

OUTDOOR RECREATION INDUSTRY

HUNTING & FISHING | HIKING & CAMPING | TRAIL RIDING & POWERSPORTS

WHY HEADWEAR?

In the outdoor recreation market, headwear must be functional and fashionable. Hats serve as merchandise, gifts, or giveaways, with camouflage patterns being essential for their appeal and functionality. Generic camos offer affordability, while licensed designs add style. For non-camo preferences, earthy tones like khaki, olive, or solid blaze match the outdoor aesthetic. Despite the wide demographic, classic styles—structured, medium-profile caps in full fabric or mesh backs—enjoy broad appeal. Alternately, the wide-brim boonie hat, providing superior sun protection, caters to the needs of outdoor enthusiasts. These choices ensure a fit for every adventurer, enhancing experiences and brand visibility alike.



i2030

SIX PANEL STRUCTURED CAMO CAP

- ▶ medium profile six panel structured cap
- ▶ standard pre-curved visor
- ▶ camouflage twill
- ▶ fabric strap with two-piece hook & loop closure



i2005

CAMO TRUCKER MESH BACK CAP

- ▶ medium profile six panel structured cap
- ▶ standard pre-curved visor
- ▶ camouflage twill or blaze fabric with trucker mesh
- ▶ adjustable plastic snap tab closure



i8507

PREMIUM PERFORMANCE BOONIE

- ▶ unstructured with full brim
- ▶ 100% polyester fabric
- ▶ performance comfort sweatband
- ▶ adjustable drawstring



RKWC9/RKWC12

WOODLAND CAMOUFLAGE KNITS

- ▶ acrylic/nylon/spandex blend knit
- ▶ woodland camouflage knit-in pattern