



2020

Updated March 1 2020

PRODUCT CATALOGUE

OVER- VIEW

Our mission statement pretty much sums it up: We are recklessly committed to fun...blah, blah, blah, sunglasses. This is some of the blah, blah, blah, part...

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



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 \$35 and we did it!

THE PROBLEM

expensive



ugly



over-engineered

$$e^{i\pi} + 1 = 0$$

OUR SOLUTION

affordable



stylish



all performance, no bullshit



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," the after-dark collection, "Insomniacs Cataracts," and our newest line with all non-reflective lenses, "Non-Reflection Perfection"

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

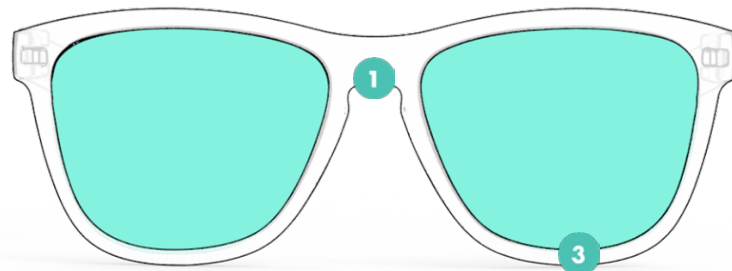
Our frame is snug and lightweight, with a comfortable fit to prevent bouncing while running.

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).



BFGs OVERVIEW

The BFGs (Big F*cking goodrs) 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.

Only six BFGs can exist at one time - this world isn't big enough to hold more!



THE BFGs

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

1-FLAMINGO EYE TECHNOLOGY

Polarized lenses enhance the colors on the course so you can see your ball as you sink your hole in one (or go OB...)

2-NO SLIP

We use enhanced silicone inserts with special grip coating to help eliminate slippage when sinking that flamingo putt.*

3-NO BOUNCE

Our frame is snug and lightweight with a comfortable fit to prevent bouncing while you're swinging out of your shoes.

4-ALL COVERAGE

Wider polarized lenses provide more coverage, which also acts as a great disguise when you order your 13th John Daly after the beer cart staff has cut you off.

5-NO GOPHERS

No one wearing these has ever mistaken the word gopher for golfer, causing them to be locked up with the key thrown away.



*Flamingo is the new universally accepted official term for bogey.

GOODR
SINGLES

CARL'S INNER CIRCLE SERIES

March 30th 2020
Launch



Product Name: Freshly Baked Man Buns
SKU: CG-OR-LLB1-RF
UPC: 680168540763



Product Name: Strange Things are Afoot at the Circle G
SKU: CG-CL-PR2-RF
UPC: 680168540817



Product Name: Midnight Ramble at Circle Bar
SKU: CG-BK-BL2-RF
UPC: 680168540794



Product Name: Influencers Pay Double
SKU: CG-PK-PK1-RF
UPC: 680168540787



Product Name: Nine Dollar Pour Over
SKU: CG-TR-BR1-NR
UPC: 680168540800



Product Name: I Pickled These Myself
SKU: CG-TL-PP1-RF
UPC: 680168540770

THE SIX

This is the renaming of the OF the OG Pre-Pack. All items remain the same.



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



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](#)

INSOMNIACS CATARACTS

Nocturnal Voyage of the Yellow
Submarine

SKU: OG-YL-YL1

UPC: 705911703766

[LINK TO ART](#)



Bosley's Basset
Hound Dreams

SKU: OG-HND-NRBR1

UPC: 680168539422

[LINK TO ART](#)

You don't look like
Buddy Holly. At all.

SKU: OG-BK-CL1

UPC: 705911703742

[LINK TO ART](#)



Mick and Keith's
Midnight Ramble

SKU: OG-BK-BL1

UPC: 705911703667

[LINK TO ART](#)



Vincent's Absinthe
Night Terrors

SKU: OG-BK-TL1

UPC: 705911703650

[LINK TO ART](#)



Opossums' Opposable
Thumbs

SKU: OG-GY-RS1

UPC: 680168539293

[LINK TO ART](#)

NON REFLECTION PERFECTION

NON REFLECTION PERFECTION

Signifcant stock still
remains



DISCONTINUED
IN 2020

**Figment's
Desert Tears**

**SKU: OG-PR-NROR1
UPC: 680168539439**

[LINK TO ART](#)



DISCONTINUED
IN 2020

**Frank's Llama
Land Ditty**

**SKU: OG-LB-NRBK1
UPC: 680168539446**

[LINK TO ART](#)



DISCONTINUED
IN 2020

**Gangrene
Runner's Toe**

**SKU: OG-GR-NRBL1
UPC: 680168539453**

[LINK TO ART](#)



**Pineapple
Painkillers**

**SKU: OG-YWLB-NRRD1
UPC: 680168539460**

[LINK TO ART](#)



DISCONTINUED
IN 2020

**Sunset "Squishee"
Brain Freeze**

**SKU: OG-CL-NRPO1
UPC: 680168539477**

[LINK TO ART](#)

2020 REUNION TOUR



Electric Dinotopia Carnival

SKU: OG-TL-PR1

UPC: 705911703919



Silverback Squat Mobility

SKU: OG-GY-LG1

UPC: 680168539347



**Pool Party
Pregame**

SKU: OG-LB-LB1

UPC: 680168539668



**The Empire
Did Nothing Wrong**

SKU: OG-BKCH-CH1

UPC: 680168539712



**Becky's Bachelorette
Bacchanal**

SKU: OG-PK-PK1

UPC: 680168539620



**Pineapple
Painkillers**

SKU: OG-YWLB-NRRD1

UPC: 680168539460

In-Line for all of 2020
Replacing current BFG line

BAMF G'S BFG UPDATE

Only available in Pre-Packs. Individuals available April 2020.



**Ice Bathing
With Wizards**

**SKU: BFG-BL-GD5-RF
UPC: 680168540718**

[LINK TO ART](#)



**Do You Even
Pistol, Flamingo?**

**SKU: BFG-PK-TL4-RF
UPC: 680168540701**

[LINK TO ART](#)



**That Orange
Crush Rush**

**SKU: BFG-OR-BL2-RF
UPC: 680168540749**

[LINK TO ART](#)



METCONing for Meatballs

**SKU: BFG-YL-BL2-RF
UPC: 680168540732**

[LINK TO ART](#)



**Beelzebub's
Bourbon Burpees**

**SKU: BFG-BK-AM2-RF
UPC: 680168540695**

[LINK TO ART](#)



Iced by Sas-squat

**SKU: BFG-WH-BL2-RF
UPC: 680168540725**

[LINK TO ART](#)

GOODR
PRE-PACKS

THE ORIGINALS

THE SIX Pre-Pack

Donkey
Goggles - 3



Iced by
Yetis - 4

THE ORIGINALS

Pre-Pack

24 units

SKU: 24PP-OG1

UPC: 705911703995

Sunbathing with
Wizards - 4



Swedish Meatball
Hangover - 3

Flamingos on a
Booze Cruise - 4



Whiskey Shots
with Satan - 6

REGINALD THE UNICORN'S UNICOLORS

UNICOLOR Pre-Pack

A Ginger's Soul - 6



Nessy's Midnight Orgy - 4

REGINALD THE UNICORN'S UNICOLORS Pre-Pack

24 units

SKU: 24PP-UNI1

UPC: 705911703780

Falkor's Fever Dream - 3



Gardening With a Kraken - 4

Going to Valhalla... Witness! - 4



Phoenix at a Bloody Mary Bar - 3

NON REFLECTION PERFECTION

Non Reflection Perfection Pre-Pack

Significant # of Pre-Packs still
in stock

PRE-PACK
DISCONTINUED
IN 2020

NON REFLECTION PERFECTION Pre-Pack

24 units
SKU: 24PP-NON1
UPC: 680168539507

Bosley's Basset Hound
Dreams - 4



Gangrene
Runner's Toe - 4

DISCONTINUED
IN 2020

Figment's Desert
Tears - 4



Pineapple
Painkillers - 4

See 2020 Reunion
Tour.

DISCONTINUED
IN 2020

Frank's Llama Land
Ditty. - 4



Sunset Squishee
Brain Freeze - 4

DISCONTINUED
IN 2020

DISCONTINUED
IN 2020

BAMF G'S BFG UPDATE

Ice Bathing
With Wizards - 2



Do You Even
Pistol, Flamingo - 2

BAMF G Pre-Pack

12 units

SKU: 12PP-BAMFG

UPC: 680168540756

That Orange
Crush Rish - 2



METCONing
For Meatballs -
2

Beelzebub's
Bourbon Burpees - 2



Iced by
Sas-squat - 2