FITNESS MARKET

HOSPITALITY MARKET

TOURISM MARKET

COMPANY EMPLOYEE STORE

RETAIL MERCHANDISING GUIDE
FITNESS IS OUR BUSINESS

A successful fitness merch market extends the studio experience of getting healthy in a welcome, peaceful environment.
The experience of restaurants, pubs and other hospitality markets is one of comfort, laughter and familiarity.
ADVENTURE FOREVER

Your merchandise will keep the adventure alive long after the time they spend at your resort or other vacation destination.

1. C921 Port Authority® Lifestyle Brim Hat | $12.98
2. BG527 Port Authority® Large Tote Cooler | $17.98
3. PC147Y Port & Company® Youth Tie-Dye Tee | Inquire for Pricing
4. YST420 Sport-Tek® Youth Posi-UV™ Pro Tee | Inquire for Pricing
5. BG412 Port Authority® Medium Cotton Canvas Boat Tote | $25.98
6. PT45 Port Authority® Value Cabana Stripe Beach Towel | $19.98
7. 429466 Nike Dri-FIT Swoosh Visor Towel | $17.98
8. LST420 Sport-Tek® Ladies Posi-UV™ Pro Scoop Neck Tee | Inquire for Pricing
9. PC098 Port & Company® Beach Wash™ Garment-Dyed Sweatshirt | Inquire for Pricing
10. EB602 Eddie Bauer® Short Sleeve Performance Fishing Shirt | $53.98
11. 429467 Nike Dri-FIT Swoosh Perforated Cap | $23.98
12. NKAA1852 Nike Dri-FIT Waves Jacquard Polo | $64.98
13. PC147 Port & Company® Tie-Dye Tee | Inquire for Pricing
14. ST420 Sport-Tek® Posi-UV™ Pro Tee | Inquire for Pricing
15. PC147TT Port & Company® Tie-Dye Tank Top | Inquire for Pricing
16. PC098H Port & Company® Beach Wash™ Garment-Dyed Pullover Hooded Sweatshirt | Inquire for Pricing
17. PT400 Port Authority® Grammated Hemmed Towel | Inquire for Pricing
18. 425042 OGIO® Orbit Cart Bag | $190.00
19. BG413 Port Authority® Large Cotton Canvas Boat Tote | $31.98
PRIDE IN WHERE YOU WORK

Creating a space where your employees can show their pride in what they do is only the beginning of a great story.
WE BUILT A BOAT!

Create Your Own Resort Display

Capture that laid-back resort feeling by incorporating a boat into your resort merch display.

What You’ll Need and What To Do With It:

TOOLS AND SUPPLIES:
• Glossy White Spray Paint
• Dark Grey Spray Paint
• ¼” Masking Tape
• Compressor
• Nail Gun with Staples
• Wood Glue
• Wood Lathe
• Clamps

BOAT:
1 - 4'x8' 3⁄4” Plywood (Base of Boat)
1 - 4'x8' ¼” Plywood (Sides of Boat)
1 - 1” x 6” x 8’ Cedar (Boat Stern and Seats)
4 - 1’ x 6” x 4’ Cedar (Top Rail of Boat)
1 - 5/4” x 4” x 4” Cedar (Front Bow and Keel)
2 - 1½” x ¼” Cedar Trim

1. 1 - 4'x8' 3⁄4” Plywood (Base of Boat) – Shape and trim to bow shape
2. Cut U-shape ribs from extra plywood for inside taper of boat, glue and screw to bow.
3. 1 - 4'x8' ¼” Plywood (Sides of Boat) – Cut to 20”x60”.
4. Wet and shape plywood around ribs and base, trim as needed.
5. Use clamps, glue and screw plywood together.
6. 1 - 1” x 6” x 8’ Cedar (Boat Stern and Seats) – Cut to shape and fasten.
7. 4 - 1’ x 6” x 4’ Cedar (Top Rail of Boat) – Trim to shape of boat and screw down.
8. 1 - 5/4” x 4” x 4” Cedar (Front Bow and Keel) – Trim and screw in.
9. 2 - 1½” x ¼” Cedar Trim – Wet cedar trim and cut to size. Glue and screw into place.

OARS:
2 - 1½” x 1½” x 8’ Pine (Handles)
1 - 1” x 4” x 2” Pine (Paddle)
2 - ¼” x 2” Dowel

1. 2 - 1½” x 1½” x 8’ Pine (Handles) – Use wood lathe to shape rounded, tapered handles.
2. 1 – 1” x 4” x 2” Pine (Paddle) – Fasten paddles to tapered end of handles.
3. 2 - ¼” x 2” Dowel – Drill ¼” hole in round stock and paddle, glue and use a belt sander to shape.

OAR LOCKS:
1. 2 - ¼” x 8” solid lead core (used for fishing)
2. Drill 1/2” hole in top rail.
3. Bend and shape lead core round, place in hole

FINISHING TOUCHES:
1. Spray white inside boat
2. Mask off boat ribs with masking tape
3. Spray grey outside
4. Mask ¼” tape horizontally
5. Dry and remove tape

Follow along with photos of our work in progress on the next page.
From a simple storefront to a complete pop-up shop experience, the right display will invite customers to experience your business in a brand new way.

1. 1 - 4’x8’ 3/4" Plywood (Base of Boat) – Shape and trim to bow shape
2. Cut U-shape ribs from extra plywood for inside taper of boat, glue and screw to bow.
3. 1 - 4’x8’ 1/4" Plywood (Sides of Boat) – Cut to 20”x60”.
4. Wet and shape plywood around ribs and base, trim as needed.
5. Use clamps, glue and screw plywood together.
6. 1 - 1” x 6” x 8’ Cedar (Boat Stern and Seats) – Cut to shape and fasten.
7. 4 - 1” x 6” x 4’ Cedar (Top Rail of Boat) – Trim to shape of boat and screw down.
8. 1 - 5/4” x 4” x 4” Cedar (Front Bow and Keel) – Trim and screw in.
9. 2 - 1½” x 14” Cedar Trim – Wet cedar trim and cut to size. Glue and screw into place.

TIPS AND TRICKS:
• If grey paint lines come out too dark, lightly mist white spray paint over lines to mute.
• Layer blue fabric under and around the boat in your display to simulate water.
• Use the seats and floor of the boat to place apparel and hard goods.
INFLUENCE ME

Think about how the clothing you offer could be approached by the wearer in a way that you have never thought of before. How can the items be layered together in a unique way? Is there an interesting color combination that you could put together that is still within brand guidelines, yet is unexpected? If there has ever been a time in history for businesses to have fun and try new things, this is it! Consumers are in the mood to find what is unique in the world and they are rewarding those who can do that with their attention and their dollars. So, get inventive and start influencing!

INFLUENCE ME

Carhartt reserves the right to prohibit the addition to any Carhartt product any mark, name, design or logo that does not meet the high standards of the brand. Unless for uniforming end use, Carhartt products may not be resold without embellishment. Please contact your sales representative for more information.

Alternative® reserves the right to prohibit the addition to any Alternative® product any mark, name, design or logo that does not meet the high standards of the brand. Please contact your sales representative with questions. These products may not be resold without embellishment.

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To protect its reputation and identity, Nike reserves the right to prohibit the addition to any Nike garment of any trademark, name, design or logo of an organization, business, school or team (or for an individual or other entity) that does not meet certain standards. Please contact your representative with any questions. The decoration of any Nike garment with the proprietary mark, name or logo of any professional athletic organization or collegiate institution without the prior written authorization of both the owner of such mark, name or logo and Nike is expressly prohibited. Nike products may not be resold without embellishment.

OGIO & Nike: Prices (R) are subject to change. Bags not intended for use by children 12 and under.

Port Authority, District, Port & Company and Sport-Tek: Prices are subject to change. Bags not intended for use by children 12 and under.

FOR CAPS & ACCESSORIES: Prices are subject to change.