



SGB

ISSUE 1603
JANUARY 18, 2016

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

OUTDOOR RETAILER WINTER MARKET
RETURNS TO SALT LAKE CITY

SGB INSIDER'S GUIDE
STARTS ON PAGE 10!



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Cat Hell Hike Aspen Snowmass
Photo courtesy Colorado Ski Country USA

COLORADO SKI COUNTRY USA REPORTS SURGE IN EARLY SEASON SKIER VISITS

Colorado Ski Country USA (CSCUSA) reported this week that total skier visits at its 21 member resorts were up 10 percent during the first period of the 2015/16 ski season (defined as Opening Day, October 29, 2015, through December 31, 2015), compared to the same period last year.

This season's first-period skier visits also bested the first-period five-year average by 13-percent, making it the third consecutive year early season visitation have been up over the five-year average.

Skier visits are the metric used to track participation in skiing and snowboarding, representing "a person participating in the sport of skiing or snowboarding for any part of one day at a mountain resort."

The surge in visitation numbers is being attributed in part to excellent winter conditions in Colorado as well as pent-up skier demand fueled by the El Nino buzz.

"Before ski season even started there was a lot of talk about this being a Godzilla El Nino year and what that would look like for Colorado," said Melanie Mills, president and CEO of CSCUSA. "As resorts opened and ski season got underway, many skiers and snowboarders, particularly our savvy in-state riders, took advantage of some of the best early season conditions we've had in recent memory."

Snowstorms brought abundant snow to Colorado resorts in November and December,



"As resorts opened and ski season got underway, many skiers and snowboarders, particularly our savvy in-state riders, took advantage of some of the best early season conditions we've had in recent memory."

– Melanie Mills,
President and CEO, CSCUSA

driving bookings and allowing resorts to open ample terrain during the busy holiday period. "Thanks to some well-timed storms, resorts were able to offer amazing conditions during the holidays and many resorts reached the 100-inch milestone before the end of the year," said Mills. "Even a couple very cold days between Christmas and New Year's didn't keep folks from taking advantage of the powder conditions."

January and February event calendars at CSCUSA resorts are packed with family activities, international competitions, and January Learn to Ski and Snowboard Month promotions. "CSCUSA is nicely positioned for mid-season business as resorts prepare to host events and welcome visitors for popular ski weekends over the Martin Luther King and President's Day holidays," continued Mills.

January is also National Ski Safety Month in Colorado and skiers and snowboarders are encouraged to know and follow "Your Responsibility Code," widely regarded as the key to skier and snowboarder safety on the slopes. Referred to as "The Code," it is comprised of seven principles that collectively outline on-mountain skier etiquette and safe skiing practices.

At press time, the southern Rockies were still benefiting from El Nino storm conditions while high pressure and cold temps prevailed in the northern Colorado Rockies. ■



SYSTEM
PARTNER

CHEMOURS COMPANY

DEEPENS SUSTAINABILITY COMMITMENT WITH BLUESIGN SYSTEM PARTNER DESIGNATION

The Chemours Company, a global chemistry company with leading positions in titanium technologies, fluoroproducts, and chemical solutions, said it is the latest Bluesign system partner, joining the elite network of global textile manufacturers working to minimize the environmental impact of the textile supply chain.

The Bluesign system eliminates harmful substances from the beginning of the manufacturing process, setting and enforcing requirements for environmentally safe production. All partners undergo rigorous assessment to verify compliance with the Bluesign criteria and are subject to ongoing audits to ensure environmental, employee and end-customer safety.

Said Jeffrey Jirak, Chemours global business director, diversified technologies, "Being a responsible member of the global marketplace is a top priority, particularly in the textile value chain. We are eager to leverage the Bluesign system to continuously improve our environmental performance and product offerings for a more sustainable future."

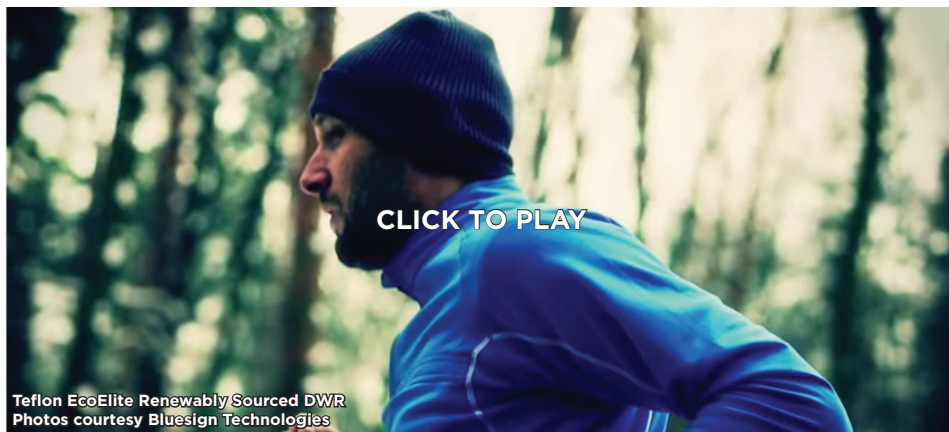
Chemours will complete a Bluesign evaluation of its Zelan R3 finish, which is commercially branded as Teflon EcoElite. Teflon EcoElite finish for textiles is the first renewably sourced, non-fluorinated fabric treatment for durable water repellency. This breakthrough technology is "up to three times more durable than existing non-fluorinated repellents, delivering excellent

performance after every wash, year after year," the company said.

Teflon EcoElite contains 63 percent renewably sourced, plant-based raw materials - not derived from food-sources and non-genetically modified. Textile mills have welcomed this new technology for its performance capabilities without compromising fabric aesthetics, such as feel and appearance, according to the brand.

Teflon EcoElite finish compliments the existing Teflon fabric protector portfolio of products focused on water, oil and stain protection that are also sustainable, performance-driven, fluorine-efficient and based on short-chain chemistry.

The Chemours Company (NYSE: CC), headquartered in Wilmington, DE, helps create a "colorful, capable and cleaner world through the power of chemistry." Chemours provides its customers with solutions in a wide range of industries with "market-defining products, application expertise and chemistry-based innovations." Chemours ingredients are found in plastics and coatings, refrigeration and air conditioning, mining and oil refining operations, and general industrial manufacturing. Flagship products include brands such as Opteon, Teflon, Ti-Pure, Krytox, Viton and Nafion. Chemours has approximately 8,400 employees across 36 manufacturing sites serving more than 5,000 customers in North America, Latin America, Asia-Pacific, and Europe. ■



CLICK TO PLAY

Teflon EcoElite Renewably Sourced DWR
Photos courtesy Bluesign Technologies

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DOWNLITE AND NIKWAX COMMIT TO EXCLUDE PFCs

Downlite, U.S.-based, supplier of high-quality down to the outdoor industry, was the first down finishing company in North America to install the Nikwax process for producing Nikwax Hydrophobic Down (NHD). NHD is a highly water-resistant form of down which is produced in an environmentally friendly way, without persistent chemicals such as PFCs. It has also developed systems for tracing the origins of down to ensure it has been ethically sourced without live plucking.

Now Downlite is confirming its commitment to innovation and sustainable production by signing an agreement with Nikwax whereby it would ensure that PFC (fluorocarbon water-repellents) are excluded from every part of the Downlite production process. This will mean that NHD from Downlite can be used in the future by brands to progress their commitment to zero PFC in production and Zero Hazardous Discharge.

"We have been highly impressed with the waterproof performance of the Nikwax Hydrophobic Down. Had that not been the case, we would have been nervous about

making this commitment to zero PFC in our production," said Chad Altbaier, VP sales and business development at Downlite. "We know that ultimately all outdoor brands want to take the most sustainable route, so we believe that this is not only a good moral decision, but also a good business one that's excellent for the consumer."

Not unlike other "waterproof" downs, Nikwax Hydrophobic Down provides the optimum outdoor insulation solution of water-resistance, low weight, and high insulation without the use of hazardous persistent chemicals.

The company's talking points include:

- You can shake HND with water for 1000 minutes and it still will not sink.
- You can wash it at least five times with Nikwax Down Wash Direct and it will maintain its water-resistant and insulation properties.
- NHD is not only a high performance material, but also a material that will give you a long and useful life.

Nick Brown, CEO and founder of Nikwax, said, "I am delighted to be working with Downlite on this project. This is a great step on the road to showing that the best available technology can also be the most sustainable technology, and moving PFC products out of the outdoor market."

Nikwax has pioneered the move away from PFC water repellents and continues to demonstrate that high-performance waterproofing can be achieved with minimum environmental effect. Additionally, Nikwax Hydrophobic Down can only be produced with materials that have been screened for ethical sourcing.

Nikwax was founded in 1977 by Brown, a hiker and traveler who designed his own waterproofing wax to keep his leather mountain boots dry. Subsequently Nikwax has become the global leader in environmentally safe aftercare and waterproofing solutions that extend the life and performance of technical footwear, clothing and equipment.

Nikwax care products are distributed to 50 countries and are the only major aftercare company to have never used aerosols or fluorocarbons. Nikwax products are all fluorochemical-free, use advanced elastomer technology, are not tested on animals, and are non-persistent in the environment. Nikwax received numerous awards including the prestigious Queen's Award (4x), Sunday Times Best Green Award (3x), the Green Apple Award, and is ISO 9001 and 14001 certified. In 2014 Nikwax won the Queen's Award for Sustainable Development.

Downlite is a premiere manufacturer of down and feather, and synthetic bedding products such as comforters, pillows, mattress pads, and feather and fiber beds sold under private label in leading department stores, specialty stores, catalogs, and under major national brand names. Downlite also supplies high-quality bulk fills to furniture, outerwear and sleeping bag manufacturers around the globe. Downlite is a Bluesign system partner and member of the American Down & Feather Council (ADFC). ■



EVOLUTION IS BACK.



Recent sightings confirm isolated bands of humans still surviving winter conditions with little or no ice and snow traction. Clearly an endangered species. At Yaktrax, we've evolved a range of dependable ice traction tools to fit every survival strategy. Yaktrax.com



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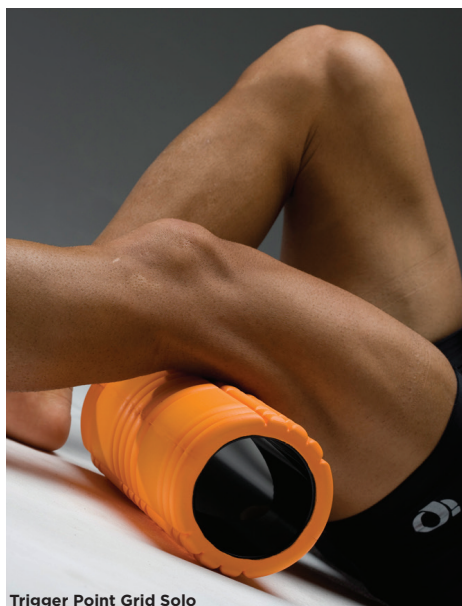
Trigger Point Performance, a division of the Implus Corporation and leading performance, therapy and education product innovator, announced a partnership with the U.S. Ski and Snowboard Association (USSA) to be the "Official Self-Massage Therapy Devices" of the U.S. Ski and Snowboarding Teams.

A three-year partnership provides Trigger Point products and education to USSA athletes, coaches, and trainers annually for inclusion in their national training and education facility - the Center of Excellence in Park City, UT, where the USSA provides leadership for thousands of young skiers and snowboarders at all levels.

As part of the partnership, USSA will receive Trigger Point's patented massage and recovery tools, including the GRID and GRID X foam rollers, NANO, TP Massage Balls, GRID 2.0, and the new handheld foam roller, the GRID STK. Trigger Point will also educate USSA training staff about product.

"This partnership is a great example of Trigger Point's continued efforts to seek partners who build upon the mission of empowering today's athletes to move better through improved mobility, range of motion, and tissue strength," said Marco Garsed, vice president of marketing for Implus. "We foresee a dynamic partnership with USSA and look forward to helping these young stars achieve their athletic goals."

"A key focus of USSA's high performance department is to ensure our athletes' bodies are as



Trigger Point Grid Solo

strong and healthy as possible for competitions," said USSA Chief Marketing Officer Michael Jaquet. "The inclusion of TriggerPoint products, incorporated with educational opportunities, will help the USSA continue to provide support to our athletes in all aspects of their training."

With a focus on education and empowering people to feel better, Trigger Point offers an Online Education Portal that includes educational videos and information on the best methods for using the products.

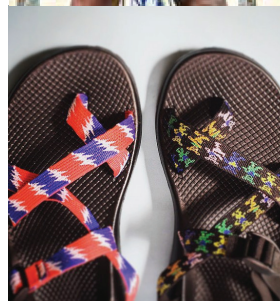
Headquartered in Durham, NC, Implus has evolved to become an innovative provider of products ranging from footcare and seasonal accessories to fitness and recovery solutions. Implus' brand family includes Sof Sole, Yaktrax, Aparo, Airplus, Sneaker Balls, Sof Comfort, Little Hotties, Penguin, Perfect Fitness, ICE-Trekkers, FitDeck, DryGuy, Trigger Point and Balega, and distributes in over 75,000 retail outlets across North America and in 70 countries worldwide. ■



Trigger Point performance therapy

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Photo courtesy Outdoor Retailer

OUTDOOR RETAILER WINTER MARKET 2016 INVIGORATES SPECIALTY RETAILERS

By Jahla Seppanen and Aaron Bible

Organizers of Outdoor Retailer, the biannual outdoor industry tradeshow, said the success of the industry's specialty retailers was the focus of this winter's event. Produced by Emerald Expositions and based in San Juan Capistrano, CA, Outdoor Retailer also provides and promotes retailer education, advocacy, responsibility and face-to-face business initiatives within the outdoor industry.

OR said new tools and resources designed to support the needs of specialty retailers helped them better navigate the show floor, identify new products and sharpen skills,

and most agreed that the outdoor industry economy continues to strengthen.

Attendance remained on par with Winter Market 2015 at an estimated 22,000 overall attendees. However, Emerald and OR said 19 percent of 1,060 exhibiting brands were new to the show.

"The outdoor industry is connected by its passion, and Outdoor Retailer is the heart," said Marisa Nicholson, vice president and Outdoor Retailer show director. "This event is the epicenter of our industry where the entire community can come together to not only

conduct business but to celebrate the people and the accomplishments and to collaborate and engage in a more personal way."

Retailers were invited to join an orientation to help get the lay of the land with Joe Bustos, Outdoor Retailer's retail relations manager, the morning of Day One following the annual On Snow Demo Day held at Solitude Mountain Resort, on Wednesday, Day Zero. Forums at The Camp (formally the New Product Zone) featured panels of brand leaders, retailers, designers and influencers discussing best practices around selling "outdoor"

to today's consumer. Venture Out was back in a new, larger spot on the main show floor, representing the growing lifestyle and urban trends that have invigorated the modern outdoor movement. And Outdoor Retailer again partnered with the Outdoor Industry Association (OIA) in a free education platform providing leadership training.

"Everyone is here for the same reason: the love of the outdoors," said Jen Singley, director of retail, United By Blue. "In the outdoor industry, no one wins if someone loses." ■



Photos courtesy Jahla Seppanen



INAUGURAL RISE EVENT REFOCUSSED ON SPECIALTY RETAILERS AT ORWM

Shop Buyers Shared Tips Of The Trade And Honest
Opinions About Vendors.

By David Clucas

About 50 outdoor specialty retailers attended the Retail Inspired Specialty Excellence (RISE) event the day before Outdoor Retailer Winter Market, as show organizers Emerald Expositions and the Outdoor Industry Association, with help from the Grassroots Outdoor Alliance, attempt to bring more value to their most important constituents: retail buyers.

The first annual RISE event featured exclusive, day-long education and interactive sessions for outdoor specialty retailers at the Leonardo Museum in Salt Lake City on January 6, 2016.

"I promise, I'm only here for the intro," said OIA Board Chair and Toad & Co. CEO Gordon Seabury, welcoming the group. "This is an event for and by retailers - only. We want you to be honest about what you think about vendors. You are the true curators and taste masters of the industry ... and a lot of your competition can't do what you do."

Retailers took on the challenge, and at times throughout the event said it was time for the group to push back against big outdoor brands that have pressured them with earlier, larger and discount orders, only for retailers to be left with too much inventory at the end of each season. "It's time to get off the crack," one retailer said.

Speaker Dave Ratner, owner of Dave's Soda and Pet City, a four-store pet food and supply retailer in Massachusetts, applauded the outdoor industry's tradition of offering unlimited warranties and money-back guarantees. "Promote that all over your store," he said. "You have to have better guarantees than anyone in the business." He stressed to the group the importance of collecting customer information - whether through email or a club membership card.

"I look at running retail like dating," he said. "You can't have a successful relationship without knowing what the other person wants. We capture 90 percent of our customer purchases. Most everyone will have a POS system with this capability. I will then email and call customers when the items they buy are going on sale. I personalize everything we do. The big guys can't do that."

Ratner said specialty retailers will never be able to compete on price versus the large Internet outfits, but they can compete on convenience. "If you can't compete on convenience, you're in trouble," he said. "Research shows people love to buy online, but they hate to return online - why? Convenience."

On the marketing front, Ratner said specialty retailers need to be the expert of their trade within their communities. "Everyone should be doing press releases ... and speaking on your subject on every occasion you can. And don't market your products on Facebook, market your people."

During the interactive session, retailers shared their tips in improving customer loyalty, including:

- Partnering with nearby music and entertainment venues to hold pre-show events.
- Be the local leader in high-sell-through categories to drive traffic - e.g. "That store is the place to go for every style of Chaco."
- Send out hand-written "Thank You" cards to new customers.
- Offer free Christmas Eve deliveries of high-price items such as boats, delivered by staff.
- 9 Reduce inventory as it's hitting its peak.
- Don't ever let one vendor make up too big of a percentage of your sales, because if there's a day you have to let them go, you won't lose half your store.
- Do what's right, not where the discounts are to buy.
- Be honest about who your customers are.



Dave Ratner, Mike Massey and Joe Butler shared their insight during one of several interactive specialty retail sessions at RISE.

Speaker Lori Kleiman updated specialty retailers on the top three human-resource topics for 2016, including:

- Proposed changes in the Fair Labor Standards Act, which will change the minimum pay for exempt salaried employees to \$50,400 a year, below which businesses will have to pay them for any overtime hours.
- The so called "Ban the Box" movement, now law in 19 states and 119 municipalities, outlawing businesses from asking job applicants if they've ever been convicted of a felony before the first in-person interview. Companies can ask afterward.
- Beyond-pay incentives for today's employees that increasingly value work culture over pay. Kleiman surveyed the group electronically, and showed that more than 30 percent of the attendance listed "Finding and Keeping Great Talent" as their top HR challenge.

In the final session of the day, OIA Director of Consumer Insight, Samantha Searles, reviewed OIA's new ConsumerVue platform, meant to help specialty retailers identify the type of customers that shop at their stores, including "The Achiever," "Outdoor Native," "Urban Athlete," "Aspirational Core," and "Athleisureist." The categories can help retailers' marketing and merchandising strategies, which need to be more personalized for today's customers, she said.

Vendors were welcomed back at the end of the event for an evening cocktail mixer, prepping everyone for an exciting four days ahead on the show floor. ■

3M SHOWCASES THINSULATE INSULATION AT OUTDOOR RETAILER, ISPO AND SIA

Ingredient brand 3M is exhibiting the latest in outdoor apparel insulation from its Thinsulate Insulation brand and launching a new brand purpose at three winter shows in January 2016 with in-booth activities and interactive product demonstrations.

After last week's ORWM in Salt Lake City, vendors and retailers can find them at ISPO Munich from January 24-27 in Munich, Germany and at SnowSports Industries America Snow Show (SIA) from January 28-31 in Denver.

Among the innovations featured is 3M Thinsulate Featherless Insulation, awarded an ISPO Textrends Top 10 Selection Award for its lightweight, breathable featherless insulation.

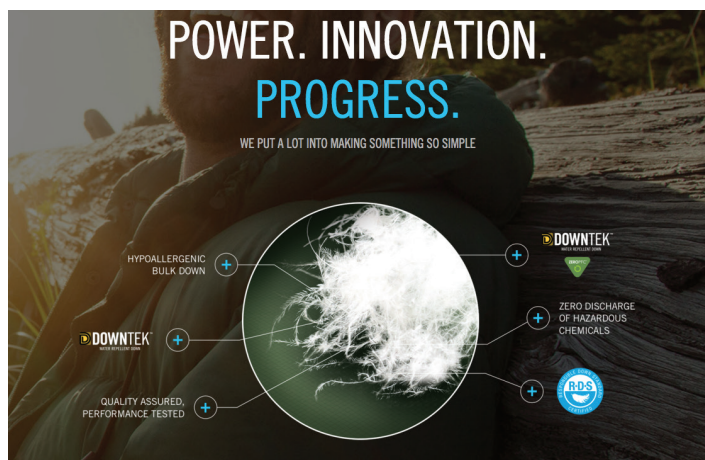
After conducting consumer and industry research, 3M Thinsulate Insulation is also introducing its new brand platform, "reflecting the belief that life happens in every season regardless of the weather and temperature," said the company. It encourages people to "embrace the joy of cold."

Show goers are invited to experience a 3M Thinsulate Featherless Insulation interactive station that highlights the microfibers that absorb less than one percent

by weight of water and emphasizes the compressibility of 3M Thinsulate Featherless Insulation. Visitors may also view a 3M All-in-One Jacket - a hybrid jacket featuring the warmth of 3M Thinsulate Featherless Insulation, the reflectivity of 3M Scotchlite Reflective Material and the protection of Scotchgard Protector - produced specifically for the winter shows.

3M Thinsulate Featherless Insulation is a "loose fill insulation" that mimics down when dry and is "warmer than down when wet, without the allergens," said the brand. The fill is as lightweight as natural down, highly breathable and provides warmth for those commuting to work, walking the dog and going ice skating in every weather condition, the company said. The insulation is: equal to the performance of 700 fill power without feathers; is lightweight, hypoallergenic and highly breathable; and is efficient and effective in trapping more air in less space.

With \$32 billion in sales, 3M's 90,000 employees connect with customers around the world as the company says it "applies science in collaborative ways to improve lives daily." ■



DOWN DECOR REBRANDS AS SUSTAINABLE DOWN SOURCE

Down Decor, supplier of the original DownTek hydrophobic down in 2012, announced a new corporate name in conjunction with a rebrand of the company's bulk down division.

Sustainable Down Source will now be the corporate trade name of the bulk down division of the Cincinnati-based, fifth-generation, family-owned home textiles business with more than 100 years of experience. Using nano technology and a proprietary application process, Sustainable Down Source creates water repellant down filling materials DownTek and DownTek ZeroPFC, available for bulk supply. The perfluorocarbon-free treated down DownTek ZeroPFC was launched in 2014.

"We recognized that our corporate purpose for some time now - from moving to a vastly more energy-efficient headquarters to introducing non-perfluorocarbon hydrophobic down - has been oriented toward creating a more sustainable practice. We are excited to rebrand as Sustainable Down Source, reflecting our dedication to sustainability, ethical sourcing and evolution in the industry," said Daniel Guigui, president of Sustainable Down Source. "Our aim is to remain the preeminent bulk down supplier for both home textiles and

the outdoor industry, setting the benchmark high both in performance and best business practices."

Sustainable Down Source, DownTek and DownTek ZeroPFC are committed to the values of the Responsible Down Standard, the company said. The branding change reflects the company's continued dedication to responsible down sourcing and chemical management and its active participation in the Higg Index.

Andy Payne, principal of Sustainable Down Source, said, "The journey of sustainability is about continually making progress. We are particularly excited to be working with Zero Discharge Of Hazardous Chemicals (ZDHC) to help set best practice standards for chemical management of the bulk down industry."

Sustainable Down Source features more than 20 brands in its outdoor industry brand partner portfolio including leading apparel and gear brands Big Agnes, L.L.Bean, Dynafit, Salewa, Kathmandu, Enlightened Equipment and Brooks Range. Sustainable Down Source has also placed themselves in the position of "technical fashion insulation leader," with high-end fashion brand Burberry as a partner, among others. ■

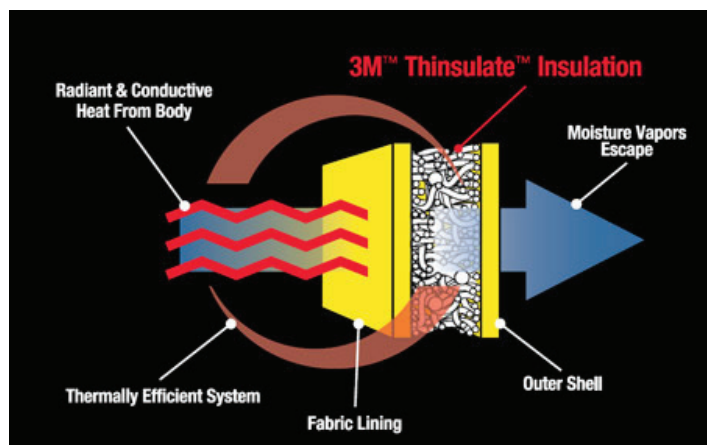




Photo courtesy Seal Skinz

SEALSKINZ FALL/WINTER 2016 LINE FEATURES NEW TECHNOLOGIES AND RUNNING ACCESSORIES

Despite what many are calling a warm winter, sales of accessories from SealSkinz USA continue to outpace company projections. Shawn Pritchett, U.S. sales and operations director, is optimistic that this positive trend will continue thanks to upgrades, new technologies, and broadened offerings in its Autumn/Winter 2016 line.

SealSkinz is a British endurance accessories manufacturer known for waterproof and breathable socks, gloves, and hats, and introduced an expanded and updated outdoor Fall 2016 line at last week's Outdoor Retailer Winter Market tradeshow in Salt Lake City. Notably, the company's new offerings include a full complement of run-specific accessories.

Increased aesthetic appeal, new colors, and wearable technology options have driven the brand forward in recent seasons. "Last summer we hired Amy Huggins, an apparel industry veteran, as our new head of products. Under her

guidance, the brand has moved forward in a major way," said Pritchett. "Our Autumn/Winter line delivers the SealSkinz brand promise of waterproof, windproof, and breathable protection from the elements, but it also looks, feels and performs better."

Huggins, with 15 years' experience in apparel design at Nike, Reebok, Lacoste and Converse, implemented new technologies in yarns and construction and increased SealSkinz' aesthetic appeal with new detailing, textures and colors. She also revamped product packaging to reduce waste, highlight features, and improve shelf appeal. The entire line of SealSkinz socks continues to evolve with new styles and colors in expanded product offerings.

StretchDry - SealSkinz' proprietary technology that combines a hydrophilic membrane with body-hugging elasticity - remains central to the product. A new polypropylene yarn called Polycolon on the

exterior layer has made the socks softer and more comfortable while also improving performance. The new yarn is "as durable as nylon, but feels softer and dries 25 percent faster."

Said Pritchett, "The Walking Mid Length sock exemplifies the upgrades we've made. With updated materials, we've enhanced comfort, and with new colorways, we've increased the appeal to dealers." The Walking Mid Length Sock, \$50, is SealSkinz' lightest waterproof sock, ideal for situations that demand minimal insulation and maximum breathability, constructed with StretchDry technology, a Y-gore heel, and hand-linked toe closures for a secure and comfortable fit.

In gloves, SealSkinz' product team improved cuff construction and fit to make the closures more secure, softer, and more comfortable against the skin. The Extreme Cold Weather Heated Glove, \$200, is SealSkinz' first entry into the category of heated apparel. Designed

to provide warmth in extreme conditions, the glove is waterproof, breathable and windproof, with Primaloft insulation and anti-snag outer fabric. Inside, a heating element can be set to three different levels with up to five hours of continuous run time. A proprietary rechargeable battery unit sits discreetly inside a pocket on each cuff.

The Halo Running Glove, \$58, a sibling to the ISPO award-winning Halo Overshoe, similarly incorporates a powerful LED light to increase the wearer's visibility and safety on roads and trails. The glove has close-fitting, single-layer construction for full range of motion and details such as silicone grip palm and touchscreen-friendly finger tips.

The Halo Running Glove is part of the new run collection from SealSkinz, which includes purpose-designed accessories that provide just enough protection to keep users dry and warm, yet prevent overheating. Three new socks and the Halo gloves combine with five carryover items for a complement of accessories that handle the unique demands of running.

SealSkinz' Fall/Winter 2016 line opened for preorders in December and will ship to dealers in September 2016. Its motto is, "get out and stay out, whatever the weather." Products are sold in 40 countries and its patented technologies enjoy high demand in outdoor, cycling, hunting & fishing, marine, and military markets.

SealSkinz USA, headquartered in Broomfield, CO, was established as a wholly owned subsidiary in 2013. Prior to this, SealSkinz products were available in the U.S. under a private licensing agreement. Now with full control of its sales and marketing efforts, SealSkinz USA is rapidly expanding its U.S. retailer network of premium outdoor specialty stores and independent bicycle dealers and is a vendor partner of Quality Bicycle Products. ■



SIERRA DESIGNS COMES BACK TO LIFE AT ORWM

Style, comfort, and performance can all work in one garment, said Sierra Designs at Outdoor Retailer Winter Market last week, departing from its typical “outdoor” look.

Sierra Designs was born in 1965, at the beginning of the golden age of backpacking and climbing, and today the brand is attempting to redefine how people live in the backcountry. “We create outdoor solutions from equal parts common sense and uncommon thinking. Our outdoor products are all specifically designed for backpacking, not for hype or excess,” said the company.

Brand reps said its top performing garments don’t sacrifice aesthetics, comfort or technical features users depend on, as they work in a variety of outdoor pursuits. “We’re shifting our approach to offer highly technical performance pieces that work in a variety of situations,” said Sierra Designs’ design director Martin Flora. “Instead of one specific jacket per sport or activity, our consumers want a reliable piece that looks good, simply works and meets the demands of their lifestyle.”

Here’s a snapshot of the new Fall/Winter 2016 pieces:

Women’s DriDown Bomber 800 Fill Power Duck DriDown|\$189

Designed in a classic bomber silhouette this feminine jacket offers technical performance

camouflaged as a soft-handed jacket for everyday wear. Interior fabric is soft next-to-skin and familiar to traditional down jackets. The exterior is more protective and a thin PU coating in the shell prevents down leaks and provides water and wind protection while a DWR on the surface adds an extra layer of weather protection.

Men’s Long Sleeve DriDown Shirt 800 Fill Power Duck DriDown|\$175



This can perform as either a lightweight shirt (9oz), a mid-layer, or as a light jacket even when weather is wet or cold. Styled with metal buttons, double-needle stitching, and contrast thread colors, a thin PU coating in the shell prevents down leaks, while also drawing moisture away from the body during exertion. Synthetic insulation in the sleeves and sides creates a slimmer profile and assists in thermal regulation. The interior fabric is ultra-soft next to skin with a unique stretch.

Men’s DriDown Better Vest|\$159

Sleeves prevent heat loss around the arms creating a mid-layer option for cooler temps with stretch woven fabric that can also work with a light base layer for everyday use. Equipped with 800 Fill Power Duck DriDown on the front and back with synthetic insulation in the sides.



Women’s DriDown Vest|\$159



This 800 Fill Power Duck DriDown vest is designed as a technical layering piece with plush comfort in a slimming look. The fabric is ultra-soft, lightweight-stretch woven with a fitted shape that works with light baselayers. A thin PU coating in

the shell prevents down leaks and provides water and wind protection. Synthetic side panels allow for cooling under the arms. Stylish in classic hues and enticing accent colors.

Men’s and Women’s DriDown Pullover 850 Power Filled Duck DriDown|\$199

With the look of a warm vintage sweater, but lighter than a down hoody, this pullover provides complete core coverage and maximum warmth without weight. The women’s version includes invisible side seam pocket and hidden zipper to allow easy on/easy off while creating a flattering shape. The men’s version has an insulated kangaroo pocket. Exterior fabric provides three times the anticipated strength of a typical 15D fabric.

Women’s Outside-In Insulated Jacket|\$209



This lightweight, reversible insulated garment works in multiple ways providing warmth and weather protection without the bulk. Wear the shell next to skin to keep moisture moving; if the weather turns windy or rainy, flip the shell side

out with abrasion resistant nylon and DWR finish to block the elements and hold heat in. ■

ATLAS SNOWSHOES

BECOME SUMMIT READY

New Series Focused On Technical Performance

On the heels of its 25th Anniversary, Atlas Snow-Shoe Co. is introducing the Atlas Peak Series with three models for men and women, built to tackle advanced terrain and deliver optimal traction, flotation and precision, the company said.

“Our goal with the Peak Series is to present a unique line of snowshoes with precision suspension, each with their own degree of traction and performance bindings,” said Kelsey Boyce, Atlas’ marketing manager, “The Peak Series is for the snowshoer looking to go further with performance features to tackle technical terrain.” Building on the Trail Series, which Atlas launched a year ago, the Peak Series will further simplify the Atlas line in the minds of the consumer, offering a clear hierarchy of models for technical performance.

The series is an opportunity for Atlas to exemplify its SLS (Spring-Loaded Suspension) technology and better position a collection specifically designed for “go-anywhere performance.” In addition to SLS, the Peak Series will introduce Atlas’ first binding featuring the Boa Closure system, named the new Wrapp Helix. “The Peak Series features a collection of snowshoes designed to take you to the next summit, while offering a smooth-striding performance on mellow and variable terrain,” the brand said. With 19 patents and counting, Atlas Snow-Shoe Co. is a member of the K2 Sports family of winter sports and outdoor recreational brands.

Atlas Peak Series key features include:

ATLAS PEAK SERIES



Women's Elektra Montane



Men's Stratus



Women's Elektra Stratus



Men's Serrate



Women's Elektra Serrate

Men's Montane and Women's Elektra
Montane|\$200

- Men's and Women's 6061 Aluminum V-Frames
- Spring-Loaded Suspension
- Men's and Women's Wrapp Swift Binding
- Nytex Decking
- Heel Lift Bar
- All-Trac Toe Crampon, Traverse-Trac Rails

Men's Stratus and Women's
Elektra Stratus|\$250

- Men's and Women's 6061 Aluminum V-Frames
- Spring-Loaded Suspension
- Men's and Women's Wrapp Helix Binding with the Boa Closure System
- Nytex Decking
- Heel Lift Bar
- All-Trac Toe Crampon, Traverse-Trac Rails

Men's Serrate and Women's
Elektra Serrate|\$290

- Men's and Women's 7075 ReactiV V-Frames
- Spring-Loaded Suspension
- Men's and Women's Wrapp Pro Binding
- Nytex Decking
- Heel Lift Bar
- Zodiac Toe Crampon, StabiLock Rear Traction

POLARTEC WILL INSULATE SELECT AHNU STYLES FOR FALL 2016

Ahnu Footwear, a division of Deckers Outdoor Corporation and makers of performance hiking boots and fitness-lifestyle footwear for fashion-minded trail enthusiasts, is bringing on one of the strongest ingredient partners in the world next Fall.

Two new styles were unveiled for the first time at Outdoor Retailer Winter Market last week: The Diamond Heights Boot and Pacific Heights Boot, featuring Polartec technology.

"We are really proud and excited to be collaborating with a brand of Polartec's caliber," said Jacqueline Van Dine, Vice President of Ahnu. "Utilizing the groundbreaking and technical nature of their fabrics, as well as key technologies from existing brand partners, we're able to take our core competency of waterproof and insulated styles to the next level of performance. These styles are an exciting addition to Ahnu's Fall collection and footwear marketplace in general."

Building on Ahnu's heritage of lightweight, performance driven hiking footwear, the collaboration utilizes Polartec NeoShell and Polartec Alpha technologies to keep feet dry and comfortable regardless of the weather conditions. Active insulation and waterproof breathable fabrics give Ahnu footwear technical performance within beautifully designed footwear. Ahnu's signature since its conception is blurring the lines between performance and fashion, integrating rich color, design aesthetic and contemporary style for multi-function crossover.

The two new Fall 2016 styles integrate other key technologies including R-Mat unit, YKK

AquaGuard Zippers and Ortholite footbeds; as well as longstanding Ahnu specific features like Aegis Antimicrobial Technology, Numentum hike technology, waterproof seam sealed construction and waterproof full grain leather uppers.

"It's exciting to collaborate with brands like Ahnu to transform technical performance textiles into stylish and functional footwear," said Polartec's Global Product Manager for Weather Protection Peter Lord.

Based in the San Francisco Bay Area and named for the Celtic goddess of balance and well being, Ahnu embodies "the harmony of fitness and fashion, work and play, and business and philanthropy," the company said.

Deckers Outdoor Corporation is a global leader in designing, marketing and distributing innovative footwear, apparel and accessories developed for both everyday casual lifestyle use and high performance activities. The Company's portfolio of brands includes UGG, Teva, Sanuk, Koolaburra, and Hoka One One. Deckers products are sold in more than 50 countries and territories through select department and specialty stores, 126 company-owned and operated retail stores, and select online stores including company-owned websites. Deckers has a 40-year history of building niche footwear brands into lifestyle market leaders. Polartec, LLC is the developer, manufacturer, and marketer of Polartec performance fabrics and products ranging from lightweight wicking base layers to insulation layers to extreme weather protection, utilized by many of the best apparel brands in the world. ■



Ahnu Footwear Diamond Heights Boot (left) and Pacific Heights Boot (right), featuring Polartec technology new for Fall 2016

VIBRAM LAUNCHES ARCTIC GRIP IN PARTNERSHIP WITH WOLVERINE WORLDWIDE



Vibram, leader in high performance soles and premium rubber products, launched its Vibram Arctic Grip state-of-the-art sole technology last week at Outdoor Retailer Winter Market.

Arctic Grip is the most advanced cold-weather gripping system Vibram has ever created, the company said,

and six Wolverine Worldwide brands will serve as exclusive Arctic Grip launch partners for 2016: Merrell, Sperry, Hush Puppies, Wolverine, Saucony, and Cat Footwear.

"Our partnership with Vibram allows us to be the first in the industry to bring this innovative technology to market and allows Vibram to launch its technology across our entire brand portfolio" said Blake Krueger, chairman, chief executive officer and president of Wolverine Worldwide. "Vibram Arctic Grip will be a differentiator for us and a key initiative for our brands in Fall 2016."

"Our intention with Vibram Arctic Grip is to push the bounds of sole technology on icy surfaces," said Michael Gionfriddo, president and chief executive officer of Vibram USA. "In Wolverine Worldwide's Fall 2016 collection, consumers will see Vibram Arctic Grip complemented by some of the most advanced footwear technologies available."

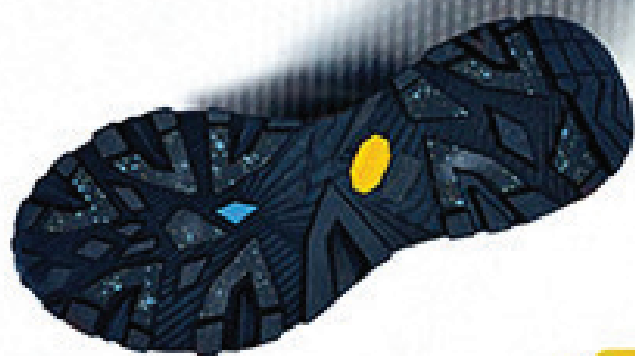
Wolverine Worldwide's collection with Vibram Arctic Grip spans a range of shoes including:

- Merrell Moab FST Ice+ Thermo Waterproof
- Sperry Cold Bay Ice+
- Hush Puppies Parkview Ice+
- Saucony Razor Ice+
- Wolverine Crossbuck FX Ice+
- CAT Footwear Stiction HI WP Ice+

All Wolverine Worldwide products with Vibram Arctic Grip will feature designated lugs that grip slick wet ice, as well as thermochromatic lugs, which sense when the temperature drops below 32 degrees Fahrenheit and change color in cold conditions. And while Vibram's Arctic Grip works best on wet ice, it is also durable to maintain performance over miles of wear.

Vibram works with premium brands including Merrell, Danner, La Sportiva, Low, Red Wing, Sperry, Scarpa, The North Face, and many more. Vibram's Five Finger shoe line has of course been on the cutting-edge of the minimalist footwear trend. Wolverine World Wide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel, carried by leading retailers in approximately 200 countries and territories. ■

MAKE ICE OBSOLETE



**ARCTIC
GRIP**

#MAKEICEOBSOLETE

NEW YEAR, NEW GEAR

TECH, TRENDS, AND A LOOK TO 2017

With hundreds, or was it thousands, of new products to peruse - from the Made in America showcase to Venture Out to ingredient brands and tried-and-true favorites - scouring the goods of Outdoor Retailer seems to get more daunting every year. While teal and burgundy overtook orange and gray, zippers got vertical, outerwear got even more tech, and responsible sourcing and recycling became even more important. Here's a quick spin around the show floor.

By SGB Staff



Outdoor Research
Skyward Jacket



Hydro Flask



Columbia Sportswear OutDry
EX Gold Down Hooded Jacket



Stanley Steel Pot
French Press



Scarpa F1 Ski Boot
for Men and Women



Sunki Foxtails Collection



Icebreaker Studio
Inspired Graphic Top



Eagle Creek
No Top Load Backpack



Smartwool PhD Outdoor
Mountaineer Sock



Adidas Outdoor
Techrock GTX Jacket



Fjällräven Women's
Singi Down Jacket



Osprey Hydraulics



Berghaus Pro Gen 3



Yeti Rambler Bottles



BioLite Power Light Mini



Intova Dual Action Camera



Hi-Tec Trail Ox Chukka



Bogs Infant Heritage Boot



Schwood Badlands Sunglasses

Outdoor Research always a leader in accessories and Gore-Tex endowed winter product has steadily diverted focus to the lifestyle-tinged apparel business. A rep for the brand admitted, "It's our new focus for new growth." 2016/17 jackets offer a more stylistic approach to outerwear for the traditionally core Pacific Northwest company. You know the drill: tech fabrics with lifestyle looks; but OR really hit the mark with subtle yet successful design cues, like its vertical zippers, unique necklines and color pop detailing. Check out next-season's backcountry **Skyward Jacket** with AscentShell waterproof stretch and on-trend style details.

Columbia Sportswear continues to inspire with its user-friendly technologies, including but not limited to the new **OutDry Ex Gold Down Hooded Jacket** – what the company is calling a "truly waterproof puffy." It's got 650 fill down wrapped in Columbia's Heat Seal stitch-free baffling system, faced on the outside with the award-winning OutDry Extreme waterproof-breathable membrane. That's right – the membrane is on the outside and this movement has a completely different look and feel turning a lot of heads.

Vapur delivers with its dishwasher safe, freezable, and U.S.-made (factory in Chicago and distribution in Cali) plastic, easy to pack, and 87-percent lighter than a traditional water bottle. Last season the brand took a note from its REI buyers, who said the best selling happened in the 1 liter and up products. Vapur quickly adapted and brought a taller 1.5-liter bottle, along with a hydration tube for Spring 2016, allowing the classic Vapur bottle to convert into a bladder. Check out the **After Hours Flexible Flask**, a new mini-Vapur for on-the-go summit shots (comes in a Flexible Wine Carrier that fits a whole bottle's worth, but we're whiskey people).

Hydro Flask, the focus was on the brand's updated, and now insulated, bottle caps. That adds 20-percent more insulation, company officials claim, and it makes the overall cap stronger. The threads and gaskets (seal) on the caps have also been updated. The seal now sits on top of the threads further down into the bottle instead of on top of the bottle. This solves an issue with the carbonation in drinks (i.e., beer in growlers) pushing up on the seal and leaking. With the new design, there's room for the seal to move without the potential for leaks.

Bogs brought a variety of revamped farm boots with heritage rain boot handles, vogue neoprene and waterproof leather. But what really shined among the many new styles was the brand's arch into kid's footwear, where it brought nearly every new and classic style to smaller outdoorists. Now in big retailers like REI and Zappos, Bogs distinguished itself at Winter Market as a shoe brand for everyone. We swooned over the wall of **children's boots** and pull-ons. While on the hardcore end of the spectrum, the Lamborghini of 2016 footwear is Bog's **New Tech Beacon Glacial Ice Grip Boots** that withstand -112 degrees (these, however, don't come in a kiddie model).

Intova, Hawaiian action camera brand Plastic, easy to pack, and 87-percent lighter than a traditional water bottle, is now in the IR lineup and making waves (we couldn't resist). Years ago, GoPro asked Intova to make its waterproof housing, and now the lesser known brand is bringing to market affordable action cams that are waterproof and have an astounding dive capacity. Their \$50 **Duo Action Camera** option alone has a 100-feet-below range. These cameras shoot HD video and have a light for clear shooting. And since GoPro has pulled out of specialty, Intova is in line to fill that space.

Berghaus' new partnership with Gore-Tex is celebrating the right way: a cutting edge three-layer Gore-Tex hardshell called the **Pro Gen 3**. This shell is absolutely insane, due in large part to its hood technology. President at Berghaus USA, Walter Crate, said excitedly, "we definitely geek out over hoods." Crate dissected the Pro Gen 3 hood for us, exposing the cohesive spring-loaded release that cinches down without a hood and adds fabric with a hood. This means the right fabric and fit no matter the noggin volume. Also on the jacket is a face vent and back panel expansion pleat, making the jacket feel stretchy despite it being a hardshell. Berghaus also celebrates its new RDS certification – a mantelpiece that immediately ups the performance, reputation, and sustainability of a brand.

Scarpa's F1 Ski Boot (Men's and Women's) for alpine touring will be the ultimate crossover boot. It's super light, rocks a 62-degree walk mode, and Boa closure system. This boot (and the rest of Scarpa's ski boots) can be credited to Italian designer and Head of Research and Design, Davide Parisotto, who leads the design team from Italy. Colors lean toward muted neon, with teal and burgundy – two popular colors for next season.

Eagle Creek is a veteran in the luggage game, but at OR the brand showed hints of daring color choices and youthful expansions. New **No Top Load Backpack** in the No Matter What line have an 80's glam look with new white coloring. The color/fabric mix looks almost like a white leather you'd see at NY Fashion Week, only with travel godsend-like a subtle safety whistle and laptop sleeve. A rep for the brand also divulged that we'll begin to see more Sports + Fitness gym bags in the future, beginning with the Pack It Sport mini-sack that fits shoes, PowerBar, and a dry shirt.

Warren Mason, VP of sales and marketing at **SteriPEN**, dished on a new project that will have more third-world application via purifying larger volumes of water. SteriPEN found a way to multiply the power of its UV light, which sends photons to the edge of the bottle and hit germs, giardia, and protozoa (aka the yucky stuff). Making the new bottle's surface more reflectant on the inside means multiplying the purification affect.

Every brand has their thing. For **Mountain Hardwear**, it's jackets, and Fall/Winter 2016 will be the season of stretch down. Partnering full body stretch fabric with stretch welded seams that expand unlike restrictive stitched seams, the **Stretchdown Jacket** is a piece we expect wearing far into spring, thanks to its comfortable feel.

Hi-Tec has grown to become the sixth largest outdoor footwear brand in the market. Introducing its OX Collection (OX=Outdoor Crossover) at ORWM, the company revealed a big partnership with tire brand Michelin for its outsoles in models including the **Trail Ox Chukka**. Ed van Wezel, Hi-Tec CEO, said of the partnership, "Michelin is a household name here in the U.S." (Hi-Tec is an English-based brand that got its start in the 70s.) "With the urbanization of the outdoors, nobody knows the road better than Michelin. We'll still work with Vibram for our traditional boots, but explore new channels with Michelin. We see this as the start of a long-term partnership."

BioLite took momentum gained from its popular outdoor smokeless stove to bring blinding lumens to the city commuter in the **Power Light Mini**. This is a clip-on 130 lumen option that could be used across categories both outdoors and inside. USB charge port included. A look into 2017 shows plans to gear back to camping with a 400-lumen cube base lantern with versatile legs. BioLite will make an appearance at this year's SHOT show Industry Day at the Range in an effort to reach-out to new sportsman consumers.

Sunski premiered its 2016 **Foxtails Collection** of keyhole, high-nose bridge glasses - super light, super flexible, but somehow fitting like they were based on a model of your face thanks to the polycarbonate frame. Made unisex and offered in the brand's most popular tortoise and emerald colorways, these glasses will go over big this spring. As a company that plays with updating vintage sunglass styles, it's no surprise Sunski's 2017 line will be a reworking of the retro Vaurnet shape. "We want to make the mountain goggle radical but accessible, and bring it to the masses with an expeditionary feel," said Co-Founder Tom Stewart.

New Zealand's **Icebreaker** gives a nod to trail running with a line of base-layer-inspired crew and half-zips - the Women's Comet and Men's Factor. This will be your Fall 2016 run top that can also be worn as a layer in winter, a stand-alone top in early spring, and long sleeve for cooler summer nights. Icebreaker also expands its studio-inspired women's shirts and tights for the yogis, with teals and new graphics.

Osprey packs is jumping on the urban travel bandwagon with "one bag to rule them all." The design is a roller luggage wrapping its arms around a daypack. It's a redesign of the Meridian, with backpack straps. Also big for Osprey is a new partnership with Hydrapak, which will launch Osprey into the "**Hydraulics**" bladder market. Yes, all their packs fit a hydration pack, but the new Osprey bladder with backer plate, unique grab cuff, and bite-blast valve is a leap into uncharted ground.

Darn Tough Socks, the offspring of third generation sock mill Cabot Hosiery, returns to run with the Vertex Sock. "It's only what you need," said Director of Marketing, Brian Brand. "Specialty run is the next big step. The ultrarunners and crazy-ass adventure runners get us and love our socks. Now we're going for the road and fitness runner." Brand shared with us that road cycling will come next, with new products projected for release in Spring 2017.

Fjällräven's booth was a winter wonderland with sled dogs, fake snow, and drool-worthy jackets. Our Pick: The **Women's Singi Down Jacket** in burgundy, with removable faux-fur and Pertex Quantum (because soft and loft are our buzz words). Across the hall at the other half of the booth was a wall dedicated to a big eco-driven change in the classic Kanken. The **Re-Kanken Packs** are a recycled sibling, made from 11 plastic bottles, less water from pellet dyes, and a cool matte look. The brand will also be putting time and energy into a new line of tents.

Shwood Eyewear's is making sunglasses out of scarlet desert flowers and osprey feathers. Inspired by the **Badlands** of South Dakota, Shwood Eyewear's latest wooden sunglasses are made from high pressure resin casting and takes a naturalistic approach to an ordinary accessory. Eric Singer, Shwood concept designer and mastermind/artist behind the original wood pair, said, "I like to challenge materials." The brand works to do a new design release every three months. Looking forward, Singer said inspiration would come from brick and oceanic materials.

Stanley, the Seattle-based makers of the timeless vacuum bottle, spent last season thinking a lot about spirits and beer. For Fall 2016, the focus switched to coffee. We tried their **Steel Pot French Press**, which allowed us to make fresh coffee in the backcountry with only grounds, water, and a fire. This is a lighter, more family friendly alternative to Stanley's monstrous Mountain Vacuum Coffee System (on market now) which is a Russian nesting doll of everything you would ever need to enjoy a damn good coffee while camping.

Yeti in turn introduced its **Rambler Bottles** in three sizes for cold or hot beverages on the go. One of the big selling points is Over the Nose technology in a very wide mouth, easy for loading, drinking and cleaning. The brand's TripleHaul cap is leakproof and insulated. Bottles feature "No Sweat Design" in 18/8 stainless steel and double wall vacuum insulation.

Despite the global notoriety of the **Adidas** brand, its Outdoor licensee is still growing, but doing so with great propulsion. Expanding 25 percent each year, Adidas Outdoor enters its sixth season with an emphasis on its Terrex line of apparel, which outfits the extreme Aspen Alpine Guides during their season. The Terrex Exclusive line is the cream of the crop, ranging from hardshells to baselayers and ski pants, with help from Gore-Tex Pro and Polartec Alpha. Rising to the top of the line is the **Techrock GTX Jacket**, \$650 retail, and redefining what it means to own a technical jacket.

Smartwool teamed up with famed alpinist Conrad Anker to develop the new **PhD Outdoor Mountaineer Sock**, featuring what the brand is calling revolutionary Industractawool technology, a bulk free instep, two integrated mesh zones for aggressive venting, and a 20-to-30 mmHg compression heal cup. With Conrad's attention to detail and Smartwool's 20-years of sock innovation, this is the most technical mountaineering sock we've ever seen. They also dropped the capital W in the name. ■

TRADE ASSOCIATIONS BUYING GROUPS

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

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

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

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
nbs.com

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

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

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

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

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

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

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

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

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
14-16 Surf Expo
Orlando, FL
17-20 NRF Retail Big Show
New York, NY
19-22 NBS Winter Show
Ft. Worth, TX
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
15-18 Magic Show
Las Vegas, NV
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
21-24 IHRSA
Orlando, FL

APRIL

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

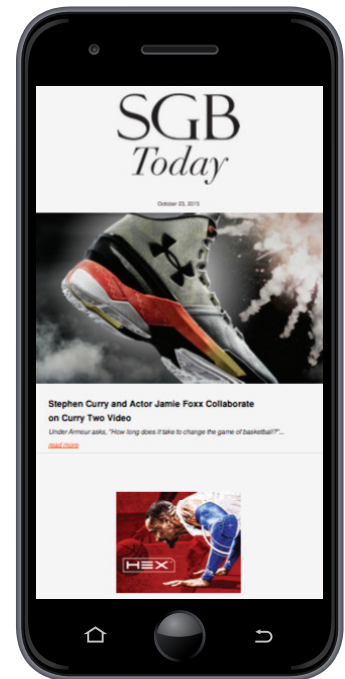
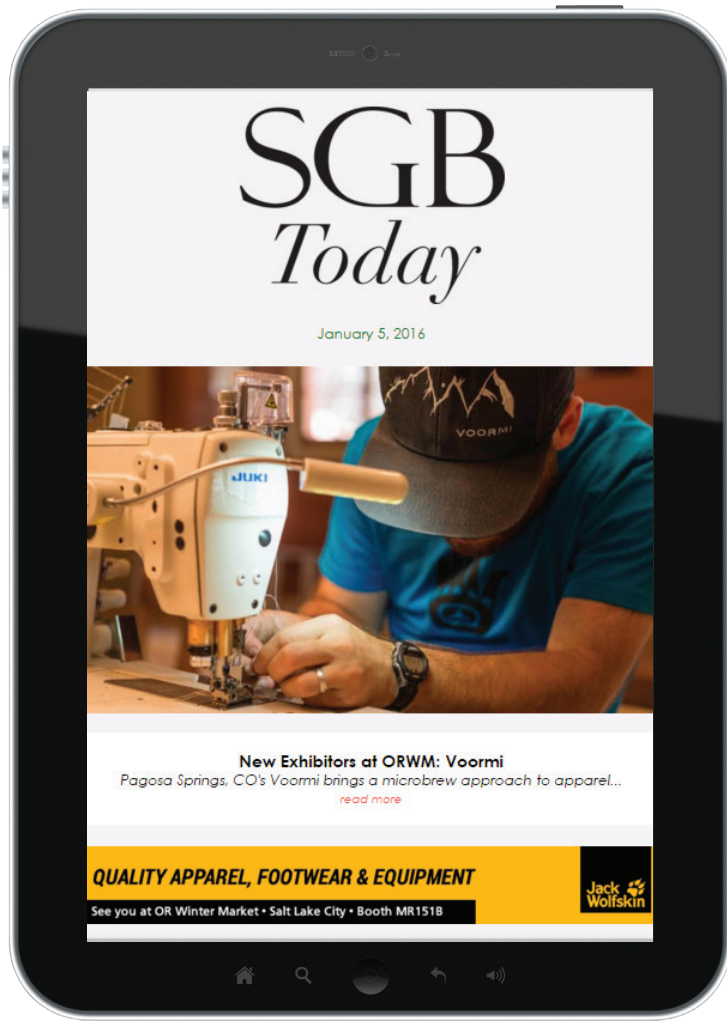
MAY

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

JULY

13-17 IDEA World Fitness Convention
Los Angeles, CA

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