

SGB

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JUNE 30, 2014

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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DOMINATE AT
RETAIL



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ON THE COVER: The trend for women's specific products continues to grow and
retailers are keeping pace. Photo courtesy Fleet Feet Sports, Carrboro, NC
THIS PAGE: Teva Wander Fundamentals Low Lace shoe. Photo courtesy Teva

MOVERS & SHAKERS

Bowtech Archery appointed **Scott Henrikson** as senior VP of sales and marketing.

Cleveland Golf, Srixon and **XXIO** appointed of **Chuck Thiry** to the newly created position of VP and special advisor to the president, Todd Harman. In his new multifaceted role, which becomes effective immediately, Thiry will lead the company's efforts to improve key partner marketing and service initiatives, as well as working to maximize the brand presence of Cleveland Golf, Srixon and XXIO.

David Baxter, VP, head of sport performance and sports licensed division at **Adidas America**, has decided to leave the company and pursue other interests.

Fanatics, Inc. hired **Chris Orton** as chief marketing and revenue officer. Orton, previously at Orbitz Worldwide, will be responsible for the strategy and execution of Fanatics' marketing efforts across the company's own sites and its network of E-stores, which includes all the major North American professional sports leagues.

Nike, Inc. appointed **Reenie Benziger** as VP of Nike's global apparel business. Benziger moves from her current role as VP & GM of Global Young Athletes, where she has led the rapid growth of that category.

Mountain Hardwear hired **Jennifer Zollars** as senior product line manager of sportswear and **Karie Carter** as its women's design manager.

Point 3 Basketball hired **Mikko Simon** as the brand's new VP of marketing.

Long time sales veteran **Tony Casella** has joined **Freewaters**. Casella will assume a newly-created territory that encompasses the Central Coast over to June Mountain and down through the counties of Mono, Santa Barbara, Ventura, L.A., Orange and Riverside.

Wolverine Worldwide appointed **James Zwiers** president of its International Group and named **James Gabel** to replace him as president of its Performance Group, which includes the Merrell, Saucony, Chaco, Cushe and Patagonia footwear brands. Gabel joins Wolverine from Adidas Group Canada, where he served as president.



ADIDAS

GETS RECORD BOOST FROM WORLD CUP

At a football media event last week in Herzogenaurach, Herbert Hainer, Adidas Group CEO, said that with successful results so far after the first twelve days of the 2014 FIFA World Cup, Adidas would reach its target of €2 billion (\$2.72 billion) of soccer sales in 2014.

"We will definitely achieve our goal of €2 billion in sales in the football category in 2014, once again underlining our outstanding position as the clear number one in football globally," said Hainer, according to a statement. "The brand's presence on the field of play and all around the tournament in Brazil as well as the success of our marketing campaign in social media worldwide is clear proof that Adidas is and will remain the leading football brand."

As official sponsor, supplier and licensee of the 2014 FIFA World Cup, Adidas is again supplying the official match ball of the tournament and equipping officials, referees, volunteers and ball kids. In addition, nine teams and around 300 players are competing for the World Cup title in Brazil in Adidas products.

"Since November 2013, we have brought to market a constant stream of new, creative football products and concepts for the World Cup," explained Markus Baumann, senior vice president Adidas Football. "Our products have seen a tremendous response, not only among our world-class players but also with football fans around the globe. This year, we will sell more World Cup jerseys than ever before. The official match ball, Brazuca, the most tested Adidas ball of all time, is a total success in every respect: in terms of visibility, sales, on Twitter and also according to many players who say that Brazuca is one of the best balls they have ever played."

Adidas will sell more than 8 million jerseys altogether, significantly more than in for the 2010 FIFA World Cup (6.5 million). The Germany jersey is leading the way, with record sales of more than 2 million units, over 30 percent more than in the previous record year 2006 (1.5 million DFB jerseys). The German national team is also becoming increasingly popular internationally. More than half a million jerseys will be sold outside Europe compared to around 300,000 in 2010.

Further bestsellers are the Argentina, Mexico and Colombia jerseys, with sales of more than one million units each. In addition, Adidas will sell more than 14 million footballs in the design of the Brazuca, one million more balls than for the 2010 World Cup (with 13 million balls sold featuring the Jabulani design).

The 2014 FIFA World Cup also has a sustainable positive effect on sales in Latin America. In the last ten years, the Adidas Group has been able to increase sales in the region significantly, from €179 million to €1.575 billion. The Adidas brand, supported by the additional momentum from the 2014 FIFA World Cup, will continue to grow at strong rates in Latin America in the years to come.

NEW BALANCE

LAUNCHES FIRST WOMEN'S ELITE EDITION COLLECTION

For the first time, New Balance will be releasing an Elite Edition collection for women with the heritage 580 style. Available in three colors, the collection will be available July 1. To kick off the launch, New Balance teamed up with three of the hottest female sneaker-heads on Instagram for a shoot to show off the new styles.

Ericka Gilbert (@DamnnEricka), Ivelisse Cassas (@Soledevida) and Brittany Sklar (@Britta_Ruth920) joined the New Balance team for a day of shooting at Fast Ashley Studios in Williamsburg, Brooklyn. Each modeled their favorite Elite Edition styles, and rocked outfits from their own wardrobes to showcase the versatility of the sneakers when showcasing their personal style.

Inspired by the woven patterns in tapestry, the women's 580 includes pig suede and mesh upper with the white, black and grey mesh mimicking a tapestry design. The bright pop of color and speckled midsole are a throwback to the 1990's outdoor treatments and retail for \$100.



Photo courtesy New Balance

WINTER

SPRING

SUMMER

FALL

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SEQUENTIAL BRANDS AGREES TO ACQUIRE AVIA'S PARENT

Sequential Brands Group, Inc. has signed a definitive agreement to acquire Galaxy Brand Holdings, Inc., the parent of Avia, AND1 and Nevados footwear brands, for \$100 million in cash, 13.75 million shares of common stock of the company, and certain performance-based warrants.

Galaxy also owns the home goods brand Linens 'N Things.

The acquisition will transform Sequential into one of the largest pure-play brand licensing companies in the world, with a portfolio of twelve global consumer brands generating nearly \$2 billion in global retail sales annually. Sequential's brands include William Rast, People's Liberation, DVS, Heelys, Caribbean Joe, Ellen Tracy, Revo, and The Franklin Mint.

The transaction, which is expected to close by the end of 2014, is subject to customary closing conditions and regulatory approval.

Galaxy currently has over 15 licensees with significant business at Walmart coupled with complementary distribution to a wide range of mid-tier and specialty retailers.

"This merger is a game changer for Sequential, as it doubles the scale of our brand portfolio and further diversifies our licensee and distribution platform," said Sequential CEO Yehuda Shmidman. "We were attracted to these four brands for both their existing licensing base as well as the strong prospects for continued organic growth in the future."

"We are thrilled that this acquisition also brings the expertise of Eddie Esses and the Galaxy team, who will continue to lead the business for the newly acquired brands," added Shmidman.

On a combined basis post-closing, the company is projecting forward 12-month royalty revenues of \$56 to \$60 million and \$36 to \$40 million of Adjusted EBITDA from the total brand portfolio of 12 brands.

"I am excited about building upon Sequential's success and continuing to expand and strengthen our brands," said Esses, who serves as CEO of Galaxy Brand Holdings. "The combination of our brand portfolios together as one unified force is very powerful."

Global alternative asset manager The Carlyle Group, which has a majority interest in Galaxy, will be granted one seat on Sequential's board of directors and will become a significant shareholder in the company post-transaction.

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PRODUCT FOCUS

Gotham Gets In Gear

At the sixth annual Gotham Gets In Gear media event held in NYC on June 4, twenty brands from the outdoor, fitness, travel and lifestyle industries came to Manhattan to highlight the best in products for 2014/15.

By Thomas J. Ryan

Teva Wander
Fundamentals
Low Lace

Featuring gifts, gear and fashion for ski, bike, golf, run, hike, travel and healthy lifestyle, the brand lineup included Adidas Golf, Icebug, Ashworth, Smith Optics, Bogs, Helly Hansen, Bushnell, Specialized, Teva, REI, Lululemon, Bogs, Coppertone, Mountain Khakis, Dublin Dog and Eagle Creek. Here are a few of the highlights:

Teva showcased the Wander Series, designed with the fit and feel of a sneaker in mind, but with casual styling intended for everyday wear. The Mosaic webbed pattern on the heel is one of the key details. Inspired by one of Teva's heritage webbed designs from the 90s, the Mosaic look will be featured in the Wander Series and the Originals Collection. Three styles for both men and women include the Wander Chukka, \$60; Wander Lace, \$50; and Wander Slip-on, \$50.



Helly Hansen
Supreme Jacket

Helly Hansen unveiled the Supreme Jacket, \$900. All three layers of the jacket - including the waterproof breathable Helly Tech Professional outer fabrics, PrimaLoft insulation, and soft liner fabrics - are full-stretch for freedom of movement. New PrimaLoft Gold insulation down blend provides the benefits of synthetic insulation with the warmth of high-grade, 90/10 goose down. A new, lower profile H2Flow technology provides outstanding temperature regula-

tion in a slim silhouette, making the jacket invaluable in a multitude of winter conditions. Other refined details include laser-cut ventilation for continuous air flow, a zip-away stretch powder skirt, a detachable helmet-compatible hood, soft wrist gaiters, and Recco Advanced Rescue system reflectors.

From Bogs, the Tumalo Boot, \$130, is 100 percent waterproof and constructed with nubuck leather to withstand tough trail conditions. It is lined with EverDry to absorb and evaporate sweat and Bogs Max-Wick to wick moisture. Its lugged outsole make it an excellent choice for variable terrain and it is comfort rated to -13°F/-25°C.



Bogs Tumalo Boot

Eagle Creek is extending its packable solutions line with the Creek Specter Compression Cubes, \$38, lightweight with more compression to keep clothes and accessories organized. The Specter Compression Cubes zip down to half their expanded size and are reusable, washable, stain and spill resistant and semi-translucent for discreet contents visibility. The brand also showcased the multi-tasker Specter Starter Set, \$56, which combines the Specter Folder Medium, Cube and Half Cube.



Eagle Creek Creek Specter
Compression Cubes

Adidas Golf featured a new apparel collection called Climachill, \$75 to \$80. Delivering a cooling sensation on contact with the skin, small aluminum dots are strategically located inside the back neck, one of the warmest areas on the body. The Climachill fabric construction uses woven titanium fibers that maximize surface contact with skin. Extremely light, Climachill fabric acts like an open mesh to increase air permeability, drawing heat away from the body for moisture management.



Adidas Golf
Climachill



Adidas Adicross
Gripmore

Also from Adidas, the Adicross Gripmore, \$150, is built on its proprietary Gripmore technology. Unlike traditional spiked golf shoes that require receptacles to house cleats on the sole, Gripmore cleats are directly injected onto lightweight mesh matting inclusive of hundreds of microspikes for more traction and stability.

Launching this fall, the iXtreme for iPhone 5, \$120 is a rugged, mountable, and waterproof case. It features an integrated mounting system and interchangeable lenses. The bombproof Outer Impact Case includes the one-finger-release X-Clip Multi-Point Mounting System and heavy duty, low-profile latches. Sound transparent waterproof and dust proof portals mean you can also use your



iXtreme case

iPhone as a phone while it's in the case. A removable, vibration-dampening inner shock liner surrounds and seals the phone while providing access to controls and ports. The case is compatible with all GoPro mounts.



Smith
Optics
Forefront

Smith Optics introduced the Forefront, \$220, a bike helmet created to provide all-mountain protection with road-race weight. Aerocore construction allows for ventilated protection, reduced weight, and reduced volume. With up to 30 percent improvement over standard EPS impact properties, the patented tubular core structure of the Koroyd material combines with EPS to create a system of materials designed to surpass current standards at low and high speeds. Weighing 330g, the Forefront helmet features Smith's new VaporFit adjustable fit system, integrated camera and light mounting area, and an additional helmet goggle retention strap.

Three adult helmet sizes are available to accommodate a variety of fits while 10 progressive color options offer a range of style choices.

Mountain Khakis showcased its expanding women's range. The Christi Fleece Lined Shirt, \$100, has a feminine flair with a modern plaid exterior and fur fleece lining. It can be worn as a shirt or jacket.



Mountain Khakis Christi
Fleece Lined Shirt

Dublin Dog, a sister company of Mountain Khakis, also owned by Freedom Group, showcased its Koa Collar Collection for dogs featuring a state of the art finishing process that fully encapsulates the product in a medical-grade

urethane that makes it impenetrable to dirt, moisture and odor causing bacteria. A highly-technical printing process allows for dramatic, intricate and even life-like imaging. The Salt Water Series features the Mahi Mahi, the Blue Marlin and the Salmon. The collection retails for \$28 (medium) and \$30 (large). ■



Dublin Dog



BEST PRACTICES

Getting to Excellent

To be a Top Retailer Requires an Extraordinary Passion for The Business and an Obsessive Commitment to Customer Service.

By William F. Kendy

The June issue of *SGB* is devoted to the top 100 retail brands. The criterion for the selection was based largely on financial data and the footprint. That means the members of this club are the big boxes or larger specialty chains with high annual gross sales and multiple locations.

It can be justifiably argued that big chains wouldn't be big chains if they weren't doing the majority of things (or at least some of them) right. There also is merit in "sameness." For the top 100 retailers, there is continuity of store layout and design, traffic flow and product location regardless of whether you are in Michigan or Nevada. Customers know exactly what to expect and where to find what they are looking for when they enter a "cookie-cutter" store.

By virtue of their volume, chains can purchase at larger discounts and offer more competitive prices than most independents; which is a huge customer benefit. Yet sometimes chains fall short in some categories.

Size and market share is one thing yet achieving excellence is quite another. In his book *Retail Superstars* (Penguin, 2009) the late, much respected retail consultant George Whalin profiled what he considered to be the 25 best independently owned stores in America. He pointed out that for all of the benefits they offer, retail chains could fall short in some areas.

"Increasing market share to avoid giving ground to the competition remains the goal of the large retail chains as they add more and more

stores," said Whalin. "Unfortunately, just because a company can open new stores quickly does not mean the stores will run efficiently or service customers to their best advantage. In most cases, as the number of stores increases, customer service decreases."

So if financial parameters aren't in the mix, how does one define excellence?

Whalin used mainly two criteria for selecting stores for inclusion in his book. The first one was long-term success and the second was uniqueness.

"The oldest of these stores opened in 1861 and the youngest in 1995 and all have enjoyed considerable success throughout their history," said Whalin. In terms of uniqueness Whalin said that, "That uniqueness could take several forms – an out-of-the-ordinary store design; an unusual, highly focused selection of merchandise; a business concept or philosophy clearly different from other retailers; or an exceptionally strong commitment to serving customers. Most of the stores I selected claim more than one of these uniqueness factors. A few have them all."

"When I step into a creatively designed store, filled with a broad mix of interesting merchandise and staffed by friendly, attentive people, I delight in knowing that I've found a retailer who gets it," said Whalin.

Whalin's list of specialty retailers included stores like Smokey Mountain Knife Company in Sevierville, TN., Celebration of Golf in Scottsdale, AZ, APT (electronics) in Chicago, IL, and Bronners Christmas Wonderland in Frankenmuth, MI.



The only store on Whalin's list that I've been to is Bronners. With approximately 300,000 square feet of retail space jammed with Christmas merchandise, if a customer can't find a Christmas related item, chances are good that it doesn't exist. Open 364 days a year (guess which one they are closed) Bronners' hosts hundreds of thousands of visitors from all over the world and shopping there is a true event.

To get some additional feedback on what makes retailers special I asked two fellow retail authors, consultants and speakers for their take.

Tom Shay is President of Profits Plus in St. Petersburg, FL and he specializes in helping small businesses and retailers in best business practices with an emphasis on financials. I asked him what his benchmarks for determining the quality stature of an independent retailer were. "First off I think it is important to retailers to have continuity in every aspect of the store and that contributes to and builds the store's brand image" said Shay. "Everything should be consistent, from the signage to the letterhead, flyers and advertising, to the way the employees are dressed and interact with customers."

Even though Shay feels strongly about retaining the structure and ambience of a store he also thinks that stores of excellence provide their customers with some consistent variety.

"Nobody wants to go to a store and see the same old stuff arranged in the same old way all the time," said Shay. "Signage has to be refreshed, displays have to be updated and changed on a regular basis and old inventory needs to get moved out for new merchandise. That doesn't mean you drastically change the dynamics, layout or traffic patterns of the store. You are just giving customers a reason for coming back and making shopping at your store a great experience."

Jim Dion, president of the retail consultancy Dionco in Chicago, IL agreed with Whalin's opinion regarding long-term success.

"There are retailers that are fads and basically flashes in the pan and while they may be exciting in the short term, they may only be in business for the next few years," said Dion. "Stores of excellence have proven staying power and longevity and are able to conduct quality business day in and day out and continue to execute and get better every year."

"Crate and Barrel for the last 25 years has been a stunning company," said Dion. "Their stores look gorgeous and they continue to offer amazing products at good prices but are not just giving stuff away. And they have top notch customer service."

"There are other stores that I consider excellent," said Dion. "You have no idea how unorganized you are until you visit the Container Store. They offer great products at full price and have wonderful people and service."

"There are a lot of excellent single location independent stores out there," said Dion. "APT, right here in Chicago, has been in business for 65 years, run by a third generation family and even with all the competition for electronics in this market, they do a ton of business out of that one store."

Stores of excellence often also hold the title of stores of destination." Wall Drugs in Wall, S.D., the Corn Palace in Mitchell, S.D., Kittery Trading Post in Kittery, ME and Jay's Sporting Goods in Clare, MI are all stores that are "must sees" if someone is in the area or worth a special trip just to visit and see what they are all about.

In his store interviews, Wayland discovered some common characteristics among the "excellent" specialty retailers.

"They all share an extraordinary passion for their businesses and an obsessive commitment to servicing customers," said Whalin. Also, when asked whether their companies had been built on a business plan or set of guidelines, they invariably answered no. Their growth was guided by what customers wanted and expected from their stores, what the marketplace dictated and how they could best serve their customers."

Nobody, regardless of how hard they try, can do a perfect job at everything and no single element would propel a retail store up to the highest echelon. A store may have the greatest customer service known to mankind but offer an adequate merchandise selection. It really is a sum of all of the parts, continuous improvement and how the total package comes across to the customer. Perception is reality. ■



OUTDOOR BUSINESS

WOMEN DOMINATE AT RETAIL

By Scott Boulbol

When a woman walks into a running or outdoors specialty retailer today there are plenty of products designed to meet her unique biomechanical needs, cater to the likelihood that she may pursue multiple training activities, and of course answer her demand for better looking and fitting products. But just ten years ago a woman runner may have had a few choices of women's-specific shoes or apparel, and mostly it was just a smaller size and a more feminine color – the “shrink-and-pink” syndrome.

Now most specialty retailers often carry a similar variety of men and women's shoes, along with highly specialized apparel pieces from head to toe, and even women's-specific accessories like headbands and hydration packs. And non-running products designed expressly for women are also more prevalent than ever, as many also cross train with activities like yoga or cycling, etc.

Most female athletes would respond that it's about time considering how lopsided the market has previously been. “It seems there is an

underlying assumption or current in the conversation about women-specific product,” said Deanne Buck, Executive Director of the Outdoor Industry Women's Coalition. “We would never question the need for “men-specific product,” she added.

After all, women have been a large and growing percentage of the overall running community for years: According to studies by RunningUSA.com, they accounted for about 42 percent of all race participants in 2000. And women became the majority in the late 2000's, accounting for about 53 percent of total participants in 2010, and increasing to 56 percent in 2012.

Those numbers are also reflected at retail, especially now that women have more and better products to choose from. Tricia White, Director of Flagship Retail at Fleet Feet, and Operator of the Durham and Carrboro stores in North Carolina, said women's purchases dominate at her stores and have grown considerably lately. At the Savannah store, where she started with the company, the split was about 50/50 as recently as 10 years ago.

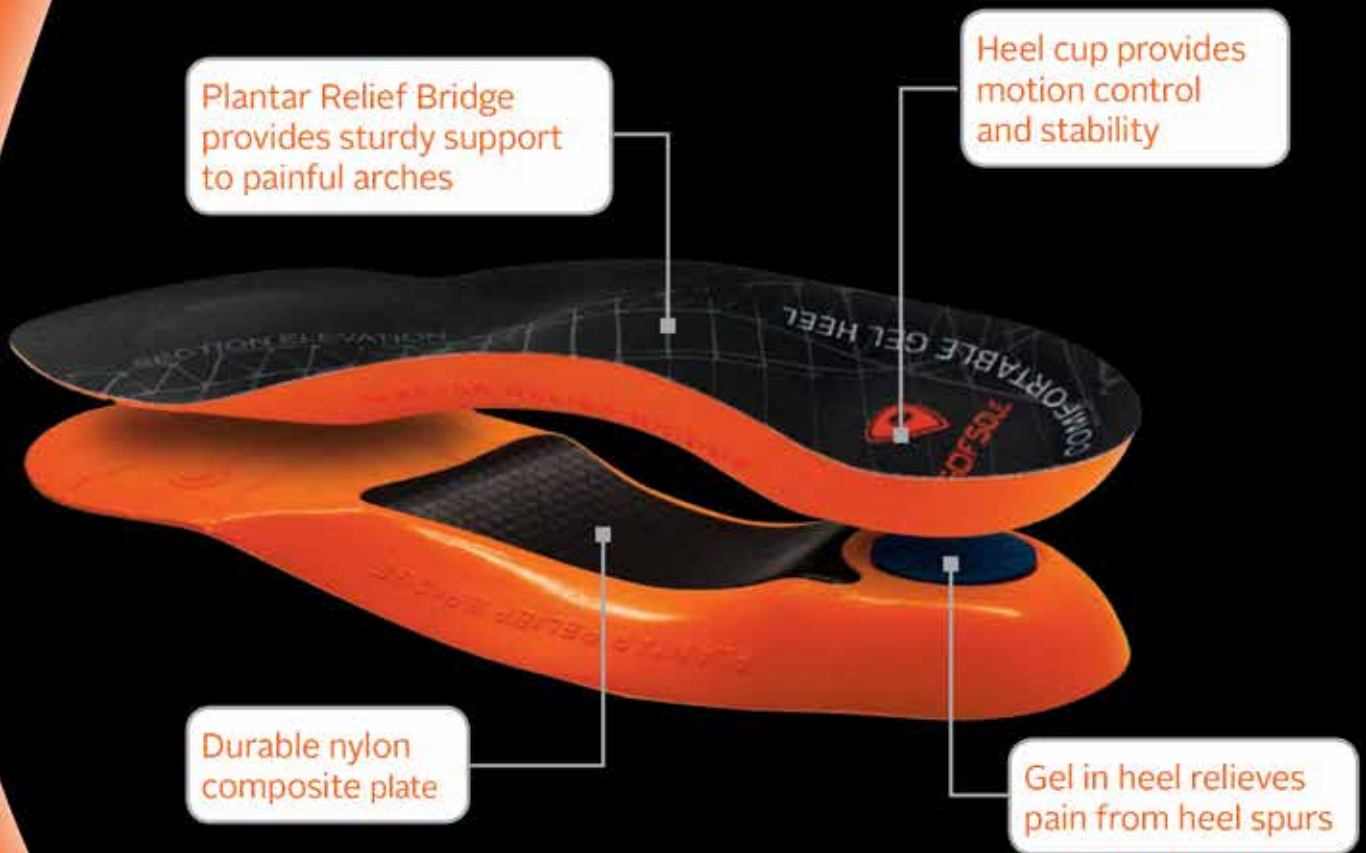
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Deanne Buck,
Executive Director of
the Outdoor Industry
Women's Coalition

“But it was more like 55 percent women’s to 45 percent men’s just a few years ago, and we hit 60/40 in the last two years. We may even be more like 65/35 now,” she explained, “and even more on the apparel side – we’re about 67 to 70 percent women’s now.”

While she agreed there’s been strong progress, Buck still feels that not enough is being done yet at the manufacturing level,

especially with smaller vendors. “Still in 2014, only the ‘progressive’ outdoor, run, and bike manufacturers view women’s-specific gear as valuable, in and of itself. What this means is that they use topline technology, be it in fabrics or hard goods, to produce men-specific and women-specific gear, instead of developing men’s gear and either using it as a prototype for the women’s version or labeling it “unisex” and calling it good,” she said.

White has a more positive view of the overall progress with vendors, even with smaller companies. Nearly all of those purchases were women’s-specific products, she said, especially with shoes, apparels and basic accessories. “While of course the big brands have more resources to invest in designing women’s-specific products, even a small new player like Hoka has put a lot of effort into their women’s shoes. Pretty much all major vendors offer women’s-specific shoes now, for instance. Even down to racing flats and track spikes.”

Either way, with the amount of available products now, very few women need to simply buy a men’s product in a smaller size and prettier color anymore. Some categories new to the women’s-specific game still lag in sales, like hydrapacks with adapted sizing and proportions, which White estimated accounts for only 25 percent of total pack sales. But part of that is because there are only a few women’s models available, and not enough women have been able to try the women’s sized packs to discover the benefits yet – an issue that occurs whenever a new type of gear first becomes available in a women’s-specific model. She predicted that soon that number would grow as more women try them and more models become available.

The playing field should continue to level off as better women’s products hit the market, and vendors begin to offer women’s products new categories, like the aforementioned hydrapacks. But what will drive the industry the most, of course, is consumer demand. As more women discover there are products that will benefit their specific needs, and begin to experience those benefits for themselves, they’ll continue to demand improvements and wider selections. The trend for women’s-specific products may have begun with a few elite racers telling their sponsors they needed gear that worked for their unique needs – but the masses now know how much these products can improve performance and enjoyment.

“It used to be that we directed women to their purchase, and sometimes we still will,” said White. “But now customers know what’s available and what they want. They’ve seen ads or photos of



Many retailers like this flagship Fleet Feet store in Carrboro, NC have reorganized their floor space to consolidate into one area the ever-widening array of women’s-specific shoes, apparel and accessories.

the new gear, or heard about it from fellow runners. But they still love to shop!”

So what does White recommend for retailers in light of this burgeoning market? Stores certainly need to adapt, but drastic measures may not be



Vicia White, Director of Flagship Retail at
Fleet Feet, and Operator of the Durham and
Carrboro stores in North Carolina

necessary. Many retailers are addressing this trend with a complete renovation, she said. This allows them to reallocate overall floor space, including a separate space entirely for women’s products. Some are even changing the overall aesthetic to something more “boutiquey,” although not too much to scare some men away.

But major changes are certainly not mandatory she said. “Merchandising to target women with mannequins, larger, more open fitting rooms, and adjusted assortments will help. We have separated the men’s and women’s footwear areas in our new Durham store, and added additional colors to various accessories assortments, added more women-specific headbands and such, and gender-specific apparel lines.”

Buck added, “This is a great opportunity for all of us to pause and ask ourselves whether we are creating an inclusive and welcoming culture for women and girls

within the industry: retail experience and product selection but also our sales staff, ads, trade shows and CEO’s.”

Along with merchandising, marketing must also keep pace with the changes in demographic. This new abundance of women’s-specific products is at once a product of and a catalyst for new customer outreach programs and advertising plans.

Of course activity groups and clinics have a strong history with specialty retailers like Fleet Feet and so many others. But their focus now can be altered to not only attract more females into the store, but also expose them to the ever-growing assortment of women’s products. Through product seeding with these customers, the word can spread about the efficacy of the products, and feedback can be gathered and relayed back to vendors about what works, doesn’t work, or needs to be brought to market.

Advertising at the retail and vendor levels has also seen its share of changes. Imagery is often less aggressive and competition-minded and more lifestyle oriented. And when racing is shown, more elite female athletes are being used – not just to advertise women’s shoes, but the brands in general. And stores may be more likely to use imagery of elite women athletes now rather than just the top men. White said even her social media posts have adapted – there are now more images included, to appeal to the often more aesthetic-minded female clientele. ■

ADVERTISEMENT

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” - JEFF BEZOS

Brand Strength Report 2014

Overview & Information

Comprehensive Nationwide Survey
Brand Strength Index Listing
In-Depth Consumer Behavior Analysis
Detailed Individual Brand Analysis
Customizable Format

 SPORTSONESOURCE
BrandStrengthReport.com

BRAND STRENGTH REPORTS

Measures how consumers feel about the brands they are buying and using. Includes specific brand-by-brand rating system to determine Brand Strength Index.

Brand Strength Report - Active Lifestyle Consumer

Measures Active Lifestyle brands among consumers who purchased sports or outdoor footwear/apparel in the past year.
Release Dates: June 2014 and June 2016

Brand Strength Report - Specialty Outdoor* Consumer

Measures Outdoor and Active Lifestyle brands among specialty outdoor* consumers.
Release Dates: August 2014 and August 2016

Brand Strength Report - Sportsman's Consumer

Measures Sportsman's and Active Lifestyle brands among hunt and fish consumers.
Release Dates: October 2014 and October 2016

Brand Strength Report - Performance Consumer

Measures Performance and Active Lifestyle brands among performance consumers.
Release Dates: December 2014 and December 2016

Proprietary Questions, Customized Cross Tabs, and Tailored Reports available upon request.

*Climbing, camping, backpacking, snow sports, paddle sports, etc.

Proprietary Questions, Customized Cross Tabs, and Tailored Reports available upon request.

Brand Strength Index

The Brand Strength Index is an indicator of how consumers view brands. The Index was built on a formula that measures both aided and unaided awareness, brand purchases, and the intent to purchase the brand again. The greatest indicator of a Brand's Strength is the consumer's unwillingness to compromise on a brand.

Aided/Unaided Brand Awareness

These sections assess the brands that consumers are aware of either unaided or aided.

Brand Purchasing

This section assesses the brands that respondents mentioned purchasing in the last year, both overall and by demographic. Conversion rates were also calculated as a percentage of respondents that indicated purchasing a particular brand in the past year.

Influences On Footwear/Apparel Equipment Purchasing

These sections define the factors which drive consumers to make either a footwear, apparel or equipment purchase. Respondents were asked to rate the importance of a list of factors when making either a footwear, apparel, or equipment purchase. Each section examines respondents by detailed demographic equipment groupings.

Footwear/Apparel/Equipment Ratings By Attribute

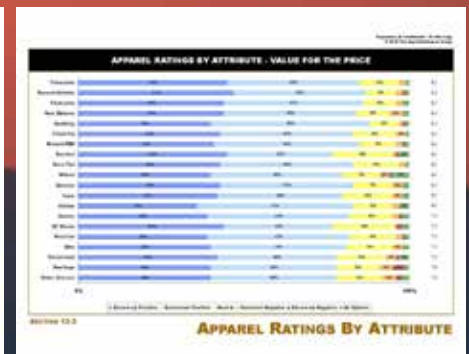
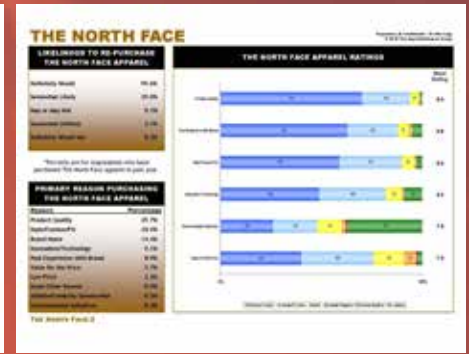
These sections assess the strengths and weaknesses of brands with regard to their footwear and apparel products. For each brand, respondents mentioned purchasing in the past year, they were asked to rate the footwear, apparel, and/or equipment products purchased.

Brand Specific Details

These sections analyze the individual respondents that mentioned purchasing each brand. Questions range from the reasoning behind purchasing a particular brand to a rating for certain aspects of a brand's footwear, apparel or equipment products. Brand reports range from three to five pages depending upon which products each brand produces.

Purchasing Habits

This section assesses the purchasing habits of respondents when purchasing for themselves or their children. Questions range from how much do you spend on average purchases to future purchase plans.



All versions of the Brand Strength Report provide Brand Awareness levels by specific demographic segments. For details contact Bethany Cooner, Director Market Research, The SportsOneSource Group, 303.997.7302 x7107 or email BSR@SportsOneSource.com.

To order the Brand Strength Report or to customize your personal report,
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Jules Lambert, (right) president ProBar with Jeff Coleman, co-founder and CEO ProBar

VENDOR FOCUS

PROBAR Celebrates 10 Years

In 2004, Jules Lambert, then a young 30 year-old optimist with a wife and three kids, interviewed to become ProBar's first employee. At the time, ProBar, an independent natural foods company, was a mom and pop local Park City, UT company with products in six stores in the Salt Lake area.

Shortly after signing with ProBar, company co-founder and CEO Jeff Coleman sent Lambert and his family on a year and a half-long cross-country odyssey to launch the nascent brand.

Over the next 18 months, Lambert and his family would introduce a new kind of energy bar, door-by-door, person-by-person, across the U.S. This summer, ProBar celebrates 10 years in business, 70 employees, a new 30,000-square-foot building, and a brand ranked number four nationally. Now ProBar's president, Lambert is a *SGB 40 Under 40* Award honoree, a member of the Young Presidents' Organization (YPO), and has led ProBar to multiple Best-of-State awards. Lambert talked with *SGB* about his ProBar journey so far:

You were ProBar's first employee in 2004. How did you connect with the company and what persuaded you to invest so much of your time and life into a company with a product available in only six stores in northern Utah? I connected with Jeff Coleman, our co-founder and CEO, through a family member. I affectionately refer to our first interview as "The Grilling." At the time I was in transition between jobs and living in my in-laws basement, you could say I was highly motivated to find meaningful work (even if it meant long hours and entry-level pay). What ultimately persuaded me that we were onto something really special was after I taste-tested ProBar among friends and family: everyone from my 90 year-old Grandmother to my 5 year-old Daughter loved it.

Later that year, Jeff suggested you travel the country and bootstrap the brand door-by-door over the next 18 months in an RV with your three young children and wife. What did your wife think of the idea?

Like any other big life decision, there were many feelings - nervousness, trepidation, excitement; but on the whole, my wife shared my excitement about building a promising business as a family (and building our family - our fourth child was born on the road).

While you were on the road, what were some of the wildest moments both personally and professionally?

- » One night driving on a New York freeway, we encountered an overpass that would have removed the top of our RV like a tin can of soup! In complete darkness, I had to back up the 65-foot RV and trailer for 100 yards through honking cars.
- » Our first ProBar demo at Jimbos Natural Foods Southern California was met with such a positive response, that it helped me understand we were doing something really special and important.
- » One time I brought the entire family along to a business meeting with a major national chain. My kids raided the sample's stash I had given the buyer, but we still walked away with a deal!
- » While touring in New England, my wife went into labor. I remember pulling the RV up to a birth clinic near Boston, delivering a beautiful baby boy. Two days later all six of us loaded into the RV and got back to the job.

What tangible business results came out of those years? Whole Foods Market has been a tremendous partner for ProBar. The foundation of our relationship and the opening of many doors were built during the time on the road. But we met many key partners as a result of the non-stop, face-to-face interactions that happened traveling the country in that RV. Many of those people ended up playing huge roles in helping us then and many still are involved today. Spending time on the road with my family was the ultimate expression of humbleness and belief in the

CELEBRATING
**10 YEARS
OF MOVING
FORWARD**



CONGRATULATIONS **PROBAR**

ON CELEBRATING 10 YEARS!

 **SPORTSONESOURCE**
And The SGB Media Group



Jules Lambert and family

product. People recognized that and the story of “Jules and his family in an RV” turned into something of legend at ProBar and among our industry friends.

Can you share some anecdotes about how you “made it happen” while on the road? When you are living on the road, every day is different; the same holds true in business. Living and adapting to challenges while on the road was fantastic training to deal with the broad spectrum of challenges you face as an entrepreneur. We counted every success - no matter how small - as a big win. But our core company values mean the world to us. It’s no mistake that number one on our values list is to ‘treat business like you treat family.’ Growing the business on the road was all about developing and nurturing relationships across a huge network of people who wanted to help us. It may sound cliché, but it truly is all about the people.

ProBar has seen double-digit growth every year since its inception 10 years ago and is currently ranked the number four energy bar brand nationally in Natural Foods Grocery. What has been your secret to success while competing in a hyper-competitive market dominated at the top by multi-national conglomerates with millions to spend on marketing and advertising? Our formula for success is simple and has become our company mission: To create delicious, convenient, healthy, plant-based food products. It sounds simple but is very difficult to do in a crowded, often price-driven environment.

ProBar is moving into a new building this summer to keep up with the company’s growth and better serve the needs of your workforce. What are you most excited about with this move? When we first started the company, we produced our product in three different locations because of the demands of a very unique manufacturing process. Moving into this new building will allow us to house the entire process under one roof. Plus, this will be the first time we will have our own building that we built and that we can call home... and it doesn’t have wheels! ■

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LENSES BY



CALENDAR

For full year calendar go to
sportsonesource.com/eventsa



Teva Wonder Fundamentals Chukka. Photo courtesy Teva

JULY

- 8-11 NBS Summer Market
Austin, TX
- 10-13 European Outdoor Trade Fair
Friedrichshafen, Germany
- 15-17 ASI Chicago
Chicago, IL
- 18-20 A.D.A. Spring Show
Reno, NV

AUGUST

- 6-9 Outdoor Retailer Summer Market
Salt Lake City, UT
- 14-16 Sports Inc. Outdoor Show
Nashville, TN
- 24 Tennis Industry Association
The Tennis Show
New York, NY

SEPTEMBER

- 3-8 NBS Fall Semi - Annual Market
Fort Worth, TX
- 4-6 Imprinted Sportswear Show (ISS)
Orlando, FL
- 10-12 Interbike International Trade Expo
Las Vegas, NV
- 16-17 SFIA Industry Leaders Summit
Chicago, IL

OCTOBER

- 7-9 OIA Rendezvous
Asheville, NC

NOVEMBER

- 3-5 NBS Fall Athletic Market
Ft. Worth, TX
- 15-16 A.D.A. Fall Show
Palm Springs, CA
- 23-25 Sports, Inc. Fall Team Dealer Show
Las Vegas, NV

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outdoorindustry.org

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