

PELICAN AND REALTREE FORGE ENDURING COLLABORATION WITH LONG-TERM PARTNERSHIP

Outdoor enthusiasts know that great opportunities don't always occur immediately. When the moment arrives, however, the results are worthwhile.

Consider Realtree, America's No. 1 camo company, and [Pelican Products](#), one of the industry's leading manufacturers of high-performance protective cases, temperature-controlled packaging solutions and advanced portable lighting. After years of discussions, Pelican signed on as a Realtree licensee in 2017, and consumers can already see the benefits.

Pelican and Realtree are both recognized as premier outdoor brands with strong heritage, Pelican products have been trusted for over 40 years by professionals and outdoor enthusiasts. Partnering with Realtree provides an opportunity for consumers to show their passion for the outdoors without sacrificing performance and protection for their gear.

--Jeff Diamond, director of product management for Pelican's Consumer Division

Currently, [Pelican](#) offers coolers, drinkware, and pistol and rifle cases in Realtree Xtra Green. That product mix reflects the dedication both companies have for the traditional outdoor market and the emerging lifestyle arena.

20QT COOLER



50QT COOLER





22oz TUMBLER



32oz TUMBLER





Over the last few years, Pelican has placed more emphasis on developing consumer-driven lifestyle products, like coolers, drinkware, backpacks and luggage. Collaborating with Realtree will expand the reach of our fan base and provide greater visibility to a larger audience for Pelican products.

Jeff Diamond, director of product management for Pelican's Consumer Division

And of course, in an increasingly complicated and competitive marketing environment, it doesn't hurt to have a great partner for branding and consumer awareness campaigns.

Pelican and Realtree will have a collaborative marketing effort, including online promotions through social media and the Pelican and Realtree websites. Pelican will also be featuring commercials on Realtree TV and working together to gain retail placement.

--Jeff Diamond, director of product management for Pelican's Consumer Division

The newfound synergy isn't a flash in the pan, either. Diamond said Pelican and Realtree view the relationship as an enduring collaboration.

This is the beginning of a long-term partnership for Pelican and Realtree. We are in development of new products featuring (new) patterns. Also, we'll look to add additional products in 2018, including soft-sided coolers, backpacks and luggage.

Jeff Diamond, director of product management for Pelican's Consumer Division

You can bet Realtree and Pelican customers will eagerly await the results of that teamwork.