

SCGB

ISSUE 1532
AUGUST 10, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



THE EVOLUTION OF THE MASSAGE BALL

Available September 2015



CEO
Group Publisher
James Hartford
jhartford@sportsonesource.com
303.578.7004

Managing Editor
Aaron H. Bible
ahbible@sportsonesource.com
303.578.7017

Senior Business Editor
Thomas J. Ryan
tryan@sportsonesource.com
917.375.4699

Associate Editor
Jahla Seppanen
jahla@sportsonesource.com

Creative Director
Teresa Hartford
teresa@sportsonesource.com

Senior Graphic Designer
Camila Amortegui
camila@sportsonesource.com

Advertising Sales
Buz Keenan
Northeast
buz@sportsonesource.com
201.887.5112

Circulation & Subscriptions
admin@sportsonesource.com
303.997.7302

SportsOneSource Publications

Print Magazines: SGB, SGB Performance

Digital Magazine: SGB Weekly

Newsletters: Sports Executive Weekly,
The B.O.S.S. Report

News Updates: SGB, SGB Apparel, SGB Footwear,
SGB Outdoor, SGB Sportsman's, SGB Team Sports

SportsOneSource Research
Brand Strength Report, SSI VantagePoint,
SOS Research, SportScanInfo

Career Services
SportsJobSource.com

Copyright 2015 SportsOneSource, LLC. All rights reserved. The opinions expressed by writers and contributors to SGB WEEKLY are not necessarily those of the editors or publishers. SGB WEEKLY is not responsible for unsolicited manuscripts, photographs or artwork. Articles appearing in SGB WEEKLY may not be reproduced in whole or in part without the express permission of the publisher. SGB WEEKLY is published weekly by SportsOneSource.

SPORTSONESOURCE

1075 E. South Boulder Road • Suite 300 • Louisville • CO • 80027
SportsOneSource.com



SGB WEEKLY

ISSUE 1532
AUGUST 10, 2015

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



MAKING NEWS

4 Movers & Shakers

Nuun Enters Canadian Energy Drink Market

5 Adidas 2016 Mountain Footwear Made for the Rocky and Rough

6 Old Town Revives 20-Year-Old Loon Kayak

SealLine and Jackson Kayak Connect Over Made In The USA

7 Icebug's 2016 No-More-Excuses Collection

26 Industry Calendar

FEATURES

8 Agenda NYC

Champion and '47 Brand Launch New Collections

12 Camp Woodward

Action Sports Training Shapes Future Athletes

16 2016 Camping Products Reflect
New Consumer Needs

ON THE COVER: Photo courtesy Champion

MOVERS & SHAKERS

Cabela's announced sportscaster **Eva Shockey** to its pro staff roster of brand ambassadors.

Callaway Golf Co. appointed former golf pro and marketing executive **Linda B. Segre** to its board.

Foot Locker Inc. appointed **Pawan Verma** as SVP and CIO. Verma succeeds **Peter Brown** who retired in April after 38 years with the company.

Gregory appointed **Jim Boisd'Enghien** as its sales director.

Mountain Safety Research (MSR) named **Doug Sanders** Category Director for Stoves.

Nike signed **Karl-Anthony Towns** and **D'Angelo Russell**, the top two picks of the recent NBA draft, to endorsement deals.

Pelican International Inc., the Canadian manufacturer of kayaks and recreational boats, appointed **Marie-Christine Piedboeuf** as President, effective September 1.

Smith, the maker of eyewear, goggles and helmets, appointed **Ben "Benny" Cruickshank** as Sport Channel Communications Manager and **Tim Weisser** as West Coast Sales Manager for its Sports/Outdoor Lifestyle channel.

The American Mountain Guides Association (AMGA) named **Alex Kosseff** as Executive Director.

Xero Shoes appointed former Crocs CEO, **John McCarvel**, as Board Chairman and Lead Investor.



Photo courtesy Nuun

NUUN ENTERS CANADIAN ENERGY DRINK MARKET

"Most energy drinks on the market have excessive amounts of sugar, caffeine and vitamins that hinder your performance instead of aid in it," said Vishal Patel, chief nutritionist at Nuun and Company.

With the launch of its Boost line into Canadian retailers, Nuun extends their reputation for being one of the top selling sports drinks in run, bike and outdoor specialty channels.

The Seattle, WA-based company, founded in 2004, prides itself on the scientific makeup of its electrolyte enhanced drink tablets, that turn water into an optimally balanced sports drink, sans sugars and plastic waste - which seem to trademark other sports drinks on the market. Nuun is sold in over 5,000 outlets in North America and available in over 30 countries.

Boost was designed to balance hydration and sustain energy levels with a blend of B Vitamins for energy metabolism, caffeine for increased endurance output and cognition, and the electrolyte blend used in the popular Nuun Active Hydration.

The five B Vitamins in Boost work to help marathoners, triathletes, weight lifters and cyclists to convert food into fuel. They include, Riboflavin (Vitamin B2), Niacin, Pyridoxine (Vitamin B6), Cobalamin (Vitamin B12) and Pantothenic Acid. These vitamins act on many levels of the energy-conversion process. On the main level, B Vitamins work with stored carbohydrates and lipids in the body for energy use, while also breaking down Glycogen (stored fuel), and aiding in Red Blood Cell production that helps deliver oxygen to muscles in-use.

For the case of caffeine, studies have shown moderate consumption is associated with improved athletic performance via increased oxygen consumption, anaerobic power and decreased heart rate. But there's a thin line. With 40gm per serving in Boost, Nuun hopes to remedy the energy crash associated with traditional amped-up energy drinks and gels. Accompanying electrolytes in the Boost blend combats any dehydration resulting from the caffeine.

"We carefully formulated Boost to provide a continual boost of energy that will work with your body instead of against it," said Patel.

Nuun collaborated with Health Canada, the Federal department responsible for helping citizens maintain healthy lifestyles, to ensure the product met standards and received all certifications for distribution north of the U.S.

ADIDAS 2016 MOUNTAIN FOOTWEAR MADE FOR THE ROCKY AND ROUGH

Adidas Outdoor unveiled new footwear styles from its Terrex line with mountain-friendly designs made specifically for the outdoor athlete. Whether climbing, trail running, mountain biking, kayaking or on another alpine-inspired excursion, Terrex promises to earn its hashtag, #livewithoutlimits.

The Adidas Terrex line includes the much awaited X-King and Climacool Voyager Water Shoe Hiker, among other offerings.

Adidas Terrex X-King was co-created with Continental – better known for its car, moto, bicycle, truck and tractor wheels. Manufactured like a tire, the rubber compound is heat-pressed into the upper material, reducing weight so the shoe is lower to the ground with a 6mm heel lift. The X-King is made for mountain runs, being protective yet lightweight, and grippy thanks to tire technology.

The Climacool Voyager Water Shoe takes its place as the new Adidas king, made for the lightweight hiker whose adventure takes them through running and water sports alike. With a running silhouette, side vent drainage system and EVA cushioning that is soft in the middle and hardens at the outer rim, the design is a union of fashion and usability. The shoe

is also easy to pack for travel.

The Terrex Agravic also offers lightweight stability and protection when trail running but is set apart by its Adidas Boost cushioning technology. Its minimalist design leaves room for swooning over the breathable EVA

tongue and Continental outsole - which is really simple but also really to-the-point and comfortable. The lug profile was inspired by the Continental mountain bike tire Der Kaiser 2.4 Projekt, making the gist of this shoe to be performance-driven and tough.

If the Agravic is the Jack, Terrex Solo is the Joker - made for the light, fast and flexible trail runner who is always jumping down the track. Designed with Stealth rubber in the forefoot to handle loose climbing zones and Traxion outsole rubber for enhanced grip stability.

Lastly in the Terrex line is the Scope High, Adidas' high-cut alpine shoe. The ankle protection height with GoreTex membrane is a life saver going through high-mountain brambles and bushes. The heel is cushioned with Adiprene and Stealth rubber makes for great grip on damp or rocky terrain. Also offered in a low-cut version.



Terrex Agravic



Terrex Solo



Don Bowie, Adidas athlete. Photo courtesy Adidas.



Climacool Voyager Water Shoe



Scope High

OLD TOWN

REVIVES 20-YEAR-OLD LOON KAYAK

Old Town, one of the brands under titan outdoor recreation company Johnson Outdoors, celebrates its 20th anniversary of the original Loon Kayak. The classic model gets a new-age transformation as Old Town unveils its new series for 2015 and 2016.

The biggest eye-catcher on the updated model is the wood deck positioned at arm's reach in front of the paddler that offers a large dry-storage compartment, locked lid for gear security, accessory trays, bottle holder, hand-held GPS unit and USB port. The wood deck can be easily detached if the cockpit feels too cramped. The Loon also offers an integrated slide track mount equipped with an electronics shelf and bungee for electronic storage.

The driver's seat has been updated with an Active Comfort System 2.0 (ACS2) for ergonomic support, under-leg support, slow-through ventilation and plush padding.

Old Town developed three recreational Loon models, the 106 (10'6"), the 120 (12') and the 126 (12'6"), whereas paddlers with fishing on their mind will enjoy the design features of the new Loon Angler 106 (10'6") and 126 (12'6"). All models come equipped with bow and stern deck bungees to hold bulky items and a rear click seal hatch with bulkhead for keep-dry packs.



Loon Kayak

Specific to the Loon Angler are two integrated, flush-mount rod holders behind the cockpit. The holders are positioned for trolling applications or to quickly grab a rod and cast.

Old Town Marketing Communications Manager Luke LaBree said, "The new Loons are the most comfortable, advanced and efficient sit-inside kayaks ever made. Loons are easy to paddle, designed for performance and have more exclusive features than any other kayak on the market."

Parent company Johnson Outdoors also oversees comparable brands Ocean Kayak and Necky Kayaks, Carlisle Paddles, Extrasport Personal Flotation Devices, Minn Kota, Cannon Downriggers, Humminbird Marine Electronics, LakeMaster Electronic Charts, Scubapro and Subgear Dive Equipment, and other water-specific names.

SEALLINE AND JACKSON KAYAK CONNECT OVER MADE IN THE USA

"The new 2016 Jackson Kayak/SealLine Seat Back Pouch was born of a partnership between two companies with a shared commitment to U.S. manufacturing," said Damon Bungard, product manager, Jackson Kayak.

SealLine, a leader in dry bags and packs, announced a partnership with Jackson Kayak on a custom SealLine weatherproof seat bag system for Jackson's new line of fishing kayaks. The bag brings 10L of close-at-hand weatherproof protection to the kayak fishing boat design.

"The collaborative efforts between our companies have proven very successful in delivering unsurpassed comfort and performance to modern kayak fishing. It's been a fun project and hopefully a sign of things to come," said Bungard.

The custom seat bag system will be featured with many of Jackson's premier fishing kayaks, including select versions of the Coosa, Cuda, Big Tuna, Big Rig, Kraken, Kilroy and Tupelo models.

Jackson Kayak designs, builds and manufactures its whitewater, fishing and exploration paddle sports products domestically in Sparta, TN. The company has reached manufacturing capacity in its current 100,000-square-foot facility, however an expansion is underway as the company opens an additional facility, also in Sparta, TN.

As for SealLine, owned by umbrella company Cascade Designs Inc., the company manufactures its dry bags and sacks, protective cases, packs, duffels and accessories for paddle sports gear protection in the U.S., with some manufacturing outsourced to Cork, Ireland.



Photo courtesy Jackson Kayak



Jackson Kayak SealLine Seat Back Pouch



Photo courtesy Icebug

ICEBUG'S 2016 NO-MORE-EXCUSES COLLECTION

Swedish-born Icebug set out in 2002 to challenge the big-wigs of the outdoor trail running category and now the brand will launch its 2016 Spring/Summer Trail and OCR (Obstacle Course Racing) footwear range with the same intent.

Designed for “those who crave outdoors,” the line offers a mix of trail running and multi-sport offerings with “all-year usability.” Icebug hopes the line will be accepted by people of varying activity levels with the end goal being more people will get outside to stay healthy and enjoy nature.

The Alternative Trail/OCR collection features Rubber 9 Extreme, Icebug’s proprietary rubber compound, which the company asserts will set a new standard in durable traction. Rubber 9 has been proven to outgrip many current offerings, while maintaining the durability of an asphalt running shoe. The grip was made for traction reliability in wet and slippery conditions.

By using designs that work for the niche sports of OCR and Orienteering, Icebug looks to make the “excuse of bad weather” evaporate. The Trail/OCR collection was crafted as an inspiration to ditching the indoor treadmill or safety of the pavement for the unknown adventures of the trail.

Within the line, the Acceleritas OCR RB9X, (\$150), is launched as the ideal shoe for quick and safe progression through obstacles. Constructed on a low volume narrow last, the minimal drop and cushioning with strategically placed cleats creates an almost barefoot sensation...if your bare feet were naturally secure and tough as... The RB9X rubber compound should provide no-slip traction on both dry and wet surfaces, with added help from the outsole pattern, optimally designed for gripping mud.

Other pieces in the line offer fully-cushioned, running shoe skeletons, that also perform well for the aspiring OCR racer or long-distance trail runner. The DTS, (\$173), also features a new drainage system, sticky RB9X traction and strong and durable upper.

It’s possible Icebug will be able to predict from its pre-Spring/Summer 2015/16 sales leaving the Outdoor Retailer Summer Market whether the brand is trending toward the takeover envisioned. Either way, the new collection promises a balanced hybrid design marrying sole protection with running shoe silhouettes.



Icebug Acceleritas OCR RB9X



Icebug DTS



Agenda NYC

Champion and '47 Brand Launch New Collections

By Thomas J. Ryan



At the recent Agenda show in New York City, Champion showcased the Champion Life fall collection, tapping deep into its roots that go back almost 100 years to renew American classics the next generation of style-conscious consumers.

Highlights included the re-issue of two of the brand's most iconic collections - Champion Reverse Weave Sweatshirt and Heavyweight Super Fleece.

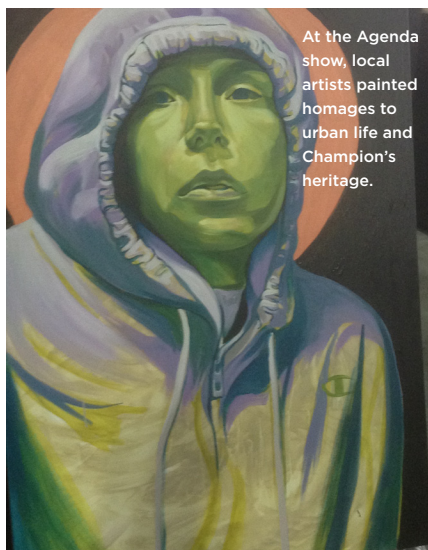
With the Reverse Weave, originally patented in 1938, Champion engineers cut the fabric on the cross grain so it would shrink widthwise instead of lengthwise to solve the age-old problem of shrinkage in cotton fleece. In 1952, the side "action gusset" design was added for range of motion and durability.

With its oversized "C" logo and pointed hood, the Champion SuperHood took the market by storm in the early '90s and became an integral part of the New York City hiphop scene. With the re-issue of the Heavyweight Super Fleece, Champion kept the ultra-heavyweight fabric and distinctive "C" logo but updated the collection with streamlined styling and a modern fit.

At the Agenda show, local artists painted homages to urban life and Champion's heritage. The Life range also includes satin baseball jackets with the "C" logo, throwback football jerseys, commuter windbreakers

and pants fabricated in ultra-light fabrics and reflective detailing.

"The Champion Life collection borrows from our past and reimagines for the present. For inspiration, we literally have an archive of styles that goes back decades," said Matt Waterman, director of men's product marketing for Champion Athleticwear. "Our design team takes these iconic pieces and recreates them in a way to create a modern feel and relevance while still maintaining their DNA."



At the Agenda show, local artists painted homages to urban life and Champion's heritage.

'47 Brand

Designed for the active fan, '47 Brand showcased its new '47 Forward collection. Apparel pieces are made from soft cotton blend fabric engineered with moisture-wicking properties and are finished with flat seams. Tops include rotated shoulder and side seams for an anatomically correct fit and increased range of motion. Zippered pockets, thumbholes, internal headphone routing, adjustable pant cuffs, are features included in the '47 Forward collection.

"We aimed to create a line to specifically fit the lifestyle of active fans - pieces that not only look great, but pieces that will keep up with the busy and diverse lives of our consumers," said '47 co-owner, Steven D'Angelo. "From walking your dog to riding your bike, these pieces allow for comfortable movement across a multitude of activities."



Photo courtesy '47 Brand



Stamina '47 Clean Up Cap

'47 Forward launches with the NFL and will continue for seasons to come with updates and silhouette releases across other league partners, such as MLB and NHL. The line includes tanks, tees, sweatshirts, zip-ups, sweat pants and capris as well as the Stamina '47 Clean Up Cap.



BrandBlack
J.Crossover III

BrandBlack

The basketball footwear startup, BrandBlack, found some success earlier this year with the launch of J.Crossover III, the signature shoe of Jamal Crawford, instantly selling out at independent accounts such as Major in Washington, D.C. while also selling well at Finish Line.

The J.Crossover III features breathable knit construction with a Jet-Lon cushioning system to outperform EVA foam. The BrandBlack design

team is headed up by David Raysse, whose resume includes Adidas, Fila and Skechers, and was creative director for Billy Dill a veteran of the footwear industry. For Spring 2016, the J.Crossover III is offered in new colors, including tan leather, and includes low tops for the first time.

BrandBlack is also expanding to Champs and Footaction.

Stance

Earlier this year Stance signed on to be the official on-court sock sponsor of the NBA, showcased its first men's underwear line with plans to expand into women's underwear. Beyond innovative prints, Stance built its reputation on socks, Stance underwear stands out for its recycled Butter Blend milk fabric that nourishes the skin, is odor resistant and ultra-comfortable.



Stance men's underwear

A feather-seam panel construction eliminates stitch irritation.

The company, based in San Clemente, CA, also unveiled its first collaboration with Rihanna, who in July signed a three-year deal to become Stance's contributing creative director. The singer also became a Stance brand ambassador joining artist Langley Fox Hemingway, former NBA All-Star Allen

Iverson, and current NBA star Klay Thompson as part of its "Punks and Poets" crew.

A women's compression sock line utilizing a 200-needle count will arrive Spring 2016.

Native Shoes

From Native Shoes, the maker of lightweight EVA footwear, a highlight was the Apollo Moc XL Sneaker, marked by laser-edged microfiber cuts for a chiseled look. Native is known for its perforated uppers and will continue expand with the Apollo Moc Sneaker and Apollo Chukka as well as new prints and colors for classics such as the Jefferson, Jerico and Howard. The Vancouver-based company is known for their fun color palette, no-seam construction, washable uppers and breathability.



Native Shoes Apollo Moc XL Sneaker

Other show highlights include:

- » Brixton introduced an expanded selection of pants;
- » Fila introduced updates to the original Grant Hill NBA rookie shoe, adding a vulcanized bottom with new suedes and leathers;
- » Herschel Supply Co., the lifestyle backpack vendor, showcased new collaborations with Coca Cola, Walt Disney and Canada's Hudson Bay;
- » Sanuk introduced a faux leather yoga collection and new gladiator styles;
- » PSD Underwear unveiled its first signature collection with Cleveland Cavaliers' point guard Kyrie Irving;
- » Vans teased its 50th anniversary coming in 2016.

New brands featured at the show included 1992, Barneys Cools, BrandBlack, Civil Clothing, Dog Limited, Golla, Maui & Sons, Native Shoes, Rains, Ransom, Rip n Dip, Shredders Apparel and Zanerobe. Heritage brands include '47 Brand, 10 Deep, Brixton, Burton, Diamond Supply Co., Herschel Supply, HUF, The Hundreds, Jansport, LRG, Stance, Stussy, Staple and Vans. ■

SPORTS **JOB** SOURCE

THE KEY TO FINDING THE RIGHT **JOB**



FREE ACCESS TO THE
LATEST **JOB** LISTINGS

SportsJobSource reaches the most connected, best informed, and highest caliber professionals in the active lifestyle market.

For more information, call 303.997.7302 or email SportsJobs@SportsOneSource.com

SportsJobSource.com



Powered by

 **SPORTS**ONESOURCE



Photos courtesy Camp Woodward



Camp Woodward Action Sports Training Shapes Future Athletes

Camp Woodward is helping propel the next generation of pro-circuit and recreational action and snowsports enthusiasts to new levels of performance.

By Jahla Seppanen

From free climbing and surfing, to ultra-running, skating, freeskiing and more, a steady increase in extremism has propelled action sports as athletes complete new challenges that shock preconceptions of what is humanly possible.

Look no further than Scott Jurek breaking the record for his endurance run on the Appalachian Trail; Chris Sharma climbing the giant Redwoods in California; or Morgan Rose (aka Coonman) landing the biggest drop ever attempted at Mount Baker.

What enables these athletes to do the impossible is a mix of training and practice, along with a large dose of calculated risk. It is easy to forget, extreme users were once their recreational counterparts. With the rise of improved athleticism for both pro and seasonal users, via progressive programs like Camp Woodward, pretty soon the mark will be raised and the backflip won't hold its exclusive merit on the mountain.

The Secret Is Step-by-Step Progressions

A look into the facilities and training programs at Camp Woodward at Copper Mountain, CO, allows a glimpse into the “extreme” future ski, snow, skateboard, BMX, mountain bike and scooter sports will potential take.

Its summer camp - comprised of youth enthusiasts of all skill levels - that takes place over weeklong sessions where campers train from morning to night, honing the skills that shape prospective pro athletes. “This is a kids summer camp built for extreme athletes,” said Camp Woodward at Copper Mountain GM Morrison Hsieh.



Morrison Hsieh, GM,
Camp Woodward at
Copper Mountain

These campers see training more as fun, with Snow and Pavilion Terrain Park sessions, Barn sessions and village activities from rock climbing, paddle boating and SUP. Other Woodward locations, like the original camp in Woodward, PA, Woodward Tahoe and Woodward West in Tehachapi, CA, also offer fun outdoor activities for attendees, although at its origin Camp Woodward was exclusive to pro athlete and Olympian training.

Created in the 1970's, Camp Woodward began as a gymnastics training facility. Hsieh explained, it used to be that camps and training facilities like Camp Woodward were reserved for already sponsored and established action sports athletes as venues to train for global sporting events like the Olympics.

In fact, Camp Woodward at Copper was named 2013 Best of Denver: Best Place to train for the Sochi 2014 Winter Olympics. Now, the once exclusive opportunity to master the backflip is open to all recreational users via first-class, custom built training centers like Camp Woodward.

The facilities are sponsored by leading ski, snow, bike and board brands, like Burton Snowboards, providing cutting edge technology exclusive to Woodward, to maximize the Woodward Barn's progressive Skatelite jumps to foam pits.

It is here, at The Barn, that campers practice “progressions” and the art of safely landing nerve-racking jumps. “When kids go through the progressive process, they feel a great sense of accomplishment and build self confidence,” said Hsieh.

By progressions Hsieh means the design of the Camp Woodward facilities and step-by-step instruction allows campers to progress through stages of practice in order to land the trick, first-try, on the mountain. “You’re going for the trick knowing you have all the practice and skill under your belt to land it...although sometimes you get hurt, you have confidence and it is less of a guessing game.”

Campers are also visited by action sports professionals like JP Walker, “The Don” - pro snowboarder from Salt Lake City, UT, who helped revive the jib movement. Pro and sponsored riders come to participate alongside Woodward campers to encourage and inspire. They are also welcome to use the facilities for training purposes.

Hsieh himself learned his first extreme jumps at the age of 30, using Camp Woodward's progressions. “It's the best feeling in the world. Recreational users assume it's impossible, but now there's an engine to learn that,” he



Photo courtesy Camp Woodward

said during summer camp with SGB editors. “Overall, this increases activity and sets new and impressive limits for users and the industry.”

Benefits of Going Extreme

But is it a good thing that 11-year-olds are doing backside shiftys, wildcats and supermans? Should users, parents and the industry at large look forward to extreme sports becoming more intense? The answer is a booming yes.

Eric Brymer, a psychologist who has spent most of his career exploring the motives and affects behind action sports - or sports that are typically considered dangerous - found that although associated with risk-taking and daredevil personalities, participating in extreme sports is good for your health. His 2005 study concluded, “The implication of these findings is that the young, male, thrill-seeking, adrenaline junky stereotype is exposed as an over simplification.” Years later, Brymer's 2013 study looked at the correlation between experiencing and understanding fear, as produced from extreme pursuits, and the advent of self-transformation. The result was the “phenomenological understanding” of anxiety proved to manifest itself in meaningful and constructive ways.

In another study performed last year, Brymer found that increased connection with nature resulted in lower levels of anxiety. This study comes after a similar one performed in 2010 on “The Role of Nature-Based Experiences in the Development of Maintenance and Wellness.”

Based off these studies, the increase in extremist action sports among next generation youth, like those participating in outdoor sport camps like Camp Woodward, will yield a healthier and happier crop of pros and skilled recreational users.

Furthermore, progressive training makes the benefits of extreme athletics attainable for any skill-level user at any age. You don't have to be an



Hard Rock Hotel Riviera Maya

11-year-old at summer camp. “This year we had a 55-year-old man do his first backflip on the mountain,” said Hsieh.

A Global Push for Active Fun

Breaking this year, Camp Woodward will partner with All Inclusive Collection, a brand seeking to reinvent the all-inclusive resort experience, launching two Hard Rock resorts with built-in Woodward features.

Both will debut in 2016 at Hard Rock Hotel Riviera Maya and Hard Rock Hotel and Casino Punta Cana.

The goal of this collaboration was to redefine the terms of the family “vacation”. Guests will be able to try many of the sports offered at Camp Woodward, in decked-out facilities that include over 20,000 square feet of new equipment and Skateboarding/BMX parks, tumbling floors and foam pits, second floor viewing promenades where families can watch, a DJ booth and other tricked-out additions.

“We’re trying to be the most progressive entity out there,” said Hsieh about the partnership with Hardrock.

Gary Ream, founder and president, Camp Woodward, said, “Paring The Woodward Experience with the premier all-inclusive resort destinations is an awesome opportunity.”

The Woodward/Hard Rock model may also prove to be a prediction for the future, in the area of vacationing - where families forego heavy dining and lazy sunbathing for a Gatorade

The push for expansion from their training camps to vacation resorts seems to be inspired by Camp Woodward’s high-octave aesthetic, which matches the electricity of the Hard Rock brand, a motivation to reach into family markets where customers already exist but need more or better offerings for youth members, and an overall goal to cultivate the active lifestyle.

“Our programs really do help the next generation fall in love with the outdoors,” said Hsieh, as he discussed the mounting issue of indoor videogame recreation overshadowing active/outdoor sports and play.

Park Rats Rule

Woodward and its campers pride themselves on being “park rats,” as one Cooper Mountain skater defined it, and this self-proclamation stays true even as the brand expands its corporate reach.

The lasting impression at Camp Woodward at Copper Mountain, one of four Woodward camps across the U.S., appears to be one of epic times, don’t-quit attitudes, supportive staff and excited campers. And its progressions program seems to be working. One look at the skill level of most of Woodward campers (we’re talking 10- to 13-year-olds) would make the average recreational boarder shy away with embarrassment.

However, a sense of pride and awe is more accurate a response to seeing these young boys and girls rock the jumps with a big, drooling grin on their faces.

It may be that these campers become the next ski or snowboard star, but what’s more important is their excitement about being active is contagious and ever growing. This joy is the fuel that will hopefully turn the tide away from inactivity to an outdoor industry that just won’t quit. Camps like Woodward have the potential to expand the industry to encompass more customers and devoted enthusiasts, while raising the level of performance achievable - and that is an exciting future to look forward to. ■



Gary Ream, founder and President, Camp Woodward

and hours on the trampoline (*USA Today* stated one- hour jumping on the tramp burns around 1,000 calories).

*Fast, Precise and
Powered by Light*



protrek.casio.com



PRW3500-1



**TRIPLE SENSOR TECHNOLOGY-
3RD GENERATION**

ALTIMETER

1 Meter Increments at 1 Second Intervals

BAROMETER

Pressure Difference x 0.3% and Barometric Pressure Alarm

COMPASS

60 Seconds Continuous Measurement Duration



PRW3500Y-1

PRW3000-1A

PRG270-1B

CASIO

©2015 CASIO AMERICA, INC.

Visit CASIO PRO TREK at Outdoor Retailer Booth #BR531



2016 Camping Products Reflect New Consumer Needs

Top camping brands release next season's products highlighting trends including glamping, home-gating, moto-touring and die-hard minimalist single treks.

By Eugene Buchanan and Aaron H. Bible

Camping is cranking. That's the take-home from the tent, sleeping bag, backpack and pad category manufacturers, as consumers continue to part with their hard earned cash to venture into the great outdoors. Manufacturers are responding to new consumer demands with a slew of modern designs for everything from car camping at national parks, home-gating, adventure glamping, to minimalist excursions by seasoned trekking vets.

Much of the fanfare this season centers on a younger demographic entering the marketplace and new technologies like sleeping pad air valves that inflate in three breaths, packs that mimic natural spinal movements, to lights in tents. "There's a big shift toward a younger crowd," said Therm-a-rest spokesman Jim Meyers. "The style of outdoor experience being embraced by Gen Z and Millennials is one of decadent base camps for weekend adventure. We've dubbed it 'Adventure Glamping,' and the lightest and most compact isn't a priority for this experience. They're looking for the comfort of home away from home."

Consumers' increasing demands, he added, are driving an industry-wide shift toward a softer outdoor experience and they're open to new ideas like blankets and quilts on mattresses. "Until now, these type of improvements have been slow to be adopted by traditional sleeping bag customers, despite the huge boost in comfort," he said.

Brands like Tailgaterz, Nemo and Eureka! have taken to the comfort camping space offering 2016 products that will hopefully lock new campers into the habit of getting outdoors.

As well as comfort accoutrements, innovations in technical performance are also high on this year's hit list. Not every consumer will be fresh to the space, and brands are well aware of more tried and trained users, looking for evolutions of old products and entirely new fabrics, insulations and mini-features. These include everything from new airier-than-ever suspension systems for backpacks to lighter-than-ever tents.

"Consumers are still wanting lighter and lighter tents," said MSR Shelters Product Manager Terry Breaux. "We're working hard to reduce the weight of every component used in our tents. Fabrics and poles are the obvious place to save weight but we also focus on reducing the weight of every other component. People are looking for more space for less weight." He added that more and more consumers are also using their tents to support activities besides backpacking, such as bike-packing, pack rafting, motorcycle touring and backcountry skiing. "We've also seen increased interest in extremely lightweight shelters for long-distance thru-hiking," Breaux said. "Many diehard double-wall tent customers are considering single-wall trekking pole tents or tarps as a way to save weight."

Another noticeable growth area impacting 2016 additions to the camping category is equipment. "Interestingly enough, we're seeing growth up and down the price ladder, and in every activity level of intensity – from casual camping to expedition level mountaineering," said Mountain Hardware Global Director of Product Design and Merchandising Robert Fry. "People are getting after it outside like never before. Those same folks are buying our products."

For the most part, leading camping category brands welcome the challenges brought by a new and varied audience. However, Fry added, "It's not easy to bring true innovation. Much of what is plied as innovation in the industry is hype and glaze... It's the nature of a fast moving, competitive market. For us, though, innovation is all about what works best and what delights and inspires the people who use our stuff. Period."

In the end, the products speak for themselves. What doesn't work will deter new customers from returning and what does will keep the category on its upward trend.

Bergans Of Norway

Often credited with being the first to bring a modern anatomical frame pack to outdoor hardgoods in 1908, Bergans of Norway will build on its Spine system with a torso-length adjustable version introduced in the Trolhetta pack last season. The company's original anatomical pack was cut and shaped by Ole F. Bergan using a juniper branch, which bent to match the natural curve of his spine. Bergan then attached the branch to his weighty, ill-fitting rucksack and the rest is history.

At Outdoor Retailer Summer Market, Bergans will premiere its lightweight alpine backpack, the Helium, reinvented with a new adjustable-torso carrying system, QuickAdjust Pro. This adjustment structure is a step above Bergan's 2012 award winning Spine, used in the Glittertind pack, which gained acclaim at the 2012 Friedrichshafen, Germany OutDoor, and was named a *Backpacker Magazine* Editors' Choice and one of *Men's Journal* Gear of the Year in 2013.

The QuickAdjust Pro consists of a flat D-ring, nylon webbing and Velcro design. Sliding the D-ring into a webbing loop and securing the position with Velcro on the shoulder straps and back of the pack can adjust the torso length.

While reducing the weight of the former Helium pack by close to 15 percent, the new version maintains carrying capacity. Two new Helium packs are available in men's and women's versions, \$189 and \$169. With features like adjustable torso length, stabilizing straps, adjustable sternum straps, a

3D molded hip belt, spring steel frame, vertical full front zip and diagonal ski, ice axe and sled attachment points, Bergan's designed Helium to be a cross-season adventure pack.

Although Helium offers the newest features, Bergan's also updated the Skarstind line of tensioned mesh-back panel packs, adding a 48 and 40L model and updating the 32L, 28L and 22L sizes. A fresh line of hip packs was also added to Skarstind for the upcoming season.

Big Agnes

Don't be surprised if you see a glow emanating from the staff at the Big Agnes Outdoor Retailer Summer Booth at this year's show. It's coming from the robust sales of its new mtnGLO tent line, now available to its entire dealer network



Bergans Of Norway Helium (men's) and (women's)



Bergans Of Norway Skarstind 32L

after an exclusive six-month run with Recreational Equipment Inc. (REI). “They’re selling great, way better than any of us ever expected,” said Big Agnes President Bill Gamber. “It’s crazy how after someone uses a mtnGLO tent they can’t imagine a tent without lights.”

Several new offerings augment the existing mtnGLO line-up for next year, including the Krumholtz UL2 mtnGLO, a 4lb., 10oz. tent featuring two doors and vestibules and a Goal Zero Solar Kit solar panel integration built into the rain fly including a 7W solar panel, fan, lantern and Flip 20 battery. Also new is the 2lbs., 2oz., single door/vestibule Fly Creek UL2, updated with a new pole and hub structure for more volume, a spacious feel and integrated mtnGLO lights.



Big Agnes Krumholtz UL2 mtnGLO

Big Agnes is also unveiling 24 new SKUs in its bag and pad category, including new women’s bags, kids bags, value bags and double bags. Leading the new offerings is the Park Series, available in down and synthetic, built for comfort with a zipper on each side. Made from 600-fill DownTek with a nylon Ripstop shell and DWR finish Taffeta lining, the Summit Park 15°F has a wider and longer rectangular shape for space, double zippers for a blanket-like feel, corner hand pockets for easy “wrapping” and an integrated pad sleeve to fit a 25-inch wide pad.

In pads, Big Agnes debuts the 23oz. Double Stuffed Double Z Air Pad, the warmest pad in its Double Z lineup, featuring two layers of PrimaLoft Silver for an R-Value of 5.8 and rating down to 0° F.



Big Agnes Summit Park 15°F

Brooks Range

Built with backcountry adventure in mind, Brooks Range is introducing two Spring 2016 sleeping bags - the Drift 20 and Cloak 20 - to fulfill your DownTek dreams.

The semi-rec Drift 20 (wider in the upper body and foot area) features dual zipper construction with the ability to fully unzip and lay flat. With 850+ fill DownTek, halo collar and flow construction, there is no doubt the design was drafted by mountaineers who know the landscape of camping.

The Cloak 20 is a combination of 850+ Goose Down with Downtek, made wide cut (48” at widest point) with foot, neck and vertical baffle

for better wrap. The small but noteworthy jewel in the Cloak 20 is its pad and foot pocket. By spring, winter snow may be thawing at the base but up the summit it’s still well below barefoot temps. Product designers at Brooks Range anticipate the chill, and it shows in the careful design of upcoming product features. Small but trip-saving details like the Cloak foot pocket not only maximize enjoyment but safety and warmth, too.



Brooks Range Cloak 20



Brooks Range Drift 20

Eureka!

For Eureka, it’s all about customizing and comfort.

“There shouldn’t be a performance loss when looking for a customizable and comfortable camp experience,” said Brand Product Manager Paul Leonard. “We’ve designed our new products to reflect this mentality as we address real consumer wants and needs.” Its new Camp Comfort Sleep System utilizes a patent-pending fabric technology to create a no-slip interface between each key component: sleeping bag, pad and tent floor. All are made with Stealth Grip fabric that, when paired, creates a slippage-mitigating system.

In tents, the company unveils the Jade Canyon three-season, cabin-style tent series: 8’x8’, 18lbs., 1oz., \$299; and 10’x10’, 22lbs., 7oz., \$359. Available in four and six-person models, a hybrid pole construction (aluminum and steel) reduces frame weight while enhancing strength. Its new E!luminate System - a removable reflective ceiling panel that reflects light from hanging LED lanterns - increases floor-level brightness by up to three times. The series includes the new Eureka! Media Center, a three-pocket gear hammock with a touch-screen friendly, clear center sleeve suspended off the floor for watching videos on tablets and other electronic devices.

Its new Down Range 2 Tent, 8’x5’, 7lbs., 14oz., \$299, features a front vestibule with two straight zips for more configurations including awning and high/low venting. Fly openings also feature “Snivel Locks” that secure the fly in place via side-release buckles to eliminate errant wind opening.

Eureka’s new Spero Sleeping Bag, \$110-\$140, available in 20- and 30-degree models, both regular and long, uses proprietary Synthesis insulation, the company’s lightest, most compressible to date, where fibers



Eureka! Lonepine 20



Eureka Green River Pad

are arranged in an overhanging shingle pattern stitched to the bag's shell and lining, optimizing thermal performance. With a more generous cut and added wiggle room, the new Bero comfort mummy bag, \$120-\$150, uses the same Synthesis insulation and is targeted for backpackers. It is also available in 20- and 30-degree bags, regular and long.

In accessories, the Eureka! will introduce the 250lb. capacity Compact Cot, \$60, which includes a mesh and foam pillow insert. The foldable, counter top height Cook Table, \$100, is another addition, with a large, zippered storage cabinet for cookware. The camp-friendly Recliner Chair, \$80, and 51-Lumen, 4oz. Glide 115 Lantern, \$30, which can hang in the tent or collapse into a flashlight with a run time of 6.3 hours, completes the set-up.

Granite Gear

The trend in adjustable torso packs for the 2016 camping season shows up in Granite Gear's new Lutsen Series. Made different by their new Re-Fit System, these multi-day backpacks are highly technical in design and technology while being easy to hand-tailor to your exact size. The entire Lutsen line is one-size-fits-all thanks wholly to Re-Fit technology. Friends can swap packs during a trek or trade mid-season and still get a customized fit. Re-Fit is used in the Air Current injection-molded polycarbonate frame sheet, fully adjustable torso and fully adjustable hip belt that can be tuned by breaking the hook and loop connection. Also in the Re-Fit genre is the Re-Fit AC pack frame, made with molded air channels that work with dual-density molded foam backs and stretch mesh.

The Lutsen 35, Lutsen 45 and Lutsen 55 are made in three colors (35L - \$180, 45L - \$200, 55L - \$220), and all include shared Re-Fit construction, hydration port, internal hydration sleeve, tool loops, side stretch woven pockets, side and front compression straps and water-resistant Barrier Zipper Tricot hip belt. If you aren't already part of the Granite cult, it might be the time to join as these easy-to-tailor packs come to market and promise to be long-lasting investments.



From left to right: Granite Gear Lutsen 35, Lutsen 45 and Lutsen 55



Gregory

Following the success of last year's update to the Baltoro and Deva overnight packs, Gregory is focusing on daypacks, trail packs and travel bags for Spring 2016. "We have a lot of positive energy in the market right now and have doubled-down on our product development to ensure we keep that momentum going," said Gregory Director of Product Development John Sears. "We're excited to introduce our new Freespan ventilated suspension technology to our daypacks, along with major updates across our line."

Using an aluminum leaf spring for lumbar support and ventilation, while maximizing interior volume, the Freespan suspension system, designed to bring comfort and fit to a wide variety of body types, can be found in its new men's Salvo and women's Sula day packs, \$99-\$129, both of which are available in a variety of sizes, including 18L, 24L and 28L, for everything from travel to summit bids.

Gregory has also updated its CrossFlo DTS technology in its Zulu and Jade packs. The Zulu ranges in size from 30L to 65L, with the two largest top-loading models catering to the backpacking category with sleeping bag compartments and full-body U-zips for better access. The full-size models feature a stretch front pocket, enclosed hip pockets, compression straps and integrated rain cover. The women's Jade will come in sizes between 28L and 63L, \$139 and \$219.

Miwok and Maya trail packs retain their core features, including a front-loaded helmet pocket, trekking pole attachment



Gregory Salvo



Gregory Zulu



Gregory Jade



Gregory Maya

points and wide hip belt, while being upgraded with new technology like Biosync ATS suspension. ATS combines flexible tendons with a pliable frame to move with the body's natural locomotion. Sizes range from 6L to 34L for men and 5L to 32L for women, \$69 to \$139.

Finally, Gregory's youth backpacking line, Wander, has expanded to include a 38L model, featuring Versafit suspension, providing fully adjustable hip belts and torsos for precise fit, which is an alluring feature for youth backpackers who are constantly outgrowing gear.

Hilleberg The Tentmaker

If you're camping with a partner or prefer some extra wiggle room during a solo trek, Niak 1.5, \$795, the "lightweight palace," as Hilleberg dubs it, is your best option. Weighing just 3lb., 10oz., the Niak includes a Kerlon 600 outer tent fabric with 22lb. minimum tear strength, making the outside layer highly tear-proof for a lightweight model. Hilleberg sees its unique Kerlon fabric as the extra "insurance" every camper needs. "The Niak holds up superbly," said Bo Hilleberg, company founder. "Even in rough conditions. Our backcountry testers have used the Niak in Scandinavia and the U.S., as well as in the Alps and in Scotland, among other places." The Niak also boasts a single vestibule with catenary cut outer tent walls for steady airflow. The motivation behind its design was to expand the concept of lightweight, multi-season tent options, introduced by Hilleberg last year with their Enan model. Hilleberg explained, "We used the same Kerlon 600 outer tent fabric - our lightest - and DAC NSL 9mm poles, as we did in the Enan, so the Niak is as light as we are willing to make it while still having the strength and reliability of a Hilleberg tent."

Hilleberg The
Tentmaker Niak 1.5



Hilleberg The Tentmaker Tarp 5



If the name of your camping game is minimalism, the Tarp 5, \$165, will be a go-to, weighing only 11.3oz. while being built with Kerlon 1000 fabric - boasting an 8kg. tear strength. For the hardcore mountaineer who can sleep in any condition, Tarp 5 is Hilleberg's way of saying, stay gnarly, sleep sound. When packed down into its integrated stuff sack, the Tarp 5 compresses to the size of a 1-liter cooking pot. "The shape of the Tarp 5 allows the user to set the level of protection," Hilleberg said. "Pitch it fairly high off the ground, and you get the full, airy, tarp experience. Pitch it with its edges nearly on the ground, and the weather protection is impressive."

Klymit

Although some outdoor veterans doubted Klymit's entry into the backpack space, expectations are high as Klymit gears up to release the Dash 10.

The Dash 10, \$90, has a run-specific harness and easy pump access for en-route adjustments. With a load rating of 15.5lbs., and weighing only 15.9oz., pack as much as you can shoulder without the worry of additional fabric carry-over. Adjustable straps make the pack customizable to all body types, while the design is hydration bladder and water bottle compatible.

This new pack also features Klymit's signature Air Frame technology for comfortable movability on the trail and a different design from the anatomical, more rigid packs on the market. With more rigid packs, load is transferred throughout the body and into the hips, but only when moving in certain ranges, said Klymit. Add contortion and unpredictability to the climb, and the load doesn't always transfer where it should. Klymit's Air Frame uses superlight material and pressurized air, maximizing correct load distribution while tackling the turns and dips of an excursion, while keeping up with any distance.

Klymit enforced its other new pack, the Splash 25, \$120, with signature Air Frame technology. Splash 25 was created for adventures on lake, river, ocean or stream.

Integrated Air Frame makes the pack floatable while weighing 1lb., 5oz., with a load rating of 30lbs. The top of the pack has full roll closure.



Klymit Dash 10



Klymit Splash 25

Montane

From U.K.'s Montane, lightweight and expedition specialist comes 13 new packs ranging from ultra-running designs to haul bags. The Montane pack line is "equipment that you wear." Matt Kemp, creator of Montane's award-winning running packs, predicts some redefining lightweight, fully featured packs. Exploring new fabrics like ultra-light Cuben and a custom Raptor UI fabric, paired with feedback from testers like big wall climber Andy Kirkpatrick, the new Montane packs are designed for mountain ascents and ultra distances where weight is critical but comfort is also paramount. Key themes of next year's introductions include: a customizable new back



From left to right: Montane Fast Alpine, Hyper Tour, Ultra Alpine 38, Snap

system with shapeable, removable padding; durable new fabrics; expandable roll top designs and removable summit packs and completely redesigned systems for women.

Montane is unveiling two new trekking/backpacking packs at Outdoor Retailer Summer Market. Summit Tour 55+15, \$289, 70oz., is engineered for self-supported mountain trekking and world travel. The fully featured mountain trekking pack retains the lightweight ethos of Montane's Grand Tour pack line, created for long, multiday mountain walks, whether between huts or fully unsupported. A removable, lightweight 15-liter daypack provides carry capacity for summit attempts or day hikes. Also featuring side entry and large side bellow pockets, this pack allows for efficient kit organization and easy access to essential items making it ideal for world travel.

The Women's Grand Tour 50, \$198, is an ultra-distance, touring, lightweight backpack designed for trail backpacking from the Pacific Crest Trail to classic routes in the Himalayan mountain ranges. The women's specific Grand Tour 50 is fully featured for long distance trekking, with a split shoulder strap construction for anatomical fit around the bust. Narrow body curved hip fins and a Comfort Back Pad molded to the female form make the pack a dream for women explorers accustomed to adjusting posture to accommodate gender-neutral designs. These features combined with the new VertErgo Tour back system allow the pack to be individually tailored even further. VertErgo also supports load carrying for long periods of time to ensure comfort and stability on the move.

Three other new mountain/trail packs include the Hyper Tour 38, \$399, the Ultra Tour 55, \$149, and the Ultra Tour 40, \$139.

Mountainsmith

Mountainsmith hits the ground hiking with a slew of new pack designs for 2016, from its new Apex line to the Lariat and Scream. "Mountainsmith is a diversified brand founded and focused on providing outdoor products with the basic principles of comfort, durability, and functionality at a cost that far outperforms their price tag," explained Mountainsmith's lead product designer, Luke Boldman. "Going into 2016, we've zeroed in on these core principles by offering an exceptional new line of backpacks and lumbar packs built to last for the long haul. By nominating Cordura fabrics for our new 2016 product line, we're offering our customers a true investment in their outdoor lifestyle, not only for their next adventure, but for a variety of activities in years to come. A point of pride here at the Mountainsmith office is seeing a 20-plus year-old pack coming in for zipper repair



or hardware replacement, but everything else looks like it just came in off the showroom floor. This happens because of our long history of using quality Cordura branded fabrics; you simply cannot beat the longevity and durability that this material offers the consumer."

The new Mountain Smith Apex Packs, 60L \$200, 80L \$225, 100L \$250, feature multi-point ladder suspension adjustment, right-side angled water bottle pocket, sleeping bag compartment with internal divider, smartphone compatible waist belt pockets, U-shaped zippered main compartment access, Tuning Fork waist belt frame, forward pull waist belt with V adjustment webbing, front panel stretch mesh pocket, PE Framesheet with X configuration AL Stays and horizontal stabilizer bar, Anvil Airway ridged EVA back panel padding, and more.

In the multi-day, roll-top-closure Lariat line, 65L \$230, 55 WSD \$220, look for many of the same features with the addition of a removable summit pack and back panel hydration sleeve. The 55 WSD also features contoured shoulder straps and a waist belt for a women-specific fit.

The new Scream, 25L \$80, 55L \$150, is a lightweight, minimalist, roll-top pack with dual front panel storage pockets, fixed shoulder straps, removable foam suspension frame, padded waist belt with dual zippered pockets, compression straps with quick-release hardware, deep side panel mesh pockets and 3L internal hydration sleeve. The 25L stuffs into its own pocket for summit assaults and comes with breathable shoulder straps with gel pocket, Airmesh back panel, fixed top lid with zippered stash pocket, single trekking pole/tool carry mount, elastic sternum strap and bite valve catch with safety whistle.



Mountainsmith Apex Packs (top) and Mayhem (bottom)

The new Mayhem line, 35L \$140, 45L \$160, also comes with packed features, including a giant opening for accessibility in tight environments, front panel mesh pocket, side panel passport pocket, angled water bottle pocket, hybrid panel loader system, wire frame load dispersion and stabilizer

bar, forward pull waist belt, tool mount, and more tiny features that frame new Mountainsmith products as technical detail encyclopedias.

Mountain Hardware

Mountain Hardware Global Director of Product Design and Merchandising, Robert Fry, said the brand's Spring collection "comes from thinking about sleeping."

The Lamina Z/Laminina Z Bags are revamped from the popular Lamina series models. New bags take fully welded Lamina construction and zone the synthetic insulation package, making the bag warmer, lighter and built for compression. Lamina mirrors the perks of down



Mountain Hardware
Lamina Z



Mountain Hardware
Ghost UL2



Mountain Hardware
Hotbed Bags

(lightweight and compressible) while being made of synthetics. Where synthetic bag stitching leaves room for cold pockets, Lamina welds insulation into the bag without stitching. Fry attested that the spark for new products like the Lamina Z bags comes from never really being satisfied with what the industry has to offer the consumer. "And since we're all consumers, we feel that pain," he said.

Mountain Hardware also invented a category of lamina-style welded sleeping bags that are roomier than a classic mummy. These "sleep-accelerators," as the company dubs them, are called the Hotbed Bags. Designed for traditional camping vacations, hotbeds come at a notably lower price point, offering first-time campers an easy way to say yes to investing in gear.

MSR

With weight savings as its focus, MSR debuts its new FreeLite series, its lightest freestanding tents built for backpackers. The new FreeLite line is available in one-person, 1lb., 13oz., \$370, two-person, 2lb., 6oz., \$440, and three-person, 3lb., 4oz., \$500, models, all providing three-season protection and great livability. They feature DuraShield-coated nylon (10D walls and 15D floor), taped seams, reinforced

stress points for protection, large doors, spacious interiors and micromesh canopies for ventilation and moisture control. The FreeLite 2 features a 29-square-foot floor and 30-cubic-foot interior, with two 14.5-cubic-foot vestibules.

MSR also gave a makeover to its ultra-light Carbon Reflex collection of one-person, 1lb., 7 oz., \$400, two-person, 1lb., 13oz., \$500, and three-person, 2lbs., 4oz., \$600, tents for packers striving for minimalism. A new zipperless design sheds 11oz. from its predecessors, with new Easton carbon fiber poles dropping even more weight from the carry load. All renovated ultra-light tents come with unified pole geometry to optimize headroom, color-coded stakeout loops, clip webbing for fast setup, large doors and vestibules and a variety of storage options. Like the FreeLite series, the tents also feature lightweight DuraShield-coated fabrics (10D rainfly, 15D floor) and double-wall protection. At 56.5-cubic-feet, the Carbon Reflex2 accommodates two side-by-side mattresses.



MSR FreeLite



MSR FreeLite 2



MSR Carbon Reflex2

Also new are MSR's Thru Hiker Mesh House two-person shelters, \$200, and three-person, \$250, are made for the open trail. Both tents feature lightweight fabrics, micromesh canopies for ventilation, and room for two or three side-by-side sleeping pads. They can also be partnered with the Thru-Hiker 70/100 Wing for additional protection. "They let us use the lightweight trekking poles people are carrying in place of traditional tent poles," said MSR Shelters Product Manager Terry Breaux. "This saves weight and volume, letting users carry a smaller pack as well."



MSR Thru Hiker Mesh House two-person



MSR Thru Hiker Mesh House three-person



MSR Thru-Hiker 100 Wing

Mystery Ranch

Spending the last two years working on its new Mountain category, the company is selling products in the U.S. this year for the first time through a select network of specialty retailers. Previously the brand was only available in Asia or online domestically.

"You have to build a pack the way people will use it," said Mystery Ranch Co-founder Dana Gleason, of Dana Design pack fame. "That means it has to be simple for the user to adjust and wear. We've been building mission-based packs for professionals for the last decade, and we've learned a lot. We're excited to bring this knowledge home to Outdoor, where we first started."

The key to its success has been making packs with built-in structures for stabilization, without the need for extra straps and extra features. This ethos can be seen in its new Sphinx, 65L \$300, from the Trail Collection, available in six sizes and incorporating a center zipper that fillets open for full access to gear, twin vertical torpedo pockets and hydration options, and a lightweight Adventure Frame suited for everything from weekend backcountry trips to summit attempts. The Sphinx is also available in a women's version called the Mystic, \$300, a 5.3lb., pack that comes in four sizes. At 42L, the new 3.7lb. Pitch



Mystery Ranch Sphinx
Steel Hero

40, \$225, from Mystery Ranch's Alpine Collection, is available in five sizes, has enough capacity for a full alpine mission, yet is able to compress down for leads and crags. Engineered with a fully integrated frame system with removable belts for comfort on big traverses, the pack carries tools and crampons externally.

The line consists of Expedition, for years of mountain use and abuse; Trail, light and sleek for weekend thru-hikes; Alpine, for the fast peak bagger; and Every Day Carry, with the traditional Heritage look but made extra durable for year-round use. Mystery Ranch will also introduce a line of Hunting-specific packs in Spring 2016.



Mystery Ranch Pitch 40
Nightfall Hero

NEMO

Nemo Equipment Inc. reaches into the 2016 season with its brand mantra to pursue uncharted paths. In tents, it debuts the Wagontop 6P, with an easy set-up pole configuration unique for a hovering 6.5-foot-high shelter. Single wall construction acts as a durable weather shield, while multiple sealable windows and a screened front porch with roll back rain fly promote airflow. Nemo added window covers for privacy. If you're a heavy packer, Nemo's Accessory Garage gives more room for storage.

Move to pads and accessories for the new Concerto, \$400, an integrated Blanket Fold bed sheet with ranges from 20 to 80 degrees Fahrenheit. Made from 700 FP DownTek, the bed consists of a quilted mattress top, integrated pad sleeve and hood, and snap closure top quilt. If



NEMO Concerto

that sounds like too much, its ultralight cousin, the 11oz. Tensor 20R Mummy, \$120, takes Spaceframe technology baffles, basically die-cut trusses of low-stretch fabric, to eliminate springiness and stabilize the sleep surface. A metalized film layer provides insulation. As for the camper who wants to bring comfort to the outdoors, Nemo's large inflatable mattresses have led a new population of campers out of the house and into the wilderness. The decadent Nomad, 2lbs. 15oz., \$200, offers six inches of plush loft, horizontal baffles and built-in foot pump - no battery-powered or 12V pump needed. Two Nomads could be joined together to make a Queen-sized bed.



NEMO Tensor 20R Mummy

Nemo extends new offerings into the sleeping bag category with Salsa, \$240-\$280. Using its award-winning Spoon Shape, Salsa is wider at the knees and elbows for natural side sleeping. New stretch stitching at the waist enhances space even further, while horizontal baffles insulate. The DWR shell is comprised of Insotec FlowGates and 650 FP DownTek; available in 15 and 30 degree



NEMO Salsa (left) & Moonwalk (right)

F ratings with the 30F weighing in at 2lbs. 3oz.

Nemo's first waterproof tube sleeping bag, Moonwalk, \$280, provides an option for dry direct-to-ground sleeping. For bike packing and other ultra-light travel, the 30F, 700 FP DownTek bag has a hood-less cut with drawstring collar. A pad sleeve loads from above, helping the Moonwalk withstand dampening from rain and mud. The bag can be paired with the 7oz. Escape Pod 1P Bivy, \$120, with inflatable-rib AirSupported Technology that helps it pack down to the size of a grapefruit.



NEMO Escape Pod 1P Bivy

Selk'bag

The Patagon 5G Suit will be Selk'bag's most technical model to date. For campers new to the Selk'bag revolution, think of a comfortable body suit made from your favorite sleeping bag.

The 5G model was built to promote greater freedom of mobility, thanks to the detachable bootie system that assumes wearers will use their own footwear while staying snug in the body of the suit. Velcro roll-up straps allow for secure quarter sleeves. 5G also presents consumers with a more technical construction, adding to it an improved shell material, new pockets and never-before-seen material for the 5G line called Krekran. The currently sold Selk'bag Original and Lite suits will also be upgraded with 5G features.

The Marvel Kid's Suits bring the bravado of your child's favorite superhero to summertime family adventures. Suit up in one of the four designs - Spider-Man, Iron



Selk'bag Patagon 5G Suit



Selk'bag Marvel Kid's Suits

Man, The Hulk or Captain America. The booties are removable, making the suit easy to transition between a backyard slumber party and trip to the grocery store.

Sierra Designs

When creating the Frontcountry Bed, Sierra Designs challenged the status quo - a zipperless bag with built-in comforter and over-sized openings. The larger-than-average openings allow for comfortable back, side or stomach sleeping. Intended more for car and destination camping, some Frontcountry models hold enough space for a twin or queen air mattress. Sierra didn't stop at bedding: the Nightwatch Tent, \$240, is lightweight and freestanding, with a retractable rainfly that is integrated into the tent body and positioned to offer unhindered visibility. Other features include an awning, large side gear closets and the new Night Glow accessory attachment, \$15, that illuminates the tent with nothing but a headlamp. The light's versatile attachment system hangs from a central hook to any ceiling loop, using an adjustable string lock. The Night Glow will be included in all standard Sierra Designs' tents in 2016 and also available separately.



Sierra Designs Frontcountry Bed



Sierra Designs Nightwatch Tent



Sierra Designs Night Glow

Tailgaterz

From parent company Exxel Outdoors comes a new niche camping line and brand, Tailgaterz. The goal is to give a good first impression of the outdoor experience, making camping approachable to novice customers. “Home-gating,” gear that is easily transportable from the kitchen to the event and back home again, with multi-use and simple set up, is the push behind these 2016 products.

The Game Day Buffet, \$80, folds down into a slim briefcase but expands up to a waist-high serving station. The heat-resistant tabletop made of Laminated Multi Density Fiberboard can withstand high temperatures. Added features include organizers and enough room for party supplies. The Take-Out Seat, \$50, is a foldable chair with removable seat cushions that doubles as a stadium seat. The company added a side table with adjustable cup holder, which isn’t found on many folding chair models today. A nice detail is the added foot strap. The All Terrain Table Cart offers a way to haul food and camping accessories. All terrain wheels and a removable storage bag get you from car to campsite, and then double back without taking the whole cart with you. Dual storage on either side allows for dry and cool compartments, while a built-in heat resistant table flips out for a prep surface.

The Hang-N-Haul, \$28, is a portable multi-pocket folding organizer made of flexible material with reinforced mesh pockets and a detachable clear pouch to sort dirty utensils apart from clean. Quick-clip adjustable straps easily hook to branches or the car door, so the organizer can be set up without hassle. Tailgaterz brings its Cool-N-Carry, \$26, to market, with one main insulated compartment, two expandable side bins for dry storage, and exterior mesh pockets for smaller items. An adjustable shoulder strap makes carrying easier, and once emptied, the cooler folds down for compact storage.

Instant Party Pavilion takes only one person to set up and tear down, as opposed to traditional pop up models that require the strength and maneuvering of many. The reflective water resistant coating with UPF 50 sun protection defends against the elements and a movable panel provides shade to any side.



Tailgaterz Hang-N-Haul



Tailgaterz Cool-N-Carry



Tailgaterz Instant Party Pavilion

Therm-a-Rest

Sleep is a dominating theme in the 2016 camping category, and Therm-a-Rest adds its expertise to the new-offerings landscape. Since its invention in 1971, the company has focused on finding better ways to bring restful sleep to overnight outdoor adventures.

For 2016, Therm-a-Rest debuts a new sleeping pad, the NeoAir Camper SV, \$140, a 2lb., 25”x77”, two-season air mattress with a “wicked fast” Speed Valve for quick inflation. Toting it as “the best combination of comfort and ease of use created in an air mattress,” the company depends on the new Speed Valve technology to inflate in one-third the time of a similarly sized mattress, and deflate in even less time. “It’s a game changer,” said Spokesman Jim Meyers. “We’ve had a great reception already, and it solves real problems for our customers.”

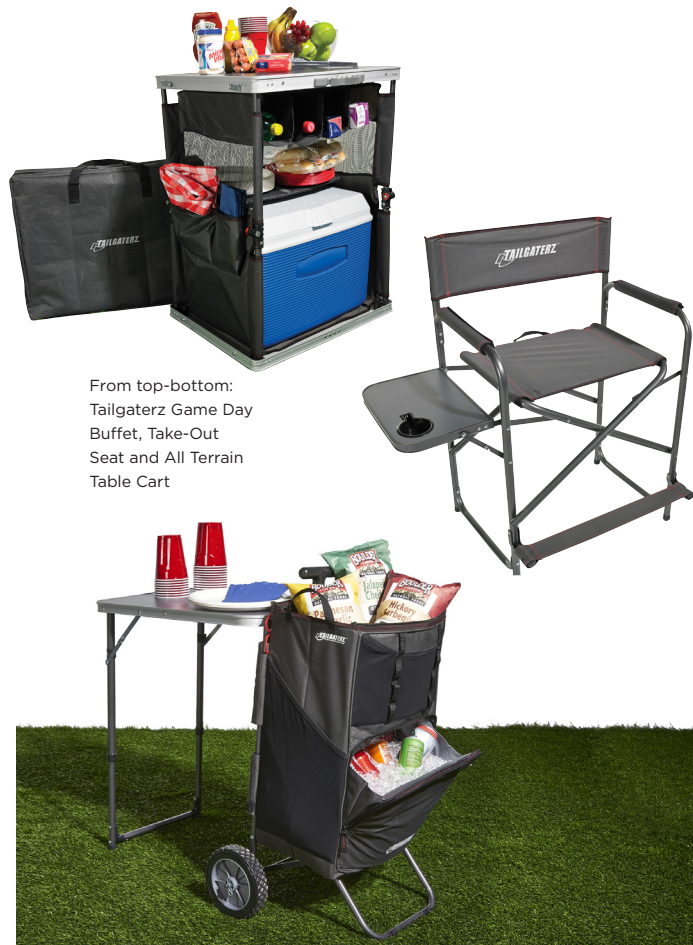
A roll-top closure on the Speed Valve provides a wide opening and, by blowing into the valve from even a slight distance, pressure differential is created, pulling in surrounding air to speed the inflation process. The valve inflates a Regular Camper SV, 2.5” thick and 72” long, in three to five breaths.

Raised side-rails in the Camper SV keep sleepers on the mattress, and three-inch thick WaveCore construction, forming over 100 insulating cells to double warmth without bulk, makes for insulating and stabilizing quality. The pad’s warmth is increased by ThermoCapture Radiant Heat Technology, a proprietary reflective coating that reflects radiant heat back to the user’s body. “It amplifies warmth without the excess weight or bulk of added, conventional insulating materials,” said Meyers.

Also new is the company’s 3-D construction, netting 20-percent more useable sleep surface, being introduced on its four-inch-thick MondoKing 3D. Also to premiere this summer in its EvoLite mattresses collection is the new Air Frame construction, available in the Basecamp AF Pad. “We reduced the foam inside to a simple truss pattern, much like ribs with alternating air channels, to achieve a high loft while still offering the stability of a foam core, self-inflation and packability,” said Meyers. “It combines portability and comfort with great value.” ■



Therm-a-Rest
NeoAir Camper SV



From top-bottom:
Tailgaterz Game Day
Buffet, Take-Out
Seat and All Terrain
Table Cart

INDUSTRY CALENDAR



Photo courtesy '47 Brand

AUGUST

- 13-15 Sports, Inc. Outdoor Show
San Antonio, TX
- 16-18 EORA Greenville Summer Market
Greenville, SC
- 17-19 MAGIC Show
Las Vegas, NV
- 17-19 Agenda Las Vegas
Las Vegas, NV
- 20-23 NBS Fall Semi-Annual Market
Ft. Worth, TX
- 24-26 EORA Killington Primary Expo Show
Killington, VT
- 26-29 Eurobike
Friedrichshafen, Germany

SEPTEMBER

- 1-3 WDI Worldwide Fall Show
Reno, NV
- 8-10 SFIA Industry Leaders Summit
New Orleans, LA
- 10-12 Imprinted Sportswear Show
Orlando, FL
- 10-12 Surf Expo
Orlando, FL
- 16-18 Interbike International Trade Expo
Las Vegas, NV

OCTOBER

- 5-7 OIA Rendezvous
Seattle, WA
- 5-7 Shop.org Digital Summit 2015
Philadelphia, PA

- 8-9 The Retailing Summit
Dallas, TX
- 15-17 Imprinted Sportswear Show
Ft. Worth, TX
- 27-30 NASGW Annual Meeting & Expo
Reno, NV
- 29-31 ADA Fall Buying Show
Baltimore, MD

NOVEMBER

- 3-5 NBS Athletic Show
Ft. Worth, TX
- 22-24 Sports, Inc. Athletic Show
Las Vegas, NV

DECEMBER

- 1-3 MRA December Lansing Market
Lansing, MI
- 2-4 FFANY
New York, NY
- 8-9 MRA December Cincinnati Market
Cincinnati, OH

JANUARY 2016

- 4-6 ASI Orlando
Orlando, FL
- 5-7 Archery Trade Association Show
Louisville, KY
- 6-9 CES Show
Las Vegas, NV
- 11-13 MRA January Novi Market
Novi, MI

TRADE ASSOCIATIONS BUYING GROUPS

Athletic Dealers of America
1395 Highland Avenue
Melbourne, FL 32935
t 321.254.0091
athleticdealersofamerica.com

National Shooting Sports Foundation
Flintlock Ridge Office Center
11 Mile Hill Road
Newtown, CT 06470
t 203.426.1320
nssf.org

National Sporting Goods Association
1601 Feehanville Drive I Suite 300
Mount Prospect, IL 60056
t 847.296.6742
nsga.org

Nation's Best Sports
4350 Fossill Creek Blvd.
Fort Worth, TX 76137
t 817.788.0034
nbs.com

Outdoor Industry Association
4909 Pearl East Circle I Suite 300
Boulder, CO 80301
t 303.444.3353
outdoorindustry.org

Sports & Fitness Industry Association
8505 Fenton Street I Suite 211
Silver Spring, MD 20910
t 301.495.6321
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
snowsports.org

Snowsports Merchandising Corp.
235 Cadwell Drive
Springfield, MA 01104
t 413.739.7331
Snowsportsmerchandising.com

Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive I Suite 110
Victor, NY 14564
t 585.742.1010
sportsspecialistsltd.com

Tennis Industry Association
1 Corpus Christi Place I Suite 117
Hilton Head Island, SC 29928
t 843.686.3036
tennisindustry.org

Worldwide
8211 South 194th
Kent, WA 98032
t 253.872.8746
wdi-wdi.com

THANKS FOR JOINING US!

SOS Research and SportsOneSource at
Outdoor Retailer Summer Market 2015



WE LOOK FORWARD TO SEEING YOU AT
OUTDOOR RETAILER WINTER MARKET 2016!

 SPORTSONESOURCE

1075 E. South Boulder Road • Suite 300 • Louisville • CO • 80027 • SportsOneSource.com

A man with a beard and dark hair, wearing a blue t-shirt and black climbing gloves, is climbing a thick rope. He is smiling and looking up. The background is a blurred outdoor setting with dry grass and trees.

SPORTSCANINFO

ACHIEVE YOUR GOALS

BREADTH OF DATA. DEPTH OF DATA. TIMELINESS OF DATA

**Come See Us At Outdoor Retailer Summer Market 2015
Booth #15041**

SportScanInfo is the only weekly retail sales trend reporting
solution for the active lifestyle market.

To learn more call 303.997.7302 or SSIData@SportsOneSource.com

SportScanInfo.com