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NOVEMBER 23, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



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Cover Photo
Kahtoola Founder Danny Giovale

Photo courtesy Chris Burkard
for Fjällräven Campaign



Photo courtesy Astral

ASTRAL BRINGS FIRST ALL-SEASON FOOTWEAR TO OUTDOOR RETAILER WINTER MARKET

Astral has planted a flag in the four-season footwear category, slowly expanding since its founding in 2002, adding categories to its whitewater-specific performance footwear.

In a push to expand collections to meet the demand of its growing community of fans, Astral innovated two year-round mountain living shoes – the Donner and the Tinker. The independently owned and operated company will debut these all-weather 2016 kicks at Outdoor Retailer Winter Market in January.

“We’ve developed a following that love our shoes for the balanced geometry, amazing grip, versatility and water readiness, but when the weather gets cold, they find their Astral shoes are really made for spring and summer,” said Astral President Philip Curry. “The Donner and Tinker

expand our multisport collection so our customers can enjoy Astral shoes during all four seasons.” Built off the brand’s best-selling style, the Brewer, the Donner and Tinker focus on balance, traction, and weather resistance.

The Donner and Tinker are named after Donner Summit and Tinker Knob – two notably scenic landmarks along the Pacific Crest Trail (PCT) in the Sierra Backcountry. While the Donner Summit is a legendary outdoor playground for trekkers in the spring and summer, in the winter it becomes the breeding ground for ski pros. Tinker Knob, a granite rock outcropping, was selected as Astral’s inspiration for its protection against the headwaters of the North Fork of the American River. The Donner is durable and able to transition through the seasons. The Tinker is able to handle rugged peaks and knobs with ease and agility.

Both the Donner and Tinker are packed with Astral’s high friction, non-marking G Rubber Agro soles, Balanced Geometry closed cell EVA foam midsole that is removable, and a Hydrophobic Canvas upper with welded reinforcements at the heel, toe and eyestays. The styles are durable yet extremely flexible and lightweight at 9.17oz. Both are scheduled to hit retail shelves Fall 2016 for \$99. ■



The Donner and Tinker are named after Donner Summit and Tinker Knob – two notably scenic landmarks along the Pacific Crest Trail (PCT) in the Sierra Backcountry.



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CEP SOCKS TAKE COMPRESSION TO NO SHOW STYLE

Compression wear from CEP – a global leader in performance-enhancing compression technology – expands its award-winning line to include new low-profile, ultra-light designs this fall, with even more coming Spring 2016.

As a testament to CEP's performance enhancement, pros like runner Meb Keflezighi, slip into their CEP faves.

In addition to the trendy knee-high cut popular in compression wear right now (CEP makes these tall options too), new no-show socks by CEP won't cover the lower leg. The company's combination of Consistent and Graduated Compression Technologies still optimize arterial and venous blood flow even in the low-cut style.

And, the company said, the benefits of properly-applied compression go much further than circulation. CEP's No Show socks use muscle containment to push swelling out of the Plantar complex of the foot. Due to the snug ergonomic profile of the sock, CEP's have been found to greatly reduce rub and blistering.

For cyclists or runners who have steered away from the compression space due to a dislike for knee-highs during sport, CEP's No Shows are an outstanding (and affordable) opportunity to give compression a spin.

Ultralight No Shows are accompanied by cousin and not-quite knee-high sibling the CEP Short Socks, which cover the ankle.

A look ahead to Spring 2016 will bring light-outdoor Merino mid- and low-cut socks geared at hikers, mountaineers, trekkers and trail runners. However, with its great breathability, winter CEP options can still be worn comfortably for warmer months. These Spring newbies will combine high-tech fibers for even better heat and moisture management, just enough stretch for a precise fit with minimum skin friction, and reliable joint stabilization. ■

Hailing from a 60-plus-year German lineage of medical-grade compression products, CEP socks blast the continuous debate of whether compression gear actually helps athletes improve blood flow, reduce soreness and amp recovery.

These socks were made to tackle the primary challenges that can ail road warriors, including cramps, exhaustion, moisture and heat, and pressure points and blisters. The result is a light, super-soft and highly compressive sock that proves its power by the pros that wear it. As a testament to CEP's performance enhancement, pros like cyclocross champion Jeremy Powers, runner Meb Keflezighi, and triathlete Andy Potts slip in to their CEP faves.

CEP's athlete-supported compression technology has been reworked in their new Fall 2015 socks, going where one might not expect compression to go...the no-show.



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Run Ultralight Short Socks

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PHOTOGRAPHER CHRIS BURKARD "OWNS THE COLD" WITH FJÄLLRÄVEN CAMPAIGN

Swedish heritage outfitter Fjällräven will again partner with one of the most prominent outdoor photographers in the world, Chris Burkard, in the brand's new Fall/Winter 2015 campaign called "Own the Cold."



Photographer
Chris Burkard

Cali-born Burkard, who found worldwide recognition and endearment through his surf photography and then via Instagram, was tasked with capturing landscape and product adventure shots that showcase outerwear from Fjällräven's seasonal collection.

Specializing in outdoor adventure and travel photography, Burkard's skill is almost entirely self-taught. His style has been classified as

photojournalistic and his resume spans names including American Airlines, Nikon, Volkswagen, Apple, Burton, Volcom, RVCA, Poler Stuff, Pacifico and more. His photographs have been on the cover of The New Yorker, National Geographic Adventure, ESPN.com and others.

Fjällräven came to him with a new destination for its "Own the Cold" campaign: the Canadian Rockies.

"Own the Cold" was inspired by the "adventurous spirit of the new tribe of outdoor enthusiasts," said the company.

The campaign follows an overland journey through the glacial flats of Calgary, into Banff's Bow Valley, and to the summit of Mt. Assiniboine (a.k.a. The Matterhorn of the Rockies), an arrowhead peak that scrapes the sky at 12,000-feet above sea level. Met by sunshine, rain and snow along the way, Burkard captures Fjällräven in its element as a brand built to withstand all weather conditions.

Apparel featured in the campaign include the Polar Guide Parka, Luhkka, Greenland No.1 Special Edition Down Jacket, Barents Parka, Keb Loft Hoodie and Övik 3-in-1 Jacket. The campaign will also highlight new sweaters, pants, layering pieces and accessories.

"Own the Cold" will also act as the first preview of Fjällräven's forthcoming eco-friendly tent collection, slated for release in early 2016.

The campaign will run from November through the close of the year in print and on 13 national broadcast networks including ESPN, NFL Network, Outdoor Channel and more. ■



Greenland No.1 Special
Edition Down Jacket



Keb Loft Hoodie

Fjällräven will again partner with prominent outdoor photographer Chris Burkard, in the brand's new Fall/Winter 2015 campaign called "Own the Cold."



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Sherpa Adventure Gear providing relief for those affected by the April 2015 Nepal Earthquake. Photo courtesy Sherpa

GIVING BACK



SHERPA ADVENTURE GEAR RALLIES FOR NEPAL EARTHQUAKE RELIEF AN OUTDOOR APPAREL COMPANY HELPS REBUILD THE NATION IT CALLS HOME.

By Jahla Seppanen

Sherpa Adventure Gear explains that although its footprint may be smaller than the Columbia Sportswears and Adidas' of the industry, they like to think their heart is just as big.

The Made in Nepal outdoor apparel company, which displays on the Main Show Floor at Outdoor Retailer Summer Market along with some of the biggest brands in the industry, has raised \$204,162 (April 25 through July 6) through its education nonprofit arm, the Paldorje Education Fund, to provide relief for those affected by the April 2015 Nepal Earthquake.

From Kathmandu to Everest base camp, the earthquake devastated the entire country of Nepal. Each day, the death toll rose, along with the

need for water, tents and medicine for survivors. Sherpa Adventure Gear jumped in to raise money and provide immediate relief, with 100 percent of donations going to help on the ground. Starting only a few days after the earthquake struck Nepal, Sherpa was able to reach more than 11,000 individuals in need of support.

Sherpa's Paldorje Education Fund network was already established prior to the disaster, to benefit the children of Sherpa families in remote villages. Sherpa Adventure Gear Marketing Coordinator and Pret Helmets sponsored skier, Kate Hourihan, explained in an exclusive interview with SGB, "When the earthquake struck, offering relief was in many ways a

"We believe small brands can change the world...we ask you think about your journey and how you can not only be successful, but how you can make our world a better place and make a difference in the lives of people."

- Tashi Sherpa, Founder, Sherpa Adventure Gear



natural extension to the work we have already been doing. In 2009, Sherpa Founder Tashi Sherpa established the Paldorje Education Fund, and ever since, a portion of each garment sold has gone directly into this fund. We have also always focused on creating jobs in Nepal and improving communities, families, and lives with year-round jobs and quality working conditions."

Via local contacts in each community, Sherpa has been able to provide earthquake relief "where it does the most good," the company said. "This is not the kind of adventure anyone seeks."

Offline donations have amounted to more than \$50,000. In the latest release compiled by the company, reported combined funds distributed were \$85,176, broken down to \$9,353 for assistance to other relief organizations and satellite partners, \$36,848 for goods distributed, and \$38,975 in direct monetary financial aid.

Goods distributed have included temporary shelters, food supplies, medical supplies and other accessories like solar flashlights, water carriers, ropes, dry bags and children's toys.

The outdoor brand's efforts to rally generosity have proved successful; however, Sherpa has not ended its giving back. Next steps include continuing to raise money and source supplies to help people all throughout

Nepal. The brand also plans to work with retailers worldwide, creating programs that help rebuild and restore earthquake zones.

"We certainly feel that any company, or individual, that is able to effectively respond to a disaster should feel compelled to," said Hourihan. "Compared with most outdoor brands, we were uniquely equipped to help in this particular scenario, so there was no hesitation. We had staff on the ground in Nepal and the means to provide shelter, food and water directly to those in need."

What has been most surprising to Sherpa during its relief efforts is the sheer resiliency of the people of Nepal. Although personally hit with devastating repercussions from the earthquake, they are willing to step in and help others. "We are also pleasantly surprised to feel the support of our customers and the outdoor community, who stepped in immediately with generosity and sympathy. We started out with a goal to raise \$30,000 and within days this goal was surpassed," said Hourihan.

Now, six months following the disaster, Sherpa reports that Nepal is slowly returning to normal. But despite the relative stability, Sherpa's efforts will continue by promoting tourism in the Himalayas, and empowering local people with job and education opportunities, along with training to rebuild their communities.

Horihan made it simple, saying, "Sherpa Adventure Gear is inextricably tied to Nepal and its people. Without Nepal we would not exist."

As of early October, Sherpa's Crowdrise.com crowd-funded site raised more than \$153,331 and counting. Sherpa's Crowdrise.com campaign can be found [here](#). ■

Sherpa Paldorje Education Fund



"Sherpa Adventure Gear is inextricably tied to Nepal and its people. Without Nepal we would not exist."

- Kate Hourihan, Marketing Coordinator and Pret Helmets Sponsored Skier, Sherpa Adventure Gear





Photos Courtesy Edgevale Outdoor Apparel

MADE IN THE USA

EDGEVALE OUTDOOR APPAREL IS A NAME YOU WILL WANT TO REMEMBER

With enough employees to count on one hand, Bay Area's Edgevale has used local design, manufacturing and retail to define itself as a new player in American made outdoor wear.

By Jahla Seppanen

Tony Vontz, president and founder of San Francisco Bay area outdoor apparel company Edgevale - a Made in the USA brand - currently employs two people. But don't let that number fool you for a minute. Edgevale, whose claim to fame was its North Coast Shirt Jacket in 2013, has tripled its business from year one to year two. And from November 2014 to November 2015, it has more than quadrupled.

"We cannot make shirt jackets fast enough," said Vontz in an exclusive interview with SGB. "It's exciting and frustrating all at once."

Growing as a small American-made company is no small feat. But despite the "frustration," the journey is ripe with big breakthroughs and killer community support. For Edgevale, the story begins with Vontz, "an apparel lifer," as he called it.



Bonded Fleece Shirt Jacket



Edgevale Yonder Pants

Vontz was working for another apparel company where everything was done overseas. A drawing was sent to a sourcing office in a far-away city, and other than a trip to see the factory every couple of years, the manufacturing process was kept at arms length. In his spare time, Vontz learned design and worked on his own samples in local San Francisco factories. The problem that kept his mind spinning was how to make a technical button-down that would perform against the elements, while maintaining an air of casual cool. “Not a bubble jacket,” Vontz said, “but one that still provides technical support.”

After experimenting with different fabrics, from fleece to cotton, Vontz found the soft shell. “I made 50 shirt jackets in a tiny local factory, went to a pop-up store and to my chagrin, we sold them all that day.”

Now, Edgevale has revamped the OG shirt jacket for Fall 2015, creating the Bonded Fleece Shirt Jacket – a piece that Vontz wears almost every day, along with Edgevale Yonder Pants. This outfit has become the uniform of what the outdoor industry is calling a new breed of outdoorist...people who want to hike in the morning and go out with friends post-summit, all without changing.

“Versatility and functionality is what motivates our customers,” said Vontz, referencing a recent survey the company sent to its buyers. “They want to own less stuff and have more of a Swiss Army Knife wardrobe. This

is why use is built into the product.” In context of the industry and consumers at large, Vontz continued, “I don’t think that trend will stop.”

Something as seemingly small as a customer survey like Edgevale’s is where Made In America brands find their edge. In light of the difficulty to bring together scattered parts of domestic and local manufacturing, proximity means “eureka-moments” can transition into production that very same day.

“Linking has been a challenge,” Vontz admitted. “We have to find the label maker, the buttons, the thread, and it’s not under one clearing house. But we’re nimble and small, and have the ability to immediately get feedback and apply that to design.”

SGB got wind that, putting this perk to use, Edgevale is currently playing with more cotton blend applications, to get more technical with a simple flannel or fishing sun shirt. Marrying casual with performance, the next R&D push will be to define a stand-alone technical layer. This might

look like another reinvented Shirt Jacket, playing on new fabric partnerships, (Edgevale recently joined forces with Cordura for a unique pocket) but nothing is certain.

For Fall/Winter 2015 Edgevale is launching three new pieces: the North Coast Shirt Jacket, the Campfire Pant and Cast Iron Pant. The North Coast Shirt Jacket is modeled like its heritage forefather with soft shell

“We’re so excited to be at the vanguard of the changes that are happening in the industry. I feel like we’re riding the wave with other small but growing brands.”

- Tony Vontz, President and Founder,
Edgevale Outdoor Apparel



North Coast Shirt Jacket



Cast Iron Pant

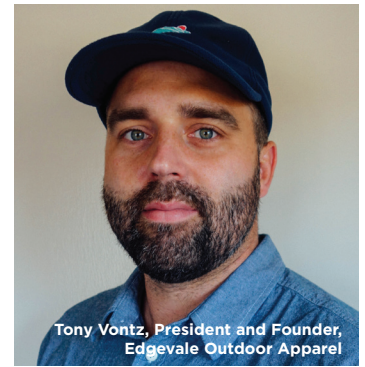
technology and classic fit to create a wind and water resistant versatile garment. Sandwiched between the wooly outer and fleece lining is a breathable polyurethane soft shell membrane for warmth and moisture management. A bit of stretch improves mobility and comfort, and all seams are reinforced with polyester microfiber binding.

The brand currently sells to retailers, and e-tailers like Huckberry, but its list is still relatively small. Vontz shared that by 2016, Edgevale plans to open 25 new accounts, along with its first direct-to-consumer store in an up and coming development in Oakland, CA. "It's a shipping container concept," said Vontz. "Very small and almost like a showroom."

With the addition of the new store, Vontz can test designs on the trail, get it made, and hang it in store, all within a 15-mile radius. And although Edgevale does not currently have a team of product testers, Vontz and his friends, who include the outdoor lovers at Bedrock Sandals (down the block in San Fran who are working on the next minimalist outdoor sandal), and the team at Madden Equipment in Boulder, CO, (makers of heritage packs), lend one another a hand to put products through the ringer.

"I'll say, 'go beat this up,' and then we can immediately throw their feedback into new samples," said Vontz. "We're so excited to be at the vanguard of the changes that are happening in the industry. I feel like we're riding the wave with other small but growing brands."

As of November 2015, 99 percent of Edgevale products are made in California. The other one percent encompasses hats and accessories produced on the east coast. Regardless of coast, however, all Edgevale apparel is Made In The USA, and that is exactly where Vontz wants to be. ■



Tony Vontz, President and Founder, Edgevale Outdoor Apparel



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FABRIC TECHNOLOGY

YES, WASH AND TUMBLE DRY THAT RAIN JACKET PROCESS HELPS REJUVENATE A NEW ERA OF DWRs

By David Clucas

Photo courtesy Outdoor Research

It may sound sacrilegious to many - even for those of us entrenched in the industry - but to lengthen the lifespan of most technical rain jackets, users should wash and tumble dry them on a seasonal basis.

That's the message waterproof-breathable fabric manufacturers, such as Gore-Tex, want to get out to retailers and users, especially with new formulas of durable-water repellent (DWR) treatments hitting the market. The new DWRs are less harmful to the environment, but can benefit from more frequent cleaning and drying.

"Many of the issues people have with their rain jackets can be solved by laundering," said Tom Boyle, fabrics marketer at W.L. Gore & Associates, Gore-Tex's parent firm.

Washing the jackets helps rid the exterior surface of dirt and oils that compromise the DWR and breathability, while tumble-drying is key to rejuvenating the DWR.

[Gore-Tex recommends](#) users machine wash the jackets on a warm, permanent-press cycle (105° F / 40° C) using a small amount of liquid detergent. (Do not use powder detergents or

any products that contain fabric softeners, conditioners, stain removers or bleach.) Then rinse twice with minimal spinning. Users should then line dry the jacket before putting it in the dryer for 20 minutes on a warm, gentle cycle.

Line drying the jacket before drying it again in the dryer may seem redundant, but it's really the heat from the dryer that helps boost the DWR, and that process occurs after the jacket is already dry, Boyle said.

How often the consumer should wash their jackets varies on condition, but for the normal user, at the end of every season is a reasonable frequency, Boyle said.

Another variable for wash schedules: the type of waterproof-breathable technology. [Columbia's new OutDry Extreme rain jackets](#) claim to need no extra washing for DWR revival since they feature the waterproof membrane on the exterior of the jacket, preventing any wetting out, Columbia Sportswear Spokesman Andy Nordhoff said.

On the environmental front, there is of course the conundrum that more water and

electricity are used to wash and dry the jacket more often. Laundering jackets also contributes to the release of PFCs into the environment, albeit less than one percent over the lifetime of the jacket, according to Gore officials. But Boyle said the environmental impact on both those fronts is far less than users throwing out a perfectly good jacket too early and having to buying a new one. One of the ways Gore wants to contribute to sustainability, he said, is improving durability and educating users to get the maximum lifespan out of their jackets. In other words: the fewer jackets Gore has to make fabrics for, the better.

The type and frequency of use of the waterproof-breathable jacket will largely determine its ultimate lifespan, but one that goes through normal use with proper care could last a half-dozen years to a decade. When a rain jacket finally does meet its end, brands recommend donating them to charity.

"While the garment may no longer be fit for use for an avid user," Boyle said, "this may be just fine for a casual user." ■

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Winter Traction Aids

If we are facing another epic winter, and we hope that we are, especially in the Eastern states people will be slipping and sliding all over, filling emergency rooms with broken wrists, head wounds and the like. Winter traction gear is a growing category, and these often-pocketable little wonders can keep people walking and even running through the toughest winters, whether for survival or for sport.

By Scott Boulbol



While these seemingly no-brainer products are still far from ubiquitous, they're steadily becoming a winter standard for a range of consumers. Technology has of course made them lighter, easier to put on and take off, and less intrusive to the stride. And each season we see options more focused on a specific consumer or end user rather than a one-size-fits all approach.

"Winter hiking and running can be a great way to stay mentally and physically healthy through a cold winter, if you can avoid injury," said Kahtoola Founder Danny Giovale, Flagstaff, AZ. "Adding appropriate traction to your footwear so your shoes or boots are properly adapted to winter conditions is the way to do that. Considering its importance in daily life, it's no surprise there are so many traction aid products available."

Added Steve Couder, VP Sales, Implus Outdoor, Yaktrax, "I see growth in the category coming from new innovative products that are designed for specific activities such as running, mountaineering, safety/industrial, etc."

Every year the trend is lighter and faster, but recent seasons have seen improvements in user-friendliness, foldability/transportability and wider uses like fishing/river traction and ski boot traction. "Hikers in the outdoor community...want a less aggressive version of ice climbing crampons," said YooRa Kang, Hillsound's Sales and Marketing Coordinator.

Brands have made innovations in materials and in the design of spikes/wires and harnesses that allow for use-specific characteristics. For instance, running models use tiny, ultra-hard (often tungsten-carbide) spikes to improve grip, which minimize feel and weight. Backcountry models, on the other hand, offer deep spikes and thick chains to dig in various directions, without as much concern for weight or underfoot feel.

Hillsound

While many models are designed for focused pursuits, another trend is versatility. Hillsound's FreeSteps6 (\$40; Med 320g) features a multi-purpose tread design that works on- or off-road (although it's a bit too intrusive for running unless the pavement is totally covered in packed powder), and even on wet, slippery, mossy rocks – adding fishing to its list of uses. There are 21 stainless steel spikes, about .8cm long, secured stainless steel chains, and held with elastomer straps. They even claim invasive species will not adhere so eco-minded fishers can rest easier.



Hillsound FreeSteps6



Kahtoola Founder
Danny Giovale



Steve Couder, VP Sales,
Implus Outdoor, Yaktrax



YooRa Kang,
Hillsound's Sales and
Marketing Coordinator



Hillsound Trail Crampon

If plans take you further off-piste, their Trail Crampon (\$60; Med 460g) would be the better option, with 11 heat-treated, carbon-steel spikes, 1.5cm high. There's a Velcro instep strap which helps hold the elastomer straps in place especially in deeper snow, while underfoot plates help keep the spikes in place on uneven footing.

Kahtoola

Founded by Danny Giovale after he almost slid off an icy Italian peak, Kahtoola's products are highly focused. The NanoSpike (\$50; Med 226g) is their new, dedicated running model, and it follows the light and sleek



Kahtoola NanoSpike

trend. Ten spikes made from ultra-hard tungsten carbide (same stuff used in ski pole tips), provide a surprising amount of grip, even on pure ice, but remain quite stealthy underfoot. Patent-

pending eyelet reinforcements provide extra strength for metal loops that hold them together. But they're light and highly flexible – easily stuffed in a pocket or small pack. They're also easy on and off, and will fit over runners and light hikers. But at this size, there's no reason these wouldn't also work well for walking to work as they even fit over dress shoes.

On the beefier side, the brand's renowned MicroSpike (\$70; Med 338g) is more of a trail hiking option, with 12 one-centimeter spikes per foot made from heat-treated stainless steel. Updates to this year's model include the same eyelet reinforcements of the Nano, plus new innovations that shaved 13 percent of the weight and 50 percent of the bulk from the previous model.



Kahtoola MicroSpike

Yaktrax

One of, if not the, the original portable traction brands, Yaktrax sees growth opportunity in the work shoe market. "This season Yaktrax is addressing the needs of the growing safety/industrial market with the introduction of the Heeltrax, a traction product made specifically to help people who drive trucks, climb ladders, or anyone working outside where the use of full sole traction aid might interfere with their ability to drive or do their job," says Couder. "We're working on even more specialized products for the safety/industrial market next season from both the Yaktrax and IceTrekks brands."



Yaktrax and IceTrekks Heel Trax

The new Heeltrax (\$30; M/L 138g) fits over only the heel even of work shoes with a pronounced heel or flat. Tungsten carbide steel spikes provide grip on ice without much protrusion. The thermoplastic rubber harness can withstand cold temperatures and combined with a Velcro instep strap, keep the spikes in place.

Under the same Implus Outdoor umbrella as Yaktrax is IceTrekks, and their Spike (\$20; 164g), targeted at more general use like city walking or daily chores. But these can also fit over large boots for activities like ice fishing. The tungsten carbide spikes are low profile and lightweight, but not made for heavy trail or backcountry use or high-intensity sports. Each spike is secured within rubber molding like a golf cleat, and it's all in place with a natural rubber harness and Velcro strap. There's even a reflective strap for visibility.

STABILicers

The newly designed Sure Fit binding system and contoured outsole provide a more secure fit and better performance on the new STABILicers Hike XP (\$30; M 1.4lbs./pair), which the brand calls their most dynamic product yet. Easily replaceable cleats prolong the product's life, and work with the sticky rubber for better grip in varied terrain. Dual straps, one across the forefoot and one high over the instep, plus a robust thermoplastic harness, provide stability and traction and remain functional and strong in extreme conditions, according to the company testimonials. These are designed for hiking on challenging terrain with larger boots. ■



STABILicers Hike XP

A woman with long dark hair, wearing a black parka with a fur-lined hood, a blue turtleneck scarf, blue jeans, and blue gloves, is walking a husky dog in a snowy field. She is holding a leash in her right hand and a ski pole in her left. The husky is black and white with blue eyes and its tongue is out. The background is a soft-focus snowy landscape with bare trees.

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Photo courtesy Edgevale Outdoor Apparel

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NOVEMBER

- 4-6 NBS Athletic Show
Ft. Worth, TX
- 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

RECOMMENDED READING

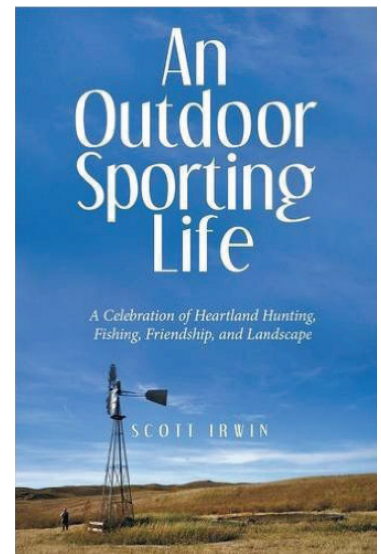
AN OUTDOOR SPORTING LIFE

By SGB Staff

Teacher, author and lifelong sportsman Scott Irwin has compiled a collection of his outdoor writings into a book titled, *An Outdoor Sporting Life*. Irwin writes, “My motivation has been simple and direct: to share with readers - young and old, outdoor novice and veteran - stories, essays and confessions from a rural hometown life of small-water fishing, small-game hunting and wing-shooting adventures that are still unfolding across a patchwork landscape of tallgrass prairie, shortgrass plains, row-crop uplands and life-changing friendships.”

For anyone who has journeyed into the outdoors sporting life, this sentiment will ring true. In fact, Irwin’s book appears as a pure outdoor read in every sense of the word, expressed with the subtitle, “A Celebration of Heartland Hunting, Fishing, Friendship, and Landscape.” Its stories take the reader through life in a rural town, hunting and fishing with friends and family, and in essence, learning from nature.

Irwin’s upbringing readied him for a life in the outdoors, growing up in a big family on the Kansas prairie. A strong sense



of adventure and work ethic took root - principles that have defined his adventures both professionally and outdoors. His childhood experiences with hunting and fishing developed into a decades-long appreciation for nature and sports, acting as the flint that brought *An Outdoor Sporting Life* to the page.

“It’s my hope that by sharing my personal stories – the laughs, the mistakes, the successes – readers will recall their own memories, and I’ll help spark the pursuit of a new adventure in nature,” Irwin said.

A columnist for the Emporia Gazette and university professor in Kansas for more than 40 years, Irwin has set out across Nebraska, Missouri, Arkansas, South Dakota and West Texas to pursue his passion for being outside. Through his travels, Irwin began to understand the need for respect and conservation for future generations. He encourages others to be stewards for the land so that the joy of nature can be passed down.

While the book shares Irwin’s personal accounts, the underlying lessons packed in each tale have the breadth to extend to anyone interested in hunting, fishing and outdoor sports. *An Outdoor Sporting Life* is formatted to give readers the ability to find specific topics, ranging from seasonal information to specialized approaches. ■



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