

Date: 07/29/2026

Technical Bulletin

Pelican™ ATX Color Transition

In alignment with the Pelican™ TRVL ATX Roadmap, we are announcing the planned phase out of the Iron Clay colorway across all sizes of the Pelican™ ATX collection. At the same, we will be introducing the new color Deep Ember.

Our objective is to sell through the remaining Iron Clay inventory and complete the phase out by **October 31, 2026**.



Phased Out Part #s	Replacement Part #s
HC22-00080-IC	HC22-00080-DEB
HC25-00080-IC	HC25-00080-DEB
HC30-00080-IC	HC30-00080-DEB

Transition Plan

With the introduction of the new Deep Ember colorway on November 15, 2026, we recommend transitioning all sales, merchandising, and marketing efforts to support a successful market introduction. Deep Ember represents the next evolution of the ATX color palette and will become the primary part of the assortment for 12 months after launch.

Availability

- Iron Clay
 - Available through October 31, 2026
 - Embargoed following inventory depletion
 - Available as a Made-to-Order (MTO) color beginning January 2028, subject to minimum order quantities (MOQs) and standard lead times
- Deep Ember
 - Official introduction: November 15, 2026
 - Recommended replacement for Iron Clay across all customer channels
 - Notify sales accounts
 - Update necessary merchandising & marketing materials accordingly
 - marketing team will provide additional information

Action Required

- Prioritize the sell-through of Iron Clay inventory through October 31
- Transition sales accounts to Deep Ember
- Update necessary collateral, product listings, and merchandising assets to reflect the new color transition
 - marketing team will provide additional information

Thank you for your continued support in executing the Pelican™ TRVL ATX roadmap.



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