

FALL / WINTER 2026 · WHOLESALE CATALOG

BUILT AROUND YOUR BRAND. CUSTOM MERCH THAT SELLS.

fliptideprovisions.com

FOUR REASONS SHOPS KEEP COMING BACK

01

CREATIVITY & DESIGN EDGE

Build a custom design inspired by your local waters and culture, or choose a starting point from our art catalog.

02

QUALITY GOODS

We obsess over materials and durability because guests feel the difference, and it shows in repeat sales.

03

PROVEN SALES

We curate best-sellers that convert: giftable, packable, and easy for customers to say yes to.

04

BUILT TO REORDER

Retail-ready from day one. When inventory sells through, reordering is simple and fast.

2 WAYS TO BUILD YOUR CUSTOM COLLECTION

01

START FROM OUR ART CATALOG

The fastest way to your own line.

- Pick your art: find a design you love and note its number.
- Make it yours: add your shop name, your destination, or both. Or print it as is.
- Choose your gear: any design can go on any product in our lineup.
- Send us your numbers and we'll take it from there.

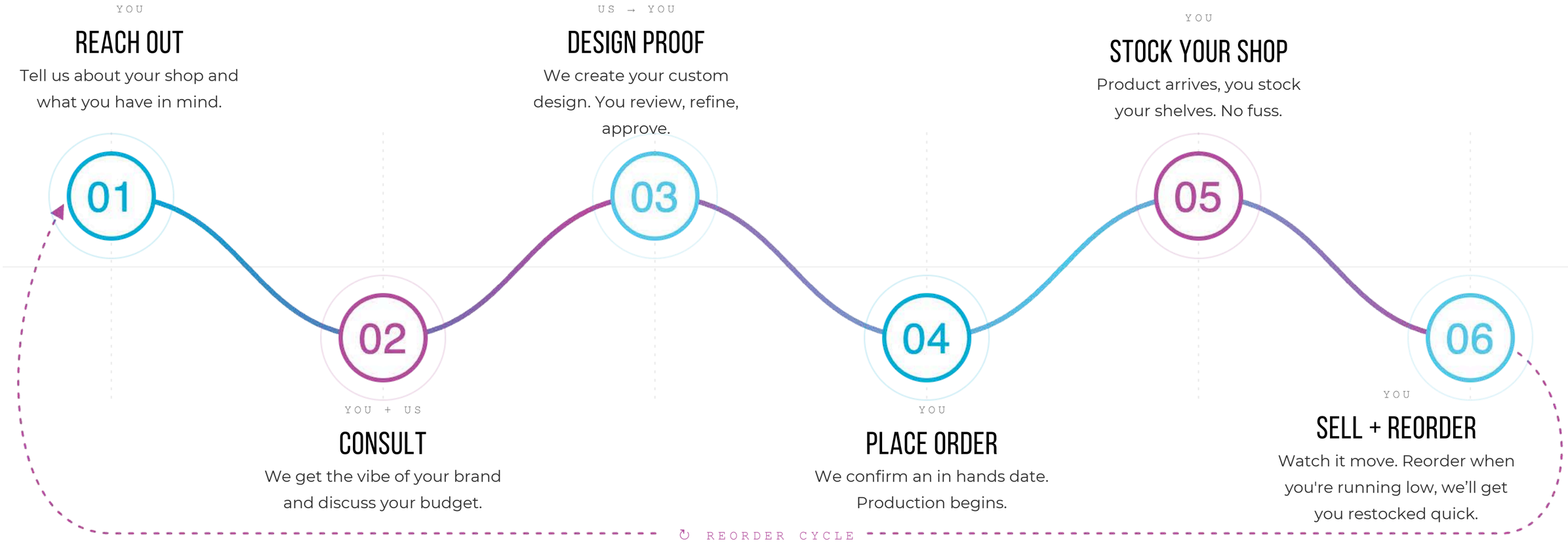
02

GO FULLY CUSTOM

Your story. Our creative spin.

- Pick your vibe: retro, 80s/90s, minimal, or completely custom.
- Show us your world: photos of your shop, your team, anything that inspires you.
- Tell us your story: what makes your operation different.
- Add local flavor: landmarks, marine life, everything that makes your destination unforgettable.
- We deliver a collection your customers will want to show off.

FROM REACH-OUT TO REORDER



OUR CLIENTS

DIVE FRIENDS BONAIRE

vipdiving BONAIRE

BONAIRE (Tourism Council Bonaire)

SEA TURTLE CONSERVATION BONAIRE

Let's Go Dive BONAIRE

Bruce Bowker's CARIB INN www.caribinn.com

Van der Valk Plaza Bonaire

TOUCAN DIVING

scuba elite

WANNADIVE

flamingodiving

Private Divers Bonaire

wanderlust DIVE CENTER

Xprodiver Bonaire

OUR CLIENTS


UNDERWATER
19
81
CONNECTION


FLORIDA KEYS
CAPTAIN
SHARKY'S
WATER ADVENTURES


MarineLab
Environmental Education


DIVE
PIRATES


EMERALD COAST OPEN
SHIPWRECK
DISCOVERY
LIONFISH TOURNAMENT


Lionfish
CENTRAL


TRIDENT
SURFACE
SUPPLIED
DIVING


Allusion
DIVING


Dive
Connections


SeaDevil


25
ANNIVERSARY
DiveNewsWire
A QUARTER CENTURY OF BREAKING NEWS


DELFINS
BONAIRE

FOUNDER-LED · DESIGN-OBSESSED

MERCH WITH MEANING

Built for the kinds of businesses we love most: dive shops, resorts, and adventure brands with strong identities and communities people feel attached to.



BENJI

CREATIVE & EXECUTION

20+ years in design. Sold his agency in 2025 to build something more personal and a lot more fun.



KELSEY

STRATEGY, BRAND & GROWTH

15+ years in corporate product marketing. Handles pricing, strategy, and making sure every product earns its place in the lineup.



FLIP

VIBES, SMILES, AND INSPO

7+ years of BFF experience, Flip is our namesake and Chief Hype Man who always brings the smiles.

SECTION

01 APPAREL

Performance apparel built for salt, sweat, and long days under the sun, plus classic tees and more from brands people already love.

FROM THE DECK TO THE DEEP



COMFORT

BREEZY TEE

Short Sleeve & Long Sleeve
95% poly / 5% spandex · 180 GSM

The reinvented everyday tee. Casual relaxed fit, edge-to-edge sublimation. XS–6XL.

FROM $12.50



PERFORMANCE

WAYPOINT

Long Sleeve & Short Sleeve
93% poly / 7% spandex · 200 GSM

Built to block the sun on long boat days. Tailored fit. Flatlock seams. Unisex S–4XL.

FROM $24.00



PREMIUM

RASHGUARD

Short Sleeve & Long Sleeve
82% poly / 18% spandex · 210 GSM

Underwater hero. Softer feel. Athletic fit. Reinforced flatlock. XS–5XL (M) · 2XS–4XL (W)

FROM $24.50

All styles feature dye-sublimation printing · UPF protection based on fabric composition.

PRODUCT COMPARISON

	COMFORT BREEZY TEE	PERFORMANCE WAYPOINT	PREMIUM RASHGUARD
	Short Sleeve & Long Sleeve	Short Sleeve & Long Sleeve	Short Sleeve & Long Sleeve
MATERIAL	95% poly / 5% spandex	93% poly / 7% spandex	82% poly / 18% spandex
WEIGHT	0.51 lbs · 180 GSM	0.71 lbs · 200 GSM	0.66 lbs · 210 GSM
FIT	Casual / relaxed	Tailored	Athletic
STRETCH	Comfort	Stretch blend	High
SEAMS	Standard	Flatlock	Flatlock reinforced
SIZES	XS – 6XL	S – 4XL (unisex)	XS–5XL (M) · 2XS–4XL (W)

All styles feature sublimation printing · UPF protection based on fabric composition

BREEZY TEE

PRODUCT	QTY	WHOLESALE
BREEZY TEE · SHORT SLEEVE		
Casual / relaxed · 95% poly / 5% spandex · 180 GSM	50	$18.00
	100	$14.50
	250	$13.50
	500	$12.50
BREEZY TEE · LONG SLEEVE		
Casual / relaxed · 95% poly / 5% spandex · 180 GSM	50	$20.00
	100	$19.00
	250	$18.00
	500	$16.50

Full-color dye-sublimated design · UPF protection based on fabric composition · Wholesale pricing per unit

WAYPOINT

PRODUCT	QTY	WHOLESALE
WAYPOINT · LONG SLEEVE		
Tailored fit · 93% poly / 7% spandex · 200 GSM · flatlock seams	25	$29.00
	50	$28.00
	100	$26.50
	250	$24.00

Full-color dye-sublimated design · Built to block the sun · Wholesale pricing per unit

RASHGUARD

PRODUCT	QTY	WHOLESALE
RASHGUARD · SHORT SLEEVE		
Athletic fit · 82% poly / 18% spandex · 210 GSM · reinforced flatlock	25	$31.00
	50	$28.50
	100	$27.00
	250	$24.50
RASHGUARD · LONG SLEEVE		
Athletic fit · 82% poly / 18% spandex · 210 GSM · reinforced flatlock	25	$34.00
	50	$32.00
	100	$30.50
	250	$28.00

Full-color dye-sublimated design · UPF protection based on fabric composition · Wholesale pricing per unit

VENTURE SUN SHIRTS



ABOVE-WATER UPF 50+

VENTURE SUN CLASSIC

Long Sleeve

86% poly / 14% spandex · UPF 50+

The go-to for dockhands, anglers, windsurfers, and anyone logging long hours in the sun.

FROM $24.00



ABOVE-WATER UPF 50+

VENTURE SUN HOODIE

Long Sleeve Hoodie

86% poly / 14% spandex · UPF 50+

Classic shirt with added head & neck coverage. Breathable mesh panels, moisture-wicking.

FROM $29.00



ABOVE-WATER UPF 50+

HOODIE WITH GAITER

Long Sleeve Hoodie + built-in gaiter

86% poly / 14% spandex · UPF 50+

Maximum coverage. Built for offshore guides and full-day shifts in the sun.

FROM $30.00

VENTURE SUN SHIRTS

PRODUCT	QTY	WHOLESALE		
		VENTURE SUN CLASSIC	VENTURE SUN HOODIE	VENTURE SUN HOODIE + GAITER
	36	$30.50	$35.50	$35.50
	72	$29.00	$33.50	$33.50
	100	$29.00	$31.00	$32.00
	250	$24.00	$29.00	$30.00

UPF 50+ sun shirt · 86% poly / 14% spandex · all-over sublimation · breathable mesh panels · moisture-wicking

TEES, TANKS, AND MORE

STARTING AT $14 PER SHIRT

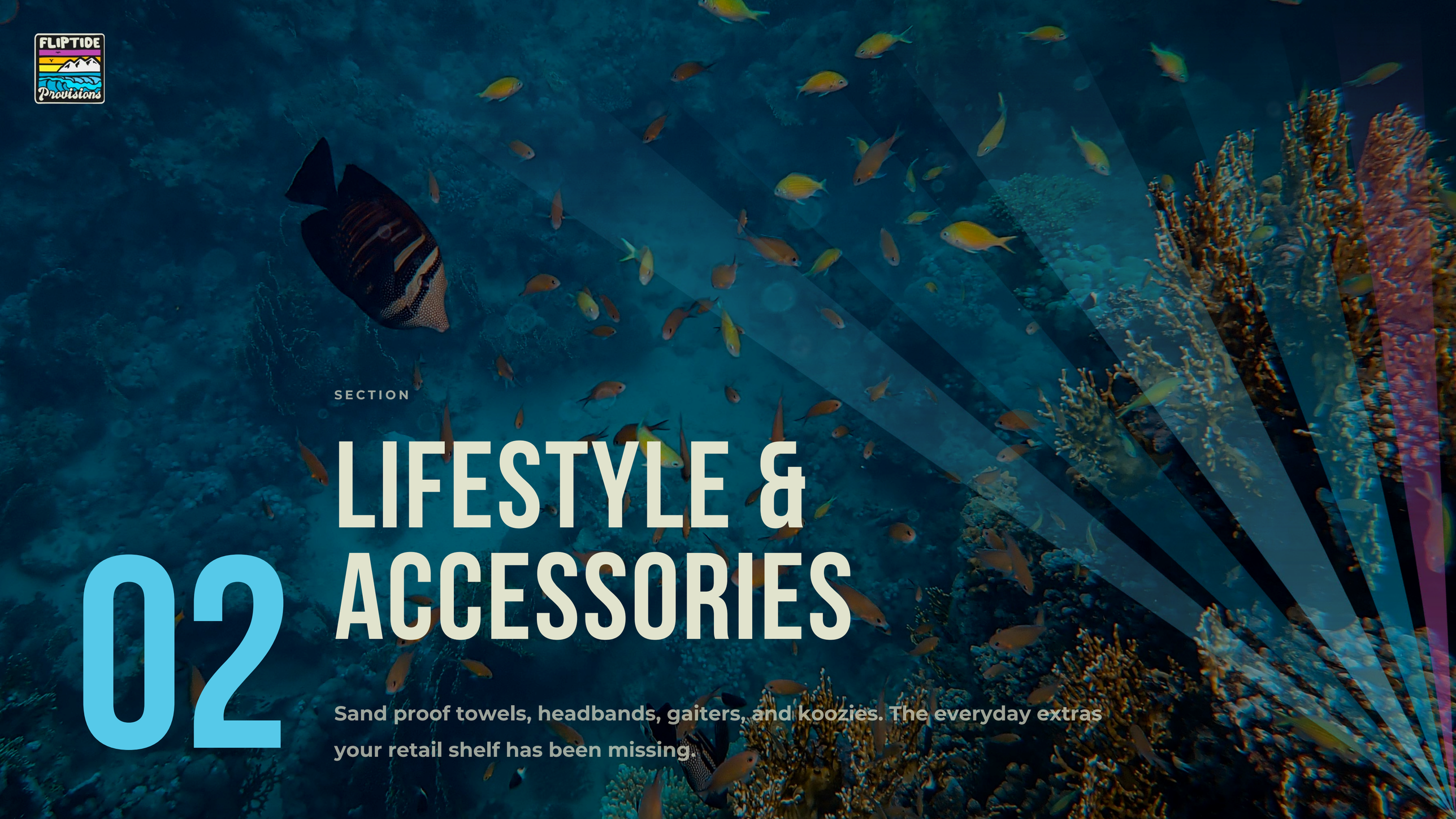
Choose from our stock collection of artwork or let us make something completely custom.

- Quality tanks, tees, hoodies, hats, and more
- Screen printing, embroidery, and sublimation
- Wide range of styles, fits, colors, and price points
- Trusted brands like Bella+Canvas, Comfort Colors, Hanes, Stanley/Stella, and more









SECTION

02 LIFESTYLE & ACCESSORIES

Sand proof towels, headbands, gaiters, and koozies. The everyday extras your retail shelf has been missing.

SAND-PROOF TOWELS



SAND-PROOF MICROFIBER TOWEL

200 GSM · 32x70" · double-sided +$1.20/unit

QTY	WHOLESALE
36	$20.50
72	$18.50
144	$17.00
300	$16.00

SAND-PROOF WAFFLE TOWEL

390 GSM · 30x60" · 85/15 poly-polyamide · double-sided +$1.20/unit

QTY	WHOLESALE
36	$29.00
72	$24.50
144	$23.50
300	$22.00

HEADBANDS & GAITERS



TIDE HEADBAND

QTY	WHOLESALE
50	$6.00
100	$5.00
250	$4.00



ROAMER GAITER

QTY	WHOLESALE
100	$5.00
250	$4.50
500	$4.50



CURRENT GAITER

QTY	WHOLESALE
50	$9.00
100	$8.50
250	$8.00

KOOZIES

Keep drinks cold and your shop in hand. Custom koozies that go home in every dive bag.

QTY	ONE COLOR	FULL COLOR
50	$6.00	$7.00
100	$5.00	$6.50
250	$4.50	$6.00
500	$4.00	$6.00

Wholesale pricing per unit. Same price for regular or slim cans.



KOOZIES COLORS.

CUSTOMIZE YOUR KOOZIES IN 3 EASY STEPS:

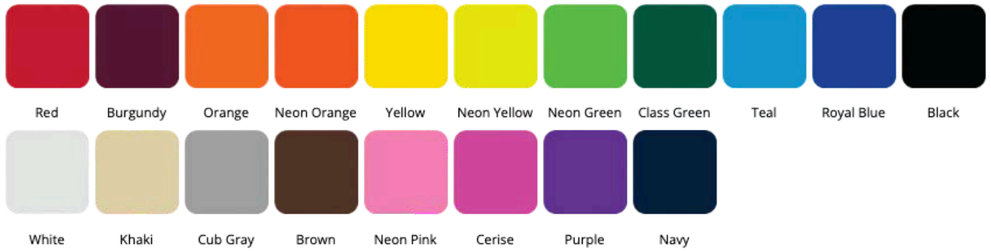
1) Body Colors



2) Trim Colors



3) Thread Colors



SECTION

03 DIVE ACCESSORIES

Small products with outsized branding impact. Custom neoprene mask straps and cases put your shop's identity right in the middle of every diver's kit.

TWO PRODUCTS. TWO PRINT OPTIONS



MASK STRAP

CUSTOM PRINT MASK STRAP

Available in 1 Color & Full Color print

1 COLOR FROM $6.50 · FULL COLOR FROM $7.00



MASK CASE

CUSTOM PRINT MASK CASE

Available in 1 Color & Full Color print

1 COLOR & FULL COLOR FROM $10.00

NEOPRENE MASK STRAP & MASK CASE PRICING

PRODUCT	50	100	250	500	1000
MASK STRAP					
1 Color	$10.50	$9.00	$8.00	$7.00	$6.50
Full Color	$11.00	$9.50	$8.50	$7.50	$7.00
MASK CASE					
1 Color	$16.00	$13.50	$12.00	$10.50	$10.00
Full Color	$16.00	$13.50	$12.00	$11.00	$10.00

3mm neoprene · fully customizable colors of body and trim · Mask Case adds a carrying loop.

Prices include imprint, body color, trim color and thread color - see next slide for details.

STRAP & CASE COLORS

CUSTOMIZE YOUR STRAP OR CASE IN 3 EASY STEPS:

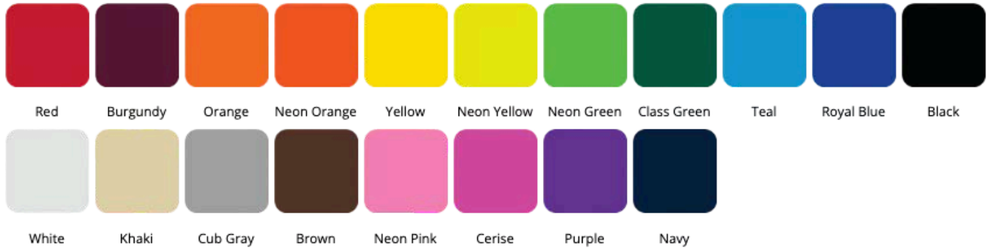
1) Body Colors



2) Trim Colors



3) Thread Colors



SECTION

04 STICKERS & MAGNETS

OG, holographic & glow stickers plus acrylic and button magnets. Small price, massive reach. Your shop travels home on every cooler, laptop, and fridge.

ANY SIZE. ANY SHAPE. THREE FINISHES



REGULAR

OG STICKER

≤ 9 sq in

FROM $1.00



HOLOGRAPHIC

HOLOGRAPHIC STICKER

≤ 9 sq in

FROM $1.50



GLOW

GLOW STICKER

≤ 9 sq in

FROM $1.50

OG, HOLOGRAPHIC, & GLOW

PRODUCT	50	100	250
OG Sticker · ≤ 9 sq in	$2.50	$1.50	$1.00
Holographic Sticker · ≤ 9 sq in	$3.00	$2.00	$1.50
Glow Sticker · ≤ 9 sq in	$3.00	$2.00	$1.50

Precision die-cut · matte or gloss finish · up to 4 year outdoor life with lamination · soy ink & PVC-free

Ordering 500 or more? Contact us for bulk pricing and volume discounts.



PICK 10. STACK & SAVE.

Mix any 10 designs from our catalog. Same premium stickers, better price.

SHOP STACK
10 OG designs, 100 each
1,000 stickers · $1,250 ($1.25 ea)
You save $250

COLLECTOR MIX
5 OG + 5 Holo or Glow, 100 each
1,000 stickers · $1,450 ($1.45 ea)
You save $300

SIX OPTIONS ACROSS TWO FINISHES



ACRYLIC · ⅛"

EDGY MAGNET

≤ 6 sq in

FROM $5.50

ACRYLIC · ¼"

EDGY MAGNET MAX

≤ 6 sq in

FROM $6.00



ACRYLIC · ⅛"

DOTTY MAGNET

≤ 6 sq in

FROM $4.50

ACRYLIC · ¼"

DOTTY MAGNET MAX

≤ 6 sq in

FROM $5.50



BUTTON

CIRCLE OR SQUARE BUTTON MAGNET

≤ 6 sq in

FROM $2.00

BUTTON

RECTANGLE BUTTON MAGNET

Standard size

FROM $2.50

FULL COLOR ACRYLIC MAGNETS

PRODUCT	50	100+
Edgy Magnet · ⅛" thick · laser cut shape · ≤ 6 sq in	$9.00	$5.50
Edgy Max Magnet · ¼" thick · laser cut shape · ≤ 6 sq in	$10.00	$6.00
Dotty Magnet · ⅛" thick · laser cut shape · ≤ 6 sq in	$8.00	$4.50
Dotty Max Magnet · laser cut shape · ¼" thick · ≤ 6 sq in	$9.00	$5.50

Full-color digital print on thick laser-cut acrylic with strong magnetic backing. Great product for customers to add-on at checkout.

Set-up not included. Due to item weight and special packaging needs, magnet are not elgible for free shipping.

BUTTON MAGNETS

PRODUCT	50	125	250	500
Circle or Square Button Magnet	$4.00	$3.00	$2.50	$2.00
Rectangle Button Magnet	$4.50	$3.50	$3.00	$2.50

PAIR WITH STICKERS

Customers who buy stickers often buy magnets too. They just need to see them side by side. Reuse your existing artwork for a zero-effort add-on, or create something new to give your shop a fresh angle. Either way, placing them together on an impulse display turns a $4 sale into a $12+ transaction.

SECTION

05 DESIGN SERVICES

From rashguards to towels, we design merch that's unmistakably yours.

We don't just design around your brand, we bring it to life.

THREE WAYS TO DESIGN IT

TIER 01

ADD A LOGO

Your logo. Our products. Done.

$0

STARTING AT

Choose a solid or ombré color, send us your logo, and we'll handle the rest. An easy way to get great-looking branded products into your shop without starting a design from scratch.

- **Solid or ombré color**
- **Front + back logo placement**
- **Quickest design process**
- **Perfect for staff needs, restocks, or an easy retail refresh**

TIER 02

MAKE IT COOL

Your brand, with a little more Fliptide.

$100

STARTING AT

Start with artwork from our existing design library (patterns, marine life, graphics, and more) and we'll customize it around your branding. More distinctive than a logo on a blank, without going fully custom.

- **Everything in Add a Logo**
- **Choose from existing Fliptide artwork and design elements**
- **Customized with your logo, colors, and branding**
- **More personality without starting from scratch**

TIER 03

FULL SEND

This is where we make something nobody else has.

$300

STARTING AT

We build a completely original design around your shop: your location, dive sites, marine life, personality, or whatever makes your place worth remembering. Made from scratch, just for you.

- **Original artwork created from the ground up**
- **Built around your shop, destination, and story**
- **Highest level of creative development**
- **Completely unique to your brand**

BREEZY ADVENTURE PACKAGE

Every great adventure deserves its own shirt.

EVERY PACKAGE INCLUDES

BREEZY TEE
Your choice of short or long sleeve.

CUSTOM TRIP ARTWORK
Original artwork created for your trip.

MATCHING TRIP STICKER
A little extra something to remember the trip.

FREE SHIPPING
We've got it covered.

SIMPLE GROUP PRICING

STARTING AT (PEOPLE)	PRICE PER PERSON
25	$40
50	$30
100	$20

Rate applies per trip across a three trip commitment.

Price includes one Breezy Tee (short or long sleeve) and one matching trip sticker per person, per trip · Custom trip artwork included, no separate design fee · Free shipping

GIVING BACK TO THE REEF

5%

OF NET PROFITS

Reef Renewal Bonaire

BECAUSE THE BEST MERCH IS INSPIRED BY REEFS WORTH PROTECTING.

We partner with Reef Renewal Bonaire and donate 5% of net Bonaire operating profits to support coral restoration and reef resilience. We also partner with Reef Renewal Curaçao, and 5% of our net Curaçao operating profits go to their work. More partnerships coming soon.



LET'S TALK SHOP

MOST SHOP MERCH BLENDS IN. YOURS WON'T.

BENJI HASSELL

CO-FOUNDER

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