



OUTER LAKES



A BRAND BY LAZYONE | SUMMER 2026



**Elevated Softness.
Superior Absorbency.
Smartly Built.**

Outer Lakes combines softness, durability, and smart function with creative, standout graphics. From the creators of LazyOne, these products naturally align with gifting, resort, and lifestyle assortments—making Outer Lakes an easy addition to your offering.

And for simplicity, all wholesale ordering remains on the LazyOne wholesale site, giving retailers a seamless way to shop both brands together.

Visit wholesale.lazyone.com

Outer Lakes Product Available May 2026





The Adventure Towel

Go-Anywhere. Dry-Everywhere.

This highly absorbent, fast-drying towel offers a soft, plush feel with fade-resistant color.

A hidden pocket keeps your phone, keys, or wallet secure. Perfect for the lake, beach, pool, camping, boating, and travel.



Towel Poncho

\$28.00 Ea. (Sold individually)

Adventure Towel

\$14.00 Ea. (Sold individually)

\$300 Required Minimum Order



Corral Towel
SKU #OLTW843

— HIDDEN POCKET



Corral Towel Poncho
SKU #OLTP843



Palm Trees Towel Poncho
SKU # OLTW616



Palm Trees Towel
SKU # OLTW616



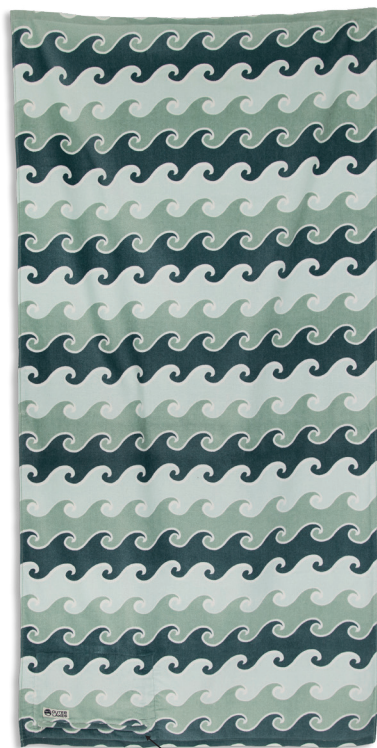
Turtles Towel
SKU # OLTW912



Turtles Towel Poncho
SKU # OLTW912



Waves Towel Poncho
SKU # OLTW503



Waves Towel
SKU #OLTW503

HIDDEN POCKET



Sunshine Towel
SKU #OLTW574

HIDDEN POCKET



Sunshine Towel Poncho
SKU #OLTW574



Fish Trip Towel Poncho
SKU #OLTP612



Fish Trip Towel — HIDDEN POCKET
SKU #OLTW612



Bigfoot Towel — HIDDEN POCKET
SKU #OLTW922



Bigfoot Towel Poncho
SKU #OLTP922

TOWEL PONCHO FEATURES

OVERSIZED HOOD

For Warmth & Coverage

DRAWSTRING & NECK SNAPS

Snaps & Drawstrings for Adjustable Comfort

ROOMY PROFILE

Designed For Movement

ZIPPER POCKET

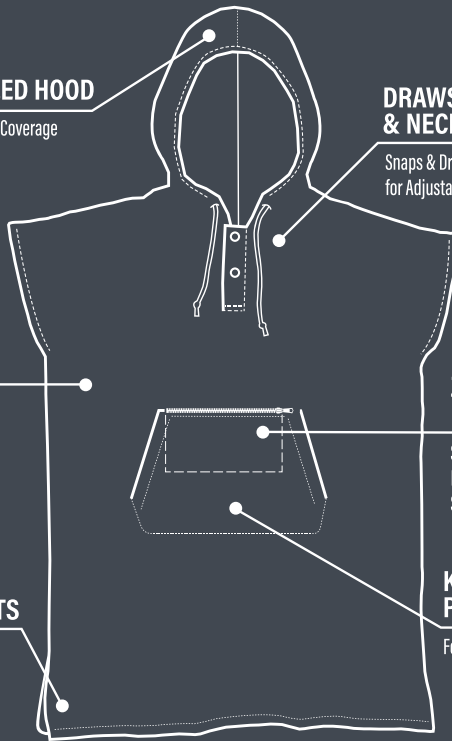
Secure Spot for Keys, Phone & Small Essentials

HEM SLITS

For Relaxed Fit

KANGAROO POCKET

For Warmth & Carry



Snaps & Drawstrings for Adjustable Comfort



Secure Spot for Small Essentials



Kangaroo Pockets for Warmth & Carry



Plush Loop Construction For A Soft Plush Feel

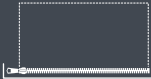
ADVENTURE TOWEL FEATURES

32"

64"

**Go-Anywhere.
Dry-Everywhere.**

This highly absorbent, fast-drying towel offers a soft, plush feel with fade-resistant color. A hidden pocket keeps your phone, keys, or wallet secure. Perfect for the lake, beach, pool, camping, boating, and travel.



SOFT

PLUSH FEEL

PLUSH TERRY VELOUR CONSTRUCTION

FADE-RESISTANT COLORS

COLOR THAT STAYS VIBRANT

FAST DRYING

QUICK-DRY WEAVE

ULTRA ABSORBENT

20X MORE THAN MICROFIBER POLYESTER

BUILT-IN
HIDDEN
POCKET



Plush Terry Valour Construction



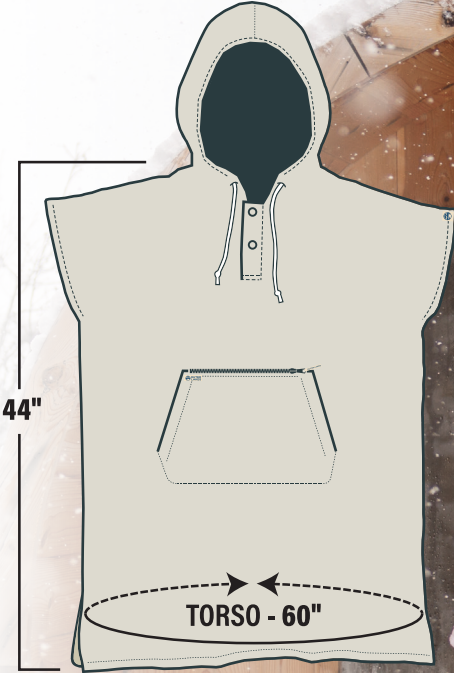
Sturdy Towel Hanger Loop



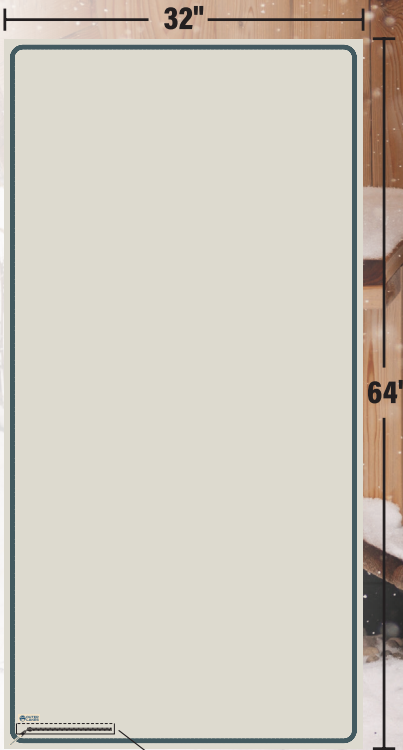
Secure Hidden Pocket for Small Essentials

Product Measurements

Towel Poncho - One Size



Adventure Towel





Display Information

Large Floor Display

Size: 55" Wide X 38" Deep X 26" High

Option #A - Front/back ponchos, Towel on both sides.

Amount of product it holds - 24 ponchos, 24 towels

Refill product - 6 ponchos, 6 towels

SKU: OLDISP999A

\$1260 (Display Free) (Retail Value Display - \$2700)

Option #B - Front/back & one side ponchos, Towel one side.

Amount of product it holds - 36 ponchos, 12 towels

Refill product - 10 ponchos, 4 towels

SKU: OLDISP999B

\$1512 (Display Free) (Retail Value Display - \$3600)

Option #C - All ponchos

Amount of product it holds - 48 ponchos

Refill product - 12 ponchos

SKU: OLDISP999C

\$1680 (Display Free) (Retail Value Display - \$3240)

Poncho Floor Display

SKU: OLDISP997

Size: 38" Wide X 18" Deep X 66" High

Amount of product it holds - 24 ponchos

Refill product - 6 ponchos

\$840 (Display Free)

Poncho Adult Hanger

SKU: OLHA998

\$2.00





**OUTER
LAKES**

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\$300 required minimum order

Product Available May 2026