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ISSUE 1407
FEBRUARY 17, 2014

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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**Group Publisher
Editor in Chief**
James Hartford
james@sportsonesource.com
303.997.7302

Senior Business Editor
Thomas J. Ryan
tryan@sportsonesource.com
917.375.4699

Contributing Editors
Aaron H. Bible, Bill Kendy, Charlie Lunan, Matt Powell

Editorial & Creative Director
Teresa Hartford
teresa@sportsonesource.com

Senior Graphic Designer
Camila Amortegui
camila@sportsonesource.com

**Advertising Sales
Account Managers**

Buz Keenan
buz@sportsonesource.com
201.887.5112

Katie O'Donohue
katieo@sportsonesource.com
828.244.3043

Circulation & Subscriptions
subs@sportsonesource.com

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2151 Hawkins St. • Suite 200 • Charlotte • NC • 28203
t. 704.987.3450 • f. 704.987.3455
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Cover photo courtesy Helly Hensen

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MOVERS & SHAKERS

Cascade Designs promoted **Mona West** from marketing director of Sleep and Shelter to VP of Emerging Brands, overseeing Platypus, SealLine, PackTowl, E-Case, Hummingbird, and Tracks.

Dansko's EVP of sales and marketing, **David Murphy**, will retire at the end of April.

EB Sport Group, a provider of sports and fitness products, hired **Tricia Norton** as president of the EB Brands Fitness Division; and **Herbie Calves** as VP of marketing.

ExOfficio appointed **Tim Lau** to the new position of Northwest territory manager.

Merrell appointed **Sylvie D'Azemar** as VP of Merrell apparel and accessories. She was previously VP for Head sportswear, and the head of global apparel & gear for Salomon.

Massage and recovery company, **Moji** added General Manager **Martin Karp** and Marketing Manager **Samantha Cook**.

Newton Running hired **Mike Nesladek**, formerly at Anheuser-Busch, as VP of marketing.

PeopleForBikes appointed **Charlie Cooper**, former president of Leisure Trends Group, as VP of membership and development.

Ride Snowboards promoted **Diane Egnatz** to outerwear category manager.

Smack Sportswear, best known for its volleyball apparel, hired **Tom Mercer** as president, chief marketing officer and VP of sales and marketing.

Spenco hired **Len Chatwin**, a New Balance sales veteran, to serve as running specialty sales director, a new position.

Sports Authority hired **Jeremy J. Aguilar** as chief financial officer.



GOPRO PLANS IPO

GoPro, the video camera maker favored by extreme athletes, announced plans for an initial public offering of stock.

The company said it had fielded its IPO confidentially February 7 under a provision of the 2012 JOBS act aimed at companies with annual revenues of less than \$1 billion. The move provides the Securities and Exchange Commission time to request changes away from public view. GoPro also won't have to reveal its financials until shortly before shares begin to trade.

Sources told the *Wall Street Journal* that GoPro plans to raise roughly \$400 million, though the final amount has yet to be decided. The deal is expected to reach the market with the overall valuation hoped to be well above the \$2.3 billion it was valued at in a 2012 fundraising round.

The San Mateo-based company, founded in 2004, makes a range of durable cameras that are typically mounted on the head or body of the filmmaker, on motorbike handles, surfboards, ski helmets and the like. They're waterproof and suitable for activities like skiing, skydiving, surfing, and more, according to GoPro's website. The devices range in price from \$199 to \$399.

In the past few years, GoPro's \$300 to \$400 Hero devices pioneered the market for wide-angle-lens cameras that people use to film their feats and post them on YouTube and other social sites. It sponsors several athletes competing at the Sochi 2014 Winter Olympics including star snowboarder Shaun White and Julia Mancuso, a slalom skier.

In perhaps the most famous stunt filmed using GoPro cameras, daredevil Felix Baumgartner leapt from a platform more than 24 miles high in 2012, breaking his own record for highest sky dive and becoming the first person to break the sound barrier outside of an aircraft. Baumgartner was featured in a GoPro Super Bowl commercial this year. Beyond sports, fire fighters are among those that use GoPro cameras on the job and later review footage as part of their training.

In November, Founder and CEO Nick Woodman in a "60 Minutes" interview said the company's revenue was doubling each year and had reached more than \$500 million in 2012.

The IPO filing news comes three days after the company announced that it had hired former Qualcomm executive Jack Lazar as its new chief financial officer to replace Kurt Amundson. Lazar has previous experience taking a company public, serving as CFO of Atheros during its 2004 IPO. Lazar served various roles at Atheros until last year, including helping to oversee the company's sale to Qualcomm in 2011.

"As both a premier consumer products company and an enabler of compelling media content, GoPro is a high-growth company with a strong track record for innovation and for defining new markets," Lazar said in a statement on his hiring.

**MITCHELL & NESS
SECURES EXCLUSIVE ON
MICHAEL JORDAN JERSEYS**

Mitchell & Ness will become the exclusive maker of official NBA Michael Jordan jerseys beginning in Spring 2014 and continuing through the Fall/Holiday 2016 season.

Over the course of nearly three years, Mitchell & Ness will deliver several limited-edition Michael Jordan jerseys produced with historically accurate materials and details to fans across the globe. The jerseys will retail for \$250 to \$300.

Mitchell & Ness chose a select series to celebrate key anniversaries of signature, career-defining Michael Jordan moments – the 25-year anniversary of the 1989 All Star Game and “The Shot” over Craig Ehlo that took place in Game 5 of the 1989 Eastern Conference First Round against the Cleveland Cavaliers. Jordan’s 1989 All Star jersey will be released on February 14 and his 1989 away playoff jersey in May 2014.

“We couldn’t be more excited to roll out this series of authentic Michael Jordan jerseys and offer fans the exclusive opportunity to relive some of Jordan’s most iconic career benchmarks. Celebrating sports legacies is what we do, and that’s exactly what we’re giving to our customers – a piece of history, a moment in time that carries not only historical but also sentimental significance,” said Jonathan Yuska, head of Mitchell & Ness. “These jerseys are storytellers that once again celebrate Jordan’s amazing legacy.”



An advertisement for Coghlans' all-season accessories. The background is a light-colored wooden plank surface. The word 'WINTER' is spelled out in silver metal tools like shovels, axes, and saws. 'SPRING' is spelled out in green and black tools like a coiled spring, a saw, and a knife. 'SUMMER' is spelled out in yellow and orange tools like a water bottle, a shovel, and a saw. 'FALL' is spelled out in orange and red tools like a saw, a knife, and a shovel. To the right of the words, the text reads 'ALL-SEASONS ACCESSORIES FOR YEAR-ROUND PROFIT'. Below this, the Coghlans logo is shown in red. At the bottom right, social media and website information is provided: 'FACEBOOK: FACEBOOK.COM/COGHLANSGEAR TWITTER: @COGHLANSGEAR WEB: WWW.COGHLANS.COM'.

BY THE NUMBERS

+7%

Dick's Sporting Goods reported same-store sales in the fourth quarter climbed 7 percent, beating its projection from November calling for a gain between 3 to 4 percent. Earnings per share are expected to come in the range of \$1.10 to \$1.11 for the three months ended February 1, up from the company's earlier predictions between \$1.04 to \$1.07. It earned \$1.03 in the 2012 fourth quarter. Said Ed Stack, chairman and CEO, "Even with the cautious consumer environment and a shorter and promotional holiday season, we generated sales well above our original expectations, maintained merchandise margin levels consistent with last year and leveraged SG&A."

+24%

Black Diamond expects to report record fourth quarter 2013 sales of approximately \$60.4 million, up 24 percent from \$48.8 million in the year-ago quarter. The increase was attributed to healthy double-digit growth across all brands, categories, and major geographies.

+25%

Dorel Industries warned investors that continued discounting and delayed orders at its bicycle business will cause it to report 2013 fourth quarter consolidated earnings below 2012 levels, but first quarter sales are on track to surpass year ago levels by as much as 25 percent. Sales volumes to Pacific Cycle's mass merchant customers such as Walmart, Costco and Academy Outdoor + Sports, were lower during the fourth quarter than last year due to lower holiday traffic. Cycling Sports Group (CSG) sales of Cannondale, Schwinn, GT and Mongoose bikes to the IBD channel were more profoundly affected as dealers were reluctant to increase inventories going into the new year.

+10.7%

Gildan Activewear, Inc. said adjusted net earnings rose 10.7 percent in its fiscal first quarter ended December 29, to \$43.3 million, or 35 cents a share, coming in at the top end of the guidance range provided in November. Sales improved 7.3 percent with healthy gains by both its Printwear and Branded Apparel segments.



Ultimate Direction is designed by a collective of female runners led by Jenny Jurek to meet the needs of today's female runner.

ULTIMATE DIRECTION DEBUTS WOMEN'S HYDRATION GEAR

Ultimate Direction is launching first-ever line of women's hydration gear. The Jenny Collection includes the Ultra Vesta Hydration Vest, the Meow Waistbelt Gear Carrier, and the Handy hand-held Water Bottle.

Designed by a collective of female runners led by Jenny Jurek to meet the needs of today's female runners, the features, sizing, and contours deliver comfort and performance to help women hydrate effortlessly and get the most out of a jog around the block, an ultra-marathon, and everything in between.



Handy hand-held water bottle

Following close on the heels of the highly popular Scott Jurek-designed SJ Ultra Vest, the women's Ultra Vesta, \$125, is a next generation hydration solution with twin, 10-ounce water bottles placed higher on the front for comfort and easy-access. For longer runs, a 4-liter main compartment provides room for apparel, food, hydration reservoir, and other trail essentials. Smaller front pockets keep gels and other small items accessible.

With adjustable hand straps sized for smaller hands and stretchy NeoMesh for extra comfort, the Handy 10, \$18, features a 10-ounce bottle and a small stretch pocket for keys, cash, or gels while the larger Handy 20, \$26, comes with a 20-ounce bottle and a larger pocket.

Sized for smaller waists and able to carry everything from keys to gels to smart phones, the waist-belt-style Meow, \$26, is built with a wicking mesh waistbelt and a bit of stretch for maximum comfort and a women's specific fit on any length run. The zippered, power stretch mesh pocket expands for extra carrying capacity while a built-in divider is great for organization.

"The Jenny Collection is the latest in a complete revival of the Ultimate Direction brand," said Buzz Burrell, Brand Manager for Ultimate Direction. "Our new Signature Series Vests and Jurek Collection were huge hits and we wanted to bring the same performance and excitement to women runners. The result is the Jenny Collection, the first-ever complete line of hydration products made specifically for women."



Ultra Vesta



Photo courtesy Adidas

ADIDAS

OPENS POP-UP STORE FOR NBA ALL-STAR GAME

Adidas opened a pop-up store fan experience created to celebrate NBA All-Star in New Orleans.

Featuring the full assortment of official Adidas NBA All-Star merchandise, the 2,400-square-foot Adidas in the Quarter store offers jerseys, men's and women's tee shirts, jackets, headwear and other apparel and accessories. Limited edition footwear from Adidas Originals and Adidas Basketball collections are also available. The store opened on February 13 and will remain open through February 23 with extended hours during NBA All-Star weekend.

NBA legends Kareem Abdul-Jabbar and Dikembe Mutombo, NBA All-Stars Dwight Howard, Damian Lillard, John Wall, and Joakim Noah, as well as Harrison Barnes, Steven Adams, Tim Hardaway, Jr. and hip-hop artist 2 Chainz were among the athletes and celebrities meeting fans.

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Photos courtesy HERObike

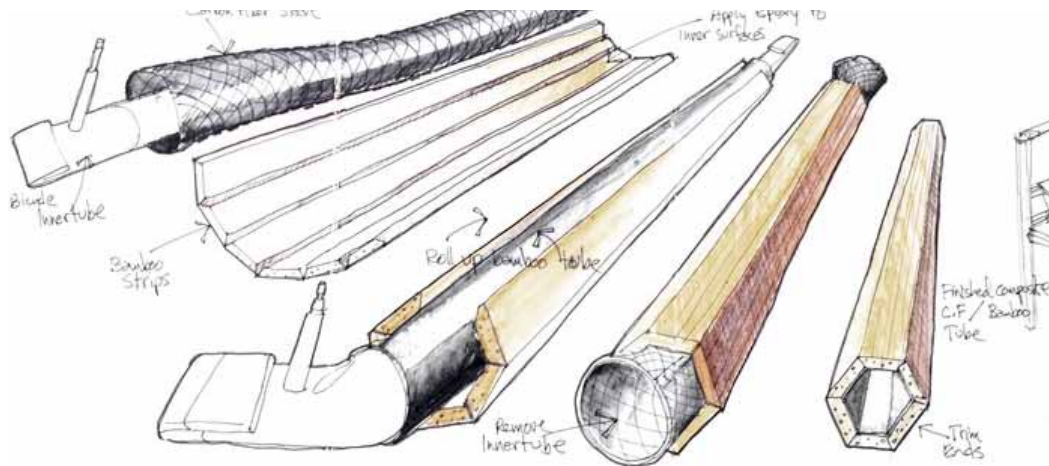
HERObike

Bamboo+Carbon Fiber
Made In
Greensboro, Alabama

HERO, a non-profit in Greensboro, AL is building sustainable custom bikes from locally grown bamboo and creating a contemporary approach to the creation of sustainable, socially conscious, small-scale manufacturing in rural America.

Because of HERO and HERObike, Greensboro, AL is now the sole supplier of bamboo to studios in Toronto, San Francisco and Camden, ME and no longer outsourced to Guatemala.

Log on to find out more or to learn when the next HERObike workshop will be held. herobike.org



Top right: HERObike uses a propriety HexTube technology to create structural bamboo hex tubes that deliver a strong, vibration dampening ride for its newest model of bamboo bike.

At right: New jobs are being created to put people back to work. Green small-scale manufacturing benefits individual families while strengthening community.



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SGB INTERVIEW

Jeff Bowman

CEO
Cocona, Inc.

By Thomas J. Ryan



In early 2013, Jeff Bowman was just wrapping up his first year of retirement, spending much of it rock climbing around the world. In April 2013, he took over as CEO of Boulder-based Cocona, Inc., well known within the industry for its active carbon particles that work with the body's natural thermo-regulating system to manage moisture.

Derived from natural sources like coconut husks (hence the name) and other minerals, the active particles are directly infused into synthetic fibers that are used to manufacture a wide range of products such as apparel, shoes and bedding.

Since taking over, Bowman, who previously held senior executive positions at Cascade Designs, Malden Mills (Polartec) and W.L. Gore, has changed Cocona's business model to one that licenses the technology to brands. Previously, Cocona would buy fabric from the mills and sell

it to apparel companies, which Bowman said only added "costs and complexities." The licensing model also enables Cocona to work closely with mills to better manage quality control.

Cocona is also rebranding its technology to 37.5 – the Celsius measure of the human body's core temperature of 98.6 degrees – to better explain how it works. Last September, 37.5-branded product started rolling out with some Bauer Hockey apparel and hockey pads. Outdoor Retailer Winter Market saw brands such as Adidas Outdoor, Under Armour and Carhartt embracing the change.

Here, Bowman discusses the opportunities around the 37.5 rebranding.

Why did you come out of retirement? I got a call out of the blue from the old CEO, Brad Poorman, who was trying to find a replacement for himself.

He sold me on the opportunity and I talked to the board of directors at length. It was all very intriguing to me. I believe they've brought a paradigm shift to the industry with the technology.

What's unique about it? It improves every part of an apparel or footwear system, which in a way is both an opportunity and a challenge. It works great in the next-to-skin layers, the mid-layers and outer layers as well as gloves, caps and socks. It improves the performance of all of those products and there's no other technology in the marketplace that does what it does. But the challenge has been explaining that to people because they're used to technology resting in a single box.

How does it work? Your body is a heat instrument. It is constantly producing heat and keeps its core temperature by releasing heat via moisture vapor when you breathe as well as through all this insensible perspiration coming off your skin at all times. The best way to immediately experience that is to put a plastic bag over your body, even if you're just sitting there, you quickly get clammy and uncomfortable. So what our technology does is help move that moisture vapor through what's on your skin to the environment. And it moves it through whatever's in the way, whether a next-of-skin layer, a sheet on a bed, or an outer layer, etc.

What drove the name change? The last thing people want to see is a change in the name. That's a pain in the ass and it's expensive. But we heard a very consistent message that people love the technology and had a difficult time conveying the benefits of it. And the 37.5 name is the first step toward having people better understand what the technology is doing.

What other changes have you made? The vast majority of my time - maybe 80 to 90 percent - has been focused on the back end of the business. Number one, making it easier for people to do business with us because that was a problem. Number two, making sure we deliver consistent quality. And number three - and probably as important as anything - is making sure we had great relationships with our suppliers because without them we're really nothing.

What are the priorities for 2014? We're working on in-store visuals right now. We're really trying to clarify and simplify the 37.5 messaging in general. But we're also hoping to build on our improved partnerships with yarn suppliers like Yes Group Co. and Unifi. Those relationships have been critical to us in not only solving our quality inconsistencies but also expanding the breadth of our product offerings. As an example, some of the stuff that Carhartt's doing they couldn't have done six months ago because we didn't have the type of yarns they needed. And then support our growth. We've added a number of really talented people, most of whom I worked with in the past at various companies, to make all this happen. But it's mostly at the technical marketing level. We've ignored the sales end of it to be quite honest until recently with the hiring of a global director of sales and marketing. We didn't feel comfortable ratcheting up our sales capabilities until we fixed the back end. But for sure, we're getting ready to ramp it up. ■

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Outdoor Retailer Winter Market

PRODUCT WRAP-UP

By Aaron H. Bible



Most show goers agreed that this year's Outdoor Retailer Winter Market - as well as the SIA Snow Show in Denver - was one of the most innovative-rich introduction seasons in several years. According to Mark Galbraith, general manager at Nau, his main goal at Outdoor Retailer was to position brand and product as "the modern outdoor brand." "We want to be the most authentic, style-forward and fashionable brand in outdoor and the most technical performance brand in fashion," Galbraith said. "I think those are the two brackets for Nau."

"Everyone is selling for cold weather, but Gordini as a brand is singularly focused on cold-weather accessories, instead of being diluted by outerwear and other products," said Mike Fowler, VP sales and marketing, Gordini. "For 2014/15, we've given buyers a full arsenal of products including shoulder season shelf-life with our Stash Lite gloves and Mitts and introducing premium handwear with the Emptyrean collection."

According to David Westendorf, president of JayBird, "This was our first venture into Winter OR. Our new Reign Life Tracker certainly struck a cord with the winter show attendees. We had solid interest for both audio products and the new Reign, and were pleased with the results of the show, especially the Outside Magazine Gear of the Show Award."

"Bern has seen its best sell-through ever this season, with the new Kingston and Rollins models we've been able to round out the brand to provide product to all types of snow/ski customers," said Rob McCutcheon, Bern VP of sales and marketing. "Bern has kept their reputation for exceptional quality, style and innovation while opening the brand to a larger customer base including teen/kids."

Obermeyer also reported strong sell-through early in the season. "It all amounted to some of the best energy and overall positive and productive atmosphere," said Obermeyer SVP Global Sales, Product and Brand Management Robert Yturri. "Best show in years."

When it came to product innovation, the Genuine Guide Gear (G3) ION alpine-touring binding, \$550, combines power transfer with retention in a lightweight, intuitive tech-style binding that weighs only 1 pound, 4.6 ounces (585 grams) with a brake. The well-received binding features forward heel pressure for energy absorption and elasticity combined with refined consistent release values in bumps, compressions, and landings. The binding also features DIN-comparable release values (5 and 12), a wider mounting pattern, a bi-directional heel piece and a cool step-in guidance feature. G3's new Synapse 109, \$900, weighs just 3 lbs. 4 oz. per ski but is designed for big mountain skiing and



Genuine Guide Gear (G3)
Synapse 109

deep snow. Built with a low-profile stitched carbon-fiber construction, a poplar/paulownia wood core, and a tip and tail profile that tapers to save weight without compromising performance, the 109-mm underfoot Synapse offers an exceptional strength to weight ratio and torsional stability. Available lengths: 170/175/180/185/190 (137/109/125).

The MSR Revo Explore Snowshoe, \$199, won Gold accolades at ISPO (which typically falls the week between OR and SIA) for its durability, comfort and ease of use. They feature steel traction walls with plastic for durability and torsional flex mounted with MSR's HyperLink Binding (two-strap ratchet system pairs with an easy-entry cradle). The company also introduced its first ever snow tools consisting of two saws a probe and shovel. The MSR Operator Shovel, T-Handle, \$69, features a large, yet packable blade engineered for scooping and hauling, the Operator is the tool for digging professional snow pits, constructing wind barricades and shelter walls. 6061-aluminum strength combines with a serrated leading edge for aggressive performance in debris, and its ergonomic T-handle delivers the comfort and control of a D-handle while wearing gloves. Featuring a non-rotational rapid-deploy shaft that offers the versatility of carrying one or both sections, the Operator supports mountaineers on multi-day, basecamp-supported missions. MSR Striker 240 Probe, \$59, adds a new option for probing accuracy and efficiency. Built of variable-diameter construction, its lower effective sections feature an increased 13-mm diameter and thicker walls to reduce time-wasting deflection. Combined with quick-link ferules and a single-pull positive-locking deployment, plus a T-handle that clips to the probe for hassle-free use and 5-cm depth markings, the Striker 240 helps refine this mandatory piece of backcountry equipment. The MSR Beta Snow Science Saw, \$49, is built for the backcountry kits of ski patrollers, guides and serious recreationalists. The durable, stainless steel blade features both ice- and wood-cutting teeth, and innovative debris-removing voids. Laser-etched with snow-science detailing, including a 30-mm mark indicating the ideal column width for snow-pack analysis, the Beta combines unrivaled MSR performance with one of the lightest weights available.

A modern take on the outdoor sneaker for day-to-day adventures, the versatile Patagonia Footwear Activist collection, \$90, is lightweight, easily packable and features waterproof ripstop nylon uppers and recycled rubber soles for men and women. Activist shoes feature



1. MSR Operator Shovel, T-Handle; 2. MSR Revo Explore Snowshoe; 3. Patagonia Footwear Activist collection; 4. Farm to Feet Bend; 5. Ortovox Base 20 ABS; 6. Westcomb Expedition Parka; 7. MSR Beta Snow Science Saw; 8. Genuine Guide Gear (G3) ION alpine-touring binding

rugged outsoles for scurrying. Retro color blocking and color combinations merge with a minimal design for compact, on-the-go shoes. Subtle “1% for the Planet” branding on the integrated footbed is a reminder of Patagonia’s commitment to pledge at least one percent of sales to environmental initiatives.

The mid-thigh length Expedition Parka, \$600, from Westcomb’s new-for-Fall 2014 Subzero line is built with Primaloft Down Gold Blend insulation; and is designed for the harshest conditions. The 70-percent 750-fill goose down and 30-percent PrimaLoft synthetic fiber insulation combines the high-loft and warmth retention of goose down with the ultralight and hydrophobic qualities of Primaloft fibers. While this is one example of the application of this new down-blend technology, look for other standouts from adidas Outdoors and Black Diamond, among others.

In addition to apparel (new hardshells for both men and women), Black Diamond is refocusing efforts on their avalanche safety assortment, both for proactive snow study and reactive scenarios. Now it has it all: Pieps beacons, AvaLungs, airbags, shovels, probes, saws and more. The JetForce

Halo 28 Airbag Pack is the biggest product that Black Diamond unveiled at Outdoor Retailer Winter Market. It’s 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. The new technology adds some interesting benefits to the air bag category that essentially dominated aisle talk in snowsports at both Outdoor Retailer and SIA. The Black Diamond airbag technology will also be rolled out to Pieps and POC packs in future seasons.

For Fall 2014 Farm to Feet (makers of 100-percent American socks) is introducing a collection of traditional hiking socks with intricate designs such as stripes, swirls and other details not previously achievable. Lead model in the collection is the Bend, named for Bend, OR, home to the Conservation Alliance, which

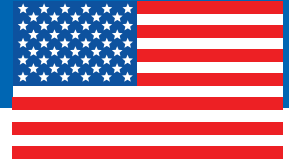
through its membership funds and partners with organizations to protect wild places for habitat and recreation. A portion of sales from each pair sold will be donated to the organization. In men’s and women’s styles, the Bend is a medium weight crew with a space dyed stripe design with full density cushioning throughout at \$19.

Big Agnes showed a growing apparel collection and also an innovative tent utilizing 37.5 wicking technology (formerly Cocona) in the tent fly - the Shield 2. It’s being called “the ultimate 4-season single-wall tent for all high alpine mountaineering and backcountry adventures.” The Shield 2 features a single door; fly vents for venting in inclement weather; heavy-duty reflective guylines and reflective webbing; storm flap on door zipper. The tent is made from 3-layer breathable 37.5 waterproof fabric that vents moisture to the outside, with a durable nylon laminated floor fabric. All seams are taped with waterproof, solvent-free polyurethane tape (No PVC or VOC’s). Features a DAC Featherlite NSL pole system with press fit connectors.

Designed to be sleek and low volume, the Ortovox Base 20 ABS is suited for quick tours,

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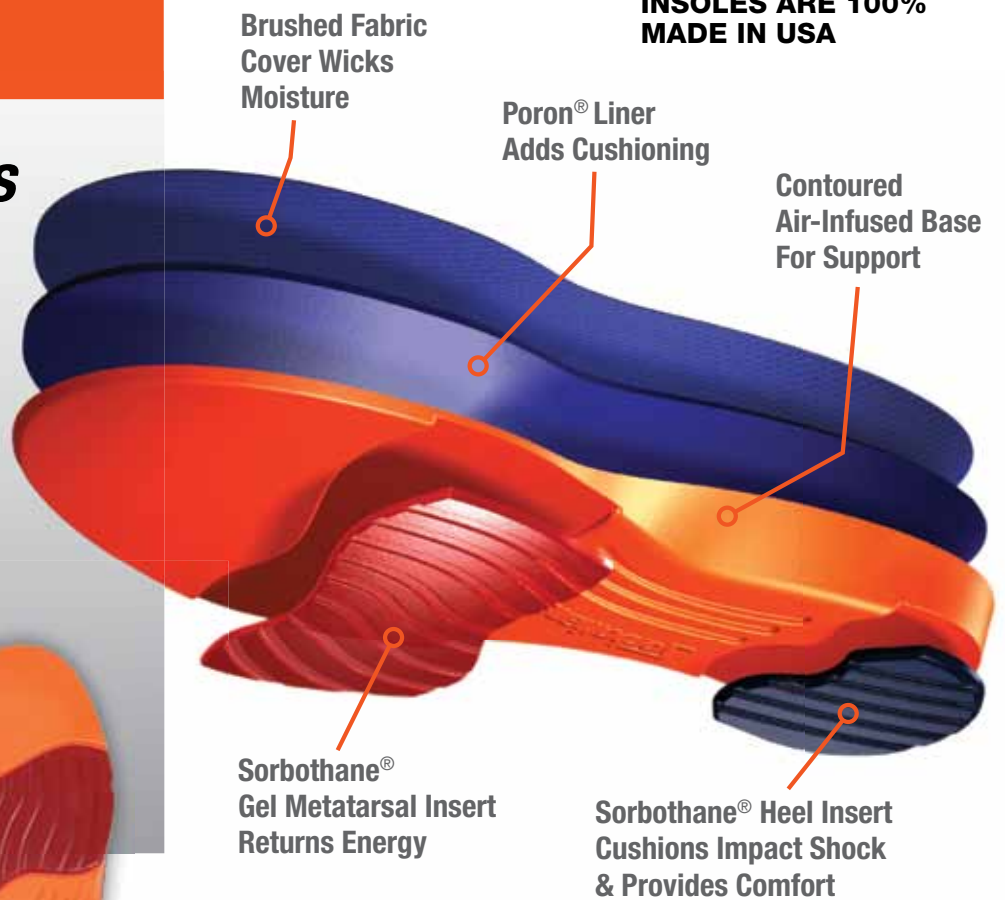
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heli and cat skiing featuring dedicated shovel and probe compartments. The Basefeatures Ortovox's removable ABS air bag system (one of the originators in the category) so you can swap the unit into larger packs at \$299.

The Uvex Snowstrike Variotronic, \$499, is the first ski goggle with an intelligent, instant changing LCD lens. With the press of a button you choose from a range of four lens colors - orange, blue, red or grey. The German-made goggles operate in manual or automatic mode. A new generation Variotronic lens, exclusive to Uvex, reacts in a fraction of a second and is completely independent of temperature. A light-dark auto-mechanism works with every lens color. A photocell sensor recognizes prevailing light conditions and reacts instantly.

The down-fill Larry Vest from FlyLow has durable synthetic micropuff on the shoulders for backpack straps and carrying skis. The Larry offers the bulk and warmth expected from 800-fill European goose down feathers but is still surprisingly packable and is paired with toned-down old school styling at \$140.

The original Five Ten Camp Four, \$150, has been the approach shoe of choice for athletes and for 2014 the company added a TPU heel cage (replacing the bulkier PU one), increased the lug height (for better penetration into soft ground and better mud release) and reduced seams on the upper (for improved durability and weatherproofness). Features include Stealth S1 rubber; lace closure system; DWR-treated Nubuck leather upper; compression molded EVA midsole. Also available for Fall/Winter 2014 is the Camp Four Mid, \$170.

Combining freestyle-inspired designs with functional features, APO's new women's line features colorful and uniquely designed snow outerwear and lifestyle apparel now available to U.S. retailers. After the launch of the men's line last year the new women's line features ski and snowboard jackets, pants, gloves and baselayers designed for women that need technical freestyle apparel while looking to make a statement on the slopes. The line includes après clothing like hoodies, beanies, t-shirts, ski and snowboard travel bags and more. Signature APO graphics can be found within all of the designs of the line.

"Women skiers and snowboarders are blasting through the park and slopestyle courses just as often as their male counterparts," said Cedric LeCordroch, APO's marketing manager. "After listening to feedback from our customers and our riders we knew that it was important to develop a women's outerwear and lifestyle



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1. Uvex Snowstrike Variotronic; 2. Five Ten Camp Four; 3. Five Ten Camp Four Mid; 4. FlyLow Larry Vest; 5. APO Juno Jacket; 6. APO Kendra Jacket

line that gives women skiers and snowboarders new, creative options to express themselves with their clothing and that offers top-of-the-line functional and technical features that gives them everything they need both on and off the slopes." Highlights of APO's outerwear and lifestyle women's line include the Kendra Jacket

(a longer-fitted, Sherpa-fleece lined jacket with raglan sleeves and quilted panels on the pockets); the Juno Jacket (a bright and colorful long-fitted, satin-lined jacket, the women's take on the original APO signature piece); and the Dita Pant (APO ski and snowboard pant with overall straight-leg with slight boot cut).



Mammut Alyeska GTX Pro Realization Pants

Another show stopper was the Mammut Alyeska GTX Pro Realization Pants - the first of their kind to integrate a climbing harness into outerwear in these technical ski mountaineering bibs. Gore-Tex material is of course breathable, waterproof and durable and the integrated lightweight harness uses Mammut's proprietary Split Webbing technology. The Alyeska Pants also boast the wide range of features expected in any technical pant: five pockets, stretch inserts, adjustable suspenders, pre-shaped knee, gusseted crotch, side ventilation, edge protection, ski boot attachment and adjustable leg width, \$700.

Sierra Designs apparel received accolades at the show and featured four key introductions. The Mobile Mummy 800 Sleeping Bag, \$479, is built like a garment for cold-weather camping, including zipperless armports, jacket-style hood, and stowable footbox for walking around camp. A single, two-way center zip is easier to operate than standard mummy bag zippers. A 20D nylon ripstop shell and 20D nylon taffeta liner help shed weight while keeping the mobile mummy durable and comfortable. EN test rated to 0-degrees F. The DriDown Hoody, \$199, features a light PU-coating on the inside of the shell to block wind and shed moisture to keep you warmer and drier. An extra benefit of this light PU coating is that it will help draw moisture vapor through the insulation to the exterior of the jacket helping to keep you drier and warmer from the inside. A hat compatible hood fits snugly and cinches with the front zipper... no toggles needed.



Sierra Designs Mobile Mummy 800 Sleeping Bag



Sierra Designs DriDown Hoody

The 600-fill power DriDown Rain Jacket, \$299, features a stitch-free waterproof outer shell welded directly to the liner to reduce bulk and weight. This keeps down insulation dry by preventing moisture from wicking through stitching, eliminating the need for additional seam tape or for a separate W/B shell over top of inner baffling. It completely blocks wind to keep you warmer while maintaining a high moisture vapor transfer rate (MVTR) to keep you drier

from the inside. Non-insulated sides, underarms, and hood streamline fit, venting and packability (weighs 19 oz).

Based on the original mold from 1997 with a layering structure inspired by the Inuit, Baffin introduced the new Heritage Boot at Outdoor Retailer Winter Market. "From the five layer Inuit boot, Baffin's eight layer system came to fruition and remains at the core of our equity today," said Brand Manager Mark Hubner. "It's important to remember our roots, and what better way to do so than recreating the boot that sparked our success in the cold weather industry." Assembled at Baffin's Stoney Creek, ON, headquarters, this limited edition boot features leathers sourced from Quebec, natural beaver trim from the West Coast and bases molded in Stoney Creek.

SealSkinz introduced its Aqua Dynamic Design (ADD) that encompasses the company's 3-layer patented StretchDry product. More than half of SealSkinz product is hand built and individually tested (every piece is tested for waterproofness) in Great Britain. The SealSkinz Dragon Eye Glove, \$55, is a low-profile close-fitting glove offering dexterity for a wide range of activities featuring ADD Waterproof technology. A highly durable suede palm offers enhanced comfort and increased wear resistance and pre-curved fingers and laminated stretch material on back of hand adds dexterity. The SealSkinz Men's and Women's Sea Leopard Glove, \$45, is a lightweight waterproof, breathable and windproof glove offering value. Features PU embossed palm, technical moisture management liner, and water repellent outer shell material. The SealSkinz Waterproof Jacquard, \$45, is a waterproof, windproof and breathable knitted beanie hat featuring ADD. And the SealSkinz Socks, \$38 to \$72, are "guaranteed to keep feet dry in the wet and free of sand in arid conditions." SealSkinz socks are available in a range of lengths and thicknesses to suit all activities.

The Helly Hansen Warm Flow FZ Hoodie, \$140, features two-layer construction for men and women that combines Lifa Stay Dry Technology inside with a 100-percent merino wool exterior featuring an attached hood for all cold-weather activities. The baselayer is constructed with flatlock stitching and a unique Lifa Flow technology - whereby the shirt's interior open weave visibly funnels moisture away from skin and into the merino outer layer. The HH Spectrum Jacket, \$450, is a full-performance jacket built to perform in all conditions with its innovative two-way dynamic Helly Tech Professional fabrics and PrimaLoft Black insulation, but most exciting is the innovative H2Flow system with laser-cut ventilation for continuous internal airflow.

Bushnell Outdoors introduced a comprehensive lighting line selling best-in-class light output combined with legendary Bushnell optical technology in the Rubicon line of flashlights, lanterns and headlamps, while providing consumers with more lumens per dollar. Each Rubicon product features high-quality, energy-efficient Cree LEDs for maximum brightness and battery life. Rubicon products produce collimated light beams to deliver a brighter, clearer, more comfortable lighting experience. Nine products in the line operate on AA batteries, and D cell batteries power the 350-lumen lantern, with a regulated circuit in each device to ensure competitive run times and optimum light output throughout battery life. The six flashlights have suggested retail prices ranging from \$30 to \$100, while the headlamps are available for \$30 or \$50, and the two lanterns retail for \$30 and \$50. ■



Photo courtesy Helly Hansen



1. Baffin Heritage Boot; 2. SealSkinz Dragon Eye Glove; 3. SealSkinz Socks; 4. SealSkinz Waterproof Jacquard; 5. Helly Hansen Warm Flow FZ Hoodie; 6. Bushnell Outdoors Rubicon line





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TREMPEALEAU CHUKKA

The Trempealeau Chukka is perfect for a spring day out on the water. With a unique waterproof design, the Trempealeau sports a non-marking rubber outsole with a lightweight neoprene and canvas upper. The neoprene provides a soft, comfortable fit along with waterproof capabilities, while the canvas upper lends a casual look. A gingham print on the neoprene adds preppy flair to this boating inspired style.



Men's Trempealeau Chukka Gray



Women's Trempealeau Chukka Navy





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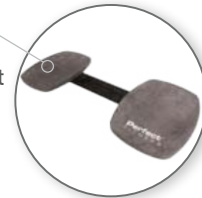
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