# WELCOME TO THE 2024 Calla Products Catalog

It's 2024 and we here at Calla Products are super excited for the launch of all of our new products! Always at the forefront of the latest trends, the Nupouch Anti-theft Crescent bag is leading the pack with a stylish, feature rich and affordable crossbody bag for your everyday needs. Built with the Calla DNA of versatility and utility, this bag has our USB charging port and internal RFID protected credit card holder. This bag is going to be an amazing seller. With all of our highly successful daypacks, you have been asking for backpack options. We have listened and will have 3 new backpack offerings in 2024. The Nupouch Anti-theft Mini Backpack is super cute and has a convertible strap so it can be worn as a backpack or a crossbody bag. Want something larger? The Anti-theft Classic Backpack has all the same features of the Mini Backpack but with more room for your belongings. It even holds an iPad and is padded! Want a more urban, modern look? The Metro Anti-theft Commuter Backpack has plenty of room and keeps up with all the latest style trends. All three of these backpacks feature our highly popular USB charging port. Rounding out our new bags are the Nupouch Multi-pocket Crossbody Belt Bag, with plenty of space for your essentials, and the Nupouch Mesh Tote which is great for a day at the beach, shopping, or anywhere you need a big, roomy bag. All of these new offerings are available in multiple colors.

The continued strength of the Nupouch Anti-theft Daypack shows that this design is one for the ages. The Milan vegan leather series have been incredibly popular and we are adding 3 more colors. Additionally, we are adding 6 new prints which are perfect for spring. These new vegan leather colors and new prints are also available for the Nupouch Anti-theft 3 Zipper Crossbody and the Nupouch Anti-theft Belt Bag.

To keep all of our product lines fresh there are also two new Futsole designs and 3 gorgeous new Topsy Turvy umbrella designs. You can still find Nufoot footwear, Nupouch Waterproof Bags and all the other items your customers love. As always, we are highly thankful and appreciative of all your support over the years and we remain committed to making great products that will continue to fly off the shelves.

## ANTI-THEFT Mini Backpack

ANTI-THEFT Classic Backpack

**Crescent Sling** 

**ANTI-THEFT** 



ANTI-THEFT Multi Pocket Crossbody Belt Bag



, 5

Mesh Tote

ANTI-THEFT

Daupack





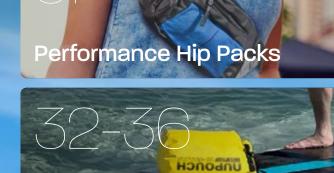
**ANTI-THEFT 3 Zipper Crossbody** 





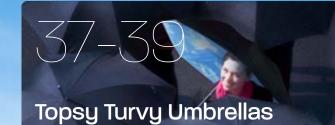


MALIBU Everyday Shoulder & Crossbody Mini Bags



Waterproof Bags

Tahoe Collection





10







ANTI-THEF

Rucksad

MALIBU Daypack & 3 Zipper Wristlet

# ANTI-THEFT IV NEW

This bag is cute as a button. With our USB charging port, anti-theft zipper and convertible strap that allows you to wear the bag as a backpack or a crossbody, this mini bag is feature packed! The main compartment has plenty of room for your essentials. The 2 external zippered compartments can hold a cell phone, your lotion, sunblock, and lipstick. Great for all age 2PC. PER SKU MIN. L7.5" × W 3.5" × H 7.5

#### BEST SELLERS 12 PIECE ASSORTMENT

ANTI-THEFT Mini Backpack





**Teal** 50447 

Purple 50448 Watermelon 50446  Gray 50450

**Olive** 50445

**USB Charge Port** 

Keep your phone charged

on-the-go.

Black 50449 40032 50440

# NEW ANTI-THEFT CLASSIC NEW \$20.00

Functional and stylish, this bag features our anti-theft hook, USB charging port, and front magnetic closure that protects the two main zippered compartments. The main compartment is large enough to hold an iPad plus essentials like a wallet, keys and personal items, while the smaller compartment is great for cell phones, pens, gum, snacks, etc. There is additional handy zipper pocket on the back for security. The bag is padded for your comfort and the protection of your electronics.

2PC. PER SKU MIN. L10" × W 4" × H 12"

#### 12 PIECE ASSORTMENT ANTI-THEFT

Classic Backpack



## Smart Organization

рвисе **\$240.00** вки **50520** 

A wide variety of pockets and pouches will keep your goods sorted. Fits an iPad and other 10" tablets.

## **Convertible Strap**

Wear as a sling or a backpack.



Have peace of mind and keep unwanted hands out of your bag.



on-the-go.













Sky Blue 50453



Tan 50454

### Berry 50451



## Navy 50452 10073 60773

Black 50456 10073 50454

# ANTI-THEFT Crescent Sling \$15.00

This is one of the hottest shapes on the market today, and our bag has added features that are unique such as USB charging port, RFID shielded credit card slots, 2 pockets inside for your organization, a zippered outside pocket for easy access to your smartphone, and anti-theft protection for the main compartment. It is perfect for hiking, a day of shopping, or just around town. Made with washable, lightweight and durable nylon. 2PC. PER SKU MIN. L 13"  $\times$  W 3.5"  $\times$  H 6.5"



Smart Organization A wide variety of pockets and pouches will keep your goods sorted. Fits an iPad mini and other mini tablets.

Internal Card Holder with RFID protection Keep your cards and IDs organized & protected. Anti-theft Zipper Have peace of mind and keep unwanted hands out of your bag. USB Charge Port Stay charged on-the-go.

ASSORTMENT

ANTI-THEFT Crescent Sling

10 PIECE









 Beige 50466
 Pink 50465
 Gray 50464
 Black 50462



Blue 50463

# SIG.00 NTIOTHEFT NULTIPOCKET CROSSBODY BELLIBAG

This is such a functional and practical bag. There are 3 pockets inside the main compartment and it has built-in RFID shielded credit card slots. The main compartment can be secured with the anti-theft zipper and hook and you can fit an iPad mini inside the main compartment. The front has a zipper pocket for your phone and on the back, there are 2 slots. In addition, the strap on the front of the bag can be used for your keychain, Airpod case or anything that you can to hook onto the bag. 2PC. PER SKU MIN.  $L 9" \times W 1" \times H 7"$ 

#### Smart

Organization A wide variety of pockets and pouches will keep your goods sorted. Fits an iPad mini and other mini tablets.

Side Release Buckle A reliable yet easy to use connection point.



ANTI-THEFT Multi-Pocket Belt Bag





Anti-theft Zipper Have peace of mind and keep unwanted hands out of your bag.

Internal Card Holder with RFID protection Keep your cards and IDs organized & protected.



IDs organized & protected.

Black 50457

Light Blue 50461

10 PIECE

# Gray 50459

Olive 50460

Navy 50458

Black 50457

## ANTI-THEFT COMUTER \$20.00

This bag is great for everyday work, commute, or travel. The main compartment can fit a 14 inch laptop. There are built-in credit card slots with RFID protection. There is also an internal padded compartment for a tablet. And of course we have our USB charging port that connects to your battery inside the bag. On the outside of the bag there is a convenient zippered pocket that gives you easy access to your smartphone. The main compartment can be secured with an antitheft zipper and hook. The backpack straps are padded for your comfort and the entire bag is great for men and women as it is both rugged and stylish. 2PC. PER SKU MIN. L 10" × W 3.5" × H 15"

> ANTI-THEFT Commuter Backpack

12 PIECE



ASSORTMENT

Internal Card Holder with RFID protection Keep your cards and IDs organized & protected.

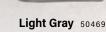
Anti-theft Zipper Have peace of mind and keep unwanted hands out of your bag. USB Charge Port Stay charged on-the-go.



Smart Organization A wide variety of pockets and pouches will keep your goods sorted. Fits a 14" Laptop

and most tablets.

Light Blue 50470



469 **G** 

Gray 50472

10032 50472

Black 50467

Navy 50468

10032 50468

Pink 50471

007250474



# Anti-theft Daypacks

The Anti-theft Daypack does it all. Connect your phone via the external USB port and your power bank to the USB cable inside the bag, and you can charge your phone while you are out and about. 2 PC. PER SKU MIN.





LARGE SMALL

SIZING L L 8<sup>3</sup>/<sub>4</sub>" × W 1" × H 14" S L 7<sup>1</sup>/<sub>2</sub>" × W 1" × H 12<sup>1</sup>/<sub>2</sub>

RFID Protection RFID blocking material keeps your personal info safe.



s \$15.00 l \$17.50 2pc. per sku min.

L Anti-theft

Daypack

Assortment

Large fits iPads and other 10" tablets. Phone, power bank, and phone charging cable not included.

SPRING 2024 PRINTS

SPRING 2024 PRIN BEST SELLERS S Anti-theft Daypack Assortment



ісе \$180.00 sки 50536



Watercolor Bohemian

S 50510

L 50511

Pink & Green Floral S 50514













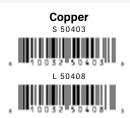




























COLLECTION

## **Classic** series \$15.00 \ \$17.50





Purple Floral \$ 50219Amethyst Swirl \$ 50220Tie Dye Pastel \$ 50213S 50219S 50220S 50213	Pink Bubbles s 50210
L 50212 L 50211 L 50214	L 50209
	• • • 10032 50209 •
	NEWBURY
	IN E VV D O K T Series

Anti-theft Daypack

Small



Anti-theft Daypack



ргісе \$210.00 вки 50222

 VINTAGE
 The Aspen series utilizes the same

 FABRIC
 great fabric as our Classic Rucksack.

### **Aspen** series



Vintage Blue Camo

S 50155

L 50157







Vintage Purple S 50153 L 50218

### ASPEN



rice **\$210.00** sku 50223

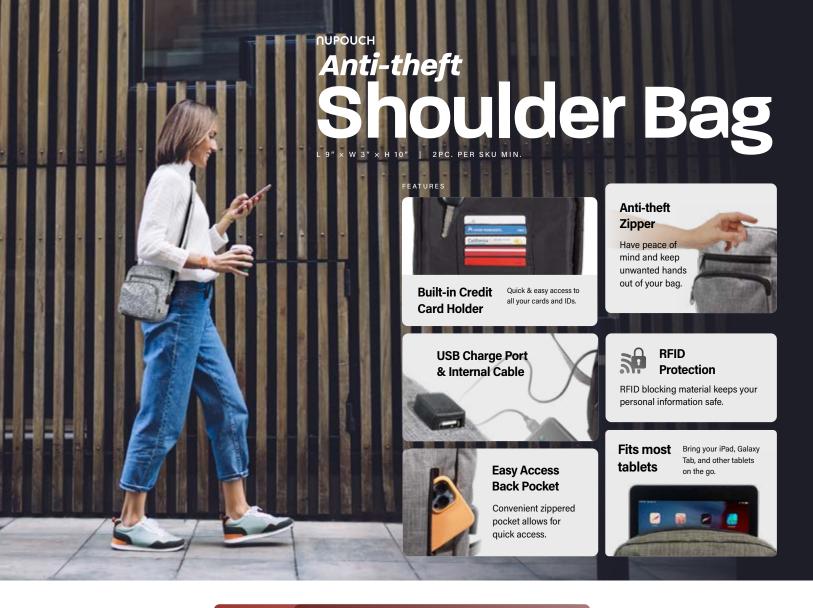


#### 12 | BEST SELLERS PIECE | ASSORTMENT

Anti-theft Daypack



Anti-theft Daypack







BEST SELLERS Anti-theft Shoulder Bag Assortment









Anti-theft Shoulder Bag Assortment













Lilac in Bloom









Gray Paisley

Same .

ΠυρουςΗ

# ANTI-THEFT Crossbody Bag

Anti-theft Zippers Have peace of mind and keep unwanted hands

#### FEATURES



Built-in Credit Card Holder Quick & easy access to all your cards and IDs.



out of your bag.





Back Pocket Convenient zippered pocket allows for quick access.

**Easy Access** 

\$18.50 Classic



Anti-theft Crossbody Bag Assortment

















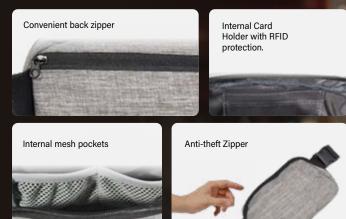




## ANTI-THEFT Belt Bags

Perfect for travel, shopping, hiking, concerts and all events our Antitheft Belt Bag goes everywhere. The main compartment with anti-theft zipper carries it all. Built-in credit card holder with RFID protection.

2 PC. PER SKU MIN. | L 7<sup>1</sup>/<sub>2</sub>" × W 1<sup>1</sup>/<sub>2</sub>" × H 5"



## $M \mid L \land N$ vegan leather \$15,00





10032 50387 **Woven Twill** BEST SELLERS Belt Bag PRICE \$112.00 SKU 50387 SERIES Light Blue 50358 Gray 50355 Tan 50357



B BEST SELLERS Belt Bag PRICE \$112.00 SKU 50386

\$14.00 Performance Nylon

Black 50356

10032 50356

\$14.00

10032 50355

Cerulean Blue 50385

4007250785



Navy 50384 

12 PIECE

ASSORTMENT

SPRING 202 PRINTS ANTI-THEFT Belt Bag PRICE \$168.00 SKU 50539

Slate Gray 50383



Dusty Rose 50382



Watercolor Bohemian 50513 4007240547

Pink & Green Floral 50517 

Spring Flowers 50427 



Vintage Vibes Blue 50439 \* 10032 50439

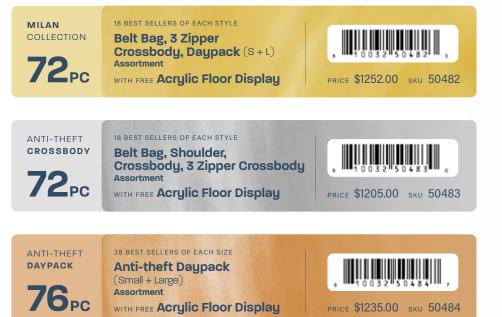
Faded Blue Flower 50435 40072 5047



## ACRYLIC Floor Display

Our **Acrylic Floor Display** is a great way to showcase Calla Products merchandise in any store. The sleek black background provides the perfect canvas to create a highly appealing product showcase for your customers. The hooks can be configured in 2, 3, or 4 columns to accommodate a wide range of product types and sizes. The display is lightweight, freestanding, can hold products on both sides and has a compact design that can hold up to 80 handbags total.

We have 3 prefilled assortments to choose from:







If you would like to create your own assortment, you are welcome to order the bare display shown below for \$200, and you will receive 5 FREE Rucksacks (suggested retail value of \$300) to offset the cost of display.

EMPTY Acrylic Floor Display 5 FREE Rucksacks (\$300 MSRP)







Anti-theft Crossbody 72 PC ASSORTMENT

Anti-theft Daypack

#### Milan Collection 72 PC ASSORTMENT

BASE MEASURES L 18" × W 24" 22 calla products



## Crossbody Mini Bag \$11.00

This mini 3-zipper crossbody lets you carry just the essentials for that dash to the market or a night out with the girls. Made using our popular washed nylon. Hand wash and air dry for easy care. 2 PC. PER SKU MIN.  $| L 6^{1/2} \times W 2^{"} \times H 4^{"}$ 

Navy 50312

MALIBU Crossbody Mini Bag

Black 50309

8 PIECI



Tan 50308

2024 CATALOG 23

Arctic

# **Convertible Satchel** \$19.50

The 2 in 1 design allows for this bag to be worn as a backpack or shoulder bag. The large main compartment allows for ample storage. The front zipper compartment and side pockets add extra space with even a side pocket for water bottles. 2 PC. PER SKU MIN. | L 12"  $\times$  W 6"  $\times$  H 9"

BEST SELLERS ASSORTMENT ZOEY Convertible Satchel













# Anti-theft RUCKSOCK

Carry your pickleball gear in style! Holds 2 rackets and 4 balls with plenty of space for your other items. The large size, makes this bag perfect for everyday use and travel as well. With our anti-theft features and external USB port to charge your phone, this rucksack packs a punch. 2 PC. PER SKU MIN. L 12" × W 1" × H 191/2"



ANTI-THEFT ZIPPER



USB CHARGE PORT



MAGNETIC SNAF



DUAL STRAP LOOP DESIGN



RFID PROTECTION

## SoHo Collection \$20,00

ORGAN

SoHo Plum

50226

The SoHo collection has the same great construction and features as the original Rucksack, but with the fabric from our highly popular Anti-theft Daypack line.









SoHo Black 50135

SoHo Olive 50227





Blue Camo 50143 Blue Geo 50144 Gray Tie-Dye 50148 Moon Magic 50231 Charcoal 5019

Wanderlust \$20,00 PIECE BEST SELLERS ASSORTMENT

Anti-theft Rucksack

ск Ряјсе \$200.00 sku 50125







Lilac in Bloom 50293 Navy Yellow Leaves 50283



Teal Sporty 50123



Anti-theft **RUCKSACK** FREE Display Rack





\$20.00

## HARD SHELL BACKPACK



Straps

BUILT-IN Combo Lock

BUILT-IN USB Port

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Metro COLLECTION Hard Shell Backpack



The **Metro Hard Shell Backpack's** lightweight, sleek design is the ultimate in men's gear. Wear as a backpack or sling. The external USB port charges on-the-go (powerbank not included). The Metro also offers a unique built in combo lock to protect your belongings. Perfect for daily use as well as travel.

L  $8^{3}\!\!\!\!/_4{}''\times$  W  $2^{1}\!\!\!/_2{}''\times$  H 14" ~|~~ 2 pc. per sku min.

**Black** 50422

Navy





# Washed Nylon Daypack \$15.00

With a magnetic front flap, 3 front zippers, and 1 back zipper, this daypack packs its gorgeous washed nylon form with a ton of function. 2 PC. PER SKU MIN. | L 8" × W 21/2" × H 121/2"







Blue 50147

Mint 2998

Light Gray 2997

Black 2996

Purple 50146

## 

# WASHED NYLON 3 Zipper Wristlet \$9.00

Keep your things organized in the 3 separate compartments. These wristlets can be carried alone or used as an organizer in a purse. 2 PC. PER SKU MIN. | L 7" × W 11/2"



3 Zipper Wristlet

Pink 0009

10032 50023

**Rose** 0013

Navy 0008

Teal 0005

Mint 0012

Black 0007



28 CALLA PRODUCTS

# Daypack Sling

Featuring a comfortable single strap design, multiple zippers and compartments, this bag is ready for every day and every adventure!

2 PC. PER SKU MIN. L 8" × W 21/2" × H 13"

CLASSIC SERIES

Crossbodu

Navy 2988

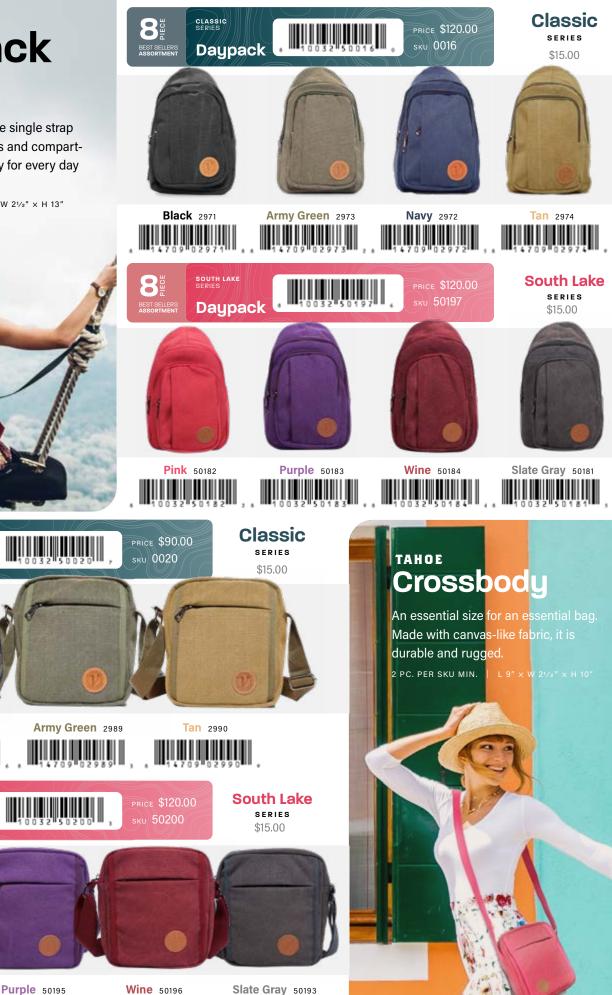
Crossbody

SOUTH LAKE

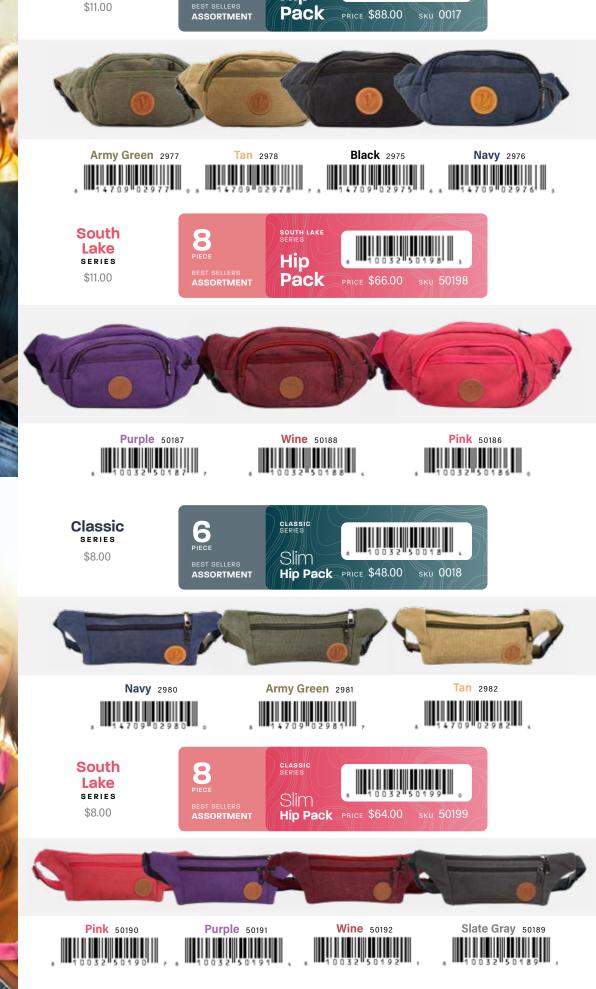
Pink 50194

6

BEST SELLERS







CLASSIC SERIES

Hip

Classic

SERIES

\$11.00

PRODUCTS

2 PC. PER SKU MIN. L 12" × W 1/4" × H 41/2"

Slim Hip Pack

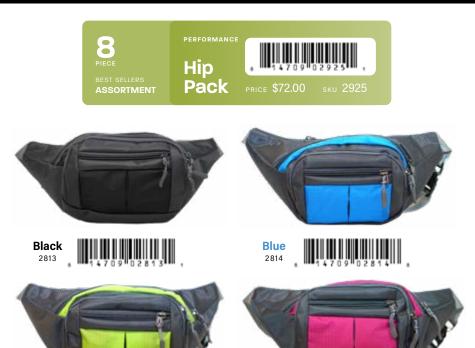
TAHOE



## Hip Pack \$9.00

A multitude of zippers and compartments will keep your belongings safe and organized. A secret back pocket is great for storing valuables. Hand wash and air dry for easy care.

2 PC. PER SKU MIN. | L 13<sup>1</sup>/<sub>2</sub>" × W 1<sup>4</sup>/<sub>5</sub>" × H 5<sup>1</sup>/<sub>2</sub>"





#### PERFORMANCE Slim Hip Pack \$7.00 2 pc. per sku min. | l 12.2" x w 0.25" x h 4.3"

**Green** 2815



# Waterproof Bags 2L \$5.95 5L \$7.95 10L \$8.50 20L \$9.50

Colorful, fun, and versatile. Our waterproof bags keep valuables like your phone, wallet, and keys dry and safe. Ideal for gyms, hiking, water sports, and traveling. Sizes 5L+ include detachable & adjustable shoulder strap and carrying handle. Just grab and go!

3 PC. PER SKU MIN.





#### DIMENSIONS

2L W 7" × H 6.5" × D 4.5"
5L W 11.5" × H 7.8" × D 7.5"
10L W 11.5" × H 13" × D 7.5"
20L W 14" × H 17" × D 9.5"



















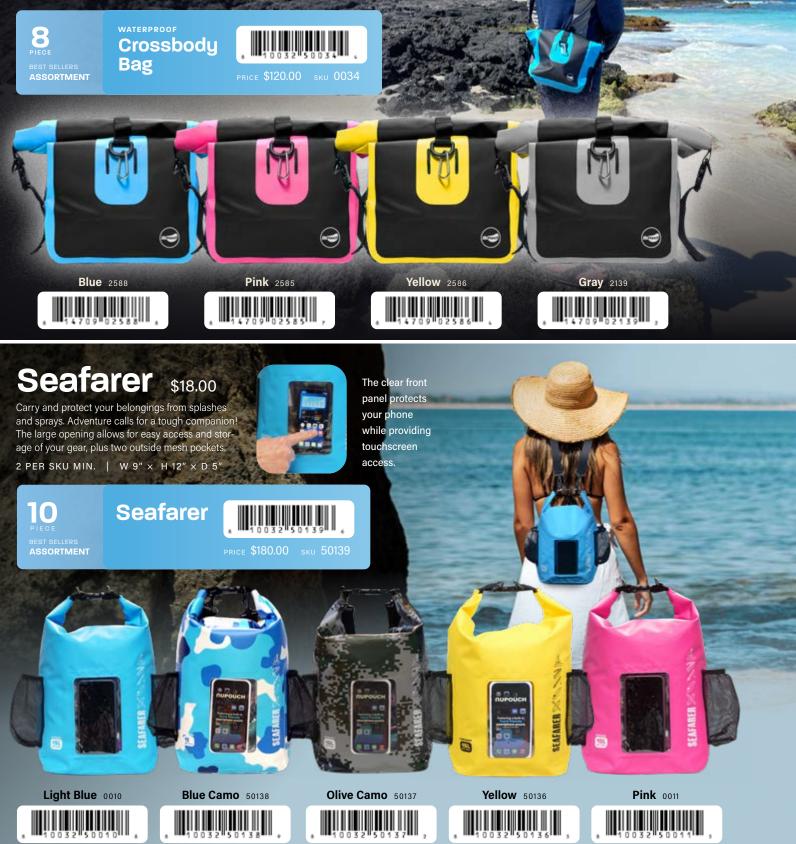
## New England





## WATERPROOF Crossbody Bags \$15.00

Sporty, trendy, with an unmatched level of protection for your valuables. Lightweight *and* versatile. Expandable enough to hold all your gadgets and gear. Adjustable straps for the perfect fit whatever you are doing. 3 PC. PER SKU MIN. | W 9"X H 9"X D 5" | HEIGHT CAN BE EXTENDED TO 14"

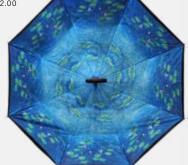


### **TOPSY Inverse Opening Umbrellas** \$12.00

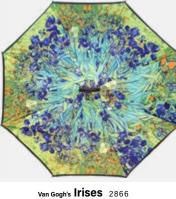
Topsy Turvy Umbrellas feature **beautiful & unique prints** that are like a ray of sunshine on a rainy day. The **inverse opening design** means the outside of the becomes the inside when you close it, keeping you dry. This design makes it easier to enter or exit your car! These umbrellas will make you wish for more rainy days. 3 PCS PER SKU MIN. 40" DIAMETER







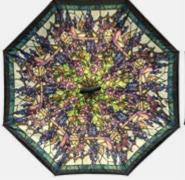
Monet's Water Lilies 0038



1 4 7 0 9 0 2 8 6 6

Van Gogh's Almond Blossoms 2937

seurat's Eiffel Tower 0096



## Vineyard Stained Glass 0042



Butterflies Kaleidoscope 50272



Raining Cats & Dogs 50271





Orchids in Bloom 50273



Crocus Field 50274



Blue Bonnet Wild Flowers 0098



Spring Flowers 2762



Sunflower 2611



Red Petals 0040









38







Thermally insulated

> Waterproof Material

Eco Friendly

Versatile

Cools Wine Bottles

For Wine Lovers

## Wine Totes \$7.50

Our **Napa Wine Tote** is the gift that keeps on giving.

Wrap your next wine gift in this reusable, insulated, and waterproof wine tote the next time you attend a party.

Put ice cubes into the wine tote to keep your chardonnay chilled during your drive to the party.

Your host will thank you every time she reuses this wine tote in all her outings and picnics.

The Napa wine tote is designed to fit both wide champagne bottles and tall Riesling bottles. It is made with waterproof vinyl material that is insulated to keep your drinks cold and keep the ice cubes inside the tote.

Easy clean up: rinse the tote out with water and dry with paper towels.

2 PC. PER SKU MIN.



20 BEST SELLERS ASSORTMENT

рпісе \$150.00 sku 50208

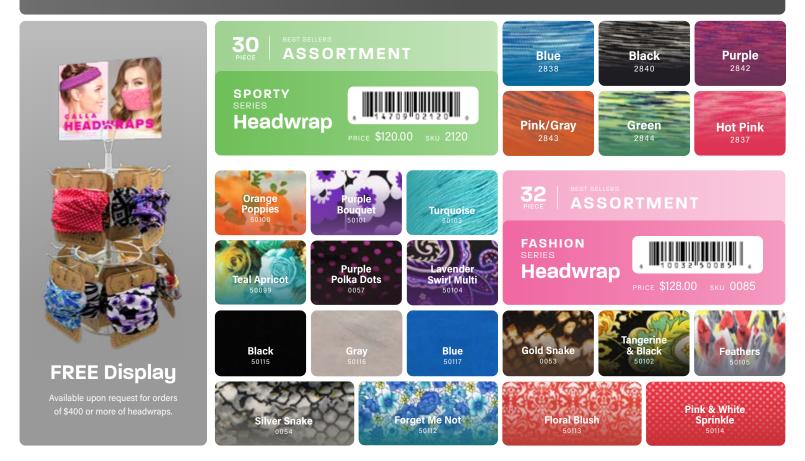




Happy Birthday 50175 Wine Dear Santa Save Water Cheers 50177 50171 50173 50180 and osé **Drink Flowers** Smell the Rosé Congratulations Nine to Wine **Best Wines** 50176 50172 50174 50178 50179

Active use for sports, yoga, and everyday activities. Can be worn in several different ways. Super comfortable. The soft + stretchy fabric is available in 15 eye catching colors. 3 PC. PER SKU MIN.

# Headwraps \$4.00





FUTSOLLE



### Futsole Classic \$8.50

Futsoles are super comfy shoes featuring flexible, rugged soles that conform to your every movement.

2 PC. PER SKU MIN.

### Futsole Classic & Sporty Stripes SIZE CHART

	Women's		
S	51⁄2 - 61⁄2		
М	6½ - 8		
L	8 - 9		
XI	9 - 101/2		







Watercolor Bohemian



XL 50500



XL 2242



XL 50363





XL 50367

S 50497

M 50498















Navy Blue Bohemian S 2562 M 2563 L 2564 L 2564 XL 2565

**36**PC **Best Sellers Assortment - M, L, XL** 0031 \$306.00 FREE DISPLAY INCLUDED

## 10032 50031

48PC Best Sellers Assortment S, M, L, XL 0032 \$408.00 FREE DISPLAY INCLUDED





Butterfly S 2790 M 2781 L 2782 L 2782 XL 2783















96PC Best Sellers Assortment

50265 \$822.00 84 WOMEN'S + 12 MEN'S FREE DISPLAY INCLUDED



Empty Floor Spinner Display 2137 \$50.00



### FUTSOLE Sporty Stripes \$8.50

Complete your athleisure look with our Sporty Stripes patterns. 2 PC. PER SKU MIN.

ргісе \$408.00 вки 2946

36PC

M, L & XL FREE DISPLAY

**Futsole** 

Assortment

**48**PC

s, m, l & xl free display Futsole

Assortment





### Futsole **Sport** SIZE CHART

MEN'S				
S	5 - 6	L	9 - 10	
М	7 - 8	XL	11 - 12	

# 

Nufoot redefines comfort and versatility for your feet. Made with neoprene, Nufoot is water resistant and antimicrobial. The skid resistant sole prevents slips, allowing for a more confident stride. Seamless construction prevents irritation to feet for all day comfort. Nufoot can be worn by itself, over socks, or inside shoes.

### Nufoot Best Selling Styles \$6.00

The 4-way stretch fabric used in Nufoot shoes conform to a wide range of foot shapes and sizes. Machine wash cold + air dry. Made with neoprene. 2 PAIRS PER SKU MIN.

XL 1541

### BALLET FLAT

XL 1392

### Nufoot Ballet Flat + Betsy Lou SIZE CHART

WOMEN'S		MEN'S	
S	4 - 5		
М	6 - 7	41⁄2 - 51⁄2	
L	7 - 10	51/2 - 81/2	
XL	10 - 12	81⁄2 - 101⁄2	

Black	Pink Baroque	B&W Polka Dot	Purple Paisley
	A REAL PROPERTY OF		Contraction of the second
S 1073	S 1246	S 1183	S 1373
M 1074	M 1247	M 1184	M 1374
L 1075	L 1248	L 1185	L 1375
XL 1172	XL 1249	XL 1186	XL 1376
Royal Blue	Black/Red Polka Dot	Leopard	Purple
		C States	
S 1083	S 1278	S 1066	S 1077
M 1084	M 1279	M 1067	M 1078
L 1085	L 1280	L 1068	L 1079
XL 1175	XL 1281	XL 1173	XL 1174
BETSY LOU			
Black	B/W Houndstooth	Purple Paisley	
		Carl Same	
S 1389	S 1538	S 1377	
M 1390	M 1539	M 1378	
L 1391	L 1540	L 1379	

XL 1380

### MARY JANE



L 1051

XL 1052

L 1940

XL 1941

L 1308

XL 1453

# Sales Terms & Policies

#### DISCOUNTS / PROMOS

Must indicate discount on order. Discounts cannot be combined.

### TERMS

All initial orders must be paid by credit card. We accept all major credit cards. (Visa, MC, Amex) The minimum to open a wholesale account is \$250. The minimum for wholesale reorders is \$150.

Existing customers are welcome to request from us Net 30 terms with approved credit applications. However, accounts that are past due may revert to credit card terms.

We stand behind our products and if there are any discrepancies or defectives in your order, please contact our customer service line at (925) 743-9831 within 7 days of receipt of your shipment. After 7 days, no returns or adjustments will be made.

### CONTACT US

email sales@callaproducts.net phone (925) 743-9831 fax (925) 743-9603

Thank you for your business and we look forward to working with you.

callaproducts.net

web

(925) 743-9831

tel

fax (925) 743-9603

sales@callaproducts.net

email