

A vibrant, stylized illustration of a tropical jungle. The background is filled with various types of green leaves, including large monstera leaves with characteristic holes, long, narrow palm fronds, and broad, fan-shaped leaves. Interspersed among the foliage are several tropical flowers: a bright orange hibiscus in the upper right, a large red hibiscus in the center, a Bird of Paradise flower with orange and blue petals in the lower left, and a red and yellow variegated flower on the right. The overall color palette is dominated by various shades of green, with accents of orange, red, and blue.

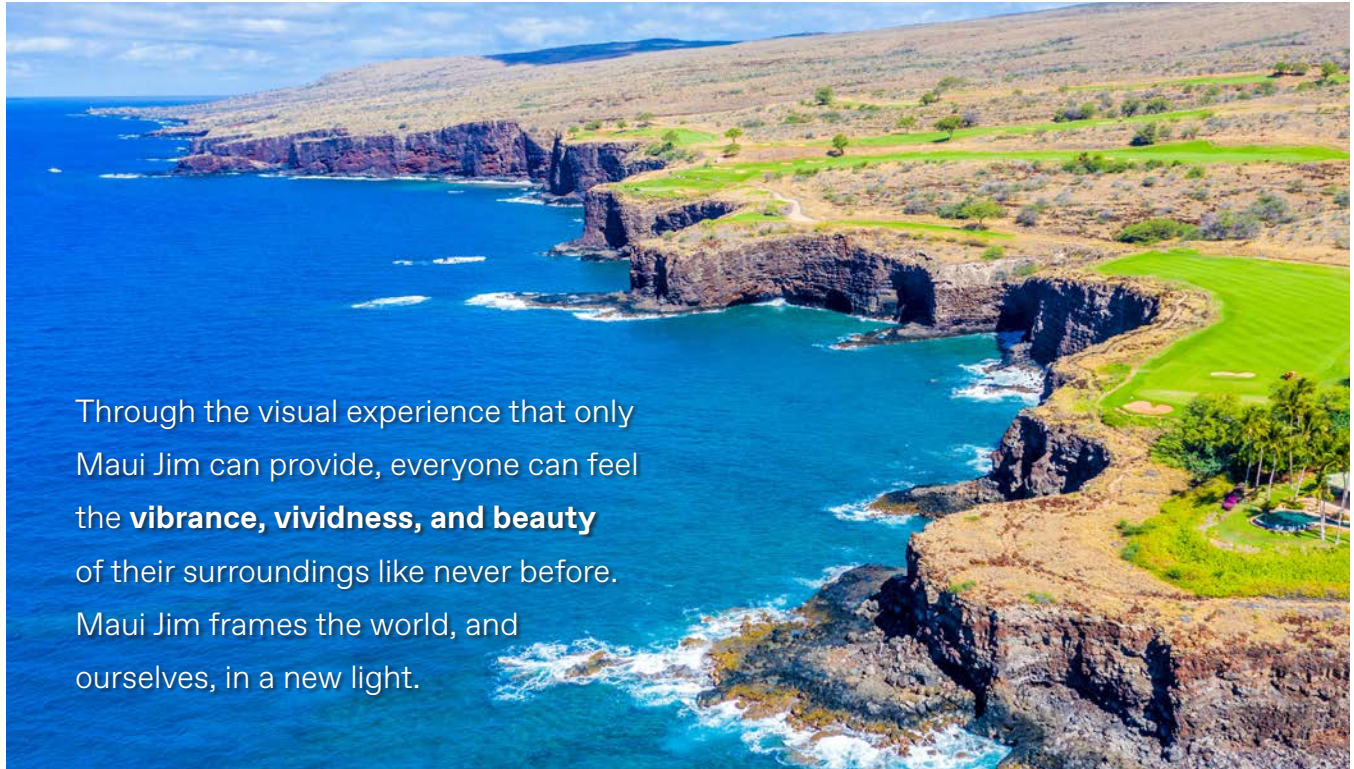
Maui Jim

PolarizedPlus2 Sunglasses

2026 PRE-BOOK CATALOG

Why Maui Jim Sunglasses?

Maui Jim sunglasses, born on the beaches of Maui, were designed to protect the eyes from the harsh rays of the island sun. Today, Maui Jim is the world's fastest-growing Premium Polarized Sunglasses Brand and is sold in more than 100 countries. Maui Jim is recognized for its unparalleled "Aloha Spirit", Customer Service, and advanced PolarizedPlus2 Lens Technology. In 2022, Maui Jim became part of Kering Eyewear, which belongs to the global Luxury group Kering.



Through the visual experience that only Maui Jim can provide, everyone can feel the **vibrance, vividness, and beauty** of their surroundings like never before. Maui Jim frames the world, and ourselves, in a new light.

LENS TECHNOLOGY

Glare Elimination & General Eye Comfort

Reduce eyestrain, eye fatigue, and headaches.

Improved Visual Experience

Increase color contrast and vibrancy.

Eye Health

100% UV and comprehensive blue light protection.

Enhanced Performance and Durability

Specific treatments make sunglasses easy to clean and maintain.

RECOMMEND SUNGLASSES FOR EVERY SEASON

Quality sunglasses can improve the view in every season and every activity, yet 1 in 4 people never or rarely wear sunglasses.¹



Maui Jim lenses block 100% of harmful UV rays and absorb damaging HEV rays, making Maui Jim the proud recipient of the Skin Cancer Foundation Seal of Recommendation.

Products by Collection

RIMLESS



PALULU | HS680-05



HO'OKIPA | B407-03



HO'OKIPA ULTRA G | H336-01



PALUNA | GD595-15

CLASSIC



KOKO HEAD | 737-02



LELE KAWA | HT811-15



MELEMELE | H597-10



HIEHIE | GS636-21

WRAPS



SOUTHERN CROSS | B815-02



UILA | HT661-10B



KEHA | 663-15



KAIWI CHANNEL | B840-03S

AVIATOR



HAU'OLI | HT665-17A



CLIFF HOUSE | HS247-16



PIHA | DGS621-16



NA'AUAO | B675-17B

CAT EYE



STARFISH | R744-04



KAPI'I | HT617-10A



LONOMEA | GS588-28



HONI | H758-10

FASHION



OCEAN | H723-10A



TIGER LILY | GS561-02



LIPINE | H590-16



ORCHID | 735-02

RECTANGULAR



ONE WAY | H875-10



LEHOPULU | 598-02



RED SANDS | B432-2M



'OKINA | HTS587-15

THE FIRST STYLE TESTED BY GOLFERS

Maui Jim introduces the ultimate sunglasses for golf - trusted on the course, built for your game.



INCREASED WRAPAROUND DESIGN
To offer enhanced full-covered protection



MAUI ULTRA CUT OUT LENS
To improve airflow and reduce the risk of fog



ADJUSTABLE TEMPLES
To ensure a versatile fit, allowing to wear the style above the cap

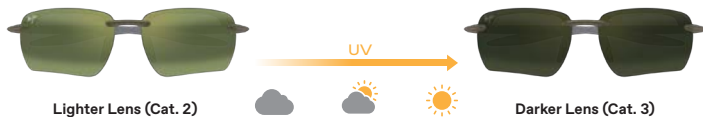


ADJUSTABLE NOSE PADS
To improve fitting and comfortability

THE FIRST POLARIZEDPLUS2 PHOTOCROMIC LENS

Ho'okipa Ultra G features the first photochromic lens launched in Maui Jim's portfolio: it goes from category 2 (medium light reduction) to 3 (high light reduction), **adapting seamlessly to different light conditions on the course.**

This reactive technology eliminates the need to switch or remove your sunglasses, **ensuring continuous UV protection throughout the day.**



WHY GO POLARIZED FOR GOLF?

Polarization offers crucial and indisputable benefits for golfers:



Improves ball-tracking by increasing contrast and defining contours more clearly.



Reduces glare from water hazards, bunkers, flat areas and grass.



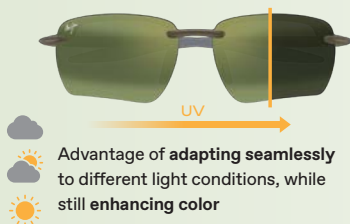
Increases visual comfort and **enhances the overall visual experience.**

POTENTIAL OBJECTION: "Polarized lenses can occasionally affect depth perception." **ANSWER:** "This feeling is subjective and limited to some players in specific light conditions; it decreases when wearing premium polarized lenses. Maui Jim exceptional quality standards ensure optimal performances for any outdoor activity, including golf, while protecting your eyes from damaging UV rays and enhancing your visual experience"

LENS COLORS

Bi-gradient mirror frontside treatment reduces the brightest light from above and below, allowing the eyes to relax.

PHOTOCROMIC



Advantage of **adapting seamlessly** to different light conditions, while still **enhancing color**

MAUI HT



Increases contrast without affecting natural colors, **improving your depth perception**

HCL BRONZE



Provides an excellent contrast by **increasing contour definition**

MORE STYLES GREAT FOR GOLF

Find the perfect styles for golf in the **carryover** selection.



Ho'okipa
Honoring the Maui Jim heritage, distinctive semi-rimless design for extreme comfort.



Hiehie
Most stylish on the golf course, featuring SuperThin Glass lenses for an exceptional visual experience.



Pālulu
It never goes unnoticed: the coolest mask to wear comfortably and empower your visual experience.



Lehopulu
Essential design and high-resistant frame, making it the perfect partner for the outdoors.

Available Display Options

The new sunset display presents your Maui Jim assortment in a visually striking customer-centric experience that reflects the brand commitment to quality and style. The seamless blend of natural and urban elements coupled with the stunning Hawaiian sunset gradient captured on printed plexiglass, creates the perfect backdrop to highlight your premium assortment of Maui Jim Sunglasses.

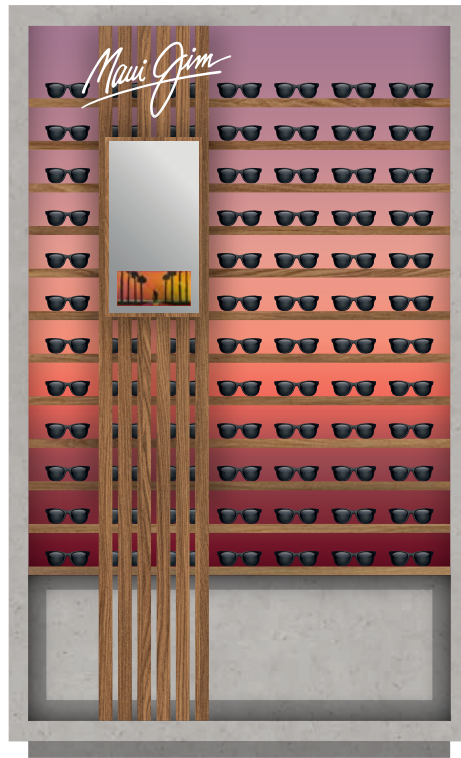
- **Boost Sales:** Demonstrated 15-20% increase in sell-through due to captivating product presentation and display enhancements.
- **Drive Engagement:** Attract more customers due to specialized lighting that highlights the colors and vibrancy of the Maui Jim lenses and expand product trial with mirror and built-in polarized tester.
- **Simple Installation:** White Glove service will remove existing Maui Jim displays and uncrate and move the new sunset display into place.
- **Customized for your needs:** Integrated display security with lockable door.

SMALL WALL UNIT



W 31.93" x H 80.71" x D 15.75"
Facings Count: 41 + 16 in the drawer
Illuminated logo & polarized test
(Optional graphic available for display back)
Value: \$4,684 / 4,145 €
SAP: 210367 (no backside image)

LARGE WALL UNIT



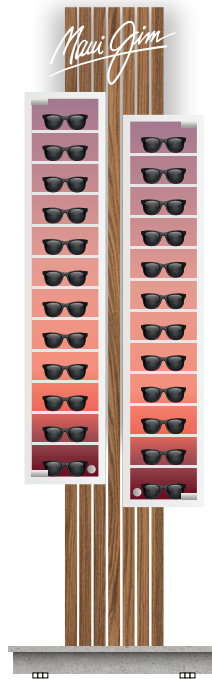
W 51.52" x H 82.425" x D 17.16"
Facings Count: 84-96
Additional storage at base of display
Value: \$5,240 USD | 4.850 €
SAP: 209770

24-PIECE SPINNER



W 19.49" x H 16.535" x D 26.378"
 Facings Count: 24
 Value: \$697.88 USD | 668.01 €
 SAP: 210210

24-PIECE TOWER



W 21.65" x H 74.80" x D 19.29"
 Facings Count: 24
 Value: \$2,400 USD | 2.220 €
 SAP: 209743

36-PIECE SPINNER

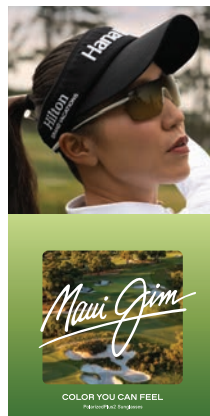


W 21.65" x H 70.86" x D 21.65"
 Facings Count: 36
 Value: \$2,000 USD | 1.700 €
 SAP: 210234

Seasonal Golf Campaign Imagery



Lydia Ko
 24-Piece Spinner Graphic
 SAP: 210374



Lydia Ko
 24-Piece Tower/36-Piece
 Spinner Graphic
 SAP: M210373



Lydia Ko Counter Card
 Dimensions: 7" x 5"
 SAP: M210377

The Fitting Experience



Our fitting events will always be staffed by Maui Jim employees – product experts who ensure guests receive service with aloha.



Every pair is packaged with care – complete with complimentary collapsible case and cleaning cloth. We can customize cases and cloths with your logo for a minimal additional fee.



We take care of all the details allowing you to focus on the rest of your event.



No surprises or hidden fees. You pay the same flat per unit price no matter what styles your guests choose. You will never pay for additional staffing costs, freight mark-ups, or restocking charges.



2026 Pre-Booking Program

For a limited time only, between October 1st, 2025 and March 1st, 2026, you can pre-book a Maui Jim sunglasses order for your club and receive exclusive terms and conditions:

- 68+ units 5% 120 days; and 50 custom co-branded item plus certificate for plano sunglass of choice
- 67-42 units 90 days; plus certificate for Plano sunglass of choice
- 41-24 units 60 days

Make it Personal

Adding your logo to a custom case, cloth, or pouch is the perfect personal touch that your guests will associate with you each time they put on their Maui Jim sunglasses. **Additional fees may apply.**



CUSTOM CASES



CUSTOM POUCHES



CUSTOM CLEANING CLOTHS



FIND US ON



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www.mauijim.com

Account Information

Property Name: _____

Account Number: _____

Buying Contact: _____

Stock Order Notes: _____

Display and POP Notes: _____

Tee Prize and Event Notes: _____

Requested Delivery Date: _____

The Maui Jim logo is a stylized, handwritten-style script. The words "Maui Jim" are written in a fluid, cursive font. A thick, dark horizontal line is drawn underneath the word "Maui", extending slightly beyond its left and right edges, creating a signature-like effect.

