

DISCOVER WHAT'S NEW!



FEATURED BRAND

pura

**A SMARTER WAY TO
EXPERIENCE FRAGRANCE.**

Founded in 2015, Pura has redefined home fragrance by combining smart home technology with premium scents from some of the world's most recognizable fragrance brands. Its app-controlled diffusers allow users to personalize fragrance intensity, create schedules, and switch scents throughout the day, delivering a more modern, connected alternative to traditional candles and plug-in air fresheners.

Beyond convenience, Pura is committed to creating clean, safe fragrances that meet International Fragrance Association (IFRA) safety standards and are designed for homes with children and pets when used as directed. Features like Puralast™ technology optimize fragrance performance for a longer-lasting scent experience, while Open Air Tech™ helps remove common household odors as it fills a space with premium fragrance.

Combining innovation, thoughtful design, and everyday functionality, Pura delivers a premium home experience that feels personal, practical, and memorable. Guided by a commitment to creating products that are better for people and the planet, Pura continues to pair smart technology with purposeful innovation, making it a natural fit for wellness, appreciation, executive gifting, and lifestyle-focused programs.









Founded in 1976, Pelican Products has built a global reputation for designing rugged protective cases made to perform in demanding environments. Known for its iconic hard cases, the brand creates durable solutions designed to protect valuable equipment from water, dust, and impact, earning the trust of professionals across military, law enforcement, photography, construction, and outdoor industries.

Built around long-lasting performance, Pelican continues to expand beyond protective cases with coolers, travel products, portable lighting, and other solutions designed for both professional and everyday use. Approximately 90% of its product line is made in the USA, reinforcing a commitment to quality, durability, and products made to go wherever they are needed.

Sustainability is built into Pelican's “Built to Protect” mission, with a focus on reinforcing product durability, reducing its carbon footprint, and repurposing excess materials. Its cases and lights are recyclable, and the company continues to invest in waste reduction, energy and water conservation, responsible materials, and products designed for long-term use.







Founded in 1952, Kelty helped change the way people experience the outdoors. Founder Dick Kelty is widely credited as an innovator of the modern external-frame backpack, introducing lightweight aluminum frames, padded shoulder straps and waist belts that made backpacking more comfortable and accessible to everyday adventurers.

More than 70 years later, Kelty has grown well beyond backpacks, with tents, sleeping bags, sleeping pads, camp furniture and other outdoor gear designed around a simple idea: make it easier for more people to get outside. The brand combines a long history of outdoor innovation with practical design, approachable price points and products built to be used again and again.

There's also more behind the brand when it comes to sustainability. Kelty was one of the four founding members of The Conservation Alliance and continues to focus on recycled materials, responsibly sourced down, product repair and gear designed to last. It is outdoor gear with a real story behind it, strong everyday value and plenty of ways to fit into promotional, incentive and outdoor programs.

ICON KEY:	 Sustainable	 Women Owned	 Gives Back	 Certified B Company
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