



# GOODR PRODUCT OVERVIEW

EVERYTHING WE'VE EVER DONE, IN ALL OF EVER

# THE OVERVIEW

## PURPOSE

The purpose of this deck is to showcase every sunglass we have on the October PO so that it is easier for everyone to see the goodr's product offerings while they review their order.

## WILD SUCCESS

This deck answers all of your product related questions and cut's your order review time in half!.

## RULES WE PLAY BY

- Have fun!
- Be authentic
- Challenge the status quo



**THE  
OG'S**

# REGINALD THE UNICORN'S UNICOLORS

[LINK TO CASE ART](#)

Retail \$35

24 Unit Prepack

**A GINGER'S SOUL**



**FALKOR'S FEVER DREAM**



**GARDENING WITH A KRAKEN**



**GOING TO VALHALLA... WITNESS!**



**NESSY'S MIDNIGHT ORGY**



**PHOENIX AT A BLOODY MARY BAR**



# GOING TO VALHALLA... WITNESS!

Retail \$35

## Reginald the Unicorn's Unicolors Six Pack

- **Product Name:** Going To Valhalla...Witness!
- **Color Coding:** Gray with Chrome Lens
- **SKU:** OG-GY-CH1
- **UPC:** 705911703605
- **Frame Coating:** Rubber
- **Frame Pantone:** Warm Gray 6C
- **Frame Finish:** Translucent
- **Lens Color:** Chrome Reflective
- **LINK TO ART**

GOING TO VALHALLA....WITNESS!



# A GINGER'S SOUL

Retail \$35

## Reginald the Unicorn's Unicolors Six Pack

- **Product Name:** A Ginger's Soul
- **Color Coding:** Black with Black Lens
- **SKU:** OG-BK-BK1
- **UPC:** 705911703636
- **Frame Coating:** Rubber
- **Frame Pantone:** Black 6C
- **Frame Finish:** Solid
- **Lens Color:** Black Non Reflective
- **LINK TO ART**

A GINGER'S SOUL



# NESSY'S MIDNIGHT ORGY

Retail \$35

## Reginald the Unicorn's Unicolors Six Pack

- **Product Name:** Nesity's Midnight Orgy
- **Color Coding:** Teal with Teal Lens
- **SKU:** OG-TL-TL1
- **UPC:** 705911703629
- **Frame Coating:** Rubber
- **Frame Pantone:** 333C
- **Frame Finish:** Translucent
- **Lens Color:** Teal Reflective
- **LINK TO ART**

NESSY'S MIDNIGHT ORGY



# GARDENING WITH A KRAKEN

Retail \$35

## Reginald the Unicorn's Unicolors Six Pack

- **Product Name:** Gardening With A Kraken
- **Color Coding:** Purple with Purple & Teal Lens
- **SKU:** OG-PR-PR1
- **UPC:** 705911703612
- **Frame Coating:** Rubber
- **Frame Pantone:** 267C
- **Frame Finish:** Translucent
- **Lens Color:** Teal Reflective
- **LINK TO ART**

GARDENING WITH A KRAKEN





# PHOENIX AT A BLOODY MARY BAR

Retail \$35

Reginald the Unicorn's Unicolors Six Pack

- **Product Name:** Phoenix At A Bloody Mary Bar
- **Color Coding:** Blood Red with Rose Lens
- **SKU:** OG-RD-RS1
- **UPC:** 705911703582
- **Frame Coating:** Rubber
- **Frame Pantone:** 187C
- **Frame Finish:** Translucent
- **Lens Color:** Rose Reflective
- **LINK TO ART**

PHOENIX AT A BLOODY MARY BAR



# FALKOR'S FEVER DREAM

Retail \$35

## Reginald the Unicorn's Unicolors Six Pack

- **Product Name:** Falkor's Fever Dream
- **Color Coding:** Blue with Blue Lens
- **SKU:** OG-BL-BL1
- **UPC:** 705911703599
- **Frame Coating:** Rubber
- **Frame Pantone:** 2194C
- **Frame Finish:** Translucent
- **Lens Color:** Blue Reflective
- **LINK TO ART**

FALKOR'S FEVER DREAM





Retail \$35

[LINK TO CASE ART](#)

## 24 Unit Prepack

**DONKEY GOGGLES**



**FLAMINGOS ON A BOOZE CRUISE**



**ICED BY YETIS**



**SUNBATHING WITH WIZARDS**



**SWEDISH MEATBALL HANGOVER**



**WHISKEY SHOTS WITH SATAN**



# DONKEY GOGGLES

Retail \$35

## The Originals Six Pack

- **Product Name:** Donkey Goggles
- **SKU:** OG-OR-BL1
- **UPC:** 728461226684
- **Frame Base Pantone:** 1585C
- **Arm Base Pantone:** 1585C
- **Frame Finish:** Translucent
- **Lens Item/Color:** Blue Reflective
- **Logo Item/Color:**
- **Pattern Application:** N/A
- **Frame Coating:** Rubber
- **LINK TO ART**

DONKEY GOGGLES



# ICED BY YETIS

Retail \$35

## The Originals Six Pack

- **Product Name:** Iced By Yetis
- **Color Coding:** White with Blue Lens
- **SKU:** OG-WH-BL1
- **UPC:** 728461226660
- **Frame Coating:** Rubber
- **Frame Pantone:** Bright White 11-0601 TPX
- **Frame Finish:** Solid
- **Lens Color:** Blue Reflective
- **LINK TO ART**

ICED BY YETIS



# SWEDISH MEATBALL HANGOVER

Retail \$35

## The Originals Six Pack

- **Product Name:** Swedish Meatball Hangover
- **Color Coding:** Yellow with Blue Lens
- **SKU:** OG-YL-BL1
- **UPC:** 728461226677
- **Frame Coating:** Rubber
- **Frame Pantone:** 395C
- **Frame Finish:** Translucent
- **Lens Color:** Blue Reflective
- **LINK TO ART**

## SWEDISH MEATBALL HANGOVER



# SUNBATHING WITH WIZARDS

Retail \$35

## The Originals Six Pack

- **Product Name:** Sunbathing with Wizards
- **Color Coding:** Blue with Gold Lens
- **SKU:** OG-LB-GL1
- **UPC:** 728461226646
- **Frame Coating:** Rubber
- **Frame Pantone:** 292C
- **Frame Finish:** Translucent
- **Lens Color:** Gold Reflective
- **LINK TO ART**

SUNBATHING WITH WIZARDS



# WHISKEY SHOTS WITH SATAN

Retail \$35

## The Originals Six Pack

- **Product Name:** Whiskey Shots with Satan
- **Color Coding:** Black with Amber Lens
- **SKU:** OG-BK-AM1
- **UPC:** 728461226639
- **Frame Coating:** Rubber
- **Frame Pantone:** Black 6C
- **Frame Finish:** Solid
- **Lens Color:** Amber Reflective
- **LINK TO ART**

WHISKEY SHOTS WITH SATAN





# FLAMINGOS ON A BOOZE CRUISE

Retail \$35

## The Originals Six Pack

- **Product Name:** Flamingos on a Booze Cruise
- **Color Coding:** Pink with Teal Lens
- **SKU:** OG-PK-TL1
- **UPC:** 728461226653
- **Frame Coating:** Rubber
- **Frame Pantone:** 16-2126TPX
- **Frame Finish:** Translucent
- **Lens Color:** Teal Reflective
- **LINK TO ART**

FLAMINGOS ON A BOOZE CRUISE



# MICK AND KEITH'S MIDNIGHT RAMBLE

Retail \$35

## Insomniacs Cataracts Six Pack

- **Product Name:** Mick and Keith's Midnight Ramble
- **Color Coding:** Black with Blue Lens
- **SKU:** OG-BK-BL1
- **UPC:** 705911703667
- **Frame Coating:** Rubber
- **Frame Pantone:** Black
- **Frame Finish:** Solid
- **Lens Color:** Blue Reflective
- **LINK TO ART**

MICK AND KEITH'S MIDNIGHT RAMBLE



# VINCENT'S ABSINTHE NIGHT TERRORS

Retail \$35

## Insomniacs Cataracts Six Pack

- **Product Name:** Vincent's Absinthe Night Terrors
- **Color Coding:** Black with Teal Lens
- **SKU:** OG-BK-TL1
- **UPC:** 705911703650
- **Frame Coating:** Rubber
- **Frame Pantone:** Black
- **Frame Finish:** Solid
- **Lens Color:** Teal Reflective
- **LINK TO ART**

VINCENT'S ABSINTHE NIGHT TERRORS



# BOSLEY'S BASSET HOUND DREAMS

Retail \$35

## Non-Reflection Perfection

- **Product Name:** Bosley's Basset Hound Dreams
- **Color Coding:** Tortoise Shell Pattern with Brown Non Revo Lens
- **SKU:** OG-HND-NRBR1
- **UPC:** 680168539422
- **Frame Coating:** Rubber
- **Frame Finish:** Solid
- **Lens Base Color:** Smoke 15
- **Lens Color:** Brown Non Revo
- **Goodr Logo:** Stainless Steel Chrome
- **LINK TO ART**

## BOSLEY'S BASSET HOUND DREAMS



# ELECTRIC DINOTOPIA CARNIVAL

Retail \$35

## Dino Shades

- **Product Name:** Electric Dinotopia Carnival
- **Color Coding:** Teal & Purple Lens
- **SKU:** OG-TL-PR1
- **UPC:** 705911703919
- **Frame Coating:** Rubber
- **Frame Pantone:** Pantone 2985
- **Frame Finish:** Solid
- **Lens Color:** Purple Reflective
- **LINK TO ART**

## ELECTRIC DINOTOPIA CARNIVAL



# SILVERBACK SQUAT MOBILITY

Retail \$35

OG Beast goodrs

- **Product Name:** Silverback Squat Mobility
- **Color Coding:** Gray Frames with Light Green Lens
- **SKU:** OG-GY-LG1
- **UPC:** 680168539347
- **Frame Coating:** Rubber
- **Frame Finish:** Solid
- **Frame Pantone:** Cool Gray 8C
- **Lens Base Color:** Smoke 15
- **Lens Color:** Light Green Reflective Lens
- **Goodr Logo:** Stainless Steel Chrome
- **LINK TO ART**

## SILVERBACK SQUAT MOBILITY



# PINEAPPLE PAINKILLERS

Retail \$35

## Non-Reflection Perfection

- **Product Name:** Pineapple Painkillers
- **Color Coding:** Yellow Frames, Light Blue Arms with Non Revo Red Lens
- **SKU:** OG-YWLB-NRRD1
- **UPC:** 680168539460
- **Frame Coating:** Rubber
- **Frame Finish:** Solid
- **Arm Pantone:** Blue 0821 C
- **Frame Pantone:** 387 C
- **Lens Base Color:** Smoke 15
- **Lens Color:** Red Non Revo
- **Goodr Logo:** Stainless Steel Chrome
- **LINK TO ART**

## PINEAPPLE PAINKILLERS



# THE BFG'S



# BEEZEBUB'S BOURBON BURPEES

Retail \$45

Modifiez du texte ici

BAMF G's

- **Product Name:** Beelzebub's Bourbon Burpees
- **SKU:** BFG-BK-AM2-RF
- **UPC:** 680168540695
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Frame Finish:** Solid
- **Lens Color:** LNS-BFG-AM4-RF (Amber)
- **Lens Base:** Smoke 15
- **Goodr Logo:** Chrome Metallic
- **Grip Color:** Black
- **Pattern Application:** NA
- **LINK TO ART**

## BEEZEBUB'S BOURBON BURPEES



# DO YOU EVEN PISTOL, FLAMINGO?

Retail \$45

BAMF G's

- **Product Name:** Do You Even Pistol, Flamingo?
- **SKU:** BFG-PK-TL4-RF
- **UPC:** 680168540701
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 16-2126 TPX (flamingo)
- **Arm Base Pantone:** 16-2126 TPX (flamingo)
- **Frame Finish:** Translucent
- **Lens Color:** LNS-BFG-TL6-RF Teal Reflective
- **Lens Base:** Smoke 15
- **Goodr Logo:** Chrome Metallic
- **Grip Color:** Green 321 C
- **Pattern Application:** NA
- **LINK TO ART**

**DO YOU EVEN PISTOL, FLAMINGO?**



# BIGFOOT'S FERNET SWEATS

Retail \$45

BFG Six Pack

- **Product Name:** Bigfoot's Fernet Sweats
- **Color Coding:** Black with Black Lens
- **SKU:** BFG-BK-BK1
- **UPC:** 705911703841
- **Frame Coating:** Rubber
- **Frame Pantone:** Black
- **Frame Finish:** Translucent
- **Silicon Insert Color:** Black
- **Lens Color:** Black Gradient
- **Logo Color:** Metallic Black
- **LINK TO ART**

## BIGFOOT'S FERNET SWEATS



# NINJA KICK THE DAMN RABBIT

BFG Six Pack

Retail \$45

- **Product Name:** Ninja Kick the Damn Rabbit
- **Color Coding:** Tortoise Shell with Green Lens
- **SKU:** BFG-TR-GR1
- **UPC:** 705911703889
- **Frame Coating:** Rubber
- **Frame Pantone:** Brown tortoiseshell
- **Frame Finish:** Translucent
- **Silicon Insert Color:** Brown
- **Lens Color:** Green Gradient
- **Logo Color:** Metallic Green
- **LINK TO ART**

## NINJA KICK THE DAMN RABBIT



# MINT JULEP ELECTROSHOCKS

Beast BFG Six Pack

- **Product Name:** Mint Julep Electroshocks
- **Color Coding:** Forest Green with Green Lens
- **SKU:** BFG-GR-GR1
- **UPC:** 680168539408
- **Frame Coating:** Rubber
- **Frame Pantone:** 567C
- **Frame Finish:** Solid
- **Silicon Insert Color:** 352C
- **Lens Color:** Green Gradient
- **Logo Color:** Green to match 352C
- **LINK TO ART**

Retail \$45

## MINT JULEP ELECTROSHOCKS



# THAT ORANGE CRUSH RUSH

Retail \$45

BAMF G's

- **Product Name:** That Orange Crush Rush
- **SKU:** BFG-OR-BL2-RF
- **UPC:** 680168540749
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 1585 C
- **Arm Base Pantone:** 1585 C
- **Frame Finish:** Translucent
- **Lens Color:** LNS-BFG-BL2-RF (Blue)
- **Lens Base:** Smoke 15
- **Goodr Logo:** 2935 C Metallic Blue
- **Grip Color:** 2935 C Blue
- **Pattern Application:** NA
- **LINK TO ART**

## THAT ORANGE CRUSH RUSH



# HOOKED ON ONYX

Retail \$45

- **Launch Date:** 2/19/21

## 2021 Blackout Series

- **Product Name:** Hooked on Onyx
- **SKU:** BFG-BK-BK1-NR
- **UPC:** 672299500693
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Solid
- **Silicone Grip Pantone:** Black
- **Lens Item / Color:** LNS-BFG-BK1-NR (Black NR)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- [LINK TO ART](#)

## HOOKED ON ONYX



**CIRCLE G**



# CARL'S INNER CIRCLE

[LINK TO CASE ART](#)

Retail \$35

24 Unit Pre Pack

**FRESHLY BAKED MAN BUNS**



**I PICKLED THESE MYSELF**



**INFLUENCERS PAY DOUBLE**



**MIDNIGHT RAMBLE AT CIRCLE BAR**



**NINE DOLLAR POUR OVER**



**STRANGE THINGS ARE AFOOT AT THE CIRCLE G**



# FRESHLY BAKED MAN BUNS

Retail \$35

## Carl's Inner Circle

- **Product Name:** Freshly Baked Man Buns
- **SKU:** CG-OR-LLB1-RF
- **UPC:** 680168540763
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Burnt OG
- **Arm Base Pantone:** Burnt OG
- **Frame Finish:** Translucent
- **Lens Color:** LNS-CG-LLB1-RF (Light Light Blue)
- **Lens Base:** S15
- **Goodr Logo:** Chrome
- **Pattern Application:** NA
- **LINK TO ART**

## FRESHLY BAKED MAN BUNS



# I PICKLED THESE MYSELF

Retail \$35

## Carl's Inner Circle

- **Product Name:** I Pickled These Myself
- **SKU:** CG-TL-PP1-RF
- **UPC:** 680168540817
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 321 C (Teal)
- **Arm Base Pantone:** 321 C (Teal)
- **Frame Finish:** Translucent
- **Lens Color:** LNS-CG-PP1-RF (Purple Pink)
- **Lens Base:** S15
- **Goodr Logo:** White
- **Pattern Application:** NA
- **LINK TO ART**

## I PICKLED THESE MYSELF



# INFLUENCERS PAY DOUBLE

Retail \$35

## Carl's Inner Circle

- **Product Name:** Influencers Pay Double
- **SKU:** CG-PK-PK1-RF
- **UPC:** 680168540787
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 699 C (Pink)
- **Arm Base Pantone:** 699 C (Pink)
- **Frame Finish:** Translucent
- **Lens Color:** LNS-CG-PK1-RF (Pink)
- **Lens Base:** S15
- **Goodr Logo:** SNP 2421-93 7605 C (Pink)
- **Pattern Application:** NA
- **LINK TO ART**

## INFLUENCERS PAY DOUBLE



# MIDNIGHT RAMBLE AT CIRCLE BAR

Retail \$35

## Carl's Inner Circle

- **Product Name:** Midnight Ramble at Circle Bar
- **SKU:** CG-BK-BL2-RF
- **UPC:** 680168540794
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Frame Finish:** Solid
- **Lens Color:** LNS-CG-BL2-RF (Blue)
- **Lens Base:** S15
- **Goodr Logo:** Chrome
- **Pattern Application:** NA
- **LINK TO ART**

## MIDNIGHT RAMBLE AT CIRCLE BAR



# NINE DOLLAR POUR OVER

Retail \$45

Retail \$35

## Carl's Inner Circle

- **Product Name:** Nine Dollar Pour Over
- **SKU:** CG-TR-BR1-NR
- **UPC:** 680168540800
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Tortoise Shell
- **Arm Base Pantone:** Tortoise Shell
- **Frame Finish:** Translucent
- **Lens Color:** LNS-CG-BR1-NR (Brown NR)
- **Lens Base:** S15
- **Goodr Logo:** Chrome
- **Pattern Application:** NA
- **LINK TO ART**

## NINE DOLLAR POUR OVER



# STRANGE THINGS ARE AFOOT AT CIRCLE G

Retail \$35

- 
- **PO Date:** Live
- **Launch Date:** Live

## Carl's Inner Circle

- **Product Name:** Strange Things are Afoot at Circle G
- **SKU:** CG-CL-PR2-RF
- **UPC:** 680168540770
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Clear
- **Arm Base Pantone:** Clear
- **Frame Finish:** Translucent
- **Lens Color:** LNS-CG-PR2-RF (Purple)
- **Lens Base:** S15
- **Goodr Logo:** SNP 2421-87 253 C (Purple)
- **Pattern Application:** NA
- **LINK TO ART**

**STRANGE THINGS ARE  
AFOOT AT THE CIRCLE G**



# IT'S NOT BLACK IT'S OBSIDIAN

Retail \$35

- **Launch Date:** 2/19/21

## 2021 Blackout Series

- **Product Name:** It's Not Black It's Obsidian
- **SKU:** CG-BK-BK1-NR
- **UPC:** 672299638907
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Solid
- **Lens Item / Color:** LNS-CG-BK1-NR (Black NR)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- [LINK TO ART](#)

## IT'S NOT BLACK IT'S OBSIDIAN





**MACH G**

# COCKPIT OPTICS

[LINK TO CASE ART](#)

Retail

12 Unit Prepack

**AMELIA EARHART GHOSTED ME**



**BUZZED ON THE TOWER**



**CAPTAIN BLUNT'S RED-EYE**



**FREQUENT SKYBALL SHOPPERS**



**KITTY HAWKERS RAY BLOCKERS**



**OPERATION: BLACKOUT**



# AMELIA EARHART GHOSTED ME

## Cockpit Optics Six Pack

- **Product Name:** Amelia Earhart Ghosted Me
- **SKU:** MG-TR-BR1-NR
- **UPC:** 672299668539
- **Frame Base Pantone:** Tortoise Shell
- **Arm Base Pantone:** Tortoise Shell
- **Finish:** Translucent
- **Silicone Grip Pantone:** Black
- **Lens Item / Color:** LNS-MG-BR1-NR (Brown NR)
- **Logo Item / Color:** SNP3027-1 (Chrome)
- **Pattern Application:** Hand Paint
- **LINK TO ART**

## AMELIA EARHART GHOSTED ME



# BUZZED ON THE TOWER

## Cockpit Optics Six Pack

- **Product Name:** Buzzed on the Tower
- **SKU:** MG-GR-GR1-GR
- **UPC:** 672299697218
- **Frame Base Pantone:** 7493 C (Gold)
- **Arm Base Pantone:** 626 C (Green)
- **Finish:** Translucent
- **Silicone Grip Pantone:** 626 C (Green)
- **Lens Item / Color:** LNS-MG-GR1-GR (Green GR)
- **Logo Item / Color:** SNP3027-1 (Chrome)
- **Pattern Application:** NA
- **LINK TO ART**

## BUZZED ON THE TOWER



# CAPTAIN BLUNT'S RED-EYE

## Cockpit Optics Six Pack

- **Product Name:** Captain Blunt's Red-Eye
- **SKU:** MG-OR-RS2-RF
- **UPC:** 672299687486
- **Frame Base Pantone:** 185 C (Red)
- **Arm Base Pantone:** 185 C (Red)
- **Finish:** Translucent
- **Silicone Grip Pantone:** Black
- **Lens Item / Color:** LNS-MG-RS2-RF (Rose)
- **Logo Item / Color:** SNP3027-1 (Chrome)
- **Pattern Application:** NA
- **LINK TO ART**

## CAPTAIN BLUNT'S RED-EYE



# FREQUENT SKYMALL SHOPPERS

## Cockpit Optics Six Pack

- **Product Name:** Frequent SkyMall Shoppers
- **SKU:** MG-BL-GRYL1-GR
- **UPC:** 672299842823
- **Frame Base Pantone:** 655 C (Blue)
- **Arm Base Pantone:** 655 C (Blue)
- **Finish:** Translucent
- **Silicone Grip Pantone:** 7406 C (Yellow)
- **Lens Item / Color:** LNS-MG-GRYL1-GR (Gray to Yell Ocean)
- **Logo Item / Color:** SNP3027-1 (Chrome)
- **Pattern Application:** NA
- **LINK TO ART**

## FREQUENT SKYMALL SHOPPERS



# KITTY HAWKERS' RAY BLOCKERS

## Cockpit Optics Six Pack

- **Product Name:** Kitty Hawkers' Ray Blockers
- **SKU:** MG-TL-PK1-RF
- **UPC:** 672299865655
- **Frame Base Pantone:** 3258 C (Teal)
- **Arm Base Pantone:** 3258 C (Teal)
- **Finish:** Translucent
- **Silicone Grip Pantone:** 190 C (Pink)
- **Lens Item / Color:** LNS-MG-PK1-RF (Pink)
- **Logo Item / Color:** SNP3027-1 (Chrome)
- **Pattern Application:** NA
- **LINK TO ART**

## KITTY HAWKERS' RAY BLOCKERS



# OPERATION: BLACKOUT

## Cockpit Optics Six Pack

- **Product Name:** Operation: Blackout
- **SKU:** MG-BK-BK1-NR
- **UPC:** 672299955929
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Solid
- **Silicone Grip Pantone:** Black
- **Lens Item / Color:** LNS-MG-BK1-NR (Black NR)
- **Logo Item / Color:** SNP3027-1 (Chrome)
- **Pattern Application:** NA
- **LINK TO ART**

## OPERATION: BLACKOUT





# THE RUNWAY'S

# DEVIL WEARS RUNWAY

[LINK TO CASE ART](#)

Retail \$45

## 12 Unit Prepack

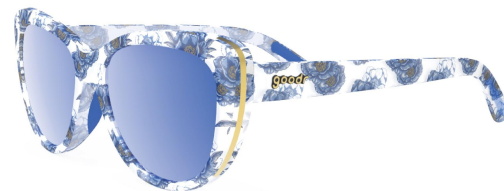
**BREAKFAST RUN TO TIFFANY'S**



**FAST AS SHELL**



**FRESHLY PICKED CERULEAN**



**GINGHAM IS SOOO LAST SEASON**



**HAUTE DAY IN HELL**



**VEGAN FRIENDLY COUTURE**



# BREAKFAST RUN TO TIFFANY'S

Retail \$45

## Runway Six Pack

- **Product Name:** Breakfast Run to Tiffany's
- **Color Coding:** Black with Black Lens
- **SKU:** RG-BK-BK1
- **UPC:** 680168539156
- **Frame Coating:** Rubber
- **Frame Pantone:** Black
- **Frame Finish:** Solid
- **Silicone Insert Color:** Black
- **Lens Color:** Black Gradient
- **Logo Color:** Gold Metallic
- **Metal Insert Color:** Gold Metallic
- **LINK TO ART**

## BREAKFAST RUN TO TIFFANY'S



# FAST AS SHELL

Retail \$45

## Sunny Couture

- **Product Name:** Fast As Shell
- **SKU:** RG-TR-BL1-RF
- **UPC:** 680168540473
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Tortoise
- **Arm Base Pantone:** Tortoise
- **Frame Finish:** Translucent
- **Lens Color:** LNS-RG-BL1-RF (Blue)
- **Lens Base:** Smoke 15
- **Insert:** Gold Metallic
- **Goodr Logo:** Gold Metallic
- **Pattern Application:** Tortoise Shell Paint
- **LINK TO ART**

## FAST AS SHELL



# FRESHLY PICKED CERULEAN

Retail \$45

## Devil Wears Runway

- **Product Name:** Freshly Picked Cerulean
- **SKU:** RG-BLFLW-BL4-RF
- **UPC:** 672299842106
- **Frame Base Pantone:** Clear with Pattern
- **Arm Base Pantone:** Clear with Pattern
- **Finish:** Translucent
- **Silicone Grip Pantone:** 2718 C (Blue)
- **Metal Insert Color:** Gold
- **Lens Item / Color:** LNS-RG-BL4-RF (Blue)
- **Logo Item / Color:** SNP2421-7 (Gold)
- **Pattern Application:** Heat Transfer
- **LINK TO ART**

## FRESHLY PICKED CERULEAN



# GINGHAM IS SOOO LAST SEASON

Retail \$45

## Devil Wears Runway

- **Product Name:** Gingham is Sooo Last Season
- **SKU:** RG-BKHDT-BK1-NR
- **UPC:** 672299908932
- **Frame Base Pantone:** White with Pattern
- **Arm Base Pantone:** White with Pattern
- **Finish:** Solid
- **Silicone Grip Pantone:** Black
- **Metal Insert Color:** Black
- **Lens Item / Color:** LNS-RG-BK1-NR (Black NR)
- **Logo Item / Color:** SNP2421-53 (White)
- **Pattern Application:** Heat Transfer
- **LINK TO ART**

## GINGHAM IS SOOO LAST SEASON



# HAUTE DAY IN HELL

Retail \$45

## Devil Wears Runway

- **Product Name:** Haute Day in Hell
- **SKU:** RG-RDPRL-BK1-NR
- **UPC:** 672299841932
- **Frame Base Pantone:** 206 C (Red) with Pearl Finish
- **Arm Base Pantone:** 206 C (Red) with Pearl Finish
- **Celluloid Sheet:** Y1014-10
- **Finish:** Solid
- **Silicone Grip Pantone:** 206 C (Red)
- **Metal Insert Color:** Black
- **Lens Item / Color:** LNS-RG-BK1-NR (Black NR)
- **Logo Item / Color:** SNP2421-72 (Black)
- **Pattern Application:** Heat Transfer
- **LINK TO ART**

## HAUTE DAY IN HELL



# VEGAN FRIENDLY COUTURE

Retail \$45

## Devil Wears Runway

- **Product Name:** Vegan Friendly Couture
- **SKU:** RG-LPD-BR1-NR
- **UPC:** 672299893924
- **Frame Base Pantone:** 4695 C (Brown) with Pattern
- **Arm Base Pantone:** 4695 C (Brown) with Pattern
- **Finish:** Translucent
- **Silicone Grip Pantone:** 4695 C (Brown)
- **Metal Insert Color:** 4695 C (Brown)
- **Lens Item / Color:** LNS-RG-BR1-NR (Brown NR)
- **Logo Item / Color:** SNP2421-7 (Gold)
- **Pattern Application:** Spray
- **LINK TO ART**

## VEGAN FRIENDLY COUTURE





**GAME  
GOODR**

# PROFESSIONAL RESPAWNER

2020 Game goodr

- **Product Name:** Professional Respawner
- **SKU:** OG-BK-PK1-RF
- **UPC:** 672299575899
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Translucent
- **Lens Item / Color:** LNS-OG-PK1-RF (Pink)
- **Logo Item / Color:** SNP2421-89 (Rose Gold)
- **Pattern Application:** N/A
- **LINK TO ART**

## PROFESSIONAL RESPAWNER



# WAKKA WAKKA WAKKA WAKKA

2020 Game goodr

- **Product Name:** Wakka Wakka Wakka Wakka
- **SKU:** OG-YL-PK1-RF
- **UPC:** 672299717862
- **Frame Base Pantone:** 101 C (Yellow)
- **Arm Base Pantone:** 101 C (Yellow)
- **Finish:** Translucent
- **Lens Item / Color:** LNS-OG-PK1-RF (Pink)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

**WAKKA WAKKA WAKKA WAKKA**



# SIDE SCROLL EYE ROLL

2020 Game goodr

- **Product Name:** Side Scroll Eye Roll
- **SKU:** OG-WH-PR2-RF
- **UPC:** 672299727991
- **Frame Base Pantone:** White
- **Arm Base Pantone:** White
- **Finish:** Solid
- **Lens Item / Color:** LNS-OG-PR2-RF (Purple)
- **Logo Item / Color:** SNP2421-27 (Light Gold)
- **Pattern Application:** N/A
- **LINK TO ART**

## SIDE SCROLL EYE ROLL



# BLUE SHADES OF DEATH

2020 Game goodr

- **Product Name:** Blue Shades of Death
- **SKU:** OG-BL-CL1-BLB
- **UPC:** 672299802889
- **Frame Base Pantone:** 2194 C (Falkor's Fever Dream)
- **Arm Base Pantone:** 2194 C (Falkor's Fever Dream)
- **Finish:** Translucent
- **Lens Item / Color:** LNS-OG-CL1-BLB (Clear Blue Light)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

## BLUE SHADES OF DEATH



# MODERN DAY SNAKE OIL

2020 Game goodr

- **Product Name:** Modern Day Snake Oil
- **SKU:** OG-BK-CL1-BLB
- **UPC:** 672299543331
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Solid
- **Lens Item / Color:** LNS-OG-CL1-BLB (Clear Blue Light)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

## MODERN DAY SNAKE OIL



# INSERT COIN TO CONTINUE

2020 Game goodr

- **Product Name:** Insert Coin to Continue
- **SKU:** CG-TR-CL1-BLB
- **UPC:** 672299895584
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Solid
- **Lens Item / Color:** LNS-OG-CL1-BLB (Clear Blue Light)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

**INSERT COIN TO CONTINUE**



# RAGE QUIT & HIT IT

2020 Game goodr

- **Product Name:** Rage Quit and Hit It
- **SKU:** RGG-PK-CL1-BLB
- **UPC:** 672299839625
- **Frame Base Pantone:** 699 C (Rose)
- **Arm Base Pantone:** 699 C (Rose)
- **Frame Finish:** Translucent
- **Grip/Nose Pantone:** 7605 C (Rose) solid
- **Metal Insert Color:** Rose Gold Metallic
- **Lens Color:** LNS-RG-CL1-BLB
- **Lens Base:** Clear
- **Goodr Logo:** SNP2421-93 (7605 C)
- **Pattern Application:** N/A
- **LINK TO ART**

## RAGE QUIT AND HIT IT





# IT'S NOT JUST A GAME

2020 Game goodr

- **Product Name:** It's Not Just a Game
- **SKU:** BFG-BL-CL1-BLB
- **UPC:** 672299830240
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 280 C (Tales from the Cryo-Crypt)
- **Arm Base Pantone:** 280 C (Tales from the Cryo-Crypt)
- **Frame Finish:** Solid
- **Silicone Grip Pantone:** 2706 C (Light Blue) solid
- **Lens Color:** LNS-BFG-CL1-BLB
- **Lens Base:** Clear
- **Goodr Logo:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

**IT'S NOT JUST A GAME**



# BLUE MIRAGE

[LINK TO CASE ART](#)

12 Unit Prepack

**MODERN DAY SNAKE OIL**



**BLUE SHADES OF DEATH**



**RAGE QUIT AND HIT IT**



**INSERT COIN TO CONTINUE**



**IT'S NOT JUST A GAME**



**VRG**

# SEE YOU AT THE PARTY, RICHTER

## 2021 VRG

- **Product Name:** See You at the Party, Richter
- **SKU:** VRG-PK-PR2-RF
- **UPC:** 672299578616
- **Frame Base Pantone:** 213 C (Pink)
- **Arm Base Pantone:** 213 C (Pink)
- **Finish:** Solid
- **Lens Item / Color:** LNS-VRG-PR2-RF (Purple)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

**SEE YOU AT THE PARTY, RICHTER**



# VOIGHT-KAMPFF VISION

2021 VRG

- **Product Name:** Voight-Kampff Vision
- **SKU:** VRG-GY-RS2-RF
- **UPC:** 672299993235
- **Frame Base Pantone:** Cool Gray 11 C
- **Arm Base Pantone:** Cool Gray 11 C
- **Finish:** Solid
- **Lens Item / Color:** LNS-VRG-RS2-RF (Rose)
- **Logo Item / Color:** SNP2421-89 (Rose Gold)
- **Pattern Application:** N/A
- **LINK TO ART**

## VOIGHT-KAMPFF VISION



# NAEON FLUX CAPACITOR

2021 VRG

- **Product Name:** Naeon Flux Capacitor
- **SKU:** VRG-NYL-CH4-RF
- **UPC:** 672299648319
- **Frame Base Pantone:** 389 C (Yellow)
- **Arm Base Pantone:** 389 C (Yellow)
- **Finish:** Translucent
- **Lens Item / Color:** LNS-VRG-CH4-RF (Chrome)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

## NAEON FLUX CAPACITOR



# THE FUTURE IS VOID

## 2021 Blackout Series

- **Product Name:** The Future is Void
- **SKU:** VRG-BK-BK1-NR
- **UPC:** 672299822276
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Finish:** Solid
- **Lens Item / Color:** LNS-CG-BK1-NR (Black NR)
- **Logo Item / Color:** SNP2421-1 (Chrome)
- **Pattern Application:** N/A
- **LINK TO ART**

**THE FUTURE IS VOID**



**FLAMINGO  
EYE  
TECHNOLOGY**



# AU REVOIR, GOPHER

## Bunker Bioptics

- **Product Name:** Au Revoir, Gopher
- **SKU:** FOG-WH-RS1-RF
- **UPC:** 680168540145
- **Frame Coating:** Rubber
- **Frame Base Pantone:** White
- **Arm Base Pantone:** White
- **Frame Finish:** Solid
- **Lens Color:** FLNS-OG-RS1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Chrome
- **Pattern Application:** NA
- **LINK TO ART**

## AU REVOIR, GOPHER



# BACK 9 BLACKOUT

## Bunker Bioptics

- **Product Name:** Back 9 Blackout
- **SKU:** FOG-BL-BL1-RF
- **UPC:** 680168540107
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Frame Finish:** Solid
- **Lens Color:** FLNS-OG-BL1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Black
- **Pattern Application:** NA
- **LINK TO ART**

## BACK 9 BLACKOUT



# THREE PARTS TEE

## Bunker Bioptics

- **Product Name:** Three Parts Tee
- **SKU:** FOG-BRCL-CP1-RF
- **UPC:** 680168540121
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 471 C fade over translucent
- **Arm Base Pantone:** 471 C fade over translucent
- **Frame Finish:** Translucent
- **Lens Color:** FLNS-OG-CP1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Chrome Metallic
- **Pattern Application:** Paint Fade
- **LINK TO ART**

## THREE PARTS TEE



# GRIP IT AND SIP IT

## OB Optical

- **Product Name:** Grip it and Sip it
- **SKU:** FBFG-RD-CP1-RF
- **UPC:** 680168540190
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Same color as EMOM
- **Arm Base Pantone:** Same color as EMOM
- **Frame Finish:** Translucent
- **Lens Color:** FLNS-BFG-CP1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** 384 C Metallic
- **Grips/Nose:** 384 C
- **Pattern Application:** NA
- **LINK TO ART**

## GRIP IT AND SIP IT



# IT'S ALL IN THE HIPS

## OB Optical

- **Product Name:** It's All in the Hips
- **SKU:** FBFG-BL-RS1-RF
- **UPC:** 680168540169
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Black
- **Arm Base Pantone:** Black
- **Frame Finish:** Solid
- **Lens Color:** FLNS-BFG-RS1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Chrome Metallic
- **Grips/Nose:** Black
- **Pattern Application:** NA
- **LINK TO ART**

## IT'S ALL IN THE HIPS



# JUST KNOCK IT ON!

## OB Optical

- **Product Name:** Just Knock it On!
- **SKU:** FBFG-WD-CP1-RF
- **UPC:** 680168540176
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Doc Brown / Longneck
- **Arm Base Pantone:** Doc Brown / Longneck
- **Frame Finish:** Translucent
- **Lens Color:** FLNS-BFG-CP1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Chrome Metallic
- **Grips/Nose:** 7526 C
- **Pattern Application:** Heat Transfer
- **LINK TO ART**

## JUST KNOCK IT ON!



# MARY, QUEEN OF GOLF

## Fairway Fashion Frames

- **Product Name:** Mary, Queen of Golf
- **SKU:** FRG-GR-GR1-RF
- **UPC:** 680168540237
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 3435 C
- **Arm Base Pantone:** 3435 C
- **Frame Finish:** Solid
- **Lens Color:** FLNS-RG-GR1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Gold Metallic
- **Inserts:** Gold Metallic
- **Grips/Nose:** 3435 C
- **Pattern Application:** NA
- **LINK TO ART**

## MARY, QUEEN OF GOLF



# MIND THE WAGE GAP WEDGE

## Fairway Fashion Frames

- **Product Name:** Mind the Wage Gap Wedge
- **SKU:** FRG-BL-CP1-RF
- **UPC:** 680168540244
- **Frame Coating:** Rubber
- **Frame Base Pantone:** 534 C
- **Arm Base Pantone:** 534 C
- **Frame Finish:** Solid
- **Lens Color:** FLNS-RG-CP1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Copper Metallic / SNP2421-35
- **Inserts:** Copper Metallic
- **Grips/Nose:** 534 C
- **Pattern Application:** NA
- **LINK TO ART**

## MIND THE WAGE GAP WEDGE





# SAND TRAP QUEEN

## Fairway Fashion Frames

- **Product Name:** Sand Trap Queen
- **SKU:** FRG-PK-RS1-RF
- **UPC:** 680168540251
- **Frame Coating:** Rubber
- **Frame Base Pantone:** Pink Translucent (Flamingo)
- **Arm Base Pantone:** Pink Translucent (Flamingo)
- **Frame Finish:** Translucent
- **Lens Color:** FLNS-RG-RS1-RF
- **Lens Base:** Smoke 15
- **Goodr Logo:** Rose Gold
- **Inserts:** Rose Gold
- **Grips/Nose:** 213 C
- **Pattern Application:** NA
- **LINK TO ART**

## SAND TRAP QUEEN



**HOLIDAY  
2021**

# BIG LEPRECHAUN ENERGY

2021 Holiday

- **Launch Date:** 2/12/21

- **Product Name:** Big Leprechaun Energy
- **SKU:** OG-STP21-GD7-RF
- **UPC:** 672299893481
- **Frame Base Pantone:** 7741 C (Green) with Pattern
- **Arm Base Pantone:** 7741 C (Green) with Pattern
- **Finish:** Solid
- **Lens Item / Color:** LNS-OG-GD7-RF (Gold)
- **Logo Item / Color:** SNP2421-7 (Gold)
- **Pattern Application:** Heat Transfer
- [LINK TO ART](#)

## BIG LEPRECHAUN ENERGY



# BATTLE OF PUEBLA AFTERPARTY

2021 Holiday

- **Product Name:** Battle of Puebla Afterparty
- **SKU:**
- **UPC:**
- **Frame Base Pantone:**
- **Arm Base Pantone:**
- **Finish:**
- **Lens Item / Color:**
- **Logo Item / Color:**
- **Pattern Application:**
- [LINK TO ART](#)

- **Launch Date:** 4/9/21

