

DEL SOL[®]

C O L O R C H A N G E

2025 MEDIA KIT



WITHOUT SUN



**CHANGES COLOR
IN THE SUN!**



MEDIA CONTACTS

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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 17 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!™

LENGTH OF TIME IN BUSINESS: 1994 – 2025

NUMBER OF EMPLOYEES: Del Sol has 75 FTE at its headquarters, 35 at its distribution center, 60 remote (interns/ reps), and 420 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 17 countries

Worldwide Distribution Center

- Address: 1475 S. 5070 W. Salt Lake City, UT
- 50,00+ 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 is \$700.
Del Sol stores, on average, are 620 square feet.**



DEL SOL 2024 HIGHLIGHTS:



Carnival Adventure Gear: UV shirts, towels, and cinch bags perfect for onboard outdoor fun.



Eco-Shirt Colors: New sustainable color options for adults and kids.



Tumbler Decals: Color-change decal applications for tumblers.



Cost Optimization: Enhanced shirt printing processes and launched new styles, reducing production costs.

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.

2024 DEL SOL PRODUCTS LAUNCHED

NEW WOMEN'S TANK TOPS

Now Compatible with all designs.



64 NEW GLOBAL

PRINT DESIGNS &
27 New Custom Print Designs.



SEASONAL TOTE BAGS

Holiday-themed Christmas
and Halloween designs.



COMPACT BEACH TOWELS

10 unique color-changing
towels.



ENHANCED PROMOTIONAL TOTES

Two innovative
new options.



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

2012
DEL SOL PARTNERS WITH MARVEL

2018
ALASKA REELS IN BIG SUCCESS

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

2024
CARNIVAL ADVENTURE GEAR LAUNCHED

AWARDS & ACCOLADES

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2022 – 2024 – Girls' Life Beauty Award Winner

2010 – 2024 – Best of State Award Winner – 15 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.

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



 YouTube

Surpassed
106,000
subscribers,

earning the Silver Play Button!
10+ videos with over 1 million views,
including one with nearly 50 million
views. Achieved 85.8 million total
views, 343.3k hours of watch time,
and gained 58.9k new subscribers!

 TikTok

Gained
20,000+
new followers,

growing to 70,000 followers. Reached
40 million total views and a 30-million
audience reach. Top videos garnered
over 7 million views each.

Over

150 MILLION

online and media impressions in 2024!

Del Sol featured in, to name a few:

GIRLS' LIFE
heavy.



WWD
BuzzFeed

AND
MORE!



GIVING BACK

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

Coral Reef Alliance

San Diego Zoo Conservation

Hurricane Relief Efforts

Ronald McDonald House Charity

First Responders Fundraiser Event

Conservation Council for Hawai'i

Choice Humanitarian (poverty relief)

Mauli Ola Foundation (pictured above)

American Indian Services

Millies Princess Foundation

Ethiopia Charity Donation

Maui Huliau Foundation





Change it up



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 made **changes** to its products and how they affect our customers and our planet. 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 Water

Bottles: Every year more than 8 million tons of plastic bottles end up in the sea! By using Del Sol Water Bottles, which are made from stainless steel, 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 and reducing plastic waste from our soils and oceans.

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 2020 and 2024.

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

24 million cruise ship
passengers visited Del Sol ports-of-call between 2020
and 2024; 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.

90+
new shirt designs
created in 2024.





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 17 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

