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THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



THE EVOLUTION OF THE MASSAGE BALL

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Photo courtesy World Bicycle Relief



Photo courtesy University Bicycles, Boulder, CO

SPORTSONESOURCE LAUNCHES SSI BIKE DATA PLATFORM

Last week at Interbike, after two years of data compilation and product development, SportsOneSource announced the launch of a new data reporting platform focused on the cycling retail market. The new platform, SSI Bike Data, aggregates weekly point-of-sale data from thousands of retail locations, including IBDs, chain retailers and many of the largest Internet retailers selling bikes and bike-related gear.

“We have been collecting, aggregating and reporting bike data from our chain, Internet and big box retailers for the last 17 years,” said SportsOneSource CEO James Hartford. “The importance of the New SSI Bike Data platform is based on its ability to focus specifically on the bike and triathlon markets and the substantial addition of independent bicycle dealer (IBD) data that we have been collecting since the beginning of 2013.”

SSI Bike Data features bike footwear, apparel, essentials and equipment data at the category, brand and product at the style/color level delivered to the market within five days of the close of each retail fiscal week. The new platform features eight channels, including IBD shops, Tri Shops, Chain Retailers, Sporting Goods Retailers, Specialty Internet, National Accounts

Internet, Mid-Tier Department Stores and Discount Stores and tracks trends across eight geographic regions.

Retailers and vendors got the chance to demo the new SSI Bike Data platform last week at Interbike.

SportsOneSource manages a global collaborative communication platform serving the active lifestyle market enabling retailers, manufacturers, brands and industry professionals to develop broader networks of information, solutions and people to manage and grow successful, profitable businesses. The company’s unique proposition provides a collection of proprietary tools that deliver information, news, analysis, information, sales trending data, consumer sentiment measurement and networking capabilities to over 150,000 active lifestyle participants around the world through its four pillars: SSI Data, SSI Research, SGB Media and SGB Jobs.

To schedule a demo of the new SSI Bike Data platform call 303.997.7302 or email SSIData@SportsOneSource.com.

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Haibike SDURO HardFour RX
Photo courtesy Haibike

HAIBIKE USA TRIPLES OFFERINGS IN 2016

Haibike USA, a division of Accell North America (ANA), will launch 44 new models for the North American market, up from 15 last year, premiering the new designs at Interbike last week in Las Vegas on the heels of a successful showing at Eurobike last month, where the Haibike SDURO HardFour RX won a Eurobike Award. Interbike is North America's largest bicycle industry trade show.

The company's North American season last year brought 15 models to market, which proved too small of a portfolio, according to the company, diverting attention to other e-bike manufacturers with wider lines. The substantial increase in 2016 models demonstrates Haibike USA's bullish attitude toward paving a new path in off-road performance e-bikes in North America.

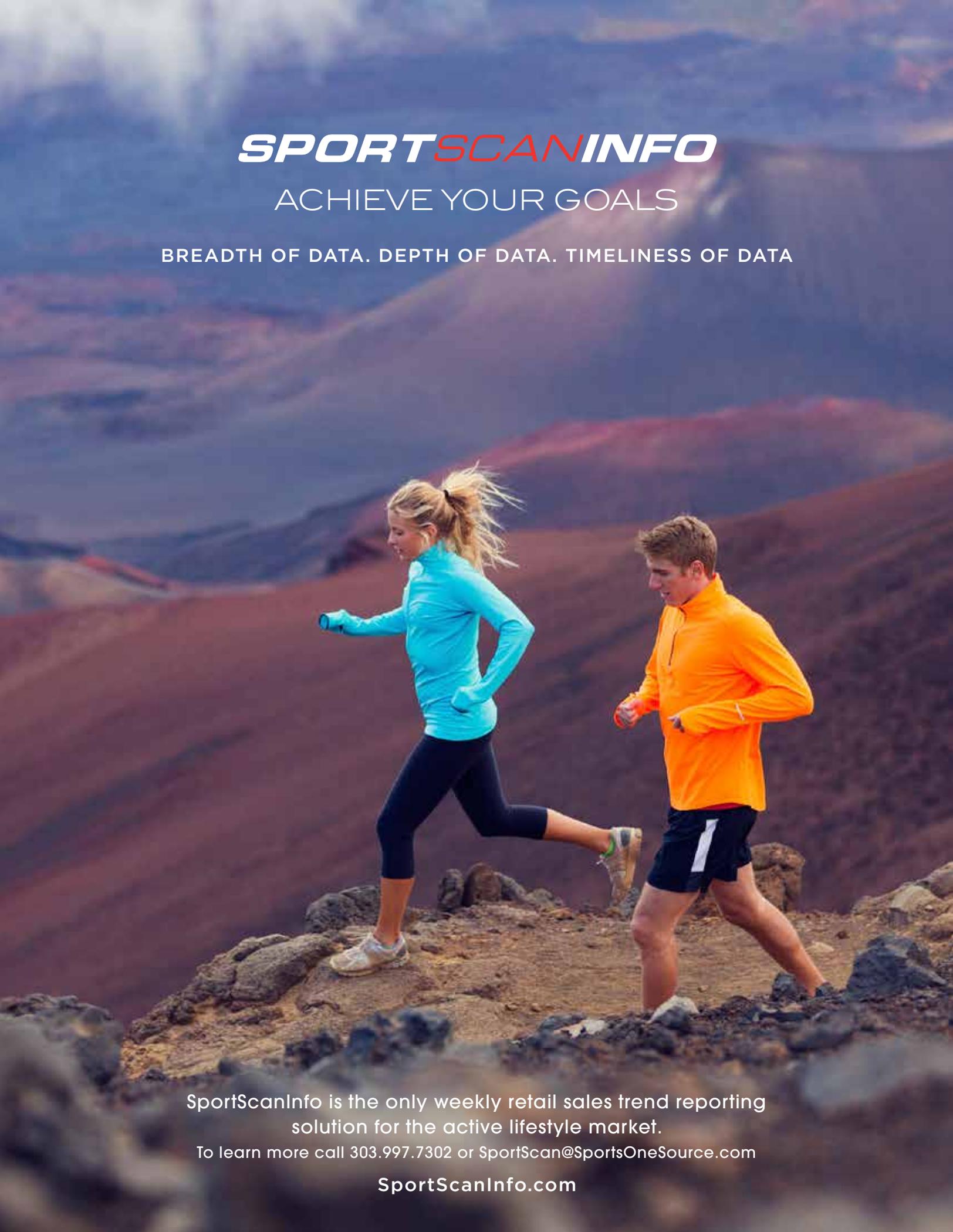
Known primarily for its focus on performance, Haibike USA's parent, Winora Group's Haibike Germany, started the centerdrive pedal-assist e-bike concept in Europe in 2010 with its Bosch-equipped ePerformance XDURO line of pavement and off-road bikes. This introduction was cited by the company to have improved European retail sales by bringing new consumers into the bike market.

In the U.S., Haibike quickly gained industry attention by winning the 2014

Interbike eBike of the Year Award for its XDURO FS RX full suspension e-bike. In 2015, ANA announced the formation of Haibike USA, a division supported by ANA's Electric Bike Competence Center and focused exclusively on Haibike-specific sales and marketing.

Haibike USA will bring 20 of the 26-model lineup of Haibike Germany's Yamaha-equipped SDURO line to the U.S. in 2016. Another import will be the redesigned Bosch-equipped XDURO line, called XDURO3, which boasts improved frames and Bosch's Performance CX drive system. Every wheel size is covered in both lines and Haibike will bring four women's-specific models in the 27.5 and 700c categories.

"Some of the barriers to riding a bike are fitness level and affordability," said Ken Miner, Haibike USA director of sales and marketing. "E-bikes are helping with the fitness barrier, but they are a little pricier than a pedal bike. Consumer demand for more affordable e-bikes is one of the reasons we are bringing over the SDURO line from Europe."



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Photo courtesy TomTom

TOMTOM SPARK WATCH IS FITNESS ROCKSTAR

TomTom, founded in Amsterdam in 1991, was built around a mission to make technology so simple it is accessible to everyone.

"We know that music plays an important role when it comes to motivating and improving sports performance, but relying on a smartphone is all too often an uncomfortable experience," said Corinne Vigreux, managing director at TomTom.

The company has taken a stance, releasing its new TomTom Spark GPS Fitness Watch with integrated music player, making it convenient for fitness buffs to kick up their training via a wrist wearable. The days of strapping a phone to your arm are over. Getting tangled in wires, done. TomTom set out to consolidate every fitness gadget you might need into one, clean watch.

3GB of music storage on the TomTom Spark means users can now leave their smartphone at home while listening to around 500 songs directly from the device. The watch also streams music to a range of Bluetooth headphones and comes preloaded with a thirty-minute mix called "Running Trax," of motivating, high energy tracks. iTunes and Windows Media playlists can also be downloaded to the Spark, if DJ dance anthems aren't your jam.

As for its other functions, a built-in heart rate monitor accurately tracks heart rate, without the need for a chest strap, while the

multi-sport mode tracks indoor and outdoor activity including running, cycling, swimming, treadmill and gym workouts. Spark also includes highly accurate GPS tracking to provide real-time information including time, distance, speed and pace.

"The unique combination of an integrated music player, built-in heart rate monitor, 24/7 activity tracking, multi-sport modes and GPS in TomTom Spark makes it easier than ever to track progress, improve overall fitness levels and ultimately get more from your workout," said Vigreux.

The Spark, like most fitness wearables on market, would not be complete without social sharing functions. Users can upload their fit stats via the MySports app, and review their progression wirelessly.



Tom Tom watches



686 Parklan Flight Insulated Jacket

686 TOOL BELT NOTCHES 20 YEARS

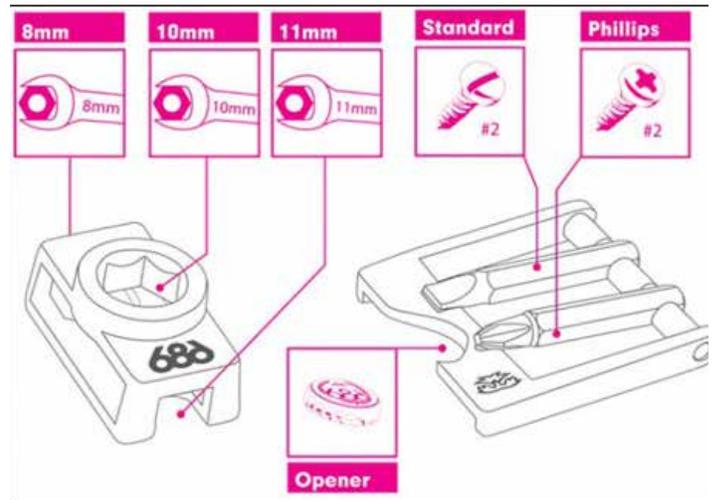
A legacy action sports brand, and one of the few “independently rider owned and operated” since day one, 686 has pushed the design of progressive technical apparel for more than 20 years. Founder Mike West remains president and CEO, safeguarding the So Cal technical outerwear brand he started in 1992. His passions for skateboarding, punk, rap and jazz music, sneakers and vintage clothing were his inspirations, along with his snowboarding addiction found at Big Bear, CA, in the late ‘80s.

Among the brand’s many achievements include the snow world’s first 3-in-1 pant, now a part of its trademarked SMARTY series, it’s innovative infIDRY fabric, and with a few other brands in the 90’s, it helped pioneer the use of recycled plastic bottles, hemp and other eco friendly materials into the production of their apparel.

And this fall marks the 20th anniversary of the 686 Toolbelt, \$45, an oft-imitated product that may very well be the brand’s most indelible mark on the snowsport industry.

Every rider on the mountain has something come loose sooner or later. Tools take up precious space in your pockets, hurt to fall on, and resort tool benches never seem to be there when you need them. The 686 Toolbelt patented design includes three wrenches, two screwdrivers and one bottle opener, designed to deliver quick fixes in unexpected situations. TSA compliant, it has also become a daily carry for adventurers who simply like to be prepared.

“For the last 20 years, the 686 Toolbelt has solved the inopportune needs that anyone who enjoys snowboarding and skiing faces. Eventually you’re going to need a wrench, screwdriver or bottle opener,” said Brent Sandor, 686 director of marketing. “Multi-tools are tough to remember, get lost and add weight. Since its debut, the 686 Toolbelt’s purposeful design has been used in countless ways, from the backcountry to resorts people’s cars on the side of the road and while they travel long after snow season has ended. The amount of stories we have gotten continue to amaze and inspire us.”



686 Original Tool Belt



SALOMON CONTINUES TO LEAD TRAIL CATEGORY FOR SPRING/SUMMER 2016

Salomon, a name synonymous with the rugged outdoors, has a foot in climbing, hiking, racing, running, skiing and snowboarding. However, the apparel, footwear and equipment manufacturer has experienced sweeping success with the growing urban and trail running categories, expanding its reach once more with four new 2016 footwear models, a range of apparel and a new pack - a little something for every type of trail user.

The **Sonic Pro's** aesthetically clean outer design is actually highly technical. Designed to boost urban adventures and running, the light body made with breathable open mesh upper and 3D stretch air mesh makes it easier to spring down the sidewalk, promoting tempo and increased intensity for speed and interval workouts. And even though you're in the concrete jungle as opposed to the uneven trail, the Sonic Pro still accounts for unexpected dips in whatever the track may be. A high abrasion Contragrip outsole, combined with high traction Contragrip sole and EnergyCell (cushioning technology) add a bit of security to the lightweight contender, because after all, people on the street might prove to be bigger obstacles than cacti and snakes. MSRP \$140



Sonic Pro

of recreational trail running for those who really do just want to smell the roses, without the torture of terrain, Salomon created the **Sense Pro 2**. Softer landing and easier transitions come about from the protective yet smooth design and technology. Mixing EndoFIT with Ortholite Impressions and SensiFIT yields a premium foothold, even if the track doesn't require tons of grip. A technology called Energycell+ absorbs shock while promoting rebound. But no, it won't do the running for you. MSRP \$130



Sense Pro 2

There are two kinds of adventurers: those who plan a route and complete a set distance on a set path, and those who never have a plan. If you find yourself without an answer to the question, "where are we going?" Salomon's **Crossamphibian** will best prepare you for the unknown. This shoe promises to usher a new movement of wet/dry performance footwear that combines a running bottom and wet gripping sole with stretchy mesh upper. The revamped water shoe dries fast and promotes ventilation, and yet is sewn tight enough to prevent rocks, mud, and bugs from entering the shoe. MSRP \$120



Crossamphibian

In the realm of apparel, the **Elevate LS Hoodie** satisfies both performance and comfort, which is always a plus for high-price apparel investments. A hoodie made for the early riser, the super soft and loose fitting piece is ideal for a morning warm up, before or after yoga, or anytime you want lightweight comfort. The hood has a crossover base for easy fit and the bottom hem has a longer, flattering silhouette. Beneath the surface an AdvancedSkin ActiveDry and odor-control fabric keeps the material dry and smelling fresh. The days of soggy post-run coffee dates are done. MSRP \$70



Elevate LS Hoodie

Lightweight, breathable, you've heard all that before. But how about flattering? Those who know Salomon know it's going to be a high



Wings Pro 2

If the track is technical then steer toward the **Wings Pro 2**, made to suit all types of trail conditions. Salomon recognized the anxiety that often accompanies runners descending a technical trail, when momentum can overpower deliberate footing. This is the real trouble spot, where the majority of accidents occur. The company's trademarked EndoFit and reinforced SensiFit holds the foot in place and works with the shoe's Quicklace system to keep feet snug yet comfortable (no loss of circulation here). A dual density mid-sole protects against rocks underfoot and Wet Traction Contragrip is a back-pocket tool you're thankful to have when the weather unexpectedly turns. This wet weather grip is distinguished by its deep and sharp-edged lugs made of two different rubber compounds. Wave slipping and sliding goodbye. MSRP \$140

Not all trail runs have to be about grit and grime. With the popularity



Elevate Tank Tunic

performing top, but the new 2016 **Elevate Tank Tunic** for Women incorporates style cues into its cut. The slightly looser fitting tank, made with patented AdvancedSkin ActiveDry and a stretch jersey fabric, has a longer hem, which elongates the torso for a more flattering line. The tunic is versatile as well, and can be worn both over a sports bra or, for cooler weather, over a cami to keep your mid-section warm. MSRP \$40

The problem with most performance tights are they fit in some places and don't in others, making it nearly impossible to find a perfect pair. Salomon's **Elevate 3/4 Tight** features a wide and adjustable waistband, making the pant usable for a wider range of users. This adjustability is also great when you consider how your own body may fluctuate throughout the years. Since the apparel will still work, don't make fit a reason to buy another pair. Elevate's stretch fabric makes them great for running, yoga, hiking, cycling, or pretty much any kind of active movement. Even running out for errands is an excuse to wear the Elevate, since its unique color patterns make the technical piece a lifestyle crossbreed. It seems Salomon is adapting to the Athleisure trend like many other outdoor brands. Only these tights will be more moisture wicking and efficient at temperature regulation than Big Box alternatives. MSRP \$70



Elevate 3/4 Tight



Medium Impact Bra



Medium Impact Bra

wicking moisture in perhaps the most necessary area of all. Without this wicking, painful chafing ensues. The Medium Impact Bra is also sophisticated for its seamless design—another step toward no more irritation. Salomon also made the sizing easy to select, with a straightforward Small, Medium, and Large option. However cookie cutter those sizes may sound, there is also self-adjusting to tailor exactly to your shape. The padded cups are removable, and the medium support should keep secure through easy runs and hikes. MSRP \$48

Although not a piece of apparel in the traditional sense, wearing the **S-Lab Peak 20 Set** will feel as natural as putting on a shirt to go out running. Ideal for alpine running, superlight mountaineering and fast hiking, this pack takes stretch fit and a completely stabilizing design to promote fast speeds in a comfortable way. There is convenient access to the 20L compartment, and both the pack and the load are easy to compress for maximum stability when only filled part way. If you need more storage, two 500ml soft flask solutions are available. Other details of the S-Lab Peak 20 construction include elastic pockets, a 4d pole holder, and two shoulder expandable pockets. The pack fabric boasts a silicone coated waterproof 500mm 70D nylon triple ripstop, so water won't get in and the trail won't tear through. MSRP \$225



S-Lab Peak 20 Set

And yes, a sports bra to match. **The Medium Impact Bra** uses the same AdvancedSkin ActiveDry technology as Salomon's other 2016 apparel,



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Volunteers from Timberland gathered to plant the two-millionth tree in China's Horqin desert this week, a milestone in Timberland's reforestation effort and part of the company's commitment to protecting the outdoors. Here the volunteers pass buckets to water the newly planted saplings. Photo courtesy Timberland

Timberland Plants Two Million Trees in China's Horqin Desert

Timberland marked the planting of two million trees in the Horqin Desert - a significant milestone in its ongoing program to tackle desertification in Inner Mongolia. This achievement is a key part of the company's CSR efforts in Asia, and demonstrates its continued commitment to protect, create and restore the outdoors and support the communities in which it operates.

By Thomas J. Ryan

In 2001, inspired by Timberland's commitment to environmental sustainability, one employee suggested that Timberland play a role in reforesting the Horqin Desert to help tackle the cause of the sandstorms in her native country of Japan. As a result, Timberland formed a partnership with Green Network, a Japan-based non-profit. Fourteen years later, Timberland has contributed more than JPY\$120 million and 291 days of employee time to support the reforestation project.

"As an outdoor lifestyle brand, protecting and creating a more sustainable environment is not just nice to have - it makes good business sense. That's why we're committed to the responsible design and manufacture of all our products, as well as making the places where we live and work more sustainable," said John Gearing, VP and managing director, Timberland & Sportswear, Asia Pacific. "Today's achievement of planting two million trees in Horqin signifies our continued commitment to protect the outdoors, not just in the short term, but for future generations."

Northern China's Horqin Desert, situated in Inner Mongolia, was grasslands until as recently as the 1960s. A combination of over-grazing and climate change led to deforestation of the area, resulting in the creation of a desert the size of Switzerland (42,300 square kilometers).

This exposed land, combined with prevailing westerly winds, has contributed to sandstorms that affect not only the local environment, but northern China as a whole, as well as other parts of the region including Japan, South Korea and Taiwan. The frequency and severity of sandstorms has been on the rise as the result of the desertification - China has already experienced four sandstorms this year, including one of the heaviest sandstorms in over 13 years in April 2015.

As a result of the partnership between Timberland and Green Network, over 700 hectares of trees have been planted - enough to fill 1,200 football fields. The reforestation project, along with similar efforts by the government and private sector, has led to a decrease in the area of desertified land in the Horqin Sandy Land area in recent years.

Reforestation projects such as the one in Horqin have also been shown to help reduce the negative impact of desertification and sandstorms, including improving air quality. The local ecosystem has also been partially restored, helping to protect existing farmlands and the livelihood of the local community - vegetation productivity in the Horqin region has improved by an average of 3.9 percent every year between 2000 and 2010.

Alongside its reforestation efforts to ensure the long-term success of the project, Timberland works with Green Network to educate local communities about how to prevent further desertification. By advising the indigenous population on more effective land use and farming methods, Timberland is working to ensure the project has a sustained positive impact.

"At the highest level, Timberland strives to make it better - for our products, for the outdoors, and for the communities around the globe where we live, work and play" said Colleen Vien, global sustainability director, Timberland. "Today's tree planting reinforces our commitment to protect and restore the outdoors, and actively engages our employees in making it better for the community here in Horqin and beyond" she added.

Timberland's Horqin Desert REFORESTATION PROJECT

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PROBLEM



ACTION

Since 2001, Timberland has worked to reforest the Horqin Desert:



OUTCOME



Planted 700 hectares of trees (7 sq/km) - enough to fill 1,200 football fields



Agriculture productivity improved



Decrease in the Horqin desert area



Increased green cover sees return of wildlife

Timberland is committed to protecting the outdoors in Horqin and beyond.



Tara Latham, Design Manager, Apparel Black Diamond

With Outdoor Retailer reporting a 68 percent increase in attendance by designers, it prompted *SGB* to take a closer look at this fascinating, often behind-the-scenes part of our industry. With our new Designer Profile column, we'll take an inside look at as many of the top designers from around the outdoor and active lifestyle industry as we can corral out from their cubicles.

By Aaron H. Bible

What inspires your designs beyond the outdoor industry? I am often inspired by other industries; we look to cycling, yoga and fashion for inspiration. And of course nature - the shapes in nature, the rock formations of Utah, jagged peaks of Chamonix, forests of the Pacific Northwest. Architecture can be very powerful, too, looking at how buildings interact with their environment.

Being an active woman in the outdoors as well as a climber/skier, offers me plenty of insight as it relates to solutions with gear. Take for example my friends and colleagues who are also active climbers and skiers. You can learn a lot by just watching someone and picking up on things that might not have even registered with them as it relates to testing new gear.

If you could wear anything you wanted to work, what would it be? I can and I do. Comfortable and stylish clothes that are high in quality. We often ski/climb/yoga before work or at lunch, so I want to be prepared to join in the fun but also look good for a surprise meeting.

Your prediction for the 2016 Pantone Color of the Year? Pantone 308, Blues are very important in our industry. P308 is a slightly unusual spin on your traditional blue with its undertones of green and grey. It merchandises beautifully with the rich golds and military greens that we've chosen to drive Black Diamond's color palette this season.

What does "athleisure" mean to you? The outdoor, athletic and fashion industries are becoming much closer than they used to be. The population's interest in personal health and fitness is an amazing trend that is growing and I don't think will go away any time soon. With fast paced lives people want to be ready to hit the climbing gym after work or at lunch and be comfortable and look good doing it. I love seeing people wearing stylish and functional clothing for their everyday lives and at the climbing gym. When you look great and feel great in your athletic clothing. We, as designers, have succeeded at our job

What makes Black Diamond apparel special in relation to what consumers are seeing at specialty retail this Fall? Black Diamond focuses on ultimate technical performance for alpinism and backcountry skiing for the 2015/2016 season. We've taken the idea of snow safety very seriously this season with an integrated beacon pocket in all of our Mission series pants. The system is tested with the same amount of rigor that we test our equipment.

We've also got a great collection of gym-to-crag sportswear this season. We know that rock climbing doesn't end just because its winter - it may just move indoors. We've got a large collection of comfortable and durable climbing apparel for the Fall season that is beautifully finished and fully functional.

If you know designers who should be profiled here, email us at sgbmedia@SportsOneSource.com.



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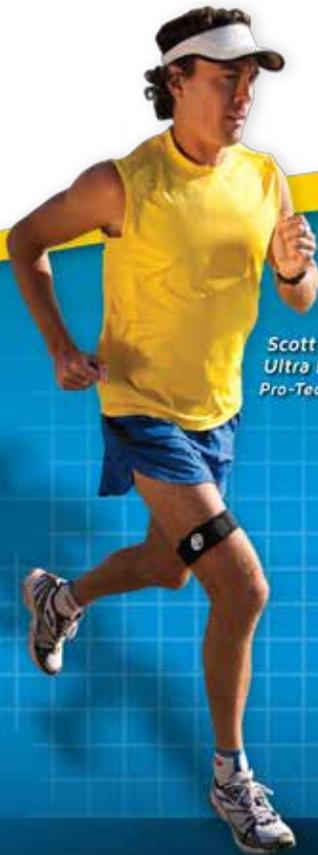
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Lunatec Aquabot Water Bottle.
Photo courtesy Lunatec

MINI TECH: OUTDOOR RETAIL FOR KIDS

Brands aim to offer children's gear with same high-quality standards as adults, only with lower prices.

By Aubrey Volger

In an industry that spends an incredible amount of time and money on designing, building and testing technical gear, it's been a challenge to meet the demands on pricing in the children's market.

Companies struggle to provide a similar quality at a price point consumers expect for smaller customers. Outdoor parents understand the need for technical gear and want the same for their offspring, but it's difficult to justify higher dollar purchases during growth spurts. At Outdoor Retailer Summer Market (ORSM) 2015, we met a few companies finding ways to provide quality that will last the runs of hand-me-downs, and at a lower price point.

Chaco is among the first to lend high quality technology from its adult line to offerings of mini gear. Pulling from their famous Z Sandal, the brand started the children's line with the Z/1 Kids (single strap) and ZX/1 Kids (double strap). New for Spring/Summer 2016, Chaco expanded options by introducing the Kids OutCross, which features the same amphibious design as the grown-ups', with a durable closed-toe cap for protection, open sidewalls for drainage and ventilation, and the aligning support and comfort of Chaco's Luvseat Pu footbed. Barefoot construction means it can be worn with or without socks, and a semi-collapsible heel means they couldn't be easier to get on and off.

Also known for durable and playful footwear for kids, **Keen** is combining the technology of their adult shoes with the imaginative attitude of kids through the new Encanto collection. Vibrant colors meet the quality and protection you'd expect from an industry leader of footwear. Their expertise on providing support for tiny feet lead to the new Encanto Rainboot 365 for boys and girls, which offers an all-season choice of fit, durability and versatility.



Chaco Z1



Chaco ZX/1



Chaco Outcross



Keen Encanto Rainboot 365

Deuter Packs also cater to younger age groups, in the Kid Comfort Air and Family Pack series. This year they complete the collection by introducing the new Pico Bag designed for five and six-year-olds. The new Pico bag is built with the same quality construction Deuter puts into the pack line for Mom and Dad. With a goal to introduce kids to the trails at early ages, Deuter aims to provide a range of pack sizes to grow with them.

Understanding the importance of hydration in active little ones, Lunatec enters the industry with the Aquabot. Reselling with Nalgene bottles, the **Aquabot** is a playful water bottle. While there are small parts on the bottle making it not safe for children under three, the Aquabot is an easy to use, easy to clean water bottle that will keep them drinking water all day.

Disc-O-Bed, makers of ready-to-go sleep systems for disaster relief and troop deployment, brings the new Kid-O-Bunk, debuted at ORSM. This is a durable mobile sleep solution tested to hold up against the destruction standards set by kids seven to twelve. The Kid-O-Bunk uses the company's patented lock-in disc system in a

no-tool assembly kit that can be configured as a bunk, sitting bench or two single cots, and does not require a mattress. Through the company's success with Disc-O-Bed, they are able to release the Kid-O-Bunk with the same durability of the Disc-O-Bed at a price to match parental budgets.



Deuter Kid Comfort Air



Deuter Pico Bag



Lunatec Aquabot Water Bottle

Companies like **La Siesta**, a German brand that branched into the U.S. in 2014, takes quality one step further and designs products specifically for growing minds. Their token Joki Hanging Nest stimulates self-awareness and the development of the brain. Researchers have found a close relationship between sense of balance and increased capacity to focus, read, write and do mathematics. "Hammocks and hanging nests reach kids directly at the core of their spontaneous movements and lead to playful and self-initiated movements that supports their development," said Dr. Dieter Breithecker of the German Federal Institute for the Promotion of Posture and Movement.



La Siesta Joki Hanging Nest

With a goal to advocate for kids to play outdoors and ride bikes, Strider goes beyond the task of providing high quality gear through their **Strider World Championship series** and annual donations to the special needs community. This year, the world's leading manufacturer of children's no-pedal balance bikes, has created a new "How to Balance and Ride" Train the Trainer Curriculum known as Strider Camp. This turn-key kit and lesson plan, complete with five sessions of hands-on learning, fun and instruction, makes it easy for Strider Dealers, Educators, Park and Recreation programmers or any parent to teach balance and riding skills to groups of toddlers or young children of all abilities.

The market for outdoor gear and apparel will increasingly include younger, smaller users. As brands adapt to serving this group, the debate over affordable pricing will continue to wage, with the hopes that it is possible for young outdoor enthusiasts to have quality offerings that take into account the process of growing up. ■



Disc-O-Bed Kid-O-Bunk



Photo courtesy Strider



Photo courtesy 686

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
4216 Hahn Blvd.
Ft. Worth, TX 76117
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

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

- 4-6 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 Outdoor Retailer Winter Market Demo Day
Salt Lake City, UT
- 6-9 CES Show
Las Vegas, NV
- 7-10 Outdoor Retailer Winter Market
Salt Lake City, UT
- 11-13 MRA January Novi Market
Novi, MI
- 12-15 NBS Winter Show
Ft. Worth, TX
- 14-16 Surf Expo
Orlando, FL
- 17-20 NRF Retail Big Show
New York, NY
- 19-22 SHOT Show
Las Vegas, NV
- 22-24 Imprinted Sportswear
Long Beach, CA
- 24-26 Sports Licensing & Tailgate Show
Las Vegas, NV
- 27-29 PGA Merchandise Show
Orlando, FL
- 28-31 The SIA Snow Show
Denver, CO

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