



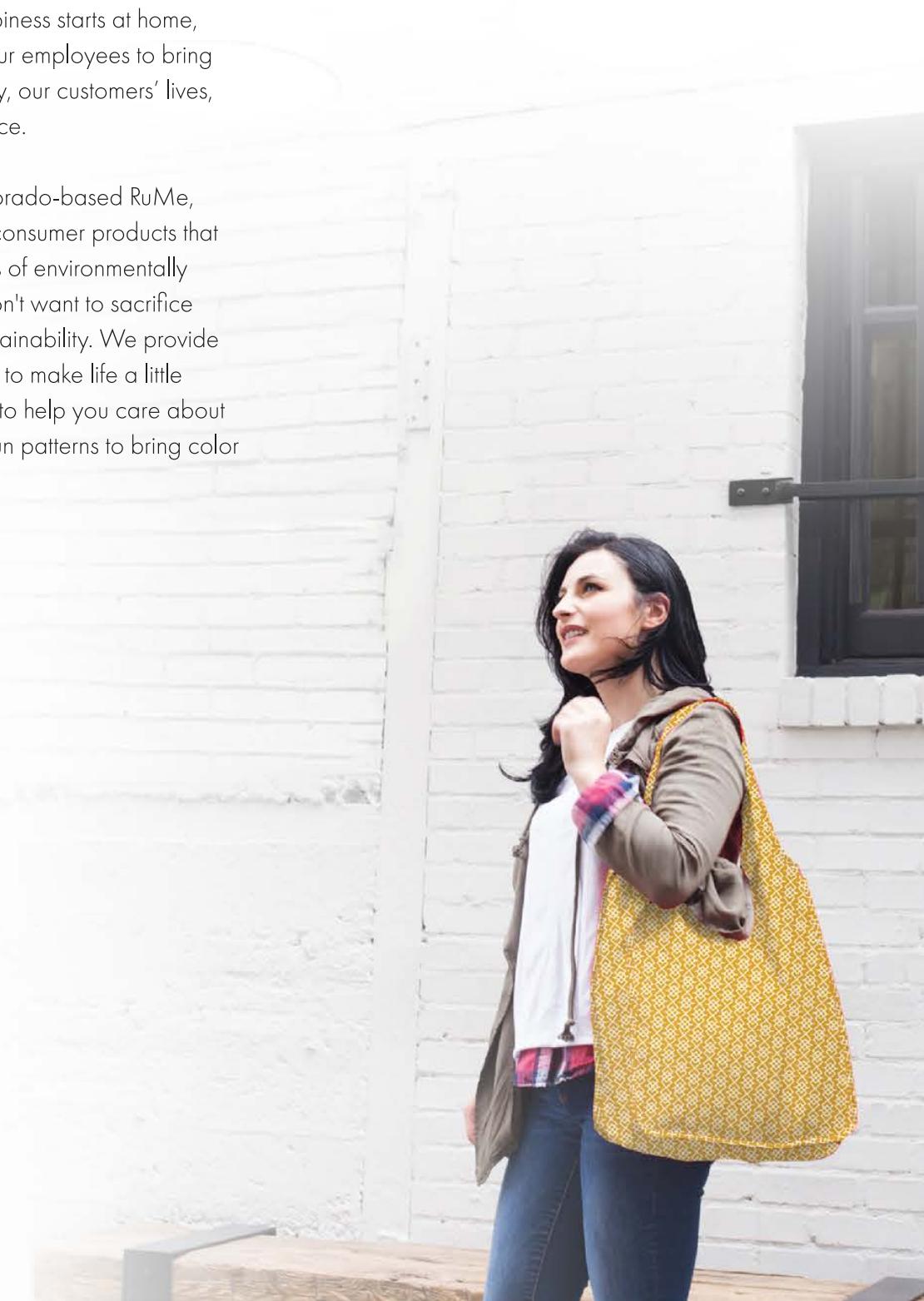
RUMe
BRIGHTEN YOUR DAY

2020 FALL/WINTER (SPECIALTY RETAIL)

WHO ARE WE?

At RuMe, we want to make life a little easier, and a lot brighter. We believe happiness starts at home, which is why we empower our employees to bring ideas that make our company, our customers' lives, and the world, a brighter place.

Launched on Earth Day, Colorado-based RuMe, short for ReUseMe, designs consumer products that deliver on the growing needs of environmentally conscious consumers who don't want to sacrifice style and functionality for sustainability. We provide functional products designed to make life a little easier, eco-friendly solutions to help you care about what you carry, and bright, fun patterns to bring color and cheer to your day.



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WANDERLUST COLLECTION

This fall and winter season, explore with RuMe as our stunning new prints are inspired by five cities from around the world.

Also introducing three NEW RuMe silhouettes this season: Beauty Cinch, Duck Bag, and Eleanor Tote!



Lima

Visit a colorful market and feast on ceviche in Lima, Peru.



1.

Denver

Hike through the majestic Rocky Mountains and soak in the hot springs near RuMe's home base of Denver, Colorado.



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MEDIUM TOTE

These bags are RuMe's most popular item because they hold up to 50 pounds, are machine washable and roll up to the size of your palm, secured with a Velcro strap. Keep them in your purse for spontaneous shopping trips, throw a couple in the car for the kids' library trips, and keep a few in your suitcase for souvenirs. Gussets along the side provide extra structure and space so that you can hold large, bulky items or many, many small items easily. Double-stitched seams and squared corners give these bags extra structure so that they lay comfortably against your hip. This bag is so special, it's patented!



**Bombay pattern pictured*

MSRP: \$11.95

Holds up to 50lbs
Machine washable
Water-resistant
Square sides and bottom
United States Patent No.
#8011500
Size: 15.5" x 15.5" x 4"
Handles: 11.5" long

MINI TOTE

MSRP: \$9.95



Don't judge a book by its cover! Our Mini Tote holds up to 50 pounds or rolls down, securely held by a Velcro strap, to stow away when not in use. Store one in your purse, your car and your backpack so that you always have a strong, convenient bag for those impromptu shopping trips. You never know when you'll need this reusable bag as you tackle the adventures of daily life!

Holds up to 50lbs

United States Patent No.

Machine washable

#8011500

Water-resistant

Size: 11" x 11" x 4"

Square sides and bottom

Handles: 8" long

MACRO TOTE

MSRP: \$12.95

The Macro Tote holds up to 50 pounds. This makes it the perfect bag for all of your trips from your local grocery store, camping, or even to the beach. Best of all, these reusable bags easily fold up into small, lightweight rolls so that you can keep them in a purse or bag. A handy Velcro strap keeps them folded small. Double-stitched seams and squared corners give these bags extra structure so that they lay comfortably against your hip.

Holds up to 50lbs

United States Patent No.

Machine washable

#8011500

Water-resistant

Size: 17" x 17" x 8"

Square sides and bottom

Handles: 12" long



**Florence pattern pictured*



TOTE MATCHING SET

All of the sizes of your favorite tote, now in one collection. Each tote rolls up to the size of your palm and secures with the attached Velcro strap. Throw them in your purse, backpack, or car, to be prepared for any adventure; use them for groceries, clothes, picnic gear, or as an impromptu diaper bag. All three bags have double-stitched seams and squared corners to add a little extra strength and support.

MSRP: \$32.95



BEAUTY CINCH

See all of your cosmetics at once with the Beauty Cinch! Features a cinch closure to easily take your cosmetics with you and a raised "lip" to keep them in place.

MSRP: \$12.95

Machine washable

Water-resistant

Velcro closure for fold-up

storage when empty

Cinch closure at top of bag

Open size: 20" diameter

Cinched size: 9" diameter



**Denver pattern pictured*





**Bombay pattern pictured*



**Casablanca pattern pictured*



ELEANOR TOTE

Your new go-to handbag! The Eleanor Tote features a sleek liner and an extendable cinch closure. Perfect for your daily routine and extra belongings.

MSRP: \$22.95

Machine washable
Water-resistant
Reinforced straps and bottom
Cinch at top of bag
Size: 17" x 12.5" x 11"
Handle Drop: 7"

DUCK BAG

The Duck Bag features an interior pocket and dual straps. Throw it over your shoulder or grab-and-go. Folds down with a zipper closure so you can easily keep it in your purse (psst...the Eleanor Tote) or store it at home.

MSRP: \$24.95

Machine washable
Water-resistant
Adjustable shoulder strap
Snap closure at top of bag
Collapses into zipper at bottom
Size: 11.5" x 15" x 10.5"
Long Handle Drop: 17"
Short Handle Drop: 7"



BAGGIE ALL

Now, where did you put your keys? Oh yes, on the bottom of your bag... with your phone charger, lipstick and loose change. Now, there is a stylish-yet-practical way to organize your belongings. The Baggie All is the ultimate organization system for loose items; it works great as a purse organizer, travel toiletry bag and gym bag organizer. Three zippered pockets add three times the organization, keeping your office items separate from your personal products.



**Lima pattern pictured*

MSRP: \$11.95

3 zippered pockets
Machine washable
Water-resistant
Size: 8.5" x 7.5"



**Downing pattern pictured*

CFOOLD

This bag is loaded with clever zippers and pockets that make travel easier- whether you're headed to the gym, taking a trip to the pool, or escaping for the weekend. The cFold even includes a back sleeve that slips over the handles of your rolling luggage, preventing it from tumbling off as you dash around the airport. It zips down to one-tenth its expanded size, so you can store it tidily on the shelf when you get home.

MSRP: \$32.95

Machine washable
Water-resistant
Reinforced bottom
Pass-through sleeve for luggage handles: 9" wide
Zips down to one-tenth its expanded size
Bag open: 16"x 20" x 7"
Bag closed: 8" x 6.5"
Handles: 11.5" long





RUME ALL

This tote has it all! Innovative features, functionality and style. That's why we call it the RuMe All! At under three ounces, the lightweight RuMe All won't weigh your shoulder down as you carry around your everyday essentials, such as makeup, your wallet and a cardigan for those chilly days. The top zips shut for added security. Two side pockets keep your water bottle and snacks easily accessible. The front pocket also zips shut – perfect for keys and your cell phone (no more digging around the bottom of your purse as it rings). When not in use, the RuMe All folds down into the front pocket and zips shut for easy storing.



**Ophelia pattern pictured*

MSRP: \$16.95

- Holds up to 50lbs
- Folds into a pouch
- Machine washable
- Water-resistant
- Zipper across top of bag
- Size: 15" w x 12" h x 4" d
- Handles: 10" drop



**Sloan pattern pictured*

GTO

Bye-bye suitcase wrinkles and packing frustration; hello, GTO! The RuMe Garment Travel Organizer (GTO) transforms your packing, unpacking and living-away-from-home process. The two-sided travel bag enables you to pack suits and dresses lengthwise on hangers. Then, flip the bag over and pack other essentials in one of four packing cubes. See-through pockets make it easy to find the items you need, and two buckles secure the bag when folded or enable you to hang the GTO from a closet rod.

MSRP: \$32.95

- US Patent No. #D769003
- Folds and fits easily into a 20-inch suitcase
- Machine washable
- Secures with two buckles
- Size: 46" x 20" x 4"
- Material: Polyester



PATTERN REFERENCE

Wanderlust Collection



Casablanca

Denver

Florence

Lima

Bombay

Core Collection



Ophelia
-New Core Pattern



Sloan
-New Core Pattern



Downing

Heather Grey



Navy



Black



LIMA



Mini Tote

SKU: 515370
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514370
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Macro Tote

SKU: 513370
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519370
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



cFold

SKU: 505370
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



Baggie All

SKU: 301370
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Duck Bag

SKU: 529370
Price/Unit: \$12.48
MOQ/Order: 4 units
MSRP/Unit: \$24.95



Beauty Cinch

SKU: 325370
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



Eleanor Tote

SKU: 530370
Price/Unit: \$11.48
MOQ/Order: 4 units
MSRP/Unit: \$22.95



GTO

SKU: 309370
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95

BOMBAY



Mini Tote

SKU: 515371
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514371
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Macro Tote

SKU: 513371
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519371
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



cFold

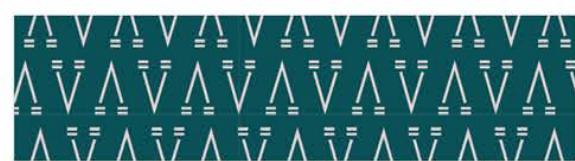
SKU: 505371
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



Tote Matching Set

SKU: 915371
Price/Set: \$16.48
MOQ/Order: 2 Sets (6 units)
MSRP/Set: \$32.95

DENVER



Mini Tote

SKU: 515372
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514372
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Macro Tote

SKU: 513372
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519372
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



cFold

SKU: 505372
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



Tote Matching Set

SKU: 915372
Price/Set: \$16.48
MOQ/Order: 2 Sets (6 units)
MSRP/Set: \$32.95

Baggie All

SKU: 301372
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



SKU: 529372
Price/Unit: \$12.48
MOQ/Order: 4 units
MSRP/Unit: \$24.95



Beauty Cinch

SKU: 325372
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



SKU: 530372
Price/Unit: \$11.48
MOQ/Order: 4 units
MSRP/Unit: \$22.95



GTO

SKU: 309372
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



FLORENCE



Mini Tote

SKU: 515373
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514373
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Duck Bag

SKU: 529373
Price/Unit: \$12.48
MOQ/Order: 4 units
MSRP/Unit: \$24.95



Macro Tote

SKU: 513373
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



Beauty Cinch

SKU: 325373
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519373
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



Eleanor Tote

SKU: 530373
Price/Unit: \$11.48
MOQ/Order: 4 units
MSRP/Unit: \$22.95



cFold

SKU: 505373
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



GTO

SKU: 309373
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95

CASABLANCA



Mini Tote

SKU: 515374
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514374
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Duck Bag

SKU: 529374
Price/Unit: \$12.48
MOQ/Order: 4 units
MSRP/Unit: \$24.95



Macro Tote

SKU: 513374
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



Beauty Cinch

SKU: 325374
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519374
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



Eleanor Tote

SKU: 530374
Price/Unit: \$11.48
MOQ/Order: 4 units
MSRP/Unit: \$22.95



cFold

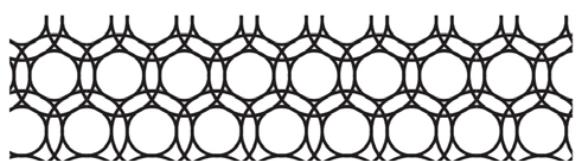
SKU: 505374
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



GTO

SKU: 309374
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95

OPHELIA



Mini Tote

SKU: 515369
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514369
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Macro Tote

SKU: 513369
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519369
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



cFold

SKU: 505369
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



Tote Matching Set

SKU: 915369
Price/Set: \$16.48
MOQ/Order: 2 Sets (6 units)
MSRP/Set: \$32.95



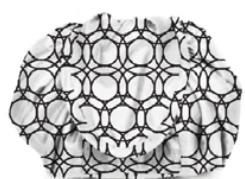
Baggie All

SKU: 301369
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Duck Bag

SKU: 529369
Price/Unit: \$12.48
MOQ/Order: 4 units
MSRP/Unit: \$24.95



Beauty Cinch

SKU: 325369
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



Eleanor Tote

SKU: 530369
Price/Unit: \$11.48
MOQ/Order: 4 units
MSRP/Unit: \$22.95



GTO

SKU: 309369
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95

SLOAN



Mini Tote

SKU: 515368
Price/Unit: \$4.98
MOQ/Order: 4 units
MSRP/Unit: \$9.95



Medium Tote

SKU: 514368
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Macro Tote

SKU: 513368
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



RuMe All

SKU: 519368
Price/Unit: \$8.48
MOQ/Order: 4 units
MSRP/Unit: \$16.95



cFold

SKU: 505368
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95



Baggie All

SKU: 301368
Price/Unit: \$5.98
MOQ/Order: 4 units
MSRP/Unit: \$11.95



Duck Bag

SKU: 529368
Price/Unit: \$12.48
MOQ/Order: 4 units
MSRP/Unit: \$24.95



Beauty Cinch

SKU: 325368
Price/Unit: \$6.48
MOQ/Order: 4 units
MSRP/Unit: \$12.95



Eleanor Tote

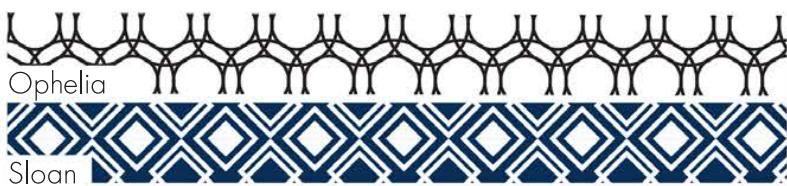
SKU: 530368
Price/Unit: \$11.48
MOQ/Order: 4 units
MSRP/Unit: \$22.95



GTO

SKU: 309368
Price/Unit: \$16.48
MOQ/Order: 4 units
MSRP/Unit: \$32.95

CORE PATTERNS



cFold

Price/Unit: \$16.48 Black SKU: CF12
MOQ/Order: 4 units Downing SKU: CF11
MSRP/Unit: \$32.95 Heather Grey SKU: CF94
 Navy SKU: CF06

Mini Tote

Price/Unit: \$4.98 Black SKU: 3009
MOQ/Order: 4 units Downing SKU: 3062
MSRP/Unit: \$9.95 Heather Grey SKU: 515185
 Navy SKU: 515225

Medium Tote

Price/Unit: \$5.98 Black SKU: 2009
MOQ/Order: 4 units Downing SKU: 2062
MSRP/Unit: \$11.95 Heather Grey SKU: 514185
 Navy SKU: 2025

Macro Tote

Price/Unit: \$6.48 Black SKU: 4009
MOQ/Order: 4 units Downing SKU: 4062
MSRP/Unit: \$12.95 Heather Grey SKU: 513185
 Navy SKU: 513225

RuMe All

Price/Unit: \$8.48 Black SKU: 519113
MOQ/Order: 4 units Downing SKU: 519154
MSRP/Unit: \$16.95 Heather Grey SKU: 519185
 Navy SKU: 519225

Tote Matching Set

Price/Set: \$16.48 Black SKU: 915113
MOQ/Order: 2 Sets (6 units) Downing SKU: 915154
MSRP/Set: \$32.95 Heather Grey SKU: 915185
 Navy SKU: 915225

Baggie All

Price/Unit: \$5.98 Black SKU: 6553
MOQ/Order: 4 units Downing SKU: 6559
MSRP/Unit: \$11.95 Heather Grey SKU: 6594
 Navy SKU: 6562

Duck Bag

Price/Unit: \$12.48 Black SKU: 529113
MOQ/Order: 4 units Downing SKU: 529154
MSRP/Unit: \$24.95 Heather Grey SKU: 529185
 Navy SKU: 529225

Beauty Cinch

Price/Unit: \$6.48 Black SKU: 325113
MOQ/Order: 4 units Downing SKU: 325154
MSRP/Unit: \$12.95 Heather Grey SKU: 325185
 Navy SKU: 325225

Eleanor Tote

Price/Unit: \$11.48 Black SKU: 530113
MOQ/Order: 4 units Downing SKU: 530154
MSRP/Unit: \$22.95 Heather Grey SKU: 530185
 Navy SKU: 530225

GTO

Price/Unit: \$16.48 Black SKU: 9009
MOQ/Order: 4 units Downing SKU: 9062
MSRP/Unit: \$32.95 Heather Grey SKU: 9094
 Navy SKU: 309225



CONNECT WITH US

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