



The Original
Panama Jack®



Brand History

Since 1974, Panama Jack, a U.S. based global consumer brand, has built a loyal following synonymous with a casual and friendly lifestyle. From its signature suncare, eyewear and headwear products to its apparel, footwear, beach cruiser bicycles, home furnishings, and retail stores, Panama Jack gives consumers the freedom to enjoy what is most meaningful to them, their friends and families.

Brand Strengths

Brand Image & Perception:

- Casual, aspirational, fun, relaxed, timeless and enduring

Brand Awareness:

- Adults 71%, Teens 77%

Brand Quality:

- Excellent quality at an affordable price
- 85% very positive / positive opinions on products purchased

Gender Demographics:

- Male 50.1%, Female 49.9%

Primary Consumer Base:

- 25-34: 28%
- 35-44: 20%
- 45-54: 17%

Products & Services

Panama Jack currently has 21 branded product categories:

• Home Furnishings

- Indoor & Outdoor Furniture
- Bedding & Bath
- Indoor & Outdoor Rugs

Casual Lifestyle Products:

- Suncare, Headwear, & Eyewear
- Apparel, Footwear, Accessories
- Beach Cruiser Bicycles
- Towels, Beach Gear, Drinkware
- Personal Fragrances
- Prescription Eyewear Frames

TJX Companies - multiple categories

Selected Reach via Retail

- Brick & Mortar Accounts
 - Core Products: 72,000+
 - Home Collections: Top 100 Retailers
- E-commerce
 - Top accounts include Amazon, Wayfair, Walgreens, Walmart, Hayneedle, Kohl's, and Macy's
- TJX Direct-to-Retail
Core Products Only
 - 4,300+ stores
 - 3 e-commerce sites
 - 9 countries / 3 continents
- Panama Jack Retail Stores
 - 2 branded stores with additional inclusion in non-branded travel/resort stores
 - Dufry Duty Free Stores
 - Pre-pandemic aboard 32 ships carrying 5.5MM+ passengers/year plus 6 stores at cruise ports
 - Margaritaville Cruise Ship
- Theme Parks
 - Cedar Fair Entertainment: 12 parks
 - Hersheypark: 1 park
 - Universal Studios: 4 parks
 - Sea World Entertainment: 12 parks
 - Total: 29 parks
 - 101.8MM guests annually
- MGM Resorts International
 - 12 properties: 15.3MM available room nights, annually

Selected Reach via Marketing

- Cedar Fair FunTV Network
 - 25MM+ impressions/year as guests wait in ride lines
- Digital by Panama Jack
Corporate (*not including Licensees*)
 - 37MM+ impressions/year
- Promotional: Movie/TV product placement, Amazon Summer Toy List, Ocean City Maryland Beach Patrol, & other events globally in resort cities and markets
- Hang tag & direct mail:
20MM+ co

Current Brand Penetration

- 25 countries
- Beach service & pool deck concessions across the US in major destination markets

Panama Jack seeks best-in class Licensees, Retailers and Marketing Partners to increase brand exposure and to resonate its emotional connection with consumers.



Outdoor & Sunroom

Panama Jack and Pelican Reef continue to expand the Panama Jack Outdoor and Sunroom Collections with both modern and traditional styles for all generations. Emphasis is placed on comfort and design with versatile pieces that work in any part of the world. Choose from our vast array of outdoor collections and our hand crafted sunroom collections that bring the Panama Jack feeling into your home.





Pawana Jack HOME

High Point Brand Corporate Showroom

Market on Green - Space 401
212 East Green Street
High Point, NC 27260
(336) 822-2780

Pelican Reef

- Outdoor and Sunroom Furniture
- Contact: Mayleen Chadwick
- Phone: (305) 820-9000
- Email: mayleen@pelicanreef.com

High Point Outdoor & Sunroom Showroom

Near Center Point on Hamilton
411 Manning Street
High Point, NC 27260
(336) 822-2780

