHIRTS



**2023**

COLOR-CHANGING  
ECO-PRODUCT  
EXPANSION



# AWARDS & ACCOLADES

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.



**2022 - 2023** – Girls' Life Beauty Award Winner

**2010 - 2023** – Best of State Award Winner – 14 Consecutive Years

**2021** – American Business Awards Winner for Entrepreneur in Retail, Most Innovative Company, and Consumer Products

**2007 - 2022** – Top 100 Private Companies in Utah

**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

<https://delsolcolor.tumblr.com/day/2022/12/15/>





# IN THE NEWS

OVER

# 150 Million

Online and Broadcast Media Impressions in 2023!

Del Sol featured in, to name a few:

**GIRLS' LIFE**  
**VOGUE**



**allure**  
**Forbes**  
**heavy.**

**Parade**

Grew social media by  
over 40,000 followers  
this year on Tik-Tok

## 5.4 MM

Views on Tik-Tok

Saw incredible growth on  
YouTube this year through  
YouTube Shorts

## 28 MM

views on one video + 46,000  
subscribers. Started the year at  
only 55. Huge sales avenue that  
we're tapping.





# GIVING BACK

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

**Coral Reef Alliance**

**San Diego Zoo Conservation**

**Mauli Ola Foundation**

**Custom Maui Shirt (supporting Maui fire relief)**

**Spectrum Autism Academy**

**Ethiopian Orphanages**

**Choice Humanitarian (poverty relief)**

**Cure for the Cups**

**American Indian Services**

**Ronald McDonald House**

**Millie Charity Run**



# SEE IT CHANGE COLOR IN THE SUN!



## DEL SOL SPECTRACHROME® TECHNOLOGY

Changes the colors  
of our apparel and  
accessories each  
time they touch  
sunlight.



Spectrachrome organic crystals  
change color when exposed to  
the sun's UV rays.

## JUST ADD SUN!

And, watch the colors appear!  
Get two looks and two colors in  
every product.



Wow!

# TECHNOLOGY

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. For nearly 30 years, those same dye colors have been combined to make hundreds of proprietary 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® PHOTOCHROMIC TECHNOLOGY

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.

WORTH MORE  
THAN GOLD!



## SPEC·TRA·CHRŌME

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





# 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 Eco-Shirt Collection and Water Bottles:** Every year more than 8 million tons of plastic bottles end up in the sea! By using Del Sol Eco-Shirts, which are made with recycled plastic, and Del Sol 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.

## 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.



# NAIL POLISH

Del Sol has developed

# 300+

exciting shades of nail lacquers

Average lineup of

# 30

color-changing  
lacquers

Most **vibrant colors**  
in the marketplace

# 100% FREE

of Toluene, Formaldehyde  
and Dibutyl Phthalate (DBP)

Made in the

# USA

Del Sol lacquer  
formulas cannot be  
exactly duplicated

**No** animal testing





# FUN FACTS



We've printed more than

# 23MM

shirts since 1994, using our all-organic Spectrachrome® inks.

# 18,000+

cruise ships visited Del Sol store ports-of-call between 2019 and 2022.

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

More than **13 million** nail polish bottles sold.

# THIRTY

new shirt designs created in 2023.

# 24 million

cruise ship passengers visited Del Sol ports-of-call between 2019 and 2023; enough people to go back and forth 20 times from New York to LA if they were holding hands.

More than

# 8 million

color-changing tote bags sold and distributed since 1994 – that's enough tote bags to cover 210 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

Located 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™

#ExperienceDelSol @delsolcolor

