

"SOMEWHERE BETWEEN  
THE ISLANDS AND THE ARCTIC"





## The Story (and we're sticking to it)

Snoloha's roots are firmly planted in a vacation state of mind due to a much needed escape from the realities of everyday life.

Sounds deep. It's not. It's quite simple actually.

It was one of those moments in life where you decide to move forward dealing with the daily grind and all that is bothering you...or you pack a backpack, leave it all behind for a while, head to the islands and return with a fresh outlook on life.

Looking back, that seemed to be the right decision. That was the decision made by Rod Call, "Purveyor and Explorer of the Snoloha Lifestyle."

After returning to northern Michigan's winter landscape and driving by the 45th Parallel sign, "Halfway Between the Equator and the North Pole", the Snoloha idea began to take shape.

The words *"somewhere between the islands and the arctic"* were scribbled on a *Rolling Stone* magazine and from that moment Snoloha began to grow.

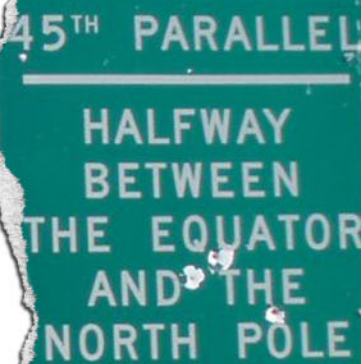
Having worked in the specialty outdoor / ski / snowboard retail industry for a number of years, Rod began researching and developing his idea for a new lifestyle brand. A brand that's purpose was to promote escapism...to the islands, the mountains, the beach, the hammock, the fireplace, or the woods...BUT WITH A TWIST - by combining these various climates, activities, and elements that we all experience in life into one brand, one image, and one word.

It would remain on the backburner for a few years, but life was not waiting around. After leaving the specialty retail world and getting an office job with his very own cubicle (which lasted a full three weeks), in order to finish the ever so elusive Bachelor's degree he had sought out for fresh out of high school, which led to a 'normal' 9-5 marketing job with weekends & holidays off...he eventually (finally) realized it was now or never because the misery of a 9-5 office job might end up as a homicide.

After finally launching, Snoloha has grown organically beginning with its northern Michigan roots, throughout the US and "across the pond" with a licensing and distribution deal throughout Europe.

It's been a wild roller coaster ride since then. But one thing is certain, the Snoloha lifestyle is alive and well...and the connection it has with folks around the world is powerful.

That's our story...and we're sticking to it.





# Snoloha

[sno - loh - hah], n. A lifestyle shared by those who live, play, travel, vacation, relax, or simply enjoy life somewhere between the islands and the arctic.

## The Concept

Think snow vs sand; beach vs mountain; hot vs cold; snowboard vs surf board; beach bum vs ski bum...you get the idea.

Now mix 'em all up together into a melting pot of lifestyles, activities and climates..and voilà! You have Snoloha!

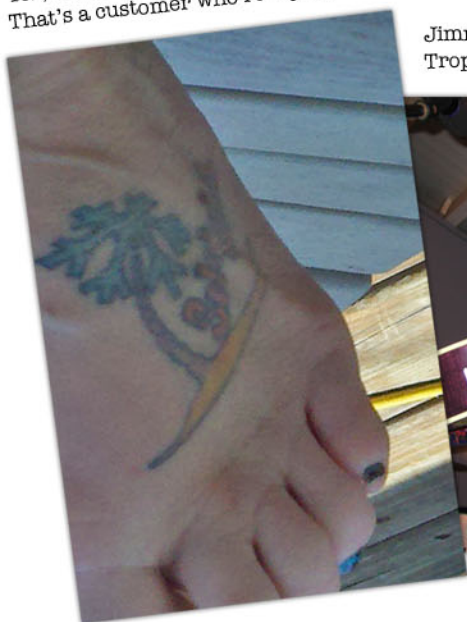
The concept behind Snoloha is to combine these various climates, activities, and elements that we all experience in life into one brand, one image, and one word - hence the marriage of "snow" and "aloha", the "Palm Tree SnoFlake" logo and the unique, original designs that portray scenes that can't really happen, but make sense for those that enjoy the Snoloha lifestyle.

## The Connection

As the brand has evolved, the connection that people have with it has been the most rewarding. Snoloha has develeoped into an 'escapism' brand and tool for many of it's customers and fans...a way to "forget about the realities of everyday life every now and then".



Yes, a real Snoloha tattoo.  
That's a customer who really loves the brand



JimmyPirate, lead singer of the Trop Rock group, Pirate Dreams



Snoloha, The Drink. Created by TikiTender at a beachside bar in Florida



Rob and his Snoloha Ski Bar



## The Customer

A Snoloha customer is typically one who:

- Has a laid-back and relaxed vibe
- Can appreciate the simple things in life
- Often dreams about where they'd rather be
- Carries a vacation mentality through everyday life
- Appreciates all that Mother Nature throws at us



The best way to describe a Snoloha customer, is in their own words. Here's what some customers have said (actual quotes... we have all kinds of these but can't fit 'em all in here):

*"Snoloha is the embodiment of adventure and the calm, cool breeze winding through your hair and across your skin after a long day, or perhaps a day of bliss on the slopes and waves. It embraces the daily possibility to go beyond the 8 to 5 norm of the cubicle world, to make lasting memories and friendships doing the things you live for and love."*

*"It's a state of mind. It's knowing that when life gets hectic you can relax with a cocktail on the beach or the ski slope. It's knowing that we work all week for the weekend. It's working your tail off so you can get away from it all. It doesn't matter if that's on the beaches of St. Thomas, the slopes of Whistler, or the above ground pool in your neighbor's backyard."*

*"In my mind it means Tranquility and Adventure all rolled together in a big ball of wax. Weather surfing or skiing the slopes you always get that calm feeling when you look out at the ocean or the mountain before you actually charge it. Snoloha fits right in there for me it, it gives me a feeling of belonging. It's not just a logo it's a life style, it has purpose."*

*"I can imagine a beach with a tiki bar, a couple old salts sitting there and telling stories and lies about the old Navy. Off in the distance are snow covered mountains, just a quick ski lift ride away. A couple jeeps in the parking lot have snowboards tied right next to surfboards. You get it all in one spot and you ask the bartender why there aren't more people who have found this place. But the bartender just smiles and gives you a wink and says they have, they're just in there own town of Snolohaville, maybe its just across the road... and he puts another margarita in front of you, already sweating with the heat but still remaining ice-cold. And you take a sip and think, maybe I'll check that other town out...tomorrow."*



## The Vision

One of the people and brands that Snoloha looks to for inspiration is Jimmy Buffett and his Margaritaville brand.

If you are familiar with what Jimmy Buffett has done with the Margaritaville brand, well, then that gives you an idea of the licensing opportunities and vision of Snoloha. Yes, it would help if Mr. Buffett would write and record a 'Snoloha' Song.

Snoloha was originally introduced as a clothing brand simply due to Rod's experience and connections in that industry having worked in it for so many years. However, the vision for Snoloha is to grow the brand through various product categories that complement the concept and how folks connect with it, including:

Snoloha Clothing

Snoloha Footwear (Snoloha flippy-floppies are a must)

Snoloha Spirits (A Snoloha rum just makes too much sense)

Snoloha Beer

Snoloha Sunglasses (It's sunny somewhere between the islands and the arctic)

Snoloha Coffee

Snoloha Swimwear

Snoloha Boards (Ski, Snow, Surf)

Snoloha Luggage (After all, travel plays a big role in the Snoloha escapism mentality)

Snoloha Bar & Grill

The "Snoloha Edition" Jeep Wrangler (Move over 'Sahara Edition')

There is a fairly large library of original Snoloha artwork available, some of which are represented on the website and in the retailer catalog...but there are plenty more waiting to be unveiled.

Yes, there are all kinds of ways to extend the Snoloha brand. So if you are a licensing agent, company, friend of Jimmy Buffett (or Jimmy Buffett)...and are interested in Snoloha Licensing opportunities, contact us.





## The Retailer

Snoloha retailers are located from Michigan to The Florida Keys and from Maine to Oregon.

They range from ski and snowboard shops to resort-based t-shirt shops, and from sailing charter offices to general stores.

The Snoloha concept is quite unique, which means point-of-purchase and merchandising play a key role in the brand's success at the retail level. So although the retailers that carry Snoloha are quite diverse, the common thread is the ability and desire to "tell the Snoloha story" in-store and to customers.

Stores located in more resort / tourist based areas also take advantage of the Snoloha Name Drop program, which gives them the ability to add their shop or town name on Snoloha items. This in turn creates a more direct connection to the brand for their customers.

Snoloha retailers receive a hand-painted Snoloha driftwood sign (right out of Lake Michigan), hang tags (with the brand's story) attached to all items and miscellaneous signage based on store preference. Some retailers with a large Snoloha presence also receive a Snoloha hand-painted barnwood sign (right out of a 150 year old Michigan barn). POP materials continue to evolve and constant feedback is gathered from all retailers.







somewhere between the islands and the arctic

## Snoloha Island

"The Original" Snoloha design, incorporating the SnoFlake Palm Tree and the 'somewhere between the islands and the arctic' tagline.



## Palm Tree Chair Lift

A crowd favorite. The visual contrast is eye catching and sums up the Snoloha concept nicely. Though it's a scene that can't happen, it makes all the sense in the Snoloha world.





## Board Shop

A funky beachside board shop where you hang out for the latest surf or snow conditions, talking shop with like minded folks.



## Fork in the Road

Yogi Berra famously said “when you come to a fork in the road, take it.” We like that mentality. And when it comes to Snoloha, Mother Nature might present you a fork in the road...so you should take it.

Simple as that.





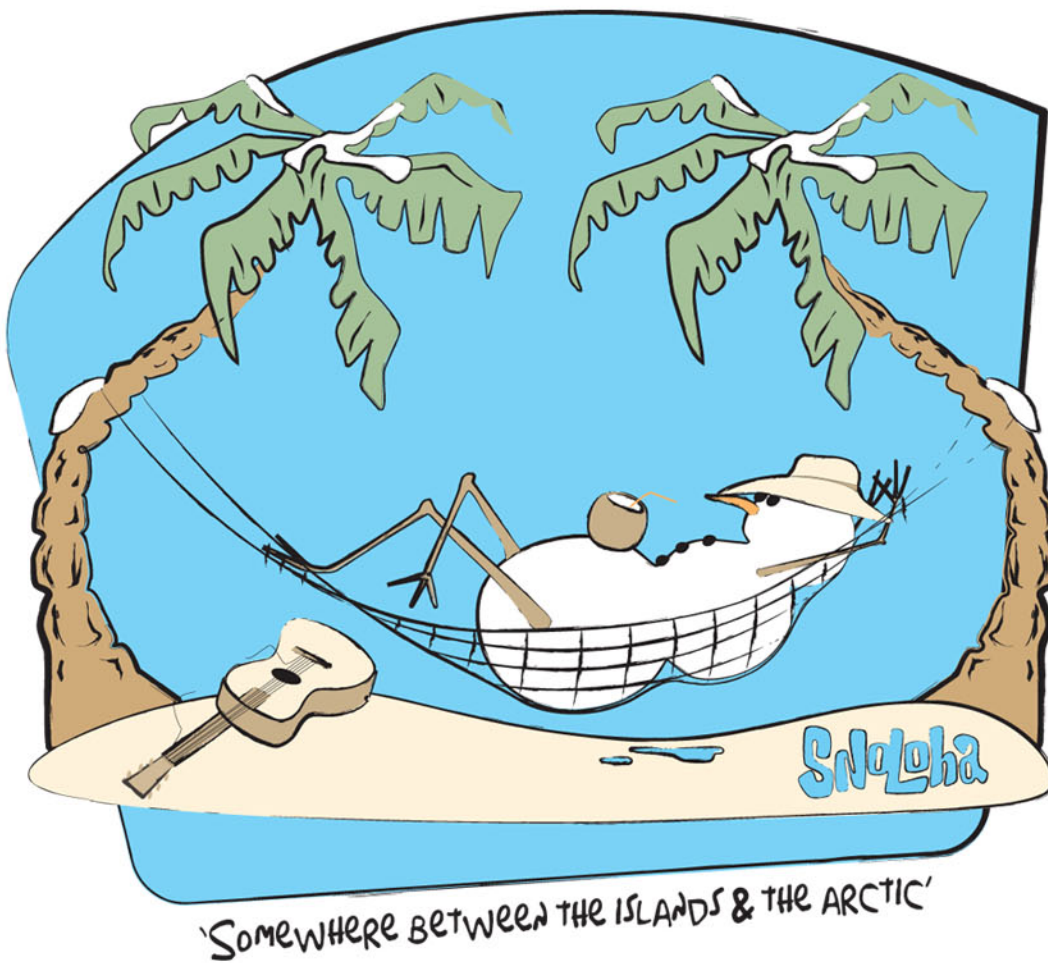
## Moonlighting

Guitar strummin' and chillin' in a hammock with the moon in the distance...between two snow-covered pine trees.



## SnoMon

What's there to say? A snowman chillin' in a hammock!





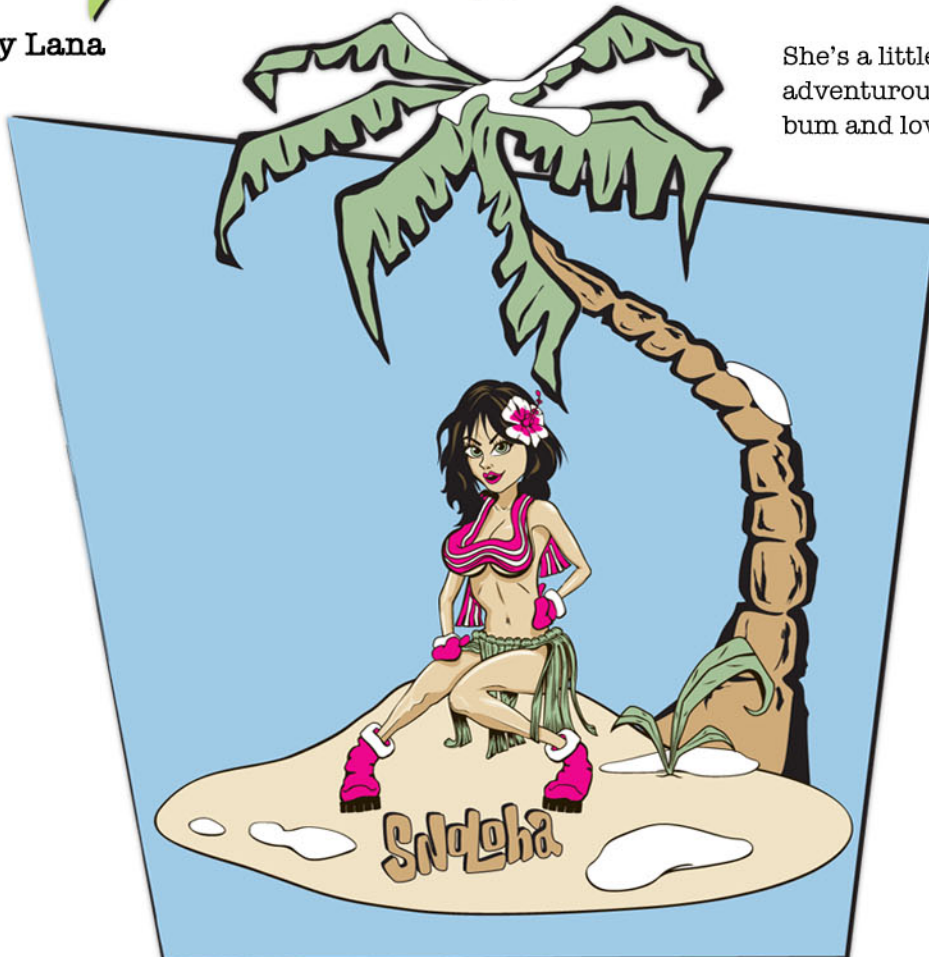
## SnoTiki

Envision the kind of place where your worries vanish as you walk through the doors. There's a cold drink, good friends, conch fritters and an acoustic guitar singer performing in the corner. Time slips away as you find yourself consumed with story-telling and laughter. That's how we envision the SnoTiki Lounge



## Lovely Lana

She's a little flirty, a little adventurous, a bit of a beach bum and loves the snow.



SOMEWHERE BETWEEN THE ISLANDS AND THE ARCTIC

 LOVELY LANA



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