

WHOLESALE LINE SHEET

2026

GROOVE



WHO WE ARE

We are a fun loving, anti-corporate and adventurous group of misfits who love pushing the limits and questioning the status quo. Our culture is one of freedom, hard work, and fun.

We're somewhat quirky and a little rough around the edges, but we're eager to serve. We're all pretty different, but share a common goal and vision.

OUR PURPOSE

SERVE PEOPLE

through our top-of-the-line products, outstanding customer service, and intriguing content

INSPIRE ADVENTURE

by sharing our adventures in the wild, in business, and in life

REFLECT GOD

by striving for excellence in every aspect of our business

CORE VALUES

✓ GRITTY EXCELLENCE

✓ ADVENTURE READY

✓ PEOPLE LOVING

✓ GREAT TIMES

TABLE OF CONTENTS

04	BELTS
07	RINGS
14	WALLETS
16	ASSORTMENTS
19	DISPLAYS

GROOVE BELT[®] FEATURES

SECURE ADJUSTMENT

"Set it and forget it" design. Once you adjust the belt to the proper length, never worry about it again.

PREMIUM MATERIALS

Proprietary webbing, rare-earth neodymium magnets, and A380 aluminum alloy buckle.

QUALITY DESIGN

We designed the end to neatly tuck behind the belt. For the occasional rogue fly-away, we've added our secure keeper loop.

PERFECT STRETCH

Engineered with just the right amount of stretch to keep you secure, yet comfortable.

DURABLE

With no sagging or drooping, the Groove Belt keeps its form.

STAYS IN PLACE

Held together with neodymium magnets. Snaps and latches securely but releases when needed.



OG BELTS

With its durable webbing and magnetic buckle, it's built to last — and snap on in a flash but won't lose its shape. Set it, forget it, and get on with your day.

NEW



BLACK GUN METAL
B1-001-OS
\$64.95

NEW



MOSSY OAK™
BOTTOMLAND BLACK
B2-011-OS
\$69.95



BLACK BLACK
B1-005-OS
\$64.95



DEEP STONE GUN
METAL
B1-002-OS
\$64.95



BROWN WALNUT
B1-012-OS
\$64.95



ABYSS NAVY
B1-044-OS
\$64.95



BASE CAMP GREEN
B1-045-OS
\$64.95



HERO FLAG | BLACK
BLACK
B6-001-OS
\$69.95



BLACK CARBON FIBER
B1-042-OS
\$74.95



FLEX BELTS

The Groove Belt Flex is the newest and most comfortable belt we've ever made. Built for everyday movement, travel, and casual wear. More stretch, more flex, and lighter than anything in our lineup. Adjust it once and forget it.

NEW



BLACK
B14-001-OS
\$39.95

NEW



DEEP STONE
B14-002-OS
\$39.95

NEW



ABYSS NAVY
B14-003-OS
\$39.95

NEW



BROWN
B14-004-OS
\$39.95
SHIPPING FEB '26

NEW



OLIVE
B14-005-OS
\$39.95
SHIPPING FEB '26

GROOVE RING[®]

FEATURES

Breathable. Functional. Comfortable. Groove Rings are made from medical-grade materials and these rings are so comfortable you might forget you're even wearing one (until someone compliments it). Whether you're into bold trends or keeping things minimalist, our rings offer a style for everyone – and they're as functional and safe as they are good-looking.

BREATHABLE GROOVES

Breathable grooves allow air in and moisture out with a patented design, comfort inner-band to give you maximum breathability and performance.

PREMIUM MATERIALS

Unique medical-grade materials for undeniable quality, the Groove Ring is in a class of its own

UNIQUE DESIGNS

Eye-catching, beautiful designs, all created in Spring Hill, Tennessee.



MEN'S RINGS

Whether you're looking for rugged durability or a sleek minimalist design, there's an option for every man.

Edge

Designed with a beveled edge that can go from the board room to the ski slopes, this is the ring that elevates your experience to an all-new level of adventure.



DEEP STONE
R7-003
\$34.95
SIZES
8 9 10 11 12 13 14



BLACK
R7-006
\$34.95
SIZES
8 9 10 11 12 13 14

Hero

Stand proud with the Black Hero Ring: bold style, true honor.



HERO
BLACK | BLACK
R2-020
\$44.95
SIZES
8 9 10 11 12 13 14

MEN'S RINGS

Whether you're looking for rugged durability or a sleek minimalist design, there's an option for every man.

Camo

The Mossy Oak camo rings: breathable, flexible, and softens over time.

NEW



MOSSY OAK®
BOTTOMLAND

R6-003

\$39.95

SIZES

8 9 10 11 12 13 14



MOSSY OAK®
BREAKUP COUNTRY

R6-001

\$39.95

SIZES

8 9 10 11 12 13 14

Nomad

The original Nomad Collection: premium, breathable rings made with medical grade materials.



BURLED WALNUT

R8-006

\$39.95

SIZES

8 9 10 11 12 13 14

MEN'S RINGS

Whether you're looking for rugged durability or a sleek minimalist design, there's an option for every man.

Essential

These ultralight, single-injection silicone rings feature a solid color and breathable inner grooves.

Limited Inventory Available for Essential Rings



BLACK
R22-001
\$19.95



DEEP STONE
R22-002
\$19.95



TUNDRA
R22-003
\$19.95



FLAT EARTH
R22-004
\$19.95



FOREST
R22-005
\$19.95



WOMEN'S RINGS

Made from medical-grade materials, they come in a variety of bold designs and vibrant colors. There's a perfect ring for every woman who wants to express her unique style without sacrificing comfort.

Thin Edge

This is the ring that started it all with a beveled edge.



ROSE QUARTZ
R7-102
\$34.95
SIZES
5 6 7 8 9 10

Solid

The original, grooved ring.



PEARL
R1-113
\$34.95
SIZES
5 6 7 8 9 10



SATIN DARK OCEAN
R1-120
\$34.95
SIZES
5 6 7 8 9 10

WOMEN'S RINGS

Made from medical-grade materials, they come in a variety of bold designs and vibrant colors. There's a perfect ring for every woman who wants to express her unique style without sacrificing comfort.

Stackables

The Stackable rings includes three separate 3mm bands with our patented breathable inner grooves: perfect for stacking, mixing, matching, or wearing solo.



LEOPARD
R8-125
\$34.95
SIZES
5 6 7 8 9 10



SERENITY
R9-112
\$34.95
SIZES
5 6 7 8 9 10



ROSE
R9-101
\$34.95
SIZES
5 6 7 8 9 10

Aspire

Represent your heart for adventure with bold patterns and rich colors.



AURORA
R8-109
\$39.95
SIZES
5 6 7 8 9 10



TWILIGHT BLOSSOM
R8-108
\$39.95
SIZES
5 6 7 8 9 10

WOMEN'S RINGS

Made from medical-grade materials, they come in a variety of bold designs and vibrant colors. There's a perfect ring for every woman who wants to express her unique style without sacrificing comfort.

Essential

These ultralight, single-injection silicone rings feature a solid color and breathable inner grooves.

Limited Inventory Available for Essential Rings



BLACK
R22-101
\$19.95
SIZES
5 6 7 8 9 10



ROSE QUARTZ
R22-102
\$19.95
SIZES
5 6 7 8 9 10



TUNDRA
R22-103
\$19.95
SIZES
5 6 7 8 9 10

GROOVE WALLET[®]

FEATURES

The Groove Wallet[®] is built to protect your stuff and outlast the competition. It includes RFID-blocking technology for extra security and holds up to six (6) cards. One single thumb motion perfectly fans out the cards for easy access to find exactly what you need. Backed by our No BS Warranty, the Groove Wallet is the last wallet you'll ever need!

NANO SUCTION HOLD

Microsuction layer on the back of your leather attachment that doesn't wear down over time. Stick to your Groove Wallet or other Magsafe devices.

LEATHER ATTACHMENT

The Groove Wallet Go[™] is a real leather, detachable sleeve that holds cash + up to 3 additional cards.

SLEEK

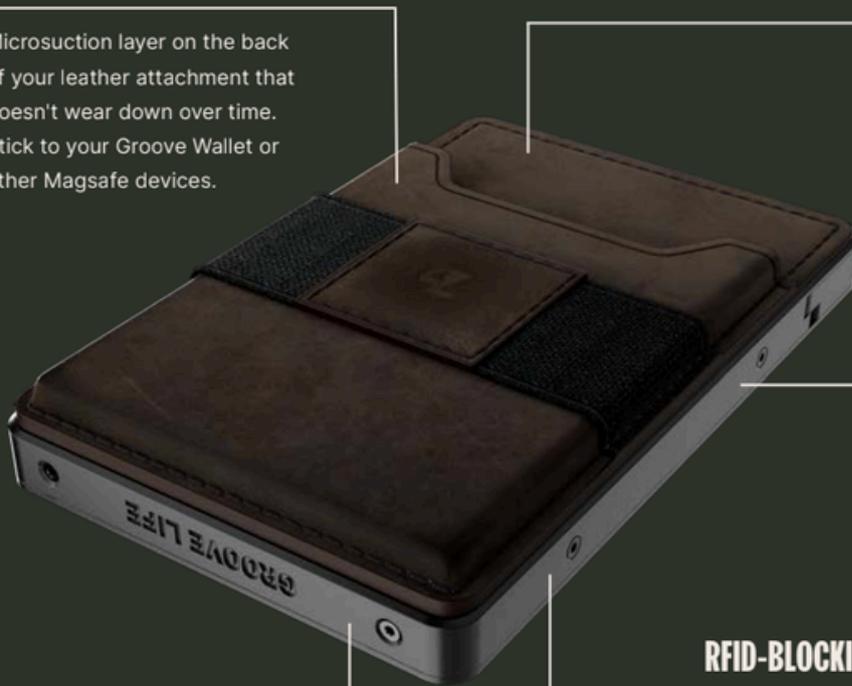
8.3 mm thin (leather attachment)

RFID-BLOCKING

Blocks RFID transmission to keep your cards safe and secure.

SATISFYING SOUND

Trust us on this one. You'll pretend to be Spiderman with your new wallet.



SCAN ME TO LEARN MORE
ABOUT THE GROOVE WALLET[®]



WALLETS

Sleek, modern, and tough as nails. Made from highest quality aluminum with RFID-blocking superpowers, it keeps your cards secure while looking effortlessly cool. Style, strength, and functionality — what more could you want?



BLACK | MONEY CLIP
WLT1-101
\$74.95



GUN METAL | MONEY CLIP
WLT1-102
\$74.95



BASE CAMP GREEN | MONEY CLIP
WLT3-106
\$74.95



ABYSS NAVY | MONEY CLIP
WLT3-107
\$74.95



BLACK STEALTH
WLT6-001-01
\$49.95



CARBON FIBER STEALTH
WLT6-001-03
\$54.95



GUN METAL | BROWN LEATHER
WLT3-222
\$99.95



MIDNIGHT | BLACK LEATHER
WLT3-321
\$99.95

ASSORTMENTS

Our Kenai assortment comes with 32 of our best-selling belts to go alongside our wire tabletop display. Assortment includes warranty cards and store window cling!

KENAI ASSORTMENT

AB-110 | \$1,050



DEEP STONE GUN
METAL
B1-002-OS
OSFM
QTY: 8



BLACK BLACK
B1-005-OS
OSFM
QTY: 10



BLACK GUN METAL
B1-001-OS
OSFM
QTY: 6



FLEX BLACK
B14-001-OS
OSFM
QTY: 4



HERO FLAG | BLACK
BLACK
B6-001-OS
OSFM
QTY: 4



WIRE TABLETOP DISPLAY
DSP-CTR-26

ASSORTMENTS

Our Copper assortment comes with 16 of our best-selling belts, 12 best-selling rings, and 8 of our best-selling wallets to go alongside our wire tabletop display. Assortment includes warranty cards and store window cling!

COPPER ASSORTMENT

AM-131 | \$730



DEEP STONE GUN METAL
B1-002-OS
OSFM
QTY: 6



BLACK BLACK
B1-005-OS
OSFM
QTY: 8



BLACK GUN METAL
B1-001-OS
OSFM
QTY: 2



EDGE DEEP STONE
R7-003
QTY: 6



EDGE BLACK
R7-006
QTY: 6

SIZE	QTY
9	1
10	2
11	2
12	1



GUN METAL | MONEY CLIP
WLT1-102
QTY: 4



BLACK STEALTH
WLT6-001-01
QTY: 4



WIRE TABLETOP DISPLAY
DSP-CTR-26

ASSORTMENTS

Our Yukon assortment comes with 40 of our best-selling belts, 36 best-selling rings, and 18 of our best-selling wallets to go alongside our wire floor display. Assortment includes warranty cards and store window cling!

YUKON ASSORTMENT

AAM-132 | \$2,460



DEEP STONE GUN METAL
B1-002-OS
OSFM
QTY:10



BLACK BLACK
B1-005-OS
OSFM
QTY: 12



BLACK GUN METAL
B1-001-OS
OSFM
QTY: 6



FLEX BLACK
B14-001-OS
OSFM
QTY: 6



HERO FLAG | BLACK
BLACK
B6-001-OS
OSFM
QTY: 6



EDGE DEEP STONE
R22-002
QTY: 12



ESSENTIAL BLACK
R7-006
QTY: 12

SIZE	QTY
9	2
10	4
11	4
12	2



ASPIRE SERENITY
R7-102
QTY: 6



ESSENTIAL BLACK
R22-101
QTY: 6

SIZE	QTY
6	1
7	2
8	2
9	1



WIRE FLOOR DISPLAY
DSP-FLR-26



BLACK | MONEY CLIP
WLT1-101
QTY: 4



BLACK STEALTH
WLT6-001-01
QTY: 4



GUN METAL | MONEY CLIP
WLT1-102
QTY: 6



CARBON FIBER STEALTH
WLT6-001-03
QTY: 4

DISPLAYS

We've designed a range of displays built specifically for Groove products – crafted to evolve with your store and support you for years to come.

NEW



WIRE TABLETOP DISPLAY
 DSP-CTR-26
 29"H X 16"W X 12"D
 GRAPHICS SUBJECT TO CHANGE
 SHIPS MARCH 2026



TABLETOP DISPLAY
 DSP-CTR-1
 26"H x 18"W x 19.75"D
 SPINNER FOR EASY ACCESS
 TO ALL SIDES
 LIMITED INVENTORY AVAILABLE

NEW



BELT TEMP TRAY
 DSP-PDQ-TRY
 HOLDS 12 BELTS
 GRAPHICS SUBJECT TO CHANGE

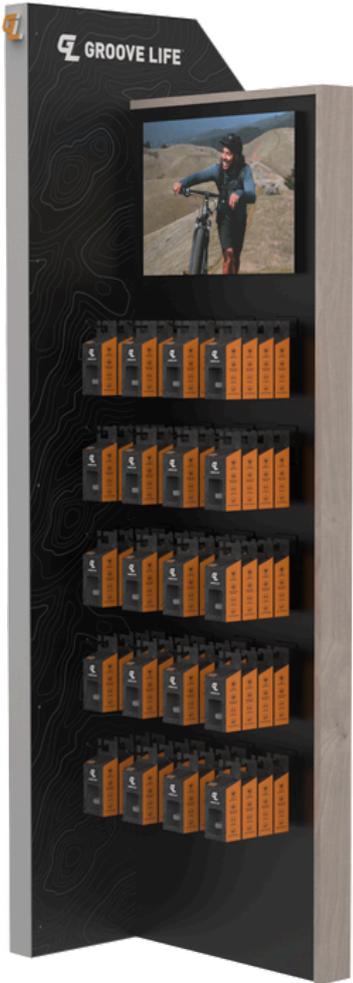
DISPLAYS

We've designed a range of displays built specifically for Groove products – crafted to evolve with your store and support you for years to come.

NEW



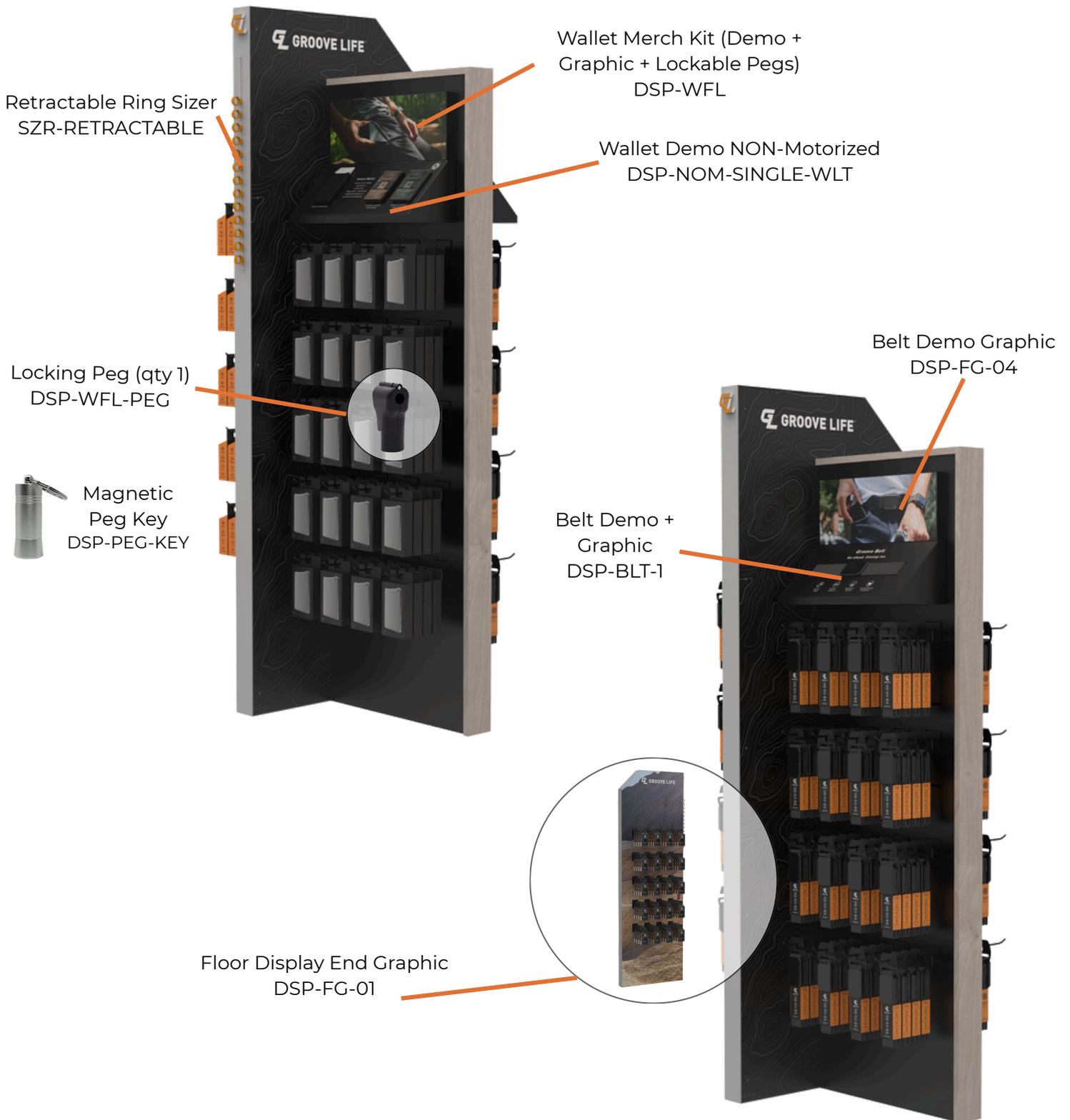
WIRE FLOOR DISPLAY
 DSP-FLR-26
 61"H X 16"W X 16"D
 GRAPHICS SUBJECT TO CHANGE
 SHIPS MARCH 2026



2025 FLOOR DISPLAY
 DSP-FLR-1
 68"H X 22"W X 22"D
 LIMITED INVENTORY AVAILABLE

DISPLAY ASSETS

Need new graphics, a ring sizer, or a belt demo for your display? See what's available for your floor display!



DISPLAY ASSETS

Need new graphics, a ring sizer, or a belt demo for your display? See what's available for your counter display!

Belt Demo
DSP-BLT-1



Belt Call Out
DSP-CG-01

Wallet Merch Kit
DSP-WFL

Wallet Call Out
DSP-CG-03



Ring Call Out
DSP-CG-04



Retractable Ring Sizer
SZR-RETRACTABLE

