

ISLAND



Island Press Kit
2020

ISLAND



Sun's out.
Island's in.

It started *with a preroll...*

A time-honored tradition, there is a certain level of skill and patience necessary to craft the perfectly rolled joint. Its minimalistic nature places all emphasis on the flower itself, highlighting cannabis in all its undisturbed glory. Ray's first memories with cannabis were as pure as it gets—he remembers the experience of feeling the flower, breaking it down, and putting care into rolling an exemplary joint.

When preroll joints first came on the market, most people had strong opinions about them. The public consensus, in short, was that they weren't great—and for good reason. Many cannabis brands used their prerolls as a sneaky opportunity to get rid of their bottom shelf flower without tossing it. They were less a labor of love, and more a poorly-executed afterthought.

Ray loved the ease of use that came with smoking a preroll, but he missed the precision of a cleanly-rolled joint and the peace of mind that came with knowing exactly what went into it. In spite of the preroll's bad rep, he saw its true potential. He viewed the preroll joint as the perfect medium for the consumer eager to try cannabis in a



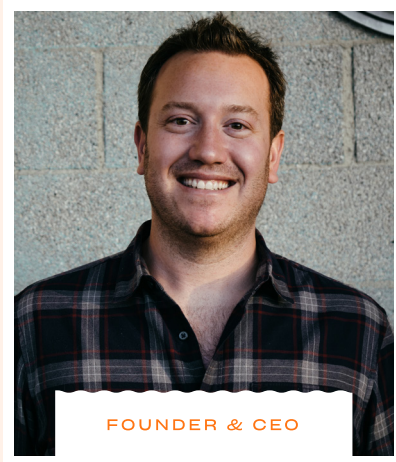


non-intimidating way. They don't require a bong, a pipe, or any of the stereotypical smoking utensils—just the plant, a match, and you.

As a cannabis purist, Ray ultimately foresaw the opportunity to create accessible products that consumers could count on to be consistently amazing. From there, Island was born. Island is a cannabis brand unashamed to let people know how our products are made. Instead of blending strains or filling our prerolls with leftovers, we keep it simple. Since they were first introduced, our range of handcrafted preroll joints have always been made with the same premium flower you'll find in our jars.

As Island grew, the accessibility of vaping made the introduction of our vape pods a natural addition to the Island family. Each strain within our vape pod range was hand-selected for its flavor profile and paired with all-natural terpenes to put the natural flavor of cannabis at the forefront.

Though we are always evolving and adding new products to Island's diverse product portfolio, our commitment to you remains unchanged—creating cannabis products that bring some California sunshine to your day, wherever you are.



FOUNDER & CEO

Ray Landgraf



COO

Brandon Mills

Come roll with us.



VP, MARKETING

Lindsay Berg



VP, FINANCE &
STRATEGY

Scott Landgraf



VP, PRODUCTION

Kristen Suchanec



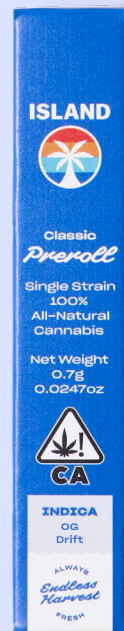
Meet your new *best buds*

Island Classic

Happiness, prerolled.

You can't go wrong with a Classic. Packaged in an all-natural biodegradable paper cone, Island Classics put the flavor of the plant at the forefront. No trim, no shake – just the same premium, single-strain flower you'll find in our jars, triple-tested for amazing quality and hand-rolled into a 0.7 gram joint that's sure to make you smile.

Single Preroll, 0.7 g
Indica, Sativa, Hybrid, CBD



Island Flower

Always natural.
Always in season.

Island cannabis is California's finest in a jar. We partner with a network of trusted farms throughout the state to source nothing but the best. Our flower is triple-tested to ensure quality and accurate representation of each strain, every time. We sweat the small stuff to give you a cannabis experience that's guaranteed to inspire good times.

Jar, 3.5 g
Indica, Sativa, Hybrid, CBD



Island Minis

Five mini ways to spread some sunshine.

Good things come in mini packages. With all the 100% flower goodness of our Classics in five 0.5 gram prerolls, Island Minis come in a compact, reusable case designed for happiness on-the-go. Each hand-rolled Mini is triple-tested for quality and strain authenticity and wrapped in an all-natural, biodegradable paper cone. Whether intended for sharing the love or smoking solo, the tin of Minis is the perfect way to keep it rolling.

Preroll 5-pack, 2.5 g
Indica, Sativa, Hybrid, CBD



Island PAX

A burst of flavor in every draw.

Breathe in the purest expression of our signature strains through the convenient, cutting-edge PAX ERA device. With zero cutting agents and triple-tested for safety and quality, each strain in Island's PAX pod range is carefully crafted with 100% natural plant-based terpenes and distillate to guarantee a sunny session.

Vaporizer Cartridge,
500 mg
Indica, Sativa, Hybrid

Flavors:
Tangie Sap
Lemon Wreck
Blackberry OG
Hashberry
Mango Haze



ISLAND



They love Island -
you will too.

“
Island’s flower
is as natural
as it gets.”

Forbes

June 13, 2019

“
Seek out Island
to find out for
yourself why
its products
stand out in a
crowded sea.”

OCWEEKLY.

June 13, 2019

“
Ray is inspiring
moments of
happiness with
customers.”


THRIVE
GLOBAL

May 7, 2019

“
A few puffs
are likely
to leave you
stoked on life.”



May 9, 2019

“

Island PAX Pods
just rock.

”

Forbes

May 7, 2019

“

Concentrates
that taste as
good as they
make you feel.

”

OCWEEKLY.

September 2, 2019

“

These Premiums
will show her what
they're famous
for the second
she lights up.

”



MANDATORY

May 16, 2019

“

I feel calm
and focused, but
brighter already.

”



December 18, 2018

“

Beloved by
the likes of
Akwafina,
Leighton Meester,
Reggie Watts,
and Khalid.

”

THE
Hollywood
REPORTER

June 13, 2019

“

Maintain a
relaxed and
steady high that's
not overwhelming.

”

TRENDAHUNTER™

April 26, 2019

“

Many view Island
as one of the OG
California brands.

”

LAWEEKLY

July 30, 2019

“

Safe and high
quality product
that maintains
its consistency.

”

TRENDAHUNTER™

April 26, 2019

ISLAND



Spreading some
sunshine.



Island x Coolhaus

420 Treat Tour

April 20, 2019

In collaboration with Island, Coolhaus parked their ice cream truck outside dispensaries around Los Angeles. Island fans who dropped by to celebrate 420 with us received a free ice cream sandwich.

THRILLIST

LOS ANGELES
blade

LAWEEKLY

M
MANDATORY

DO
LA

20,087,033 SECURED
IMPRESSIONS



Island x PAX

“Be a Force For Good” Campaign

June 7, 2019

“Island’s PAX Era pods are crafted to inspire moments of happiness with our customers, and donating proceeds to this wonderful cause will help Island pay that happiness forward to people from all walks of life.” – Ray Landgraf

Daily Herald

IBT.

EDGE

MarketWatch

CANNA
BUSINESS NOW



**37,112,490 SECURED
IMPRESSIONS**

**SYNDICATED TO 113
NEWS OUTLETS**



Ready to find an Island of your own?

Check us out at Blum, Green Goddess Collective, Kolas, and [additional licensed dispensaries](#) and mobile delivery platforms throughout California.

To show us some love, follow Island on Instagram and Twitter [@findisland](#)   or visit our website at [island.co](#)

For marketing & PR inquiries, please contact marketing@island.co

For additional wholesale inquiries, please contact sales@island.co

ISLAND



To good friends
and great adventures.



ISLAND

