



ELECTRIC



ACTION



SCOTTY STOPNIK - AV1



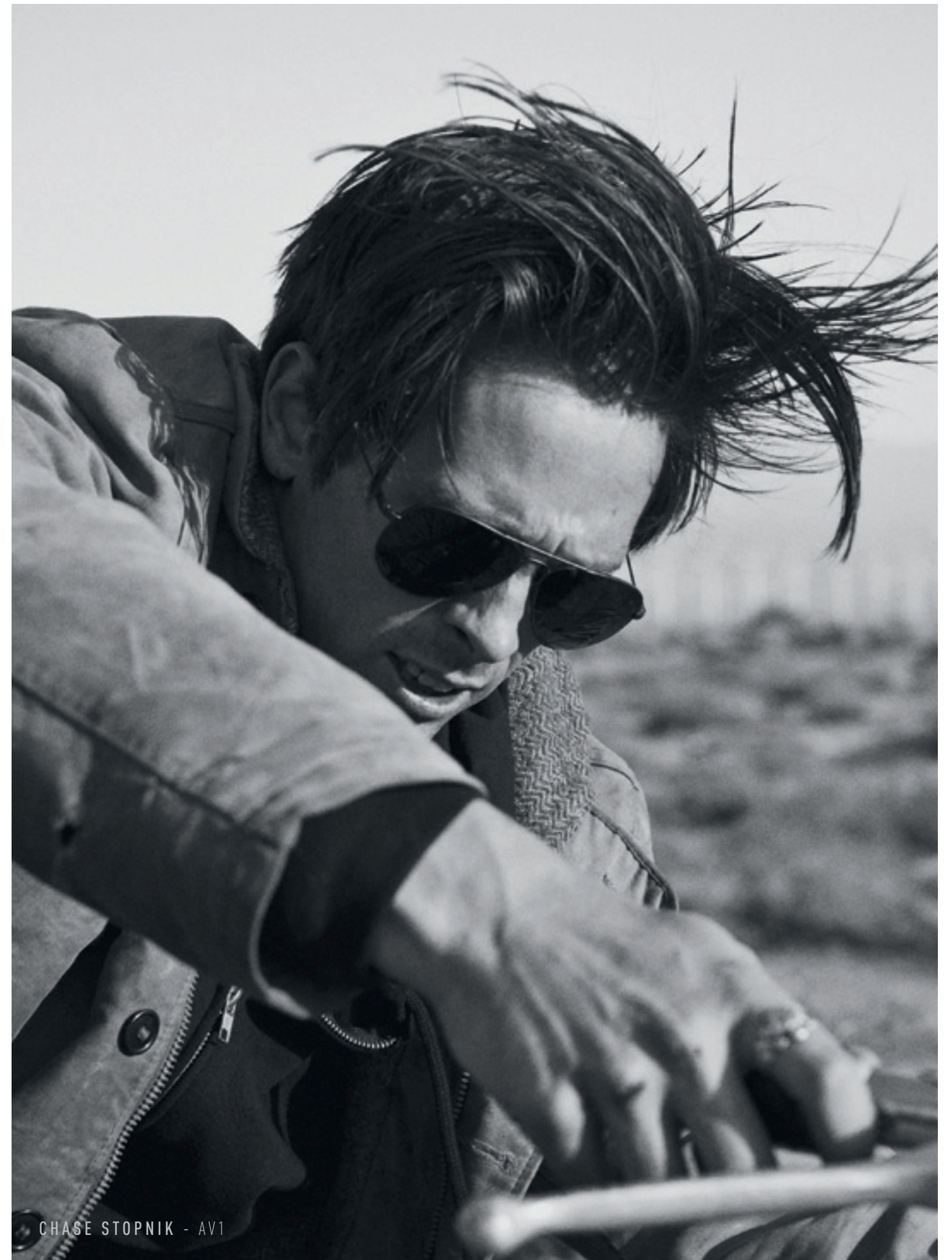


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AV2 GLASS - OW01 WATCH - WAINWRIGHT II WALLET



CHASE STOPNIK - AV1



SCOTTY STOPNIK - LEADFOOT GLASS OW01 WATCH

EYEWEAR

MITCH ABSHERE - MUDSLINGER





LEADFOOT NEW

Hit the road with nowhere to go. Troubles past, horizons ahead, put the pedal to the floor in the Leadfoot.

FRAME:
6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:
6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:
48h-145w-136l, 30grams



N° EE14201620 **GLOSS BLACK - M. GREY**
AVAILABLE IN POLARIZED LEVEL I
 N° EE14210639 **TORTOISE SHELL - M. BRONZE**
AVAILABLE IN POLARIZED LEVEL I
 N° EE14230620 **MATTE SMOKE - M. GREY**
 N° EE14259520 **MATTE SPOTTED TORT - BLACK M. GREY**
 N° EE14247720 **EMERALD - M. GREY**



LA TXOKO

Much like its collaborative creator, La Txoko stands unassisted through style. Craig Anderson's elegance on water welds seamlessly through La Txoko's timeless lines and curves.

FRAME:
6 Base Mold Injected Grilamid Frame. 5 barrel hinge.

OPTICS:
6 Base Melanin Infused Polycarbonate Lenses. 100% UV Protection. Up to 98% Blue Light Protection.

MEASUREMENT/WEIGHT:
48h-141w-142l, 31grams



N° EE13501020 **MATTE BLACK - M. GREY**
AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13553439 **MATTE SPOTTED TORT - M. BRONZE**
AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13554520 **IVORY HORN - M. GREY**
 N° EE13547720 **EMERALD - M. GREY**
 N° EE13530620 **MATTE SMOKE - M. GREY**
 N° EE1355274 **SMOKEY CRIMSON - M. ROSE**



SCRAMBLER NEW

For the long days and longer nights, for the good times with style to spare. The Scrambler is a lightweight frame with unique drop temple construction to keep you under the radar.

FRAME:
6 Base Mold Injected Grilamid Frame. 5 barrel hinge.

OPTICS:
6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:
58h-151w-139l, 31grams



N° EE14801020 **MATTE BLACK - M. GREY**
 N° EE14801620 **GLOSS BLACK - M. GREY**
AVAILABLE IN POLARIZED LEVEL I
 N° EE14810639 **TORTOISE SHELL - M. BRONZE**
 N° EE14858020 **MATTE OLIVE TORT - M. GREY**
 N° EE14860021 **SAPPHIRE - M. GREY SILVER CHROME**





KNOXVILLE XL

Respecting the original Knoxville, we've SCALED-UP the sizing to create a frame that offers more coverage and a larger look while maintaining clean, classic lines and uncompromised fit.

FRAME:

6 base mold injected Grilamid frame. 3 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

50-144-130, 33grams



KNOXVILLE UNION

While many choose to look back, we continue pushing forward. A wire rim lens topped by the sharp details of the Knoxville frame, create a perfect union of form, function & style. The result is a balanced design that is clearly ahead of its time.

FRAME:

6 base mold injected Grilamid frame. 3 barrel hinge. Stainless steel Monel eye-wire.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

47-139-128, 32grams



KNOXVILLE

Raised right. Born and bred with hard lines, timeless design traits and Italian quality.

FRAME:

6 base mold injected Grilamid frame. 3 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

47-139-129, 30grams





N° EE14401669
GLOSS BLACK - M2 GREY POLAR
POLARIZED LEVEL II

N° EE14455975
WINTER LENS - M. ROSE
BI GRADIENT + WL

CHRIS CHRISTENSON Signature Sunglass

We presented Chris with a challenge; work with us to develop a sunglass that would perform in his world. A world of Mammoth backcountry snowboarding, logging miles on his beloved Triumph, Baja quick strikes for swells, and countless hours shaping some of the finest surfboards in the business. What came of this is the Road Glacier; an all-terrain badass that has you dialed from the mountains to the sea, and the roads between.



ROAD GLACIER

Take the elements head on. From the water to the snow, to full throttle back roads, the Road Glacier keeps you protected with our sport enhancing lens coatings and side eye shields. Designed in hand with Chris Christenson, this frame goes with you as you push the limits.

FRAME:

6 base mold injected Grilamid frame. Innovative double action hinge system. Leather eye shields & mesh eye shields. Custom case and sunglass leash.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

50h-146w-107l, 38grams





MAINSTAY

The Mainstay lives where form and function collide. Amazingly light and extremely tough, this featherweight can hold its own.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-142-135, 28grams



SWINGARM

The Swingarm is lightweight and heavy duty. Purpose built around the innovative double action hinge system, offering uncompromising fit and function.

FRAME:

6 base mold injected Grilamid frame. Innovative double action hinge system.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-140-135, 29grams



BLACK TOP

Big on first impression, perfect on fit and comfort, the Black Top was born from the streets and raised in the concrete jungle.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

52-140-134, 33grams



BLAST SHIELD

NEW

Rage into a good time.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

4 base Melanin infused Polycarbonate mask lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

53h-110w-137l, 34grams





TANNER GUDAUSKAS - MUDSLINGER



MUDSLINGER

Leave the streets behind in the Mudslinger. This supercharged 8 base wrap has superior coverage with lightweight construction that gives you the protection you need. Made to keep up with anything your day throws at it, on the water, in the snow, or along the trails.

FRAME:

8 base mold injected Grilamid frame. Innovative double action hinge system. Unique mold injected logo.

OPTICS:

8 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

46h-141w-119l, 37grams



BACKBONE

Built for adventure with its large frame and wide arm profile, the Backbone is your first line of defense against any condition.

FRAME:

8 base mold injected Grilamid frame. 5 barrel hinge. Unique mold injected logo.

OPTICS:

8 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

50h-140w-120l, 40grams



TECH ONE

The Tech One was purpose-built for all day adventures. The re-engineered wrap-around design, with its smooth, angular features provides crucial glare reduction in sun, snow, and surf alike.

FRAME:

8 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

8 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

45-142-123, 28grams



SIXER

Built for outdoor action, the full-coverage Sixer combines smooth lines with bold angles, to create a frame that is both progressive and practical.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge. Unique mold injected logo.

OPTICS:

8 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

46h-141w-130l, 33grams





CHARGE

Classic styling & wrap fit, the Charge is a no non-sense, universal shade that will make any entrance amazing.

FRAME:

8 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

8 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

43h-138w-121l, 26grams



N° EE04101020 **MATTE BLACK - M. GREY**
 AVAILABLE IN POLARIZED LEVEL I & III
 N° EE04101620 **GLOSS BLACK - M. GREY**
 AVAILABLE IN POLARIZED LEVEL I & III
 N° EE04101665 **GLOSS BLACK - M2 BLUE POLAR**
 N° EE04110639 **TORTOISE SHELL - M. BRONZE**
 AVAILABLE IN POLARIZED LEVEL I & III
 N° EE04110666 **TORTOISE SHELL - M2 BRONZE POLAR**
 N° EE04158020 **MATTE OLIVE TORT - M. GREY**



CHARGE XL

The Charge's bigger brother, XL has All the features of the Charge in a larger frame.

FRAME:

8 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

8 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

46h-140w-121l, 31grams



N° EE10401020 **MATTE BLACK - M. GREY**
 AVAILABLE IN POLARIZED LEVEL I
 N° EE10401620 **GLOSS BLACK - M. GREY**
 AVAILABLE IN POLARIZED LEVEL I
 N° EE10401665 **GLOSS BLACK - M2 BLUE POLAR**
 N° EE10410639 **TORTOISE SHELL - M. BRONZE**
 AVAILABLE IN POLARIZED LEVEL I
 N° EE10410666 **TORTOISE SHELL - M2 BRONZE POLAR**
 N° EE10458020 **MATTE OLIVE TORT - M. GREY**





S-LINE

We've developed the new Electric S-Line merging the technical advancements and materials that rigorous activities in the outdoors require, with the same Electric style and quality you're used to.

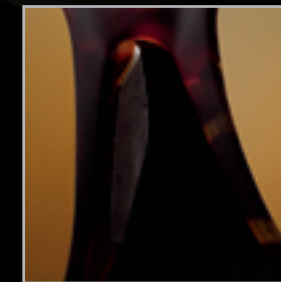


FEATURES



PLASTICAM HINGE

This is a dual action hinge that has added strength characteristics while reducing weight found on traditional hinges.



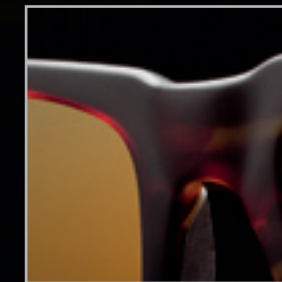
PERFORMANCE GRIP NOSE PADS

Performance Grip prevents frame slippage even during rigorous activity or while sweating.



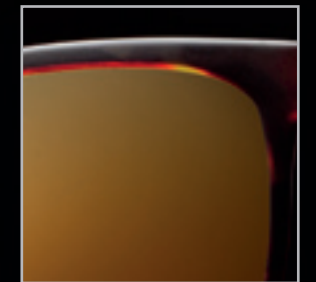
PERFORMANCE GRIP TEMPLE SLEEVES (NOT FEATURED ON SWINGARM S)

Performance Grip Temple Sleeves grips the head better and prevents frame slippage, even during rigorous activity or while sweating.



STRONGER THINNER FRAMES

Material has been removed in all unnecessary areas, while strength and stability has improved.



ANSI RATED FRAMES AND LENSES

All frames and lenses pass rigorous ANSI rating and qualifications.



KNOXVILLE S NEW

Few things are truly classic. Our bestselling Knoxville frame has been given a sport upgrade. Bringing you a lightweight frame you will barely feel but is sure to get you noticed.

FRAME:
6 base mold injected Grilamid frame in feather weight construction with performance grip nose bridge and temple tips. Innovative double action hinge system.

OPTICS:
6 base Melanin infused Polycarbonate lens available with performance coatings. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:
48h-139w-132L, 26grams



SWINGARM S NEW

Purpose built and foundational. The Swingarm-S expands the iconic model while maintaining uncompromised fit and function.

FRAME:
6 base mold injected Grilamid frame in feather weight construction with performance grip nose bridge. Innovative double action hinge system.

OPTICS:
6 base Melanin infused Polycarbonate lens available with performance coatings. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:
49h-140w-139L, 28grams



BACKBONE S NEW

Built for adventure. The Backbone-S takes a frame built for those battling the elements and turns into the ultimate line of defense for any condition.

FRAME:
6 base mold injected Grilamid frame in feather weight construction with performance grip nose bridge and temple tips. Innovative double action hinge system.

OPTICS:
6 base Melanin infused Polycarbonate lens available with performance coatings. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:
50h-142w-120L, 38grams





N° EE11109721
PLATINUM - M. GREY SILVER CHROME
AVAILABLE IN POLARIZED LEVEL I

N° EE11109839
GOLD - M. BRONZE
AVAILABLE IN POLARIZED LEVEL I

N° EE11145020
BLACK - M. GREY

N° EE11159277
MATTE GUNMETAL
M. GREEN + ORION /AR

AV1

The AV1 applies modern design refinements and technology to deliver improved fit, comfort, and performance. Available in two sizes.

FRAME:

6 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens.
100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

52-140-130, 25grams



N° EE12609721
PLATINUM - M. GREY SILVER CHROME
AVAILABLE IN POLARIZED LEVEL I

N° EE12609839
GOLD - M. BRONZE
AVAILABLE IN POLARIZED LEVEL I

N° EE12645020
BLACK - M. GREY

N° EE12654872
ROSE GOLD - M. ROSE SILVER
CHROME GRADIENT

N° EE12659277
MATTE GUNMETAL
M. GREEN + ORION /AR

AV2

Minimal aesthetic paired with precision craftsmanship, the AV2 is ready to ride.

FRAME:

6 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens.
100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-142-134, 26grams



N° EE12509721
PLATINUM - M. GREY SILVER CHROME

N° EE12509839
GOLD - M. BRONZE

N° EE12545020
BLACK - M. GREY

N° EE12554872
ROSE GOLD - M. ROSE SILVER
CHROME GRADIENT

AV1 XL

The AV1 applies modern design refinements and technology to deliver improved fit, comfort, and performance. Available in two sizes.

FRAME:

6 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens.
100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

56-146-135, 28grams



N° EE13109701
PLATINUM - M. GREY

N° EE13109814
GOLD - M. GREY SILVER CHROME

N° EE13154815
ROSE GOLD - M. ROSE SILVER
CHROME GRADIENT

N° EE13109762
PLATINUM - M. GREY BLUE CHROME

HUXLEY

Just the right balance of sophistication and technology, the Huxley let's you experience the brave new world like you've never seen it before.

FRAME:

4 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

4 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-136-135, 22grams

WOMENS EYEWEAR



MADDISON ROTHERY - DANGER CAT LX



DANGER CAT NEW

All the teeth of the Danger Cat LX, tamed for a more low profile look-the Danger Cat.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51-148-139, 33grams



N° EE14301620
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I

N° EE14310639
TORTOISE SHELL - M. BRONZE

N° EE14358279
NUDE TORT - M. GREY GOLD CHROME

N° EE14355274
SMOKEY CRIMSON - M. ROSE



RIOT NEW

Rise against the status quo in the Riot.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

60-146-136, 28grams

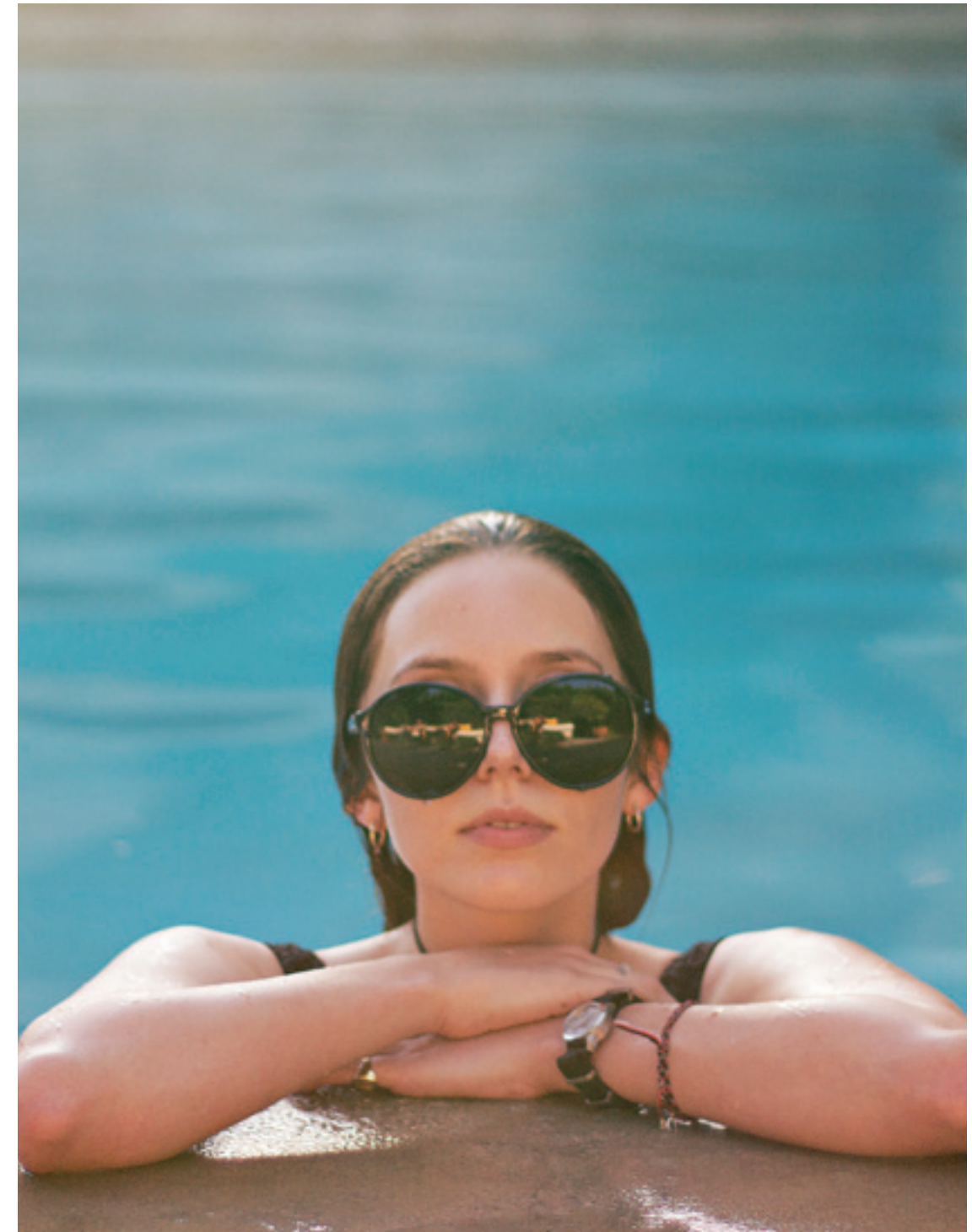


N° EE14901620
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I

N° EE14910639
TORTOISE SHELL - M. BRONZE

N° EE14958279
NUDE TORT - M. GREY GOLD CHROME

N° EE14955274
SMOKEY CRIMSON - M. ROSE





BENGAL WIRE NEW

Transcend boundaries. Thinned out & lightened up with a metal brow, the Bengal Wire takes the universal appeal of its beach family to the city lights.

FRAME:

6 base mold injected Grilamid frame with wire brow and temple detail. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51h-141w-137l, 31grams



BENGAL

The Bengal is a universal frame with appeal that transcends not only genders, but also generations.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51h-140w-136l, 27grams

ENCELIA

Elegant and sophisticated, the Encelia draws inspiration from the fashion and freedom of the 1970's. From the streets of Haight-Ashbury to the stunning sunsets of California's high desert, the Encelia's smooth sculptural lines & unique colors make this frame the perfect accessory.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

55-144-130, 27grams



ELECTRIC MELANIN INFUSED LENSES



ELECTRIC'S MELANIN INFUSED LENSES BLOCK HARMFUL UV AND HEV BLUE LIGHT RELAXING YOUR EYES AND PROVIDING VIVID, CRISP, CLEAR, HAZE FREE VISION.

MELANIN

- Acts like spf 140 for your eyes protecting against crows feet
- Prolongs retinal health
- Improves visual clarity & contrast (relaxing your eyes)

PROTECTION

You wouldn't put your skin through a day in the sun without sunblock... so why would you go in the sun without wearing ELECTRIC'S MELANIN lenses?

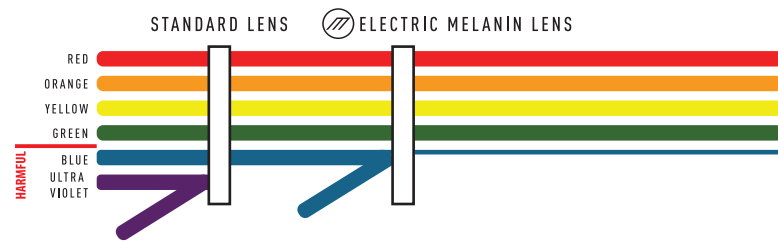
COMFORT

With comfort for your eyes like you've never experienced, we encourage you to feel the difference our lenses provide.

ENHANCED VISION

Not to be confused with a "color enhancing tint", our standard issue MELANIN lenses provide vibrant images with clarity, contrast & depth like you've never seen before.

VISIBLE LIGHT SPECTRUM



WITHOUT MELANIN LENS FILTRATION

- Increased exposure to harmful blue light which has been linked to retinal damage and crows feet
- Decreased visual clarity
- Eye strain

WITH MELANIN LENS FILTRATION

- Up to 98% protection against harmful blue light Helping preserve your visual health
- Enhanced visual clarity
- True color perception, relaxed feeling of the eye

UNDERSTANDING BLUE LIGHT AND MELANIN

WHAT IS BLUE LIGHT?

Blue light is the highest frequency light in the visible light spectrum, also known as "HEV" or High Energy Visible. While MELANIN does not "block" blue light, it filters the harmful HEV rays, protecting your eyes and preserving color perception.

BLUE LIGHT: A DANGER FOR THE RETINA

Unlike UVA and UVB rays which almost never reach the retina, Blue light (HEV) due to its high frequency, radiates the retina all day long. Recent scientific studies have revealed that such rays can damage your retinas over time.

THE NEGATIVE EFFECTS OF BLUE LIGHT

As we age our natural self defense system against blue light becomes less efficient, resulting in higher exposure to the harmful rays over time. These cumulative damages are likely to be responsible for retinal diseases such as AMD (Age-related Macular Degeneration)

PRESERVE YOUR VISUAL HEALTH

The greatest benefit of ELECTRIC'S MELANIN infused lenses is the protection they afford your eyesight and retina. However, their benefits go beyond the eye itself, protecting the sensitive skin around the eye from damaging HEV rays and helping battle crows feet.

WHAT IS AMD

AMD is a degenerative disease of the eye, damaging the area surrounding the optic nerve and causing problems with eyesight, particularly in the center of your vision. AMD has become the leading cause of blindness in industrialized countries, and affects 13-15 million Americans and 25 million people worldwide. Our standard issue MELANIN lenses block Blue Light, one of the causes of AMD.

WHAT IS MELANIN?

Melanin is a natural pigment found throughout the human body. Its role is to protect us against sunlight damage by filtering UV and Blue Light and is the best natural defense against the harmful effects of the Sun / Blue Light. Every pair of Electric lenses are infused with Melanin, blocking up to 98% of Blue Light.

*Glass lenses are not melanin infused

NATURAL COLOR PERCEPTION

Tints, which filter blue light, may distort colors. Unlike "Blue-Blockers" which totally stop Blue Light, and alter color perception, ELECTRIC'S standard issue MELANIN lenses filter blue light while maintaining the perception of natural colors.

ENHANCE CONTRAST AND SEE CLEARER

Due to its high energy, Blue Light bounces off of clouds, water molecules, solid surfaces, and your inner eye - bombarding your retina and creating visual haze. ELECTRIC'S MELANIN lenses filters this Blue Light, cutting the haze and relaxing your eyes while creating a clearer, crisper image.

IN SUMMARY

- Blue light is a Danger for the Retina
- Melanin Combats the negative effects of Blue Light
- Every ELECTRIC sunglass lens is infused with Melanin*
- Melanin preserves / prolongs visual health
- Melanin acts like SPF 140 protecting the skin around the eyes preventing against aging lines, A.K.A "crows feet"
- Melanin cuts the haze improving visual clarity
- Melanin provides the eyes with a relaxed feeling

* Glass Polarized Lenses do not feature Melanin

ELECTRIC PREMIUM POLARIZED LENSES

WHEN LIGHT IS REFLECTED OFF A SURFACE, IT BECOMES CONDENSED, CREATING GLARE.

ELECTRIC'S Polarized lenses eliminate 99.9% of glare, offer 100% UV protection, and provide true color perception. High color contrast and superior glare reduction, fueled with the finest degree of craftsmanship, brings you the highest quality Polarized lenses. No gimmicks, no distortion, no glare.

LEVEL I

ELECTRIC'S Level I Polycarbonate Polarized lens comes standard with synthetic MELANIN injection, providing premium glare reduction, relaxed eye feeling, true color perception, and scratch resistance.

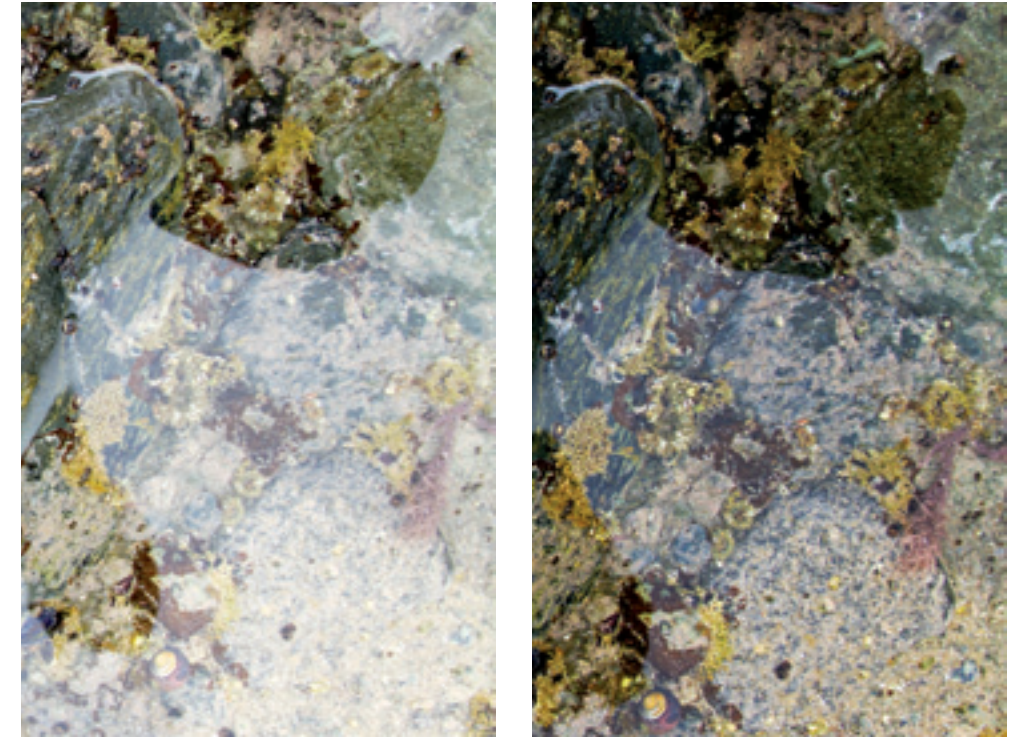
LEVEL II

ELECTRIC'S level II Polycarbonate Polarized lens combines the world class MELANIN infused Level I lens, with the addition of flash mirror, anti-reflection and hydrophobic and oleophobic performance lens coatings.

LEVEL III

ELECTRIC'S level III hand polished mineral glass polarized lens are the benchmark for quality, performance, visual clarity, and color brilliance. Anti-reflection coating is also featured.

*Glass lenses are not melanin infused.

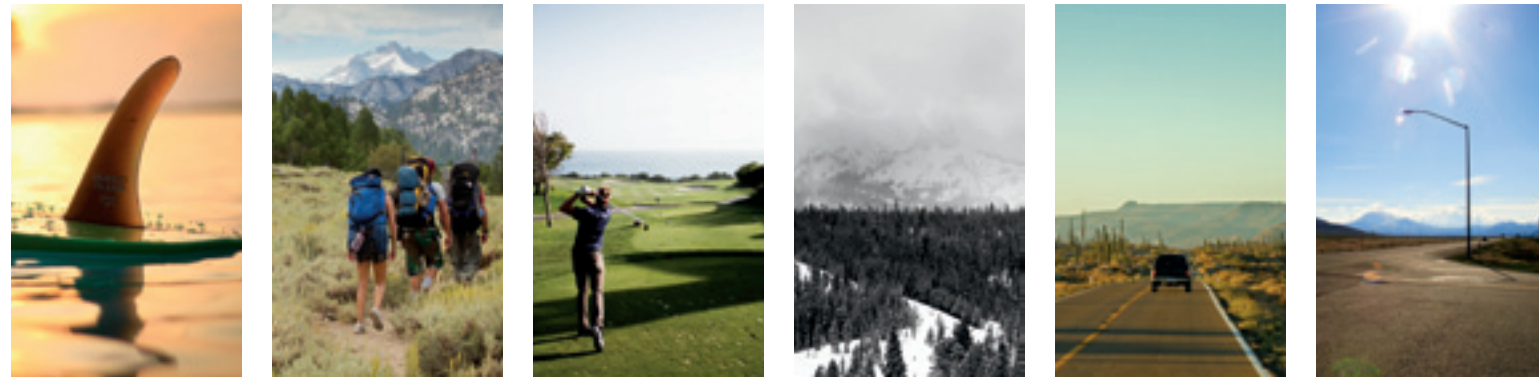


HAND MADE IN ITALY



Italian craftsmanship has set the global standard for luxury product engineering. Meticulous attention to detail, first choice materials & high standard processes have placed Italian craftsmanship at the pinnacle of sunglass manufacturing. The ELECTRIC eyewear collection is 100% Italian made.





WATER TRAIL GRASS SNOW ROAD DAILY



HIGH PERFORMANCE LENS COATINGS



PREMIUM LENS MATERIALS

MELANIN - POLYCARBONATE
LIGHT WEIGHT, IMPACT RESISTANT



ELECTRIC exclusively uses Bayer® brand Makrolon® raw Polycarbonate material. All of our Polycarbonate lenses are infused with health preserving MELANIN.

MELANIN - CR39
LIKE A BALANCE OF GLASS AND PC



ELECTRIC is proud to offer, MELANIN infused CR-39 lenses. An industry first that we have developed, exclusively with our lens supplier.

HAND POLISHED MINERAL GLASS
THIN & LIGHT WEIGHT AS POSSIBLE, EXCELLENT OPTICAL CLARITY

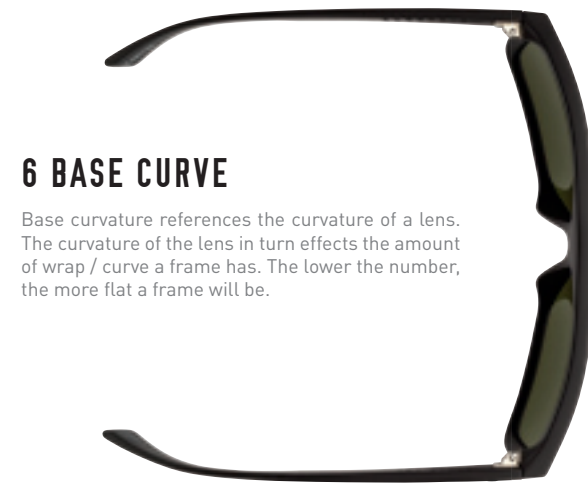


ELECTRIC'S glass lenses offer superior optical clarity, are the most scratch-resistant and have been manufactured as light weight as possible.

FRAME MATERIAL & BASE CURVE

6 BASE CURVE

Base curvature references the curvature of a lens. The curvature of the lens in turn effects the amount of wrap / curve a frame has. The lower the number, the more flat a frame will be.



8 BASE CURVE

Base curvature references the curvature of a lens. The curvature of the lens in turn effects the amount of wrap / curve a frame has. The higher the number, the more wrap / curve a frame will have. 8 base frames are more wrapped & are ideal for active settings.



GRYLAMID FRAME

High tensile strength and heat resistant grylamid retains shape for optimal fit. This material is extremely impact resistant while still being flexible, light weight and durable.



ACETATE FRAME

ELECTRIC exclusively uses Mazzucchelli® raw acetate for all of our hand made Italian acetate frames. This material is aesthetically pleasing, ideal for custom fitting & pliable when heated.



WIRE FRAME

Each of ELECTRIC'S wire frames utilize a high quality surgical grade stainless steel. This material is non corrosive, hypo allergenic, lightweight and durable.



TURKEY STOPNIK - BENGAL WIRE

CHASE STOPNIK - LEADSHOT

LEADFOOT



NEW

SCRAMBLER



NEW

LA TXOKO



KNOXVILLE XL



KNOXVILLE



KNOXVILLE UNION



ROAD GLACIER



NEW

MAINSTAY



BLACKTOP



SWINGARM



BLAST SHIELD



NEW

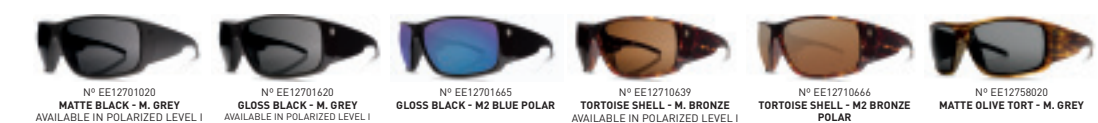
MUDSLINGER



TECH ONE



BACKBONE



SIXER



CHARGE



CHARGE XL



KNOXVILLE S



NEW

BACKBONE S



NEW

SWINGARM S



NEW

AV1



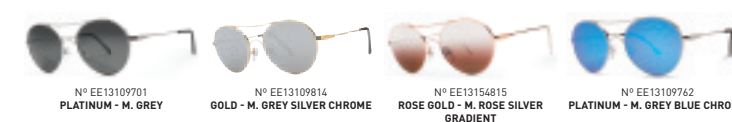
AV1 XL



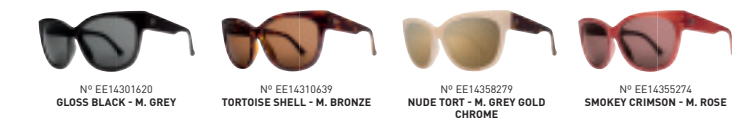
AV2



HUXLEY



DANGER CAT



NEW

RIOT



NEW

BENGAL WIRE



NEW

BENGAL



ENCELIA





WATCHES



N° EW0220030001 BLACK
 N° EW0220030005 ALL BLACK
 N° EW0220030102 ALL BLACK/BLUE
 N° EW0220030010 GUNMETAL

SEEKER **NEW** 200 M

Built from the ground up for the ultimate waterman. The Seeker is your All-encompassing tool unveiling our TDT technology. Combining pre-programmed tide, depth & temperature, this watch brings easy access to all the info you need on or in the water.

MOVEMENT:

Proprietary custom made TDT (tide, depth, temp) multi-sensor module with high resolution TFT LCD dual color display. Pre-programmed tides for 175 global beaches with unlimited future tide data viewing. Depth sensor with hands-free dive mode, automatic dive log with 99 entries and programmable dive alarm. Temperature sensor, programmable countdown/heat timer, chronograph/timer with 99 lap/split logging, custom graphic moon phase display, sunrise/sunset times display, programmable alarm, dual time zones, calendar and low battery indicator.

CASE:

47mm stainless steel case with durable synthetic polymer bezel and pushers & hardened mineral crystal. Water resistant up to 20ATM / 200 meters / 600 ft.

BAND:

22mm molded polyurethane band with stainless steel buckle and dive band extender.





N° EW0200090005 ALL BLACK SILICONE
 N° EW0200090014 BLACK/GOLD
 N° EW0200090094 ALL BLACK/RED
 N° EW0200090073 RED
 N° EW0200090095 GREY/RED
 N° EW0200090021 NUKUS



N° EW0200090096 LIGHT GREY/MULTI
 N° EW0200090097 OLIVE CAMO
 N° EW0200070005 ALL BLACK POLY
 N° EW0200070081 SILVER OLIVE

PRIME **NEW** 100 M

Look to the past to see the future. With a nod to the 80's in its geometric sleekness, and constructed from new age high tech materials, the Prime is digitized for the modern era.

MOVEMENT:
 Digital module with dual time, calendar, alarm, countdown timer, chronograph with 10 lap recall, and light functions.

CASE:
 44mm Polycarbonate case with multi-piece bezel and hardened mineral crystal. Water resistant up to 10ATM / 100 meters / 300 ft.

BAND:
 22mm molded silicone with Grilamid buckle or polyester velcro band with stainless steel buckle.





ED01 T 100 M

Never be left guessing again. Thin, light, and tough, with its Simple Tide index the ED01-Tide will let you know when it's good to go.

MOVEMENT:

Digital module with simple tide & tide prediction, moon phase, calendar, alarm, countdown/heat timer, chronograph with 30 lap recall and light functions.

CASE:

40mm Polycarbonate case with raised bezel, hardened acrylic crystal. 10ATM / 100 meters / 300 ft.

BAND:

22mm. Offered in a polyester band with custom stainless steel buckle and velcro closure or custom molded PU band with Grilamid closure.



N° EW0120030001 **BLACK PU** N° EW0120030002 **WHITE** N° EW0120030073 **RED** N° EW0120030074 **BRIGHT BLUE** N° EW0120030028 **BLUE/BRIGHT BLUE** N° EW0120030103 **BLACK/CORAL** N° EW0120030039 **BLACK/GREEN**



N° EW0120020001 **BLACK NATO** N° EW0120020051 **WHITE/BLACK** N° EW0120030032 **BLACK/BLUE** N° EW0120020031 **OLIVE** N° EW0120020038 **BLACK/CAMO** N° EW0120070096 **LIGHT GREY/MULTI** N° EW0120070104 **BLACK/GREY/GREEN**



ED01 100 M

Digital ease. The ED01's retro look is thin, light, & tough enough to give you all the info you need in any situation.

MOVEMENT:

Digital module with dual time, calendar, alarm, countdown timer, chronograph with 10 lap recall and light functions.

CASE:

40mm Polycarbonate case with raised bezel, hardened acrylic crystal. 10ATM / 100 meters / 300 ft.

BAND:

22mm. Offered in a polyester band with custom stainless steel buckle and velcro closure or custom molded PU band with Grilamid closure.



N° EW0110030001 **BLACK** N° EW0110030011 **NAVY** N° EW00110030105 **CLASSIC TORTOISE** N° EW00110030106 **BLACK TORTOISE** N° EW00110030109 **MASON TIGER** N° EW00110030108 **LUNAR**



N° EW00110030107 **LIGHT GREY** N° EW0110020052 **BLACK / BLACK** N° EW0110020051 **WHITE / BLACK** N° EW0110020057 **BRIGHT BLUE/BLACK** N° EW00110070110 **GOLD/BLACK** N° EW0010070111 **SILVER/GREY**



DW01 

2016 leagues under the sea, the DW01 captures the best of past & future aquatic design inspiration and combines it with a classic dive watch soul.

MOVEMENT:

6 hand Japanese quartz chronograph with date. Custom brass hands.

CASE:

44.5mm surgical stainless steel. Protective raised uni-directional rotating bezel. Mineral crystal, screw crown. 30 ATM / 300 meters / 900 ft.

BAND:

22mm. Offered in a custom molded PU band, or stainless steel solid link bracelet with double locking clasp.



N° EW0030010001 BLACK SS
 N° EW0030010013 BLACK STAINLESS
 N° EW0030010014 BLACK / GOLD
 N° EW0030010017 ALL GOLD
 N° EW0030030001 BLACK PU
 N° EW0030030005 ALL BLACK



DW03 

Classically designed, technologically advanced. The DW03 Tide carries on our dive tradition with added comfort and tide functions.

MOVEMENT:

3 hand Swiss quartz with simple, quick tide indicator. Custom brass hands.

CASE:

44.5mm surgical stainless steel. Protective raised uni-directional rotating bezel with custom aluminum insert. Mineral crystal, quick tide push crown at 9. 30ATM / 300 meters / 900 ft.

BAND:

22mm. Offered in a custom molded PU band, or stainless steel solid link bracelet with double locking clasp.



N° EW0140010001 BLACK SS
 N° EW0140010005 ALL BLACK SS
 N° EW0140030001 BLACK
 N° EW0140030005 ALL BLACK PU
 N° EW0140030032 BLACK / BLUE



DW02 

Precision is vital. The DW02 with aluminum bezel insert Allows for exact timekeeping and improved wearability. This classic bezel treatment captures the essence of traditional dive watch construction.

MOVEMENT:

5 hand Japanese quartz chronograph with date. Custom brass hands.

CASE:

44.5mm surgical stainless steel. Protective raised uni-directional rotating bezel. Mineral crystal, screw crown. 30ATM / 300 meters / 900 ft.

BAND:

22mm. Offered in a custom molded PU band, or stainless steel solid link bracelet with double locking clasp.



N° EW0070010020 BLACK/ORANGE SS
 N° EW0070030014 BLACK/GOLD
 N° EW0070030020 BLACK/ORANGE PU
 N° EW0070030080 ALL BLACK/MULTI





TURKEY STOPNIK - 0W01 WATCH

0W01

100 M

Less is more in the field. With a sculpted minimal case and machined lines, the officer watch gives you exactly what you need without any of the frills that hold you back.

MOVEMENT:

3 hand Japanese quartz with date. Custom brass hands and branded second hand.

CASE:

40mm single piece surgical stainless steel. Mineral crystal, anatomically positioned pull crown. 10ATM / 100 meters / 300 ft.

BAND:

20mm. Offered in a nylon nato style band with custom steel hardware, imported leather band, or with stainless steel solid link bracelet with double locking clasp.



N° EW0150010001 BLACK SS N° EW0150010005 ALL BLACK SS N° EW0150010072 ROSE GOLD/WHITE N° EW0150010085 ALL MATTE GUNMETAL N° EW0150050001 BLACK LEATHER N° EW0150050005 ALL BLACK LEATHER



N° EW0150020004 BLACK/OLIVE N° EW0150020001 BLACK NATO N° EW0150020005 ALL BLACK NATO N° EW0150050088 SILVER/BLACK N° EW0150050084 GUNMETAL/KHAKI N° EW0150080051 WHITE/BLACK N° EW0150080081 SILVER/OLIVE





FW02  200 M

A heavy duty timepiece for the casual trekker, the FW02 incorporates sophisticated construction techniques & functional details with time proven classic aesthetics.

MOVEMENT:

6 hand Japanese quartz chronograph with date. Custom brass hands.

CASE:

44mm surgical stainless steel. Protective raised uni-directional rotating bezel. Domed mineral crystal. Pull crown 20ATM / 200 meters / 600 ft.

BAND:

21mm. Offered in a woven polyester band, custom molded PU band, leather band, or stainless steel solid link bracelet with double locking clasp.



N° EW0020010001 **BLACK SS** N° EW0020010005 **ALL BLACK SS** N° EW0020010051 **WHITE/BLACK** N° EW0020030001 **BLACK PU** N° EW0020030005 **ALL BLACK PU** N° EW0020030006 **ALL BLACK / COPPER**



N° EW0020020001 **BLACK POLY** N° EW0020020005 **ALL BLACK POLY** N° EW0020020015 **WHITE / ROYAL** N° EW0020070051 **WHITE/BLACK** N° EW00200050083 **ALL BLACK/KHAKI** N° EW00200050084 **GUN METAL/KHAKI**



FW01  200 M

A daily driver for the geographically curious. A modern take on a classic field watch. Details and textures that reflect innovations found in today's best outdoor equipment, tactical accessories and custom vehicle styling.

MOVEMENT:

3 hand Japanese quartz with date. Custom brass hands with branded second hand.

CASE:

40mm surgical stainless steel. Protective raised bezel. Domed mineral crystal, anatomically positioned pull crown. 20ATM / 200 meters / 600 ft.

BAND:

20mm. Offered in a leather, or polyester nato style band with custom hardware or stainless steel solid link bracelet with double locking clasp.



N° EW0010010001 **BLACK** N° EW0010010002 **WHITE** N° EW0010010005 **ALL BLACK** N° EW0010020001 **BLACK** N° EW0010020003 **WHITE / OLIVE** N° EW0010020005 **ALL BLACK**



N° EW0010020038 **BLACK / CAMO** N° EW0010020040 **BLACK / BROWN** N° EW0010050083 **ALL BLACK/KHAKI**



N° EW0160050033
BLACK/TAN

N° EW0160070005
ALL BLACK

CARROWAY AUTO

Continuing the Carroway's tradition of nostalgic sophistication, the Automatic's premium upgrades take a favorite and make it a classic. Without the need for a battery, and it's sweeping seconds hand, the watch has machine like precision—while the exhibition backing gives you a look under the hood.

MOVEMENT:

3 hand slim Japanese automatic with date. Domed dial with custom brass hands and branded second hand.

CASE:

40mm multi-piece surgical stainless steel with exhibition caseback. Domed mineral crystal with ar coating. 10ATM / 100 meters / 300 ft.

BAND:

20mm. Offered in a custom Italian tanned leather band with custom stainless steel closure or polyester nato style strap with custom hardware.



N° EW0130050033
BLACK/TAN

N° EW0130050005
ALL BLACK

N° EW0130050034
CREAM/BROWN

N° EW0130050082
ROSE GOLD/OXBLOOD

N° EW0130070001
BLACK

N° EW0130070081
SILVER/OLIVE

CARROWAY

With timeless craft and a sleek profile, the Carroway carries a sense of nostalgic sophistication.

MOVEMENT:

3 hand slim Japanese quartz with date. Domed dial with custom brass hands and branded second hand.

CASE:

40mm multi-piece surgical stainless steel. Domed mineral crystal. 10ATM / 100 meters / 300 ft.

BAND:

20mm. Offered in a custom Italian tanned leather band with custom stainless steel closure or polyester nato style strap with custom hardware.





FW03 MINI 

シンプルでエレガント、さらに様々な場面で使えるFW03 MINIは、FW03の精神を受け継いだ小さめのデザイン。女性らしいフェミニンな仕上がりで、カラーやバンドはジュエリーのような感触。これ一つでも、十分な存在感。

MOVEMENT:

3針日本製クォーツムーブメント、日付表示

CASE:

26mm、ケース素材 サージカルスティール、風防素材 ミネラルクリスタル、20気圧/200メートル防水

BAND:

13mm、レザーバンド/カスタムステンレスバックル、ポリエステルベルト/ステンレス製バックル、ステンレススチールバンド/ダブルロッククラスプ



ALL GOLD ROSE GOLD / GREY STEEL MIDNIGHT/LAVENDER ALL BLACK/CRYSTAL ALL ROSE/CRYSTAL



ALL BLACK / GOLD GOLD / TAN ROSE GOLD/OXBLOOD ALL BLACK/CRYSTAL GUN METAL/ROSE GOLD/CRYSTAL BLACK GOLD/WHITE MIDNIGHT/LAVENDER

FW03 

シンプルでエレガント、さらに様々な場面で使える全く新しいFW03は、どんな時でもクリーンなラインと洗練さを約束する。

MOVEMENT:

3針日本製クォーツムーブメント、日付表示、秒針にはエレクトリックボルト採用

CASE:

40mm ケース素材 サージカルステンレス製、保護目的に盛り上がったベゼル、ミネラルドームクリスタル、解剖学的に配置されたクラウン、20気圧/200メートル防水

BAND:

20mm、イタリアンレザーバンド/ステンレス製バックル、ポリエステルベルト/ステンレス製バックル、ステンレススチールバンド/ダブルロッククラスプ



ALL GOLD STEEL / GREY TORT GOLD / TORT ALL BLACK / TORT ROSE GOLD/OXBLOOD TORT GREY / TORT



GOLD TORT / BLACK ALL BLACK / BRASS GOLD / SS BLACK / GOLD

BASIC ANALOG WATCH ANATOMY

BAND

ATTACHES TO CASE AND KEEPS WATCH ON THE WRIST.

CASE

CENTRAL STRUCTURE UPON WHICH THE WATCH IS BUILT. THE CASE HOUSES THE MOVEMENT & DIAL.

BEZEL

RING AROUND THE CRYSTAL SERVES AS ALTERNATIVE TIME KEEPING AND PROTECTS THE CRYSTAL.

DIAL

A GRAPHICAL REFERENCE REGISTERING TIME AND COMMUNICATES THE INFORMATION THE WATCH CONTAINS.



MOVEMENT

THE MOVEMENT IS THE BRAIN OF THE WATCH LOCATED JUST BENEATH THE DIAL OUT OF SIGHT, AND MOVES THE HANDS TO KEEP THE TIME.

CROWN

CONTROLS THE POSITIONING OF MAIN HANDS AND DATE. GASKETS AND/OR SCREW DOWN MECHANISMS SECURE AND PROVIDE WATERPROOF SEALS.

PUSHER

CONTROLS SECONDARY FUNCTIONS. SUCH AS THE CHRONOGRAPH.

DATE WINDOW

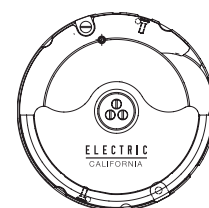
SMALL WINDOW IN THE MAIN DIAL REVEALING THE DATE.

SUB DIAL

SMALLER DIALS DISPLAYING SECONDARY INFORMATION SUCH AS ELAPSED SECONDS, MINUTES, HOURS, 24-HR, OR THE DATE.

MOVEMENT

The movement is the brain of the watch. It is the mechanical entity that keeps accurate time. A movement should be evaluated by the functions it provides, how it provides those functions, and the quality of manufacturing. Electric utilizes the most accurate and most durable Japanese and Swiss analog movements on the market. In digital watches the brain is called a module and can be programmed for a wide range of functions.



AUTOMATIC

An automatic movement is powered by pure mechanics from a spring that is wound by using the motion of the wrist. No battery is needed. To ensure these precise instruments run at top form, annual maintenance at a watch professional is suggested - like getting an oil change for your car.

ANALOG QUARTZ

Analog movements use rotating hands on a dial with numbers and or other markers to display the time and other information. Quartz movements use the vibrations of a tiny quartz crystal powered by a battery to maintain timing precision and are known for being extremely accurate and low maintenance.

3 HAND DATE

Displays the most basic of information in - hours, minutes, seconds and date. Driven by an analog quartz movement. Featured in the OW01, FW01, FW03 and Carroway.



CHRONOGRAPH

A chronograph movement provides stop-watch function measuring intervals of time. Sub dials measure partial seconds, minutes, hours, and/or 24 hour time. A chronograph has an independent sweep second hand on the main dial; it can be started, stopped, and returned to zero by successive pressure on the pushers. We proudly use industry leading Miyota and Ronda chronograph movements. FW02, DW02, and DW01 models utilize a Japanese Miyota movement. DW01S utilizes a Swiss Ronda chronograph movement.



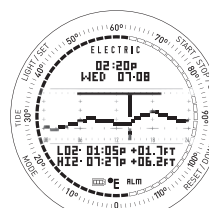
SIMPLE TIDE

Displays basic time information & measures the tidal cycle based on the average of time of 12 hours 25 minutes and 14 seconds between major tide events (high to high or low to low.) The DW03 utilizes a Swiss analog quartz tide movement. The ED01-T & FW02-DT utilize a digital simple tide module.



DIGITAL

Digital watches have a brain called a module and can be programmed for a wide range of functions. The time and information is displayed in number format on a LCD screen. Most common features are time, calendar, stopwatch, timer & light functions - found in ED01 & FW02-D. More complex features can include tide cycle and moon phase data - found in ED01-T & FW02-DT. Extremely robust functions such as TDT, Pre-programmed Tide, Temperature and Depth, can be found in the Seeker.



BASIC DEFINITIONS

300 SERIES STAINLESS STEEL

316 Stainless steel: surgical stainless steel prevents specific forms of corrosion. 316 is often used for building nuclear reprocessing plants. It is generally used in stainless steel watches and marine applications, as well as exclusively in the fabrication of reactor pressure vessels for boiling water reactors, due to its high resistance to corrosion. 316 SS allows for precision machining and is used in electric's cases, crowns, pushers, case backs and band hardware.

304 Stainless steel: grade 304 is the standard "18/8" stainless; it is the most versatile and most widely used stainless steel, available in a wider range of products, forms and finishes than any other. It has excellent forming and welding characteristics. Electric uses 304 ss in our stainless steel bands.

ANODIZED / ANODIZATION

Is a process applied to aluminium that creates a coating allowing a wide range of colors and increased corrosion and wear resistance.

ATM

Abbreviation for the scientific unit of measurement in Atmospheres. An ATM unit is a calculation of standard sea level pressure. 1 ATM is equivalent to 0.0193 PSI. The higher the number the more water resistant a watch is rated.

BEZEL

Ring around the crystal that serves as protection. Various watch styles utilize this space to engrave or print extra graphic time keeping indices. Electric's FW02 and DW01 feature a custom etched unidirectional rotating bezel with a pvd titanium carbide plating. DW02 and DW03 feature a custom anodized aluminium bezel insert.

CAPSA PIN

A multi-part steel pin system composed of a central pin with collar fittings. This high end attachment holds the bracelet links together and provides fluid and smooth bracelet wear.

CHEMICAL ETCHING

The process of using strong acid or mordant to cut into the unprotected parts of a metal surface to create a design or pattern. FW02, DW01 and DW02 models use this etching process to achieve the etched numbers and indices in the bezel.

CRYSTAL

This is the clear lens that covers and protects the dial and is housed by the bezel. Mineral crystal is heat-treated creating a hardness that is strong, highly durable and scratch resistant. Acrylic crystal is a hard plastic that is impact resistant and allows shallow for scratches to be buffed out.

JEWELS

Jewels serve two purposes in a watch. First, they are implemented to reduced friction and in turn, increase accuracy. Friction in the wheel train bearings and the escapement causes slight variations in the impulses applied to the balance wheel, causing variations in the rate of timekeeping. The low friction of jewel surfaces reduces these variations. Secondly, jewels can increase the life of the bearings. In un-jeweled bearings, the pivots of the watch's wheels rotate in holes in the plates supporting the movement. The sideways force applied by the driving gear causes more pressure and friction on one side of the hole. In some of the wheels, the rotating shaft can eventually wear away the hole until it is oval shaped, and the watch stops.

POLYURETHANE (PU)

Polyurethane is soft and comfortable on the skin, flexible and highly water resistant. The material is non-absorbant and quick drying, making it ideal for use around the water. Due to these properties this material is used in a variety of water specific products like boating and diving equipment.

SILICONE

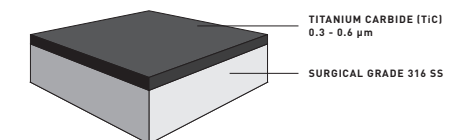
A soft molded synthetic material used for watch bands. It is extremely comfortable, completely waterproof, hypo allergenic, and very flexible. Silicone is commonly used in a variety of industries including medical and surgical devices, kitchenware, sports and performance gear and boating and diving equipment.

TDT TECHNOLOGY

Combining pre-programmed tide, depth & temperature - TDT brings easy access to all the information you need on or in the water. Pre-programmed tide predictions for 175 global beaches with unlimited future tide data viewing. Depth sensor with hands-free dive mode, automatic dive log with 99 entries and programmable dive alarm and air and water Temperature sensor.

TITANIUM CARBIDE

Is an extremely hard (mohs 9-9.5) Refractory ceramic material, similar to tungsten carbide. It is commercially used in tool bits. Titanium carbide is also used as a surface coating on some watches to increase hardness and change the surface color. Electric uses titanium carbide in its pvd coating process for all Black coatings, mainly seen on the bezel.



PVD

Pvd is the process in which we "color" metal. It is a way of bonding metal to metal creating a coating that protects and adds durability but is not scratch proof. Electric uses titanium carbide (tic) or titanium nitride (tin) to achieve a range of color coatings including: Black, gold, copper, grey or blue.

BASIC DIGITAL WATCH ANATOMY

BAND

ATTACHES TO CASE AND KEEPS WATCH ON THE WRIST.

CASE

CENTRAL STRUCTURE UPON WHICH THE WATCH IS BUILT. THE CASE HOUSES THE MODULE & DISPLAY

BEZEL

AREA AROUND THE CRYSTAL SERVES AS PROTECTION.



MODULE

THE BRAIN OF THE WATCH KEEPS THE TIME AND CAN BE PROGRAMMED FOR A VARIETY OF FUNCTIONS.

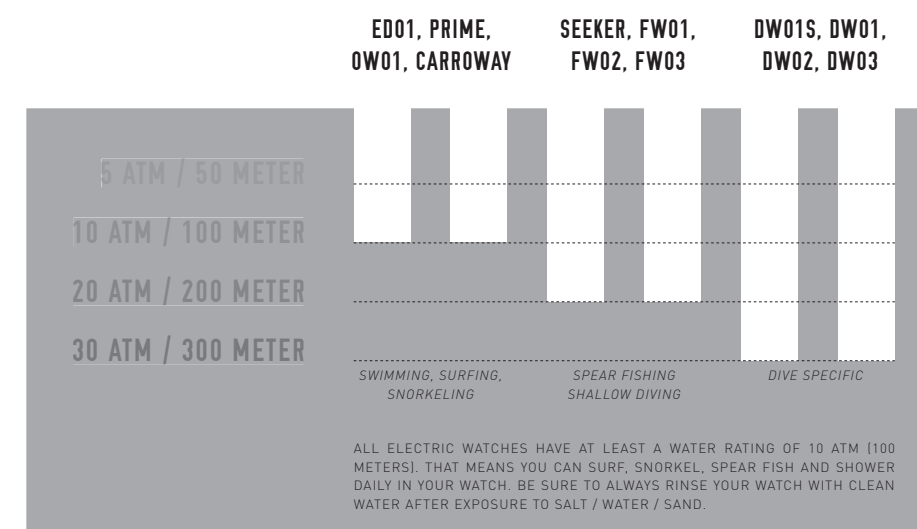
DISPLAY

LCD SCREEN DISPLAYS THE TIME, DATE AND ALL OTHER FUNCTIONS OF THE WATCH

PUSHER

CONTROLS FUNCTIONS. OF WATCH SUCH AS TIME SETTING, USING THE TIDE, TIMER OR CHRONOGRAPH.

WATER RATING: ATM





CHRIS COLE - FW01 WATCH

SEEKER



N° EW022003001 BLACK
N° EW022003005 ALL BLACK
N° EW022003010 ALL BLACK/BLUE
N° EW022003010 GUNMETAL

NEW

PRIME



N° EW020009073 RED
N° EW020009014 BLACK/GOLD
N° EW020009074 ALL BLACK/RED
N° EW020009095 GREY/RED
N° EW020009005 ALL BLACK SILICONE
N° EW020009096 LIGHT GREY/MULTI
N° EW020009021 NOKUS
N° EW020009077 OLIVE CAMO
N° EW020009005 ALL BLACK POLY
N° EW020009081 SILVER OLIVE

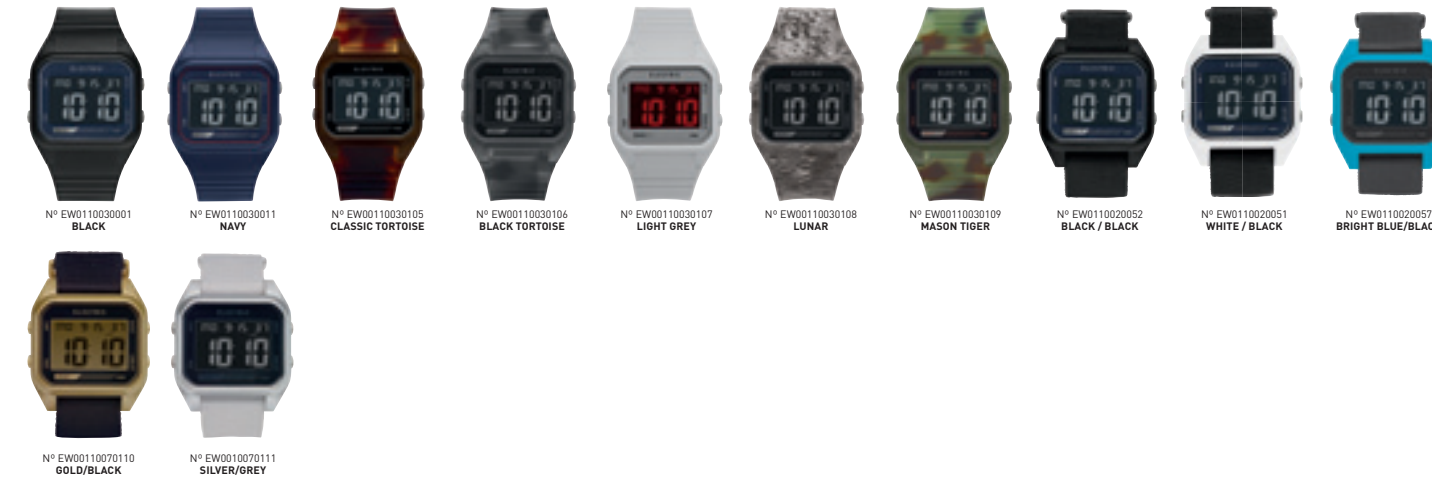
NEW

ED01-T



N° EW012003001 BLACK PU
N° EW012003002 WHITE
N° EW012003073 RED
N° EW012003074 BRIGHT BLUE
N° EW012003078 BLUE/BRIGHT BLUE
N° EW012003103 BLACK/CORAL
N° EW012003029 BLACK/GREEN
N° EW012003001 BLACK NATO
N° EW012003051 WHITE/BLACK
N° EW012003032 BLACK/BLUE
N° EW012002031 OLIVE
N° EW012002038 BLACK/CAMO
N° EW012007076 LIGHT GREY/MULTI
N° EW012007104 BLACK/GREY/GREEN

ED01



N° EW011003001 BLACK
N° EW011003011 NAVY
N° EW011003015 CLASSIC TORTOISE
N° EW011003016 BLACK TORTOISE
N° EW011003017 LIGHT GREY
N° EW011003018 LUNAR
N° EW011003019 MASON TIGER
N° EW011002052 BLACK / BLACK
N° EW011002051 WHITE / BLACK
N° EW011002057 BRIGHT BLUE/BLACK
N° EW011007010 GOLD/BLACK
N° EW011007011 SILVER/GREY

DW01



N° EW020010001 BLACK SS
N° EW020010013 BLACK STAINLESS
N° EW020010014 BLACK / GOLD
N° EW020010017 ALL GOLD
N° EW020010001 BLACK PU
N° EW020010005 ALL BLACK

DW02



N° EW020010020 BLACK / ORANGE SS
N° EW020010014 BLACK / GOLD
N° EW020010020 BLACK / ORANGE PU
N° EW020010080 ALL BLACK/MULTI

DW03



N° EW010010001 BLACK SS
N° EW010010005 ALL BLACK SS
N° EW010010001 BLACK
N° EW010010005 ALL BLACK PU
N° EW010010002 BLACK / BLUE

DW01



N° EW010010001 BLACK
N° EW010010005 ALL BLACK SS
N° EW010010017 ROSE GOLD/WHITE
N° EW010010085 ALL MATTE GUNMETAL
N° EW010020001 BLACK
N° EW010020005 ALL BLACK LEATHER
N° EW010020004 BLACK/OLIVE
N° EW010020001 BLACK NATO
N° EW010020005 ALL BLACK NATO
N° EW010020089 SILVER/BLACK
N° EW010020084 GUNMETAL/KHAKI
N° EW010020083 WHITE/BLACK
N° EW010020081 SILVER/OLIVE

FW02



N° EW020010001 BLACK SS
N° EW020010005 ALL BLACK SS
N° EW020010001 WHITE/BLACK
N° EW020010001 BLACK PU
N° EW020010005 ALL BLACK PU
N° EW020010006 ALL BLACK / COPPER
N° EW020010001 BLACK NATO
N° EW020010005 ALL BLACK NATO
N° EW020010015 WHITE / ROYAL
N° EW020010007 WHITE/BLACK
N° EW020010083 ALL BLACK/KHAKI
N° EW020010084 GUN METAL/KHAKI

FW01



N° EW010010001 BLACK
N° EW010010002 WHITE
N° EW010010005 ALL BLACK
N° EW010020001 BLACK
N° EW010020003 WHITE / OLIVE
N° EW010020005 ALL BLACK
N° EW010020038 BLACK / CAMO
N° EW010020040 BLACK / BROWN
N° EW010020083 ALL BLACK/KHAKI

CARROWAY AUTO



N° EW010070033 BLACK/TAN
N° EW010070005 ALL BLACK

CARROWAY



N° EW010050023 BLACK/TAN
N° EW010050005 ALL BLACK
N° EW010050034 CREAM/BROWN
N° EW010050082 ROSE GOLD/OXBLOOD
N° EW010070001 BLACK
N° EW010070081 SILVER/OLIVE

FW03 MINI



N° EW017001017 ALL GOLD
N° EW017001009 ROSE GOLD / GREY
N° EW017001060 STEEL
N° EW017001087 MIDNIGHT/LAVENDER
N° EW017001091 ALL BLACK/CRYSTAL
N° EW017001092 ALL ROSE/CRYSTAL
N° EW017000041 ALL BLACK / GOLD
N° EW017000042 GOLD / TAN
N° EW017000082 ROSE GOLD/OXBLOOD
N° EW017000091 ALL BLACK/CRYSTAL
N° EW017000093 GUN METAL/ROSE GOLD/CRYSTAL
N° EW017007001 BLACK
N° EW017007089 GOLD/WHITE
N° EW017007087 MIDNIGHT/LAVENDER

FW03



N° EW080010017 ALL GOLD
N° EW080010047 STEEL / GREY TORT
N° EW080010048 GOLD / TORT
N° EW080010050 ALL BLACK / TORT
N° EW080010090 ROSE GOLD/OXBLOOD TORT
N° EW080010020 GOLD / SS
N° EW080010005 ALL BLACK / BRASS
N° EW080010054 GREY / TORT
N° EW080010058 GOLD TORT / BLACK
N° EW080010011 BLACK / GOLD



BAGS



STK

MARSHAL

ED6431402

Details: Large main compartment
Large front pocket
Tricot lined sunglass pocket
Ergonomic padded shoulder straps
Micro ripstop polyester lining
Size: 1225 cu. in. [20L]
18.5x12x5.5" [47x30.5x14cm]
1.2lbs [0.55kg]
Colors: STK - MTR - BAY



MTR



BAY



BAY

FLINT

ED6431401

Details: Large main compartment
Large front pocket with mesh divider
Tricot lined sunglass pocket
Separate interior padded laptop compartment
Ergonomic padded shoulder straps
Micro ripstop polyester lining
Size: 1260 cu. in. [21L]
19x12x5.5" [48x30.5x14cm]
1.3lbs [0.59kg]
Colors: BAY - MTR - STK



MTR



STK



MTR

RUCK

ED6411406

Details: Large main compartment
Tricot lined sunglass pocket
Side access padded laptop compartment
Ergonomic padded shoulder straps
Compression straps
Top media pocket
Micro ripstop polyester lining
Size: 1560 cu. in. [25L]
20x12x6.5" [30.5x50.5x17cm]
1.63lbs [0.74kg]
Colors: MTR - BAY - STK



BAY



STK

SKATE

ED6411407

Details: Large main compartment
Tricot lined sunglass pocket
Side access padded laptop compartment
Multiple internal and external pockets
Ergonomic padded shoulder straps
Vertical skate carry system
Micro ripstop polyester lining
Size: 2500 cu. in. [40L]
21x13x9.5" [33x53x25cm]
2.71lbs [1.23kg]
Colors: BAY - MTR



BAY



MTR





BAY

ACCESSORIES BAG

ED6711402

Details: Large volume accessories bag
Web grab handle
Internal mesh pockets
Micro ripstop polyester lining
Size: 200 cu. in. [3L]
8.5x5.5x4" [22x13x10cm]
0.4lbs [0.19kg]
Colors: BAY



BLK

SURF PACK II

ED6411603

Details: Large capacity top loading dry bag
Welded construction on main body
Roll-top closure with side compression
Daisy chain loops
Padded shoulder straps with sternum strap
Internal mesh pockets for wax / small items
Durable & waterproof Tarpaulin body fabric
Size: 2650 cu. in. [43L]
22x12x10" [56x30.5x25.5cm]
2.0lbs [0.91kg]
Colors: BLK



BAY

BRIEF

ED6611401

Details: Main compartment with organizer pockets
Centered laptop sleeve
Tricot lined sunglass pocket
Quick access travel sleeve
Bale handles with leather wrap
Removable shoulder strap
Web loop on back to attach to roller bags
Micro ripstop polyester lining
Size: 725 cu. in. [12 L]
15.5 x 11 x 4.25" [40x28x11cm]
2.02lbs [0.92kg]
Colors: BAY



BLK

1/4 TRACK DUFFEL

ED6631502

Details: Skate carry system on base
Deployable backpack shoulder straps
Compression molded ELECTRIC goggle case
Large capacity main compartment
Separate end compartment
Waterproof zip stash pocket
Load compression straps
Coated nylon ripstop body fabric with tarp reinforced wear areas
Size: 2490 cu. in. [41L]
22x12x12" [56x30x30cm]
1.4lbs [0.6kg]
Colors: BLK



BAY

DUFFEL

ED6411408

Details: Main compartment with organizer section
Tricot lined sunglass pocket
Bale handles with leather wrap
Removable shoulder strap can convert into backpack style carry straps
Velcro skate sleeve feature
Micro ripstop polyester lining
Size: 2000 cu. in. [33L]
18x11x10" [46x28x25.5cm]
2.35lbs [1.07kg]
Colors: BAY



BLK

TRIGGER PACK

ED6431406

Details: Large main compartment
Top loaded padded laptop compartment
Side entry passport pocket
Front zip pocket
Weather resistant base material
Ergonomic padded shoulder straps
900 D poly upper
Size: 1700 cu. in. [28L]
12.5x19.5x7" [32x50x19cm]
1.3lbs [0.59kg]
Colors: BLK



BLK

SIGHT PACK

ED6431407

Details: Large main compartment
Tricot lined sunglass pocket
Side loaded padded laptop compartment
Side entry passport pocket
Secure back panel organizer compartment
Weather resistant base material
900 D poly upper
Size: 2100 cu. in. [35L]
20x11.5x9" [50.8x29.21x22.86cm]
3.17lbs [1.44kg]
Colors: BLK



BLK

SMALL BLOCK ROLLER

ED6631401

Details: Two large interior main storage compartments
Mesh divider w/ stretch neoprene gusset
Quick access top pocket
Compression molded base tub for structure
Telescoping handle
Custom skate wheels
Weather resistant base material
900 D poly upper
Size: 2600 cu. in. [42.5L]
20x13x10" [44.09x28.66x22.046cm]
7.5lbs [3.4kg]
Colors: BLK



BLK

BIG BLOCK ROLLER

ED6631402

Details: Two large interior main storage compartments
Mesh dividers w/ stretch neoprene gussets
Large front pocket
Small top storage compartment
Compression molded base tub for structure
I.D. pocket
Telescoping handle
Custom skate wheels
Weather resistant base material
900 D poly upper
Size: 7775 cu. in. [125L]
27x18x16" [68.5x45.5x41cm]
10.6lbs [4.8kg]
Colors: BLK



HATS AND ACCESSORIES





BLK

VOLT TRUCKER

ED5511608

Otto foam trucker with printed art
100% Polyester
Adjustable
BLK - RED - BBB
Sold individually



RED



BBB



CAM

RUBBER STAMP

ED5511601

6 Panel Snapback with woven patch
100% Cotton
Adjustable
CAM - BLK - NVY
Sold individually



BLK



NVY



ORG

UNDERVOLT CAP II

ED5511612

5 panel snapback with
printed art, mesh back
50% Cotton, 50% Polyester
Adjustable
ORG - BLK
Sold individually



BLK



BLK

TRIANGLE ENTHUSIAST

ED5511603

6 Panel Snapback with printed patch
100% Nylon
Adjustable
BLK - BUR - CAM
Sold individually



BUR



CAM



BLK

NEW UNIFORM

ED5511602

5 panel snapback with embroidered patch
100% Cotton
Adjustable
BLK - ORG - BUR - LGR - NVY - CAM
Sold individually



ORG



BUR



LGR



NVY



CAM



BUR

PENSACOLA II

ED5511609

6 panel snapback with embroidery
100% Cotton
Adjustable
BUR - BBB - LGR - BLK - RED - ORG
Sold individually



BBB



LGR



BLK



RED



ORG



CAM

IDENTITY CORP

ED5511605

6 panel snapback with embroidery
100% Cotton
Adjustable
CAM - WHT - BLK - NVY - BUR - CAM2
Sold individually



WHT



BLK



NVY



BUR



CAM2



OLV

VOLT RACER

ED5511604

6 panel snapback with puff embroidery
100% Cotton
Adjustable
OLV - NVY - BLK
Sold individually



NVY



BLK



BLK

ERA UNDERVOLT SNAP

ED5511615

New era 6 panel snapback with puff embroidery
100% Polyester
Adjustable
BLK - BUR - OLV
Sold individually



BUR



OLV



CAM

BADGE

ED5511606

5 panel snapback with embroidered patch, mesh back
50% Cotton, 50% Polyester
Adjustable
CAM - BLK - ORG
Sold individually



BLK



ORG



HGR

PLAQUE

ED5511610

6 panel arch front snapback with debossed patch
Solid colors 100% Cotton
Heather colors 48% Acrylic, 40% Cotton, 12% Wool
Adjustable
HGR - NVY - OLV
Sold individually



NVY



OLV



BLK

THE SCRIPT

ED5511607

5 panel snapback with embroidery, mesh back
50% Cotton, 50% Polyester
Adjustable
BLK - OLV
Sold individually



OLV



BLK

PAPA III

ED5511611

5 panel camp hat with leather debossed patch
95% Cotton 5% Polyester
Adjustable
BLK - NAT - LGR
Sold individually



NAT



LGR



GRY

VOLT ERA SNAP

ED5511614

New era 6 panel snapback with embroidery
100% Cotton
Adjustable
GRY - BLK - BBB - GRN - ROY
Sold individually



BLK



BBB



GRN



ROY



CAM

ELECTRIC CO.

ED5611601

Boonie hat with leather debossed patch
Black - 100% Cotton
Camo - 35% Cotton 65% Polyester
Fitted
CAM - BLK
Sold individually



BLK



RUBBER STAMP

ED5811601

Rolled cuff beanie with embroidered patch
BKH - OLV - CHR
100% Acrylic
Sold individually



BKH

OLV



CHR



MUGU II

ED5811602

Waffle knit beanie with leather debossed patch
BUR - LHG - BLK
100% Acrylic
Sold individually



BUR

LHG



BLK



ATLAS II

ED5811605

Rib knit beanie with rolled cuff and leather debossed patch
YEL - BUR - BLK
100% Acrylic
Sold individually



YEL

BUR



BLK



VOLT

ED5811603

Government issue watch cap beanie with embroidered patch
OLV - KHA - BLK - CHR
75% Acrylic 25% Wool
Sold individually



OLV

KHA



BLK



CHR



ELECTRIC CO.

ED5811604

Slouch fit beanie with embroidered patch
BLU - MAR - LHG - ORG - BLK
100% Acrylic
Sold individually



BLU

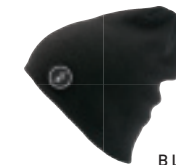
MAR



LHG



ORG



BLK





LEADFOOT GLASS - FW02 WATCH - ECHO II WALLET



CAM

CARLISLE II

ED5911601

Distressed military scout buckle with a bottle opener on the back
Webbing clamp logo detail
100% Polyester
Adjustable
CAM - BUR
Sold individually



BUR

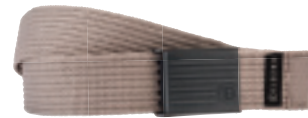


ATP

FOX TROT II

ED5911602

Multi stitch heavy webbing belt
Debossed military scout buckle with a bottle opener on the back
Woven label detail
100% Polyester
Adjustable
ATP - KHA - BLK
Sold individually



KHA



BLK

BANDERA

ED7431501

Full grain leather belt
Custom metal buckle with laser etched logo detail
Raw edge cut construction with heavy gauge thread
Blk/Tan 100% Leather / Brn 100% Microsuede
Sizes 32-38
BRN - BLK - TAN
Sold individually



BRN



BLK



TAN

NELLIS II

ED6111601

Braided paracord key fob with custom carabiner
Laser etch logo detail
ORG - BLK
100% Polyester
Sold individually



ORG



BLK



BRN

ECHO II

ED6011601

Debossed stitch faux leather
Tri-fold wallet
Metal logo rivet
Zipper coin pocket with ID fold out
BRN - LGR
100% PU
Sold individually



LGR



CHR

ONE NIGHTER II

ED6011603

Embossed stitch faux leather
Card and cash holder
Mesh id window
Metal rivet branding
100% PU
CHR - LGR
Sold individually



LGR



OLV

ZULU II

ED6011602

Ballistic canvas
Bi-fold wallet
Printed label detail
OLV - LGR
60% Cotton canvas 39% Polyester 1% Rubber
Sold individually



LGR



TAN

ELASTIC WALLET

ED7511601

Genuine leather
Bi-fold wallet
Elastic band detail
Debossed logo
TAN - BLK - GRN
99% Leather 1% Rubber
Sold individually



BLK



GRN



BLK

WAINWRIGHT II

ED7511602

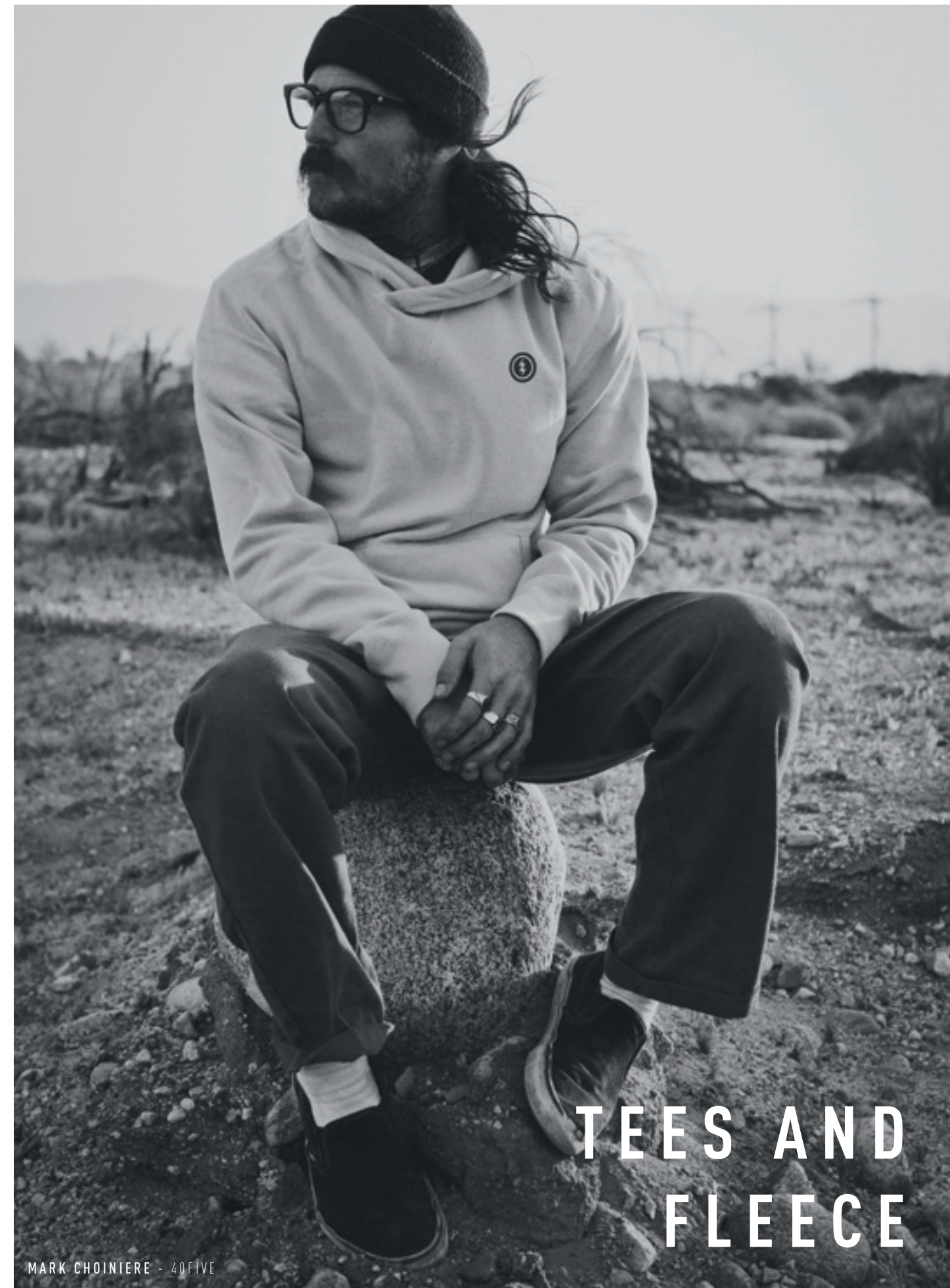
Full grain leather
Bi-fold wallet
Debossed/foil logo branding
Raw edge cut construction with heavy gauge thread
BLK - TAN - BRN
Blk/Tan 100% Leather / Brn 100% Microsuede
Sold individually



TAN



BRN



TEES AND FLEECE

MARK CHOINIERE - 40FIVE



BLU

SOLID

EA4311608

30/1's t-shirt
BLU - WHT - HTG - OLV - BLK
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL - XXL



WHT

HTG

OLV

BLK



BLU

CORP. IDENTITY

EA4311619

30/1's t-shirt
BLU - OLV - HTG - BLK - TOW - WHT
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL - XXL



OLV

HTG

BLK

TOW



WHT



HTG

SCRIPT

EA4311606

30/1's t-shirt
HTG - RHT - WHT - OLV - BLK
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
Red heather 50% Cotton 50% Polyester
S - M - L - XL - XXL



RHT

WHT

OLV

BLK



WHT

VOLT

EA4311617

30/1's t-shirt
WHT - BLU - BLK - HTG - OLV - TOW
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL - XXL



BLU

BLK

HTG

OLV



TOW



BLK

ELECTRIC UNDERVOLT II EA4311618

30/1's t-shirt
BLK - HTG - OLV - TOW - RHT
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
Red heather 50% Cotton 50% Polyester
S - M - L - XL - XXL



HTG

OLV

TOW

RHT



BLK

NEON

EA4311612

30/1's t-shirt
BLK - WHT - HTG
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL



WHT

HTG



RHT

CIRCLE SCRIPT

EA4331501

30/1's t-shirt
RHT - BLK - OLV - WHT
Solid colors 100% Cotton
Red heather 50% Cotton 50% Polyester
S - M - L - XL



BLK

OLV

WHT



RHT

CLASSIC CURSIVE

EA4311609

30/1's t-shirt
RHT - OLV - WHT - HTG - BLK
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
Red heather 50% Cotton 50% Polyester
S - M - L - XL



OLV

WHT

HTG

BLK



WHT

VOLT RACER

EA4311607

30/1's t-shirt
WHT - BLK - HTG
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL



BLK

HTG



OLV

STRIKE

EA4311615

30/1's t-shirt
OLV - BLK - RHT - WHT
Solid colors 100% Cotton
Red heather 50% Cotton 50% Polyester
S - M - L - XL



BLK

RHT

WHT



TOW

HERTZ

EA4311611

30/1's t-shirt
TOW - BLK - HTG
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL



BLK

HTG

HIGH TOWER

EA4311613

30/1's t-shirt
WHT - BLK - HTG
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL



WHT



BLK



HTG

GLOBAL

EA4311604

30/1's pocket t-shirt
W/ back seam and binded collar
LGR - BKH - WHT
Solid colors 100% Cotton
Heather colors 50% Cotton 50% Polyester
S - M - L - XL



LGR



BKH



WHT

UNIFORM II

EA4311616

30/1's pocket t-shirt
W/ back seam and binded collar
BKH - LGR - WHT
Solid colors 100% Cotton
Heather colors 50% Cotton 50% Polyester
S - M - L - XL - XXL



BKH



LGR



WHT

OVAL

EA4311605

30/1's pocket t-shirt
W/ back seam and binded collar
WHT - BKH - LGR
Solid colors 100% Cotton
Heather colors 50% Cotton 50% Polyester
S - M - L - XL



WHT



BKH



LGR

ELECTRIC CO.

EA4311602

30/1's pocket t-shirt
W/ back seam and binded collar
WHT - BKH - LGR
Solid colors 100% Cotton
Heather colors 50% Cotton 50% Polyester
S - M - L - XL



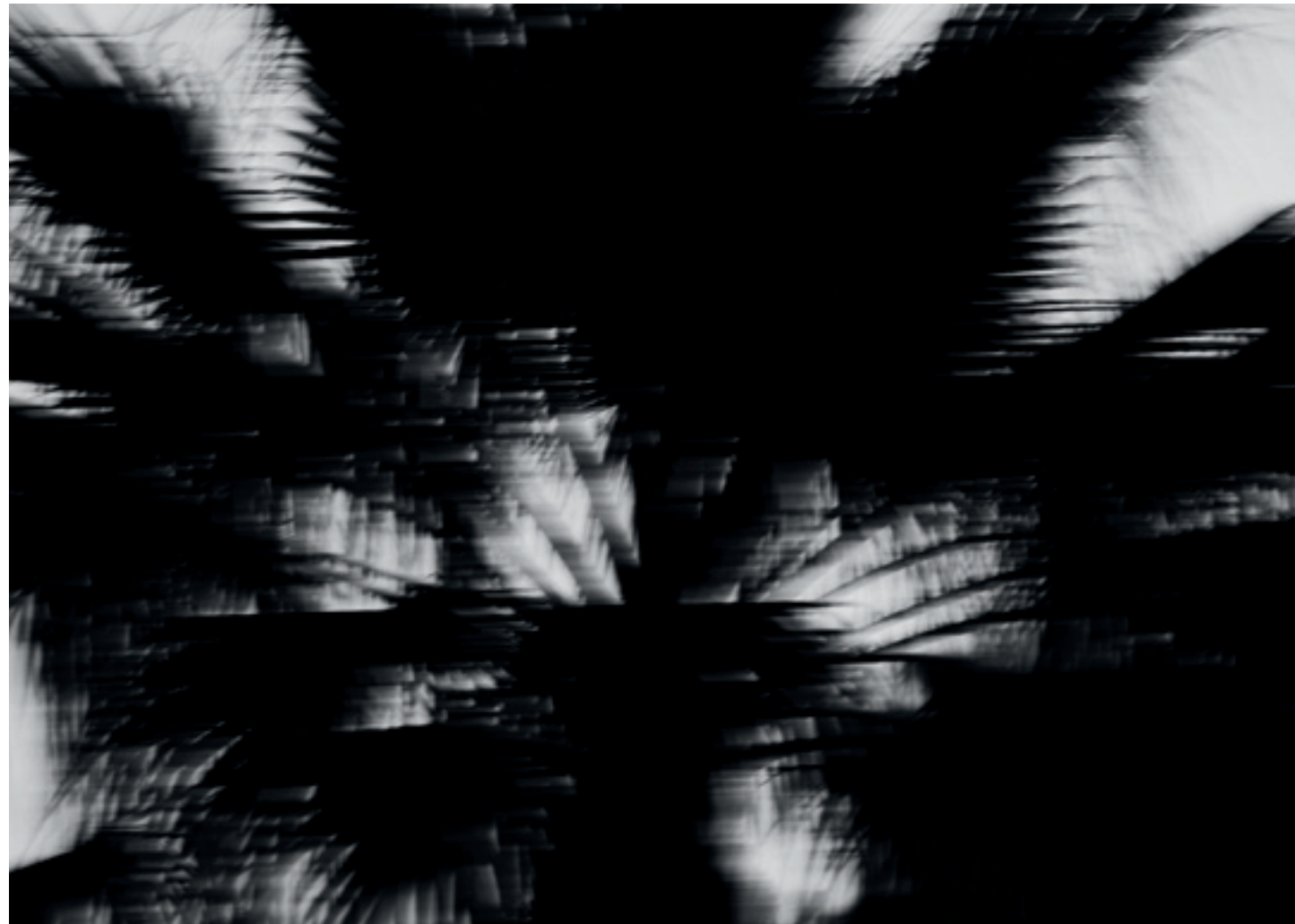
WHT



BKH



LGR



MARK CHOINIERE - MAINSTAY



LHB

ELECTRIC CO. 3/4 EA3911601

30/1's raglan 3/4 t-shirt
LHB - BCH
Solid colors 100% Cotton
Heather 90% Cotton 10% Polyester
S - M - L - XL



BCH



TOW

RUBBER STAMP L/S EA3611602

30/1's l/s t-shirt
TOW - HTG - BLK
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL



HTG



BLK



BCH

VOLT RACER 3/4 EA3911602

30/1's raglan 3/4 t-shirt
BCH - LHB
Solid colors 100% Cotton
Heather 90% Cotton 10% Polyester
S - M - L - XL



LHB



BLK

ELECTRIC UNDERVOLT L/S EA3611601

30/1's l/s t-shirt
BLK - OLV - HTG
Solid colors 100% Cotton
Heather grey 90% Cotton 10% Polyester
S - M - L - XL - XXL



OLV



HTG



VOLT CREW

EA4611601

Crew fleece
OLV - BLK - LHG
55% Cotton 45% Polyester
S - M - L - XL



OLV

BLK

LHG



VOLT ZIP

EA4211601

Zip hoodie
LHG - BLK
55% Cotton 45% Polyester
S - M - L - XL



LHG

BLK



UNDERVOLT CREW

EA4611602

Crew fleece
BLK - OLV - TOW
55% Cotton 45% Polyester
S - M - L - XL



BLK

OLV

TOW



VOLT PULLOVER

EA4711601

Pullover hoodie
BKH - TOW - LGR
55% Cotton 45% Polyester
S - M - L - XL



BKH

TOW

LGR



UNDERVOLT PULLOVER

EA4711602

Pullover hoodie
LGR - BKH
55% Cotton 45% Polyester
S - M - L - XL



LGR

BKH



UNDERVOLT ZIP

EA4211602

Zip hoodie
BLK - TOW - LGR
55% Cotton 45% Polyester
S - M - L - XL



BLK

TOW

LGR



ELECTRIC



SEASON 1 2016