



SGB

ISSUE 1545
NOVEMBER 9, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

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Photo courtesy 37.5

MARKET REPORT

- 4**
Keely's Camp
Looks for Next "Girl on Fire"
- 6**
Cordura Reveals the Future of
Workwear Fabrics at A+A
- 8**
Under Armour Supports Chicago's
Urban Park and Trail Expansion
- 10**
Sports Industry Supports
November Movement
- 25**
Industry Calendar

WHAT'S NEWS Q&A WITH SGB

- 12**
Teton Bros Joins European Imports into
North American Backcountry Market
- 14**
Polarmond Co-Founder Unveils Mystery
Behind All-In-One Sleep Shelter

GIVING BACK

- 16**
Fishpond's Co-Lab with Chaco Raises
\$10,000 for Western Rivers Conservancy

FEATURE FABRICS TECHNOLOGY

- 18**
What's In Your Jacket?

ON THE COVER
Photo courtesy NAU



Keely's Camp Looks for Next “Girl on Fire”

Tecnica Blizzard and Keely's Ski Camp for Girls is still accepting applications for the Third Annual “Girl on Fire” sponsorship, providing equipment and training support to two special female skiers.

Selected recipients will span styles of riding with one alpine racer and one big mountain free rider chosen for the sponsorship. To be selected, applicants will need to exhibit a palpable dedication and passion for skiing in all aspects of life.

Two pairs of Blizzard skis and one pair of Tecnica boots will be awarded to each winner. The final prize is a spot to ride at the 2016 Kelley's Camp. Winners will be announced November 16, 2015.

With the slogan “Girls Moving Mountains,” Keely's Camp for Girls was founded by Blizzard Tecnica athlete and U.S. Ski Team alumni, Keely Kelleher.

The Camp seeks to “empower, inspire, educate and connect” the next generation of girls in skiing.

Coming from across the nation, girls attending the camp are coached and mentored by some of the best female athletes in the world. According to the camp, its team members share a list of accomplishments that include eight Olympic starts, 423 World Cup starts, nearly 300 years of ski racing and 80 years of coaching experience. These custom camp sessions are held at locations in Mt Hood, OR; Alta, UT; and Big Sky, MT.

Female skiers interested in applying for the sponsorship must be between the ages of 13 and 18. Applicants must describe in 250 words their future goals in skiing, involvement in their community and what it would mean to be a “Girl on Fire.”

Blizzard is a rising brand of alpine skis brought to customers by Blizzard Sport USA, its U.S. distributor, under The Tecnica Group umbrella where Blizzard and Tecnica operate as a single business unit in the United States. The Blizzard factory is in Mittersill, Austria. Apply at blizzardsportusa.com/keely/ 





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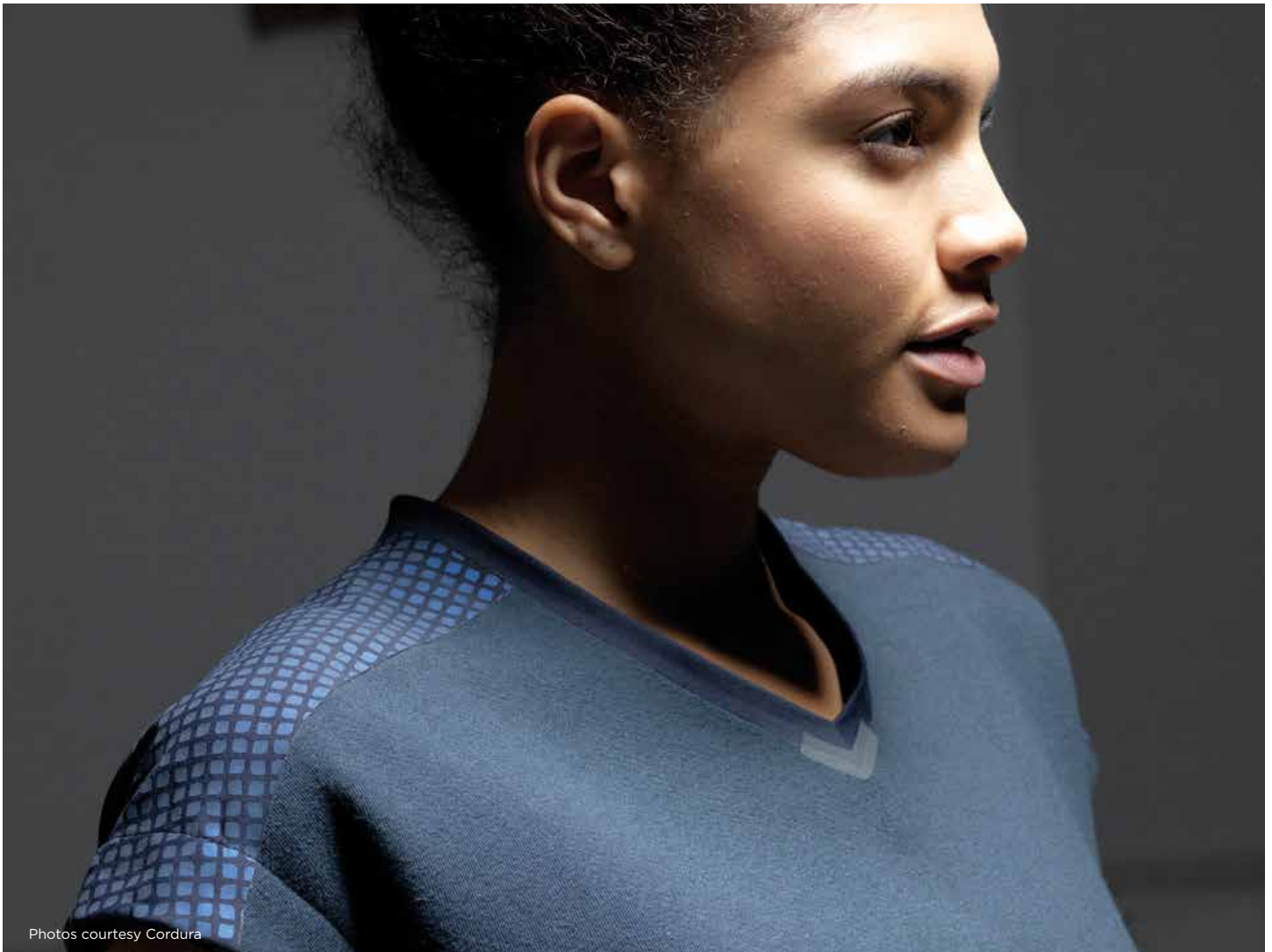


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Cordura Reveals the Future of Workwear Fabrics at A+A

Invista's Cordura brand team was in Düsseldorf, Germany, last week, October 27-30, to showcase its latest range of functional fabrics at the A+A Show. Cordura's latest fabrics featured at the company's booth included innovative reinforcement and hi-visibility technologies, as well as the brand's most current fashion-meets-function "soft comfort collection."

Known for its resistance to abrasions, tears and scuffs, Cordura fabric has long been a primary ingredient in many of the world's leading gear

and apparel products ranging from luggage, upholstery and backpacks to footwear, military equipment, tactical wear, workwear and performance apparel.

"The workwear industry has changed, demanding our technology to innovate and advance. This isn't your grandfather's Cordura fabric, it's created for the new generation," said Cindy McNaull, global Cordura brand and marketing director. "The A+A Show presents our team with an excellent opportunity to showcase the

legendary durability and power of our Cordura brand portfolio and the latest advancements in our protective fabric technologies to the global workwear market," said McNaull.

With an eye toward comfortably stylish performance wear and the urban lifestyle inspiration behind many of today's workwear garments, the Cordura brand will also showcase pieces from its latest collaboration with designer Michelle Rose: the Cordura + Struktur Studio Collection. The collaboration celebrates the intersection of fashion



Cordura Fabrics for Footwear

and function with crossover apparel aimed at “the confident woman,” to enable her to transition seamlessly from the office to the yoga mat.

Show goers got a closer look at the latest Cordura fabric advancements, such as Cordura for Garment Reinforcement, Enhanced Abrasion Resistance, HP Hi-Vis fabrics and Flame Retardant PU Coating innovations. Here is the breakdown:

Cordura fabrics for Garment Reinforcement is a portfolio of fabrics ranging from heavy duty Cordura Ballistic and Cordura Classic 1000D to supple Cordura Naturalle fabrics with stretch performance and moisture management properties. Featured in this portfolio are classic reinforcement fabrics from global suppliers including Dong Jin International Corp, Korea, and Master Textile Mills Ltd, Pakistan, as well as specialty fabric ranges targeting use in hazard wear and protective apparel.

Cordura fabrics with Enhanced Abrasion Resistance were touted to maintain breathability and tear strength. These 100-percent air jet textured nylon 6,6 Cordura Classic fabrics feature a special coating designed for amped durability. Offered by Sasytex, France, and targeted for garment or equipment reinforcement, the fabrics are available in anti-abrasion and anti-slip options.

Cordura HP Hi-Vis fabrics are high-tenacity air jet textured polyester Cordura fabrics with

inherent abrasion resistance and tear strength offered in high visibility colors (yellow, orange, red) to meet EN 20471 requirements. Fabrics are targeted for garment reinforcement and can also be used for bags, packs and equipment applications. The Hi Vis fabric range manufactured by Concordia Textiles, Belgium, is also offered in a 3-layer waterproof version in which the Cordura HP Hi-Vis fabric is laminated to a PTFE waterproof breathable membrane and a knit. This fabric is targeted for outdoor apparel for workers in road and rail infrastructure building and maintenance. Cordura HP Hi-Vis fabrics with stretch functionality from IBQ, Spain, round out the portfolio.

Cordura Classic fabrics with Flame Retardant PU Coatings are promoted for use in law enforcement and military applications such as protective vests. The new Deliflame FR range from Delcotex, Germany, and latest FR styles from Sasytex, France, feature Cordura Classic 500D and 1000D AJT nylon 6,6 fabrics with flame retardant finishing. Also available are new Cordura HP fabrics with flame retardant finishing manufactured by CF Weber, Germany, and Incabo, Spain, using the latest high tenacity polyester yarns.

Other Cordura booth highlights that wowed the show floor included:

- **Technical denims:** Hardwearing, hardworking Cordura Denim fabrics with four times the abrasion resistance of traditional 100-percent

cotton denim fabric, combined with functionality such as stretch, moisture management and thermoregulation.

- **Cotton blends:** Cordura NYCO and Canvas fabrics designed for work and play made using the same intimate blend cotton/nylon fiber technology developed for military combat uniforms.
- **Woolly Bully:** Performance fabrics developed with Merino wool/nylon yarns. Cordura Combat Wool fabrics offer the comfort and aesthetics of wool with built-in durability.
- **Power Knits:** The latest soft knit fabrics (jersey, pique, terry and fleece constructions) featuring Cordura brand technology for sweatshirts and t-shirts.
- **Footwear:** A growing collection of Cordura AFT, HP and Classic fabric technologies designed for footwear including safety shoes and military boots, athletic, urban and lifestyle footwear.

The Cordura brand is a registered trademark of Invista, one of the world’s largest producers of integrated polymers, intermediates and fibers, also including brands Lycra, Coolmax, Stainmaster and Antron. The company’s technologies for nylon, spandex and polyester are used to produce clothing, carpet, car parts and countless other everyday products. Headquartered in the U.S., Invista operates in more than 20 countries and has around 10,000 employees. 



Cordura Fabrics for Workwear



Under Armour Supports Chicago's Urban Park and Trail Expansion

More than 50 students and their teachers joined Under Armour staff in a fun run in late October to celebrate a partnership between Under Armour, The Trust for Public Land and The 606, Chicago's urban park and trail system. Under Armour's partnership with The Trust for Public Land - The 606's lead private partner -- provides the opportunity for kids to engage in fitness activities using this Chicago trail system to support a healthier lifestyle.

The celebratory fun run began at Moos Elementary with snacks and a warm up before setting out on the Bloomingdale Trail. Students were equipped with Under Armour shirts and running shoes. More than 7 million people live within a 10-minute walk of a Trust for Public Land park, garden or natural area, the Trust said.

"The 606 and the Under Armour brand will be deeply woven into the fabric of the community, promoting an active lifestyle and providing educational programming to local schools and residents," said Stacey Ullrich, director of corporate giving at Under Armour; which also plans to pursue opportunities for Connected Fitness technology on The 606.



The 606, named for the first three zip code digits of the city, provides much-needed green space and alternative transportation options and connects the neighborhoods of Wicker Park, Bucktown, Humboldt Park and Logan Square through the conversion of a former elevated railroad. The park system, the first phase of which officially opened in June 2015, also includes an observatory, art installations and event space, serving more than 80,000 neighboring Chicago residents.

With nearly three miles of uninterrupted paved trail and rubber running paths, the Bloomingdale Trail and its four connected parks along The 606 is a prime route for runners, walkers and bikers.

"Under Armour's sponsorship of The 606 will make this park an even better place for runners," said Beth White, The Trust for Public Land Chicago region director. "Under Armour's support for The Trust for Public Land will also help us complete The 606 over the next two years." White noted there are two additional parks in development as well as other community activities to be funded and integrated into the project. 

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Sports Industry Supports Movember Movement

BaUER Hockey, SAXX and Adidas have all launched programs supporting the Movember Foundation, which raises funds and awareness for men's health issues. During the month of November, millions of people participate in the Movember campaign by growing moustaches to help raise funds and awareness for prostate cancer, testicular cancer, mental health and physical inactivity. Since 2003, the foundation has established itself as one of the largest non-governmental investors in men's health and has raised \$676 million and helped fund 1,000 breakthrough men's health projects.

SAXX, the underwear brand, launched a limited edition Stache collection on October 29. The company is donating \$2 from each Stache sale to the Movember Foundation to help continue the funding of critical men's health research.

Along with the Stache collection, SAXX is launching a campaign to foster awareness about men's health issues. With the support of three Mo Bros – cancer survivors Ron Telpner and Gianmarco Colannino along with mental health advocate Shea Emry of the Saskatchewan Roughriders – SAXX is telling their inspiring personal stories to encourage men and women to sign up and donate at [Movember.com](#).

"We're proud to be an official Mo partner this year as we continue to raise funds to support the important work Movember does in helping men live happier, healthier, longer lives," said SAXX Underwear CEO Tim Bartels.

Based on its brand campaign "Own the Moment," Bauer Hockey has created "Own the Mo" t-shirts that will be sold online and in-store at Total Hockey in the U.S. and at Pro Hockey Life in Canada. Bauer Hockey and

the two retail partners will donate a combined \$10 to the Movember Foundation for every "Own the Mo" t-shirt sold. "Own the Mo" t-shirts will also be available at Bauer Hockey's store in Burlington, MA.

"Movember is a fun way to show your support for men's health, and it's become a tradition in the hockey community," said Rich Wuerthele, EVP, Bauer Hockey. "We're proud to partner with the Movember Foundation and our retailers to raise money that helps fund important research focusing on prostate cancer, mental health and much more."

Adidas comes on as an official partner of The Movember Foundation while unveiling a line of Movember graphic tees with \$2.50 of each sale going back to the foundation. The collection is available on [adidas.com/us/movember](#) for \$25 and includes localized editions for NYC, Brooklyn, LA, Chicago, D.C. and Portland. Adidas is enlisting the support of some of its top athletes to raise awareness for the cause. Follow C.J. Spiller, Sammy Watkins, Von Miller, Eric Berry, RG3, Vincent Jackson, Carlos Hyde, Ryan Tannehill and Jonelle Filigno, among others. 



Photo courtesy Adidas



Photo courtesy Bauer Hockey

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Teton Bros Joins European Imports into North American Backcountry Market

By Aaron H. Bible

Teton Brothers, a lesser-known yet highly competitive outdoor technical brand from Japan, announced it would launch its winter backcountry apparel collection in the United States this fall. The Teton Bros Fall/Winter 2015 collection is designed by Nori and Junko Suzuki, and its roots stem from the backcountry of Niseko, Japan.

Teton Bros began in 2007 when founder Nori Suzuki, an accomplished Japanese mountaineer, took inspiration from his personal travels around the Western U.S., and created his own line of outerwear. After looking at the current offerings in Japan at the time, Suzuki saw his move into apparel as a necessity.

Pieces are available in both men's and women's, and are described as elegant, functional and rugged. The natural color palette is infused with greens and blues inspired from old Japanese kimonos. The collection includes premium textiles from Polartec, Pertex and Primaloft. SGB caught up with Nori Suzuki to find out more about the North American launch.

Why is now the time for Teton Bros to come to the United States? We have been planning to enter the U.S. market for some time now. We have been coming to ski with athletes and test products around the Western U.S. for the last five years. We believe the market is now looking for high-quality garments and we are confident that our brand and Made by Japan philosophy will attract U.S. consumers.

Are you working on a rep/dealer network? What marketing will support the launch? This year we have partnered with PPC (Prime Pacific Connections), a firm managing international brands, to establish the brand and build a solid foundation for the U.S. market, and they will engage with



Nori Suzuki
Photos courtesy of Teton Bros

retailers and sales reps. Our marketing technique is very user oriented. We strive to engage with customers about products with a large ambassador outreach. Initial marketing will be geared toward the retailers with a larger push to end consumers when product is available in specialty retailers in Winter 2016.

Where does the name come from, and what's with the Tetons being such a classic word in American mountaineering? I took most of my inspiration for Teton Bros from the times I spent in Jackson Hole, WY. I learned the definition of big mountain skiing there, and I wanted all my friends in Japan to know what it's all about. I thought creating a line of technical wear not found in any other Japanese brands would help bring the outdoor culture found in the U.S. to Japan. I think the name "Teton Bros" really represents where the brand inspiration was founded.

What differentiates Teton Bros from other European mountaineering brands making inroads in the U.S. market? We offer a product quite unique compared to products in the industry. We have very high-quality

garments with unique cuts and colors. I hope through quality and functionality, Teton Bros can represent a new breed of brands from Japan.

Besides using premium ingredient brands like Polartec to establish credibility and quality, what else about the brand will help it be successful both globally and in the U.S.? Polartec is a great brand and they've been an especially close partner in Japan to bring technical fabrics to athletes. We work with multiple other high-end component brands to bring a collection of innovative, technical outerwear to the market. We started testing our first product in 2007 with ski patrollers in Niseko, Japan. Using feedback from the mountain staff, guides and national athletes throughout the years, we have tailored our products with unique pattern construction to add functionality not found in larger brands. Our products hold a large focus in the backcountry ski and snowboard market.

What are your plans for the 2015-16 U.S. ski season? We're going to have a booth at the Outdoor Retailer Show in Salt Lake City. We're excited to show our garments and share our vision to people who love the outdoors. We're planning to visit some places and retailers with our garments after Outdoor Retailer. Hopefully we can go to the mountains with shop staff to test our garments in deep powder. 



THE WEEKLY MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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Polarmond Co-Founder Unveils Mystery Behind All-In-One Sleep Shelter

By Jahla Seppanen

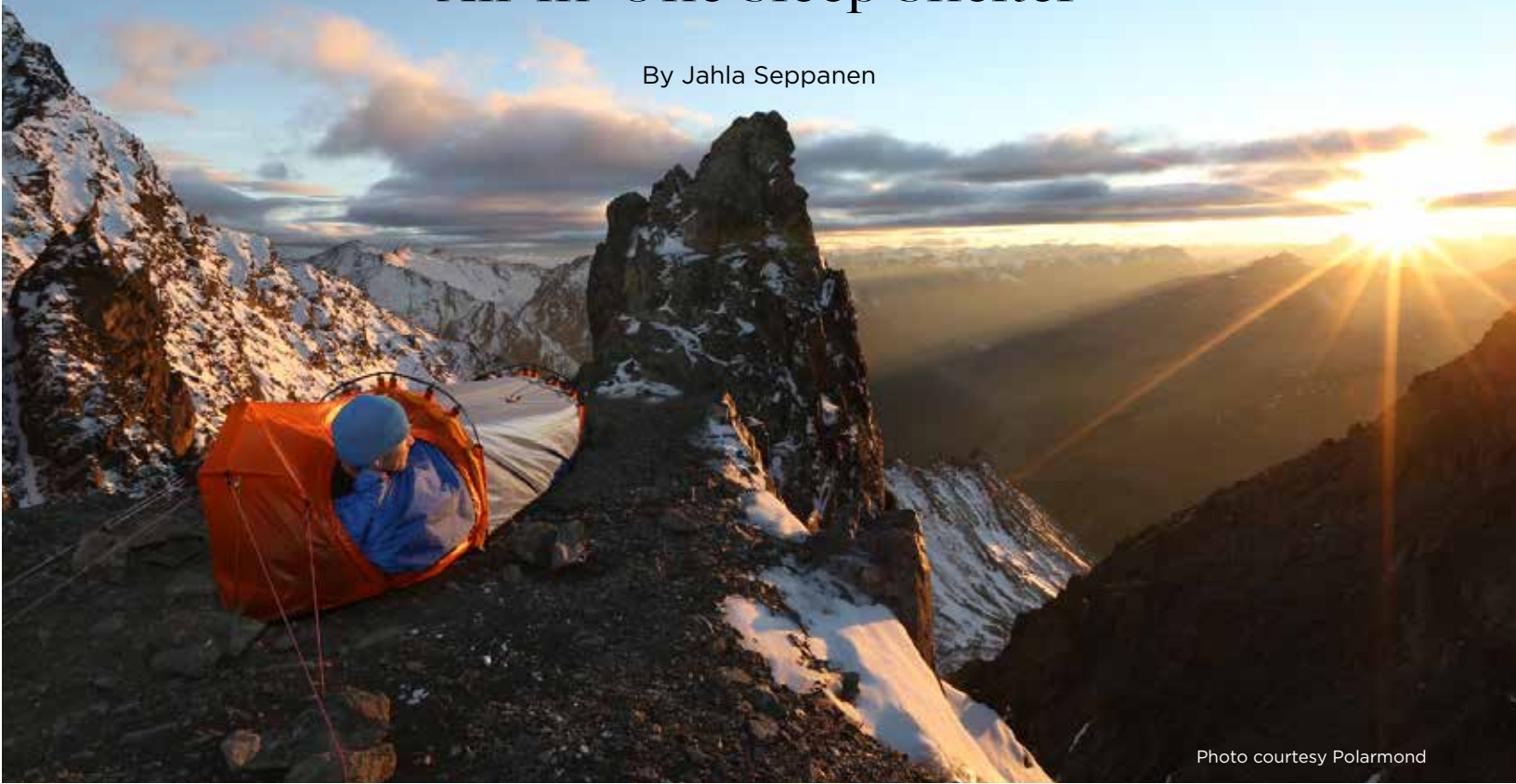


Photo courtesy Polarmond

Buzz around the All-In-One Sleep System prototype by Swiss start-up Polarmond has swarmed the outdoor media. However, lauded as “revolutionary” for outdoor camping, the All-In-One is still somewhat shrouded in mystery. The concept behind the design is to unite the functions of a tent, sleeping bag and pad into a single temperature-regulated product.

One of the masterminds making this potentially industry-altering shelter a reality. Walter Krummenacher, CEO, co-founder and co-developer at Polarmond, helps clear the air on some of the questions that weren't being answered.

What Was The Inspiration And Creation Process Of The All-In-One? Before I started this big Polarmond project in September 2010, I was working as a product manager for valves and actuators. The company I worked with was very successful, but the products didn't fascinate me. I thought about how to improve my satisfaction and came to the conclusion: to design products for refugees and the homeless. My goal was to protect them

from the cold or freezing to death. As you know there are thousands of ways to design a shelter, so first I had to define the five most important overall specifications of this high-tech shelter: self-warming tent, 100-percent fresh air supply, air suspended sleeping comfort, low in weight and no heat accumulation.

Did That Take Long To Define? It took me two and a half month (working on evenings and weekends) to invent the basic concept. Then I had to prove to myself the physical warm-up of the shelter, theoretically and with functional samples. After analyzing how it worked, it was clear that I needed to start first in the Outdoor segment.

What Were The Odds It Would Take Off In Outdoor? Since July 2012, when I was analyzing the awarded products at the Outdoor Show in Friedrichshafen, I was quite sure that we could revolutionize outdoor equipment like tents, sleeping bags and sleeping pads, because we created a new philosophy of how to sleep outdoors in the future. A couple months ago we got the official patent for the U.S. market, Europe and soon also for China.

Some Outdoorists Have Questioned The Weight And Carryability Of The System. How Is The System Classified As Ultra-Light And How Does It Pack Down? We are still in the prototype phase, so we don't want to communicate those packing sizes just yet, but keep in mind that we position our products at -22°F comfort temperature.

Will Polarmond Branch Out To Other Outdoor Products? Right now Polarmond has the patented All-In-One sleep system, but we also have three big projects with patent pending status. We expect these three projects to have a significant influence on traditional sleeping bags and sleeping pads.

You Said The Shelter Was Created To Help Refugees And The Homeless. How Will You Get All-In-One To These People In Need? Our long-term vision is to design products for refugees and the homeless. But first we have to generate turnover/profit to finance those projects/products. Aid organizations and towns will buy our products and distribute them to those in need.

Where Is The System Designed And Manufactured? Designed in Switzerland with our CTI partners, and manufacturing will depend on the assembly group, in Ireland, Poland and Taiwan.

Lastly, If You Could Take The Shelter Anywhere In The World, Where Would You Camp? Somewhere I can see the fascinating Aurora Borealis polar lights. 



Polarmond Co-Founders
Walter Krummenacher
and Marcel Schubiger



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CLICK TO PLAY

Photos courtesy Western Rivers Conservancy

Fishpond's Co Lab with Chaco Raises \$10,000 for Western Rivers Conservancy

By Aaron H. Bible

Fishpond, maker of fly fishing and outdoor adventure gear and known for its authentic, upcycled-material products, recently partnered with footwear brand Chaco to raise money for Western Rivers Conservancy (WRC).

A portion of the proceeds from the sales of two styles of limited-edition Fishpond-Chaco sandals was donated to WRC to protect river ecosystems.

"Rivers are the birthplace of Chaco and have been part of the brand's DNA from the beginning," Colin Butts, director of marketing for Chaco, told SGB. "We're proud of our partnership with Fishpond and the lasting work the WRC has been able to accomplish."

With a focus on design, aesthetics, craftsmanship and function, Fishpond has assumed a leadership role in the fly fishing industry and is

making headway in other markets as well. "Partnerships are exactly what make a difference to us as a brand and to our consumers," said Fishpond Co-owner, Ben Kurtz. "WRC epitomizes how Fishpond likes to express our brand promise."

WRC protects river ecosystems on more than 50 western rivers and streams by acquiring critical habitats and providing public access for long-term conservation management.

WRC's most recent accomplishments include; Conserving a reach of the upper Yampa River in Colorado and opening public access at the edge of the Sarvis Creek Wilderness; working with the Yurok Tribe in California to create a 72-square-mile sanctuary on the lower Klamath River to protect Blue Creek - an important cold water tributary for salmon recovery; and purchasing a 16,000-acre ranch in Oregon to create Oregon's largest state park and opening up 16 miles on the John Day River.

"We feel very lucky to work with a generous, river-loving company like Fishpond," said Danny Palmerlee, WRC communications director. "This contribution will help us continue our efforts to conserve the great rivers of the West and ensure they're healthy and accessible for anglers and river-enthusiasts everywhere."

Kurtz added, "Being a small company we have to be creative with the mechanisms that we can use to raise funds, and this Chaco collaboration is a great example of what that can look like. Other partners that we have been able to implement similar programs which include Save the Colorado, First Descents, SheJumps and Trout Unlimited."

"At Fishpond we are constantly looking for ways to reduce our footprint on the environment. Recently we have transitioned many of our existing products, and designed our new products to be made from recycled nylon derived from

commercial fishing nets, which is an industry first," said Kurtz. "In August we became a certified B Corp, which tells our industry and our consumers that they are aiding a company that deeply cares about the environment and social responsibility on a large scale."

As a small fly fishing focused brand, Fishpond has made it a point to communicate to employees, consumers and the industry that its business is dedicated to making sustainable decisions affecting everyone involved.

Kurtz believes, like many in the industry, that conservation of the natural world is a shared responsibility. "With each step forward, each new ripple we create, we move closer to becoming a brand that embodies a vision for a healthy and sustainable environment. As in every facet of life, none of us can do everything, but each of us can do something." 



Chaco Flip



Chaco Z2



Sandhill Cranes



Photo courtesy John Day and Western Rivers Conservancy

What's In Your Jacket?

SGB brings the fall run-down of some of the latest fabrics and technologies. While not exhaustive, and you won't need the periodic table to decode the material make-ups, our list explores and explains a few of the innovations retailers and consumers should be looking for this winter and next spring.

By Aaron H. Bible



Photo courtesy NAU



Columbia OutDry
Extreme Force 12 PFG Shell

COLUMBIA

Although much has already been written about OutDry, Columbia Sportswear, who acquired the technology in 2010 for use in gloves through its Mountain Hardwear brand and consequently in Columbia gloves and shoes, is now utilizing the material technology in a new way in outerwear.

OutDry features a patented lamination process that bonds a waterproof membrane directly to the garment's highly breathable outermost layer. The company's blog sums it up best: "With OutDry Extreme, we've turned waterproof breathable jacket technology inside out. This patent-pending technology is a totally new approach to rainwear. OutDry Extreme is the first waterproof ultra-breathable jacket with a waterproof membrane on the outside of the jacket for permanent water repellency and durability. By putting an abrasion-resistant membrane on the outside where it's in contact with the rain, there is virtually no risk of the jacket 'wetting out' like others do when their DWR wears off. This is a durable, permanent waterproof layer that actively repels moisture and rain. OutDry Extreme is ultra-breathable thanks to microscopic perforations in the membrane that allows moisture to escape while keeping rain at bay. The interior lining is a wicking textile that enables even more breathability and next-to-skin comfort, as opposed to a plastic-feel next to skin."

OutDry Extreme technology even looks waterproof, in line with Columbia's strategy of visible apparel technology. The OutDry Extreme

range will all be branded by Columbia's Titanium logo and will be featured across Columbia's three performance tiers: Gold, Platinum and Diamond. It will be available Spring 2016 in 19 styles of jackets and pants, in several colors, from \$150 to \$400.

PRIMALOFT

PrimaLoft Silver Insulation Active continues to be a top story for this growing ingredient brand. PrimaLoft Silver Insulation Active is, according to the company, the only insulation solution offering both high breathability and unmatched thermal properties, designed specifically for high-output adventures.

It is soft, packable and water-resistant, allowing wearers to adjust comfort levels during intense activity. With an industry-leading warmth-to-weight ratio, the construction of PrimaLoft Silver Insulation Active enables excess heat and moisture to escape, keeping the user comfortable, warm and dry. From a supplier standpoint, PrimaLoft Silver Insulation Active allows product designers to utilize a much wider variety of breathable shell and liner fabrics, resulting in more year-round choices for consumers. The material is now Bluesign and Oeko-Tex Standard 100 approved as well.

W.L. GORE

Released at ORWM and ISPO in January, W.L. Gore introduced a third tier in its waterproof-breathable lamination technology for makers of performance outerwear, now available in more than a dozen Gore-Tex brand partners. Gore is credited with inventing the ePTFE microporous membrane that reigned supreme in waterproof-breathable since 1969.

Hailed by Gore as more than just an incremental innovation, the new Gore-Tex C-Knit features a hosiery-knit, ultra-lightweight woven backer construction that will roll out in Fall 2015. The company claimed it is up to 15 percent more breathable and 10 percent lighter than three-layer Gore-Tex laminates with traditional Tricot backers.

The company launched Gore-Tex Active in 2011, followed by Gore-Tex Pro in 2013. To put it simply, C-Knit will be less crunchy but more breathable than Gore-Tex Pro, but slightly less breathable than Gore-Tex Active.

Gore product developers are calling C-Knit “the most versatile 3-layer fabric ever,” while “maintaining the Gore-Tex guarantee of being 100-percent windproof and waterproof.” Development began in 2012 and international guides and athletes tested more than 100 samples. The new backer material is 30- to 50-percent lighter as a raw material (garments may only be 10-percent lighter), and Gore is developing a new seam tape for this product, designed to stretch more easily around curves.



Photo courtesy Gore-Tex



Photo courtesy Polartec
Kitsbow Power Wool Base Layer

According to Gore Product Specialist Chris Mayer, the goal was to develop a robust yet softer laminate that could be used for multiple activities by outdoor enthusiasts, “who rate comfort as high as functionality.” The softer feel is achieved through a backer (the inner, third layer of a three-layer garment) constructed of an extremely fine nylon, and a lamination procedure engineered to complement it. C-Knit is made on a specific circular knitting machine – only one of which currently exists (in Japan) but Gore said it will build up to four more to support production.

C-Knit targets hikers, trekkers and free riders who Gore found through its research to be missing versatility and comfort that previous Tricot backing fabrics may not have provided. According to Gore Fabric Marketing’s Tom Boyle, the company sees a global hiking market of 166 million people, trekking with 13.3 million participants and 8 million freeriders, all whom participate outdoors at least seven days per year. Those 166 million hikers also help explain Gore’s massive push into the waterproof-breathable footwear space, going large with its Gore-Tex Surround Technology in global partner brands La Sportiva, Salewa and Ecco.

POLARTEC

Polartec is now introducing its new Delta fabric and Power Wool fabric, both with unique properties.



Delta is offered as an alternative to quick drying polyester for warm weather. “We like to call it the Goldilocks of fabrics because it’s just right. Not too hot, not too cool. It successfully navigates the middle ground of natural and synthetic fibers, taking comfort cues from cotton for immediate and long term cooling ability, and synthetics for fast dry time, reduced wet cling and chaffing. The real proof is in the wearing, but we back it up with solid textile science,” the company said.

Technical highlights include a cool skin sensation, hydrophilic yarns, hydrophobic zones for breathability, reduced surface contact (less cling), regulated drying and odor control.

“We asked our R&D engineers to construct a radiator for cooling. A radiator is a structure that facilitates the transfer of heat from one thing to somewhere else.

Sweating is the primary way our bodies dump excess heat. So we devised a fabric that maximizes the effectiveness of your body’s natural sweat response. Our fabric radiator carries your sweat and holds it right next to your skin where it does the most good. You benefit from evaporative cooling, the removal of excess body heat, as the fabric dries,” Polartec told its sales force. “We do fabric, so our radiator doesn’t use metal fins,

it uses yarns. The fabric construction features hydrophilic yarns knit in a radiator matrix to prolong skin’s natural cooling response. This yarn will absorb and distribute water/sweat around the fabric. It works kind of like the coolant in a car’s radiator. It carries the sweat around so your skin can benefit from evaporative cooling. Hydrophobic zones created by synthetic yarn and a special knit construction promote maximum breathability and a quick dry time. The special knit structure reduces wet skin cling. And the yarns chosen have a naturally cool touch so you will want to put it on when it’s hot. We added in odor control to perfect the experience, and a UPF rating in the mid-weight to help keep you safe outside in the sun.”

Polartec Power Wool, the premier ingredient brand utilized bi-component knit construction with different yarns on either side of the fabric, creating two different surfaces. This hybrid construction, one moves moisture away from the skin, while the outer surface dries quickly. Polartec partners utilizing Power Wool in their Fall 2015 and Spring 2016 garments include Betabrand, Brooks Range, Kitsbow, QOR, Rhone, Under Armour, and Westcomb.

“Wool on the inside provides warmth even when wet, is highly breathable, moisture wicking and naturally odor resistant,” the company said. “It creates a very comfortable micro-climate, insulating the wearer from both cold and heat.”

SYMPATEX

Munich-based Sympatex is one of the leading premium ingredient brands in the field of functional textiles - developing, producing and distributing high performance membranes, laminates, functional textiles and finished products with brand partners worldwide.

The Sympatex membrane is, according to the company, 100 percent waterproof and 100 percent windproof, as well as optimally breathable. The non-porous Sympatex membrane is “guaranteed green” - 100 percent recyclable much like a PET bottle. It is made of polyether/ester, a combination of polyester and polyether molecules, and therefore, the brand said, completely eco-friendly as well as safe on the skin. It does not contain any fluorine compounds as some other liners do and is both PTFE-free and PFC-free. “It is Sympatex’ standard practice to aim for the highest possible eco-friendly production level throughout the entire supply chain. We are pursuing this objective together with brand partners who share the same ecological philosophy,” the company said.

Uniquely, Sympatex has no pores and works on a purely chemical and physical principle. Hydrophilic components of the Sympatex membrane absorb moisture from the body and transport it to the outside so that it can evaporate, while at the same time the pore-less structure of the membrane prevents the ingress of rain. The brand said this means clothing featuring Sympatex are extremely easy to look after and can be washed as often or little as you like.

The latest technology for its apparel is a 2.5-layer laminate called Phaseable. Three-dimensional Phaseable, which is ecologically compatible and produced in a sustainable way, influences the body climate of the wearer in an intelligent way. According to the brand, this half-layer on the inside of the laminate only touches the skin punctually in the form of foam points. During an athlete’s recovery phase, an insulating air layer is created between the skin and the laminate. When physical activity is increased, moisture is produced, which lets the compact hydrophilic Sympatex membrane swell. Thus, the foam points disappear, the distance to the skin is reduced, and the laminate gets closer to the skin. The dynamically active Sympatex membrane also increases moisture transport.

37.5

37.5 technology was created by Cocona Inc., a world leader in the development, commercialization and marketing of active particle technologies to enhance the technical performance of clothing, footwear and sleep systems. Cocona was established in 2000 and rebranded as 37.5 in 2013. Previously, 37.5 technology was marketed under the Cocona brand name, as its original active carbon particles were derived from coconut shells. The technology has since been expanded to use additional natural materials. The company is headquartered in Boulder, CO.

Victorinox is one of the first contemporary menswear brands to put 37.5 technology into everyday pieces. Their Limited Edition series consists of eight offerings all made with 37.5 technology that work functionally together. These include the Ranger Zip jacket, Reversible Bomber, Trail

Leader vest, Pathfinder hoodie, Vanguard Henley, Recon t-shirt, and Minutoli cargo pant.

Another example, the Spring 16 launch of Carhartt Force Extreme with 37.5 technology includes a Cargo Pant, Zip-Off Pant, Cargo Short, Pocket Polo, Sleeveless T, Quarter-Zip Long Sleeve Shirt, and the Short Sleeve T. Through a unique partnership, Carhartt is the only U.S. workwear brand with 37.5 technology.

The Bontrager brand from Trek is enhancing their 37.5 merino baselayer program with two waterproof breathable jackets featuring the technology - the Velocis Stormshell jacket and hooded Lithos Stormshell. Bontrager is also releasing the Stormshell Oversock with 37.5 for riding in extreme weather. Snowboarding brands Nitro and Homeschool use layering 37.5 to keep riders dry and warm. Nitro just released the Pioneer series of shell jackets, pants and bibs, along with midlayer and baselayer pieces, all packing the punch of 37.5 technology.

NAU

One of the coolest tidbits of news in material innovation is recycled down from Portland-based clothier Nau, one of the first brands to integrate a



Lithos Stormshell Jacket
Photo courtesy 37.5

next-step in sustainable down production. Beginning with a sustainable vision, Nau worked closely with a number of partners over the course of several years to bring recycled down to life.

In France, a vendor gathers down from reclaimed (post-consumer) down duvets and pillows, sorts it, and sends it out for processing. During this breakdown process, an internal quality check is performed and the down insulation is divided into nine categories. The raw material is put through a sorting machine and the top quality down from this process is collected, labeled and shipped to the cleaning facility. A family owned vendor near Budapest, Hungary uses a high quality process to clean, rejuvenate and sort the down to be repurposed into outerwear insulation. Small samples are taken from each bag to ensure the product matches the high quality standards. Upon meeting requirements, the raw materials is sorted, washed and sterilized. The same cleaning process applies to both virgin and recycled down. The down is sterilized in a specialized drying system at 135-degrees C. At the end of the process, samples are taken again to ensure the cleaned product meets all standards. All approved product is packaged and then shipped to design factories to produce final garments. The resulting 650-fill power blend of goose and duck down maintains the same weight, quality and insulation properties as virgin down sourced directly from waterfowl.



Performance Apparel
Photo courtesy Tasc



Photo courtesy NAU

“The recycled down process both begins and ends with design,” the brand said. Since launching in 2009, Nau has sought to deliver products that meet three main standards: style, performance and sustainability. Its recycled down insulation will be introduced in six new outerwear pieces for Fall/Winter 2015, including the Copenhagen Down Trench for men and women, the Blazing Down Jacket for men, and the Cocoon Down Trench, Allee Down Pullover and Down Hoody Jacket for women.

TASC

Another unique fabric innovation growing over the last couple years comes from New Orleans-based Tasc Performance Apparel. Seeking alternatives to polyester and cotton, the brand spent years researching and developing a proprietary finishing process it calls BamCo, blending bamboo fibers with cotton and merino wool in a line of more than seven fabrics to create layering pieces and sportswear.

Tasc’s Elevation Series is a four-season fabric of 18.5 micron Merino blended with bamboo in what the company calls “a dual-threat performance powerhouse with unmatched next-to-skin feel.” They say it absorbs and releases sweat quickly, regulates body temp, resists odors and is naturally UVA/UVB protective. The Elevation Series features a range of men’s and women’s performance tops specifically constructed for comfort and versatility.

Their original fabric MOSOtech is a blend of bamboo and organic cotton, producing a silk-like softness imbued with natural performance benefits. There’s also MOSOdry, MOSOflow, MOSOpeak Fleece, MOSOfresh, as well as VeLuxe French Terry and VeLu Performance Fleece. Each strain is



Photo courtesy Voormi

used by Tasc for a specific end use. The brand also released a performance line for plus sized women in mid-September, 2015.

VOORMI

Voormi has been turning heads and playing by their own rules since launching with small batches of 100-percent U.S. made and sourced wool-based garments in 2011. However, it wasn't until 2013 that they gained momentum. This year they are touting four key material innovations that some whisper will revolutionize the outdoor apparel industry.

The first innovation is Dual Surface precision blended wool - a next-to-skin application featuring single layer construction, wool on the outside, with a "razor thin" layer of synthetic/polyester on the inside. It's "a specialized knitting technique we use to engineer single layer fabrics with advanced two-sided performance. Ideal for next to skin applications, this fine micron wool construction features a thin inner layer of high performance wicking yarns designed to pull moisture off the body and disperse it to the outer facing surface. Once there, the natural temperature and moisture regulating properties of wool are free to take over, keeping you dry and comfortable long after the furnace stops burning," the brand said. Next is Surface Hardened Thermal Wool (mid-layers) and Surface Hardened Technical Woven Wool (outer layers). Thermal Wool features

a 21.5-micron wool reinforced by outer facing high strength performance fibers, finished with a DWR. Technical Woven Wool is a long-awaited, 21.5-micron Rocky Mountain Highcountry Merino wool reinforced with high performance Nylon and finished with a DWR. It's a completely unique 4-way stretch construction for legitimate mountain work and play.

The last material innovation from Voormi did more than just turn heads at SIA last February, but confused people and made them question everything they thought they knew about waterproof breathable construction. Core Construction is "the first true single-layer performance fabric with a weatherproof membrane directly incorporated inside the knit construction of the textile without glue or lamination," brand managers said. "The result is a never-before-seen performance fabric that blurs the lines between a mid-layer and soft-shell." And because Voormi manufactures in the U.S. in small batches, some of which is developed in their tiny hometown of Pagosa Springs, CO, they have been very slow and careful in rolling out these new technologies. Available, while they last, in just one product, the Fall Line Jacket provides breathability, thermal regulation and resistance to wind and snow. Think about a supple Merino wool mid-layer and the water and wind resistance of a soft shell, with the weatherproof membrane actually embedded inside the fabric. And Voormi doesn't stop there. The brand plans to continue innovating on the Core Construction platform for the next decade. 



Photo courtesy 37.5

NOVEMBER

22-24 Sports, Inc. Athletic Show
Las Vegas, NV

DECEMBER

1-4 The Running Event
Austin, TX
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

FEBRUARY

1-2 SIA On-Snow Demo
Denver, CO
1-2 SIA Nordic Demo
Denver, CO
2-4 FFANY
New York, NY
2-4 Worldwide Spring Show
Reno, NV
8-10 EORA SE February Show
Greenville, SC
16-17 MWSRA New Model Demo
Afton Alps-Hastings, MN
17-20 Sports Inc. Outdoor Show
Phoenix, AZ
18-22 NBS Semi-Annual Market
Fort Worth, TX

MARCH

8-9 SFIA National Health Through Fitness Day
Washington, D.C.
17-19 Imprinted Sportswear Show (ISS)
Atlantic City, NJ

APRIL

1-2 SFIA Litigation & Risk Management Summit
New Orleans, LA
19-21 Imprinted Sportswear Show (ISS)
Nashville, TN

MAY

22-25 NSGA Management
Conference and Team
Hilton Head Island, SC

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