

# SG&B

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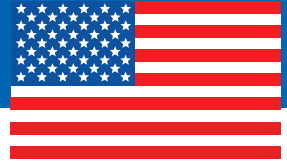
# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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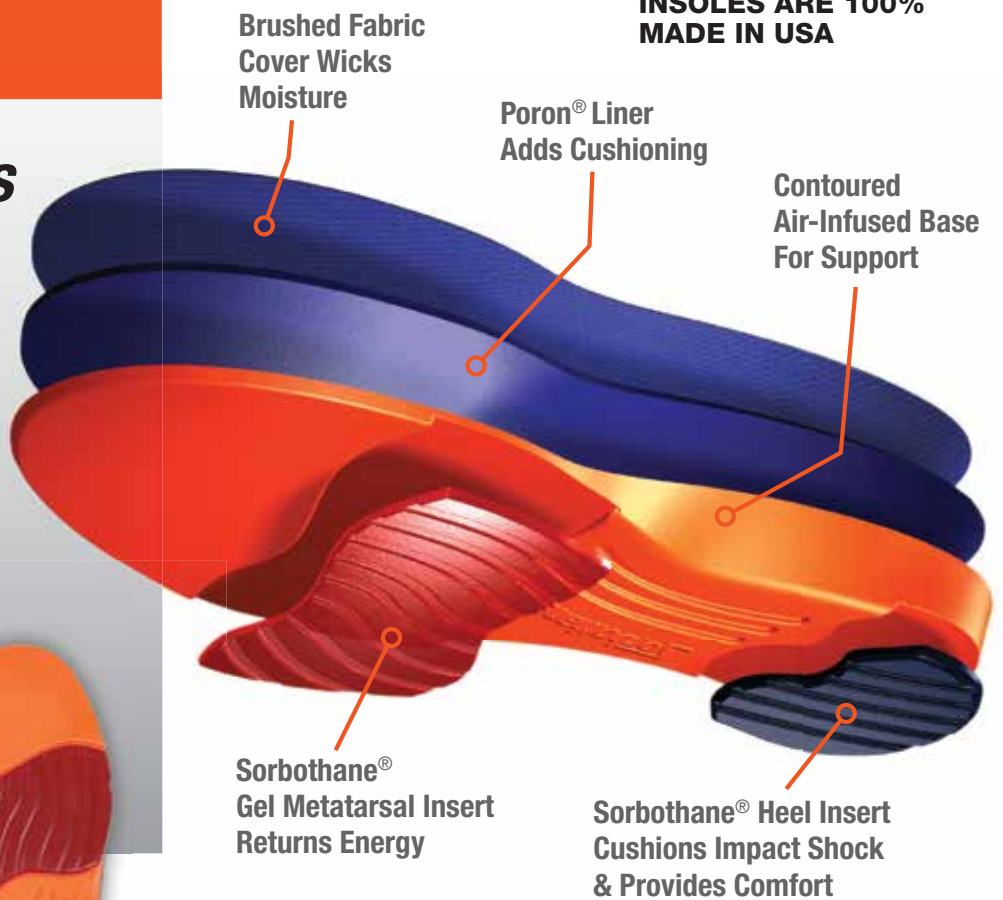
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# SGBWEEKLY

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This page & cover photo courtesy Icebreaker

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## MOVERS & SHAKERS

**Deckers Outdoor Corp.** promoted **Dave Powers**, currently president, global direct-to-consumer (DTC), to president of omni-channel, a new position. **Constance X. Rishwain**, president of Ugg Australia, was promoted to the additional role of group president – fashion & lifestyle brands. The company also initiated an executive search for a president of brands.

**Crocs, Inc.** added **Prakash Melwani**, a senior managing director at Blackstone, and **Gregg Ribatt**, former president and CEO, Collective Brands Performance + Lifestyle Group, to its board. The additions follow the closing of Blackstone's deal to purchase \$200 million of newly issued Series A convertible preferred stock.

**Shock Doctor Sports** hired footwear and outdoor veteran **Bill Kendall** as its new VP of sales for Insoles, specialty and outdoor. He was most recently director of sales for Polarmax.

The **World Federation of the Sporting Goods Industry (WFSGI)** appointed **Frank A. Dassler**, general counsel of the Adidas Group, as its president.

**POC**, the manufacturer of snow and cycling helmets, apparel, and accessories, hired **Josh Fonner** as U.S. bike sales manager. He was most recently western retail services manager and eastern sales manager for Giant Bicycles.

**Hydro Flask** recruited **Mark Bryden**, previously president of VF Corporation's Lucy Activewear, and **Jack Gilbert**, founder of Mountain Hardwear, to its board.



## HI-TEC LAUNCHES CHILDREN'S FOOTWEAR STORYTELLING CAMPAIGN

Hi-Tec Sports is launching a new storytelling campaign for 2014 that highlights its unique Big-Fit System - a volume adjusting technology which allows its kids' shoes to grow with its wearers.

To bring the Big-Fit System to life, Hi-Tec commissioned a Disney illustrator whose background includes illustrating for Disney for 15 years,



Photos courtesy Hi-Tec

plus Radio Times, Longmans, Anglia Young Books and Penny Publishing - to create a character based on an often-used, playful description of kids: "little monsters." The resulting character, the Evergrowing Monster, will be featured throughout this robust in-store and digital marketing campaign, which

includes point-of-sale materials, an in-store shoe sizing mat, consumer brochures and online material. The Evergrowing Monster is also the star of the children's storybook written and published by Hi-Tec for its young customers, The Evergrowing Monster with His Evergrowing Shoes, tells the tale of a monster who can't keep up with his growing body.

"The Evergrowing Monster is a fun, light-hearted campaign that tells the Big-Fit System story in a way that engages kids and retailers alike," said Ed van Wezel, Global CEO of Hi-Tec Sports. "As a family business, kids are close to our hearts and daily lives, and we are excited to show off that fun side of our brand."

The Big-Fit System is based on a removable contoured insole that provides volume adjustability. When new, the child keeps the detachable green insole in the shoes. As the child's feet grow, the insole can be removed to increase the shoe size by approximately a half size. This technology, unique to the Hi-Tec brand, is featured in all kids' hiking boots and multi-sport shoes.

## UGG ROLLS OUT MOBILE POP-UP FOR SUPER BOWL



Photo courtesy Ugg Australia

Ugg Australia, a division of Deckers Outdoor Corporation, introduced its first mobile pop-up shop and a four-store ticket giveaway as part of the Super Bowl festivities in New York.

On Friday, January 31 and Saturday, February 1, Ugg Australia debuted a mobile truck, the Ugg Warming Station. The 25-foot long vehicle had a giant pair of Ugg earmuffs attached to the top and sported a retro ice machine creative theme to coordinate with the subzero temperatures suffered by New Yorkers during the month of January.

Ugg handed out free hot chocolate to passersby and sold Ugg Australia's coveted cold weather accessories collections (earmuffs, hats, scarves, mittens and gloves) for men, women and kids. The Ugg Warming Station was located in front of Penn Station (7th Avenue between West 30th and 33rd Streets).

Along with the Ugg Warming Truck, the four Ugg Australia stores in New York City ran in-store contests to win a pair of tickets to the Super Bowl game.

 An advertisement for Coghlan's featuring seasonal accessories. The background is a light-colored wood grain. The word "WINTER" is spelled out with silver metal tools like forks, knives, and spoons. "SPRING" is spelled out with green and black garden tools like shovels and rakes. "SUMMER" is spelled out with yellow and orange summer items like beach balls and flip-flops. "FALL" is spelled out with orange and red autumn items like pumpkins and gourds. To the right, the text reads "ALL-SEASONS ACCESSORIES FOR YEAR-ROUND PROFIT". At the bottom right is the Coghlan's logo and social media information.
 

WINTER

SPRING

SUMMER

FALL

ALL-SEASONS ACCESSORIES FOR  
YEAR-ROUND PROFIT

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## PATAGONIA NAMES ROSE MARCARIO CEO

Patagonia announced that Rose Marcario, CEO of Patagonia Works, the parent company of Patagonia, Inc. would also assume the role of president and CEO of Patagonia. Prior to serving as the CEO of Patagonia Works, Marcario served as Patagonia's COO and CFO. Casey Sheahan will step down as CEO of Patagonia, Inc., effective February 7.

Marcario came to Patagonia with 15 years' experience in corporate finance and global operations, including as EVP in charge of mergers, acquisitions, and private placements for Los Angeles-based Capital Advisors and SVP and CFO of General Magic, a spin-off of Apple Computer, Inc. She serves on the board of trustees for Naropa University (a Buddhist liberal arts college in Boulder, CO) and her environmental activism also includes preservation-focused work with organizations like the Joshua Tree National Park Association and the Mojave Desert Land Trust.

After joining Patagonia in 2008, Marcario transformed the company's infrastructure to improve its operations and financial performance. In addition to broadening business throughout Europe, Japan and Australia, Marcario has helped Patagonia focus on innovation and the development of new product groups, processes and technologies, including Yulex bio-rubber wetsuits, Traceable Down and Full Range insulation for Nano Air products. During her time the company, which made about \$600 million in revenues in 2013, doubled its scale of operations and tripled its profits.

"Over the past five years," said Patagonia founder Yvon Chouinard, "Rose



Rose Marcario, CEO of Patagonia Works

and Casey have launched great new products and improved our systems while breaking new ground in our commitment to use our business to inspire and implement solutions to the environmental crisis. We're well positioned for major new initiatives like \$20 Million & Change, a fund that invests in likeminded companies, and Patagonia Provisions, our new sustainable food company."

Chouinard expressed his gratitude to Casey Sheahan for his service over the past decade. "He lives and breathes our company's mission and core values and he's leaving a tight ship. With Rose Marcario taking over the helm, Patagonia's future could not be brighter."

"It has been an honor to lead this company through the most successful phase in its history, and was not an easy decision to move on," Casey Sheahan said. "But Rose and I have been working closely for a while on this transition with the board, and now I can safely pass the reins and settle in back home in Colorado with my family." ■



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## THE NORTH FACE LAUNCHES PERSONALIZED ONLINE TRAINING

The North Face unveiled a digital training platform to launch in tandem with its new Mountain Athletics training apparel and footwear collection on February 24. Offering personalized goal-specific, functional training options, the Mountain Athletics digital platform promises to help athletes train for their outdoor pursuits with personalized training plans, exercise demonstrations and tips from The North Face Global athlete team.

The North Face partnered with Mountain Athlete gym in Jackson, WY to inform product development for the Mountain Athletics line of apparel and footwear, and to build the online training programs. Mountain Athlete is also an official facility that helps advise members of The North Face Global Athlete team on how best to train and prepare for their athletic goals and pursuits.

“We’re excited to offer the same level of training that our Global Athlete Team members are using to prepare for their expeditions in the world’s most extreme environments to all outdoor athletes,” said VP of Marketing Aaron Carpenter. “Whether you’re a weekend warrior, or just looking for a new personal best, Mountain Athletics can help improve strength, speed and endurance, which just makes outdoor pursuits more enjoyable.”

When the Mountain Athletics online training program launches in February at TheNorthFace.com, athletes will be

able to set an outdoor goal from a list of five spring activities like running a trail race or hiking a 14,000 foot peak. Based on the timeline provided (6 to 12 weeks), athletes will get a personalized playlist of instructional videos led by The North Face athlete team members along with a downloadable training plan that will help them accomplish their outdoor goals.

The North Face has also partnered its world-class athletes as mentors to three amateur athletes from around the country as they train to achieve life-long outdoor pursuits. Beginning late February, follow these amateur athletes as they use Mountain Athletics training to push their personal limits. George Hein will be the first to share his story on TheNorthFace.com as he trains to ski a major objective in the Cathedral Range of Grand Teton National Park in his backyard of Jackson, WY. Standing in as his mentor, world-renowned Ski Mountaineer Kit DesLauriers, who was the first woman to climb and ski Grand Teton solo in 2013.

“I use Mountain Athletics training so that I can enjoy every step up the mountain and every turn back down,” said DesLauriers. “An expedition of this nature is potentially dangerous and will require that we both be at our best, so helping George train has meant a lot of hard work and pushing him past what he thought was his limit.”

The North Face is also launching an eight-city tour in March. The Mountain Athletics Tour will feature an outdoor one-hour training session led by a member of The North Face athlete team, a photo-sharing station, local food trucks and a discount on Mountain Athletics apparel redeemable in local stores.





Bjoern Gulden, CEO of Puma, and Ivan Gazidis, CEO of Arsenal FC, confirm a new long term partnership.

## PUMA SIGNS SPONSORSHIP AGREEMENT WITH ARSENAL

Puma and Arsenal Football Club announced a long-term partnership, representing the biggest deal in Puma and Arsenal's history. Nike has been Arsenal's sponsor since 1994.

Effective July 1, 2014, Puma will become the official kit partner of Arsenal, one of the most successful English Premier League football clubs. In addition to producing the playing and training kit for all Arsenal teams, Puma has acquired wide-ranging licensing rights to develop other Arsenal branded merchandise on a global basis. International tours and integrated marketing activities as also planned.

Arsenal will represent Puma's most prominent platform to showcase performance products through its significant global fan base, profile and reputation.

Having extended and deepened its relationship with the FIGC (Italian Football Federation), signed 2013 UEFA Champions League finalists Borussia Dortmund and bolstered its player portfolio with Sergio Agüero, Cesc Fàbregas, Mario Balotelli, Radamel Falcao, Olivier Giroud and Yaya Touré amongst others; Puma is defining itself as the clear number three football brand.

"Arsenal has been a key strategic target for Puma for a number of years now," said Bjoern Gulden, chief executive officer for Puma. "Through a clear commercial vision, a well-defined sports marketing strategy and a relentless enthusiasm within the Puma organization, we're proud to have signed this partnership with a truly global football club. As we enter a new era in our company history, Arsenal represents a major commercial and marketing opportunity to reinforce Puma's credibility as a global sports brand, and we have full confidence the plans in place to activate this partnership will have a significant global impact."

Ivan Gazidis, chief executive officer at Arsenal Football Club said: "We are excited to be partnering with Puma, a company whose football heritage and record of innovation have a strong affinity with our own. This represents another important step forward in Arsenal's progression on and off the pitch."

The Puma contract is worth £30 million annually, although that could rise to £34 million with possible add-ons, according to the U.K. reports. It surpasses all existing kit deals in English football, with Manchester United currently receiving £25.4 million a year from Nike and Liverpool being paid £25 million by Warrior.

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## GIVING BACK



Photos courtesy Vans

## VANS PARTNERS WITH DELLA TO SUPPORT GHANIAN COMMUNITY

Vans, the shoe brand, has partnered with Della to help support more than 50 African women in Ghana to generate an income and support themselves.

“Della is a socially responsible fashion line that works with a team of women in Ghana, West Africa,” said Della Founder and Creative Director Tina Tangalakis. “Rather than just produce clothing, we provide steady jobs, fair wages, education, skills and literacy training to the women.”

Through their partnership with Vans, the group will produce a collection of six sneakers made with hand-dyed fabric and sustainable materials in traditional Batik patterns and because of they are handmade, each pair will be unique. Prices range from \$60 to \$70. Visit [vans.com](http://vans.com) to shop the collection.



Tina Tangalakis, Della Founder and Creative Director







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# Icebreaker Partners with Artist Simon Beck to Support and Protect Our Winters

By Thomas J. Ryan





Icebreaker is producing twenty garments featuring designs Simon Beck has created by walking in the snow of the Alps using snowshoes

Icebreaker, the New Zealand merino wool specialist, has partnered with British artist Simon Beck who creates intricate, awe-inspiring artwork using a vast snowfield as his canvas. The partnership marks the launch of Icebreaker's new "The Art of Nature" product series, an ongoing, annual collaboration with artists who respect and work in nature, and who use objects found in nature in their work.

Through the collaboration, Icebreaker is producing twenty garments featuring designs Beck has created by walking in the snow of the Alps using snowshoes. A dollar from the sale of each of these beautiful merino pieces adorned with Beck's design will be donated to Protect Our Winters (POW), the non-profit dedicated to engaging and mobilizing the winter sports community to lead the fight against climate change.

The "Simon Beck for Icebreaker" collection, which features men's and women's long and short sleeve tops and a "hipkini" brief for women, will be available starting October 2014 at outdoor retailers globally and on Icebreaker.com.

"We draw our inspiration from nature and how we connect with nature. Simon Beck illustrates this relationship with his beautiful designs," said Jeremy Moon, founder and CEO of Icebreaker. "Sustainability is at the heart of Icebreaker, and we aim for profitable sustainability – a business model that balances ecology with economy. By teaming up with Protect Our Winters, we are underscoring our commitment to sustainability and actively joining in the battle to protect and preserve Earth's winter playgrounds, including Europe, where Simon creates his artwork"

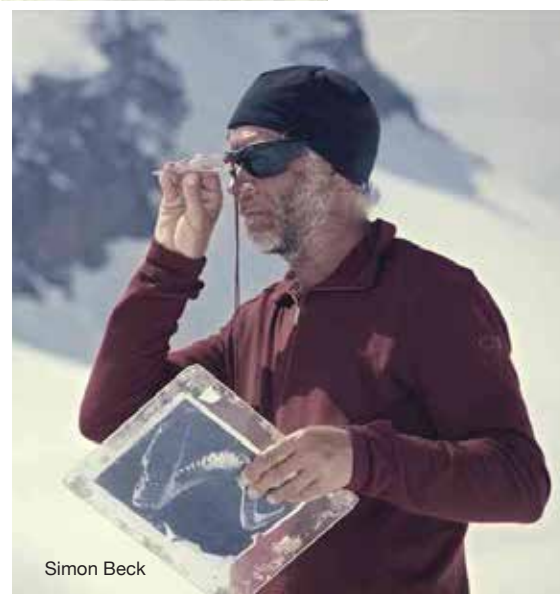
One design unique to Icebreaker in the "Simon Beck for Icebreaker" collection is a gigantic merino ram's horn, which took Beck eight hours to sketch into the snow on Bachalpsee Lake, Switzerland. In October 2014 Icebreaker will debut a two-minute video of Beck creating the design on Bachalpsee Lake, above Grindelwald.

To create his artwork, Beck sketches a design then equips himself with a four-season tent, a pair of snowshoes, an orienteering compass, a protractor, bearings, distances and pace counting, and layers of insulating Icebreaker merino. Then he waits for the right weather conditions: recent snowfall and no wind.

Walking extremely carefully, Beck can spend up to 11 hours laying down the meticulous patterned tracks. Each step must be made perfectly the first time, as the soft snow is unforgiving. Since he began in 2004, Beck has also created a range of designs from festive snowflakes to three-dimensional squares to star bursts and Spiro graph patterns.

"I love creating art and engraving it into nature and sharing it with people," said Beck. "Some people see me as a high-performance, high-precision snow artist. It's a great way to exercise in the mountains and snow, and I can share my creations through digital photographs with people around the world."

According to Protect Our Winters (POW), snow-based recreation in the U.S. is estimated to contribute \$67 billion annually to the U.S. economy and supports more than 600,000 jobs. POW represents the global snow sports community, about 23 million people in the U.S., according to



Simon Beck

the SnowSports Industry of America, and 400 million annual skiing days worldwide (SkiStar).

"When we look at the cost of inaction, it's serious business," said Chris Steinkamp, executive director of Protect Our Winters. "Clearly, it's time for us all to step up and take responsibility to save a season that fuels our passions but is also the foundation for our livelihoods, our jobs and the economic vitality of our mountain regions.

"Icebreaker is one of many outdoor companies that is answering our call to take action and we're grateful for their partnership," added Steinkamp. "Simon's ephemeral art installations seem to symbolize our struggle against climate change. Like our warming winters, they last only a short time and must be appreciated by the people that truly understand their beauty and importance." ■





# HARDGOODS MANUFACTURERS AS HARDCHARGING AS EVER

Scoffing at the seemingly changing weather and equally at the volatile economy, snow sports manufacturers are charging out of the gates for this winter's tradeshow season.

By Aaron H. Bible



**R**ocker continues to be the main buzzword in ski and board technology as manufacturers forge ahead and consumers struggle to keep up. That's not to say that everyone isn't in pursuit of the perfect balance of rise, rocker, sidecut, taper, weight and stiffness, and for 2014/2015, every possible combination seems to be on order.

European brands are as strong as ever and are keen on the North American market of emerging up-hill skiers/riders, as well as the stable (but not necessarily growing) frontside crowd. "SIA is a very important and vital component to our sell-in season," said Dynafit Sales and Marketing Director Jim Lamancusa. "For a backcountry-specific brand in a market with ever increasing focus on backcountry, SIA is the perfect venue to share our technology and innovative design."

Last year's concerns about overproduction seem to be less of a front-burner issue due to late spring snowfall in 2013 and a decent early start to the 2013/2014 season. "We're trying to have more carry-over models, to help retailers a little bit, especially on skis where graphics don't change," said Geoff Curtis, Marker-Völkl USA Marketing. "With certain products we're able to let them know, 'we're gonna run this ski for two years.' The last two seasons really made people think about it a little more."

"Based on the current weather patterns and the law of averages being in our favor, we've used what we have learned the past few seasons to insure that we're prepared to meet guest needs throughout the course of the entire winter," said Randy Bush, regional manager of Colorado Ski & Golf/Boulder Ski Deals/Colorado Ski & Sports. "Guest anticipation seems tangibly higher than last year based upon a fantastic finish to the season [last year]."

Marker's Curtis also said it's a matter of getting people fired up on a new technology before they change it again.

"I can tell you that almost all of the consuming public has no real understanding of the overall effect of rocker or the skis turning ability nor what the term really means," agreed Specialty Sports Ventures Senior Promotions Specialist Kenny Friedman. "So with that in mind, we - myself as a retailer, the manufacturers, resorts etc. - need to be careful of how much new technology is brought to the public for the sake of technology versus what is best for the end user."

So while there are a number of new technologies coming on the market for 2014/2015 - including new construction techniques, better use of high-tech materials, innovative ski shapes and five-point design, more comfortable and lighter boots, pole technology - look for more industry cooperation and an emphasis on consumer education and sell-through as highlights of this winter's trade shows.

APO was founded in 2003 by Régis Rolland, a snowboard pioneer featured in the legendary trilogy *Apocalypse Snow*, and who's been shaping snowboards for more than 30 years. APO established itself as a player in the snowboarding industry in France thanks to this expertise, its team riders and recognizable graphics. In 2008 APO became one of the only

snowboard brands to reach into skiing, culminating in 2011 when five-time X-Games medalist Sammy Carlson joined its team roster. APO collections are designed in France and manufactured in Europe.

"The U.S. market is definitely different than in Europe; we listen carefully to our North American team and to the feedback from U.S. retailers and team riders. For example we had 15 of the most influential U.S. shop retailers over for a week of hardware testing and to share the APO experience last season. We've also been working closely on our lines with our team riders, they've all been a big help," said Cedric Le Cordroch, APO marketing manager. "Sales have been really successful in Europe; we almost doubled our bindings units and we grew by 50 percent in snowboard sales."

After three years of R&D, APO is releasing the improved and patented Dual Snowboard Binding, giving riders the ability to transition from lift to slopes without having to sit down. This new generation is easy to use with a light feel, giant highback rear opening, sturdy construction and tool-less personal settings. Rocker baseplates allow the board to flex naturally, reducing the impact of bindings on its topsheet.

New products include the Iconic Collection of snowboards. Each board was designed and made for APO pro riders - Sage Kotsenburg, Eero Niemela and Specer O'Brien. Also new is the Kai Park, a twin tip developed by Kai Mahler.

With the introduction of apparel in 2014/2015 Atomic continues its evolution as a skiing company. "We're pretty fortunate because we work on such a global scale," said Alpine Commercial Manager Jake Strassburger. "We can dabble in a category and make sure we're completely driven to provide awesome equipment for skiers everywhere so that we have a relevant place there."

Atomic will launch its new Memory Fit technology next year through a massive in-store campaign based on the best-selling Hawx 1.0 boot. Atomic took this medium-fit boot and made it even better in the Hawx 2.0 120 (and 100W). Memory Fit creates a completely personalized shell, cuff and liner in 12 minutes in-store. Power Shift allows forward lean to be adjusted to 13, 15 or 17 degrees as well as +/- 10 flex points for a personalized feel. Flex area was moved from the side of the shell to the sole of the boot - called Sole Flex, a more natural bending line promoting better balance, feel and control. They also added a lightweight, re-engineered Platinum liner with 3M Thinsulate insulation that wraps around the foot. Sizes: 24.5-29.5, 30.5, 31.5; Flex: 120/100W; Last: 100. The Hawx 2.0 also comes in a 130, 110, 100 and 90 flex on the men's side and a 90 and 80 flex on the women's side.

Multi-norm certified, the new Warden 16 Binding is TUV certified to be adaptable to all boot sole types: DIN, WTR, Touring. Strong and precise, the Warden features a low profile chassis, steel housing, freeski brakes and is Walk to Ride (WTR) certified. Features: Oversized platform, Low profile chassis, Steel housing, Progressive transfer pads, Stomp pedal.



Photo courtesy Nordic Action Sports

Featuring new “HRZN Tech,” the Bent Chetler takes rocker and blends proprietary technologies of ABS sidewall construction with across-ski (horizontal) rocker. This gives 10 percent more surface area in tip and tail without increasing width. Features include Carbon Sprocket Power Booster (SPB), a carbon insert laid directly onto the core in front of and behind the binding area, and Powder Rocker (30 percent tip, 40 percent camber, 30 percent tail) for a stable, progressive ski. Sizes: 178, 185, 192; Waist Width: 120mm.

Built on the success of the Automatic’s directional shape, Atomic added two new waist widths of 109 and 102 for 14/15 and made the original Automatic 117 10 percent stiffer for more aggressive skiing. Featuring a 109mm waist, carbon SPBs, powder rocker (25 percent tip, 65 percent camber, 10 percent tail) and a light wood core, the Automatic 109 is for charging on deep days whether in bounds or out. Sizes: 175, 182, 189.

In addition to new skis for frontside and for women, Atomic introduces its Backland series of dedicated backcountry/touring skis. The Backland Drifter’s ultralight wood core, all mountain rocker and carbon backbone make it well rounded for climbing and charging. Sizes: 164, 173, 182; Waist Width: 95mm; Weight: 1550 grams per ski (173cm). The Backland Descender is available in sizes: 152, 158, 164, 170, 176; with a waist of 78mm and weight of 1250gms per ski (170cm).

For ski mountaineering comes the Ultimate 78, inspired by renowned alpinist Killian Jornet, featuring an ultralight poplar/caruba wood core, All-mountain rocker, carbon laminates for stability and power transfer, and a race tip for fixing skins. Sizes: 164, 170, 176; Waist Width: 78; Weight: 950gms per ski (164cm). The series also includes the Ultimate 65, a lighter weight, narrow-waisted version.

The Multi Fit Powder Rocker Skin features a “Rocker Glide Zone” made from ultra-fast ski base material for less friction when tracking in powder. The Grip Zone in the camber area is made from 100 percent mohair for extra grip in all conditions. They are lighter than most skins and reduce water saturation. Atomic also offers high-quality PreFit skins for the Backland Backcountry ski series.

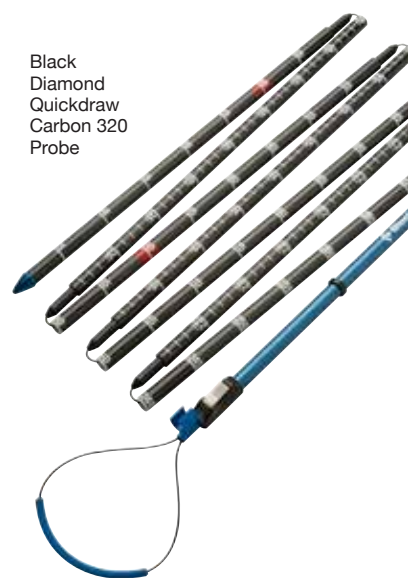
For 2014, in addition to more apparel (hardshells for both men and women), Black Diamond is refocusing their efforts on avalanche safety in their hardgoods category, which, the company said, is “as essential as the skis and boots on your feet.” Black Diamond’s Fall 2014 line of avi gear provides protection and performance both for proactive snow study and reactive burial scenarios.

The JetForce Halo 28 airbag pack is the biggest product that Black Diamond will be unveiling at Outdoor Retailer Winter Market: it will be the first avalanche airbag system to use jet-fan inflation versus pressurized canisters. “As backcountry skiers and designers, we looked at the existing technology and saw several areas for improvement. We realized that a new design had to get rid of compressed-gas cylinders entirely, and had to be a lot easier to use. Our solution was the oldest, most proven method of moving air: a fan,” said Nathan Kuder, Black Diamond equipment softgoods director.

Weighing 380 grams less per pair than the original Convert, the Black Diamond Carbon Convert is for long-distance tours and weight-conscious backcountry missions that demand technical precision and soft-snow performance. Combining a modern shape with versatile, mid-fat dimensions, the Carbon Convert features Formula One 3D Light Sandwich construction with a pre-preg carbon layup and a lightweight paulownia wood core. The rockered tip and tail drastically reduce drag on the skin track and make for playful skiing on the way down. Lengths: 164cm, 172cm, 180cm, 188cm. Dimensions: [180cm] 133-105-117mm. Weight: [180cm] 2.9kg per pair. Features: Versatile 105mm waist; Optimized construction (lightest ski on the market for its size); 5mm beveled ABS sidewalls with Power Edges; SkinLock tail tabs.

A streamlined backcountry ski for big days, the Black Diamond Carbon Aspect combines a classic touring shape with ultralight carbon fiber construction. Ideal for extended tours and ski mountaineering objectives where light weight and technical precision are mandatory, the Carbon Aspect features optimized Flat Sandwich construction with pre-preg carbon layup and a lightweight paulownia wood core. Lengths: 166cm, 176cm, 186cm. Dimensions: [176cm] 127-90-113mm. Weight: [176cm] 2.6 kg (5lb 12oz) per pair. Features: Classic 90mm waist with Semi-Rocker tip and traditional tail; One of the lightest skis on the market (for its surface area); 5mm beveled ABS sidewalls with Racing Edges; SkinLock tail tabs.

The longest probe in the Black Diamond line, the Quickdraw Carbon 320 Probe is designed for ski guides, snow professionals and skiers traveling in deeper snow packs. Updated dual-speed ferrules and a stuffsack that integrates with the probe’s pull cord make for fast, single-pull deployment. High-visibility cm shaft measurements aid in snow study, and the super-stiff carbon fiber construction stands up to daily field work and emergency response. Length: 320cm. Weight: 241g. Features:



Black Diamond Quickdraw Carbon 320 Probe



Non-slip grip provides secure purchase even with wet gloves; Oversized, durable alloy tip improves probing sensitivity by creating a hole larger than the probe shaft.

A multi-function backcountry tool designed for both daily snow study and fast, effective avalanche response, the Black Diamond Evac Shovel is all about durability and versatility. The Evac configures in either standard-shovel or hoe mode from the same attachment point by simply flipping the blade. The shovel's super-durable anodized aluminum blade is optimized for stomping and chopping hard debris and the telescoping shaft and dual-density D-handle make for compact storage in a pack. An attachment point in the shaft also accommodates a winter saw accessory (sold separately) for branch clearing and treewell extraction. Comes in two sizes/blade volumes: Evac 7,

Evac 9. Weight: [Evac 7] 794g (1lb 13oz). Features: Compact telescoping shaft and durable anodized blade; Shovel converts easily into hoe mode from the same attachment point for quick snow removal and excavation; Works with winter saw accessory (sold separately) that attaches to the shaft for wood cutting and treewell extraction; Compact D-handle with comfortable dual-density grip; Evac 9 has larger blade volume for professional use.

With a 35cm serrated steel blade and a compact folding design, the Black

Diamond Snow Saw Pro is ideal during snow stability tests and emergency extractions. Thanks to a set of included, interchangeable attachment pegs, the saw attaches to nearly any adjustable Black Diamond ski pole shaft for added reach while cutting columns or sawing through branches.

A classic touring pole that transitions from the winter backcountry to summer trail outings, the Black Diamond Expedition Ski Pole comes in three different models: fixed-length [Expedition 1], two-section [Expedition 2] and three-section [Expedition 3]. The four-season extended foam grip provides moisture-wicking handling and easy choke-ups; and the aggressive hooking point easily manipulates boot buckles and riser bars. Expedition 2 and Expedition 3 feature the security and quick adjustment of FlickLock. Weight: [Expedition 1] 445g per pair; [Expedition 2] 487g per pair; [Expedition 3] 520g per pair. Features: 100 percent aluminum shafts; Adjustable four-season strap for ergonomic comfort with or without gloves; 100mm Powder Baskets.

The 2014/2015 Blizzard Free Mountain Collection has been fine-tuned and expanded with two new women's models and three new unisex models but continues to be built upon Flip Core Technology, introduced three seasons ago. It also gets new graphics; Free Mountain Lite skis (backcountry) are more organic showing the wood of the ski, while the Twin Tip skis are mysterious and playful with an artist's rendering of a Western cowboy.

Blizzard Sheeva

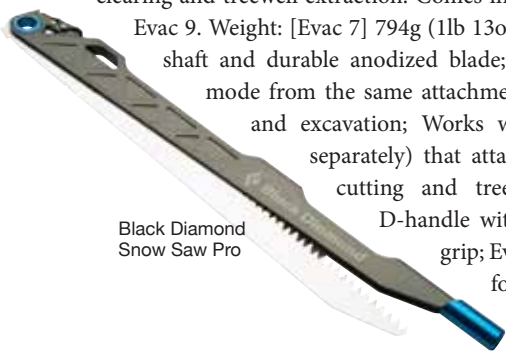
The Sheeva, retail \$750, (134-104-124) is a soft, playful twin tip ski built for the female powder hound. Lengths: 158, 165, 172, 179. The Cheyenne, retail \$650, (115-78-102) is a narrower-waisted ski that can make quick turns on firm terrain. Lengths: 156, 163, 170.

The new Latigo, retail \$700, (115-78-102) has all features found in the Free Mountain Ti collection, like Flipcore and metal, but with a 78mm waist, ideal for the East Coast or Midwest skier looking for a ski that will make quick edge-to-edge turns yet is able to cut through variable snow conditions. Lengths: 156, 163, 170, 177.

The new Spur, retail \$950, (144-125-134 at 189 only) is playful, easy to use and ideal for surfing the deep powder. The twin tip Regulator, retail \$600, (127-94-113) is built with no metal and features more rocker resulting in a playful feel without sacrificing stability. Lengths: 165, 172, 179, 186.

Blizzard's new all-mountain X-Power Series is about performance with the convenience of a ski/binding system, featuring Blizzard's unique IQ system with 3D Matrix. The IQ System features built-in rails resulting in a better flex pattern and power transmission while reducing vibrations. 3D Matrix is a rocker process that adds a slight rise to the tip and tail resulting in a stable and easy to use ski. Graphics on the collection are clean and classical. The signature model is the X-Power 810 IQ, retail \$1050, with an 81mm waist (125-81-108), early rise in the tip and tail, and slight camber under foot. The ski is built for the experienced frontside skier looking for a high performance ski. Lengths: 160, 167, 174, 181. The women's signature model is the Viva 810X Ti IQ, retail \$950, (125-81/108). Lengths: 153, 160, 167.

Utilizing a new approach to ski boot development and design philosophy, Tecnica introduces the Mach1 Series of boots. This medium volume (100mm), high-performance collection starts with the anatomy of the foot and matches the liner and the shell to that anatomy resulting in a precise, supportive, comfortable out-of-box fit. The asymmetrical shape of the toe box matches the shape of the toe area and increased medial side contour brings the shell closer to the arch of the foot. The ankle area is pre-shaped for the navicular bone and the heel pocket offers an increased groove for the Achilles tendon. The Mach1 features a new Custom Adaptive Shape (C.A.S.) Liner that mirrors the anatomical shape of the foot and utilizes pre-shaped Microcell to achieve custom foot shape that then mirrors the shape of the shell. The C.A.S. Liner is easily customizable by a boot fitter by heat stack molding, spot punching, grinding, adding on pre-cut Microcell pieces or oven baking. Men's: Mach1 130, retail \$785; Mach1 120, retail \$700; Mach 1 110, retail \$600; Mach 1 90, retail \$525. Women's: Mach 1 105W, \$660; Mach1 95W, \$575; Mach 1 85W, \$475.



Black Diamond  
Snow Saw Pro



Black Diamond  
Expedition Ski  
Pole



Tecnica  
Mach1  
130



Tecnica  
Mach1  
105W





DPS Wailer 105, Cassiar 95 and Lotus 138 Spoon

"Our vision has always been to create perfect tools for those who live a life riding mountains, and we're driven by the idea that one perfect run in perfect snow can change your life," said DPS's Erme Catino. "In order to be true to that vision, we need to keep growing. But we want to grow in a sustainable way, keep speaking to that core market."

The story of DPS's innovation is well told (DPS claims the first Pure prepreg carbon fiber sandwich ski, the first 120mm powder pintail, transferred the word rocker from surfing to skiing, built the first rockered ski with sidecut), marked this year by the launch of Pure3 construction and Spoon Technology. And for 2014/2015 the company is taking a solid jab into the hard-snow and mountaineering world.

DPS was born in 2005 as a direct-to-consumer micro-brand and is now in about 200 shops on four continents. The company said the Spoon Series is "the fusion of space-age carbon technology and groundbreaking shaping resulting in the world's

most advanced quiver of skis." Look for the new DPS demo van at a ski area near you this winter.

For 2014/2015 the heavily awarded Wailer 112RP, \$1299, has been redesigned and refreshed in the 184cm and 190cm lengths with a lower tip and tail rocker profile that increases power and stability in mixed snow without compromising versatility. It combines the loose and early planing of a fully rockered ski with aggressive sidecut and slight camber underfoot. The Wailer 105, retail \$1299, is making a comeback with a flatter tail, more rocker in the shovel and damper construction with the Pure 3; it's for those "in between storm" days. "Or alternatively, a powder board for shallower snow climates where greater hard snow/frontside versatility is needed by midday," said Catino. "As Pure3 construction evolved, we re-imagined the resurgence of the Wailer 105 and what the fall line charger could be with a new damper/smoothen construction."

The Cassiar 95 builds on last year's 85 front side ski - a family of "hard-snow training wheels that we take very seriously," said Catino. "As skiers we all ride hard snow in anticipation of tuning our technique so we can perform on the deep days. The new Cassiar 95 is designed as the latest all-mountain

expression of that pursuit; Pure3 construction is as applicable on hard snow as it is in a big powder shape."

For 2014, the Lotus 138 Spoon incorporates a spooned convex shovel along with a new flex and profile for variable deep snow. "The Spoon was the first DPS ski made in the U.S. factory," said Catino. "Since the inception DPS' carbon was from the U.S., and in finding 10 different stateside suppliers DPS began to realize they could produce the skis in the states. Initially it was a headache. As DPS scaled up production from a specific ski to the full line they quickly found suppliers who could and couldn't meet their demands. Furthermore they learned what they could accomplish in-house, such as high-end finishing, invested in top-of-line tuning equipment and sought out local contractors to build their wood cores. They also had ski tooling and routers built locally. Most importantly, local companies produced DPS' two ski presses, some of the most sophisticated in the world given the company's unique shaping and design."



Dynafit Denali

"So after almost a decade of overseas production, and while DPS was still in tremendous growth, the current factories couldn't support the sales volume. Faced with finding another factory to supplement demand, Drake and Turner decided that since they learned so much with The Spoon project they would embark on their own," Catino explained. "The duo had years of experience setting up their Chinese predecessors, and in an effort to further develop the construction and protect the intellectual property, the decision was made to move all production of carbon skis to the U.S."

Off-piste leader Dynafit introduces its new Denali to round out the high-end range alongside skis Nanga Parbat and Cho Oyo. Denali offers cutting-edge technology and high-tech materials for a surface-to-weight performance ratio previously unmatched, ideal for long downhill runs after grueling human-powered ascents. Features include: Flex Tip; Scoop Rocker; Micro Side Wall; Carbon Speed Stringer; Triple Radius; Tail Rocker/ Pin Tail; and Paulownia Speed Core.

"The strength of the brand comes from the loyalty of the backcountry community. We feel fortunate to have such a strong and increasing presence in both the hard and soft goods part of this backcountry market," said Dynafit Sales and Marketing Director Jim Lamancusa. "Because Dynafit prides itself on innovation and well-tested design, doing business in the U.S. market has been very rewarding. Our loyal followers and deep association with the



Dynastar CHAM 117



Dynastar Powertrack



backcountry is the fun part of working in the U.S. The growth in the European market is directly coming out of the trends we are seeing in the U.S. market. Race and fitness is the only exception to this rule. We are finally seeing a significant jump in sales and support for the 'Ski Up Hill' movement"

The new Powertrack series ushers in a new era of all-mountain performance for Dynastar. A new all-mountain design that combines the best elements of freeride and all-mountain technology, Powertrack delivers loose yet powerful all-terrain performance.

The award-winning CHAM series continues to draw acclaim as one of the most versatile skis on the market, and for 2014/2015 gets the addition of a new waist width with the CHAM 117. Featuring lighter weight construction and the unique CHAM profile, the 117 will be a more accessible, powder-centric freeride offering for next season.



Fischer Sports Transalp Vacuum TS Lite Alpine Touring Boot

Looking toward its 90th anniversary in 2014, Fischer Sports has retained its identity as an independent family business and become an international skiing icon through a combination of tradition, pioneering and technological advancement. Fischer is a full-range supplier of both Alpine and Nordic equipment.

The new Fischer Transalp Vacuum TS Lite Alpine Touring Boot features a full Thermoshape liner, Soma-Tec and Vacuum Fit Technology. This new boot is lightweight with a special X-light tour buckle, 60-degree shaft rotation and original Dynafit Insert. The result is a tour boot with more freedom of movement, better power transfer and exacting fit.



Photo courtesy Liberty

"Our focus is products in this category that are lightweight but at the same time don't give up performance on the descent," said Director of Alpine Marketing and Product Matt Berkowitz. "In addition to the milestone of Vacuum Fit technology in our new touring boots, we are also using some new constructions in our skis."

The Fischer (Alp) Tour Series is designed for multi-day tours and long distances. New Aershape construction maximizes weight reduction achieved in all wood types through Air Tec Ti without affecting performance. Concentrated mass means optimum torsion control, and the curved surface prevents snow build up. With an 80mm waist and weight of only 950gms at 163cm, the Fischer Transalp 80 Ski is equipped with Paulownia Air Tec Titanal, Aershape and Tour Rocker.

For 2014/2015 industry innovator Head Skis is introducing the new Joy Collection – what they are calling the most high-tech women's ski ever manufactured. This is accomplished with the use of Graphene, "the world's lightest, strongest material," according to Head. The Joy Collection also features Libra Technology, which is a blend of women's-specific rocker, stability enhancing Intellifibers, and new materials such as Graphene.



Photo courtesy Leki

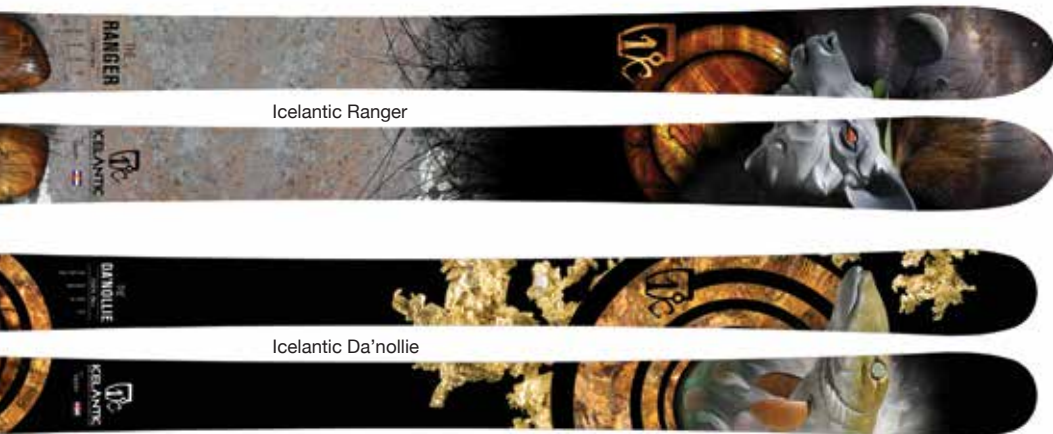
## A LOOK AT ACCESSORIES

In accessories, Leki is introducing the Micro Tour Stick Vario, \$199, as a full-featured, compact, lightweight four-season pole that offers stiffer, stronger, more reliable performance than typically seen in folding poles. Combining high modulus carbon upper shafts with a high-tensile strength aluminum lower shaft, the Tour Stick remains light but resists damage from skis, etc., and adjusts with Leki's SpeedLock system. Additional features include the new Aergon Thermofoam Tour grip with security strap lined with soft wicking material and a full range of interchangeable basket options.

"We've got new price points and colors in alpine poles; more model options in backcountry poles and especially in poles that crossover from Alpine to BC to AT. New price points have driven previously unseen levels of reorders early in the season so we are feeling plenty of momentum leading into the full-scale ski season," said Greg Wozer, Vice President, Leki USA, Inc. "Early ski area openings across the country have driven sales and enthusiasm. While inventory is down there are still some straggling units that will fill in some needed promotional requests from dealers which will help preserve margins. Buyers will see additional options at both value price points and high dollar levels to help expand choices on our most successful models and features."

"Too often on the sales floor we see and hear that poles are treated with an attitude that 'poles are poles,' which certainly has an impact on the consumer," continued Wozer. "If the shop doesn't place value on the category, the consumer won't either...Match up the performance level of their poles to the rest of the equipment purchase. That consumer has just upgraded their boots and skis, maybe even goggle and a helmet, why would you let them out the door without updating their old, beat up poles? Money is being left on the table."

Wozer said grip technology is driving sales as a tangible in-store feature. And for Leki, its 60 years of experience in folding poles is starting to catch up to current consumer demand for the technology. ■



Icelantic Ranger

Icelantic Da'nollie

Graphene is actually tied to the Nobel Prize, is 20 percent lighter than the company's previous constructions and allows for more exacting weight distribution within the ski, according to Head, leading to better float and control.

Head has added to its Junior line the Raptor 80 Race Boot, bridging the gap between the Raptor 90 and 70, adding a highly reactive, lower flex (80) junior boot with a solid sole that's cant-able.

Also new is a twin-tip park ski featuring all-new Framewall - patented as the world's first 360-degree sidewall. Framewall technology enhances durability by wrapping the entire ski with a 3D sidewall that protects from delamination and chipping. It distributes a skier's edge pressure uniformly to create an even feel while increasing torsional rigidity (and reducing vibration at higher speeds).

Denver's Icelantic recognizes its meteoric growth over the last half-dozen or so seasons since its inception, but still considers itself a boutique brand, said founder Ben Anderson.

"We've definitely shown solid growth," said Anderson, who recently took on the job of chief brand officer with Annelise Loevlie taking on the role of CEO. "But we're getting back to our core values. As we've grown we've gotten so many opportunities, so we're just tightening it up as we continue to decide how we're going to grow going forward."

"It continues to be our mission to create cutting edge, extremely durable, high-quality skis in the U.S. right near our offices," added Team/PR Manager Scotty VerMerris. "Having the manufacturing take place nearby our headquarters allows for quality control and a special and close connection to those doing the manufacturing, and thus a special connection and sense of pride in the product itself." It also allows the brand to control its production, making products to order and controlling inventory carefully.

"Icelantic was founded on the principles of wonder and structure," continued VerMerris. "By combining innovation, something unique and different, while still creating something that works and works really well, we can offer products that are unlike anything else on the market that deliver performance in the way we intended."

"One of the main things we've tried to do as a brand,

is to take a personal approach to it," said Anderson, "how we deal with our customers, and creating a community around the brand as well." In addition to the all American manufacturing the company is implementing, Anderson said they're continuing to pursue and develop appeal to a broad range of skiers, particularly the middle-aged demographic, whether that skier is located in Chicago, New Hampshire or Colorado.

For the backcountry market, new for 2014-2015 is the Ranger - a backcountry specific ski with "Ochroma Core," a very strong and light balsa wood. There will also be more skinny skis, adding SKNY versions of the Gypsy and Keeper, as well as adding rocker/early rise to its park



K2 Shreditor

ski, the new Da'nollie, and making it fatter. Da'Nollie: Changed from 118mm x 88mm x 118mm to 125mm x 95mm x 125mm. Ranger: Lengths: 168cm, 178cm and 188cm; Dimensions: 139mm x 107mm x 126mm.

"We still see the need for options, the need for narrower options along with wide skis," said VerMerris. "We're also seeing the benefits of early rise and rocker tech in all-mountain skis and park/urban skis, not just powder skis."

K2's new Baseline 2.0 blends shape and rocker/camber profile in a new way, resulting in two distinct lines of skis: Annex - stability based; and Shreditor - maneuverability based. More tip and tail taper is added as the skis get wider through the line.

The new Annex 118 (Seth Morrison pro model) features similar dimensions as the current year, but with more tip and tail taper for easier entry and exit of turns and modified tip rocker for easier planing. The Shreditor ski line has been redone to include the new Shreditor 92, 102, 112, 120 (Sean Pettit pro model) and 136 (the Pow-abunga). They follow the new Baseline 2.0 philosophy with tip and tail tapers, which is very evident on the widest models.

The new women's Potion series features nine lightweight skis with waist widths from 72 to 98mm. Again, Baseline 2.0 drives each ski's top shape and rocker profile.

The new BackSide backcountry collection carries over removable tip and tail skin grommets and flat tails for ease-of-use as snow anchors. They also have a new nylon Snophobic topsheet that minimizes ice and snow buildup when touring. The superlight men's WayBack 88 and 96 and women's TalkBack 88 and 96 are good options for the weight sensitive backcountry crowd. With a new La Grave-inspired graphic and new tip and tail taper, the new CoomBack 104 and 114 are the latest incarnation of the Doug Coombs ski.



K2 Minaret 100

K2 Potion



Next year all K2 Boots will have an Intuition liner, a feature currently coveted by consumers. The men's SpYne 130 and 110 all-mountain boots return with a translucent yellow shell and three available widths (97, 100, 102mm). The solid performing entry-level SpYne 90 is black with red highlights and comes in a 102mm last. The award-winning men's Pinnacle 130 and 110 freeride boots are back in the same colorways but feature a new, wider 3rd buckle. The Pinn 110 (100mm last) is now also available in a High Volume width (102mm). The new white Pinnacle 100 Boot features K2's reliable walk mode without tech fittings. The women's all-mountain SpYre collection features lower volume, narrower heels and 15mm lower cuff height. The women's Minaret 100 and 80 - K2's new backcountry freeride boots - are inspired by the Pinnacle 130 with tech fittings, a walk mode and wide third buckle. The Minaret 80 comes without tech fittings but has walk mode and a 102mm last, perfect for ladies new to the backcountry or those looking for a more comfortable boot.

The Power 10 Pole uses an all-new teardrop shaped AirFoil shaft design that becomes more efficient with increased speed. The carbon fiber wrapped aluminum pole is light and strong.

For 2014/2015 the K2 World Wide Weapon Snowboard has been redesigned to take twin-tip freestyle to new level of creative freedom with its all-new "Tweekends" for maximum pressing power and stability, and the longest catch-free blend zone.

Also new is the Pow Wow Snowboard, designed for all-terrain women riders with All Terrain Tweekend Baseline.

The new Kwicker Splitboard System is being called "the lightest, fastest splitboard system in the world," 3.3 lbs. lighter than the industry standard and 50-percent faster transitions, according to K2. It's built on a new generation of K2's Clicker binding interface enhanced with technologies in splitboard and boot construction.

One of the main focuses for Kästle in Fall 2014 is its investment in the North American market. "Our product goals for 2014/2015 were to expand our established offerings and to increase our model range by expanding our niche offerings. Specifically with the addition of our first women's specific model, and the addition of the MX98 in our Mountain Cross line, as well as adding to our TX Touring Line," said Kästle Managing Partner, Siegfried Rumpfhuber. "Our overall brand focus is on keeping Kästle's inherent characteristics of performance and technology while refining our product offerings, addressing a wider skier base."

There will be two new models in the MX (Mountain Cross) line: MX70 and MX98. The MX70 is the first women's specific ski from Kästle, extending the dynamics of the MX range in a 100 percent dynamic on-piste product. Dimensions: 118/70/100; Lengths: 144, 152, 160. The MX98 is a unisex, all-mountain ski filling an absent waist width in the MX line. Features: Early Rise tip and increased Hollowtech size (the only Early Rise in MX line). Dimensions: 132/98/117; Lengths: 174, 184, 194.



Kästle MX98



TX82 Tour Aiguille



Photo courtesy Liberty

The new TX82 Tour Aiguille is a modern AT, backcountry touring ski with early rise, rounding out the TX line in the 80 to 85mm segment. (Dimensions: 118/82/105; Lengths: 152, 162, 172) There's also a new line of AT tack skins for all the TX Models (TX77, TX82, TX87, TX97, TX107), as well as a cut-to-fit option.

The XX (Twin Tip) line has updated graphics on the XX80, XX90, XX110 and both junior models XX75, XX85.

For Fall 2014 La Sportiva continues to emphasize that lightweight gear is better in the backcountry. With a new ultralight touring ski, as well as a more affordable race ski and boot, La Sportiva is showing that carbon fiber technology goes a long way to providing lightweight, high performing ski gear.



La Sportiva Syborg Ski



La Sportiva Syborg Boot

New products include: the Syborg Ski, a ski mountaineering/race ski at an affordable price; Syborg Boot, drawing on the award-winning Stratos series to create an affordable training and racing boot for serious competitors; and Vapor Nano Ski (truly the big news of the season for La Sportiva) using all new Carbon-nano ski construction to develop a modern fat-waisted backcountry ski, retail \$1200). The Nano will be made in the U.S.

Lange Boots introduces the XC Series: all-new, hiking-capable, high-performance freeride boots in a 102mm fit. Expanding on its "Choose Your Width" program, XC boots deliver Lange's key fit and performance solutions combined with XT's patented and improved Power V-Lock to deliver hiking range-of-motion with no-compromise ski-ability.



Lange Boots XC90



Liberty is a Colorado-based company that focuses exclusively on high-performance freeride skis built around bamboo core technology. This renewable material is extremely durable and light, allowing them to offer an industry-leading three-year warranty. Complimenting the bamboo core is an innovative mix of technologies such as Metalcore, a unique titanal insert found in the Variant line, which adds stability and dampening; and Hammer Rocker tip design, a low rise rocker that makes for easy powder and mixed snow condition skiing without sacrificing performance on groomed terrain.

"Our skis are playful and that's the big difference between us, a North American brand that was born out of freeriding, and the European brands that dabble in freeride but still are heavily influenced by the European ski racing culture," said Tom Winter, Liberty Skis VP of marketing. "A lot of those guys can't escape their race background and their skis, even the ones designed for powder skiing, have that technical race aspect to their performance. Ski racing is great, and we love watching the World Cup, but if you're designing freeride skis, the mentality needs to be completely different. These are tools that need to be fun and playful, not technical and serious."

Liberty has found a sweet spot between micro-manufacturing and becoming a growing, medium-sized hardgoods brand. "We're seeing a lot of enthusiasm for non-traditional brands in North America. Good skiers want to ski on skis that are different and unique. And I think that's healthy for the industry," said Winter.

New this season is the Variant 97, a stable, carvable speedster complimented by Hammer Rocker technology for precise turn initiation coupled with float in broken snow conditions and powder. The climbing skin compatible Variant is built around bamboo core technology coupled with a titanal insert to create a ski that performs across all conditions and terrain, retail \$819. Dimensions: 132-97-118 at 179; Sizes: 172, 179, 186.

The new Variant 113 CAIC Limited was designed in conjunction with the Colorado Avalanche Information Center (CAIC) and the sale of each ski will benefit the CAIC. With unique graphics, the ski is climbing-skin compatible, has a Hammer Rocker tip profile and HRC 48 Sidewalls. The all-black Electra 4000 base is extremely fast and durable and makes repairs simple, easy and nearly invisible when black P-tex is used, making it perfect for industry professionals such as ski patrollers or other hardcore skiers. Retail \$859 - only 100 Pairs available, 186 length). Dimensions: 145-113-132.

The new Sequence combines performance and playfulness with Stealth Rocker and a tapered tip and tail that makes both carving turns and slashing powder easier; features a bamboo laminate core and optimized camber through the tail. Retail \$659. Dimensions: 129-95-118 at 175; Sizes: 168, 175, 182.

The new Eric Pollard designed Magnum Opus (148-124-146) powder ski is made with Line's Cloud Core (Balsa wood with Flax reinforcement) and for a 188cm ski it is incredibly light (approx. 3800gms/pair).

The entire Pollard line (Magnum, Mr. Pollard's Opus and Sir Francis Bacon) gets new graphics thanks to the man himself. Also new is the big-mountain freeride Supernatural Series that includes the 115, 108, 100, 92 and 92 Lite. These skis have a new soft rubberlike Elastomer sidewall that absorbs vibration and shock - something we will be seeing on more skis in the near future.

The Sick Day series returns with the new Pollard color-blocked graphics and Line freestyle and park skis return with hot new graphics as well.

The new SPX Binding is the evolution of Look's award-winning alpine binding technology. The SPX features improved re-centering and shock absorption; increased coupling strength to drive more power into the ski; reduced ramp angles for a more neutral upright stance; improved step-in/step-out functionality; and a substantial reduction in weight.

New from Ride Snowboards is the Alter Ego - a freestyle backcountry shape with options. Lock it up for max tail float, hitting jumps and charging hard, or unlock for a unique flex in big powder turns or surfing. The unique SplitTail design features a trusted and proven tail clip along with Slimewall inlays around the internal edge for added durability. The Helix Snowboard offers balance in the turn with different radii for each, and allows riders to get more out of turns with less effort; features an innovative asymmetric design and hybrid twin shape.



Ride Snowboards Alter Ego

Also new is the Fuse Boot, debuting Ride's new Slime Tongue technology that offers better forward flex, response and rebound with lasting dampening. It features the new FlexLight outsole for better cushioning, dampening and performance along with Tongue Tied Boa closure system for heel hold and customizable Intuition foam liner.



Ride Fuse Boot and El Hefe Binding

The new El Hefe Binding features state-of-the-art lightweight carbon Slime-back tech for first-rate response and fluid feel. It also features the ThinFlex ankle strap, AstroGlyde LT ratchets and two levels of Wedgie Footbeds for customization and support.

The Experience and Temptation all-mountain series skis from Rossignol are new for 2014/2015. New waist widths, new lightweight constructions, a longer, more progressive tip profile, and Rossi's Air Tip technology combine to deliver an elevated all-mountain experience. For one-plankers, the Angus MagTek and Justice MagTek represent Rossi snowboard innovation. These



Rossignol Angus MagTek

Rossignol Temptation





setback twins are all-mountain freestyle boards, featuring a blend of BC Roller, RadCut, and MagTek technologies delivering big-mountain power and playful, smooth float for next-generation freeride performance.

With Salomon's long-standing reputation for performance and quality, the alpine ski line has developed with Backcountry offerings in every category (apparel, protective, boots, bindings, bags, poles, helmets). The Frontside line has also developed to offer top-performing packages. Salomon will continue to focus on boot customization, communicating to consumers through Custom Shell dealer programs from Custom Shell ovens and educational materials to in-store training.

Strong, light and versatile, the Q BC Lab offers a full length, poplar woodcore, CFX Superfiber and honeycomb tip, while its full sandwich



Salomon Q BC Lab

sidewall and utility rocker ensure a strong ride down. Lengths: 176, 184. The new Salomon Q-Lab features the guts of Lab race skis optimized for a lighter freeride application built on a Utility Rocker platform. This is the new one-ski quiver of the Salomon Freeride Team. Lengths: 176, 183, 190. The Q-85 is a solid carver on the frontside with the added maneuverability of Utility Rocker to access fresh snow and new terrain on the backside. Lengths: 160, 167, 174, 181. All Q skis (Q-115, Q-105, Q-98 and Q-90) feature new graphics.



Salomon Q-Lab

Three years in development with the Salomon freeride team, the NFX Lab has already won medals in the X-Games, Dew Tour and a slopestyle Crystal Globe. Lengths: 160, 170, 176, 182; Features: Full sandwich sidewalls; Full woodcore; Twintip; Full camber; Pulse pad pro; Jib tech base; XL edges.

The new Warden MNC 13 binding is TUV certified to be adaptable to all boot sole types (DIN, WTR, Touring). The Warden features a low profile chassis, steel housing, freeski brakes and is Walk to Ride (WTR) certified.

The Quest Pro TR 110 Boot delivers fit and performance with lightweight touring convenience and 47-degree range of motion. For freeriders who want downhill performance the Quest Max BC 120 delivers lightweight, exceptional rear-ward support and lateral transmission and 44-degree range of motion for backcountry convenience. Also new are the Quest Pro 130 and 100 W, Salomon's top performing hybrid boot; the Salomon Ghost FS 90; and Q Vario Carbon, designed with 50 percent uphill and 50 percent downhill in mind.

Founded in 1958 on the principles of "Innovation, Technology and Design," Scott Sports continues to innovate in every category it touches.



Salomon Quest Pro 130

New skis for the 2014/2015 season include the Black Majic, retail \$900, featuring the new elliptic titanal sandwich construction and torsional stiffness for on-piste performance, inspired by The Ski. The combination of Scott's 3Dimension Sidecut and a full ski-length wood core provides precision and versatility. Lengths: 157, 167, 177, 184.

The new Vanisher, retail \$800, uses the same shape as the award-winning Punisher, but features a Paulownia wood core, giving it a lightweight feel on a wider platform. Lengths: 157, 163, 173.

New boots include the G1 130 Powerfit WTR, retail \$750, a state-of-the-art boot with anatomical Powerfit Uppershell, coupled with an integrated walk system and incredible range of motion. Also new is the Cosmos II, retail \$800, a four-buckle boot that achieves harmony between light weight and high-level performance. ■



Scott Sports Black Majic and Vanisher

## CRAFT MANUFACTURERS CAPTURE FLOOR SPACE AT SIA

Craft Manufacturers Capture Floor Space at SIA SnowSports Industries America (SIA) unveiled plans for a new addition to the 2014 SIA Snow Show (January 30 - February 2) dedicated to the rising talk of the snow sports world: small, hand-crafted ski and snowboard manufacturers. The Snow Show's new exhibit called Craft at SIA will give buyers a chance to interact with boutique brands.

"Craft" is a great term for these brands. Just as craft beer brewers are known for their small batches, attention to detail and unique offerings, the same can be said for smaller ski and snowboard manufacturers," said David Ingemie, SIA president. "It's definitely an influential segment that we've wanted to include in the Snow Show and get more involved for several years." Craft brands (independent, small ski and snowboard manufacturers) represent about five percent of the hard goods market.

"When looking at the market as a whole, these brands are a small percentage, but their influence is felt throughout the industry as they're willing to innovate and customize their products based on customer feedback," said SIA's Research Director Kelly Davis. The SIA Snow Show plans to showcase dozens of ski and snowboard brands in the new Craft exhibit area. Notice Snowboards will exhibit for the first time at the Snow Show as part of the Craft at SIA in 2014. Other brands that will be featured include Ramp Sports, Marhar Snowboards, L2R Snowboards and more. ■

# WHAT'S NEW IN NORDIC

By Aaron H. Bible



Photo courtesy Nordic Action Sports

"It's definitely an exciting time for Nordic skiing in North America, particularly with the Sochi Olympics in February," said Madshus' Global Brand Manager Chris McCullough. "This means the opportunity to leverage our team of athletes and validate the many hours of development that has gone into each product. Because our athletes compete on the same products we offer our consumers, their successes in competition can directly relate to a consumer's decision to purchase their next ski, boot or pole; we're proud of this fact."

The 100 year-old company this year is launching Madshus eMpower. "Madshus eMpower converts our state of the art production process to a digital platform that allows consumers and athletes the opportunity to truly customize their performance through their Madshus ski. Stay tuned for the official launch at Outdoor Retailer Winter Market, ISPO, and SIA in early 2014," said McCullough.

Pinnacle products include the Madshus RED Super Nano Skate Boot to ensure optimal power transfer and groundbreaking performance with a



Pinnacle  
Madshus RED  
Super Nano  
Skate Boot

precision fit design. A high-stretch flex notch beneath the Membrain Softshell upper enables maximum knee drive and range of motion. Redline Carbon Skate Skis (with Madshus eMpower and available in Plus & Cold constructions) feature a new 3D shape with added stiffness, lighter weight, faster bases

and optimal tip splay designed for Plus and Cold models respectively. The Redline Carbon Classic Ski (made with Madshus eMpower and available in three constructions: Cold, Plus & Zero) is designed for athletes looking to push the boundaries of speed. With dedicated camber lines and tip splay options the Carbon Classic couples a lighter weight design with a radically softer tip and tail for an improved kick and glide. The Nano Carbon Race 100 UHM Pole features increased stiffness for ultimate strength-to-weight ratio in its class. The Contour Champion Strap is built with single-molded construction and a heat-moldable

design allows a custom fit. Features: Tungsten Carbide Tip; Madshus 10mm UHM Basket; Cork Race Handle.

Salomon is bringing high performance down to a friendlier price-point with its new RS Skate Ski, which carries the same weight, geometry and base as its top-line S-Lab skis, but in a new universal flex, grind and price range. It also touts its 860gr Lab Carbon Boot as its most technologically advanced boot to date, with a new shell/liner system the company says "will forever change Nordic boot design."

"We're putting serious technology in consumer-friendly price points this year," said Nordic manager Isaac Wilson, adding that advancements in carbon fiber are leading the charge. "As part of this, we're seeing pretty radical development in our new Carbon Lab boot, S-Lab Pole and new Carbon RS binding."

These trends also carry over to Atomic's offerings, where the company is unveiling its new "Skintec" technology in a lightweight, consumer price-friendly category called Skintec Sport Classic. "Boot and ski technology is definitely advancing in lower price points," said Wilson, who also oversees Atomic's Nordic brand. "Ease-of-use and convenience are resonating with consumers who want the fun of cross-country without the tech barriers." Skintec waxless provides the kick and glide of a "perfectly waxed" ski in all snow conditions and temperatures, in an effort to save people time. The company is also emphasizing fit with its new Sport Pro "Live Fit" Skate boot, which "reacts" to foot pressure by expanding up to 5mm during the power phase to accommodate foot spread.

From industry leader Rossignol, fitting between the current X-ium WCS and Delta Course skis, the all-new X-ium Skate and X-ium Classic skis introduce a new Nordic category for the brand. The new X-ium's will be made in its Spanish factory using the same general process and construction as the X-ium WCS, including flex/camber measurements prior to pairing. This category of skis will allow for lower pricing at retail, offering a new level of performance to Nordic skiers that aren't prepared to commit to the highest level skis and their price points. ■



Pinnacle Redline Carbon Skate Skis



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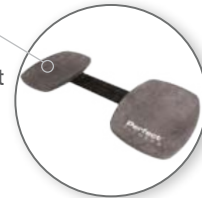
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Stabilizes movement  
to carve left, right  
and center

Performance Grips -  
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CORE



# CALENDAR

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

## 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

- 4-5 SFIA National Health Through Fitness Day  
Washington, DC
- 14-16 Imprinted Sportswear Show (ISS)  
Atlantic City, NJ

## APRIL

- 4-6 Imprinted Sportswear Show (ISS)  
Orlando, FL
- 7-8 SFIA Litigation & Risk Management Summit  
Phoenix, AZ
- 27-30 NSGA Management Conference and  
Team Dealer Summit  
Indian Wells, CA

## TRADE ASSOCIATIONS | BUYING GROUPS

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

**Worldwide**  
8211 South 194th  
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# GRIDIRON GEAR



EUGENIA KIM

Bloomingdale's has teamed up with the Council of Fashion Designers of America (CFDA) and the NFL to auction 48 high-fashion football helmets.

Designers have embellished them with fur, feathers, flowers, spikes, logos and lots of sparkles. The iconic Empire State Building was selected by Bloomingdale's to represent its helmet in the collection.

"Bloomingdale's New York heritage combined with the fact that Super Bowl XLVIII is taking place in our back yard gives us an opportunity to merge fashion and sports in a modern way," said Frank Berman, Bloomingdale's executive vice president of marketing.

Steven Kolb of the CFDA explained that the Super Bowl's location had an impact on its involvement as well. "This is the first time that the Super Bowl will be held in the New York region and we couldn't think of a better way to celebrate by joining Bloomingdale's and the NFL in merging fashion and sports with the creation of these unique helmets."

The auction ends February 4 with 100 percent of the proceeds going to support NFL and team charities. [Place your bid to win at nfl.com/superbowlhelmets.](http://nfl.com/superbowlhelmets)



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BADGLEY MISCHKA



BETSEY JOHNSON



BILLY REID



CATHERINE MALANDRINO



CLOVER CANYON



CYNTHIA ROWLEY



CYNTHIA VINCENT



DANNIJO



DENNIS BASSO



DKNY



DIANE VON FURSTENBERG



TOMS



FENTON/FALLON



GEORGE ESQUIVEL



HELMUT LANG



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