



2019

March - April 2019

PRODUCT OFFERINGS

OVER- VIEW

Whether you call this a catalog, a sales order overview, or just another way for Carl the Flamingo show off his feathers, we hope that this deck will give you a good idea of all the NEW product that is coming your way in 2019.

We are recklessly committed to fun...blah, blah, blah, sunglasses.



OUR ORIGIN

We're runners and saw a problem that needed to be solved.

When we looked at the running sunglasses category, we found it was full of overpriced, ugly product.

Our goal was to create the best pair of running sunglasses for under \$30 and we did it!

THE PROBLEM

expensive



ugly



over-engineered

$$e^{in} + 1 = 0$$

OUR SOLUTION

affordable



stylish



all performance, no bullshit





IN-LINE PRODUCT

THE OGs OVERVIEW

Our OG Running Sunglasses were named Runner's World Magazine's Gear of the Year 2016 and Men's Journal Gear of the Year in 2017!!

We launched with six colors known as "The Originals." Also under Carl's OG umbrella are "Reginald the Unicorn's Unicolors" and the after dark collection, "Insomniacs Cataracts."

The OGs are the foundation of our brand and are used for Limited Editions, Holiday, Co-Brand, and partnerships.



THE OGs

1- NO SLIP

We use special grip coating to construct our frame to help eliminate slippage when sweating.

2- NO BOUNCE

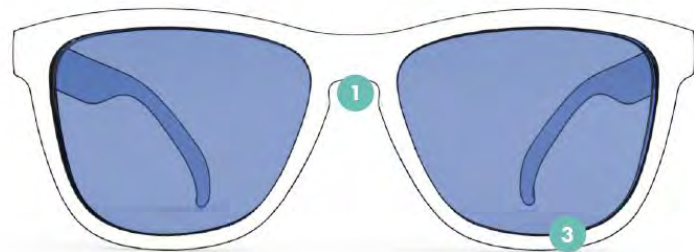
Our frame is snug and lightweight, with a comfortable fit to prevent bouncing while running.

3- ALL POLARIZED

Glare-reducing, polarized lenses and UV400 protection that blocks 100% of those harmful UVA and UVB rays.

4- NO LEOPARDS

Plus, no one wearing goodr running sunglasses has ever been attacked by a leopard (as far as we know).



THE ORIGINALS

OG In-line Colors

MSRP: \$35

Wholesale: \$17.50

Available Year-Round



Donkey Goggles

SKU: OG-OR-BL1

UPC: 728461226684

[LINK TO ART](#)



Iced by Yetis

SKU: OG-WH-BL1

UPC: 728461226660

[LINK TO ART](#)



Sunbathing with Wizards

SKU: OG-BL-GL1

UPC: 728461226646

[LINK TO ART](#)



Swedish Meatball Hangover

SKU: OG-YL-BL1

UPC: 728461226677

[LINK TO ART](#)



Flamingos On a Booze Cruise

SKU: OG-PK-TL1

UPC: 728461226653

[LINK TO ART](#)



Whiskey Shots with Satan

SKU: OG-BK-AM1

UPC: 728461226639

[LINK TO ART](#)

REGINALD THE UNICORN'S UNICOLORS

OG In-line Colors

MSRP: \$35

Wholesale: \$17.50

Available Year-Round



A Ginger's Soul

SKU: OG-BK-BK1

UPC: 705911703636

[LINK TO ART](#)



Nessy's Midnight Orgy

SKU: OG-TL-TL1

UPC: 705911703629

[LINK TO ART](#)



Falkor's Fever Dream

SKU: OG-BL-BL1

UPC: 705911703599

[LINK TO ART](#)



Gardening with a Kraken

SKU: OG-PR-PR1

UPC: 705911703612

[LINK TO ART](#)



Going to Valhalla...Witness!

SKU: OG-GY-CH1

UPC: 705911703605

[LINK TO ART](#)



Phoenix at a Bloody Mary Bar

SKU: OG-RD-RS1

UPC: 705911703582

[LINK TO ART](#)

NON-REFLECTION PERFECTION

OG In-line Colors

MSRP: \$35

Wholesale: \$17.50

Available Year-Round



**Bosley's Basset
Hound Dreams**

SKU: OG-HND-NRBR1

UPC: 680168539422

[LINK TO ART](#)



**Figment's
Desert Tears**

SKU: OG-PR-NROR1

UPC: 680168539439

[LINK TO ART](#)



**Frank's Llama
Land Ditty**

SKU: OG-LB-NRBK1

UPC: 680168539446

[LINK TO ART](#)



**Gangrene
Runner's Toe**

SKU: OG-GR-NRBL1

UPC: 680168539453

[LINK TO ART](#)



**Pineapple
Painkillers**

SKU: OG-YWLB-NRRD1

UPC: 680168539460

[LINK TO ART](#)



**SUNSET "SQUISHEE"
BRAIN FREEZE**

SKU: OG-CL-NRPO1

UPC: 680168539477

[LINK TO ART](#)



OG PRE-PACKS

THE OGS

SKU: 24PP-OG1
UPC: 705911703995

24 units of 6 different colors

- Sunbathing with Wizards - 4
- Flamingos on a Booze Cruise - 4
- Iced by Yetis - 4
- Whiskey Shots with Satan - 6
- Donkey Goggles - 3
- Swedish Meatball Hangover - 3



REGINALD THE UNICORN'S UNICOLORS

SKU:24PP-UNI1
UPC: 705911703780

24 units of 6 different colors

- Nussy's Midnight Orgy - 4
- Gardening with a Kraken - 4
- Going to Valhalla....Witness! - 4
- A Ginger's Soul - 6
- Falkor's Fever Dream - 3
- Phoenix at a Bloody Mary Bar - 3



NON REFLECTION PERFECTION

SKU: 24PP-NON1
UPC: 680168539587

24 units of 6 different colors

- Bosley's Basset Hound Dreams - 4
- Frank's Llama Land Ditty- 4
- Figment's Desert Tears- 4
- Gangrene Runner's Toe- 4
- Pineapple Painkillers- 4
- Sunset Squishee Brain Freeze-4

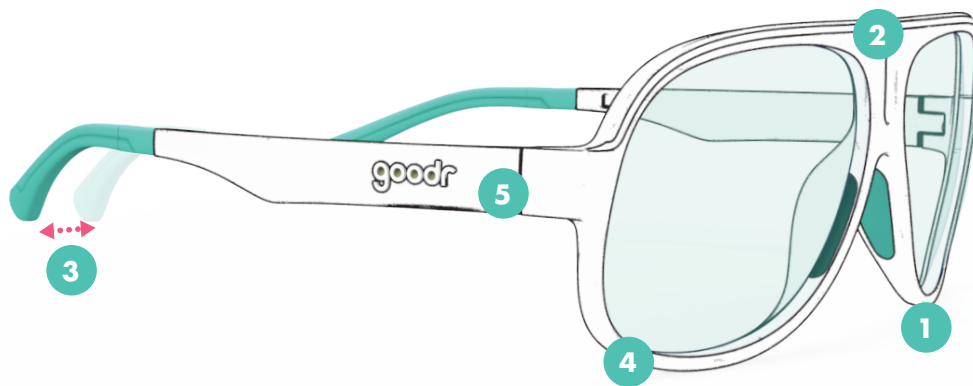


SUPER FLY \$47

We started a biker gang -- but instead of hogs and leather, we're into flamingos and sunglasses (light as a feather). Whether you're singlet slippin' down the freeway or bouncin' down mountains, you bike because it's fun. So give Morpheus and Trinity their sunglasses back and join the party. These far out shades have all of the performance and all of the groovy. Dig?



LOOK GOOD, BIKE GOODR



1 NO SLIP

We use special grip coating and silicone nose inserts to construct our frame to help eliminate slippage when sweating.

2 NO DRAG

Our frame is aerodynamic and light-weight, with a fit designed to comfortably rest beneath your helmet.

3 ALL SNUG

With flexible ear pieces, our frames adjust to fit your noggin so when you encounter bumps, they'll stay put.

4 ALL POLARIZED

Glare-reducing, polarized lenses and UV400 protection that blocks 100% of those harmful UVA and UVB rays.

5 NO TOAD RASH

Not a typo. These do not protect against road rash... BUT, no one has ever contracted a rash from a toad while wearing Super Fly goodrs.

SUPER FLY

Super Fly Colors

MSRP: \$47

Wholesale: \$23.50

Launch 3/15/19

BIKE goodr

Pre-Pack only



Coffeshop Seat Sweats

SKU: SFG-WH-EGR1

UPC: 680168539545

[LINK TO ART](#)



Lance's Afternoon Uppers

SKU: SFG-RD-RS1

UPC: 680168539576

[LINK TO ART](#)



Dirk's Inflation Station

SKU: SFG-BK-GRYW1

UPC: 680168539552

[LINK TO ART](#)



Shaves Legs, Grows Beard

SKU: SFG-TR-AM1

UPC: 680168539583

[LINK TO ART](#)



Jorts for your Face

SKU: SFG-BL-CL1

UPC: 680168539569

[LINK TO ART](#)



Sleazy Rider

SKU: SFG-CL-PL1

UPC: 680168539590

[LINK TO ART](#)

SUPER FLY

Super Fly Pre-Pack

Super Fly Pre-Pack

12 units

SKU: 12PP-SFG1

UPC: 680168539606

Coffeeshop Seat Sweats-2



Lance's Afternoon Uppers-2

Dirk's Inflation Station-2



Shaves Legs, Grows Beard- 2

Jorts for your Face-2



Sleazy Rider- 2

BFGs OVERVIEW

Annually Updated Colors

The BFGs were named Gear of the Year by Runner's World magazine in 2018 and were designed to meet the needs of sweaty folks who prefer size, style, coverage, and having a bigger brain in that oversized noggin.

We will annually update the colors each year and phase out the colors of the previous year. Only six BFGs can exist at one time - this world isn't big enough to hold more!

Color Update: July 2019



THE BFGs

New Colors in May!

1- LARGER FRAME SIZE

A larger frame size with more lens coverage for all you runners with gargantuan craniums the size of sputnik.

2- NEW FRAME MATERIAL

Lighter and more durable frame material with the same comfortable and snug fit.

3- SILICON INSERTS

Silicon rubber inserts on the nose and temples to provide better protection against slipping.

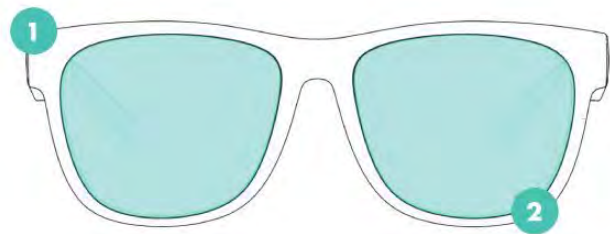
4- GRADIENT LENSES

Polarized gradient lenses to improve visibility in direct sunlight and in shadows with the same UV400 protection.

5- NO DEMOGORGONS

100% guarantee against demogorgon attacks*

**Guarantee not applicable for any runs taking place in the Upside Down.*



THE BFGS

BFG In-line Colors

MSRP: \$47

Wholesale: \$23.50

**MIX CASE - 24 UNITS UPC:
12PP-BFG1 705911703834**

12 units of 6 different colors

- Bigfoot's Fernet Sweats - 2
- Grass Fed Babe Steaks - 2
- Major Tom's Space Odditea - 2
- Makeup Time with Clifford - 2
- Ninja Kick the Damn Rabbit - 2
- Tangiers Rewards Member - 2

Bigfoot's Fernet Sweats - 2



Ninja Kick the Damn Rabbit - 2



Makeup Time With Clifford - 2



Tangiers Rewards Member - 2

Major Tom's Space Odditea - 2

Grass Fed Babe Steaks - 2



NON- PROFIT

NON-PROFIT OVERVIEW

NON-PROFIT PARTNERS

As a small, albeit quickly growing, brand and company, we've been dedicating our resources to three non-profit partners: **100 Mile Club**, **1% For The Planet**, and **Breaking Silence**. Each of these causes speak to our passions: health and fitness for all ages, environmental consciousness, and the power of words to bring an end to interpersonal violence.

Since 100% of the proceeds go towards these worthwhile causes, we do not offer them through distribution,, but we encourage you to send customers to www.goodr.com to show your support.





PUMPING OUR TIRES

- COMPETITOR _____ Key Product Feature
- RUNNER'S WORLD _____ Gear of the Year
- GQ _____ Best Stuff
- WOMEN'S RUNNING _____ Gift Guide
- MEN'S JOURNAL _____ Gear of the Year
- RUNNER'S WORLD _____ Recommended Best Buy

