

A wide-angle photograph of a coastal scene. In the foreground, a man in a blue shirt and shorts stands on a large, dark, craggy rock formation, holding a bright yellow surfboard. The ocean is visible in the middle ground, with waves breaking against the rocks. The sky is a pale blue with soft, white clouds. The overall mood is serene and adventurous.

*OluKai*  
BRAND INTRODUCTION





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*Our Icon*



**THE *MAKAU*, OR BONE HOOK, IS THE TRADITIONAL  
POLYNESIAN SYMBOL WORN FOR STRENGTH, GOOD LUCK  
AND SAFE PASSAGE OVER WATER.**

*Our Name*

*OLU* = COMFORT  
*KAI* = OCEAN

The Hawaiian translation of OluKai is  
“Comfortable Ocean”

The spirit of our brand is embraced in these two  
Hawaiian words. Together, they serve as both our  
inspiration and our destination.

We are dedicated to always building and delivering  
comfort and quality in everything we make and do.



*Our Campaign*

The *Aloha* spirit defines the Islands—  
Equal parts joyful greeting, respectful blessings,  
and humble wish. It's a way of life and a unique sense  
of warm generosity born of Hawai'i  
but not bound by geography.

*Aloha* is Hawai'i's greatest export.  
Native Hawaiians bring it wherever they venture,  
and visitors always take *Aloha* home.

ANYWHEREALOHA®

*Our Product Names*

**ALL OF OUR PRODUCTS ARE NAMED IN HAWAIIAN AND  
HAVE ENGLISH TRANSLATIONS THAT HONOR ISLAND CULTURE.**





## THE WET SAND PRINCIPLE™

*Design that follows nature.*

### THE TOE

With room to move, our generous toe box allows your toes to spread and move naturally.

### THE ARCH

The strength of the foot is in the arch, and our anatomical arch support provides all of the comfort and support that your feet deserve.

### THE HEEL

To minimize side-to-side movement, our heel cup cradles the foot, providing stability and natural shock absorption.



## QUALITY

### THE DETAILS

Handcrafted and thoughtfully applied to honor Island culture and add character.

### THE MATERIALS

Selected for their high character, durability and tactile qualities.

### THE FIT

Crafted by hand on custom-made lasts for your superior fit, comfort and support.

## OUR FOOTBEDS

We've designed our footwear to be the perfect environment for your foot. Our removable footbeds give pillow-like cushioning, proper fit, and complete support for immediate and durable comfort.

- ▶ Crafted to mimic the feeling of stepping into wet sand
- ▶ Removable and washable
- ▶ We invest in our footbeds!

**The best way to experience our footbeds is to try them on!**



## OUTSOLES

*Built For Your Lifestyle*

Our non-marking molded rubber traction provide a smooth heel-to-toe transition.



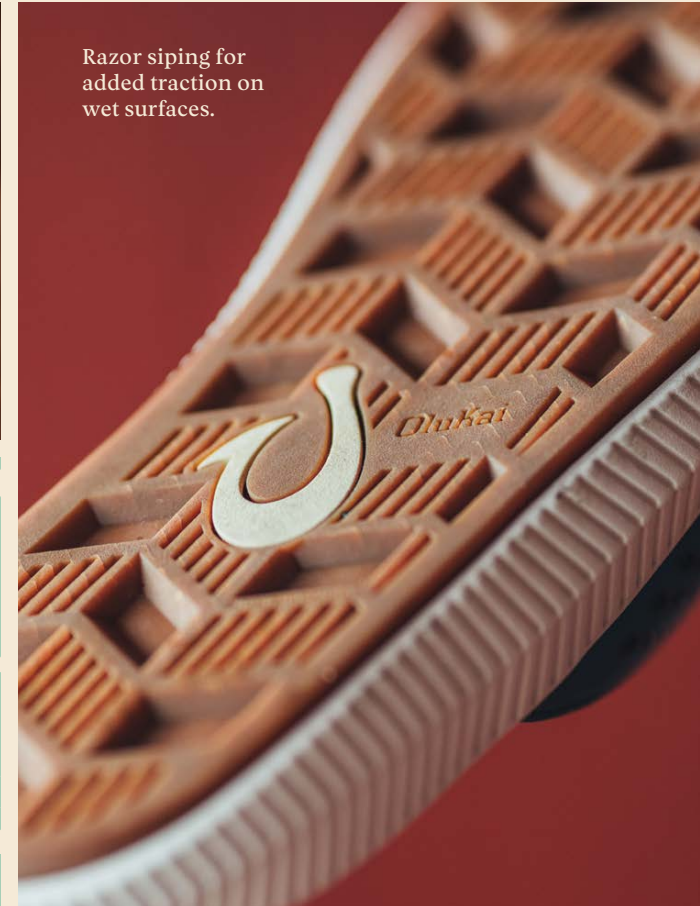
Full-grain leather wrapped outsole with non-marking molded rubber traction pods.



Signature, non-marking 'Wet Grip Rubber' outsole technology offers superior traction on wet or dry surfaces.



Razor siping for added traction on wet surfaces.



## DROP IN HEEL®

On the Islands—where you kick off your shoes at the door—footwear is adaptable. Our signature Drop-In Heel® design responds to that need for versatility. Slide in or lace up, indoors or out, its flexibility meets functionality.



DROP IN HEEL®





## OUR PRODUCT GUARANTEE

As a testament to our quality construction, all OluKai footwear is backed by a one-year guarantee.



Ama OluKai Foundation honors those who **preserve** and **celebrate** the heritage and *Aloha* spirit of Hawai'i.

**NOTEWORTHY BENEFICIARIES**

Hawaiian Life Guard Association  
Polynesian Voyaging Society



Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.





# HŌ'OKŪKŪ

*(Competition)*

1. OluKai is comprised of two Hawaiian words – what are they?
2. Explain the Wet Sand Principle.
3. What are key features and benefits of OluKai footbeds?
4. The Drop-In Heel<sup>®</sup> is an OluKai proprietary technology on our closed-toe shoes. Please explain what it is and the benefit of the technology.
5. What is our giveback program called?

WAVE WAVE WAVE

WANT TO LEARN MORE?

## CHECK OUT **OLUKAI KULANUI**

*Kulanui Means "University" in Hawaiian*

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PRIZES | BRAND TRAINING | ALOHA VIBES

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**ASK YOUR REP HOW TO SIGN-UP!**



*OluKai*

**MAHALO!**