





## ABOUT DEL SOL

Del Sol first splashed onto the retail scene in 1994 out of a small cart 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 store locations worldwide in 28 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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Del Sol was established in 1994 and has since grown from one small cart in Murray, Utah's Fashion Place Mall to 100+ locations worldwide. All Del Sol products change colors when exposed to sunlight. Much like a flower that blossoms in the sun's rays, Del Sol's exclusive Spectrachrome® crystals open and unfold upon exposure to sunlight, revealing their hidden colors.

**LENGTH OF TIME IN BUSINESS:**

1994 – 2016

**NUMBER OF EMPLOYEES:**

125 Corporate Headquarters and 600+ worldwide

**OWNERSHIP:**

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

**WORLDWIDE LOCATIONS**

80+ stores, 150+ accounts, 200+ doors, and 60+ cruise ship accounts in 28 countries

Worldwide Distribution Center

- 1475 S. 5070 W.  
Salt Lake City, Utah
- 47,800 square feet

Corporate Headquarters

- 280 W. 10200 S.  
Sandy, Utah
- 15,422 square feet

**STORE SALES PER SQUARE FOOT:**

Del Sol's average sales per square foot are \$610. Del Sol stores, on average, are 619 square feet.

**DEL SOL MISSION:**  
Create Fun, Joy, Smiles  
and Memories for Everyone  
under the Sun!™

**DEL SOL 2015 SALES:**

2015 consolidated retail sales finished at 119% of 2014.  
2015 same-store sales finished at the highest level since 2004.  
2015 global ADPT ended 1% higher than last year.  
2015 new Del Sol shirt designs introduced: 50+  
2015 new Del Sol products launched: 149

# PRODUCTS

Del Sol's fun-in-the-sun products have made the brand what it is today. They're the magic ingredient that adds the WOW to Del Sol's world of color and sunshine. We offer a smorgasbord of sun-painted products for people of all ages – men's, women's and kid's clothing styles, hair accessories, nail polish, jewelry, sunglasses, kid's toys, and more. Everything changes color outside in the sun. It's like having two hair clips or two nail polishes in one. Twice the color and twice the appeal of any like product in the marketplace. Del Sol's color-changing products are all created and designed in the United States and sold throughout the world's most popular tourist destinations.

**NEW DEL SOL PRODUCTS LAUNCHED: 149**

- Skateboards – 2 SKUs
- Swords – 2 SKUs
- Backpacks – 4 SKUs
- Key Chains – 7 SKUs
- Girl's Tank Dress – 9 SKUs
- Flat Brim Hats – 3 SKUs
- Mesh Adjustable Hats – 1 SKU
- Trucker Hats – 4 SKUs
- Nail Polish – 19 SKUs
- Nail Polish Art – 11 SKUs
- Nail Polish Pre-Pack – 11 SKUs
- Universal Crew T – 18 SKUs
- Performance Polos – 10 SKUs
- New Tote Bag – 1 SKU
- Boy's Long Sleeve – 5 SKUs
- Youth Fine Jersey Crew T – 12 SKUs
- Junior Crew T – 5 SKUs
- Men's Jersey Tank Top – 5 SKUs
- French Terry Racer Tank – 10 SKUs
- Women's Jersey Tank T – 5 SKUs
- Women's Long Sleeve T – 5 SKUs



T-SHIRTS



NAIL POLISH



DISNEY T'S



MARVEL T'S



TANK TOPS



DRESSES & SKIRTS



SUNGLASSES



TOYS



SANDALS



HATS



TOTE BAGS



ACCESSORIES

## 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



**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



**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



**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



**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 ACQUISITIONS & EXPANSION



# AWARDS & ACCOLADES

2010 – 2015 – Best of State Award  
 • *Best of State Medals and Statue*

2008 – 2015 – Inc. Magazine (PW Companies)  
 • *Top 500/5000 Fastest-Growing U.S. Companies*

2007 – 2015 – Utah Business Magazine  
 • *Top 100 Private Companies*

2014 – CEO World Awards & CEO of the Year – 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

2007 – Jeff Pedersen, CEO  
 • *Ernst & Young Entrepreneur of the Year*

2009 – 2015 – Best of Sandy, Best of San Diego,  
 and Best of San Antonio - Del Sol

## PROUD SPONSOR & INVITED GUEST

- 2013 New York Fashion Week
- 2013 Edison Award Nominee
- 2011 Teen Choice Awards & Emmy Awards
- 2010 Academy Awards
- 2009 Teen Choice Awards
- 2008 ESPY Awards



**Inc. 5000**



**WINNER  
BEST OF STATE**



# GIVING BACK WORLDWIDE

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

As quoted in Salt Lake Magazine: "Full of sunny optimism about business and life, [the people] of Del Sol do more than just cater to cruise ship passengers and fun-in-the-sun beachgoers. Staying true to their motto, 'Creating fun, joy, smiles and memories for everyone under the sun,' the company donated several tons of its products to relief efforts for [cancer research, local elementary schools, LDS Church Humanitarian Efforts and impoverished communities in Mexico]. And that's something we can all smile about."



HERE'S A SNAPSHOT OF JUST A FEW OF DEL SOL'S MOST RECENT CAUSE-RELATED EFFORTS, ALONG WITH SOME OF THE MAJOR GLOBAL CAUSES THAT DEL SOL SUPPORTED 2015:

- Salt Lake Community Action Program & Head Start (Product Donation)
- Helping Kids with Cancer Foundation (Large Product Donation)
- Festival of Trees Donation (Del Sol Products)
- Two trips to Africa (Product Donations)
- Spectrum Autism Academy (Massive Del Sol Product Donation)
- Ethiopia Orphanages (Del Sol Product Donation)
- Choice Humanitarian (Del Sol Product Donation)
- Huntsman Cancer Foundation (Del Sol Product Donation)
- Make a Wish Foundation Princess Party (Del Sol Product Donation)
- Women of the World Charity Donation (Del Sol Product Donation)
- University of Utah Dermatology Center Sun Awareness Event (Del Sol Product Donation)
- Motorcycle Ride for Kid Safety Event (Product Donation)
- Kids Cancer Alliance Donation (Del Sol Product Donation)
- Crossfit 4 Cystic Fibrosis (Del Sol Product Donation)
- Breast Cancer Awareness through Susan G. Komen Organization (Massive Product Donation)
- AP Environmental Science Classes (Del Sol Product Donation)
- Kid Science Palooza (Del Sol Product Donation)
- LDS Humanitarian Services (Massive Product Donations)

**WHAT IS A DEL SOL SPECTRACHROME® COLOR-CHANGING CRYSTAL?**

**ORGANIC, SUN-LOVING MOLECULES** INSIDE DEL SOL'S PROPRIETARY COLOR-CHANGE TECHNOLOGY.



**SPECTRACHROME**

**WHERE DID DEL SOL'S COLOR-CHANGE TECHNOLOGY BEGIN?**

**IN SPACE!**  
FROM A CONCEPT ORIGINALLY EXPLORED BY NASA.



**WILL IT STOP CHANGING COLORS?**


**100% GUARANTEED**  
TO CHANGE COLOR FOR THE LIFE OF THE PRODUCT.



**100% WOW GUARANTEE**

**WHAT CAUSES THE COLOR TO APPEAR?**

**THE MAGIC OF DEL SOL SPECTRACHROME® CRYSTALS.**  
JUST LIKE A BLOOMING FLOWER, THE CRYSTALS UNFOLD INTO COLOR WITH SUNLIGHT.



**HOW DOES IT WORK?**

**JUST ADD SUN**  
AND WATCH THE COLORS APPEAR!



**CHANGES COLOR IN THE SUN!**

**WILL IT EVEN WORK ON A CLOUDY DAY?**

**YES, UP TO 80% OF THE SUN'S RAYS**  
PASS THROUGH CLOUDS.



## TECHNOLOGY & HISTORY

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 years, those same dye colors have been combined to make hundreds of color formulations for use in all our unique product line up. Since 1994, we've added thousands of designs to our color-change repertoire.

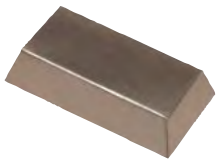


## SPEC·TRA·CHRŌME

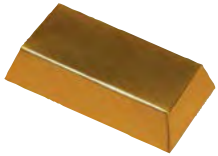
*The life source of Del Sol. Living crystals that magically twist and unfold into color when irradiated by the sun's rays.*



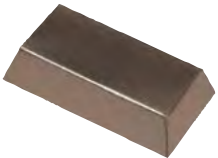
**WORTH MORE  
THAN GOLD!**



Silver  
\$32.30/ounce



Gold  
\$1,676.00/ounce



Platinum  
\$1,600/ounce



**DEL SOL'S  
SPECTRACHROME DYE  
\$2,799.32/OUNCE**

### DEL SOL'S PROPRIETARY SPECTRACHROME PHOTOCHROMIC TECHNOLOGY & DYES

- 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 molecules twist and unfold, resulting in the molecule expanding to several times its 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.
- Competitors are limited to a few colors only and very little color vibrancy.
- 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 photochromic 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.

# NAIL POLISH



without sun

with sun

***Nail polish changes color right on your fingers and toes outdoors with sunlight, then returns to its original color indoors without sunlight***

Salt Lake City, Utah – Every Del Sol product changes colors outside in the sun – even its color-changing nail polish. Putting on the nail polish is like capturing the power of the sun on your fingers and toes. The retail brand offers 30 different shades of nail polish that all change color in the sun. It's like two bottles of nail polish in one. Each Italian glass bottle contains two stainless steel mixing balls, and the polish is Toluene, DBP and Formaldehyde free as well. No animal testing is ever used in making any Del Sol nail polish.

**HOW DOES IT WORK?** Del Sol's Spectrachrome® dyes reveal their hidden colors upon irradiation by ultraviolet waves; i.e., sunlight. When a flower blooms, the result is the exposure of the inherent, inner color of the flower. A

Spectrachrome® dye is similar in that an energy-shift occurs causing the color of the dye to become visible to the human eye. The shifting or "twisting" of the dye is referred to as a molecular excitation transition. The dye does not actually change color; rather, its hidden colors become visible to the human eye.

***"You've got to see the nail polish change color in the sun firsthand to really get what it's all about," said Jeff Pedersen, Del Sol President and CEO. "A light bulb sort of turns on and a smile comes across your face when you see any Del Sol product change from colorless to colorful out in the sun."***

Without sunlight, the products return to their original colorless state. All Del Sol products come with a lifetime guarantee to change colors over and over again for the life of the product.

Del Sol's color-changing products are exclusively found in Del Sol stores or on the company's Web site. Del Sol stores are typically found in premier tourist destinations and cruise ship ports throughout the Caribbean, Mexico, Alaska, Hawaii and the continental U.S.



# NAIL POLISH



## DEL SOL NAIL LACQUER

- Del Sol has developed 300+ exciting shades of nail lacquer
- Average lineup of 30 color-changing lacquers
- Most vibrant colors on 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

# FUN FACTS



## DID YOU KNOW...

We printed more than a million color-changing products in 2015, 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.

22 million cruise ship passengers visited Del Sol ports-of-call in 2015; enough people to go back and forth 17 times from New York to LA if they were holding hands.

More than 50 new shirt designs were created in 2015.

# 624,017

nail polish bottles were sold in 2015

We distributed 788,707 color-changing tote bags this past year – that's enough tote bags to canvas more than 30 football fields.

# 9,873

cruise ships visited Del Sol store ports-of-call in 2015



## **MEDIA CONTACTS**

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