

Wow!
CHANGES
COLOR
IN THE SUN



DEL  SOL
C O L O R C H A N G E

2023 MEDIA KIT





MEDIA CONTACTS

Scott Brady

O: 801-562-3001 ext. 125

M: 801-573-9927

scottbrady@delsol.com

Corporate Headquarters

Del Sol, L.C.

280 W. 10200 S.

Sandy, UT 84070

800-884-5815

www.delsol.com

#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 – 2023

**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 2022 HIGH- LIGHTS:

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

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

More iterations of
our proprietary
LED interactive and
mini-Sun Stations
– enhanced demon-
stration capabilities
for displays with
built-in, affordable
Sun Stations.

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

More than
550 color-changing
product SKUs created!



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:

New Tumbler Water
Bottles w/ Handles

**More
than 550
Product
SKUs
Created!**

**GREAT SHIRTS,
EVEN BETTER**
New Eco-Shirt Collection +
New Custom Showroom Shirt
Designs



IMPRESSIVE
New Press-On Nails Collection



New Tumbler Water
Bottles with Handles



New Solize™ Sunglasses



New Glow-in-Dark



+ Changes w/ Sunlight Totes

BRIMMING WITH SMILES
New Trucker Hats



OOOs, AHHS & ROOARS!
New Mini Dino Eggs



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.



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.



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.



**GIRLS' LIFE
BEAUTY
AWARDS
2022
winner**

2022 – Girls' Life Beauty Award Winner

2010 - 2022 – Best of State Award Winner – 13 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

200 Million

Online and Broadcast Media Impressions in 2022!

Del Sol featured in, to name a few:

GIRLS' LIFE

heavy.

BuzzFeed

WWD

Parade



Del Sol Fan Base is at

366,000+

Social Media
Fans, Followers
and Subscribers
combined



GIVING BACK

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:

American Indian Services (Products and Monetary Scholarship Donations)

Mauli Ola Foundation (Del Sol Products + Del Sol Product Prizes)

LDS Philanthropies (12+ Pallets Products)

Ronald McDonald House Charities (Del Sol Products)

Spectrum Academy Autism Education (Del Sol Products)

Boy & Girl Scouts of America (Del Sol Products)

Ethiopian Orphanages (Del Sol Products)

Change it Up



80% of UV rays still come through on a cloudy day, so Del Sol products still change color.



Spectrachrome® crystals twist and unfold like a flower blooming when exposed to UV rays.



Originally explored by NASA, Del Sol's color change is out of this world.

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

22.5MM

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

17,150+

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 **12.5 million** nail polish bottles sold since 1994.

THIRTY

new shirt designs created in 2022.

23 million

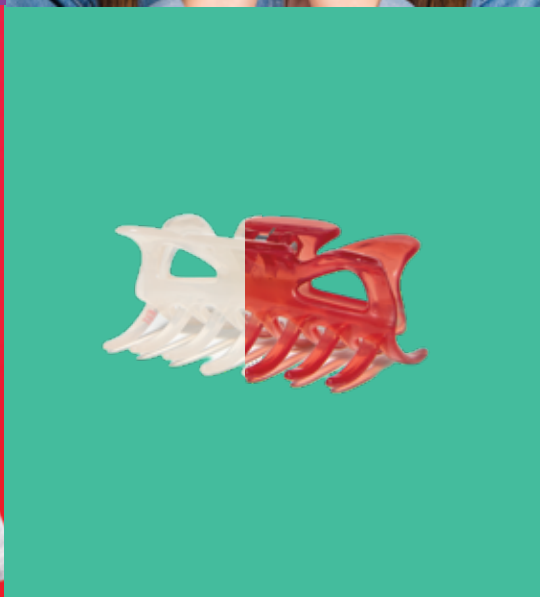
cruise ship passengers visited Del Sol ports-of-call between 2019 and 2022; enough people to go back and forth 19 times from New York to LA if they were holding hands.

More than

7.9 million

color-changing tote bags sold and distributed since 1994 – that's enough tote bags to cover 208 football fields.





MEDIA CONTACTS

Scott Brady
Office: 800-884-5815 ext. 125
Mobile: 801-573-9927
scottbrady@delsol.com

280 W. 10200 S.
Sandy, Utah 84070
1-801-562-3001
www.delsol.com

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™

#ExperienceDelSol @delsolcolor

