

Hitt

2026
CATALOG





**DUDE
WIPE**

MK
LIGHTER



POLARIS
LICENSED MERCHANDISE

HELLO FROM HITT

Hitt Brands stands as a unique partner in consumer goods. As a manufacturer of quality products under our Hitt Auto, HoneyBadger, 4th Utensil & private label brands, we create products that make life simpler and foster consumer connections.

As a partner to leading brands like Nerf, Hasbro, MK Lighters, and Reckitt Benckiser, we produce curated assortments for retailers across the country.

2025 welcomed Polaris Officially Licensed items to our impressive portfolio. Polaris is a brand we love and we are honored to bring off-roading, towing and hitch products, along with lifestyle products, to retail in 2026!

With our relentless commitment to quality and keen understanding of market trends, Hitt Brands pushes boundaries to deliver products that captivate consumers' imaginations.

Cheers to 2026,

A handwritten signature in white ink that reads "Brandon Hitt". The signature is written in a cursive, flowing style with a large initial 'B' and 'H'.

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BEST SELLERS

Proven winners and new items, specially designed for retail.



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TARPS & ACCESSORIES

Strong materials to get the job done every time.



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KITCHEN & BATH

Premium assortment to keep your home beautiful, clean and working perfectly.

THE HITT LIST



New Product



HITT Hits



As Seen on TV



Eco-Friendly



Trending



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AUTO ACCESSORIES

From on-the-go solutions to organization, trust us to have the great auto items you need.



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TOOLS & GADGETS

A full assortment of solutions to improve the life of your family and pets.



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MERCHANDISING

Turnkey, retail-ready solutions for easy in-store display and sell through.

BEST SELLERS



SRP: \$5.98



PET LASER KEYCHAIN

- Entertain your pet from the convenience of your couch/chair.
- Just press the button and a red laser beam places a dot of red light on a nearby surface.
- This laser pet toy easily attaches to your purse, bag, or belt loop to have on hand whenever you want to play or give your pet exercise.



BEST SELLERS



HE0300

REUSABLE TUMBLER STRAWS - 5PK

On
Trend

Brand: 4th Utensil

- Eco-friendly and reusable
- **SRP: \$6.99**

Retail Ready!



HE0172

Instant Sneaker Cleaner

Ready
to Use

Brand: SneakERASERS

- Pre-moistened and ready to use
- Perfect for sneakers
- **SRP: \$2.99**

Joint Display with AutoERASERS



HE0194

AUTO CLEANING GEL

Easy
Impulse
Item

Brand: Hitt Auto

- Picks up crumbs and small debris
- Reusable; Office, Home and Auto
- **SRP: \$5.99**

Winner in Impulse!

INTRODUCING
HONEYBADGER
TARPS & ACCESSORIES



FEROCIOUSLY STRONG.

HONEYBADGER

PREMIUM TARPS



MEDIUM DUTY



Item #HE0382
SRP: \$12.99



Item #HE0383
SRP: \$19.99



Item #HE0384
SRP: \$24.99



Item #HE0387
SRP: \$49.99

HEAVY DUTY & SPECIALTY



Item #HE0392
SRP: \$9.99



Item #HE0385
SRP: \$17.99



Item #HE0386
SRP: \$21.99



Item #HE0381
SRP: \$18.99

HONEYBADGER

ACCESSORIES



ACCESSORIES BUILT TO DO THE JOB

- | | |
|---|--|
| <ul style="list-style-type: none"> • 5-pk Tarps Clamps Item #HE0395 <ul style="list-style-type: none"> ◦ 3.5" Heavy Duty Clamps SRP: \$7.99 | <ul style="list-style-type: none"> • 100' Braided Rope Item #HE0398 <ul style="list-style-type: none"> ◦ 1/4" Polypropylene Rope SRP: \$9.99 |
| <ul style="list-style-type: none"> • 4-pk Tarps Clips Item#HE0397 <ul style="list-style-type: none"> ◦ High clamp force SRP: \$5.99 | <ul style="list-style-type: none"> • 100' Paracord Rope Item #HE0400 <ul style="list-style-type: none"> ◦ Nylon; 12-Strand Type III twisted strands SRP: \$14.99 |



- | | |
|--|--|
| <ul style="list-style-type: none"> • 4pk Assorted Bungees Item #HE0398 <ul style="list-style-type: none"> ◦ 2 x 24" and 2 x 36" SRP: \$ | |
| <ul style="list-style-type: none"> • 12 pc Carabiner Assortment Item #HE0396 <ul style="list-style-type: none"> ◦ D-ring; 4 sizes SRP: \$9.99 | |
| <ul style="list-style-type: none"> • 3" Tarps Tape Item#HE0394 <ul style="list-style-type: none"> ◦ 30'; Clear, waterproof repair tape SRP: \$6.99 | |



EASY FOR RELEASING



Re-use Multiple Times

REUSABLE ZIP TIES



- 50 count; 8" long
- Strong and reusable multiple times.
- Sustainable.

ITEM # HE0399

SRP: \$7.99

KITCHEN & BATH



NEW ARRIVAL



STAINLESS STEEL FLEXIBLE STRAW SET



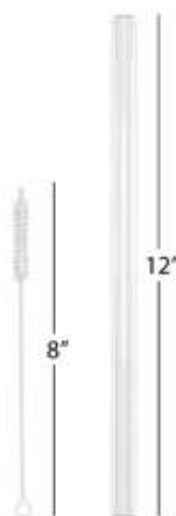
Brand: 4th Utensil

The **ORIGINAL** Stainless Steel Straw!

- 4th Utensil is the #1 Plastic Straw Alternative brand.
- 3 Straws plus cleaning brush
- Dishwasher Safe
- Clean alongside other utensils
- FDA Approved, BPA Free

Item #: HE0454

SRP: \$6.99



REUSABLE TUMBLER STRAWS

Brand: 4th Utensil

Perfect for 40oz Tumblers!

- 4th Utensil is the #1 Plastic Straw Alternative brand.
- 5 straws plus a cleaning brush
- Clean alongside other utensils
- FDA Approved, BPA Free

Item #: HE0300

SRP: \$6.99



NEW ARRIVAL



PERSONALIZED LUNCHBOX NOTES



Brand: Hitt Brands
Pack A Smile!

- 20-pack lunchbox notes for kids
- Featuring fun animal jokes + space for a personalized message
- Encouraging, cute, and uplifting for school days

Item #: HE0468

SRP: \$4.99

THE BEST IN THE BUSINESS



ToiletShroom® Plunger

THE ULTIMATE TOILET CLOG FIX

- The most effective way to unblock the toilet.
- Simply push the clog out with easy-to-use Plunger.
- Caddy holder included.

Item #: WTLSHMB6

SRP: \$19.99



DRAIN SOLVES



TUBSHROOM® ULTRA STAINLESS

- No More Clogged Drains: Our stainless steel bathtub drain strainer fits any standard tub drain and is guaranteed to catch every hair, every time.
- This package includes:
 - One (1) TubShroom Ultra strainer
 - One (1) 1.5" to 1.75" adapter
 - One (1) 1.25" adapter
 - One (1) 2" adapter

Item #: WTSHULT7

SRP: \$14.99



TUBSHROOM® HAIR CATCHER

- A revolution in drain protection: unlike regular plugs that go over the drain, TubShroom fits inside, neatly collecting hair around it, ready to be wiped clean

Available Colors



Item #: WMTSSLV55

SRP: \$12.99



Value



TUBTOSS® 10 PK DISPOSABLE STRAINER + HAIR CATCHER



- 2 products in 1: Disposable Strainer and Hair Catcher
- Natural, degradable, disposable.
- Lasts 3-4 weeks
- 10 pk

Item #: WMTUBTS10PK

SRP: \$

DRAIN SOLVES



SINKSHROOM ULTRA®

- A revolution in drain protection
 - Unlike regular plugs that go over the drain, SinkShroom® fits inside, neatly collecting hair around it, ready to be wiped clean

SRP: \$14.99

Item #: WSSULTR5



TUB + SINK SHROOM® CLEAR COMBO PACK

- Clog Prevention:
 - Catches hair without blocking water flow
- Simple Installation:
 - No tools required, sets up in seconds

SRP: \$16.99

Item #:



SHOWERSHROOM ULTRA®

- No More Clogged Drains
 - Our ShowerShroom® stainless steel shower stall hair catcher fits in most round or square shower grate drains

SRP: \$14.99

Item #: WSHSULT4



KITCHEN SINKSHROOM®

- The Anti-Clog Strainer
 - With stainless steel construction and a unique design, the Kitchen SinkShroom catches food particles easily

SRP: \$12.99

Item #: WKSSHM3

DRAIN SOLVES



DRAINSHROOM® TUB AND SINK SNAKE

- DrainShroom® is an easy-to-use drain snake for your bathtub or bathroom sink drain.
- Attaches to any power drill (sold separately) to go deep into your drain to clear clogs
- Includes handy storage bag for easy reuse

Item #: DSSNK070

SRP: \$14.99

STOPSHROOM® UNIVERSAL STOPPER

- Stop the water in style with this bathtub stopper for those times that you want to take a bath or simply fill the sink
- Fits over your built-in stopper

Available Colors



Item #:

SRP: \$12.99



STOPSHROOM® TUB & SINK UNIVERSAL STOPPER PLUG FOR TUB & SINK DRAINS

- Universal Drain Plug
- 2-pack of StopShroom® is a one-size-plugs-all drain stopper that fits virtually any 2" or smaller tub or sink drain

Item #:

SRP: \$12.99



EASY DISPOSABLES

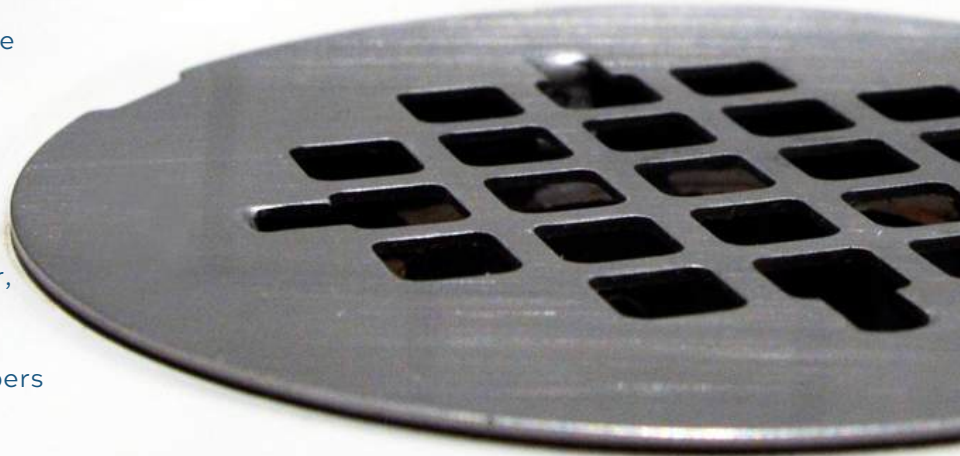


ITEM #: WMTUBTS10PK



ITEM #: TSTSSDSP828

- These truly disposable natural degradable strainers are easy to use and allow you to dispose of the accumulated hair without having to touch the nastiness. Simply pull out of drain and toss when it's full.
- EASY CLEANUP - With this revolutionary tub drain hair catcher, there's no tangled messes to deal with. Cleanup takes just seconds: These strong waterproof hair stoppers only need to be changed every 3-4 weeks.



SRP: \$14.99



AUTO ACCESSORIES



SPECIALTY ACCESSORIES



SEAT SIDE ORGANIZER

Brand: Hitt Auto

Item # HE0340

- This stretchable, elastic storage bag perfectly covers either side of the car seat. Durable, reliable and universal fit for most cars & SUVs.

SRP: \$6.98



AUTO TRASH CAN W/ PUSH LID

Brand: Hitt Auto

Item # HE0336

- Easy-bounce-cover design ensures the trash can seals to avoid odors from escaping into the car. Helps maintain a clean vehicle.

SRP: \$8.98



STEERING WHEEL TABLE

Brand: Hitt Auto

Item # HE0335



- Dual-sided design effortlessly mounts to any standard steering wheel for an instant Workspace / Dining tray
- Convenient to Store; Durable but Lightweight; Easy to Clean.

SRP: \$14.98

Innovative Keychains



SRP: \$4.99



MULTI-TOOL KEYCHAIN

Brand: Hitt Auto
9-in-1 functionality, pocket-sized and convenient-to-carry. Made of stainless steel and ready to help with any job.

Item # HE0306

SRP: \$4.99



MAGNETIC KEY CASE

Brand: Hitt Auto
Strong magnet to stay in place on most metal surfaces. Compact to fit in small, inconspicuous spaces.

Item # HE0308

SRP: \$4.99



2-IN-1 EMERGENCY TOOL

Brand: Hitt Auto
2-in-1 lifesaving car safety tool with tempered glass breaker and seatbelt cutter. Provides peace of mind to yourself and your family on the road in case of car entrapment.

Item # HE0330

SRP: \$4.99



ROCK KEY HIDER

Brand: Hitt Auto
Ingenious way to hide key 'in plain sight' so you or family members are never locked out again.

Item # HE0319

SRP: \$4.99





COLLECTIBLE DUCKS

Whether you're
surprising a friend or
starting a collection,
these little ducks
deliver big personality.



30PK FISHBOWL

Collection of 15 styles
with 30 total ducks.
Great to give away or
sell individually.

Item # HE0311



SRP: \$24.99



SPECIALTY DUCKS

Unique, fun styles, worthy of sharing.
Updated styles quarterly.

Item # HE0324



SRP: \$3.99

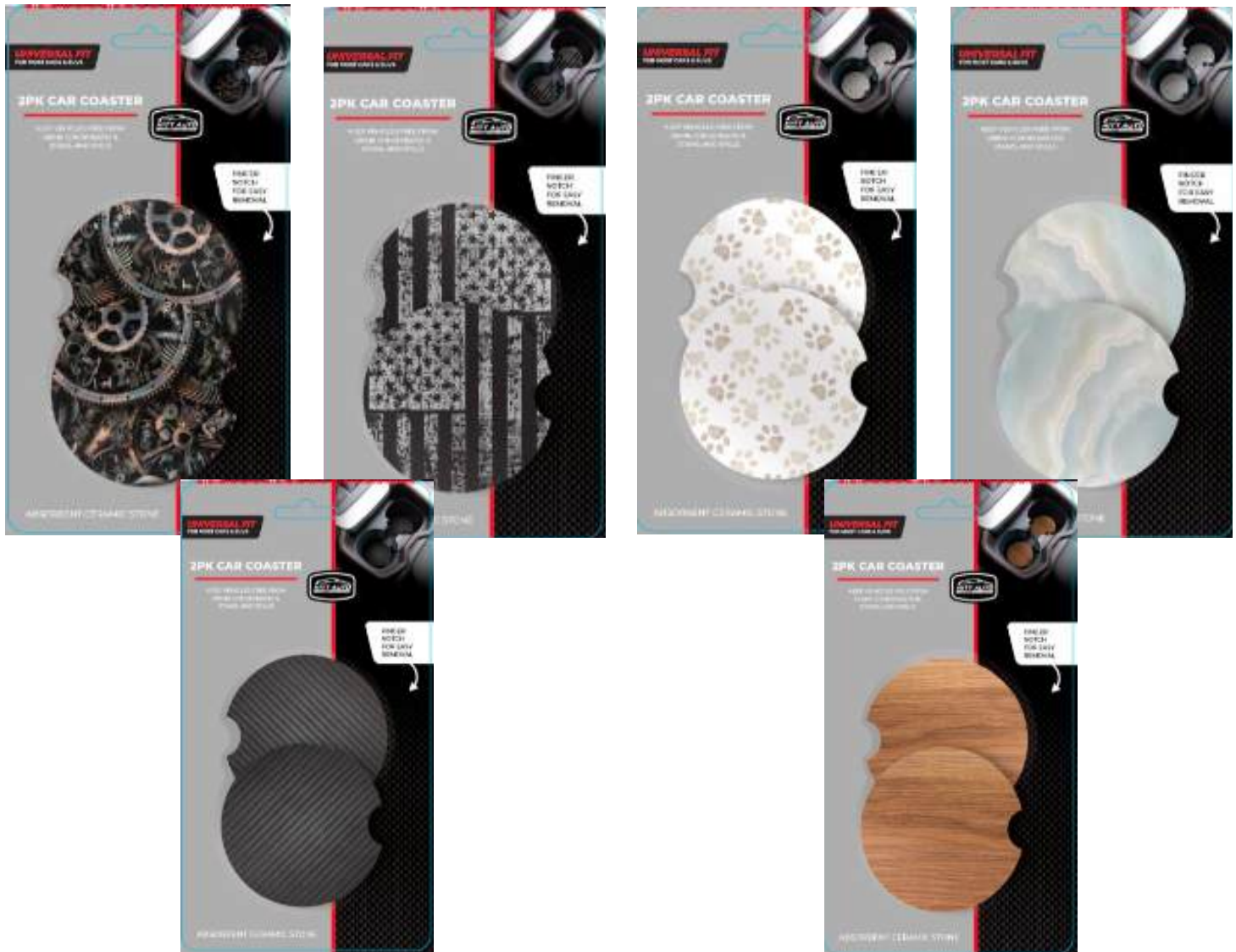
The Blow Off Auto Duster employs the force of compressed air to effortlessly dislodge dust, dirt, and debris from even the most hard-to-reach areas.

Item # AD-001-056

SRP: \$6.98



NEW FOR 2026



CERAMIC CAR COASTERS

Brand: Hitt Auto

- Waterproof design ensures moisture rolls from the cup into the coaster, protecting your cup holder.
- Dust-proof function to keep your vehicle clean and tidy.

Item # HE0179

SRP: \$4.88

AUTO UPGRADES



FLEXMOUNT CELL PHONE MOUNT

Brand: Hitt Auto

- Designed to keep your smartphone secure and accessible at home, at work, or on the go.

Item # HE0231

SRP: \$4.98



GEARSHIFT HOODIES

Brand: Hitt Auto

- Dress your car's shifter!
- Multiple colors & patterns to choose from.

Item # HE0325

SRP: \$6.98



7 COLOR LED UNDER-GLOW LIGHT

Brand: Hitt Auto

- 7 Colors with "One Touch Control"
- USB Rechargeable (cord included)
- 6 Bright LED Bulbs with magnetic mounting

Item # HE0229

SRP: \$7.98



AUTO BLING RING



Brand: Hitt Brands

- 3pk Bling Ring Jewelry for your Auto Interiors.
- Standard size fits most makes and models.
- Ask about specialty colors.

Item # HE0138

SRP: \$4.98



CLEAN & TIDY



Cup Holder Tissues

Brand: Hitt Auto

- Fits conveniently in the cup holder.
- Perfect for noses, as napkins, or for small spills.

Item # HE0404



SRP: \$4.98



TRAVELING PET SOLUTIONS



CENTER CONSOLE PROTECTOR PAD

Brand: Hitt Auto

- Protects the center console from wear and scratches.

Item # HE0341

SRP: \$4.98



COLLAPSIBLE DOG FOOD & WATER BOWLS

Brand: Hitt Auto

- Perfect for the on-the-go pet owner.
- Conveniently folds to stow away.

Item # HE0338

SRP: \$8.49

PET SAFETY RESTRAINT & LEASH COMBO

Brand: Hitt Auto

- Helps keep pets secure in the seat.
- Can be used around the headrest or in the seatbelt clasp.

Item # HE0337

SRP: \$10.49

SMART SOLUTIONS



PARACORD GRAB HANDLE

Brand: Hitt Auto

- Conveniently wraps around roll cages with hook and loop straps.
- Creates a convenient handle in UTVs, Jeeps and more.

Item # HE0342

SRP: \$8.99



HEADREST HANDLE

Brand: Hitt Auto

- One of our favorite products.
- Hang purses, briefcases, or groceries in the back seats. Universal fit.

Item # HE0339

SRP: \$9.99

Convenient and Effective For In-Between Washes

- Pre-moistened and ready to use
- White side for durable surfaces
- Orange shammy side for sensitive surfaces
- Make marks, grime, insects, sap, grease, brake dust, and dirt instantly disappear.
- Safe for use on items from rims, tires, windshields, and steering wheels to sensitive paints, tinted windows, and plastics.

Brand: AutoERASERS

Item # AE3001-12

SRP: \$4.49





TOOLS & GADGETS

UNIVERSAL SOCKET



- This clever tool made of 54 steel rods fits a wide range of nuts, bolts, hooks and more. Fits all nuts between 1/4" and 3/4" (7mm-19mm) along with many non-nut shapes that you might need to turn, like cup hooks and wingnuts.
- Fits a 3/8" hex driver, comes with a 1/4" to 3/8" adapter and measures 2-1/2" long x 1-1/2" diameter.



ITEM # HE0197

SRP: \$7.99

HANDY DANDY



TIGER GRIP HAND & NAIL BRUSH

- Assists in maintaining clean hands and fingernails. Its heavy-duty, two-sided design features a built-in nail brush, an ideal grip, and long-lasting bristles.
- Item # 5512

SRP: \$4.99



SCREW EXTRACTOR

- 4-piece screw extractors work with any drill and almost any screw or bolt. These extractor tools reverse the damaged screw counterclockwise until it is released.
- Item # HE0322

SRP: \$4.99



LED FLASHLIGHT GLOVES

- One size fits most comfortably.
- Waterproof flashlight gloves with an adjustable wrist strap hold securely in place.

Item # HE0329

SRP: \$9.99



CHARGING SOLUTIONS



10 FOOT LIGHTNING

- 10 feet in length—convenient for charging your device in the bedroom, on the sofa, at the office, or while traveling, even reaching the back seat of a car.
- Designed for Apple devices.

SRP: \$14.99

10 FOOT USB-C

- 10 feet in length, convenient to charge your device in bedroom, sofa, office, travel, even if you need it to reach to the back seat of a car.

SRP: \$14.99



PERFECT SUNGLASSES



- Durability and comfort for all-day wear.
- Lifetime warranty.
- With a wide range of chic designs and versatile colors, there's a pair to suit every taste and occasion.

SRP: \$14.99

RETAIL READY



SNEAKERASERS DISPLAYS

Brand: SneakEraser

- Pre-moistened and ready to use
- Multiple shippers available

SRP: \$3.99



18CT DUDE KICK



Brand: Dude Wipes

- Perfect for on-the-go hygiene in a compact display

SRP: \$8.99



60CT 10' CORD KICK

Brand: NYSLife

- 10 feet in length, convenient to charge your device anywhere

SRP: \$17.99



DIE CAST CARS



- Displays built to your specific size and piece count.
- A great seller for any channel.
- 36-count minimum.

SRP: \$9.99



DIE-CAST CARS

- Highly collectible for auto lovers.
- Assortment is always kept fresh: 180 models x 4 colorways, updated annually.
- Crafted from durable materials, including 100% die-cast metal and premium rubber tires.
- Our high-end casting method allows for feature-rich details, such as opening doors.
- 1:32 scale—approximately 5” in length.
- Customized display available (count TBD).

SRP: \$9.99 EA





Hitt
BRANDS

HITT BRANDS

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