



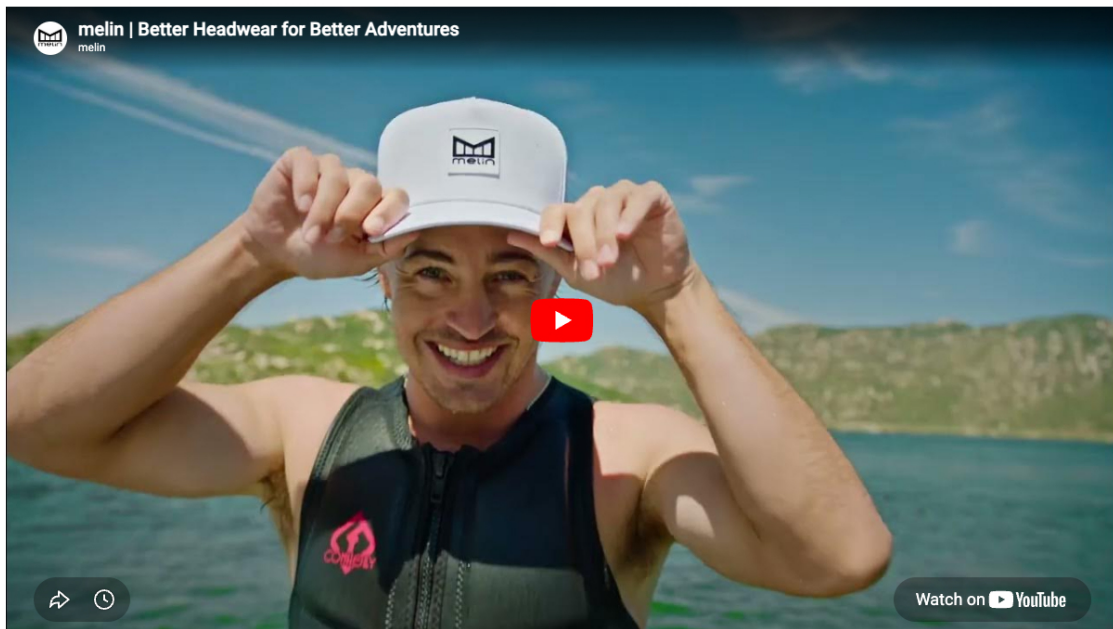
HOW TO WIN BIGGER, BETTER ORDERS:

The Benefits of Co-Branding With
a Premium Retail Brand



Want to win business with prestigious brands, but don't know where to start? Consider **co-branding with melin** (asi/34372), your "in" for **higher profits from high-end clients**. Find out how you can stand out from competitors by presenting this opportunity and offering a **unique branding experience** that others can't compete with.

Meet melin: The World's Most Premium Headwear



Watch this short video to see melin's premium appeal in action.

Luxury brands don't want to add their logo to any old product. They expect their distributor partner to present only **high-end, premium items** that **align with their level of prestige**. You can do this confidently by presenting **melin headwear: a luxury retail favorite** that's also available for promo.

Inspired by the art of millinery, the craft of bespoke hat-making dating back to the 16th century in Milan, Italy, **melin's commitment to craftsmanship** is apparent in every hat they produce. For them, **a hat isn't just an accessory**: it's the **most critical part** of everyday wardrobes and the **first impression** made of a wearer's personal style.

Originating in Southern California, **melin founders Brian McDonell and Corey Roth** grew up playing outdoor sports and being surrounded by some of the **most influential music, art and fashion** in the world. This was the inspiration behind their desire for more than just another cheap cap. They wanted something better, but it didn't exist yet — **so they decided to create it**.

Now, **melin** is ready to create **premium, collaborative headwear** for your **most prestigious partners**. When clients pair their logo with **melin**, they can instantly elevate their brand through **melin's established reputation and appeal**.

Co-Branding With melin: How It Works

The iconic **melin logo** remains prominently displayed on the **front of the cap**, while **your client's logo** is featured on the **back left panel**. The result? A **sophisticated, subtle co-branded product** that highlights both companies without compromising the signature melin look and premium perception.



The Celebrity Treatment: How To Leverage the Star Power of melin

melin is more than a premium retail name – it's a brand worn and endorsed by **celebrities** and **professional athletes**. Win business with big-name clients by explaining how they can **harness that celebrity appeal for themselves** by co-branding with **melin**. They'll be in good company with A-list ambassadors like these:



JAKE KNAPP – PROFESSIONAL GOLFER

Jake Knapp is a PGA TOUR professional golfer known for his raw power off the tee, never-quit mentality and unconventional path to the top. After a standout college career at UCLA, Jake turned pro in 2016 and eventually earned his TOUR card after multiple wins on the PGA TOUR Canada. Now, Jake reps melin as a symbol of that premium mindset: built for performance, made to last.



DYLAN EFRON – ADVENTURER AND MOUNTAINEER

While you might recognize him from "Dancing With the Stars" or "The Traitors," Dylan Efron's true passions lie not on a stage, but in the wild. A lifelong adventurer, Dylan lives for the outdoors and has built a massive following by sharing these raw, real moments with the world. Dylan exemplifies the melin ethos that happiness isn't found in comfort zones – it's found outside.

Make the Sale: The Benefits of Co-Branding With melin

Present this co-branding opportunity to your clients by sharing these **impactful selling points**, illustrating all the ways prestigious brands can **elevate their advertising and reinforce their premium appeal**.



BUILD UPON ESTABLISHED BRAND EQUITY

Co-branding allows your clients to benefit from positive association with melin's reputation for quality, innovation and style.



INCREASE RECIPIENT EXCITEMENT

People are more likely to be excited about receiving a recognizable retail product than a generic promotional item.



DRIVE HIGHER PRODUCT USAGE

When recipients genuinely want the product, they'll wear it more often, giving your client's brand more visibility and impressions.

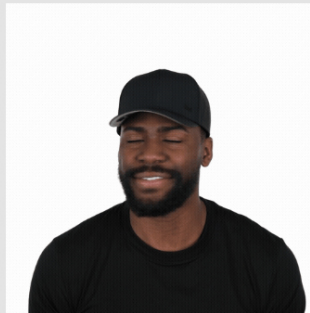


REFLECT PREMIUM BRAND VALUES

melin headwear reinforces your client's dedication to excellence, innovation and luxury in a tangible way people can touch and feel.

Ready To Get Started? Sell These Collab Styles

Show your clients with these **on-trend, fashion-forward melin styles** to set their **co-branding opportunity** in motion.



THE A-GAME

This is your daily driver; old faithful with an athletic touch and a classic shape. It features a slightly narrower curved bill for a modern, progressive look.



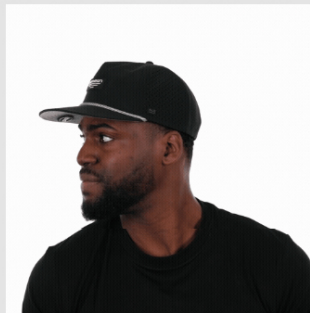
THE ODYSEA

Influenced by the trucker hats we all grew up on, the pinched seam on the front panel stops high on the crown to give a touch of fashion to a classic.



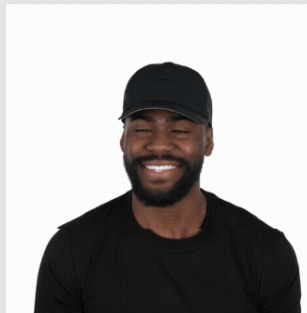
THE TRENCHES

This hat is a waterman's favorite — a modern deep-fit, flat-billed hat that can be dressed up or down and goes as hard as wearers do.



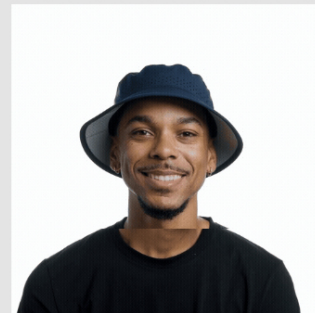
THE CORONADO

Inspired by the Southern California coast and the island of Coronado, this hat is a modern play on the classic retro rope hat design.



THE LEGEND

Inspired by the classic dad hat and packed with performance features. The curved visor and unstructured assembly offer a relaxed and lightweight fit.



THE CADDY

Introducing your go-to bucket hat, reinvented with performance capabilities. Your new essential for sun-soaked days at the beach to a round of 18 with the crew.

melin, asi/34372

To learn more, visit [this supplier on ESP+](#) or call (949) 994-4885.

© 2026 melin