

Yellowfin Ocean Sports - JustinCASE Partnership

Seagrove & Watercolor, Florida



“In just 6 months, Yellowfin Ocean Sports turned a brand-new product into \$4,186 in revenue—while keeping a 40% margin.”

Background

When JustinCASE launched its wholesale program in 2025, we looked for retail partners who embodied the same passion for outdoor adventure, premium gear, and customer trust that drives our brand. Yellowfin Ocean Sports, with its two prime locations in Seagrove and Watercolor, Florida, stood out as the perfect partner to bring our convertible backpack cooler to coastal adventurers and anglers.

Partnership Goals

Our objective was straightforward:

- Introduce JustinCASE to a new, high-traffic coastal market.
- Prove consistent retail sell-through.
- Deliver sustainable profit margins for the retailer.

Results After 6 Months

The collaboration has exceeded expectations in its first half-year:

- **14 Units Sold**
Despite being a new brand in-store, JustinCASE quickly found traction with Yellowfin’s customer base.
- **Revenue: \$4,186**
Sales within six months generated \$4,186 in revenue, reflecting strong price acceptance in a premium retail environment.



Client Testimonial



Surf Fishing - My new all in one backpack!

The JC bag has been a game changer for our daily fishing trips. Bait and drinks stay ice cold in the cooler, while tackle and gear stay perfectly dry in the separate compartment. After 8+ hours in the Florida sun, we can always count on it to perform.

Marissa White

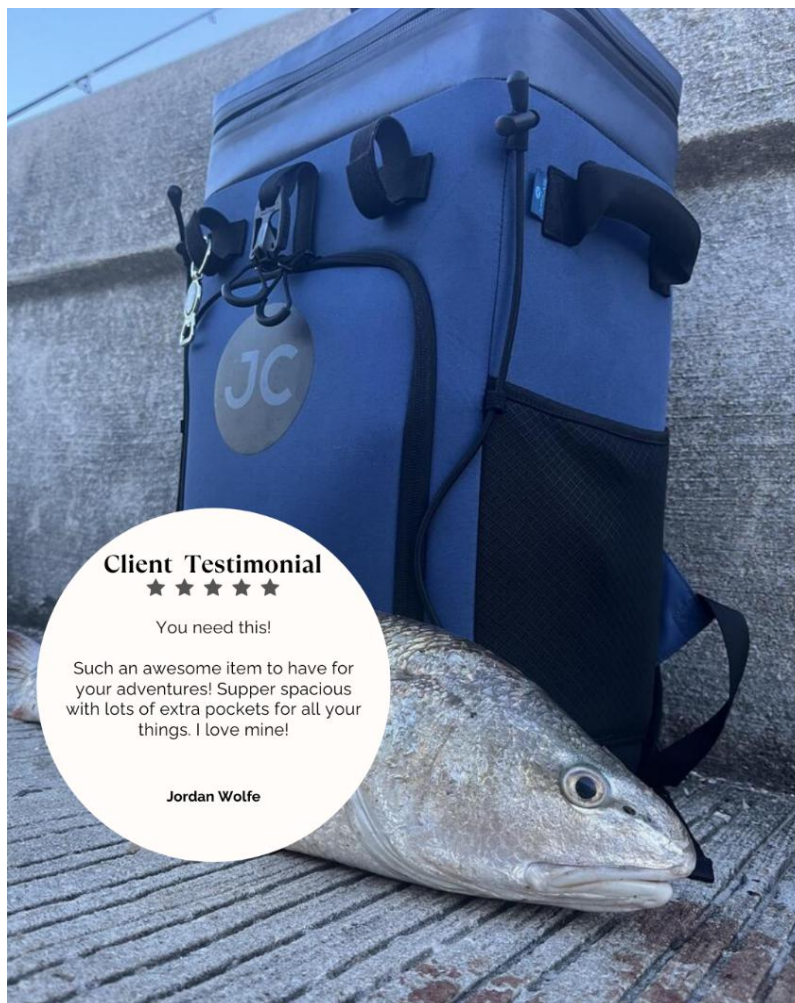
- **40% Margin**

Yellowfin has enjoyed a healthy margin, validating our positioning as a high-value product that doesn't require deep discounting to move units.

Why It Worked

1. **Local Alignment** – Both brands serve active, outdoors, and coastal customers who value versatility and performance.
2. **Product Differentiation** – JustinCASE is one of the few true 2-in-1 backpack coolers with dry storage and high-performance cooling, a feature that resonated with beachgoers, anglers, and travelers alike.
3. **Marketing Support** – JustinCASE digital campaigns, influencer partnerships, and new *Locally* store-finder tool helped drive customers directly to Yellowfin locations.

The Power of Unique Products in Local Retail



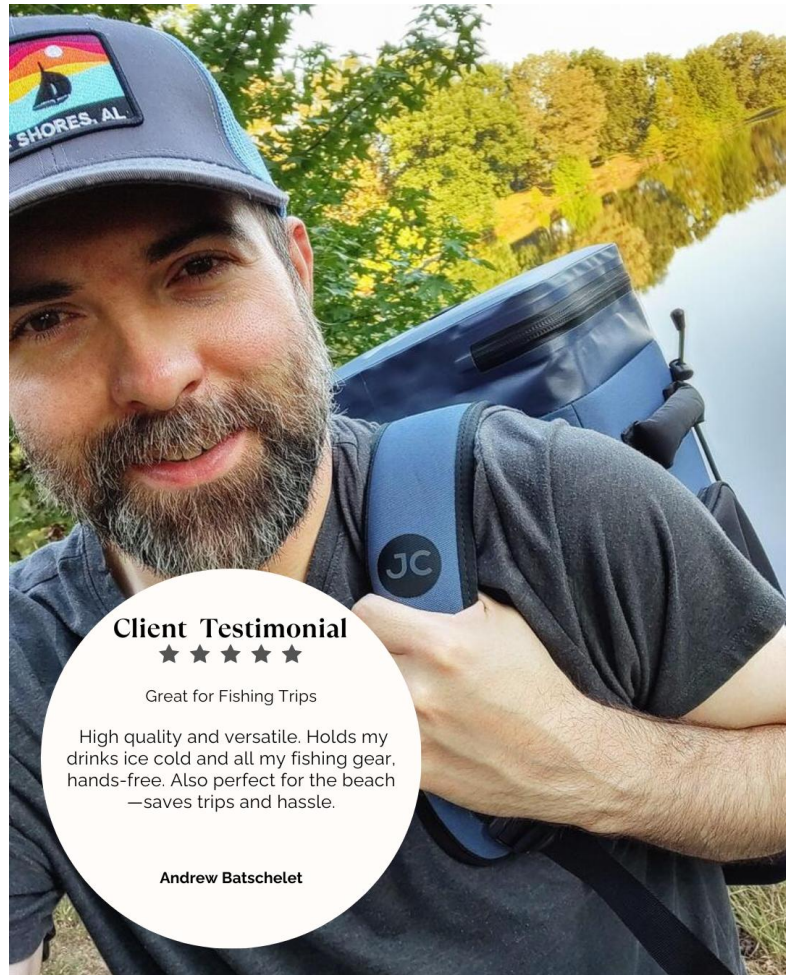
Today's consumers are looking to local retailers not just for convenience but for **unique products they can't find at the big-box store**. They want gear that sets them apart—just like they want their own adventures to be memorable and different. JustinCASE helps Yellowfin deliver exactly that: a one-of-a-kind product that moves quickly, generates strong revenue, and continues to build excitement with every sale. Better yet, the momentum is only growing—customers are sharing their experiences, and demand is building with time.

Looking Ahead

With only six months of sales, the early performance is already a strong indicator of long-term success. JustinCASE and Yellowfin are continuing to expand their collaboration, with plans to increase in-store presence and marketing tie-ins targeting Florida's peak outdoor and vacation seasons.

About Yellowfin Ocean Sports

Yellowfin Ocean Sports has become a cornerstone for coastal adventurers along Florida's scenic Highway 30A. Known for outfitting beachgoers, anglers, and water-sports enthusiasts with premium gear and expert advice, their stores in Seagrove and Watercolor deliver both high-quality products and a trusted local experience. Their commitment to carrying innovative brands ensures their customers are always prepared to make the most of their time on the water or on the beach.



Client Testimonial



Great for Fishing Trips

High quality and versatile. Holds my drinks ice cold and all my fishing gear, hands-free. Also perfect for the beach —saves trips and hassle.

Andrew Batschelet

About JustinCASE

JustinCASE is redefining what a travel cooler can be. With a design that allows the bag to function as all dry storage, all high-performance cooler, or both simultaneously, JustinCASE solves a problem adventurers face daily: how to pack light while staying prepared. Built with premium materials and backed by our warranty, JustinCASE is engineered to be the most versatile, durable, and dependable bag you'll ever own—perfect for everything from fishing charters to family beach days to air travel.

Closing

“The numbers show that customers want JustinCASE, but more importantly, they’re coming back to see how we can make their adventures easier. That’s the kind of product we want—we need—in our stores.” — Yellowfin Ocean Sports

This partnership is not the exception—it’s the standard, and it’s gaining momentum. JustinCASE is offering **exclusivity in key markets** along with several other **retailer-focused incentives** to earn your partnership.

✉ For more information, email team@jcbags.com.

