



CAPS

**myrtle  
beach**



# BRAND STATEMENT

Both in textile promotion and in corporate fashion wear **JAMES & NICHOLSON** and **myrtle beach** are meanwhile among the best-known and most popular brands. The product diversity of the two product lines is unparalleled and is expanded every year by around 40 fashionable novelties. In the fields of sports, leisure, business and work there is hardly any top or headgear which is not included in the diverse product line.

**JAMES & NICHOLSON** stands for functional sportswear for almost every sport, for trendy leisurewear and jackets as well as for classic business wear and sturdy workwear. For all everyday situations **JAMES & NICHOLSON** offers suitable clothing for ladies and men. Most basics are available in almost 40 colours as well as in outsizes up to 6XL.

Fashionable and functional headwear as well as trendy accessories, which can be combined very well with the **JAMES & NICHOLSON** collection, that is what **myrtle beach** stands for. The wide range of cap shapes and cap designs is unique and at the same time innovative, for a few of the products of myrtle beach are prize-winning. In recent years the Promotional Gift Award has been won several times by clever cap inventions which have definitely enriched the promotional market. The headwear brand is extended by trendy scarfs, gloves and the large spa collection, which offers terry products for sports and the catering trade in more than 20 colours.

The storage capacity of the brands is 20 million pieces, 98% of which are always available. Extremely short delivery times and a smooth handling of direct shipment are a great advantage **JAMES & NICHOLSON** and **myrtle beach** offer their customers. Service takes top priority – in day-to-day business the focus is always on the customer. That is why the quality of the product lines is the most important thing of the company philosophy – from inception to completion and beyond. **JAMES & NICHOLSON** and **myrtle beach** are manufactured with social and ecological responsibility. All the textiles are REACH-compliant and manufactured according to Oeko-Tex® Standard 100. Since 1999 social and environmental aspects have been integrated into the company code of conduct. They are submitted to strict controls.

**This year too, the new collection radiates a zest for life:** always up to the minute in business and therefore trend-, quality- and price-conscious! With **JAMES & NICHOLSON** and **myrtle beach** several price levels from low budget to premium will guarantee excellent value for money for the customer.





# RESPONSIBILITY

## SOCIAL COMPLIANCE

As members of the, BSCI/Business Social Compliance Initiative' we commit ourselves to implementing the BSCI code of conduct as part of our business relations with our manufacturers and thus to improving the working conditions within our supply chain and to producing our textiles fairly. This includes our clear commitment to the employees' right to freedom of assembly, protection against discrimination, and an adequate remuneration, that is, at least the statutory national minimum wage.

Another central component is the occupational safety regulations. That is how we guarantee that the occupational safety regulations of the ILO (International Labour Organisation) are met. Child labour, forced labour or precarious jobs are not tolerated. Several social compliance departments in the countries of production test all the factories thoroughly and make sure that these conditions are met.



## PROTECTION OF THE ENVIRONMENT

All the products of **myrtle beach** and **JAMES & NICHOLSON** are produced in an environmentally friendly way.

## QUALITY STANDARD

The merchandise is regularly tested by certified testing institutes in the countries of production regarding the given parameter. Moreover, in cooperation with SGS, Testex, Hohenstein and other renowned institutes the quality is continually controlled.

## OEKO-TEX® STANDARD 100

This standard guarantees that textile and non-textile product components pose no threat to health.



## ADHERENCE TO THE REACH - REGULATIONS

We assure you that when manufacturing our **myrtle beach** products and **JAMES & NICHOLSON** textiles we meet the obligations of the REACH-regulations.

## OCS STANDARD

When manufacturing garments of **myrtle beach** and **JAMES & NICHOLSON**, the Organic Content Standard is a standard for verifying and tracking the exact content of organically grown materials in a final product. Among other things, the superordinate 'Content Claim Standard' defines with OCS the traceability of merchandise as well as the transparency within the production chain.



Made with 100%  
Organically Grown Cotton  
Certified by CU853836



Made with 50%-95%  
Organically Grown Cotton  
Certified by CU853836





# WE'VE BECOME A CLIMATEPARTNER

## CLIMATE-NEUTRAL CATALOGUE SINCE 2020

Our goal is for both our products and our corporate values to be geared toward sustainability. We therefore want to take responsibility for the emissions that printing our catalogue produces and give something back to nature in the process. That's why we've become a ClimatePartner and are producing a climate-neutral catalogue. As a ClimatePartner, we've been able to offset the 226,800 kg of CO<sub>2</sub> needed to print this year's catalogue and consequently help plant new forests throughout Germany.

## AFFORESTATION FOR A BETTER CLIMATE

The effects of climate change are being felt all over the world, and Germany is no exception: Forest fires are destroying vast swathes of woodland and parasites are spreading rapidly in these now depleted areas. Species of tree such as the spruce are suffering from drought stress and heat damage because their shallow roots cannot reach the deeper layers of the earth that contain water. This is why we support afforestation and want to see more forests in Germany transformed into mixed forests.

## CLIMATE PROTECTION THROUGH REGIONAL PROJECTS

Regional projects protect natural habitats such as native forests and alpine areas, while also contributing towards green agriculture. These projects are important for adapting to climate change. Projects in Germany, Austria and Switzerland generally do not produce certified emission reductions. This is why ClimatePartner combines regional projects with international climate protection projects, as this enables both climate neutrality and regional engagement.





*climate neutral*   
226,800 KG OF CO<sup>2</sup> OFFSET





# SUSTAINABILITY

## ORGANIC COTTON

### ORGANIC COTTON COLLECTION - CLOTHES WITH INNER VALUES

**Fair, transparent, harmless:** The Organic Cotton collection includes a wide range of **sustainably produced** organic cotton clothing for every **fair fashion lover**. The Organic Cotton collection by JAMES & NICHOLSON and myrtle beach impresses with a **high quality** combined with **modern cuts** and **tasteful details**.

The **naturalness** is not only visible but also perceptible. Knowing that the components of the garment are made of **sustainably grown cotton** and that **no genetically modified fibres** are used conveys a completely **new attitude towards life**.

### OCS STANDARD

When manufacturing garments of **myrtle beach** and **JAMES & NICHOLSON**, the Organic Content Standard is a standard for verifying and tracking the exact content of organically grown materials in a final product. Among other things, the superordinate 'Content Claim Standard' defines with OCS the traceability of merchandise as well as the transparency within the production chain.



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Made with 50%–95%  
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# RECYCLED POLYESTER

## PET BOTTLES ARE RECYCLED TO CREATE A NEW FASHION.

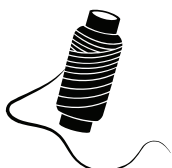
Plastic bottles collected in the sea are crushed, melted down and spun to yarn again, which is sometimes completely integrated into the production. Thus for producing the workwear cap MB6234 about 3 half-litre bottles are recycled and for the new sport T-shirt JN519 even 25.



for example: plastic bottles



crushing, cleaning, melting



yarn



fabric



product

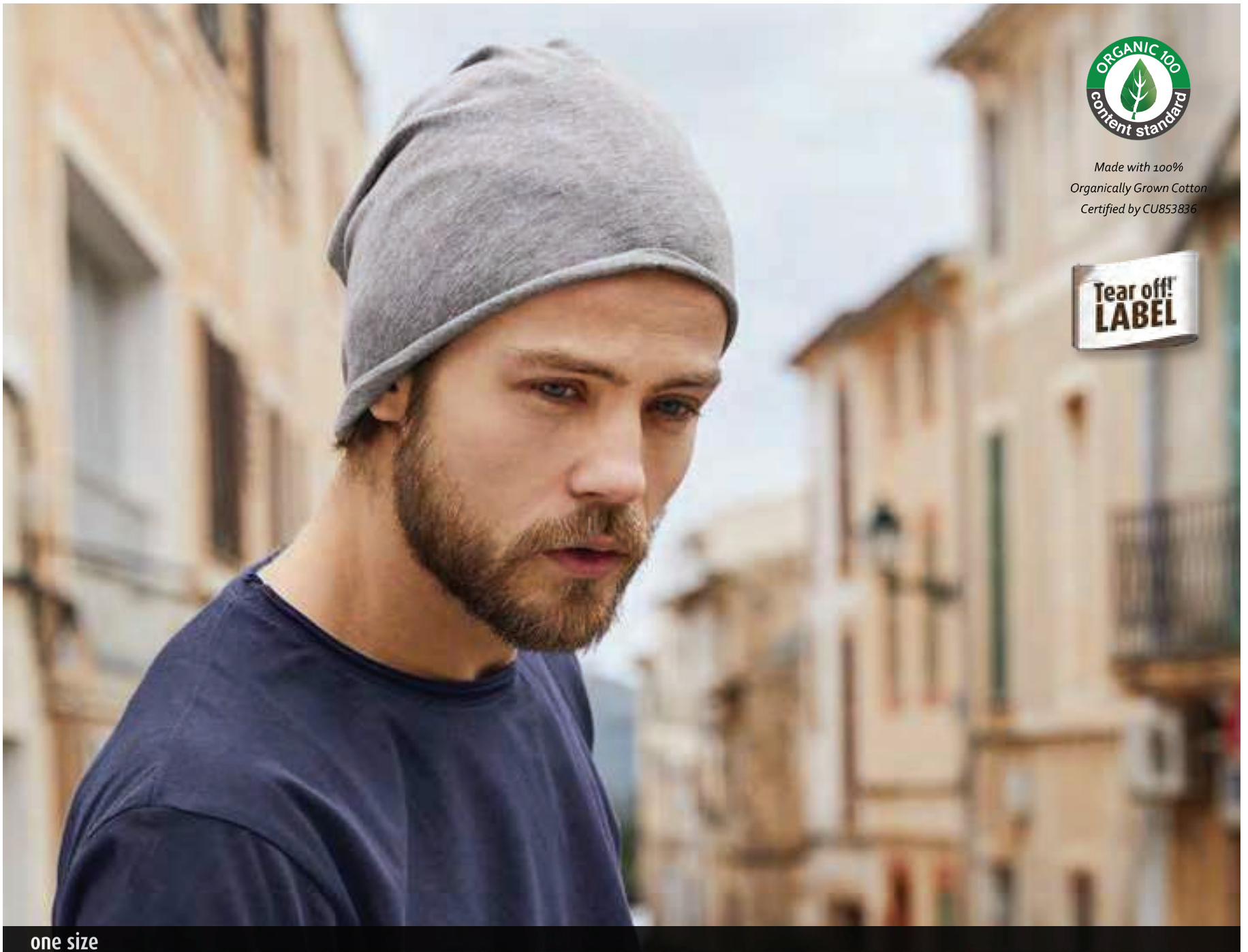


APPROVED

by **LABTECH** ID123987







one size

## MB7113 Bio Cotton Beanie

Fashionable beanie in casual style | Narrow roll hem | 100% combed ring-spun organic cotton | Single jersey | Tear off!®-label  
Outer fabric (120 g/m<sup>2</sup>): 100% cotton



carmine-red-  
melange



wine



light-denim-  
melange



navy



grey-heather



graphite

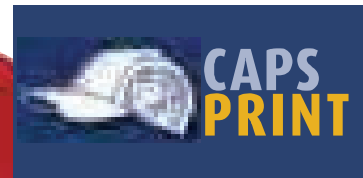


black



black-heather





**MB6237**  
**5 Panel Cap Bio Cotton**

5 panel cap with unbrushed surface | 4 embroidered ventilation holes |  
6 decorative stitching lines on the peak | Laminated front panel |  
Pleasant to wear thanks to the lined satin sweatband | Hook and loop  
fastener

Outer fabric (190 g/m<sup>2</sup>): 100% cotton (organic cotton)



white



red



burgundy



royal



turquoise



navy



light-grey



graphite



black



lime-green



one size



### MB6238 5 Panel Sandwich Cap Bio Cotton

5 panel cap with unbrushed surface | 4 embroidered ventilation holes | 6 decorative stitching lines on the peak | Laminated front panel | Pleasant to wear thanks to the lined satin sweatband | Hook and loop fastener

Outer fabric (190 g/m<sup>2</sup>): 100% cotton (organic cotton)



one size



Made with 100%  
Organically Grown Cotton  
Certified by CU853836

### MB7312 Bio Cotton Scarf

Pleasantly warm cotton scarf | Short, fine fringe along the edges of the scarf | Fashionable colourways | Measurements: 180 x 50 cm

Outer fabric (65 g/m<sup>2</sup>): 100% cotton







one size

**MB440  
Flannel**

Flannel in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency | Selection of fashionable, bright colours | 15 x 21 cm  
Outer fabric (420 g/m<sup>2</sup>): 100% cotton



one size

**MB441  
Guest Towel**

Guest towel in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency | Selection of fashionable, bright colours | 30 x 50 cm  
Outer fabric (420 g/m<sup>2</sup>): 100% cotton







one size

one size

### MB442 Hand Towel

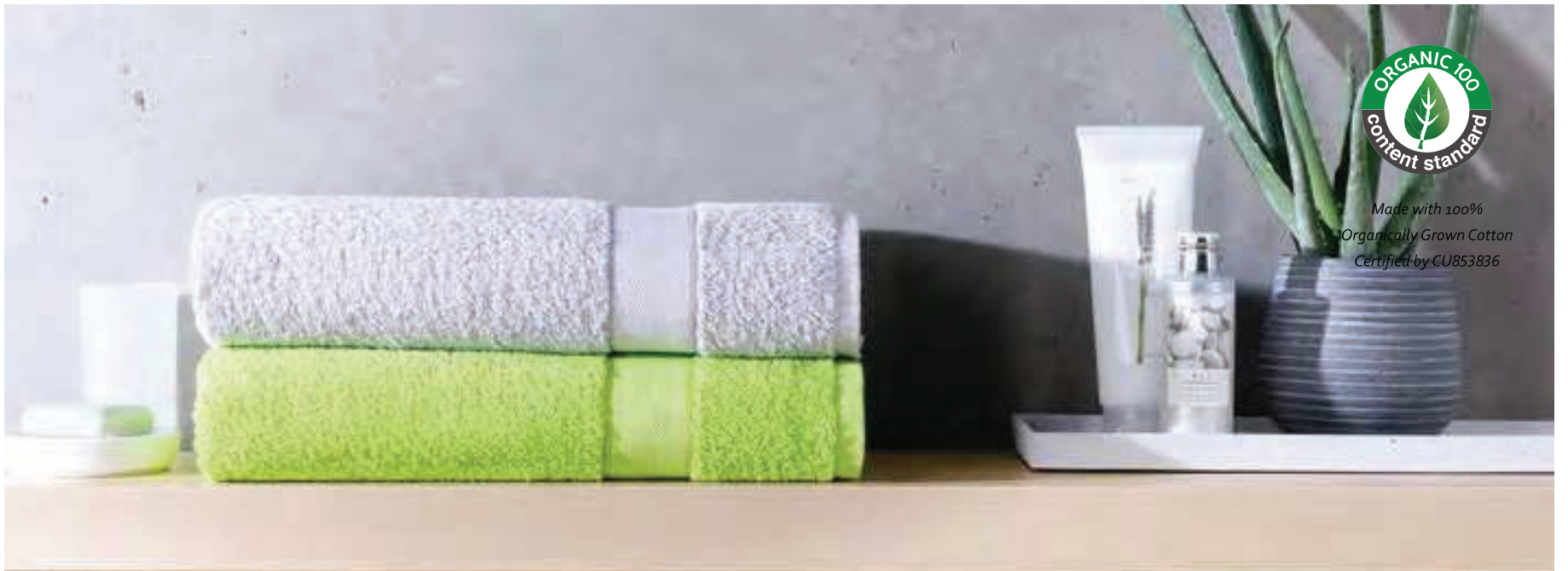
Towel in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency | Selection of fashionable, bright colours | 50 x 100 cm  
Outer fabric (420 g/m<sup>2</sup>): 100% cotton

### MB443 Bath Towel

Bath towel in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency | Selection of fashionable, bright colours | 70 x 140 cm  
Outer fabric (420 g/m<sup>2</sup>): 100% cotton







one size

one size

### MB444 Sauna Sheet

Sauna sheet in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency | Selection of fashionable, bright colours | 70 x 180 cm  
Outer fabric (420 g/m<sup>2</sup>): 100% cotton

### MB445 Bath Sheet

Bath towel in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency | Selection of fashionable, bright colours | 100 x 150 cm  
Outer fabric (420 g/m<sup>2</sup>): 100% cotton



white



acid-yellow



yellow



red



grenadine



orient-red



fuchsia



cobalt



royal



navy



silver



mid-grey



graphite



black



dark-green



silver





Made with 100%  
Organically Grown Cotton  
Certified by CU853836

S/M    L/XL    XXL/3XL

S/M    L/XL    XXL/3XL

**MB447**  
**Ladies' Bathrobe**

**MB448**  
**Men's Bathrobe**

Bath robe in fashionable design | Pleasantly soft cotton terry, combed ring-spun organic-cotton | Optimum absorbency  
Outer fabric (320 g/m<sup>2</sup>): 100% cotton



white



orient-red



white



orient-red



navy



graphite



navy



graphite







**MB7316**  
**Summer Loop**

Fashionable loop scarf | Soft and pleasant to wear | Light, transparent fabric | Rolled edges | Measurements: 82 x 65 cm  
Outer fabric: 100% polyester (recycled)  
Outer fabric: 100% polyester (recycled) (black)



light-yellow



light-berry



mint



black





**MB7311**  
**Bright-coloured Scarf**

Light scarf with fashionable jacquard pattern | Soft and pleasant to wear  
| Bright contrasting stripes at the scarf ends | Rolled hems on the  
longitudinal edges | Fine fringe at the scarf ends | Measurements: 180 x  
63 cm

Outer fabric (50 g/m<sup>2</sup>): 80% cotton, 20% polyester



bright-yellow/  
natural



bright-pink/  
natural

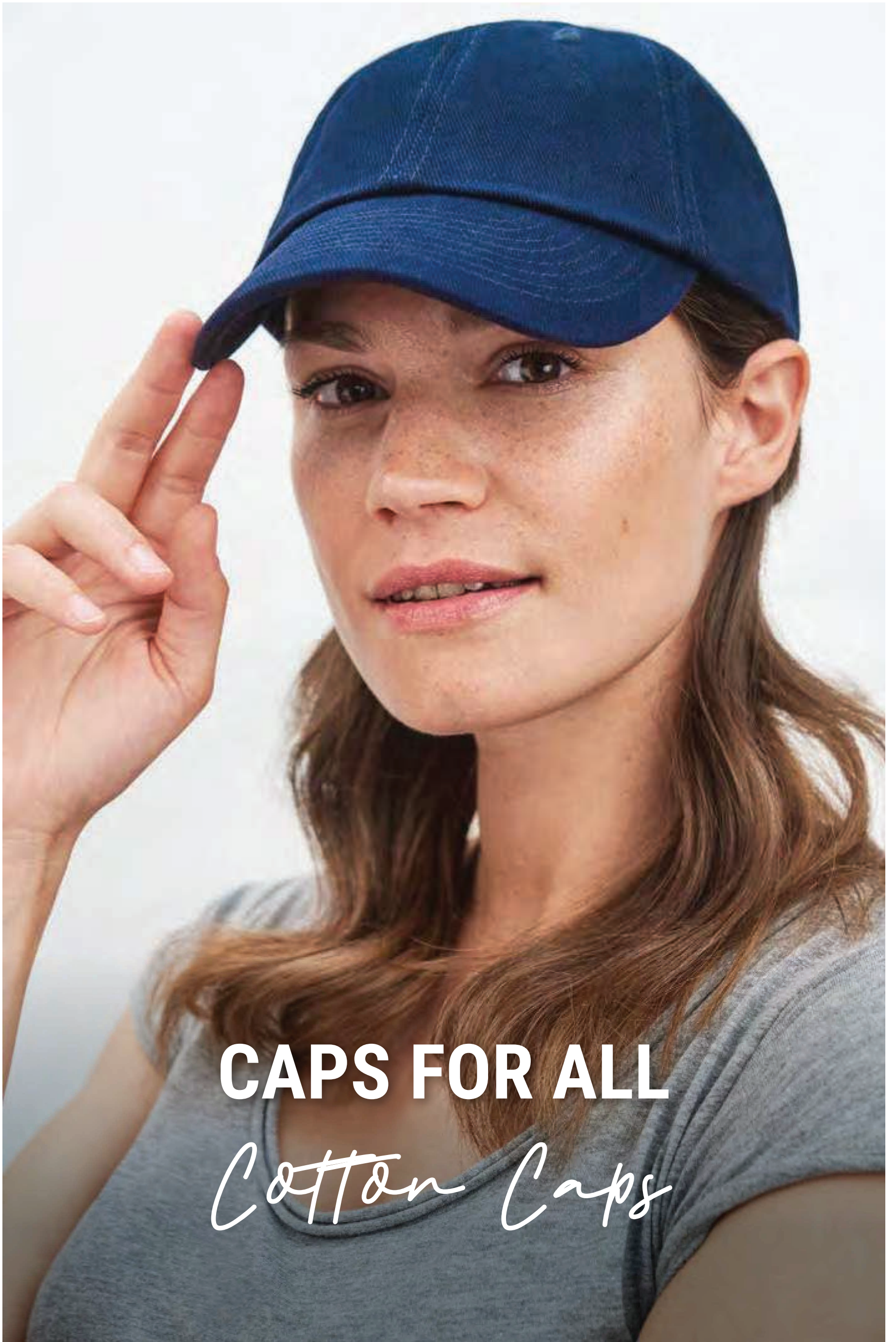


bright-orange/  
natural



bright-blue/  
natural





**CAPS FOR ALL**

*Cotton Caps*



one size



### MB6236 6 Panel Cap Bio Cotton

6 panel cap with unbrushed surface | 6 embroidered ventilation holes | 6 decorative stitching lines on the peak | Laminated front panels | Pleasant to wear thanks to the lined satin sweatband | Hook and loop fastener

Outer fabric (190 g/m<sup>2</sup>): 100% cotton (organic cotton)



one size



### MB6237 5 Panel Cap Bio Cotton

5 panel cap with unbrushed surface | 4 embroidered ventilation holes | 6 decorative stitching lines on the peak | Laminated front panel | Pleasant to wear thanks to the lined satin sweatband | Hook and loop fastener

Outer fabric (190 g/m<sup>2</sup>): 100% cotton (organic cotton)



one size



### MB6238 5 Panel Sandwich Cap Bio Cotton

5 panel cap with unbrushed surface | 4 embroidered ventilation holes | 6 decorative stitching lines on the peak | Laminated front panel | Pleasant to wear thanks to the lined satin sweatband | Hook and loop fastener

Outer fabric (190 g/m<sup>2</sup>): 100% cotton (organic cotton)







**MB6234**  
**6 Panel Workwear Cap - SOLID -**

High-quality 6 panel cap with reflective elements (without protective function/no PPE) | Recycled polyester | 6 embroidered ventilation holes | 6 decorative stitching lines on the peak | Laminated front panels | Pleasant to wear thanks to padded sweatband | Clip adjuster in mat silver with metal eyelet

Outer fabric: 100% polyester (recycled)

Outer fabric: 100% polyester (recycled) (black)



red



dark-royal



navy



carbon



black



olive





one size



Made with 100%  
Organically Grown Cotton  
Certified by CU853836



### MB7113 Bio Cotton Beanie

Fashionable beanie in casual style | Narrow roll hem | 100% combed ring-spun organic cotton | Single jersey | Tear off!®-label  
Outer fabric (120 g/m<sup>2</sup>): 100% cotton



carmine-red-melange



wine



light-denim-melange



navy



grey-heather



graphite



black



black-heather

one size



Made with 100%  
Organically Grown Cotton  
Certified by CU853836



### MB7135 Bio Cotton Headband

Extra-wide headband | 100% combed, ring-spun organic cotton, single jersey | Tear off!®-label  
Outer fabric: 100% cotton



white



acid-yellow



orange



red



cobalt



royal



light-denim-melange



navy



grey-heather



black





**NEW**

 RECYCLED  
POLYESTER



one size

**MB7145**  
**Soft Knitted Winter Beanie**

Classic cut | Twin-layer knitting | Pleasantly soft touch  
Outer fabric: 100% polyester (recycled)



royal



navy



light-grey



dark-grey



black





**MB7137**  
**Workwear Beanie**

Beanie made of recycled polyester | Classic cut | Rib design | Pleasant, soft touch

Outer fabric: 100% polyester (recycled)



dark-royal



navy



black





**MB7144**  
**Knitted Winter Beanie with Pompon**

Knitted beanie made of recycled polyester | Fashionable highlights in contrasting colour | Multicoloured pompon | Pleasantly soft touch | Pleasant to wear due to inside with fleece band  
Outer fabric: 100% polyester (recycled) | Lining: 100% polyester



navy/  
light-grey



light-grey/  
black



carbon/  
light-grey



black/  
light-grey

