

**WYLD | 野  
GEAR | 齒®**

**WHAT'S ABOUT TO DROP - 2026**

# OVERLAND CAMO

Wyld Gear-developed camo pattern in layered green hues. The fresh, bold color palette delivers a clean spring look with a rugged, outdoor-ready edge.



**HOLDS  
12OZ CANS  
PLUS BOTTLES.**



**MULTI-CAN** Can Cooler



**TUMBLERS**  
20oz & 30oz



**WYLD CUP** 16oz & 24oz



**WATER BOTTLE** 24oz & 34oz

# **COLD FRONT CAMO**

Full-wrap tiger camo-inspired pattern rendered in light blue hues. The crisp, vibrant colorway offers a bold, seasonal look with lasting visual appeal.



**BUILT IN  
BOTTLE  
OPENER**

**TUMBLERS**

20oz & 30oz





## WYLD CUP

16oz & 24oz



## MULTI-CAN

can cooler



## WATER BOTTLE

24oz & 34oz

# 1776 FREEDOM EAGLE

This 1776 Collection tumbler showcases period-inspired green tones with an eagle-and-flag motif representing freedom, strength, and American heritage. A bold, timeless design built to stand proud.



# 1776 LIBERTY BELL

Features period-inspired blue tones with a copper-gold undertone, creating a timeless, heritage look. The design highlights the Liberty Bell alongside the historic message—bold symbolism rooted in American independence, resolve, and freedom.



# WYLD SYDE

TRAVEL TUMBLER 30oz & 40oz

## STRAW TOPPER

*Stylish Coordination  
Plus Contamination  
Protection.*

## INSULATED STRAW LID

*HELPS RETAIN THE  
TEMPERATURE OF  
YOUR DRINK.*

## ONE-PIECE HANDLE

*Design For Comfort  
Durability and  
Lasting Performance.*

## CUP HOLDER FRIENDLY

*FITS IN MOST  
CUP HOLDERS.*



## DURABLE STRAW

*SHATTER PROOF  
STRAW.*



**18/8  
STAINLESS  
STEEL**



**NON-SLIP  
GRIP**



**NO SWEAT  
EXTERIOR  
GUARANTEE**



**DOUBLE  
WALL  
VACUUM  
INSULATED**



**COPPER  
COATED  
CORE**





## **RED BUTTE**

30oz & 40oz



## **TURQUOISE FAWN**

30oz & 40oz



# DESERT RODEO

30oz & 40oz

Western pattern with illustrated snake and bull-head artwork. The detailed linework gives this cup a raw, authentic Western feel—bold, rugged, and built to stand out.



# SIDE SADDLE

30oz & 40oz

Designed with women in mind, this cup blends classic Western character with a bold, playful style that stands out wherever the day takes you.



# COPPER TOPO

Features a full-wrap, seamless topographic print over a copper-toned stainless steel finish. The warm metallic undertone delivers a bold, timeless look with depth that holds up from the jobsite to the backcountry.



**WYLD CUP**

16oz & 24oz



# WATER BOTTLE

24oz & 34oz



## MULTI-CAN

can cooler



## TUMBLER

20oz & 30oz

# TOPAZ TOPO

Seamless topographic design printed on color-shift stainless steel. The finish transitions through purple, blue, and light blue tones, creating a dynamic look that changes with every angle and movement. No seams, no breaks—just a smooth, continuous design across the entire cup.



**WATER BOTTLE** 24oz & 34oz



# TUMBLER

20oz & 30oz



## MULTI-CAN can cooler



## WYLD CUP 16oz & 24oz

**SNEAK PEEK**

# SOFT COOLER - 2026

We're building a soft cooler for the way people actually use them — on the job, in the truck, at camp, and everywhere in between. This one is designed to be tough without being bulky, simple without feeling cheap, and versatile enough to move from workday to weekend without skipping a beat.

It's focused on durability first: reinforced materials, smart structure, and insulation that holds its own in real-world conditions. No over-engineered fluff — just the features people use every day, done the Wyld Gear way.



## PRODUCT FEATURES



**WATERPROOF  
RUGGED  
EXTERIOR SHELL**



**MAGNETIC  
POCKETS & SEALS**



**SPLIT  
INTERNAL  
COMPARTMENTS**



**BUILT-IN  
DRAIN PORT**



# 4 SHELF

Drinkware					
Item	Color	UPC	SKU	Wholesale	Retail

Tumbler 20 Oz	Red White & Blue	810031806034	WT20-RWB	\$ 12.50	\$ 24.99
Tumbler 20 Oz	Cold Front	810031808861	WT20-CF	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Overland	810031808878	WT20-OL	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Bald Eagle	810031809066	WT20-BE	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Liberty Bell	810031809073	WT20-LB	\$ 14.50	\$ 28.99

Tumbler 30 Oz	Red White & Blue	810031806041	WT30-RWB	\$ 15.00	\$ 29.99
Tumbler 30 Oz	Cold Front	810031808953	WT30-CF	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Overland	810031808946	WT30-OL	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Bald Eagle	810031809165	WT30-BE	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Liberty Bell	810031809172	WT30-LB	\$ 17.00	\$ 33.99

Multi-Can	Red White & Blue	810031807208	MC-RWB	\$ 12.50	\$ 24.99
Multi-Can	Cold Front	810031808977	MC-CF	\$ 14.50	\$ 28.99
Multi-Can	Overland	810031808960	MC-OL	\$ 14.50	\$ 28.99

WYLD CUP 16 OZ	Red White & Blue	810031807154	WYLD16-RWB	\$ 10.00	\$ 19.99
WYLD CUP 16 OZ	Cold Front	810031808885	WYLD16-CF	\$ 12.00	\$ 23.99
WYLD CUP 16 OZ	Overland	810031808892	WYLD16-OL	\$ 12.00	\$ 23.99

WYLD CUP 24 OZ	Red White & Blue	810031807161	WYLD24-RWB	\$ 13.50	\$ 26.99
WYLD CUP 24 OZ	Cold Front	810031808908	WYLD24-CF	\$ 15.50	\$ 30.99
WYLD CUP 24 OZ	Overland	810031808915	WYLD24-OL	\$ 15.50	\$ 30.99

Mag Flask 24 OZ	Red White & Blue	810031807130	24-MAG-RWB	\$ 15.00	\$ 29.99
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Mag Flask 34 OZ	Red White & Blue	810031807147	34-MAG-RWB	\$ 17.50	\$ 34.99
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Hard Coolers					
Item	Color	UPC	SKU	Wholesale	Retail

25Q Cooler - Made in USA	Red White & Blue	810031806072	USHC25-RWB	\$ 155.00	\$ 230.00
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50Q Cooler - Made in USA	Red White & Blue	810031806126	USHC50-RWB	\$ 223.00	\$ 325.00
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65Q Cooler - Made in USA	Red White & Blue	810031806171	USHC65-RWB	\$ 270.00	\$ 400.00
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# 5 SHELF

Drinkware					
Item	Color	UPC	SKU	Wholesale	Retail

Tumbler 20 Oz	Red White & Blue	810031806034	WT20-RWB	\$ 12.50	\$ 24.99
Tumbler 20 Oz	Desert Camo	810031808083	WT20-DC	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Shadow Moss	810031808090	WT20-SM	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Cold Front	810031808861	WT20-CF	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Overland	810031808878	WT20-OL	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Bald Eagle	810031809066	WT20-BE	\$ 14.50	\$ 28.99
Tumbler 20 Oz	Liberty Bell	810031809073	WT20-LB	\$ 14.50	\$ 28.99
Tumbler 30 Oz	Red White & Blue	810031806041	WT30-RWB	\$ 15.00	\$ 29.99
Tumbler 30 Oz	Shadow Moss	810031808113	WT30-SM	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Desert Camo	810031808106	WT30-DC	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Cold Front	810031808953	WT30-CF	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Overland	810031808946	WT30-OL	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Bald Eagle	810031809165	WT30-BE	\$ 17.00	\$ 33.99
Tumbler 30 Oz	Liberty Bell	810031809172	WT30-LB	\$ 17.00	\$ 33.99
Multi-Can	Red White & Blue	810031807208	MC-RWB	\$ 12.50	\$ 24.99
Multi-Can	Shadow Moss	810031808120	MC-SM	\$ 14.50	\$ 28.99
Multi-Can	Desert Camo	810031808137	MC-DC	\$ 14.50	\$ 28.99
Multi-Can	Cold Front	810031808977	MC-CF	\$ 14.50	\$ 28.99
Multi-Can	Overland	810031808960	MC-OL	\$ 14.50	\$ 28.99
WYLD CUP 16 OZ	Red White & Blue	810031807154	WYLD16-RWB	\$ 10.00	\$ 19.99
WYLD CUP 16 OZ	Shadow Moss	810031808045	WYLD16-18SM	\$ 12.00	\$ 23.99
WYLD CUP 16 OZ	Desert Camo	810031808052	WYLD16-18DC	\$ 12.00	\$ 23.99
WYLD CUP 16 OZ	Cold Front	810031808885	WYLD16-CF	\$ 12.00	\$ 23.99
WYLD CUP 16 OZ	Overland	810031808892	WYLD16-OL	\$ 12.00	\$ 23.99
WYLD CUP 24 OZ	Red White & Blue	810031807161	WYLD24-RWB	\$ 13.50	\$ 26.99
WYLD CUP 24 OZ	Shadow Moss	810031808069	WYLD24-18SM	\$ 15.50	\$ 30.99
WYLD CUP 24 OZ	Desert Camo	810031808076	WYLD24-18DC	\$ 15.50	\$ 30.99
WYLD CUP 24 OZ	Cold Front	810031808908	WYLD24-CF	\$ 15.50	\$ 30.99
WYLD CUP 24 OZ	Overland	810031808915	WYLD24-OL	\$ 15.50	\$ 30.99
Mag Flask 24 OZ	Red White & Blue	810031807130	24-MAG-RWB	\$ 15.00	\$ 29.99
Mag Flask 34 OZ	Red White & Blue	810031807147	34-MAG-RWB	\$ 17.50	\$ 34.99

Hard Coolers					
Item	Color	UPC	SKU	Wholesale	Retail

25Q Cooler - Made in USA	Red White & Blue	810031806072	USHC25-RWB	\$ 155.00	\$ 230.00
50Q Cooler - Made in USA	Red White & Blue	810031806126	USHC50-RWB	\$ 223.00	\$ 325.00
65Q Cooler - Made in USA	Red White & Blue	810031806171	USHC65-RWB	\$ 270.00	\$ 400.00



**WYLDGEAR.COM**



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