

BLACKSTRAP



Fall/Winter 2026

WORKBOOK

Dear BlackStrap Partner,

We're proud to introduce our Fall/Winter 2026 workbook, continuing BlackStrap's evolution into a complete outdoor lifestyle brand.

This season features elevated Technical Midlayers, Base Layers, and new cold-weather accessories. You'll see Windbreakers, expanded Merino offerings including the Expedition Hood and Tube, plus an updated Hood with contoured neck—all designed for performance and style in any environment.

Our brand identity continues sharpening with cohesive color stories across Facegear, Glove Liners, Base Layer, and Midlayer collections, creating bold retail presence. Supported by athlete partnerships and dealer programs, we're driving awareness and sell-through while strengthening our partnership with you.

Thank you for your continued support. Together, we're building momentum for our strongest winter season yet.

Warm regards,

Chris Vaday
Sr. Director of Global Sales
BlackStrap



This is BlackStrap

January 8, 2008. Mt. Bachelor, Oregon.

Abe Shehadeh's face was burning from brutal wind and sleet cutting through his gear. That evening, hunched over a second hand sewing machine, he wasn't trying to launch a company, just tired of his face feeling like raw meat after every shift.

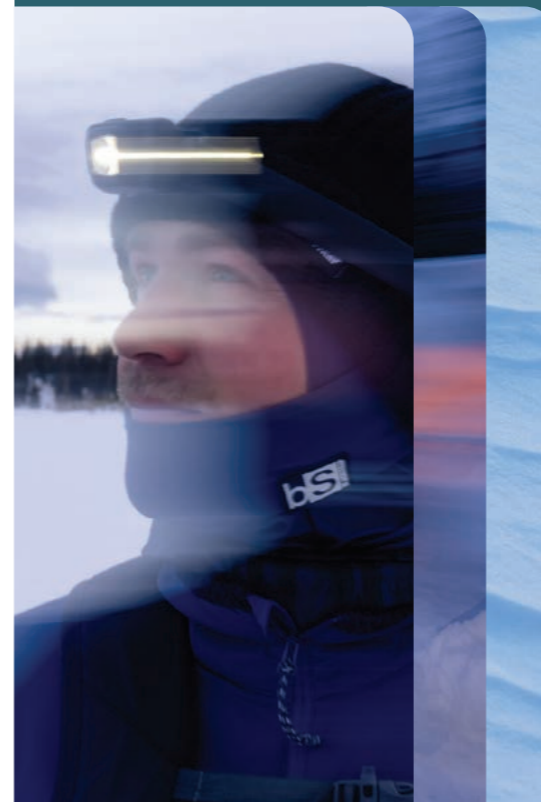
Those first masks were rough, but they worked. When everyone on the chair lift started asking where to get one, Abe realized he was onto something.

Nearly twenty years later, the mission hasn't changed. We're still obsessed with solving the small problems that keep you from enjoying the outdoors. Gaiters that don't slide down. Layers that move with you. Face masks that actually breathe.

Every piece carries that original Mt. Bachelor DNA: gear designed by people who use it, tested in conditions that matter, built to handle whatever you throw at it.

What began with one cold snowboarder solving his own problem now serves everyone who refuses to let conditions dictate their adventures. Wherever you find your zone, we're there too.

Thanks for keeping the original spirit alive. See you out there.



Contents

Facegear	6
Kids Facegear	28
Accessories	35

Merino Collection

BlackStrap's Merino Collection pushes natural performance further. Built with Nuyarn Merino, a specialized spinning technique that releases the natural performance characteristics of wool fiber that are twisted out by traditional spinning methods, this collection is lighter, warmer, faster-drying and more durable than standard merino.



Superior wicking and breathability


Enhanced elasticity and durability

Natural odor resistance

Thermal retention

 **8.8x MORE DURABLE**

 **5x FASTER DRYING**

 **85% MORE ELASTICITY**

 **25% LESS ENERGY USED**

MERINO EXPEDITION HOOD + TUBE [NEW]

MERINO HOOD + TUBE



POWERED BY NUYARN®

Facegear



Our Technology

TECH MEETS TECHNIQUE

ExoHinge™

ExoHinge™ is a proprietary construction technology only found on BlackStrap balaclava ski masks that creates a hinge point at the jawline and lets you easily pull your mask up or down without readjusting the fit.

1. Full face hinge
2. Hinge points
3. Crown lock



EXOHINGE™ PRODUCTS: MERINO EXPEDITION HOOD, MERINO HOOD, EXPEDITION HOOD, HOOD BALACLAVA

[NEW PRODUCT]

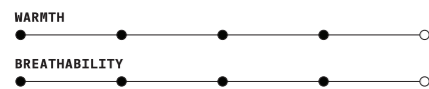
Merino Expedition Hood

BALACLAVA

The warmest merino in our lineup, Merino Expedition Hood uses a thicker Nuyarn® merino fabric for even more warmth and comfort.

Features

- Odor-free
- Moisture-wicking
- Quick dry
- Breathable
- Thermal regulation
- 4-way stretch
- UPF 50+
- Machine washable
- ExoHinge™ face adjustability
- Under helmet fit
- Flatlock seams
- Reflective heat transfer logo on front left



PRODUCT DETAILS + MATERIALS	
Nuyarn®	66% Merino / 34% Polyamide 230GSM
Sizes	Parent: NBAUEM



BLACK



ASH



DESCHUTES



CHERRY



LUNAR ASH



SUNWASH ORION



ALPINE OBSIDIAN



SUNWASH DESCHUTES

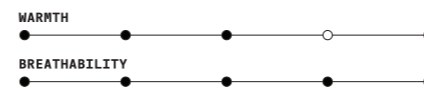
Merino Hood

BALACLAVA

Next-level warmth, comfort and versatility with Nuyarn® merino performance.

Features

- Odor-free
- Moisture-wicking
- Quick dry
- Breathable
- Thermal regulation
- 4-way stretch
- UPF 50+
- Machine washable
- ExoHinge™ face adjustability
- Under helmet fit
- Flatlock seams
- Reflective heat transfer logo on front left



PRODUCT DETAILS + MATERIALS	
Nuyarn® Pro	53% Merino / 38% Polyester / 9% Polyamide - 220GSM
Sizes	Parent: NBAUEM



BLACK



ASH



DESCHUTES



CHERRY



LUNAR ASH



SUNWASH ORION



ALPINE OBSIDIAN



SUNWASH DESCHUTES

FACEGEAR

Expedition Hood

BALACLAVA

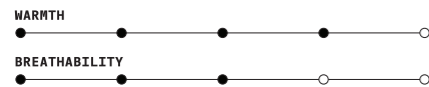
Built for the coldest days, the Expedition Hood delivers full-coverage warmth with dual-layer protection.

Features

- Thermal regulation
- Moisture-wicking
- Breathable
- 4-way stretch
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- ExoHinge™ face adjustability
- Full perforated liner
- Updated contoured neckline
- Under helmet fit
- Flatlock seams
- Logo on front left face



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	88% Polyester / 20% Spandex 200GSM
perfa™ (360° Liner)	95% Polyester / 5% Spandex 175GSM
Sizes	OS Parent: NBAUEX



BLACK



SMOLDERED



ASH



WHITE



TUMBLEWEED

[NEW]



FOSSIL



CHERRY



DAWN



BEGONIA

[NEW]



BLOOM

[NEW]



SAGEBRUSH



OBSIDIAN



SURGE

[NEW]



RUSH

[NEW]



DESCHUTES



DUSK

[NEW]

FACEGEAR

The Hood

BALACLAVA

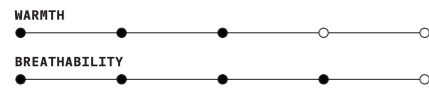
The original that started it all. Featuring our signature ExoHinge™ for easy on-the-fly adjustment and all-day comfort.

Features

- Breathable
 - Moisture-wicking
 - Thermal regulation
 - 4-way stretch
 - Lens-safe
 - Odor-free
 - UPF 50+
 - Machine washable
 - ExoHinge™ face
- adjustability
 - Front hinge and neck liner
 - Updated contoured neckline
 - Under helmet fit
 - Flatlock seams
 - Logo on front left face



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	80% Polyester / 20% Spandex 200GSM
perfa™ (Liner)	95% Polyester / 5% Spandex 175GSM
Sizes	OS Patent: NBAUHD



BLACK



SMOLDERED



ASH



WHITE



TUMBLEWEED



FOSSIL



JORY



CHERRY



DAWN



BEGONIA

[NEW]



FLARE



MAPLE



BLOOM

[NEW]



TUFF

[NEW]



MOSS



SAGEBRUSH



OBSIDIAN



EVERGREEN



FOG



SURGE

[NEW]



RUSH

[NEW]



DESCHUTES



DUSK

[NEW]



IRIS

[NEW]

FACEGEAR



BONE BLACK



SPACE GRAY



SUNWASH SMOLDERED

[NEW]



BLEACHED



INPRINT OBSIDIAN



MOUNTAIN EVERGREEN



INPRINT SURGE

[NEW]



PONDY SURGE

[NEW]



PONDY SMOLDERED



TRACTICAL ASH

[NEW]



PANGEA WHITE



TIMBER SNOW



CANVAS GRANITE



PASTELS



FLOWERPACKED RUSH

[NEW]



BADLANDS DESCHUTES

[NEW]



FLORAL FROSTY



TARTAN FOSSIL

[NEW]



SEQUENCE CHERRY

[NEW]



PULSE CHERRY



OCELOT DUSK

[NEW]



WINDMILL DUSK

[NEW]



BIG WAVE

[NEW]



BADLANDS BEGONIA

[NEW]



ICELOOM POPPY

[NEW]



WAX TERRA

[NEW]



PULSE ORION



SUSHI SPROUT

[NEW]



ARMY OLIVE



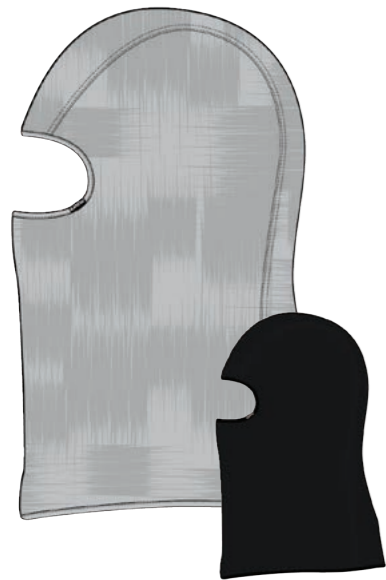
PULSE SAGEBRUSH

Flip Sock Hood

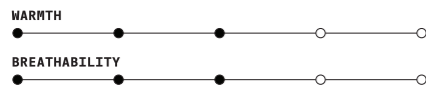
BALACLAVA [AVAILABLE IN CUSTOM]

Features

- Thermal regulation
- 4-way stretch
- Moisture-wicking
- Breathable
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Reversible to black inner
- Under helmet fit
- Flatlock seams - smooth on skin
- Woven wordmark on face opening

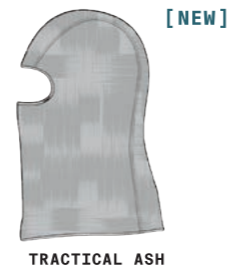


[ALL STYLES REVERSIBLE TO BLACK]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 280	82% Polyester / 18% Spandex 280GSM
Sizes	OS Parent: NBAUSF

Two looks, one hood. Get the function of a traditional balaclava with technical performance in a reversible design.



[NEW PRODUCT]

Caldera Hood

OVERHOOD

Over-the-helmet or around town, Caldera Hood offers cozy warmth of sherpa fleece with weather-ready DNA.

Features

- Breathable
- Abrasion resistant
- Soft-touch
- UPF 50+
- Machine washable
- Integrated dual-layer face hinge
- Drawcord hood adjustment
- Over helmet fit
- Embroidered logo on front left



PRODUCT DETAILS + MATERIALS	
Double Brushed Terry Fleece Main	100% Recycled Polyester 300GSM
GoKnit™ 200	80% Polyester / 20% Spandex 200GSM
GoKnit™ 226 (Face Liner)	92% Polyester / 8% Spandex Brushed Interior - 226GSM
Sizes	OS Parent: NHUCC



FACEGEAR

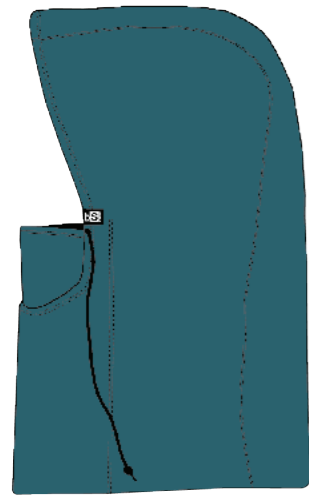
Camber Hood

OVERHOOD

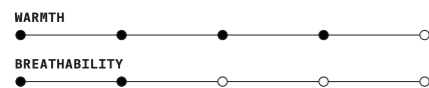
From dawn to dusk, the Caldera Hood delivers freeze-resistant protection with easy over-helmet comfort.

Features

- Thermal regulation
- 4-way stretch
- Moisture-wicking
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Integrated dual-layer face hinge
- Fully lined interior
- Drawcord hood adjustment
- Over or under helmet fit
- Woven logo on front left face opening



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	88% Polyester / 20% Spandex 200GSM
GoKnit™ 226 (Liner)	92% Polyester / 8% Spandex Brushed Interior - 226GSM
Sizes	OS Parent: NHUCA



Team Hood

OVERHOOD

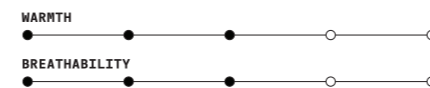
A Mark Abma favorite, the Team Hood brings a relaxed fit, long cut, and cozy vibes with breathable, moisture-wicking warmth.

Features

- Thermal regulation
- 4-way stretch
- Moisture-wicking
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Adjustable dual-layer face hinge
- Full perforated liner
- Relaxed fit
- Woven logo on front left face opening



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	88% Polyester / 20% Spandex 200GSM
perfa™	95% Polyester / 5% Spandex 175GSM
Sizes	OS Parent: NHDUTM



FACEGEAR

[NEW PRODUCT]

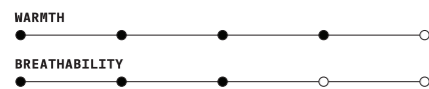
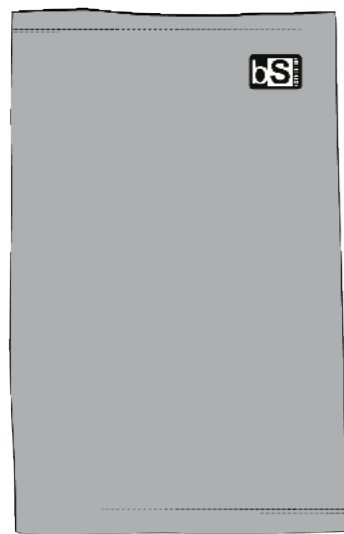
Merino Expedition Tube

NECK GAITER

Thicker, warmer, and wind-blocking—Nuyarn® merino performance built to handle winter's coldest days.

Features

- Odor-free
- Moisture-wicking
- Quick dry
- Breathable
- Thermal regulation
- 4-way stretch
- Machine washable
- Flatlock seams
- Reflective heat transfer logo on front



PRODUCT DETAILS + MATERIALS	
Nuyarn®	66% Merino / 34% Polyester 230GSM
Sizes	OS Parent: NTBUE1



BLACK



ASH



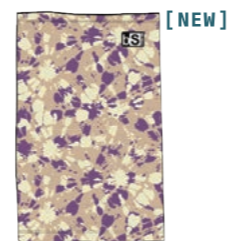
DESCHUTES



CHERRY



LUNAR ASH



SUNWASH ORION



ALPINE OBSIDIAN



SUNWASH DESCHUTES

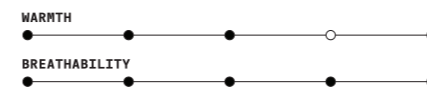
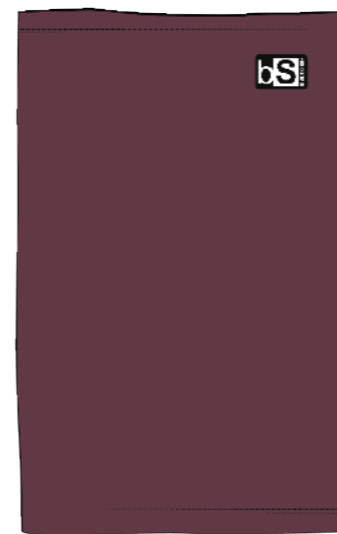
Merino Tube

NECK GAITER

Premium Nuyarn® merino performance that keeps you going all day with breathable warmth, and natural odor resistance.

Features

- Odor-free
- Moisture-wicking
- Quick dry
- Breathable
- Thermal regulation
- 4-way stretch
- Machine washable
- Flatlock seams
- Reflective heat transfer logo on front



PRODUCT DETAILS + MATERIALS	
Nuyarn® Pro-Merino	53% Merino / 38% Polyester / 9% Polyamide - 220 GSM
Sizes	OS Parent: NTBUSH



BLACK



ASH



DESCHUTES



CHERRY



LUNAR ASH



SUNWASH ORION



ALPINE OBSIDIAN



SUNWASH DESCHUTES

FACEGEAR

[NEW PRODUCT]

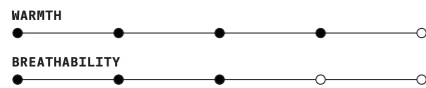
Caldera Tube

NECK GAITER

Wrap your neck in the cozy comfort of heavyweight sherpa warmth.

Features

- Breathable
- Abraison resistant
- Soft-touch
- UPF 50+
- Machine washable
- Flatlock seams
- Embroidered logo on front left



PRODUCT DETAILS + MATERIALS	
Double Brushed Terry Fleece	100% Recycled Polyester 330GSM
Sizes	OS Parent: NTBUC



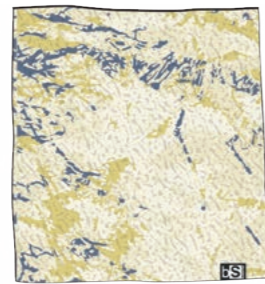
BLACK

[NEW]



INPRINT ASH

[NEW]



PULSE ORION

[NEW]



INPRINT OBSIDIAN

[NEW]



PULSE DESCHUTES

[NEW]



PULSE CURRANT

[NEW]

Apex Tube

NECK GAITER

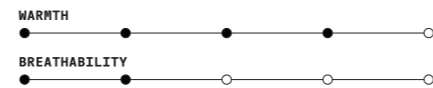
Built for storm-day comfort, pairing a plush, super-warm liner with a freeze-resistant shell for protection that stays put.

Features

- Breathable
- Moisture-wicking
- Thermal regulation
- 4-way stretch
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Flatlock seams
- Woven logo on top hem



[AVAILABLE IN LTD PRINT]



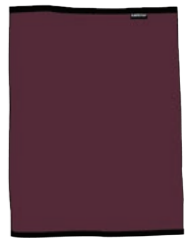
PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	80% Polyester / 20% Spandex 200GSM
GoKnit™ 226 (Liner)	92% Polyester / 8% Spandex Brushed Interior - 226GSM
Sizes	OS Parent: NTBUAT



BLACK



ASH



CHERRY

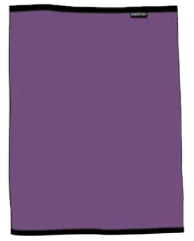


SURGE

[NEW]

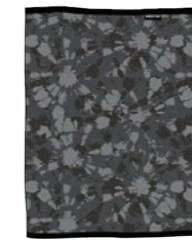


DESCHUTES



IRIS

[NEW]



SUNWASH SMOLDERED

[NEW]



PANGEA WHITE

[NEW]



BADLANDS BEGONIA

[NEW]

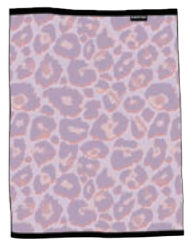


MAX TERRA

[NEW]



PASTELS



OCELOT DUSK

[NEW]

FACEGEAR

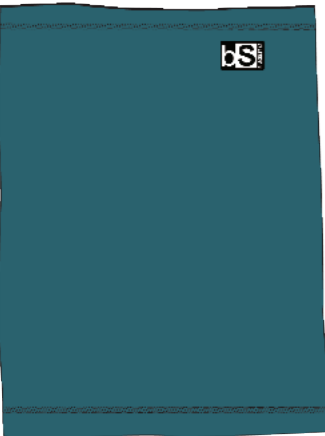
Dual Layer Tube

NECK GAITER [AVAILABLE IN CUSTOM]

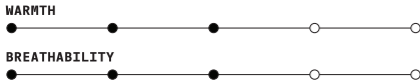
Breathable dual-layer warmth with versatile coverage from lift rides to lodge hangs.

Features

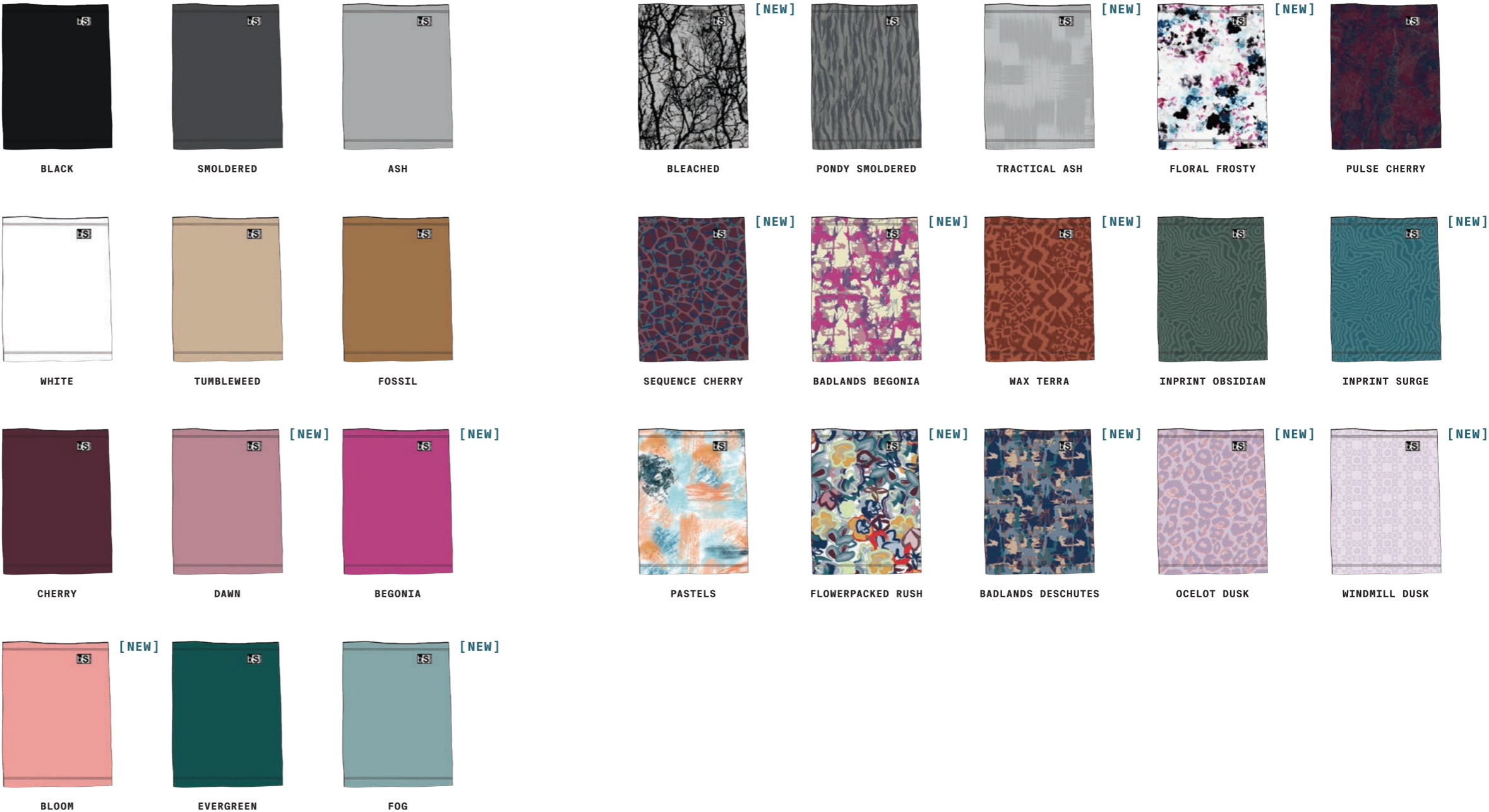
- Breathable
- Moisture-wicking
- Thermal regulation
- 4-way stretch
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Flatlock seams
- Logo on front left face



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	88% Polyester / 20% Spandex 200GSM
perfa™ (360° Liner)	95% Polyester / 5% Spandex 175GSM
Sizes	OS Parent: NTBUDL



FACEGEAR

Therma Tube

NECK GAITER [AVAILABLE IN CUSTOM]

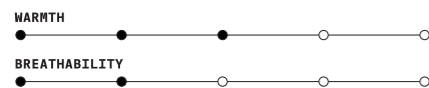
Plush warmth and stretchy, versatile cold-weather defense, an essential you'll grab every time temps drop.

Features

- Breathable
- Moisture-wicking
- Thermal regulation
- 4-way stretch
- Lens-safe
- Odor-free
- Soft touch
- UPF 50+
- Machine washable
- Flatlock seams
- Logo on bottom back hem



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 226	92% Recycled Polyester / 8% Spandex Brushed Interior - 226GSM
Sizes	OS Patent: NTBUTT



BLACK



CHERRY



BEGONIA

[NEW]



OBSIDIAN

[NEW]



RUSH

[NEW]



DESCHUTES

[NEW]



BONE BLACK



TRACTICAL ASH

[NEW]



SUSHI SPROUT

[NEW]



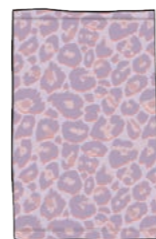
INPRINT SURGE

[NEW]



BADLANDS DESCHUTES

[NEW]



OCELOT DUSK

[NEW]

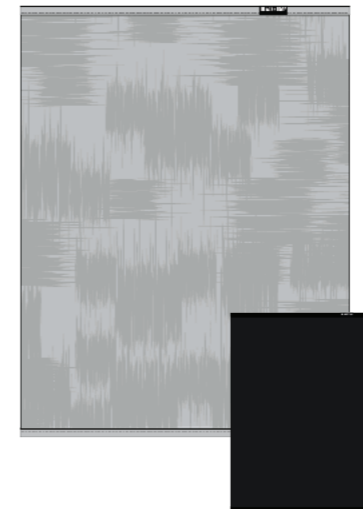
Flip Tube

NECK GAITER

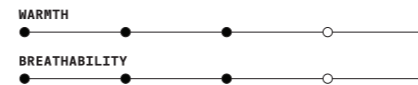
Two looks, one tube. The Flip Tube delivers breathable warmth and all-day coverage in a reversible design.

Features

- Breathable
- Thermal regulation
- Moisture-wicking
- 4-way stretch
- Lens-safe
- Odor-free
- Machine washable
- Reversible to black inner
- Woven wordmark on upper seam



[ALL STYLES REVERSIBLE TO BLACK]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 280	82% Polyester / 18% Spandex 280GSM
Sizes	OS Patent: NTBUFT



SMOLDERED

[NEW]



OBSIDIAN

[NEW]



DESCHUTES

[NEW]



BONE BLACK

[NEW]



TRACTICAL ASH

[NEW]



PULSE CHERRY

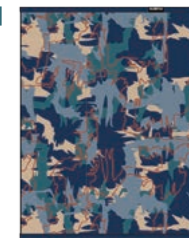


ARMY OLIVE



PONDY SURGE

[NEW]



BADLANDS DESCHUTES

[NEW]

Kids' Facegear



Kids Expedition Hood

BALACLAVA

Dual-layer warmth and ExoHinge™ adjustability, keeping kids comfortable lap after lap.

Features

- Thermal regulation
- Moisture-wicking
- Breathable
- 4-way stretch
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- ExoHinge™ face adjustability
- Full perforated liner
- Updated contoured neckline
- Under helmet fit
- Flatlock seams -
- Logo on front left face



BLACK



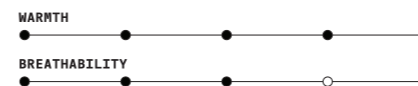
ASH



DAWN



[AVAILABLE IN LTD PRINT]



BEGONIA

[NEW]



FLARE



BLOOM

[NEW]



LICHEN



SURGE

[NEW]



DESCHUTES



IRIS

[NEW]

PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	88% Polyester / 20% Spandex 200GSM
perfa™ (360° Liner)	95% Polyester / 5% Spandex 175GSM
Sizes	OS Parent: NBAVEX

KIDS' FACEGEAR

Kids Hood

BALACLAVA

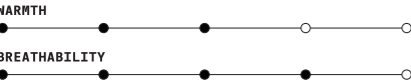
Cozy warmth, fun colors, playful prints, and ExoHinge™ ease. Proven to keep kids smiling longer.

Features

- Thermal regulation
- Moisture-wicking
- Breathable
- 4-way stretch
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- ExoHinge™ face
- adjustability
- Perforated hinge and neck liner
- Updated contoured neckline
- Under helmet fit
- Flatlock seams
- Logo on front left face



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	88% Polyester / 20% Spandex 200GSM
perfa™ (Liner)	95% Polyester / 5% Spandex 175GSM
Sizes	OS Parent: NBAVHD



KIDS' FACEGEAR

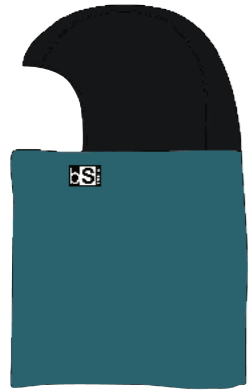
Kids Treble Hood

BALACLAVA

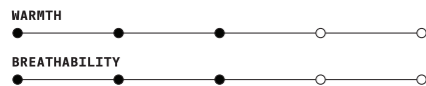
Triple-layer defense for little rippers who like the plush feel of microfleece and helmet-ready performance.

Features

- Thermal regulation
- 4-way stretch
- Breathable
- Moisture-wicking
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Dual-layer liner on bottom half
- Under helmet fit
- Flatlock seams
- Logo on front left face



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 200 (Upper Head)	82% Polyester / 18% Spandex 280GSM
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	80% Polyester / 20% Spandex 280GSM
GoKnit™ 226 (Liner)	92% Polyester / 8% Spandex Brushed Interior - 226GSM
Sizes	OS Parent: NBAVTE



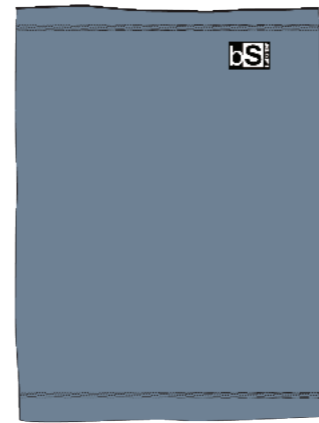
Kids Dual Layer Tube

NECK GAITER

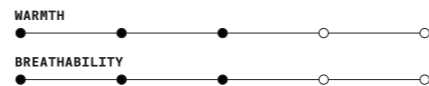
Cozy, durable, and versatile, the Kids' Dual Layer Tube keeps little adventurers warm and smiling on or off the hill.

Features

- Breathable
- Moisture-wicking
- Thermal regulation
- 4-way stretch
- Lens-safe
- Odor-free
- UPF 50+
- Machine washable
- Flatlock seams
- Logo on front left face



[AVAILABLE IN LTD PRINT]



PRODUCT DETAILS + MATERIALS	
GoKnit™ 222 (Print)	82% Polyester / 18% Spandex 222GSM
GoKnit™ 200 (Solid)	80% Polyester / 20% Spandex 280GSM
perfa™ (360° Liner)	95% Polyester / 5% Spandex 175GSM
Sizes	OS Parent: NTBVDL



KIDS' FACEGEAR

Kids Therma Tube

NECK GAITER

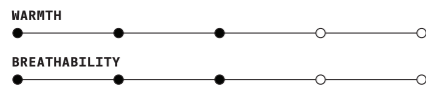
Plush warmth and cold-weather comfort, made to keep kids smiling through the chill.

Features

- Breathable
- Moisture-wicking
- Thermal regulation
- 4-way stretch
- Lens-safe
- Odor-free
- Soft touch
- UPF 50+
- Machine washable
- Flatlock seams
- Logo on bottom back hem



[AVAILABLE IN LTD PRINT]



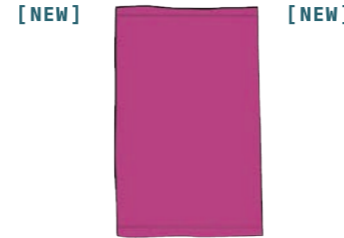
PRODUCT DETAILS + MATERIALS	
GoKnit™ 226	92% Recycled Polyester / 8% Spandex Brushed Interior - 226GSM
Sizes	OS Parent: NTBVT



BLACK



ASH



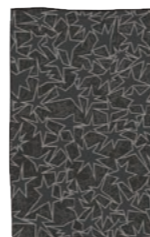
BEGONIA



RUSH



DESCHUTES



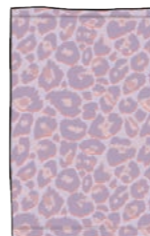
STAR SMOLDERED



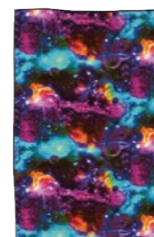
SUSHI SPROUT



BADLANDS DESCHUTES



OCELOT DUSK



SPACE GALACTIC

Goggle Covers

[CUSTOM PROGRAM]

Lightweight coverage for your lenses that you can keep in your pocket and use as a lens wipe.

Features

- Lens safe
- Moisture-wicking
- 4-way stretch
- Woven label on side seam

PRODUCT DETAILS + MATERIALS	
Treo Tricot Stretch Knit Outer(Print)	82% Polyester / 18% Spandex 222GSM
Treo Tricot Stretch Knit Outer(Solid)	80% Polyester / 20% Spandex 200GSM
Sizes	OS Parent: GGCXGC

POP Display

INCLUDED WITH ORDER

- 48 Units + 1 SKU (inline or custom)
- Ships Modularly
- Reorders in 25 Unit Increments
- Each Cover Has UPC on Insert



[AVAILABLE IN LTD PRINT]





BlackStrap
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