

DECK-BOSS ANKLE BOOT EE WIDTH

Over the course of its 5-year lifespan, the Deck-Boss has gained a core following and hard-earned reputation of being the most comfortable and durable rubber ankle boot on the market.

FA25 further fuels the franchise with extended width-sizing.

109 €

MSRP

8/15/2025

INTRO DATE



DECK-BOSS EE WIDTH

EXPAND THE FRANCHISE WITH EXTENDED SIZES

HOW WE WIN

CUSTOM EE LAST/OUTSOLE

Anatomically-accurate, extended-width last specifically engineered to meet EE measurements. Custom outsole molded to fit extended volume and larger forefoot width.

COMFORT THAT WON'T PACK OUT

Expand the consumer reach without compromising the hard-earned performance, comfort and durability we've carved out in the space.

GRIPPY GUM RUBBER

100% natural, sticky gum rubber outsole with tread designed to maximize surface contact, razor-cut with siping to quickly evacuate water from underfoot.

DEVIATION SHERPA

When fishing adventures transition from deck to dirt, Deviation has you covered.

FA25 layers on the element-shedding protection and go-anywhere traction the Deviation is known for, now elevated with new volume-driving colorway to fuel the fire generated by the fleece-lined version of this collection.

159 €
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WOMEN'S DEVIATION SHERPA

When fishing adventures transition from deck to dirt,
Deviation has you covered.

FA25 layers on the element-shedding protection and go-
anywhere traction the Deviation is known for, now elevated
with a new volume-driving neutral colorway to help fuel the
fire generated by the fleece-lined version of this collection.

159 €
MSRP

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INTRO DATE



SHERPA FOOTWEAR COLLECTION: GO-TO-MARKET STRATEGY

GRUNDÉNS

Bring our growing sherpa footwear collection to life with inclusion of the best-selling Men's & Women's Deviation Sherpa Ankle Boot, and new additions of Deviation Sherpa Shorty & Women's Deck-Boss Shorty Sherpa. Straight from the boat or river and right into your sherpa, showcase the wearable versatility of this go-anywhere, cold weather footwear collection.



PLUSH FLEECE LINING

Ultra-warm and ultra-comfortable fleece lining for cold weather, versatile wearability on and off the water.



100% WATERPROOF

Don't let the fleece lining fool ya – all Sherpa Footwear Collection items have a 100% waterproof outer construction.



GO-ANYWHERE OUTSOLE

From boat to bar and anywhere in between, the lugged gum rubber outsole makes its home as easily on the fishing grounds as it does on an afternoon stroll.

GRUNDÉNS

TOURNEY PRO JACKET

169 €
MSRP

8/15/2025
INTRO DATE



TOURNEY PRO JACKET

UNCOMPROMISED WATERPROOF PROTECTION

HOW WE WIN

The Tourney PRO Jacket provides the ultimate waterproof solution to PFAS without sacrificing performance. Packed full of features and offered at an extremely competitive price for the Core Angler.

1. Pit zips allow for optimal temperature regulation and access to bibs, waders
2. Integrated 3mm neoprene cuffs keeps water out during inclement weather and landing fish
3. Grundens Storm Front Placket adds an extra layer of protection when running boats
4. Ultimate blood, gunk, and stain resistance from our Tourney PU fabric





Tourney PRO Jacket – Black
Tough Sun Crew – Red Orange
Keeper Sneaker – Otter



Tourney PRO Jacket – Anchor/Otter
Vector Zip Wader - Anchor
Bedrock Wading Boot - Rubber

TOURNEY PRO JACKET: GO-TO-MARKET STRATEGY

GRUNDÉNS

Present to the core salt and freshwater sport fisherman & wade/fly angler that doesn't give a damn if it's hot & sunny or pouring sideways rain – they “live to fish” and just want to be on the water no matter the conditions. Bring to life ultimate waterproof & “fish gunk” protection + fishing-focused features that will ultimately enhance the angler's fishing experience.



ULTIMATE PROTECTION

A waterproof barrier that repels the nastiest and inevitable elements of marine & “fishy” environments.



INTEGRATED NEOPRENE CUFFS

Providing a dunk-able, watertight seal when landing fish, making bait, casting, pulling anchor, or navigating through rain & sea spray.



VENTILATION

Side zips and ventilation zones to dump heat and keep things cool in hot and humid environments.

STORAGE UPGRADES

Pockets & storage enhancements for keeping personal gear & terminal tackle close at hand.

TURBULENCE INSULATED HOODIE

199 €

MSRP

8/15/2025

INTRO DATE

COMMERCIAL GRADE



TURBULENCE INSULATED HOODIE

REFINEMENT WITH GRIT

HOW WE WIN

Our most rugged thermal windproof jacket encapsulates warmth, sheds spray and holds up to harsh changing conditions when the temps drops, and the harvest remains.

1. Shell: Rugged commercial grade Nylon C0 DWR on face and Windproof Coating on back
2. Insulation: 80g G-Loft Eco Plus, warmest to weight ratio with 100% Polyester Lining
3. Scuba Fit Insulated Hood, finished with flat smooth elastic binding
4. Gusseted Sleeve Construction for Enhanced Mobility
5. Cuff Finished with Durable Stretch-Woven Panel that Offers Snug Fit & Abrasion Protection
6. Zippered Hand-Warmer Pockets & Zippered Interior Left Chest Pocket
7. Anti-Snag Commercial Grade Design with Minimal Exposed Trims

*Orange embroidery front and back logo are correct on sales samples



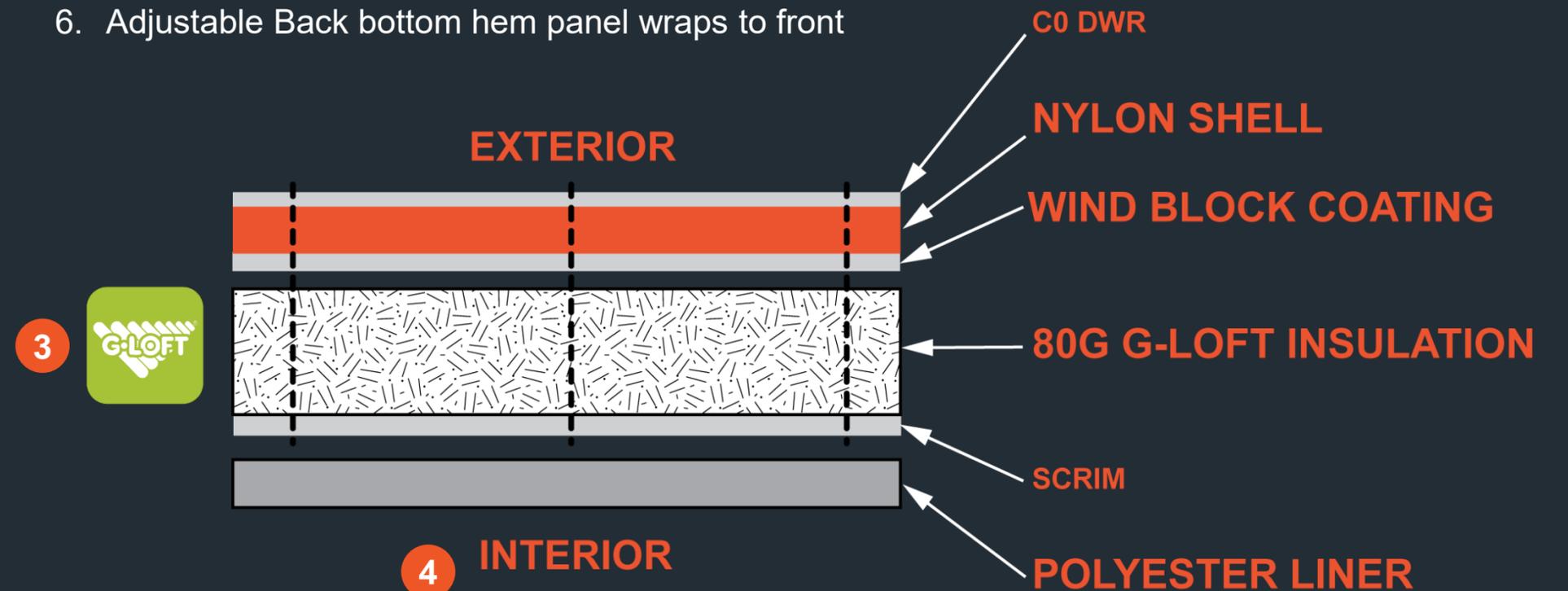
TURBULENCE INSULATED HOODIE

GRUNDÉNS

CONSTRUCTION DEEP DIVE



1. Modified Raglan Sleeve Construction: enhances movement for slinging pots or swinging for chrome
2. Diagonal WIDE Set Quilted Exterior Baffles: Minimal exposed stitching with clean flat finish for abrasion resistance when paired with bibs or waders
3. G-Loft 80G ECO insulation is captured in stay put construction with no cold spots
4. Hung polyester mechanical stretch lining allows maximum breathability
5. Gusseted sleeve panel extends into side body panel, again minimal seams for enhanced mobility and clean finish
6. Adjustable Back bottom hem panel wraps to front





WARM & LIGHT

Maximum heat rating at a minimum weight: G-LOFT is lighter and retains more warmth at a higher heat rating for a lighter weight garment.

Example: 80G is equal to PrimaLoft Gold 133g



HIGHLY BREATHABLE

The breathable G-LOFT products guarantee a perfect temperature regulation for outdoors and an optimal sleeping climate.



TOP WET CONDITION PERFORMANCE

In contrast to down, G-LOFT fibers do not absorb moisture.

This guarantees a high thermal rating and efficiency, even in wet conditions.



G-LOFT® MEMORY EFFECT

The small pack to weight ratio:

When tucked away to travel, fibers compress and air escapes from the G- LOFT insulation, then quickly bounces back and recovers due to the MEMORY EFFECT from spiral core fibers.

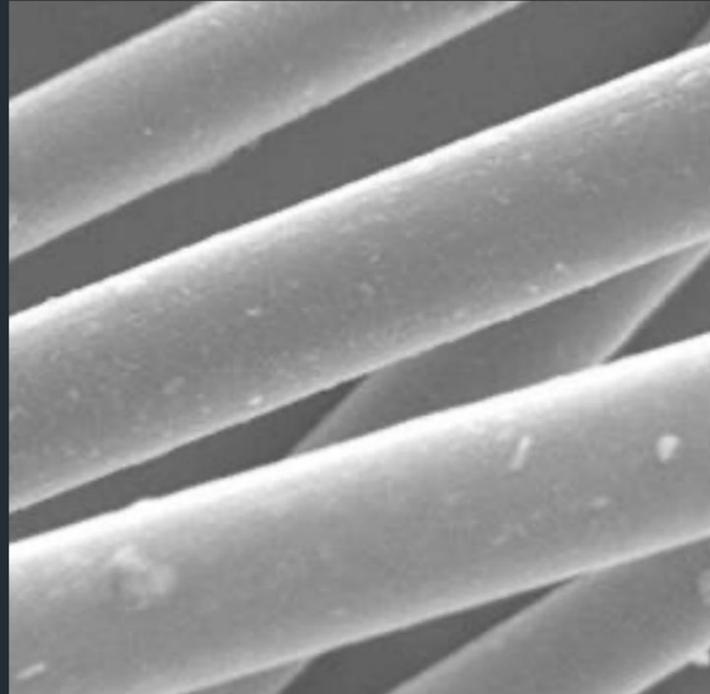


EASY CARE

Machine washable.

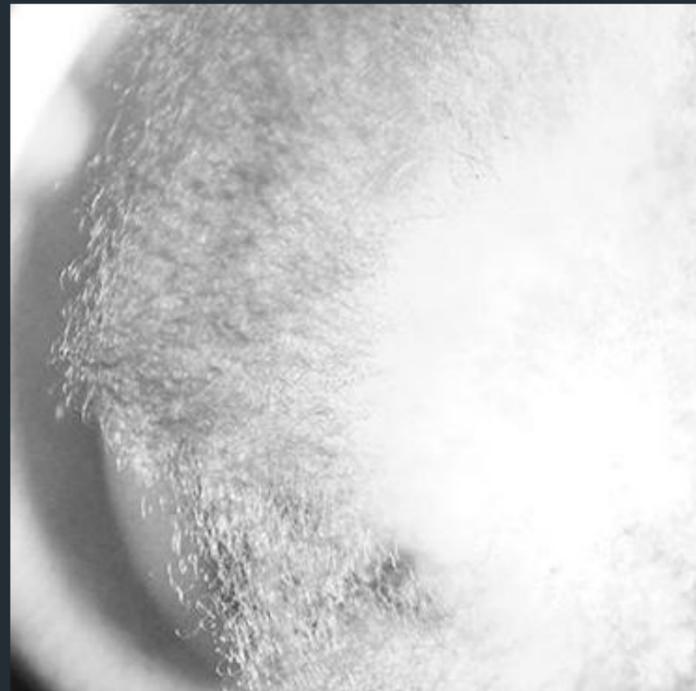
WHY G-LOFT + GRUNDÉNS

GRUNDÉNS



HOLLOW BI-COMPONENT SPIRAL FIBERS

- Hollow spiral core fibers are made to mimic Polar Bear fur to for optimal air flow and temperature regulation by trapping air and retaining warmth.
- The fibers retain MEMORY and LOFT by permanently fixed **SPRIAL** molecular structure, always maintaining it's warming airy original shape.



NATURAL CLUSTERING DOWN-LIKE LOFT

- Small groups of bi-component fibers form a down like cluster structures allowing air to be trapped within the insulation.
- This unique clustering provides G-Loft with thermal properties also found in high-quality down.
- G-Loft insulation dries quickly, returns to original airy shape, retaining heat and eliminating cold spots



MOVES WITH YOU, EVEN WHEN WET

- In contrast to down, G-Loft fibers do not absorb moisture.
- Excellent thermal retention when wet due to the hollow core.
- G-Lofts Memory Effect allows bounce back recovery when garment is compressed, then deployed for wearing in changing conditions

Made in Europe

TURBULENCE INSULATED HOODIE

COLORWAYS



NAVY STRENGTH



BLACK

NEW COLORWAY

BULKHEAD JACKET

BLACK

Bulkhead offers a technical, burly defense against cold conditions in a soft-shell package. A stretch woven DWR treated shell with soft micro fleece backer, it's the perfect outer layer and easily fits under a waterproof shell when the windy weather turns to rain.

129 €

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BULKHEAD JACKET

COLORWAYS



BLACK



DARK NAVY



WHISKEY / ANCHOR

ENTRENCH PRODUCT POSITIONING

ENERGIZE ASSORTMENT WITH FRESH NEW COLOR

GRUNDÉNS

WAYWARD 38L

- Welded & Waterproof
- Roll-Top Construction
- Sleek & Streamlined Design
 - Rugged & Reliable
- Comfort for Long Hauls
- Secure Bonus Storage
 - ✓ Rod-carry
 - ✓ Water bottle storage
 - ✓ Zippered front access



SHACKLETON 105L

- Welded & Waterproof
- Roll-Top Construction
- Sleek & Streamlined Design
- Rugged & Reliable
- Durable, All-Purpose Gear Carry

BOOTLEGGER 30L

- Welded & Waterproof
- Roll-Top Construction
- Sleek and Streamlined Design
- Quick, Convenient Access
- Low Pro / Stow-and-Go



GEAR HAULER 50L

- DWR, sewn, "Technical Tote"
- Convenient, Accessible Carry-All Gear Tote
- Hidden Features
 - ✓ Zippered external pocket
 - ✓ Zippered internal stow-pocket and water bottle stash sleeve
 - ✓ Lash strap + buckle to secure larger loads

A dark, monochromatic photograph of two fishermen on a boat. They are wearing white hooded jackets and are focused on handling a large, intricate fishing net. The background shows the water and parts of the boat's structure. The overall mood is industrious and professional.

WE ARE FISHING