

SGB

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WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE



RUN WITH CONFIDENCE THIS WINTER

*Eric Larsen
Polar Adventurer - Boulder, CO*



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Under Armour Mohammed Ali Collection
Photo courtesy Gaiam.

MAKING NEWS

4 Dollamur Sport Surfaces
GymTurf 365

6 3N2 Introduces Patented
Fastpitch Softball Pants

6 Bishop Bindings Seeks "Badassadors"

8 Stormy Kromer Harris Tweed Apparel
and Accessories Collection

20 Industry Calendar

MADE IN THE USA

10 Princeton Tec American Manufacturer -
40-Years Strong and Counting

FEATURES

12 Fall Fitness Accessories
Boost Indoor Training

15 The Badass Awards -
Fitness Self-Defense Equipment

16 Under Armour Unveils
Muhammad Ali Collection

ON THE COVER:
photo courtesy Gaiam



Photo courtesy Dollamur Sport

DOLLAMUR SPORT SURFACES LAUNCHES YEAR-ROUND GYMTURF 365

Dollamur Sport Surfaces (Dollamur), manufacturer of high-performance sports flooring for wrestling, martial arts, mixed martial arts, CrossFit, gymnastics, cheerleading and yoga, launched a new play surface the company is calling, "GymTurf 365."

Developed in partnership with Shaw Sports Turf, the high-grade, technologically advanced turf is the first its kind, as teams are able to transform any building into a baseball, football, field hockey, lacrosse, soccer, or softball practice field.

Featuring Dollamur's Flexi-Connect technology, an integrated feature that connects turf sections without additional fasteners or tape, the full set-up takes less than 30 minutes. The patented built-in hook and loop connections expedite set-up and tear down, while ensuring turf will not separate between seams during practice. "No slip, just grip," the company said.

Another feature of GymTurf 365 is that it requires no messy infill. The low-blade tufted turf means players can wear short turf cleats or regular athletic footwear and still experience the traction they need to perform at their best.

GymTurf365 comes to market in time for unexpected climate changes that might otherwise derail practice. The easy-to-set-up turf is a strategic step for teams to train through the snow and chill, or in the event of scheduling issues.

"GymTurf 365 is a game changer for the sports industry," said Dave Rossi, Dollamur SVP, "Allowing coaches to maximize time with athletes regardless of weather or field availability challenges. Our goal in developing GymTurf 365 was to offer an indoor alternative where athletes

could perform a full practice and compete at the same level as they would outdoors."

At least eight different sports can train or compete on the surface, in addition to physical education classes or sports camps and classes. This versatility is a huge promotional perk for Dollamur, and a feature the company hopes will draw schools and sports clubs to purchase the turf. These clubs and schools, accustomed to purchasing expensive equipment that is only used by a few athletes, will get a greater range of use from investing in GymTurf365.

"Partnering with Dollamur has led to us crafting a cutting-edge product that serves a massive need in the sports industry," said Dr. Phil Stricklen, director of research and development for Shaw Sports Turf. "Teams that have the ability to practice indoor will have a definitive advantage during periods of bad weather."

GymTurf 365 is made in accordance with international soccer standards for artificial surfaces. The turf's "true bounce" also enables baseball, field hockey, lacrosse and softball teams to use official balls indoor and replicate an outdoor field. The low impact, anti-abrasive flooring is engineered to reduce impact and allows teams to train year-round at the same full-intensity as an outdoor session.

Based in Fort Worth, TX, Dollamur was established in 1996 and distributes a variety of competitive sports flooring. Along with its turf, Dollamur mats are used in top-level sporting competitions throughout the U.S., Canada, Europe, Africa, South America, Asia and the Middle East, including national championships and Olympic-qualifying tournaments.



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3N2 Fastpitch Softball Pants

3N2 INTRODUCES PATENTED FASTPITCH SOFTBALL PANTS

The result of two years of intensive research and development and on-field testing, 3N2 introduced what it claims to be the world's first patented fastpitch softball pants.

The pants feature slimming construction, a low-rise front fit and a high-rise back fit for coverage. Four-way-stretch poly-spandex in hips, thighs and calves allows for easy movement. This NuFit is reinforced with heavy-duty poly knit to protect high abrasion areas, and a combination of elastic and poly-spandex holds cuffs in place without chafing.

3N2 CEO, Sean Murphy, views the patent as validation of 3N2's heavy investment in women's sports.

"When 3N2 first entered the market, manufacturers were simply 'shrinking and pinkening' men's gear," said Murphy. "We were determined to break industry bounds by designing footwear and apparel with the female form in mind. Believe me when I say that it's not easy to get an apparel patent. The NuFit is a real breakthrough."

Natasha Watley, two-time Olympian and member of the National Professional Fastpitch (NPF) USSSA Pride, said, "My game is built on speed so I need pants that will move with me, not against me. NuFits fit like a glove. The best pant I've ever worn."

Major colleges, elite travel ball programs and professional athletes are already wearing NuFit Knickers. 3N2 plans to expand its distribution in 2016 via major retail outlets.

BISHOP BINDINGS CALLS FOR TELEMARK BADASSADORS

Bishop Bindings, Vail, CO-based makers of high performance Telemark ski bindings, is seeking ambassadors for the 2015-16 winter season to drop turns on the brand's latest bindings for the free-heel tribe.



Lucy Sackbauer
Photo courtesy Bishop Bindings

Dubbed the #Badassadors, the brand is enlisting both traditional and freestyle tele skiers to test and develop the next generation of downhill Telemark bindings.

"Telemark skiers are a special breed," said Bishop CEO and Designer Dave Bombard. "And the essence of Telemark's free spirit and soulful approach to the downhill is what sets it apart from other snowsports. Our goal with the Badassador program is to promote the free heel lifestyle, while progressing the sport forward while we're at it."

Bishop Ambassadors will help test and promote the Bishop 2.0 downhill Telemark bindings at key events and through their own photographs, videos and experiences playing and practicing on the slopes.

The new Bishop 2.0 was built for "big mountain badassery," and is unlike any other Telemark binding, said the company, in an effort to eliminate "floppy ski syndrome." The distinction comes in the engineering, which uses a titanium, aluminum and stainless steel design that promotes stability and lateral control. These features were made with the downhill freeski in mind, looking to push both boundaries and confidence in the hopes of potentially changing the sport. Touted as helpful for beginners and experts alike, the 2.0 transitions easily from a neutral to an active position, by making one simple adjustment, allowing skiers to customize their ride.

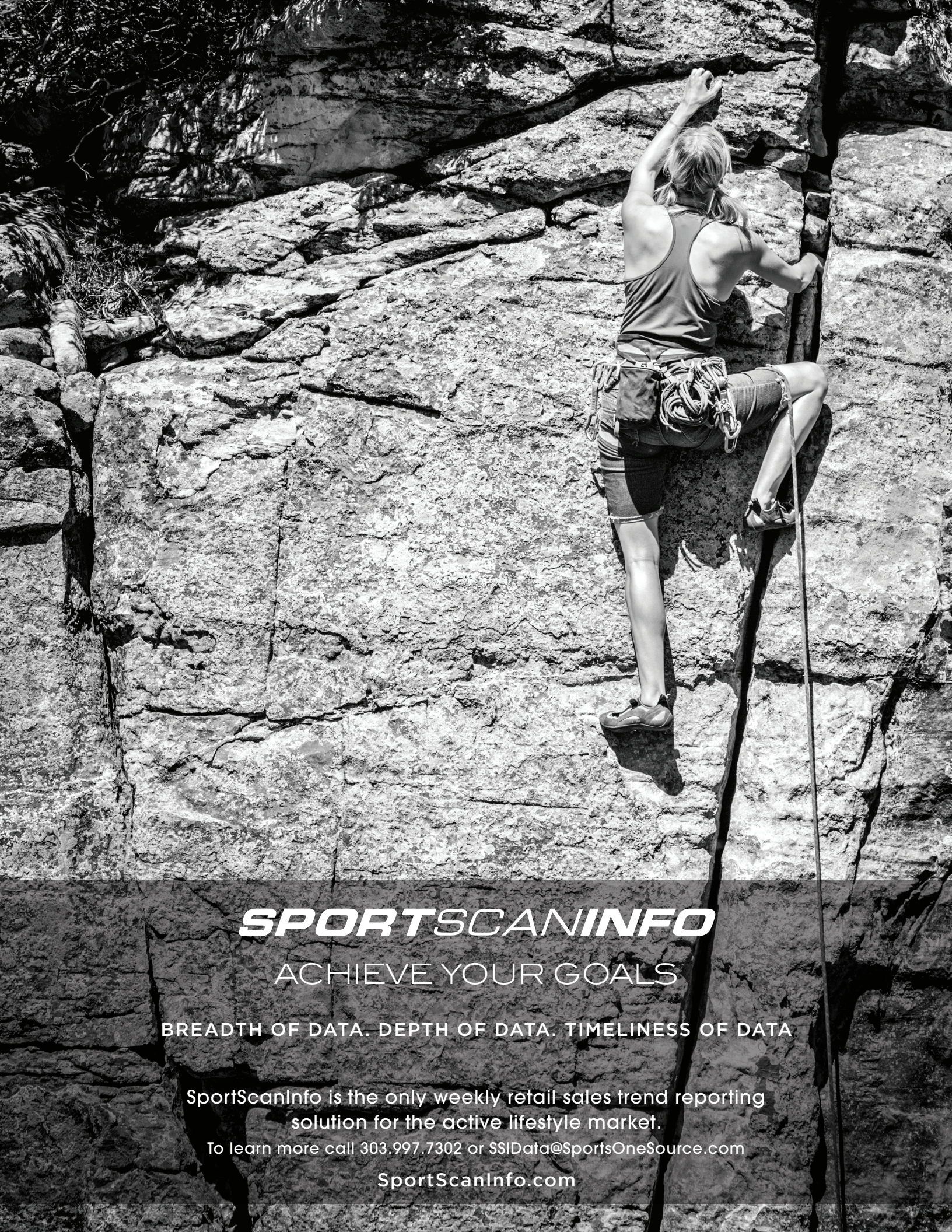
Bishop's ambassador program will look at the athletic achievements, stewardship and individual social reach of each applicant. Whether volunteering for adaptive sports or working as a ski patroller, ambassadors will be selected specifically on the criteria of reach, fit, authenticity and voice.



Bishop Bindings 2.0 Telemark S3

Interested parties can apply by submitting either a photo and short essay, and/or a short video, that conveys the essence of Telemark and what it means to live this lifestyle. Applications are due by October 20, 2015. For more info or to apply, visit <http://bishopbindings.com/pages/become-a-badassador>.

Manufactured in small batches, the brand forgoes plastic parts and weak cables for all metal components and precision bearings. Bishop's patented, sliding plate system transfers energy directly to the ski allowing greater control when charging downhill, in the park or backcountry.



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Uptown Vest

STORMY KROMER GETS TWEED TWIST ON CLASSIC LINE

A partnership between two-century-old brands has resulted in the perfect tweed capsule for fall. The Stormy Kromer x Harris Tweed line, including caps, accessories and apparel, infusing legendary Scottish refinement with American heritage style.

Stormy Kromer, founded in 1903 as an outdoor apparel company focused on employing hardworking artisans with a flare for classic design, takes a step toward patterns never before seen to the company.

With combined parts passion, purity and practicality, Stormy Kromer's first cap launched the company into recognition and now the northern Midwest U.S. manufacturer has expanded into apparel and accessories. Its new partnership will fuse Harris Tweed fabrics into some of its heritage designs in a contemporary take that does not abandon the brand's claim-to-fame aesthetic.

The Capsule includes reimagined versions of Stormy Kromer's most popular styles including the Original Stormy Kromer Cap – the cap that started it all in 1903 with its distinctive earband and front bow. The Harris Tweed Original Kromer Cap, \$60, is available with tweed as the cap's main fabric and a black wool earband, as well as the reverse.

The standout apparel piece in the capsule is the Uptown Vest, \$150, with a Harris Tweed front with four-button closure, a single chest pocket and a cotton-canvas back and liner. A number of women's-specific pieces are included in the new line including a female version of the Button Up Cap, \$60, and Companion Purse, \$130, featuring antique brass hardware, adjustable shoulder strap, leather accents and Harris Tweed and wax combinations.

The Harris Tweed collaboration is the latest in a series of partnerships initiated by Stormy Kromer, including those with Carhartt, Spacecraft and Steven Alan.



Harris Tweed Original Kromer Cap



Button Up Cap



Companion Purse

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Photos courtesy Princeton Tec

Princeton Tec Doesn't Take Its Job Lightly

The New Jersey Company expands facilities
and predicts a boom in
domestic manufacturing.

By Jahla Seppanen

Princeton Tec marked 2015 with an \$18.3 million dollar tax grant from the New Jersey Economic Development Authority (EDA), for the purpose of keeping its home base in New Jersey and expanding its facilities and workforce.

The company, makers of outdoor, tactical, industrial and SCUBA light solutions, was courted by New York, Vermont and Virginia to relocate operations. These states all offered special relocation programs, not to mention the potential New York location would be close to Lake George - an alluring perk for Princeton Tec President Hal Stephens (son of Founder Bill Stephens).

So what made the American manufacturer and 40-year-strong brand keep hold of its roots? VP of Princeton Tec, Dave Cozzone, told *SGB*, "Hal sat down and spoke with employees. He didn't make the decision on his own."

That is the focus at Princeton Tec - it's workforce, whom range from skilled molding machine operators and wiz engineers to part- and full-time assemblers. "We like the workforce we have, and didn't need to uproot," said Cozzone, who has been with the company in New Jersey for 18-plus years.

In the time Cozzone has been with Princeton Tec, he has watched the company expand from three to 60 to 70 different products, if not more. "Growth has been phenomenal," Cozzone attested. "Being able to keep it in the U.S. has

been a tremendous task, especially in New Jersey. It's more expensive to do business and run manufacturing here, with all the overhead." And although the company tries to "run lean" when it comes to expenses, this mindset is put aside in the face of increasing employment opportunities.

With funding from the EDA grant, which will be rolled out in the form of tax credits sold to other corporations for cash over the course of 10 years, Princeton Tec will add more than 150 jobs. The company currently employs close to 220 people, and Cozzone expressed excitement in the prospect of seeing that number top 350.

"Keeping people employed and keeping things going is key in this day and age," he said. As a Made In The USA manufacturer, Princeton Tec understands that honoring the men and women who handle the products, from idea to engineering to the shipping labels, is the only way to maintain a passionate brand. "Pride," Cozzone said. "They understand and know where the end product is going, so they put a lot of pride in their building."



After all, Princeton Tec lighting solutions are life-saving devices. Along with a growing Outdoor sector, the company also provides specialized lighting solutions to tactical and industrial users, including the Army, Navy, Air Force, Marines and all branches of the military. Some of their specialty helmets don't even hit the commercial circuits. These products go to industrial workers for gas and electric who have to rely on quality products. Many Princeton Tec Ambassadors who test product before going to market are members of elite military and industrial groups, along with extreme outdoor athletes - we're talking ice cave climbers among others.

"We were the first out of the gate with a LED and Max LED, and we were first because of the crew we have behind us," said Cozzone. "Everyone here feels we make products that bring solutions."

Keeping manufacturing local means in the event of, for instance, the military calling upon Princeton Tec to make 10,000 lights in one week, the company can deliver. Quick response time came in handy in 2013, when the ultra-running craze took over the outdoor industry and Princeton Tec adapted to the quickly changing market to release a new line of headlamps made specifically for the distance warrior.

However, its commitment to U.S. manufacturing does not mean that the company shuns the practice of outsourcing. In 2001-02, it gave Asian manufacturing a go, which ended almost as soon as the experiment began. Cozzone said, "We weren't getting the quality products we wanted, and

surprisingly the cost-saving wasn't there either, so we brought everything back under our roof."

As the cost of goods and doing business in Asia is becoming increasingly expensive, Princeton Tec predicts a movement back to the source, projecting that many new and established brands will relocate all or part of operations to U.S. soil. This shift, as Cozzone mentioned, will be a win-win for everyone in the domestic manufacturing pool. "This means we can get more locally. A lot of things you couldn't even find Made in the USA a couple years ago, like circuit boards and LEDs. That's changing." He added that turnaround time and cutting travel distances for obtaining goods will also benefit with an increased Made in the USA presence.

"I don't think there was a chance to move out of New Jersey," Cozzone said. The VP dropped his guard and told the story of Princeton Tec founder Bill Stephens, who was faced with a similar decision to move from New Jersey in the 70s.

Bill worked for the RCA Corporation as an engineer. The company moved and offered him a position at its new Indianapolis office. He decided against it and kept his footing in New Jersey, where he ran a small SCUBA diving shop. It was in the back of this dive shop in 1975 that PTEC was born.

Being naturally inclined to tinker, Bill engineered the first pre-computer to measure how long a diver is underwater, calculating dive time versus how full the oxygen tank is. Then he started making dive lights, which blossomed to the thriving company Princeton Tec is today. Bill's son (current president) and grandson both work for the company, making it a family run operation for all 40 years of existence.

The new expansion, slated to gain speed in 2016, includes opening an acquired facility that will double the size of production. This facility is located only 30 minutes from the corporate office. Cozzone and Stephens make weekly trips to its current manufacturing locations to check-in with workers and make sure everything is running smoothly.

With projected growth plans from the EDA grant, one might assume that an expanded workforce and larger facility would lend itself to making other accessory products. But PTEC remains loyal to its core lighting category. This prompted SGB to ask one more question: "Why light?"

Cozzone simply smiled and said, "because we know it always gets dark." ■

Fall Fitness Accessories that Boost Indoor Training

By Jahla Seppanen

As the weather turns, many runners, cyclists, and yogis forgoe the chill and turn indoors to complete their workouts. If it makes you feel better, everyone does it. From only a year ago, treadmill purchases are up 27 percent, with Pilates hitting its stride with a 78 percent equipment purchase rise, according to SportsOneSource SSI Data.

Other fitness trends on the rise include trampolines, martial arts and boxing, and at-home yoga. Keep your indoor miles and minutes from becoming mundane while topping your performance ceiling with the help of these trending fitness accessories.

Photo courtesy Gaiam

Pearl Izumi Elite Thermal Arm Warmer

Warming up your body before hitting the gym full force can take time, but is an absolute necessity to avoid injury and optimize performance.



Pearl Izumi's 2016 Elite Thermal Arm Warmer, \$35, is ideal for speeding the warm up process. Its anatomically contoured patterning feels like a second skin, while a push-pull fabric technology promotes flexibility. The Elite Thermal Fleece fabric promotes moisture transfer and warmth, and wider grippers make the sleeve stay in place and not slip down the arm. Its reflective design is great for low light visibility outdoors, even walking to and from your home or car in the fall and winter seasons.

KT Kinesiology Tape

Endorsed by NBA player James Harden and frequently used by top fitness trainers, KT Kinesiology Tape, \$20, boasts the only 100-percent synthetic kinesiology material, which has been re-engineered with



KT Kinesiology Tape
worn by James Harden

a stronger adhesive to withstand hours of sweat, movement and even a post-workout shower. Each box of KT comes with 20 pre-cut strips and a carrying case to throw in your gym bag. Although the product remains consistent, colors get a frequent makeover

depending on the season. (i.e. For the summer, KT sold Fourth of July red, white, and blue tape.) Black or Nude might be more your speed, but if you like a little flash, keep an eye out for Limited Edition KT Tape in holiday designs.

Moji Foot Pro

We don't thank our feet enough for the grueling workouts they get us through, and recovery is just as important as training. Moji's Foot Pro, \$40, is the smart post-workout massager that can be tossed in the freezer and used as both ice relief and pressure therapy. Its stainless steel spheres hold the cool, breaking up scar tissue throughout the foot as the user rolls his or her foot across the top. You decide your own pressure. These spheres are lightweight and travel friendly, so be sure to pack the Foot Pro when visiting family over Thanksgiving. Or if anyone you know has used the term Plantar Fasciitis, the Foot Pro makes for the perfect stocking stuffer gift.



Moji Foot Pro

Everlast Women's Evercool Kickboxing Gloves

No matter your preferred sport, I'd wager you've been inspired by mixed martial arts female fighter Ronda Rousey, who wowed the fitness community with her 12-0 UFC record. Put Rousey's inspiration to use and incorporate kickboxing into your fall and winter routine. Everlast Women's Evercool Kickboxing Gloves, \$30, have a full wrist wrap strap for customizable support, while the new design adds knuckle padding to ease newcomers into the sport. Just like any new workout, your hands should be sore, but the Evercool Gloves will lessen the blow tremendously. Along with the added padding, neoprene construction promotes comfort through heavy bag workouts, speed bag training and hitting mitts. Proceeds go to the Breast Cancer Research Foundation, so you're kicking ass in more ways than one.



Everlast Evercool
Kickboxing Gloves

Gaiam Yoga Kit for Beginners

SSI Data shows yoga kits have skyrocketed since last year, as many fitness buffs take their practice home via DVD workouts or YouTube tutorials like do yogawithme.com. Gaiam's Yoga Kit For Beginners, \$24, is not a new addition, but more of an old favorite, as the set includes one mat, one block, one strap and a training DVD. Providing everything you need to get started, this set is great for those wanting to begin a yoga practice, but are hesitant to jump into a crowded class. Gaiam's Kit allows the user to perfect hand and feet placement, learn to modify difficult poses, slowly increase flexibility, and get 20 minutes of prop and practice instruction.



Gaiam Yoga Kit for Beginners

Yurbuds Leap Wireless Headphones

No wires, sweat proof, and custom Men's and Women's sizes make Yurbuds Leap Wireless headphones, \$100, a strong holiday contender. With one-touch audio control and Bluetooth connectivity, these headphones eliminate the ball-and-chain feeling of being tied to your mp3, which is great if you tend to catch your headphone wire on the treadmill or need to practice Zumba moves. Wearers have six hours to listen to music, and Yurbuds' trademark Twistlock technology keeps the buds from slipping out mid-stride. Those who aren't keen on the price tag can go with the Yurbuds Focus 200, behind-the-ear hold headphones. They're not wireless like the Leap, but Focus 200 headphones are small yet stay in place while jumping, running, and sweating. If you've never been able to work out without readjusting your headphones, you're doing it all wrong.



Moji Foot Pro Yurbuds Leap
Wireless Headphones



Trigger Point Grid X Foam Roller

Trigger Point Grid X Foam Roller

The Grid X Foam Roller by Trigger Point, \$50, is the Terminator of all foam rollers. The firmest roller offered by Trigger Point, this model is a savior for tight IT bands, calves, back, lats, hamstrings and quads. Transitioning from the outdoors to inside, especially for new treadmill runners, can mean less diverse movement and more concentrated emphasis on the same running motion. This monotony can lead to IT stress and even injury if not stretched properly. The Grid X should break through to that deep tissue, which actually requires a harder roller to be effective. Grid X is also sweat proof and easy to clean, compact for holiday travel and weight-tested to support 550-pounds. Also great for athletes starting an indoor CrossFit routine for the season.

Nike Swift Elite Goggles

Swimming is another fantastic indoor exercise for cold-weather months, and it doesn't require a lot of gear, a trainer or a class. All you need is a pair of goggles and a suit. At an affordable price point, the Nike Swift Elite Goggles, \$30, are easy to justify while being highly technical and stylistically modern. Designed for elite swimmers, these goggles look and perform like a pro. Hydroflow technology promotes water to flow seamlessly over the wearer's face, allowing for a faster stroke. The nose bridge is sleeker than earlier Nike goggles and connects to the smooth lenses that extend all the way over cheekbones. Lay-flat straps make a sleek transition from the goggle gasket to the cap. Winning might not be the end-goal of your laps, but efficient time spent crosstraining should be. Swift Elite will get you just that.



Nike Swift Elite Goggles

Sklz Slidez

A strong core will serve you well in any sport. Sklz Slidez, \$30, functional core stability discs, build core engagement via sliding hexagon-shaped pads. This unique shape promotes omni-directional movement, while integrated clips that join the two Slidez stimulate bilateral burn. But no matter which way you slide, your core is engaged. The low-friction, non-

marking bottom material turns most surfaces into a training ground. On the other side, no-slip ergonomic tread lends grip to hands or feet. When considering the versatility and packability of Sklz Slides, it makes sense that this small accessory will accompany your fall training plan. MSRP \$30



Zamst Filmista Ankle Wrap

Zamst, leader in support braces and body-care accessories, released its ultra-flexible Filmista Ankle Wrap that can be worn both as support prior to or as therapy following an Achilles injury. Three layers progressing from soft film closest to the skin, a middle hard film, and outer main unit, come together in a thin brace that can be worn under socks. Don't be fooled by its light feel: Zamst develops all products from science, in collaboration with consulting doctors, trainers, and pro athletes. The brand is actually a child of the Nippon Sigman group, a leader in Japanese orthopedics since the early 70s. The new Filmista Ankle was awarded a 2015/16 ISPO Award, which honors the most innovative sporting goods products coming to market. The wrap will increase stability during awkward landings and trips (which account for the majority of group exercise injuries) while still being highly flexible for unrestricted mobility. Also great to wear during indoor basketball, soccer and tennis.



Zamst Filmista Ankle Wrap



Photo courtesy TigerLady

THE BADASS AWARDS FALL FITNESS PROTECTION ACCESSORIES GET A SHOUT-OUT FOR BEING INNOVATIVE IN SELF- DEFENSE TECHNOLOGY.



TigerLady
Self-Defense claws

First Place | TigerLady Self-Defense Claws

For more security in a form that will make you feel like Cat Woman, TigerLady Self-Defense Claws, \$30, grip naturally to your hand. Small, discreet, and defensive, this tool is made of high-impact plastic and designed to mimic the retractable scratching power of big cats. Claws also capture DNA. A portion of the proceeds go to a nonprofit dedicated to ending violence against women.



TaskOne G3

Second Place | TaskOne G3

Task Lab engineered the ultimate protective phone case with its TaskOne GE, \$60. But while most people are concerned with protection against a broken screen, this case is ready for just about anything. Packing a serrated knife, saw blade, flint fire starter, pliers with wire cutter, ruler, Allen wrench, box wrench, screwdrivers, and of course, a bottle opener, this is one badass phone case.



Gaiam Muse

Third Place | Gaiam Muse

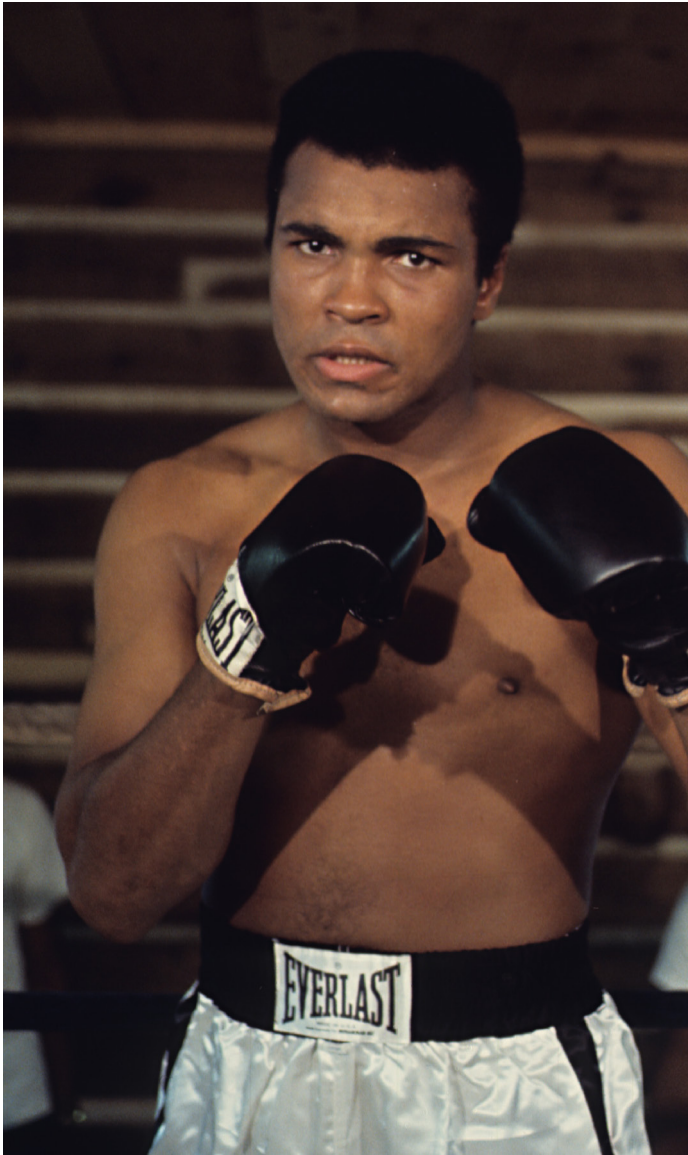
Protecting the body from the stress of gym life doesn't always start from outside. Gaiam's high-tech brain sensing headband, Gaiam Muse, \$300, targets protection from within, improving your cool-down meditative state and ensuing alertness. The headband is said to make users feel more

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UNDER ARMOUR UNVEILS MUHAMMAD ALI COLLECTION



At the legendary Gleason's boxing gym in Brooklyn, NY, Under Armour in early October brought out a few of its star athletes to unveil its UA x Muhammad Ali collection.

In a partnership with Authentic Brands Group, LLC (ABG), which owns the licensing rights to Muhammad Ali, Under Armour is utilizing the iconic imagery, video and quotes from the Muhammad Ali archive to form the basis of a global brand integration that will include both product and marketing. Ali, 73, has been long battling Parkinson's disease and is rarely seen in public.

Not surprisingly, the collection includes a host of t-shirts, sweatshirts

and hoodies bearing likeness of the boxing legend as well as some of his most notable feats, including the "Thrilla in Manila." Many of the t-shirts also play up Ali's colorful and inspiring sayings, including "I'm Going To Show You How Great I Am," "I'm A Bad Man," "Your Hands Can't Hit What Your Eyes Can't See," and "Will Over Skill."

But the range also includes more subtle takes on the Ali name in workout apparel for training and fitness enthusiasts.

The Ali deal was hatched in February and some product has been in

"The service you do for others
is the rent you pay for your
room here on Earth."

– Muhammad Ali

the marketplace, but November 1 will mark the introduction of the first comprehensive collection.

"What November 1 represents is the first time Under Armour has put our spin on Muhammad Ali using performance as a lens," said Glenn Silbert, VP, Mens, Outdoor and Team Sports, Under Armour.

Infused with Coldgear, Charged Cotton and many of the brand's latest technologies, Under Armour's designers tried to capture a younger Ali as he would appear in 2015. "We looked at what Ali would be training in today," said Silbert. "What apparel from Under Armour would make him better."

To market the Ali collection to consumers, Under Armour is using videos integrating footage of Ali into its existing "Rule Yourself" ad campaign featuring Under Armour's team of athletic endorsers: Super Bowl champion Tom Brady of the New England Patriots, 2015 Masters and U.S. Open champion Jordan Spieth, NBA champion Stephen Curry of the Golden State Warriors and ballet dancer Misty Copeland.

Special merchandising and marketing opportunities will be explored around Ali's feats. The launch is currently being tied to the 40th anniversary the heavyweight world title fight between Ali and Joe Frazier that was fought in the Philippines. Events are also being planned for 2016 around the 20th anniversary of the Atlanta Olympics, when he famously lit the Olympic torch to start the games.

Natasha Hastings, USA track and field sprinter and Olympic gold medalist; Cam Awesome, a USA boxing heavyweight; and Jovan "Wanna" Walton, a junior boxer and Team UA Next athlete, met in a boxing ring to discuss Ali's influence in their careers. Much of the conversation explored Ali's stature as one of those rare class of elite athletes whose brand has endured long after him with his name resonating across cultures and generations.

Hastings remarked she definitely relates "most certainly with being flashy" when she thinks of Ali. But she also relates to Ali's enduring pushes

CHAMPIONS ARE MADE FROM SOMETHING THEY HAVE DEEP INSIDE OF THEM ...



to become “the champion you are” despite doubts that harkens back to Under Armour’s “I Will” motto.

Cam Awesome said he respected Ali for his confidence. “I lacked confidence when I was young so I joined the gym to lose weight and become more like him - maybe not specifically like him because that’s a tough act to follow,” he said. “But I admire his charisma and his personality, and I started boxing at 16 or 17 to build confidence.”

Walton, who’s only 10, simply said, “He’s the greatest.”

Nick Woodhouse, president and CMO, Authentic Brands Group, described Ali as “one of the most respected and trailblazing figures in modern history” and talked about the “glowing of the eyes” he often receives when people find out he’s working on behalf of Ali. He related a story from outside the boxing ring as an example of Ali’s character and his ability to inspire. He said Ali once had a brief chat with a homeless man and later on had his assistants drive back and give the man a check for \$10,000.

“Today it’s a lot of money for a lot of us in the room and back then it was a lot of money and people around him asked him why and he said, ‘Why not?’ said Woodhouse. “And that was really the germination of one of his famous quotes which was: ‘The service you do for others is the rent you pay for your room here on Earth.’” Woodhouse offered the story as one example of how Ali eventually became a humanist and evolved from “this brash, cocky youngster to realizing he could affect people’s lives.”

“His achievements both in the boxing ring and through his dedicated humanitarian efforts around the world solidify him as “The Greatest of All Time,” said Silbert. “It’s an honor to align the Under Armour brand, which has long celebrated the unyielding will of an athlete, with such an icon.”

The UA x Muhammad Ali collection highlights



Ali French Terry
Pull Over Hoody, \$70



Ali Rumble Photoreal T, \$35



Women's Ali Fleece
Pullover, \$65



Women's Ali Fleece
Capri, \$60



Ali Hiit Shorts, \$50



Your Hands Can't Hit What Your
Eyes Can't See Tshirt

INDUSTRY CALENDAR

Photo courtesy Princeton Tec

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

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
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