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ISSUE 1338  
SEPTEMBER 23, 2013

# WEEKLY

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"...PRINCE'S PLAN IS TO  
REGAIN OUR MARKET SHARE  
BY THE END OF 2015 AND TO  
DO THAT WE ARE FOCUSED  
ON DIRECT CONSUMER  
COMMUNICATION..."

- Mike Ballardie, CEO, Prince Global Sports,  
pictured center with twin brothers Bob and  
Mike Bryan, professional tennis doubles players

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COVER PHOTO: Prince has launched a number of innovative outreach efforts including a pop-up brand experience/showroom on Lexington and 47th Streets in NYC for the U.S. Open. Photo courtesy Prince

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## GATES CARBON DRIVE TARGETS eBIKE MARKET WITH NEW BELT SYSTEMS

Gates Carbon Drive, the world's leading seller of belt drives for bicycles and electric bikes, is launching a wide range of new products at Eurobike 2013 targeted at the growing market for eBikes.

Launched in 2008, Gates Carbon Drive will be featured on more than 220 bike models from more than 90 brands in 2014, including eBikes from Smart, Bergamont, Flitzbike, Electrolyte, Grace, GoBike, OHM, Mi-Tech, MTB Cycletech, Nicolai, Steppenwolf, Zemo, Kettler, M55, Nevi, Pi, and more.

While belt drive bikes have been relatively under the radar in the U.S. despite rapid growth, especially among custom and medium-sized manufacturers, Europe's commuter market has been faster to embrace the stealthy technology.

Gates has partnered with eBike motor brands including Bosch, SRAM, MPF, BionX, Höganäs, and others to create sprockets that integrate with their motors, providing bike manufacturers with the widest range of belt drive eBike systems to date.

"Electric bikes are the largest growth category for Gates Carbon Drive and we are working diligently to provide eBike manufacturers with belt drive options for all the leading motor systems," said Todd Sellden, global director of Gates Carbon Drive. "Electric bikes are the future, and we believe Gates Carbon Drive can help drive consumer demand with our clean, strong and low-maintenance belt drives."

Other new products introduced at Eurobike include Gates-branded cranks,



Di2 and Pinion sprockets that integrate with Shimano's popular electronic shifting system; and Pinion's award-winning gearbox technology, as well as more belt lengths to accommodate a larger variety of bicycles and eBikes.

Available for 2014 models, the new Gates cranks come attached to the front sprocket for easier installation (and less sourcing of parts), simplifying assembly and saving production time. The Di2 sprockets and Di2-specific cranks come assembled for easy mounting to Shimano's electronic shifters. Gates has partnered with Pinion to provide Carbon Drive sprockets that mate with Pinion's gearboxes.

Gates is now working with Yamaha, NuVinci and Panasonic to provide sprockets for their eBike motors. "Gates is committed to partnering with leading component makers to provide belt drive solutions for manufacturers and give consumers a wider range of pedal and eBike options with our belts," Sellden said.

The company has expanded its product line year-after-year and now offers eight belt lengths - up from three in 2008 when first introduced. For 2014, the company is

offering two new shorter belts (108-tooth and 111-tooth) to accommodate more eBikes, folding bikes and bicycles with shorter chain stays.

"Our goal is to continue offering more belt lengths and sprocket sizes every year, and to continue integrating with the leading internally geared hub, gearbox and eBike transmissions so that we have belt drive solutions for every bicycle category - from BMX to eBikes, mountain bikes to city bikes, foldables, tandems, cargo bikes, and even one day, low-cost beach cruisers," Sellden said.

Consisting of two lightweight metal sprockets and a high-strength belt embedded with carbon fiber cords, Gates Carbon Drive is a low-maintenance, chain-replacing technology from Gates Corporation, global leader in automotive and industrial belts, wholly owned by a parent company Tomkins, Ltd., that bought Gates from the founding Gates family.

Clean, quiet, light and strong, Carbon Drive requires no lubricant, weighs less than a chain drive and will not stretch. Due to its low maintenance and ease of use, it is a technology that can get more people on bikes.

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## MOVERS & SHAKERS

**Deckers Outdoor** appointed **Jeffrey Bua** as Teva brand president. He replaces **Joel Heath**, who has left the company to pursue other opportunities.

**Delta Apparel** appointed **Rod McGeachy** president of the company's Softe division. He most recently served as chairman and CEO of Tandy Brands Accessories.

**Newton Running** appointed **Tom Curran**, who began working for Newton as a regional account manager in 2008, as director of sales, Specialty Running. **Kirk Nichols**, who has been VP of sales, will move into the role of VP, sales operations.

**Puma** signed a two-year partnership with professional football player **Jamaal Charles** who will represent the brand's training category.

**110%**, a maker of compression/recovery gear for runners, bikers, mix-martial arts fighters and other athletes, hired **Austin Chow** as president. Chow joins 110% from IMG Licensing, where he developed and managed co-branded programming with ESPN.

**Fanatics, Inc.**, the online retailer of officially licensed sports merchandise, hired **Gary Gertzog** as EVP of business affairs. Gertzog comes to Fanatics after spending nearly 20 years at the National Football League.

**Christopher Koch**, CEO of **New Era Cap**, has been named the 2013 Buffalo Niagara Executive of the Year by the University at Buffalo School of Management.

## MARMOT INTRODUCES NANOPRO SHELL TECHNOLOGY



For Spring 2014, waterproof/breathable apparel pioneer Marmot is introducing its new NanoPro, a laminated and coated technology named for its micro-porous structure. Marmot said NanoPro is 43 percent more breathable than its previous coating technology. The Nano Pro MemBrain is up to 140 percent more breathable than Marmot's previous laminated technology, according to the company.

"NanoPro has broken new ground in shell technology, adding a third dimension to the waterproof/breathable equation which we define as 'Dynamic Air Permeability,'" said Greg Houser, Marmot's Vice President of Production. "These new coated and laminated structures are incredibly hyper-porous allowing air to move through the garment quickly and easily, giving the end user a greater outdoor experience - and at an affordable price."

When Marmot launched PreCip coated shell technology in 1998, the jacket's \$99 price-point (still the same today) brought advances in value to outdoor consumers. Other generations of Marmot's waterproof/breathable laminated technologies followed, including 2.5 Layer MemBrain Strata in 2009 to FusionDri in 2012.

"NanoPro is arguably our best proprietary fabric technology yet. It offers exceptional consumer value and cutting-edge performance," said Houser.

Marmot Director of Outdoor Apparel Brian LaPlante said, "Our goal with NanoPro isn't just to make a more breathable garment, we're looking for technologies that advance the 21st century outdoor user."

Marmot NanoPro utilizes a pore structure that is 30 percent smaller than previous generations. These small, densely packed pores allow for enhanced breathability while maintaining excellent waterproofness, and also allow for dynamic air exchange. This creates a fabric that is comfortable through a wide range of activities. Fabrics are available as both 2.5-layer lamination and coating in a wide range of fabric weights and construction. This flexibility gives Marmot designers the ability to create items that are appropriate for multiple activities.

Since 1974, Marmot products have been worn by climbers, skiers, mountaineers and adventurers. Parent company Jarden Corporation is a leading global provider of a range of consumer products with a portfolio of more than 100 brands.



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PrimaLoft, Inc. marked its 25th anniversary at last month's Outdoor Retailer Summer Market, celebrating the brand's heritage and leadership role in high-performance insulations, yarn and fabrics. What began as a request from the U.S. Army in the early 1980s to develop a down alternative to keep soldiers warm and dry in wet conditions is now a recognized global leader in brands serving the outdoor, fashion, home furnishings, work wear, hunting and military markets.

PrimaLoft was originally established as a business subsidiary of Albany International Corp. in 1988. Albany International's reputation for developing high-performance insulating materials led the Army to commission the development of a synthetic insulation that would mimic the performance of down. With the lack of commercially available microfibers at that time, Albany's R&D team developed a process for extruding the microfibers in their lab, which led to the innovation that today mimics the structure of goose down and is commonly believed to be warmer, drier and softer than other synthetic insulations.

The brand's first commercial shipment was to L.L.Bean in August 1989 for the Mountain Lite Parka. By 1993, PrimaLoft moved into footwear, sleeping bags and gloves (as well as the home furnishings market with the introduction of PrimaLoft filled bedding by Lands' End).

The company is now a privately held entity led by Michael Joyce, who purchased PrimaLoft in June of 2012. The purchase of the PrimaLoft business was supported by Prudential Capital Group. Joyce and his team are focused on reinvesting in the brand to drive innovation, grow brand awareness and elevate its partnerships.

"Our 25th anniversary is an occasion for us to look back at our rich heritage and appreciate how we've played a central role in transforming the insulation category," said Michael Joyce, PrimaLoft CEO. "We are especially grateful to our brand partners and consumers who have supported PrimaLoft. I think it's fair to say we have strongly influenced how people stay warm, be it in the outdoors or in the home."

PrimaLoft's commitment to innovation has led to products such as PrimaLoft One, Synergy, and ECO - PrimaLoft's earth-friendly insulation option. PrimaLoft is also officially recognized by Bluesign and was the first branded insulation to earn the System Partner certification for sustainable textile production.

"The PrimaLoft brand has been an integral partner for the past 25 years, helping us to serve our core outdoor enthusiast customer that demands best-in-class, all-weather performance," said Tom Armstrong, chief merchandising officer, L.L.Bean. "Their team continues to innovate and evolve with today's consumers, supporting our needs every step of the way."

The company remains headquartered in Albany, NY, with European office locations in Ballo, Italy and Munich, Germany.

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## SIERRA DESIGNS RELAUNCHES BRAND FOR 2014

Going beyond a simple re-branding effort, Boulder, CO's Sierra Designs is redefining itself with a new way of thinking, new product designs, a new logo and new website for Spring 2014, all unveiled in August at the Outdoor Retailer Summer Market with completely rethought gear and apparel offerings for 2014. The brand is set to usher in a new era of excellence providing backpackers with innovation and solutions for backcountry comfort and performance.

Committed to making gear and apparel that is "both better and different," the new Sierra Designs is re-examining how outdoor gear should be designed for performance, forgoing traditional mummy-style bags and double wall tents.

"We feel the outdoor industry is stuck in an old paradigm, relying mainly on outdated designs and technologies. Despite all the hype, there has been very little new thinking in backpacking gear and clothing," said Michael Glavin, Sierra Designs VP and brand manager. "We wanted to see what we could do when we threw old thinking out the door and boldly challenged the status quo. We are really excited about the results."

By carefully selecting materials, manipulating designs and keeping an eye on the end goal, the company was able to shed excess weight while offering roomy tents, comfortable sleeping bags and apparel that exceeds performance expectations. Its 2014 line is 90 percent new and includes three tent styles, three new sleeping bags, and a tidy assortment of technical apparel pieces, all designed exclusively for backpacking but useful in a variety of situations.

Each new tent model is offered in standard and ultralight versions. Common features include gear "storage closets" instead of vestibules, oversized doors and awnings, external pitch, and maximized ventilation.

New sleeping bag solutions include the zipperless Backcountry Bed, allowing you to sleep as you would in a bed at home; and the wearable Mobile Mummy with zipperless armports and a fold-up design for walking around camp. Both of these bags are offered in two-season and three-season versions, each available in either 600 or 800 fill powers. Sierra Designs is also offering the minimalist 800-fill Backcountry Quilt for the true ultralight fanatic. All bags will feature hydrophobic DriDown insulation instead of synthetics for warmth, weight and compressibility.

Sierra Designs' 2014 apparel line includes new materials and technologies such as Dri-Canvas, stretch down jackets, and silicone-treated Nylon for weather protection, superior breathability, performance and comfort. All new apparel pieces are designed for pack compatibility with strategically placed stitching, pockets and vents. Broken down into four distinct categories including Trailwear, Windwear, Rainwear, and Insulation, the 2014 apparel line has a lightweight solution for just about any outdoor situation.

"We've come to settle for mediocre performance in apparel, including waterproof jackets and pants that don't breathe, fit like Hefty bags, and do more to advertise a brand than actually keep you protected from the weather," said Glavin. "When we started recreating Sierra Design apparel, we wanted to make a real difference in the way backpackers stay warm, dry and protected in the backcountry."

Sierra Designs new logo is a tribute to the brand's outdoor heritage, blending graphic elements from two previous Sierra Designs logos with a more modern font.

Founded in 1965 at the beginning of the golden age of backpacking and climbing, Sierra Designs draws on an extensive heritage to create technologically advanced outdoor equipment to compliment an active, outdoor lifestyle.



## SMITH OPTICS LAUNCHES INTO BICYCLE HELMET MARKET

Sun Valley, ID's Smith Optics, market leader in snow goggles and helmets and a pioneer of interchangeable sunglass lens technology, announced last month its expansion into the bicycle helmet market.

The brand unveiled its debut collection of bicycle helmets at the Interbike 2013 tradeshow with testing samples available at the Outdoor Demo. "As a product-driven brand, it's our goal to create innovations that improve the user's experience," said Eric Carlson, VP of product and design.

"For years our customers have asked us to create bicycle helmets and we've been reluctant to do so because of the barriers to entry in the category," said Senior VP of Sales & Marketing Blair Clark. "Ninety percent of the bicycle helmet market in the United States is dominated by four brands and all of the brands share a common material EPS (Expanded Polystyrene), as the foundation of the helmet design for impact absorption."

Continued Clark: "Through our dedication to leading the winter helmet market, we discovered Koroyd, a patented tubular core material. Not only is Koroyd a better impact absorption solution than EPS, but also an impact absorption material that provides ventilation, ideal for the bike market. What our product development team has done for bike helmets will disrupt the helmet industry in the same way that EPS replaced leather and foam on bike helmets from the 70's. If you think about it, nothing remarkable has happened in bike helmets since EPS microshell helmets were created."

The all-new Forefront defines Smith's innovation platform and is

intended as the "go to helmet for all-mountain riders." Created to provide mountain protection with road-race weight, the Aerocore construction of the Forefront allows riders ventilated protection with up to a 30 percent improvement over standard EPS impact properties. The patented tubular core structure of the Koroyd material combines with EPS to create a system of materials designed to surpass current standards at low and high speeds. Aerocore construction allows for ventilated protection, reduced weight and lower volume.

At 285 grams the Forefront helmet features Smith's new VaporFit adjustable fit system, integrated camera and light mounting area and an additional helmet goggle retention strap. Based off of Smith's head form and investment in unique tooling, three adult helmet sizes are available to accommodate a variety of fits. Ten color options offer a range of style choices designed with the integration of sunglasses and goggles in mind.

"The Forefront is the lightest, most comfortable helmet I've ever worn. It's been great to be able to work with Smith on the development of this helmet to assure it meets the needs of all-mountain riders and racers," said professional mountain biker Lars Sternberg.

Smith bicycle helmets will be available at North American retailers in Spring 2014. The 2014 Smith bicycle helmet line consists of three models at three price points: the Forefront, MSRP \$220, Maze, MSRP \$80, and Holt, MSRP \$50. Consistent with the rest of Smith's product lines, Smith bicycle helmets feature integration, design, performance, solid margins and a lifetime warranty.

Fishpond announced in July it had acquired Nomad Nets and brought its founder and designer Kevin Best on board. Available in five styles, fishpond will incorporate nets into its accessories line and brand them Fishpond's Nomad Series.



Photos courtesy Fishpond

## FISHPOND CONTINUES TO GROW ANGLING AT SPECIALTY RETAIL

Recycled materials and nature-inspired designs highlight the 2014 collection

By Aaron H. Bible

Fishpond, Inc. - creators of innovative, high quality fly-fishing and outdoor travel gear and accessories - designs products that take anglers and adventurers out to the places that make the world beautiful. The Colorado-based company's products are not only functional and well built, but have a sense of ethos connected to the environment that inspires them.

Said John Le Coq, fishpond designer, co-founder and co-owner, "Fishpond and Lilypond has differentiated itself, from the very first products introduced in 1999, as a company that embraces color. We are critically aware of how the subtle nuances of light interacts with mood, and how color mixes with our emotions. With our

principal design offices based on a working ranch on the western slope of Colorado, the influences of the Colorado landscape have become intertwined with our choice of fabrics in terms of texture and color. As well, the duality of hard and soft textures, which we find at timberline with hard granite rock juxtaposed next to the softer and fragile alpine moss, is similar to the industry-first Fishpond designs that combine hard molded EVA components with fabrics to create cutting edge designs. Similar to what we find within our majestic Colorado landscape, our designs often have a Western touch that is influenced not only by color, but in design details that come from Western clothing, old trucks, fenceposts and tumbleweed. The American West is where all fishpond partners were born and raised, and we collectively share in the design process to make sure that we are true to our roots and authentic with every stitch we create."

As part of this connection, 2014 will see the introduction of 14 new or improved fishing packs and vests featuring a lightweight, recycled fabric made from old commercial fishing nets. Not only is this cool for a fishing based company, but the recycled nylon makes an incredibly light and durable material. With everything from an external frame backpack designed for anglers to carry a load of gear down tough trails to small waist and chest packs, this new material encompasses products for all outdoor lovers. New YKK Aquaguard #8 zippers on the exterior are water resistant, combined with the water resistant recycled fabric, to guarantee dry gear.

According to Le Coq, the company's operations and distribution facility is based in Denver, with design and R&D located both in Denver and at its original headquarters at Otter Creek Ranch in Summit County, CO. Cut and sew products within the Fishpond and Lilypond line are made off-shore, while several hard goods are made in Colorado.



Fishpond Savage Creek Chest Pack

New products for Spring 2014 lead off with the Black Canyon Backpack, \$180. With an adjustable external frame, offset air mesh back and padded, contoured shoulder straps, this backpack helps carry loads and keeps anglers cool while hiking into remote

fishing destinations. The modular design allows docking compatibility with many of Fishpond's chest/lumbar packs, and two zip-out rod tube holders comfortably carry fly rods. The large main backpack compartment carries plenty of gear while three smaller pockets offer quick access to necessities.

About 400 cubic inches smaller, the Bitch Creek Backpack, \$150, has all of the same features as the Black Canyon minus the external frame. Instead, this pack has a structured air mesh back panel to comfortably carry loads. It also has two smaller pockets for extra items.

Also featuring the new recycled-net poly fabric are four new chest or lumbar packs. First is the Yampa Guide Pack, \$120 - with two main zippered compartments and signature molded, drop-down fly bench and interior pockets, this pack is built to carry



"The American West is where all fishpond partners were born and raised, and we collectively share in the design process to make sure that we are true to our roots and authentic with every stitch we create."

- John Le Coq, fishpond designer, co-founder and co-owner

everything for a long day on the water. Two exterior pockets hold water bottles and the structured air mesh back panel keeps anglers cool and comfortable. The Yampa can be worn as a lumbar or a sling pack.

The Encampment Lumbar Pack, \$90, offers a simplistic design with a zippered main compartment for secure fly box storage, an additional front zippered compartment for easy access and cord loops for tools and accessory attachment. Compression straps help distribute the load or expand to hold a rain jacket, and two water bottle pockets adorn the exterior. This pack offers anglers three ways to wear it: as a lumbar pack, as a sling pack or as a chest pack.

The Savage Creek Chest Pack, \$90, and the Medicine Bow Chest Pack, \$70, round out the recycled fabric product collection. The Savage Creek Chest Pack is a thoughtfully designed pack that contours the body for maximum comfort. One main storage compartment fits large fly boxes and the exterior slash pocket holds items needed quickly such as hemostats. The Medicine Bow is a bit smaller but has all of the same features including a zip down fly bench. This pack can either be worn as a chest pack or attach to a wader belt. Both packs offer the modular design to fit with a multitude of Fishpond's backpacks.

"There is way too much redundancy within each product category. The consumer wants choice, but most importantly, they want authenticity in their brand choice," said Le Coq. "Fly Fishing needs to be more broadly distributed within the outdoor retailers, as it is a passionate pursuit of many outdoor enthusiasts. Many of our products are designed for a lifestyle, thus completely appropriate for many great outdoor shops."

#### GROWING LIKE A FISH TALE

Fishpond announced in July it has acquired Nomad Nets and brought its founder and designer Kevin Best on board. Nomad Nets are made from a carbon fiber and fiberglass composite making them extremely lightweight and durable. Besides withstanding heavy use, the composite nets are waterproof, weatherproof and

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buoyant. Available in five styles, fishpond will incorporate nets into its accessories line and brand them Fishpond's Nomad Series.

"Acquiring Nomad Nets is just one more example of fishpond being on the forefront of the fly fishing market and allows us to introduce these incredible nets to the broader market," said Fishpond co-owner Will Kurtz. "Bringing nets into the product lineup allows us to expand our offerings and put our marketing efforts behind another product that we stand behind 100 percent. And having Kevin join this fast-paced company will bring great innovation to future products."

"I was fed up with wooden nets that would break, sink and cause fatigue after carrying them around day after day, so I decided to combine my knowledge of sporting goods products with my love of fly fishing to create Nomad Nets," said Best. "After meeting the crew at Fishpond and the initial acquisition talks began, I was very excited about the distribution and awareness a company of Fishpond's stature could offer my nets. Now that I am joining the Fishpond team internally as well, I can't wait to explore expanding the net line and creating spectacular products for anglers and outdoorsmen alike."

All nets come in dark green Original, Riffle Camo (a light grey/blue camo pattern) or Tailwater (a brown color with trout spots) with the exception of the Guide Net. Replacement netting will also be sold in clear or black in small for \$19 and large for \$23. Pricing ranges from \$116 to \$240.

In terms of other retail offerings, the Westwater Collection saw growth in 2013 and four new pieces join the line next year. Each piece in this collection features TPU welded fabric construction and YKK #10 water resistant zippers (with oversize pulls where applicable). The Westwater Roll Top Boat Bag, \$190, has all of the features of the current boat bag but with a roll top design. The Westwater Lumbar Pack, \$100, is ideal for anglers who carry a bit less gear, but it still holds plenty of essential tools, fly boxes and accessories. It also has an integrated net slot and features a mesh lumbar support for increased ventilation and comfort. The Westwater Zippered Duffel, \$170, is a slightly smaller version of the Westwater Large Zippered Duffel. Coming in at just over 5,000 cubic inches, this zippered duffel is perfect for shorter trips when gear needs protection. Rounding out the collection is the all-new Westwater Messenger Bag, \$140. The streamline design features a large zippered flap pocket, a back zippered pocket for additional organization, a secure interior organization pocket, an interior laptop sleeve, and an adjustable, padded shoulder strap.

"We pay careful attention to each dealer's needs and try to be as flexible as possible when it comes to offering point of sale materials. Because our brand is built off of imagery of the American west and the landscape of the places we love to recreate, we have a library of images available to the retailers that can be used on canvas posters, etc. Along with our usual pre-season programs, which add margin incentives, we offer our reps the flexibility to manage each account based on a dealer's individual need. While we do not have sales models that we specifically follow, we do believe that as a privately owned company within the plethora of corporate mergers, that we can add a personalized and quick response to each of our dealers and customers needs. Keeping a tight focus on superb consumer support, responding to all product inquiries and guarantee returns, has added a great deal of loyalty to our products, which in turn supports the dealers," said Le Coq. ■



## Sharpen Your Perspective

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# *Prince Looks to Bounce Back*

By Thomas J. Ryan



In May 2012, Prince, the legendary tennis brand, filed for bankruptcy protection due to the soft economy and over distribution issues.

By August 2012, Authentic Brands Group (ABG) had acquired the Prince brand name, and The Waitt Company simultaneously bought select operating assets of Prince and signed a 40-year deal to operate the brand in all areas outside Asia.

The Waitt Company, an Omaha-based investment house, also partnered to support ABG's acquisitions of Bobby Jones, TapOut, and Taryn Rose.

Prince restructured under the guidance of Waitt Company and a year later, Prince Global Sports, LLC named Mike Ballardie its chief executive officer. Ballardie has been at Prince for 10 years. Before Prince, he was a player and coach, ran the Wilson racquet business in Europe, and operated the JanSport brand internationally.

In an unusual move for such an established brand, Prince is



Prince opened its first store at Wimbledon Village in the UK this year.



Mike Ballardie, CEO, Prince Global Sports

launching an entirely new product collection in the final months of 2013. At the U.S. Open, fans saw the launch of racquets featuring Extreme String Pattern (ESP) Spin technology, two bag collections and three new colors of the number one selling T22 Tennis shoe. The old Prince Graphite and Response rackets have also been brought back to the line and updated.

Beyond innovation, Prince wants to become a more consumer-driven company and has launched a number of innovative outreach efforts. These included Prince wrapped double-decker buses at the French Open, the opening of its first store at Wimbledon Village, and the opening of a pop-up brand experience/showroom on Lexington and 47th Streets in NYC for the U.S. Open. Ballardie has also been busy rebuilding trust in the brand with stores, but is looking for these consumer awareness efforts to again drive demand from the grassroots level. "We are focused on sell out, not sell in," said Ballardie. Here, he discusses the reorganization and Prince's turnaround efforts with *SGB*.

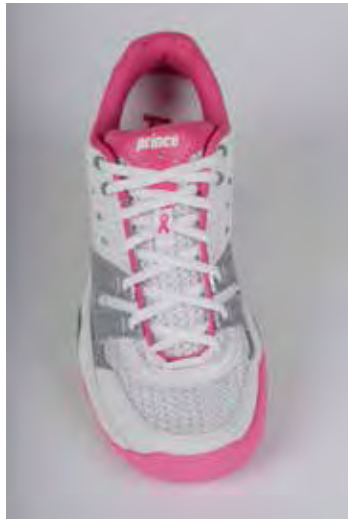
**BROADLY, WHAT'S THE PLAN TO REPOSITION THE PRINCE BRAND?** In the past, our focus was too heavily skewed towards technology (the O-tech/O3

Technology) and as a result we left some of our consumer audience behind. With the launch of the new non-traditional racquet technology, we are readdressing that issue by re-introducing some of our traditional racquet classics such as the original Prince Graphite and Response. Prince also needs to focus on its core customers, consumers and business channels - pro specialty stores, club shops and Internet channels. We need to ensure that we remain closely connected to tennis consumers and constantly evaluate what they need, building our knowledge, and then delivering on those needs through the customers and channels across all key markets. This consumer led, marketing focus is a huge shift in emphasis that will set Prince apart from the crowd. Finally, Prince has been recognized globally as a premium brand, so we want to maintain growth on that perception and reputation which we have lots of good starting points as a company to work with.

**HOW HAS THE WAITT CO. ACQUISITION HELPED?** Waitt is supporting Prince as it works to re-establish itself as the leading brand in tennis. Prince is currently going through a realignment of the organization structure to execute the brand vision. We have a wide variety of skill and knowledge at Prince and we are reorganizing to ensure that skill matches functional needs. In some areas of the business we are bringing in new skills and new business disciplines such as social media and web design.

**PRINCE HAS LOST SOME GROUND ON THE RACQUETS SIDE. WHAT HAPPENED?** In 2007, Prince was a leading brand with 30 percent market share, and in the past five or six years we are now somewhere in the low teens. This happened for a few reasons. First, the global economy overall had a significant impact on the total market, driving a market decrease in tennis. Prince was also hurt by being tied to O3 technology that alienated consumers. Finally, the change of consumer information gathering and buying habits shifted to more online and social media orientated outlets while Prince was stuck in traditional advertising mediums.

WHAT'S THE TURNAROUND PLAN FOR RACQUETS? Our new product launches that were on display at Prince NYC during the first week of the U.S. Open showed that Prince has been listening. Prince is bringing back traditional racquet technology into its Fall line through the launch of traditional racquet favorites such as the Prince Graphite and Response as well as a series of Pro racquets for the higher-level players. These new racquets will win back some of the consumers lost along the way. In addition Prince will launch its new ESP (Extreme String Pattern) Collection of racquets (including the Tour, Premier and Warrior models). We are planning for a significant dealer and consumer reaction to our new line when we launch the new products this Fall that it will generate somewhere in the region of \$30 million in sales for the brand globally. Prince's plan is to regain our market share by the end of 2015 and to do that we are focused on direct consumer communication that will support other sell-through initiative and drive sales at a store level.



Ten percent of the proceeds of each sale of the Prince T22 Breast Cancer Awareness tennis shoe will benefit the Bright Pink organization.

HOW ABOUT FOOTWEAR? Currently, the T22 tennis shoe by Prince is the number one selling tennis shoe at U.S. footwear specialty retailers. This Fall, we are releasing a special edition Breast Cancer Awareness T22 tennis shoe that will have 10 percent of the proceeds of each sale benefit the Bright Pink organization. In the Spring, we will be bringing out new models of tennis shoes including a Warrior model, which will be priced at \$110 and also bring back classics such as the Scream and Viper models. The Scream and Viper have the same claim in footwear as the Graphite and Response racquets do in tennis but will also have updated technology and colors. Since Prince has such a strong position with the T22s, we want to consolidate and expand market share with these new models being introduced.

WHAT OTHER GROWTH AREAS IS PRINCE READY TO TAP? For other categories such as string, to date Prince's Synthetic Gut is the number one volume selling string across the world and has maintained this for the past 20 years. We are going to be aligning the string program with our new ESP collection racquets, so the new string line will also feature Premier, Warrior and Tour franchises like the racquets do. The string in these franchises has been engineered in conjunction with the racquets and is a first in tennis string and racquet design in unison together. The Premier string will be made of multifilament, the Tour will be polyester, and the Warrior will be a hybrid multifilament and polyester. The racquets and string will be in "sync" together.

CAN ANY CHANGES BE EXPECTED IN DISTRIBUTION? Our focus will be on the Internet, club and specialty channels along with a renewed focus on colleges and high schools, which will be effectively a new channel for us. The U.S. is the most important market for Prince and where a lot of investment and focus is going because Prince is 'the American tennis company.'



Since Prince has such a strong position with the T22s, they want to consolidate and expand market share with new models being introduced.


WHAT ABOUT INTERNATIONAL GROWTH? In the Americas, we just appointed a new partner in Canada after three years of absence in the market. In South America we are appointing new distributors in Mexico, Brazil and Colombia alongside existing key distributors in other South American markets. We are looking at expansion in Australia with Prince Australia, and soon consumers can expect to see a Prince brand store there like the one now open in Wimbledon Village (Prince SW19). We are also looking at expanding markets in India for both tennis and squash.

HOW IS PRINCE'S MARKETING APPROACH CHANGING? We are launching a new marketing focus that is heavily skewed towards social media and the web, and we are looking at focusing our marketing story that is all about custom fit and personalization of the product. Over the past year, Prince has seen incredible growth in our consumer fan base on social media and it is because we are providing engaging content and demand for knowledge and wanting to know about the brand and our products. Alongside that, we will also be incorporating all of our athlete activation with our top players like David Ferrer, Bob and Mike Bryan, Daniela Hantuchova and John Isner. As a brand, we are always looking for more players to add in personality and performance, but our focus is on the rising star athletes as opposed to looking to sign any players in the top ten as we think we have a good representation currently here.

HOW IS THE TENNIS CATEGORY PERFORMING GENERALLY? TIA (Tennis Industry Association) data shows that the market is down this year 10 percent in tennis racquet equipment sales and, to some extent, in participation. But the good news is that there is a healthy initiative of kids entering the game through initiatives like Play Tennis and the USTA's 10 and Under Tennis. And we are heavily invested in supporting the USTA and TIA in any initiatives to increase tennis participation. ■

# 2013 PULSE OF THE OUTDOOR CONSUMER STUDY

A Market Insight Study from  
The SportsOneSource Group

A man with dark hair, wearing a green jacket, stands on a rocky outcrop. He is looking upwards and to the right, with his right hand raised to his forehead as if shielding his eyes from the sun. The background is a dramatic sky with large, white and grey clouds, and a blue sky is visible on the left. The foreground shows dark, jagged rocks.

SOS Research takes an in-depth look at the key shopping behaviors, influences, and motivators for America's active outdoor consumer  
Full Report Available October 9 ■ Custom Reports and Analysis Available by Request

For more information, or to reserve your copy of the Pulse Of The Outdoor Consumer study, contact Neil Schwartz 561.692.3722 or email [SOSResearch@SportsOneSource.com](mailto:SOSResearch@SportsOneSource.com)

# CALENDAR

For full year calendar go to  
[sportsonesource.com/events](http://sportsonesource.com/events)

## SEPTEMBER

- 25-26 Sports & Fitness Industry Assoc.  
Industry Leaders Summit  
Baltimore, MD
- 26-28 Imprinted Sportswear Show (ISS)  
Ft Worth, TX
- 30-2 OIA Rendezvous  
San Diego, CA

## OCTOBER

- 10-11 The Retailing Summit  
Dallas, TX
- 29-31 Sport Source Asia  
Hong Kong
- 29-1 NASGW Expo  
Grapevine, TX

## NOVEMBER

- 1-3 NBS Fall Athletic Market  
Austin, TX
- 5-7 TAG Fall/Winter Show  
St. Louis, MO
- 15-17 A.D.A. Fall Show  
San Antonio, TX
- 24-26 Sports Inc. Athletic Show  
Las Vegas, NV

## DECEMBER

- 2-4 EORA SE Winter Market  
Asheville, NC
- 3-4 WWSRA NW Early Preview  
Seattle, WA
- 3-5 MRA December Market  
Lansing, MI
- 4-6 FFANY  
New York, NY
- 10-11 EORA FLA Winter Market  
Punta Gorda, FL
- 10-11 WWSRA NorCal Early Preview  
TBA
- 11-12 Atlanta Shoe Market  
Atlanta, GA

## JANUARY

- 6-8 ATA Show  
Nashville, TN
- 7-9 MWSRA January Show  
Madison, WI

7-9 WWSRA Rocky Mtn Preview  
Denver, CO

7-9 WWSRA Northwest Preview  
Portland, OR

9-11 Surf Expo  
Orlando, FL

13-14 WWSRA Intermountain Preview  
Salt Lake City, UT

13-15 WWSRA NorCal Early Preview  
Reno, NV

14-17 SHOT Show  
Las Vegas, NV

15-18 NBS Winter-Specialty Market  
Fort Worth, TX

16-18 Sports Licensing & Tailgate Show  
Las Vegas, NV

17-19 Imprinted Sportswear Show (ISS)  
Long Beach, CA

21 ORWM Demo Day  
TBA

22-25 Outdoor Retailer Winter Market  
Salt Lake City, UT

30-2 SIA Snow Show  
Denver, CO

## FEBRUARY

3-4 SIA On-Snow Demo  
Copper Mountain, CO

3-4 SIA Nordic Demo  
Copper Mountain, CO

5-7 FFANY  
New York, NY

5-8 Sports Inc. Outdoor Show  
Phoenix, AZ

6-10 NBS Semi-Annual Market  
Fort Worth, TX

9-11 EORA SE February Show  
Greenville, SC

10-13 Worldwide Spring Show  
Reno, NV

11-13 MWSRA February Show  
Madison, WI

18-19 MWSRA New Model Demo  
Hastings, MN

## MARCH

14-16 Imprinted Sportswear Show (ISS)  
Atlantic City, NJ

Athletic Dealers of America  
1395 Highland Avenue  
Melbourne, FL 32935  
t 321.254.0091  
f 321.242.7419  
[athleticdealersofamerica.com](http://athleticdealersofamerica.com)

National Shooting Sports Foundation  
Flintlock Ridge Office Center  
11 Mile Hill Road  
Newtown, CT 06470  
t 203.426.1320  
f. 203.426.1087  
[nssf.org](http://nssf.org)

National Sporting Goods Association  
1601 Feehanville Drive / Suite 300  
Mount Prospect, IL 60056  
t 847.296.6742  
f 847.391.9827  
[nsga.org](http://nsga.org)

Nation's Best Sports  
4216 Hahn Blvd.  
Ft. Worth, TX 76117  
t 817.788.0034  
f 817.788.8542  
[nbs.com](http://nbs.com)

Outdoor Industry Association  
4909 Pearl East Circle / Suite 300  
Boulder, CO 80301  
t 303.444.3353  
f 303.444.3284  
[outdoorindustry.org](http://outdoorindustry.org)

Sports & Fitness Industry Association  
8505 Fenton St., Suite 211  
Silver Spring, MD 20910  
t 301.495.6321  
f 301.495.6322  
[sfia.org](http://sfia.org)

Snow Sports Industries America  
8377-B Greensboro Drive  
McLean, VA 22102  
t 703.556.9020  
f 703.821.8276  
[snowsports.org](http://snowsports.org)

Sports, Inc.  
333 2nd Avenue North  
Lewistown, MT 59457  
t 406.538.3496  
f 406.538.2801  
[sportsinc.com](http://sportsinc.com)

Sports Specialists Ltd.  
590 Fishers Station Drive / Suite 110  
Victor, NY 14564  
t 585.742.1010  
f 585.742.2645  
[sportsspecialistsltd.com](http://sportsspecialistsltd.com)

Team Athletic Goods  
629 Cepi Drive  
Chesterfield, MO 63005  
t 636.530.3710  
f 636.530.3711  
[tag1.com](http://tag1.com)

Worldwide  
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*Winter Market* **JANUARY 22-25, 2014**

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*All Mountain Demo* **JANUARY 21, 2014**



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*Summer Market* **AUGUST 6-9, 2014**

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*Open Air Demo* **AUGUST 5, 2014**