

SG&B

ISSUE 1314
APRIL 8, 2013

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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SportsOneSource Publications

Print Magazine: SGB, SGB Performance
Digital Magazines: SGB Weekly, TEAM Business Digital
Newsletters: The B.O.S.S. Report
Sports Executive Weekly
News Updates: SGB, Footwear Business, Outdoor
Business, Sportsman's Business, TEAM Business

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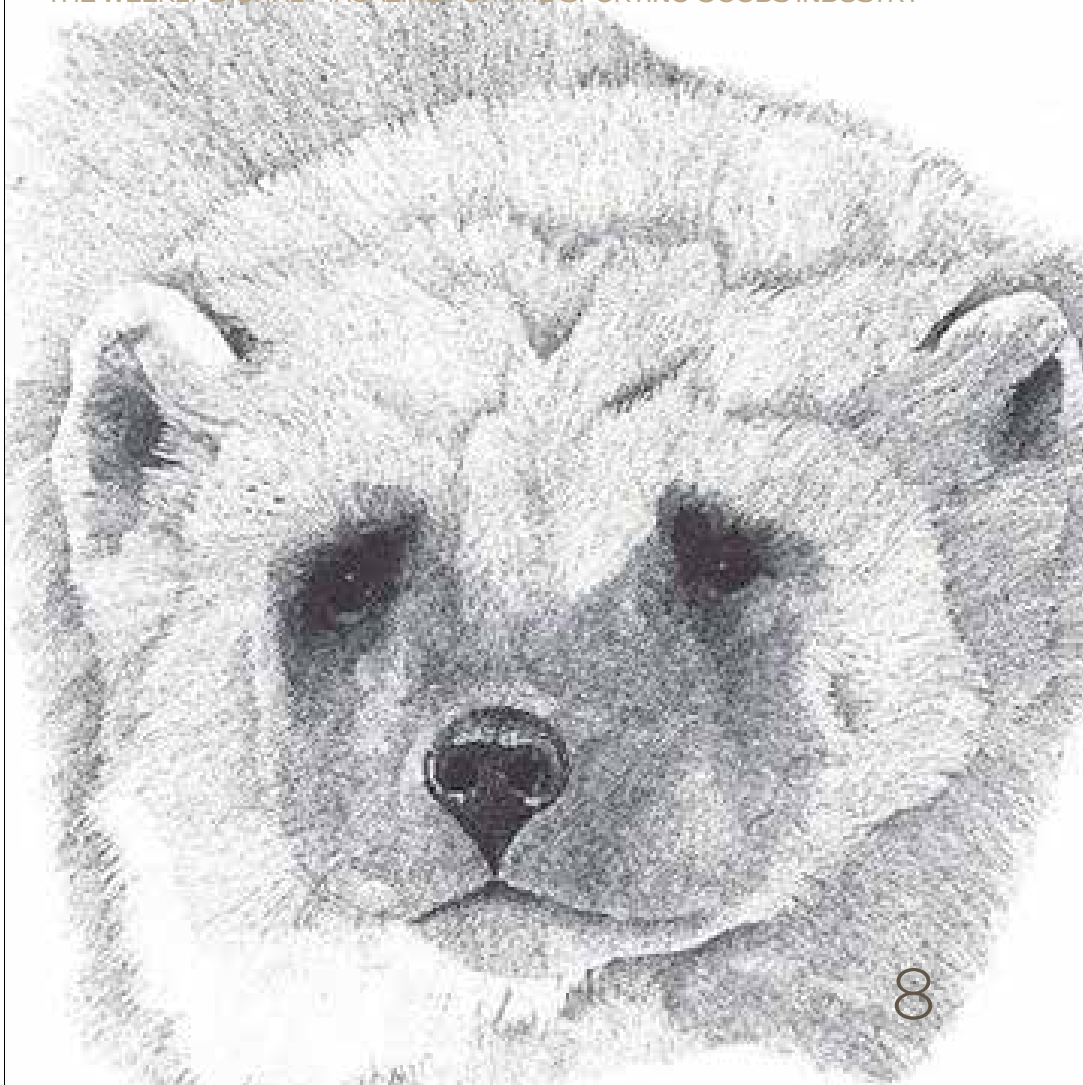
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SGB WEEKLY

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NEWS

BY THE NUMBERS

28% **G-III Apparel Group, Ltd.** reported fourth quarter sales increased by 28 percent to \$375.3 million from \$294.3 million during the comparable period last year. Net income per diluted share was 40 cents per share compared to 25 cents for the comparable year-ago period. On an adjusted basis, excluding expenses associated with the company's acquisition of Vilebrequin, non-GAAP net income per diluted share for the fourth quarter was 41 cents.

-18.1% **The Finish Line** reported earnings declined 18.1 percent in its fourth quarter ended March 2 to \$34.3 million, or 69 cents a share. Finish Line comparable store sales increased 0.7 percent. Digital sales, which are included in the comparable store sales results, were up 21 percent. Consolidated net sales for the company in Q4 were \$442.7 million.

5.2% **Phoenix Footwear** reported sales for 2012 rose 5.2 percent to \$16.7 million from \$15.9 million. Operating income for 2012 totaled \$513,000 compared to an operating loss of \$1.0 million for the prior year. Gross margin as a percentage of net sales improved to 37.5 percent or 240 basis points from 35.1 percent. Net loss from continuing operations decreased to \$437,000 or \$0.06 per share compared to net loss of \$1.7 million or \$0.21 per share in fiscal 2011.



Clint Christen (left), Kevin Curran (right)

NWT3K ANNOUNCES ATHLETE TEAM

Customizable snowsport outerwear company Northwest Technical Outerwear (NWT3K) announced its first team riders, skiers Kevin Curran and Nordica's Clint Christen.

NWT3K CEO Nick Marvik said the company is looking to support riders who are pushing the sport and getting them to the next level. "The quality of amateur skiers is higher than it has ever been," Marvik said. "We looked for riders with unrivaled passion, constant smiles and a style that will turn heads - just like our custom outerwear. We couldn't be more stoked to work with Kevin and Clint, we're excited to help them grow as athletes and look forward to watching their progression."

Top amateur riders from other geographic regions may soon join Curran and Christen, both Washington locals, Marvik said. "We love our out-of-state and international customers - the idea of supporting one of their local talents is definitely in our mind's eye."

Learn more about the athletes on NWT3K's team page and watch for an upcoming edit from the team's first official trip to Whistler, BC later this month. For more information visit NWT3K.com.

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MOVERS & SHAKERS

Crocs, Inc. named **Andy Sackmann** as chief marketing officer. Sackmann joined Crocs as vice president of marketing in June 2011.

Superfeet President **Bill McLean** has announced his retirement effective June 2013. John Rauvola, who joined Superfeet in March, will transition into the role over the next few months.

Gatorz Inc., a maker of performance eyewear, has hired **Robert Reynolds** as its CEO. Reynolds assumed the position April 2, when he immediately began working with the company's advisor, Park Lane, to identify growth opportunities.

City Sports named **Ted Manning** as chief merchandising officer.

Former Cloudveil co-founder and president **Brian Cousins** has joined **Opedix**, a manufacturer of joint-support athletic wear, as its vice president of business development.

Outdoor Industry Association (OIA) hired **Jessica Wahl** as recreation policy manager.

Helly Hansen named **Graham Gephart** to the newly created senior marketing manager position for Helly Hansen North America.

Kristin Cusic has been appointed the new VP of marketing for **Klonelab**, the parent company of Ipath Footwear and New Balance licensee.

COLUMBIA'S OMNI-FREEZE ZERO HITS STORES

Company will support launch with largest summer marketing effort in its history

The culmination of a four-year development effort, Columbia Sportswear Company introduced its Omni-Freeze Zero - a sweat-activated cooling technology built into a full line of products - to retailers and consumers on April 5.

"We believe consumers will appreciate the fact that their hard-earned sweat can be used for something more than just passive evaporation," said Columbia's VP of Global Marketing, Dan Hanson. "Everyone knows that Columbia products are great at keeping people warm in the winter; now they can rely on Columbia to help keep them comfortable in the summer. Omni-Freeze Zero is the latest innovation that is helping to transform Columbia into a trusted brand for all seasons." According to the company, when exposed to sweat (or any moisture), thousands of little blue rings embedded in the Omni-Freeze Zero fabric create an instant and prolonged cooling sensation.



Omni-Freeze Zero Tour Bus
Photos courtesy of Columbia

key retailers across the U.S. from April through June, allowing people to see and feel Omni-Freeze Zero in action and enter a contest to win an Omni-Freeze Zero shirt.

The first season's line is "head-to-toe," consisting of 40 styles of apparel, footwear and accessories for men and women, ranging from performance shirts to athletic footwear, from ball caps and boonies, to briefs, to Columbia's line of Performance Fishing Gear (PFG).



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THE ORIGINAL

"The GOruns break new ground with a convex bottom that encourages a midfoot strike."

-Women's Running

"Skechers impressed our wear testers with this superlight yet well-cushioned and comfortable trainer."

-Runner's World
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"They have claimed a place in my shoe rotation."

-runblogger.com

"Like training wheels for less biomechanically efficient runners, these shoes provide a comfortable transition to a minimal shoe."

-Competitor



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THE SEQUEL

“ _____ ”

“ _____ ”

“ _____ ”



Before the reviews and awards arrive, it's already clear this is the rare sequel that's even better than the original.

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WOLVERINE BRAND CONTINUES SUPPORT OF THE WOLVERINE FOUNDATION

By Thomas J. Ryan

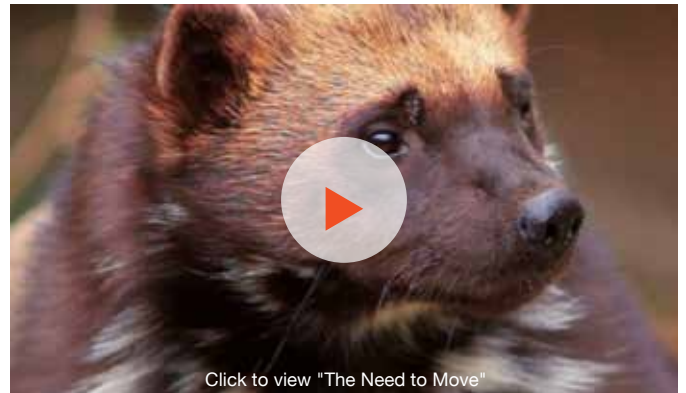


Jeff Copeland, co-founder, The Wolverine Foundation

Wolverine Brand, the namesake brand of Wolverine Worldwide, announced that it was continuing its support of The Wolverine Foundation (TWF), a non-profit organization comprised of wildlife scientists with a common interest in the wolverine.

The move comes as the U.S. Fish and Wildlife Service earlier this year proposed to list wolverines as threatened under the Endangered Species Act. Currently, the USDA Forest Service and the Bureau of Land Management classifies the wolverine as a Sensitive Species.

TWF promotes interest in the wolverine's status and ecological role in the world wildlife community. Wolverine's funding supports continued research projects and awareness programs.



Click to view "The Need to Move"

"The primary goal of The Wolverine Foundation is to elevate the wolverine's management status through public information, and we recognize the need for coordinated, science-based efforts including the support and initiation of research," said Jeff Copeland, who co-founded The Wolverine Foundation in 1996. "Wolverine Brand's donation is instrumental in working toward this goal and helps us provide grants to many meaningful wolverine research projects around the country."

Copeland's background includes more than 20 years of wolverine research. Along with The Wolverine Foundation, he is a collaborator on the Central Idaho Wolverine and Winter Recreation Research Study that aims to better understand the interactions between wolverines and humans. With the help and support of recreationists throughout the state of Idaho, a team of researchers and a number of wolverines fitted with GPS collars, the project aims to track and evaluate the relationship between wolverine and human activity.

"We are honored to be associated with The Wolverine Foundation, which leads the charge on many valuable research projects and awareness programs," said Kelly Redinger, Marketing Director for Wolverine. "The Wolverine Foundation is a natural fit for the brand as we strive to embody the tenacious, relentless spirit of the wolverine to create boots that perform in the harshest conditions."

For more information about the Wolverine Foundation or to make a contribution, please visit wolverinefoundation.org

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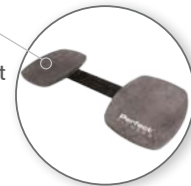
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to carve left, right
and center

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ergonomic grips for
stability control

Kinetic Engine -
Carbon Steel Spring
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WHICH CAME FIRST, DEMAND OR SUPPLIER INNOVATION?

Electronics Continue to Impact the Retail Environment By Aaron H. Bible

Do retail buying trends dictate innovation or are product innovations driven by manufacturers playing off consumers' seeming willingness to always adapt the latest and greatest?

Regardless of which comes first, electronics such as sports watches, POV cameras, protective cases and GPS units continue to be huge sellers and an ever-important part of the retail landscape. GoPro spent millions of dollars to make "POV" a household name. That spurred a revolution not only in Point-of-View cameras but also in phone and camera accessories, and the way we capture and share information. According to January Snowsports Industries America (SIA) data, action camera sales are up 16 percent in units to 82,500 and up 40 percent in dollars sold to \$25 million compared

to last year. Trends include - as seen in other industries - crowd-sourced technology features, a push for lighter weights, portable charging, and Bluetooth everything. And remember, if you can't sell them an electronic device, sell them a case for the one they already have.

With that being said, let's take a look at a few of the most innovative sales-driving products for Spring 2013.

WATCHES

People recognize Suunto brand and know both its quality and customer service; in fact it has a cult following. In January, **Suunto** unveiled the *Ambit 2.0* upgrade, making the Ambit the only dynamic,



Arka - USB
Charger + Lantern
+ Flashlight
See page 33 for
full description

consumer-driven GPS watch on the market. The update allows users to personalize the watch by downloading existing apps and new features created by other users in the Suunto App Zone. There's an app that estimates expected finish times of races and a function that displays the actual incline of a hill or mountain being climbed. If users can't find the app they want, they can design their own.

"We invite our consumers to give feedback on features they'd like to see in their watches and they often provide us with great ideas of



Suunto -
Ambit 2.0

additional features or functionalities," said Suunto USA VP and business director, Nora Stowell. "We wanted to give an opportunity for them to continue developing the Ambit. The Suunto App Zone is a unique tool that will empower the outdoor community to create the features they want to see."

The new 2.0 Suunto Ambit upgrade adds an interval timer and ANT+ functionality, providing compatibility with ANT+ accessories from Suunto and other manufacturers. The 2.0 upgrade follows the 1.8 upgrade released in September 2012 including on-screen route navigation and multiple location displays on top of waypoint navigation. The Finnish-based company has

been innovating sports watches, dive computers and instruments used by adventure seekers all over the globe since 1936. Suunto is a subsidiary of Amer Sports Corporation along with sister brands Salomon, Arc'teryx, Atomic, Wilson, Precor and Mavic.

Armitron has been creating precision timepieces for more than 50 years, developing a reputation based on enduring quality and contemporary styling as well as exceptional value with fine details such as genuine diamonds, Swarovski crystals, chronograph movements, solid stainless steel and exotic leathers. The new 40-8251GRN sport watch features a black resin case with green metalized accents, engraved top ring, black resin strap, clear dial frame with green or grey reflector, LCD module with split TDF display of either black or white digits, alarm, chronograph, LAP and dual time/military time. It's water resistant up to 330 feet. The 20-4838GBSB features sandblasted IP plated gun SS and 43.5 mm case, IP plated blue engraved top ring, adjacent bracelet w/ 2BTN fold over buckle/safety clasp, textured gun dial, day, date and 24-hr. sub dials. It has blue with grey luminous indexes



Armitron - 40-8251GRN (left), 20-4838GBSB (right)

and hands, an outside minute track, sweep second hand, and is water resistant up to 165 feet.

Leader in outdoor and sports performance timepieces, **Timex** introduces the *Timex Ironman Run Trainer 2.0*, a next-gen GPS-enabled watch that tracks pace, distance, heart rate and elapsed time. This is a smaller, more refined version of the 1.0 GPS watch and is equipped with a reversible, high-resolution display and advanced interval training capabilities. It represents expansion of the Timex GPS portfolio following the recent launches of Timex Marathon GPS, Timex Ironman Run Trainer 1.0, Timex Cycle Trainer 2.0 and Timex Ironman Global Trainer Bodylink System.



Timex - Iron-
man Run
Trainer 2.0

"We heard from the running community that they wanted a smaller, more comfortable GPS watch," said Sam Martin, senior brand manager, Timex Sports. "We're excited to deliver on that need with the upgraded Run Trainer 2.0, enabling more efficient training through advanced technology."

It's the brand's most innovative performance measurement product designed for athletes who want to maximize training efficiency. The watch offers a smaller, crisp, high-resolution display to better fit a variety of wrist sizes. Equipped with a chronograph and featuring hands-free split recording capability, the Run Trainer 2.0 includes Interval Training based on distance and time with vibrating and audible alerts. The device has an eight-hour Li-ion battery and the benefit of being water resistant at up to 50 meters. Like other Timex downloadable products, this

Run Trainer 2.0 is customizable through a computer for all settings and is compatible with TrainingPeaks and MapMyFitness.com, among others. It utilizes ANT+ wireless technology for chest and foot pod sensors to provide heart rate and indoor/cadence-based training data, MSRP \$225 for Speed + Distance or \$275 with Flex Tech Digital 2.4 HRM chest sensor.

AUDIO

Introduced in late 2012, **UClear** delivered the *HBC220 Force* communication device with patented Adaptive Beam Forming (ABF) technology and a groundbreaking full-duplex intercom system designed to expand the reach, range and quality of group communications by up to 700 meters between each unit up to ten. UClear is helmet-compatible hands-free communications and audio for snowboarders, skiers and other extreme motion environments. The HBC220 Force has a Super Group Intercom with Multi-Hop Technology, sold in single (200) and dual (200D) packs. When paired to a Bluetooth device such as a phone, users can take calls, listen to music and intercom with other UClear units. "While we made enhancements to intercom with the HBC220, we think of the product like 'outercom,' as when you pair with a phone, you've connected your entire world," the company said.

Top features include: Adaptive Beam Forming is an industry



UClear - HBC220 Force

first that picks up voice by aiming a beam from either side of the head that intersects in front of the mouth; Digital Signal Processing learns as it goes and cancels out all noise from road and surroundings; Multi-Hop works like a repeater to allow for about .4 miles between users and builds on itself so that if you have ten users, you would have over 3.5 miles between the first and last; Super Group can connect up to ten UClear users on the road or mountain, and, while Bluetooth is still line of sight, this effectively allows riders to bend around obstructions and stay in communication; Echo Cancellation allows for the speaker and mic to be together without creating feedback.

CubeEdge.sound lightweight miniature speaker is made with environmentally friendly materials, fits easily in a bag and has powerful sound quality: it's a great companion for camping, cabins, yurts and hotel rooms. This sleek, wireless Bluetooth 3.0 portable speaker provides 10 hours of battery life. Bluetooth 3.0 allows for a noticeably faster connection and supports a versatile

array of devices such as iPhone, iPod, Android, smartphones and tablets. A microphone provides easy, portable compatibility with Skype, FaceTime and other chatting tools and speakerphones. It's made with eco-friendly parts including non-brominated flame-retardants and a recyclable aluminum enclosure, MSRP \$149.

Bluetooth innovator in the outdoor activities market, **Sena Technologies, Inc.** recently introduced the SPH10S for skiers and snowboarders to easily attach the multi-function headset/intercom to a variety of helmets and connect wirelessly via Bluetooth to their cell phones, GPS units, mp3 players and other Bluetooth enabled devices. The SPH10S also allows skiers and boarders to stay connected on the hill through intercom with up to three people. The system utilizes the latest Bluetooth 3.0 and advanced digital processing technology for the best sound quality for incoming and outgoing sound. The easy-to-access jog dial and intuitive button operations make it the perfect safety companion.

"With more snow sports enthusiasts adopting the use of helmets for safety reasons, we decided to take those measures a step further with the SPH10S," said Tae Kim, president and CEO of Sena Technologies, Inc. "It's of the utmost importance to be able to stay in touch with fellow skiers and snowboarders especially if traversing the backcountry or non-heavily traveled areas of resorts, and we made the SPH10S so they can do that either through intercom or via cell phone."

Its firmware is fully upgradable at no charge anytime the compa-



Sena Technologies, Inc. SPH10S may be used with Giro, Burton or Smith Optics helmets

SPH10S

ny issues updates. Capabilities include Bluetooth intercom up to 900 meters (980 yards/0.56 miles) in open terrain, multi-pair intercom for up to four people, four-way conference intercom, 10 hours talk time, seven days stand-by time, Bluetooth stereo headset, hands free music playback control, replacement ear flaps, easy headset controls with the Jog Dial, Bluetooth hands-free, water resistance and two-year warranty. The SPH10S may be used with Giro, Burton or Smith Optics helmets, MSRP \$199.

CHARGING

Goal Zero leads the industry in portable solar technology and at WMOR introduced new products to its line of solar panels and portable re-chargers: the *Switch 8*, *Guardian* and the award-winning

Sherpa 50. The latest and greatest from Goal Zero is the *Yet 150 Solar Recharging Kit* - a plug-and-play solar generator for emergencies, camping, etc. It features AC, 12V and USB ports for powering laptops, lights, tablets, smartphones and more. The Yet 150 weighs just 12 pounds and features a pop-up handle for added portability. The device can be fully charged by the sun in 5-10 hours with the included 13W Nomad 13 Solar Panel, MSRP \$400.



Goal Zero - Yet 150 Solar Recharging Kit

Etón Corporation also introduced new high-performance, solar-powered consumer products at Outdoor Retailer Winter Market. The *Rugged Rukus* features a solar panel, IPX-4 splash-proof durable design and Bluetooth compatibility. The panel charges the unit's internal lithium ion battery, allowing you to keep music running or to recharge a smartphone via the built-in USB port. It easily straps to a backpack and includes two active 40mm speakers and a battery charge indicator. Also great for indoor use it includes an AC charging option. The *Rukus XL* features full-range 22w speaker drivers, can pair with a Bluetooth device with just a touch and includes an elastic band to hold your smartphone in place. The *Boost Solar* is a single solar panel with rechargeable lithium ion battery pack (2000mAh) that allows you to recharge hand-held devices. In addition



Etón Corporation - Rugged Rukus (left), Rukus XL (right), Boost Solar (below)

tion to being IPX-4 splash proof, the Boost Solar can also charge an additional removable battery pack. Other features include LED battery charge indicator, rugged rubberized exterior and fastener holes and straps to hook to a backpack.

The new **Arka** USB Charger + Lantern + Flashlight from UCO functions as an emergency signal, light source and portable charging station. Instead of utilizing several lighting products and a separate portable device-charger or solar charging pad to power electronic devices off the grid, the Arka serves as an all-in-one solution.

Smartphones, GPS units, digital cameras, audio speakers and

other devices that can be charged through a USB cord can be powered by the Arka. Powered by a rechargeable 4AH Li-Ion battery, the frosted globe of the Arka can be extended for use as a lantern with diffused white light or collapsed as a flashlight. It has five lighting modes including high and low light, three red LEDs for night vision, strobe and emergency strobe.

Additional features include a LED battery level and charging status indicator, a split ring to hang the lantern and extendable legs for added stability. Highly water resistant, the Arka weighs 7.5 ounces, is 7.75 inches long (5.25 when closed) and 2.5 inches wide. It has a beam projection of 250 feet and will run for 6 to 8 hours on high and up to 100 hours on low beam. The Arka can be recharged on the go using solar panels with a 5V or higher output using a USB cord, MSRP \$70.

For something a little more lifestyle and less hardcore outdoorsy, check out **Urban Junket** and their new line of laptop and handbags that uses unique battery technology and earth-friendly materials.



Urban Junket - Jen Crossbody Indigo with iPhone (left), Karen Powered Handbag (right)

Called the *Power Trips Collection*, they are stylish and sustainable bags (made from recycled water bottles) with a built-in power source for recharging phones and devices on the go. According to the company, it's the first collection of its kind to use this battery technology. The women's line is now available with a men's line in the works. They are TSA-friendly with six colors and three styles to fit any lifestyle.

Timbuk2 Bags with Power Supply from the San Francisco-based pioneer of the messenger bag introduced the *Power Commute* and *Power Q* for innovative technology portability in partnership with Joey Energy. "There are a few 'battery' and power bags on the market, however none are from existing or trusted manufacturers in a

Timbuk2 - Power Commute



lightweight, simple and compact format that also charges different brands and types of technology while on the go,” said Timbuk2 CEO Mike Wallenfels.

Not for individual sale, the *Joey T1 Power Supply* is designed with rugged electronics and a tough, water resistant case in a slim design with a satellite USB port. Key features include: Energy on the Move whereby consumers can charge the T1 before a trip or to provide up to weeks of charging while in the bag; One Source for Power Supply charges virtually any technology via USB cable, including smartphones, iPads and Kindles, iPods and other MP3 players, GPS units, tablets, etc., eliminating the need for multiple cords; USB ports and LEDs are built into a “satellite” unit in a dedicated compartment inside the bag with ports to thread the charger cable to the iPad/tablet compartment or smartphone pocket inside the bag; cooling capabilities ensure longer life; its powerful computer does what is needed without input from the user and won’t run the risk of accidentally turning the unit on or off; both Joey and the user’s device can be charged from a single wall outlet cable; designed to be recycled at any of the thousands of electronics recycling points throughout the U.S. and the world.

The *Timbuk2 Power Commute* is a TSA-compliant messenger bag available in Black/Gunmetal/Algae Green for \$199, including a removable shoulder strap and Napoleon side-entry pockets with faux fur lined phone/iGadget pockets. The *Timbuk2 Power Q* is Timbuk2’s best-selling pack with a Joey T1 Power Supply, available in Black/Gunmetal/Algae Green for \$199. A swing-around tricollined side access compartment fits most 15” laptops (and 17” Mac-Book), with ventilated back panel, custom-fit strap design, dedicated pocket for laptop power brick and accessories, multiple grab handles and compartments, and refined weave 840-ballistic nylon.

GPS

Besides touchscreen, introduced several seasons ago, GPS innovation has been limited to integration into broader-scope devices, versus the leaps and bounds in handheld GPS units seen a number of years ago. **Garmin** is often considered the Mac of the GPS world and still leads sales and innovation, followed by Magellan.

The *Garmin Oregon 550T* features touch-screen, road, topo and landmarks such as lakes, summits and parks. It has a 3.2 megapixel camera, compass, barometer/altimeter, 16-hour battery life and three-inch diagonal screen, MSRP \$500. The *Oregon 450T* doesn’t have the camera and only has the pre-loaded topo maps and smaller screen, MSRP \$400. And the *Garmin Organ 450*, MSRP \$330, lacks pre-loaded topo and a camera but all Organ models are touch screens, lightweight and easy to pack. The light and simple *E-Trex 20* is a scroll screen and more for the occasional GPS-er who wants to mark areas, trails and places off trail.

Magellan introduced the *eXplorist 350H Outdoor GPS* at the Shot Show in January, and also introduced its popular Switch Series of GPS watches in Europe and China this year. The *eXplorist 350H* provides features hunters have asked for including pre-loaded detailed base maps with Game Management Units (GMU), Digital Globe satellite imagery for virtual scouting ability, hunting specific waypoints, hunting



Magellan - eXplorist 350H Outdoor GPS

geofences, trail camera waypoint marking and a camouflage exterior.

“The *eXplorist 350H* was designed to meet the hunter’s requirements with tools and features that will assist them whether it’s pre-season scouting or the hunt itself,” said Magellan senior director of marketing Warren Hewerdine. “Magellan is committed to serving the hunting community with high-quality, dependable outdoor GPS devices that bring together best-in-class content, features and ease of use.”

Preloaded on the Magellan *eXplorist 350H* is a custom detailed base map containing features including GMU boundaries for the contiguous 48 U.S. states and Alaska, and a 1:100k contour layer. This unique map also includes water features; urban and rural land use and a complete road network for the U.S., Canada, Western Europe, Australia; and major roads throughout the rest of the world.

Included is a one-year subscription to Digital Globe satellite imagery that gives hunters the ability to “virtually scout” a future hunt location from home, quickly identifying areas of interest such as game funnels, potential feeding areas and glassing locations that can be marked and waypoints loaded. Points marked in the field can be uploaded back into Magellan’s VantagePoint software application allowing someone to build their own hunting-specific database over time. The geofence feature can automatically alert the hunter when they are approaching any GMU boundary. The Magellan *eXplorist* comes with a redesigned user interface, is a lightweight, rugged, waterproof (IPX-7), handheld GPS receiver with a 2.2-inch color screen, MSRP \$230.

Magellan also offers the *eXplorist 310* and *eXplorist 510* Hunter Editions including Kirsch’s TRAX hunting maps. TRAX maps combine features including Bureau of Land Management (BLM), U.S. Forest Service maps, Game and Fish maps, Wildlife Management Areas (WMA), PLOTS data, county roads, topographic contour data and other outdoor information for North Dakota, Minnesota, Montana, Wyoming, New Mexico, Arizona, Utah, Idaho, Colorado, Nevada, Washington and Oregon.

ResQLink ACR Personal Location Device the ACR is a 406 MHz buoyant personal locator beacon (PLB), weighing just 5.4 ounces at 4.5 inches tall. The ResQLink is a full-powered GPS-enabled rescue beacon designed for pilots, boaters and other water-based adventurers. It uses three levels of integrated signal technology to cover all bases when a search is on and quickly relays your position to a worldwide network of search-and-rescue satellites. A built-in strobe light adds visibility during night rescues. It is simple and



ResQLink - ACR Personal Location Device

easy to use and has been tested extensively by Alaskan pilots and the U.S. government. Integrated tests allow users to routinely check the beacon's functionality. Products require free online registration.

CASES

Incase System cases for the iPhone are equipped with impact protective Poron XRD foam, absorbing and evenly dissipating force infusing product with light, durable high-tech materials, versatile protective layers, robust construction and functionality. System cases offer minimal design with maximum protection. Check out System's new protective cases for iPhone 5, engineered to protect devices from everyday use and abuse and enabling adventurers to go further.

The *Vise* is the toughest case in the collection with three layers of protection and less bulk, featuring an internal shock-absorbing rubber cover with Poron extreme-impact protective edges for durability around high-impact zones. Encapsulated by an outer two-piece external hardshell, the shell locks into place with the internal rubber cover through an innovative slide-lock. Add the detachable rotating belt clip for even more versatility, MSRP \$50.



Incase System - Chisel (left), Hammer (right)

The *Chisel* is flexible and engineered for outdoor toughness by combining the armored protection of an external hardshell with the flexible convenience of a rubber cover to absorb impact and provide superior protection, MSRP \$35. The *Hammer* delivers protection in a streamlined design. Shock-absorbing rubber construction is enhanced with Poron protective corners and a knurled exterior texture for added grip. Hammer protects against daily drops, MSRP \$30.

Based in San Francisco, Incase System creates device-driven protective cases for sport performance and the urban grid leveraging Incase design expertise and world-class engineering.

California-based, award-winning **Mophie** portable power produces a number of charging and protective products for phones and accessories. In February Mophie released its first battery cases for the iPhone 5 – the *Juice Pack Helium* and the *Juice Pack Air*. The Helium is 13 percent thinner and offers a 1500mAh protective battery case - the Mophie's lightest and thinnest to date. "We've spent months designing, engineering and testing a complete juice pack family of products, dialing in the details to make the user experience flawless from the moment the consumer puts the case on their iPhone 5," said Ross Howe, vice president of marketing at Mophie. "Introducing Juice Pack Helium was an exciting way to launch, and the swift release of Juice Pack Air should be an indicator to Mophie and Apple fans alike that we still have a lot of innovation for the iPhone 5 up our sleeve."



Mophie - Juice Pack Helium (left), Juice Pack Air (right)

The new *Juice Pack Air*, MSRP \$100, allows iPhone 5 users to go extended hours with 1700 mAh -doubling battery life of the device with the flip of a switch. It is engineered to deliver edge-to-edge protection with a 10 percent thinner design than the previous air model. New proprietary design with pass-through buttons allows access to key phone-features like volume and mute switches.

The *Juice Pack Pro* is the brand's largest power case with a 2500 mAh-capacity battery providing users with 150 percent extra battery life for the iPhone 4/4S. The case boasts an impact and environmental-resistant design that exceeds military specs in conditions including altitude, shock, and exposure to high and low temperatures, rain, humidity, sand, and dust. The *Powerstation Pro* is a battery pack that will charge any USB-enabled device including smartphones, wearable cameras, etc., with an external battery boasting a 6000 mAh capacity lithium-ion polymer battery, tested for resistance in environmental elements including dust, sand and liquid. And the *Juice Pack Plus Outdoor* turns a smartphone into a dedicated GPS device, providing users with more than 650,000 map images and an external battery that more than doubles the life of the iPhone.

Optrix XD5 claims to have designed the toughest case built to date for the iPhone, utilizing monocoque technology borrowed from Formula One racing. The company's redesigned case is now leaner, lighter and stronger with an industry-leading drop rating and waterproof rating of 15 feet. Slide the iPhone into the XD5 housing and onto the rail system to mount to just about anything with adhesive tabs. It's crush proof and is available with a variety



Optrix XD5

of mounting accessories. They also added a second door for access to the charging connector, headphone jack and microphone. The iPhone 5's 1080p HD can now be captured through Optrix's three-layer, all-glass, wide-angle lens. The lens adds context to action shots for example by framing in helmets, handlebars, boats or the interior of a car, MSRP \$130.



LifeProof frē case for iPhone 5

The **LifeProof frē** case for iPhone 5 is often considered the thinnest, lightest, strongest everyday all-protective case for the iPhone. The LifeProof case delivers water proof, dirt proof, snow proof and shock proof protection, available in Black, White, Cyan, Magenta and Flat Dark Earth colors, MSRP \$80.

Coghlan's Dry Pouch - available in three sizes - is great for camping, boating, kayaking and more, keeping electronics dry and usable during water activities. They also double for wallets or other items you want to keep dry. It floats for easy retrieval and your camera will take clear photos while inside the optically clear waterproof pouch. It includes a neck strap and a carabineer for attachment. Sizes are: 4" x 6" (cellphone, MSRP \$10), 6" x 8" x 2" (camera, MSRP \$15), 9" x 12" (tablet, MSRP \$20). Touch-screen sensitive plastic allows control and hermetically seals out water, latching with secure dual-locking tabs. Headquartered in Manitoba, Canada since 1959, family-owned Coghlan's, Ltd., is recognized as a leader in camping and outdoor accessories with more than 450 products in their line.

POV CAMERAS

The next generation of **GoPro** features everything one might expect - Wi-Fi, apps, remotes and HD video (in the HD Hero). The **Hero3** cameras are also smaller, lighter and more powerful than previous models. GoPro is both wearable and mountable with many available accessories. The new Hero3: Black Edition is capable of capturing ultra-wide 1440p 48fps, 1080p 60 fps and 720p 120 fps video and 12MP photos at a rate of 30 photos per second, and is waterproof to 60 meters. It has built-in



GoPro - Hero 2

Wi-Fi and includes the Wi-Fi remote (a \$79.99 accessory), as well as GoPro App compatibility. (MSRP \$399.99) Also new are the **Hero3 Silver** (\$299.99) and **White** (5MP photos, \$199.99). The LCD Touch BacPac allows on-screen viewing for \$79.99.

Going head-to-head with competitors in the booming POV action camera market, **Drift Innovation**, based out of London, UK, launched its most feature-rich and intuitive action camera, the **HD Ghost**. This third installment of Drift's HD cameras allows adventurers to not only capture HD footage, but one purchase includes all accessories necessary. The interface allows users to navigate and set up the camera quickly and instinctively.



Drift Innovation - HD Ghost

The first-of-its-kind wearable on/off remote control wrist strap with LEDs allows users to instantly recognize which mode is in use, displaying a color-coded system indicating Video, Photo, Timelapse or Photoburst. The remote allows users to take photos, change function modes and start and stop recording from up to 30 feet away.

The screen on the side of the camera (covered by Gorilla Glass) allows quick, real-time viewing of camera angles and playback, another Drift innovation. The Drift HD Ghost claims to have one of the longest standard battery lives on the market, but this varies with temperature. The lens, consisting of seven different elements, ensures optically pure video clarity and vibrant color, and the ability to zoom in and out of a shot (something no other point-of-view camera has). The microphone features digital and mechanical dynamic-modulation technology with the latest innovations in wind-noise reduction, MSRP \$399. They also introduced a new Shoulder Camera Mount and Data-link App allowing users to control and instantaneously share footage using a mobile device.

After introducing the first GPS enabled goggle a couple of seasons ago, featuring in-screen readouts of speed, altitude, etc.,

Zeal introduced the first-of-its-kind **HD Camera Goggle** with an integrated, recessed tiny camera front and center, made for documenting adventures on the slopes. It captures 1080p HD quality video and can shoot up to 8 megapixel photos for quick,



Zeal - HD Camera Goggle


easy HD imagery without having to take your gloves off. There's an in-goggle viewfinder (a 16:9 widescreen) where you can replay footage. Next season's version will include the ability to shoot 120 frames per second, will have a temperature gauge, and shoot 12 MP photos, MSRP \$399. ■

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