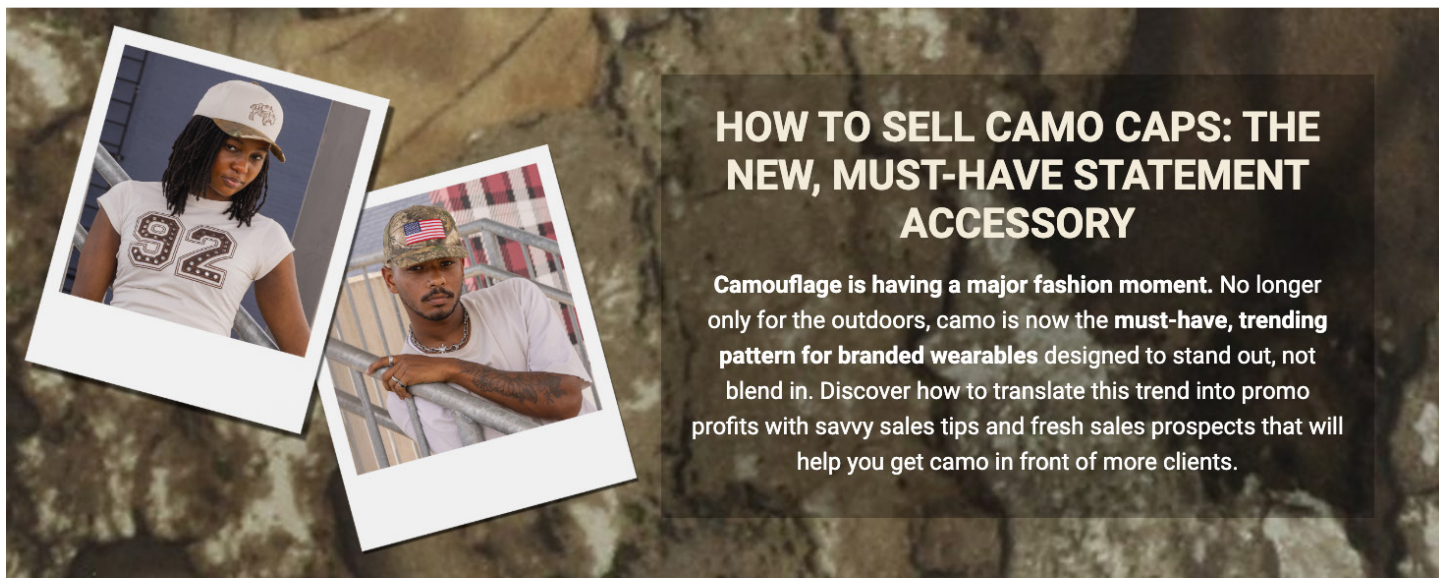




HOW TO SELL CAMO CAPS: THE NEW, MUST-HAVE STATEMENT ACCESSORY

Camouflage is having a major fashion moment. No longer only for the outdoors, camo is now the **must-have, trending pattern for branded wearables** designed to stand out, not blend in. Discover how to translate this trend into promo profits with savvy sales tips and fresh sales prospects that will help you get camo in front of more clients.

OUTDOOR CAP: YOUR OFFICIAL SOURCE FOR LICENSED CAMO PATTERNS

Don't settle for basic, stock camo patterns. Let your clients know you can get them the real deal, thanks to **Outdoor Cap's (asi/75420) official partnerships with recognizable camo brands Mossy Oak®, Realtree® and Kryptek®**. By combining these iconic camo patterns with this supplier's trusted headwear, you can deliver authentic, on-trend styles with instant credibility and fashion-forward appeal.



MOSSY OAK®

Camo made for everyday style, not just the tree stand. Vintage-inspired patterns and modern silhouettes make these the caps everyone asks about.



REALTREE®

The pattern everyone knows, styled like never before. This collection is built for coffee runs, weekend trips and everything in between.



KRYPTEK®

Tactical edge, made for everyday style. This bold, textured pattern brings a military-inspired look to any rotation – no mission required.

PITCH THESE PREMIUM CAMO CAPS TO YOUR CLIENTS



Kryptek Camo Cap (TAC-600)

Available Patterns:

- Kryptek®



Camo Cap with Hook/Loop Tape Closure (350)

Available Patterns:

- Mossy Oak®
- Realtree®
- Kryptek®



Mesh Back Camo Cap (315M)

Available Patterns:

- Mossy Oak®
- Realtree®
- Kryptek®



Camo Cap (501PC)

Available Patterns:

- Mossy Oak®



Reversible Camo Beanie (CMK-405)

Available Patterns:

- Mossy Oak®



Camo Snap Back (301IS)

Available Patterns:

- Mossy Oak®
- Realtree®
- Kryptek®

Now that you know which hat styles to present, here's how to make the sale.

SELL CAMO AS A FASHION STATEMENT

Camo isn't just for the great outdoors anymore. Explain to clients how this rustic-inspired pattern is seeing a resurgence on the runways and in streetwear, making it a timely and trendy way to bring some cutting-edge, contemporary style to their merch collection.

TAP INTO THE TREND WITH LOW-RISK CAMO CAPS

You don't need to pitch full apparel programs to cash in on the camo trend. Instead, present your clients with stylish camo caps as an easy entry-point or add-on product to their current order. Thanks to their low price point and versatile wearability, camo caps can bring edgy flair to wearable merch without having to go all in on the pattern right out of the gate.

REFRAME CAMO AS THE NEW NEUTRAL

If your clients think camo's outdoorsy look doesn't fit in with their branding, it's time to think again. Explain how camo's current usage in fashion is like a neutral tone or pattern, making it a versatile backdrop for any logo or marketing message, regardless of your client's industry or brand colors.

SALES OPPORTUNITIES FOR CAMO CAPS HIDDEN IN PLAIN SIGHT

Don't limit your sales potential to only outdoor recreation customers. Think beyond the obvious and target clients looking for on-trend headwear with streetstyle inspiration and a modern edge.



Auto shows and dealerships



Brand activations and pop-up events



Breweries and distilleries



College campus bookstores



Communities, clubs and associations



Concert and podcast tour merch



Construction and manufacturing



Finance and investment firms



Gyms and fitness studios



Hospitals and medical organizations



Influencer and creator drops



Sports teams and fan gear



Outdoor Cap, asi/75420

To learn more, visit [this supplier on ESP+](#) or call (800) 279-3216.

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