

Media Contact:

Katie Wolitarsky

katie@kwm-pr.com

713-824-2258



Sea Bags Scores with Official NFL Licensing Deal, Launches a New Line of Recycled Totes and Accessories in time for Playoffs



Sea Bags launches a new NFL-licensed collection ahead of playoffs and Super Bowl LVIII. © Sea Bags

PORTLAND, Maine (January 8, 2024) - Through a multi-year licensing agreement, Maine-based Sea Bags announces an [exclusive collection](#) that is officially licensed by the National Football League (NFL), providing fans with stylish and sustainable totes to showcase their team spirit.

[Sea Bags](#), the designer and maker of stylish and durable totes, accessories, and home goods handcrafted from recycled sailcloth, today launches a collection of products that showcase the logos for 11 NFL teams. From large and medium tote bags to beverage buckets and crossbody bags, fans have a variety of options to choose from to complement their gameday and tailgating attire in time for the playoffs and Super Bowl LVIII.

"After months of hard work behind the scenes, I'm proud to announce we are now an official licensee of the NFL," said Don Oakes, CEO of Sea Bags. "In the coming months, we'll be producing bags featuring all 32 team logos so our customers can represent their favorite team on gameday and every day. Our totes and accessories are uniquely positioned among the NFL-licensed assortment and underscore the demand among fans to choose sustainable, Made-in-USA products."

Each item in the NFL-licensed collection is handcrafted in Maine using recycled sailcloth, highlighting the brand's commitment to sustainability. The initial launch is intended to include

11 teams: Buffalo Bills, Pittsburgh Steelers, Kansas City Chiefs, Miami Dolphins, Baltimore Ravens, Green Bay Packers, Dallas Cowboys, Philadelphia Eagles, New England Patriots, San Francisco 49ers, and the Cleveland Browns. The full team roster is slated to launch during the 2024 NFL preseason.

With a reputation for creating durable and timeless products, Sea Bags has become a go-to brand for those seeking sustainable, high-quality, and stylish accessories—made in the USA. The addition of the NFL Collection is a natural progression to adding lifestyle products to their portfolio.

This first rollout of its NFL collection is available now for purchase online at www.seabags.com and a limited assortment at select Sea Bags retail locations, just in time for the upcoming NFL playoffs and Super Bowl LVIII.

About Sea Bags

Incorporated in 2006, Sea Bags started by making fun, functional, and stylish totes from reclaimed sail cloth in the historic Old Port district of Portland, Maine. Today, the company employs nearly 300 people—all dedicated to the mission of saving sails from landfills while creating a diverse line of totes, bags, and home goods that feature material from recycled sail cloth. Signs of hard sailing can be seen in Sea Bags' creations, making them as individual and unique as their owner. The Sea Bags flagship retail store is located on Commercial Street in Portland, Maine, and the headquarters, sail redemption center, design offices, and factory store are located around the corner at 25 Custom Wharf House on Portland's working waterfront. Company-owned retail stores are in Maine, New Hampshire, Massachusetts, Vermont, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, North Carolina, South Carolina, Florida, Michigan, and California. To learn more about Sea Bags and the stories their sails tell, visit www.seabags.com.