



Trapper  
Keeper

# Trapper Keeper®

## The Debut

Trapper Keeper was born in 1978. Like many others, our favorite childhood memories were of the 1980s too!

75 MILLION TRAPPER KEEPERS SOLD TO DATE!

## Featured in Pop Culture

Family Guy

South Park

Full House

Stranger Things

Napoleon Dynamite

## Why "Trapper Keeper"?

"Trapper" vertical pocket folders came first. So, when we invented a binder to keep them together, the name Trapper Keeper only made sense!

## OG Designs

Trapper Keeper has featured many cover designs through the years. We kicked things off with soccer!



The sound of our velcro opening has echoed across classrooms nationwide.

Trapper Keeper was a game piece in the totally '80s Trivial Pursuit game.



The Trapper Keeper designer series became a megahit in '88.



# Our Fan Are Wiggin' Out!



herekitty Bring them 🍌 all back



johnnydice.retro This next generation deserves to know the joy of a Trapper Keeper!



nostalgiatimemachine I love these so much!! Retro school supplies are the coolest especially 80s themed ones! 😎



michelinepitt 🟦 Freaking out these are back. I need them 🥺💕

Over 16M views of #TrapperKeeper



@mead\_brand



@mead



@trapper.keepers

Follow Us!



# Top Ten Totally Tubular Designs

Bodacious!



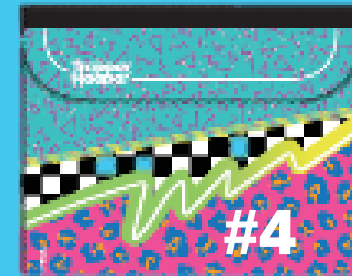
#1



#2



#3



#4



#5



#6



#7



#8



#9



#10

# Product Categories

## Binders



## Binder Bundles



## Composition Books



## Planners

Regular Year (Jan-Dec)



## Folders



## Spiral Notebooks



# A Totally Rad Back-To-School '22! Top Selling Designs

**Walmart** 

Retail & .com

**amazon** 

**mead**

 **Staples**

Retail & .com



**TARGET**

**Office DEPOT.  
OfficeMax**



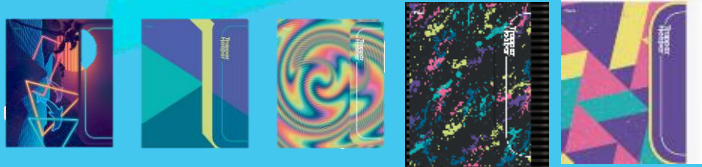
# Back-To-School 2023

Walmart 

Extras Inside!

amazon 

mead 



+ 2 Binder Bundles!



Staples 



TARGET



# Bundle Up This Holiday Season

Get nostalgic! These limited-edition binder bundles bring Trapper Keeper back in style with excellent extras.



4 Stickers  
2 Slap Bracelets



Pencil Pouch

50 Sheet  
Notepad



2 Folders



# A Retro Way To Organize

**NEW Trapper Keeper Monthly Planners** come in two sizes – traditional folio and a smaller desk size. Organization never looked so good.



**1" metal rings & clip!**



**That same Velcro  
RIIIIIIPPPPP!**



**Inside storage  
pocket**



# Licensing Strategy




## Targeted Licensed Product Categories:

- **Stationery**
  - Writing Instruments/Crayons (collab w Crayola)
  - Stickers
  - Crafts/Coloring Books/Activity Kits
- **Apparel/Accessories**
  - T-shirts/Sweatshirts/Hoodies
  - Sleepwear/Loungewear
  - Boxers/Undergarments/Socks
  - Headwear/CWA
  - Footwear (collab w Vans or Converse)
  - Backpacks/Bags/Sleeves
  - Watches
- **Home /Home Décor**
  - Hydration/Tumblers/Mugs (collab w Tervis or Swell)
  - Insulated Lunch Bags
  - Posters/Shelf Sitters
  - Bedding/Throws/College Bedding (collab w Collegiate)
- **Misc:**
  - Tech Accessories/Covers/Power Cords
- **Print On Demand**
  - T's, Hoodies, Headwear



# Licensing Retail Strategy

## Targeted Retail Distribution for Licensed Products:

- Target
  - Walmart
  - Office retailers (i.e. Staples, Office Depot, Office Max)
  - Meijer
- 
- 
- Drug/Grocery/Hypermarkets: Walgreens/CVS/Grocery Chains
  - Off-Price Channels
- 
- 
- Forever 21
  - Urban Outfitters
  - Spencer Gifts
  - Hot Topic
- 
- 
- Amazon
  - Calendar Club

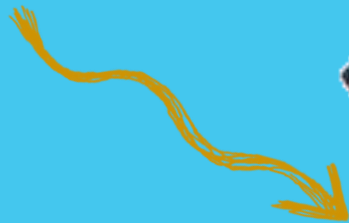


# Gnarly Partnerships



Launching Q1 2023!

Inspired by our top  
performing design



The Dingus



The Teacher's Pet



The Bad Boy



**What's  
Next??**

