

SGB

ISSUE 1437
SEPTEMBER 15, 2014

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY





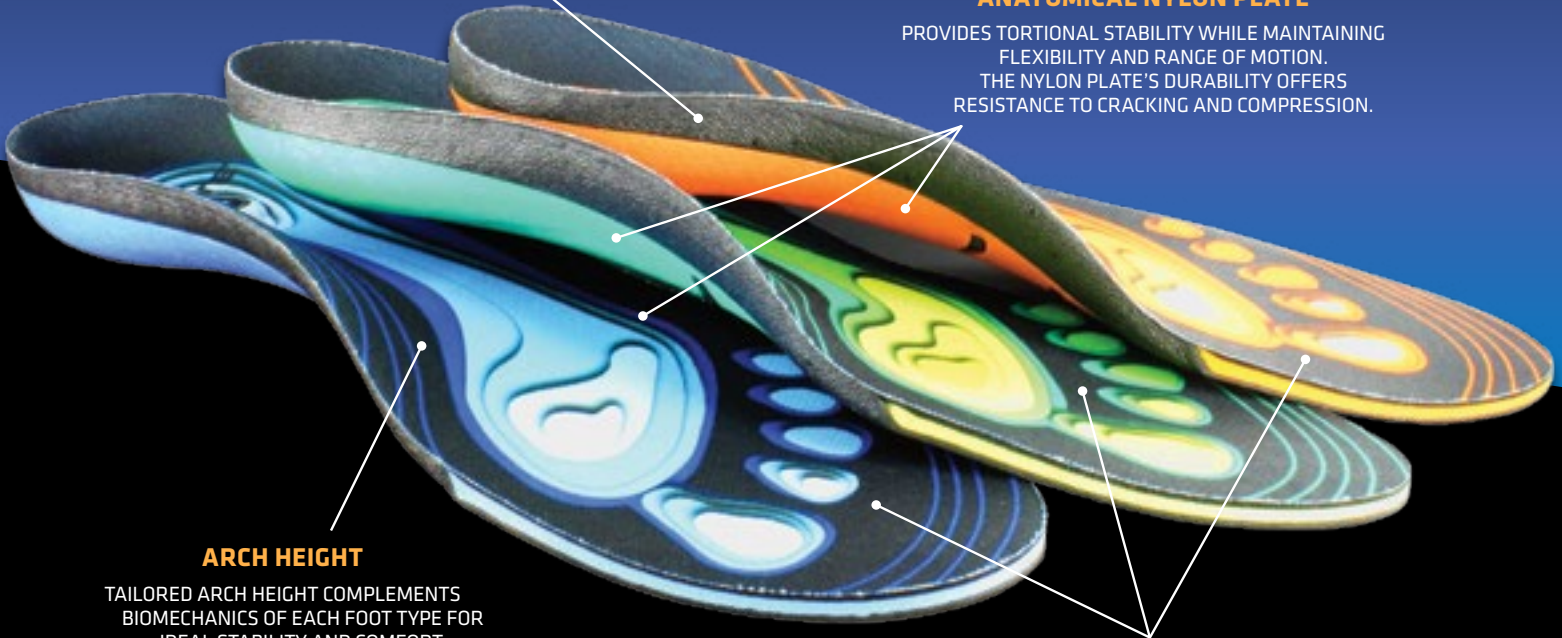
ENGINEERED FOR THE PERFECT FIT

HIGH-REBOUND EVA FOAM

SPECIFIC DUROMETER DENSITY CHANGES WITH ARCH TYPE, OFFERING OPTIMAL SUPPORT FOR SPECIFIC NEEDS.

ANATOMICAL NYLON PLATE

PROVIDES TORTIONAL STABILITY WHILE MAINTAINING FLEXIBILITY AND RANGE OF MOTION. THE NYLON PLATE'S DURABILITY OFFERS RESISTANCE TO CRACKING AND COMPRESSION.



ARCH HEIGHT

TAILORED ARCH HEIGHT COMPLEMENTS BIOMECHANICS OF EACH FOOT TYPE FOR IDEAL STABILITY AND COMFORT.

CK MESH TOP COVER

ABRASION RESISTANT MATERIAL WITH ANTIMICROBIAL PROPERTIES WHICH INHIBITS GROWTH OF BACTERIA AND FOOT ODOR.

PREVENTS OVERCORRECTION

ENHANCES NATURAL RANGE OF MOTION

SOFSOLE.



ENGINEERED FOR THE PERFECT FIT.

www.sofsole.com/FIT

**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
Scott Boulbol, Fernando J. Delgado, Bill Kendy,
Charlie Lunan

Editorial & Creative Director
Teresa Hartford
teresa@sportsonesource.com

Senior Graphic Designer
Camila Amortegui
camila@sportsonesource.com

Advertising Sales Account Managers

Buz Keenan
Northeast
buz@sportsonesource.com
201.887.5112

Katie O'Donohue
Southeast/Midwest
katieo@sportsonesource.com
828.244.3043

Circulation & Subscriptions
subs@sportsonesource.com

SportsOneSource Publications

Print Magazines: SGB, SGB Performance

Digital Magazine: SGB Weekly

Newsletters: Sports Executive Weekly,
The B.O.S.S. Report

News Updates: SGB, SGB Apparel, SGB Footwear,
SGB Outdoor, SGB Sportsman's, SGB Team Sports,
Job Market, SOS Research

SportsOneSource Research

Brand Strength Report, OIA VantagePoint,
SOS Research, SportScanInfo

Career Services

SportsJobSource.com

Copyright 2014 SportsOneSource, LLC. All rights reserved. The opinions expressed by writers and contributors to SGB WEEKLY are not necessarily those of the editors or publishers. SGB WEEKLY is not responsible for unsolicited manuscripts, photographs or artwork. Articles appearing in SGB WEEKLY may not be reproduced in whole or in part without the express permission of the publisher. SGB WEEKLY is published weekly by SportsOneSource.

SPORTSONESOURCE

2151 Hawkins St. • Suite 200 • Charlotte • NC • 28203
SportsOneSource.com



SGB WEEKLY

ISSUE 1437
SEPTEMBER 15, 2014

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



5
Photo courtesy
The Sports
Authority

MAKING NEWS

- 4 FTC Investigating NOCSAE's Football Helmet Certification Process
- Primaloft Launches Consumer Marketing Campaign for Performance Down Blends
- 5 The Sports Authority Launches Yoga Apparel Line
- 6 Movers & Shakers
- Fleet Feet Appoints Director of Marketing
- 7 '47 Brand Establishes Exclusive Partnerships with Four Major Colleges
- 22 Industry Calendar

GIVING BACK

- 4 Specialized Supports NICA

FEATURES

- 10 Spring 2015 Cycling Trends
- 16 Apple Joins Fitness Wearables Crowd

I AM...SGB

- 20 Scott Montgomery, CEO, Club Ride

FTC INVESTIGATING

NOCSAE'S FOOTBALL HELMET CERTIFICATION PROCESS

The Federal Trade Commission has broadened an eight-month probe into potential restraint of trade by the football helmet manufacturing industry and the National Operating Committee on Standards for Athletic Equipment (NOCSAE), a non-profit organization that develops standards for their products.

NOCSAE, pronounced "NOXY" by industry insiders, is currently working with outside counsel to respond to a request for documentation received from the FTC in the last month, NOCSAE Executive Director and Legal Counsel Mike Oliver told SGB Weekly. Oliver said the agency asked for documents pertaining to NOCSAE's certification process for third-party add-on products to football helmets as well as its ban

on the use of certified test results in comparative product advertising.

"We are a little puzzled by the request because we don't understand how what we have done implicates the market or the FTC," said Oliver. "Unless there is stuff going on behind my back, everything we have done has been about promoting standards that will protect the safety of the athlete. That's all we care about."

The FTC would not confirm the investigation, but others who said they have been contacted by the agency in the last month said the probe appears to focus at least in part on what role NOCSAE certifications play in determining what equipment football leagues, coaches, athletic directors, and parents purchase. One industry

source, who requested anonymity, characterized it as a restraint of trade investigation focused on whether NOCSAE and football helmet manufacturers have engaged in anti-competitive behavior.

NOCSAE is a non-profit, standards setting body governed by a board of directors comprised of representatives from the NCAA, National Federation of State High School Associations and trade associations representing sporting goods manufacturers, coaches and trainers. It has long held that any change or modification in the configuration of a helmet's shell or liner material can affect its performance, possibly exposing the individual responsible for liability.

PRIMALOFT

LAUNCHES CONSUMER MARKETING CAMPAIGN FOR PERFORMANCE DOWN BLENDS

PrimaLoft, Inc. launched its consumer marketing campaign for its new line of proprietary Performance Down Blends which become available at outdoor specialty shops for the first time this fall. The technology combines the warmth and loft of down with the wet weather performance of PrimaLoft synthetic insulation. Brands debuting PrimaLoft Performance Down Blends' products at retail in North America include Adidas Outdoor, Black Diamond, Helly Hansen, Lands' End, Sherpa, Sitka, Under Armour and Westcomb. The company's brand partners will utilize new PrimaLoft branding and hangtags on their Fall 2014 garments to educate consumers about the new technology and performance benefits.

"PrimaLoft has been the 'go-to' insulation for apparel brands around the world demanding best-in-class performance for over 25 years," said Mike Joyce, president and CEO of PrimaLoft. "Now, we're proud to offer consumers a new insulation product that features an entirely new level of warmth and excels in virtually any condition Mother Nature offers. Whether consumers want a great looking coat for walking down

Fifth Avenue, skiing in the backwoods, or going on that traditional hunting weekend, the choices are significantly better. Our technology gives consumers the freedom to go further and into more diverse climates where no other insulation has been able to go, while delivering the thermal and wet-weather performance properties expected from PrimaLoft."

The PrimaLoft Performance Down Blends product is created by a proprietary process using water-repellent, fluorocarbon-free treated down with PrimaLoft insulation. Specifically, this hybrid insulation is engineered by intimately blending premium down with moisture blocking, permanent water repellent PrimaLoft ultra-fine fibers, combining the best attributes of both materials.

PrimaLoft Performance Down Blends are available in Gold and Silver categories for Fall 2014. PrimaLoft Gold Insulation Down Blend has comparable warmth in construction to 750-fill goose down. PrimaLoft Silver Insulation Down Blend provides comparable warmth in construction to 650-fill down. The Gold level product retains

more than 95 percent of warmth when wet and dry four times faster than untreated down.

"For us, PrimaLoft Performance Down Blends is the perfect choice for our all-new Sub-Zero parka line," said Alan Yiu, chief designer and president at Westcomb. "Consumers are well educated about what they want in their apparel and, as a result, are demanding more from manufacturers. They want stylish outerwear that not only will last a long time but also is warm, versatile, and comfortable. PrimaLoft Performance Down Blends enable wearers to focus on the experience not the weather. We are honored to be one of PrimaLoft's launch partners."



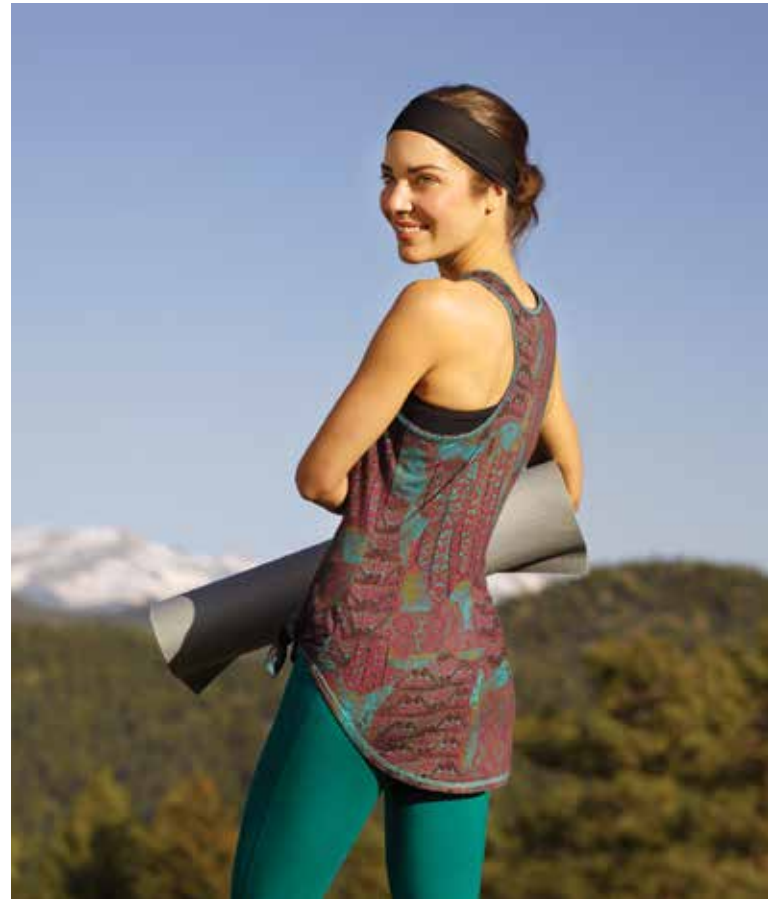
THE SPORTS AUTHORITY LAUNCHES YOGA APPAREL LINE

The Sports Authority announced the launch of the yoga line Bloom, available exclusively at The Sports Authority. The new collection was created specifically for women who enjoy being connected to the outdoors.

“Yoga has been a significant growth category for The Sports Authority over the past several years, and we’ve seen a trend in women looking for comfortable, functional, and trend-right apparel that can be worn when practicing yoga or on the go,” said Stephen Binkley, EVP and chief merchandising officer of The Sports Authority. “The debut of this exclusive yoga line is a significant milestone for the company and we believe our customers will embrace Bloom’s look, feel, and price point. We set forth to create a clothing line that is innovative, affordable, and helps women stay steady and focused during their practice and in their everyday lives.”

Bloom pieces are consciously designed to conserve the Earth’s beauty by utilizing fabrics blended with organic cotton and rayon made from bamboo or Repreve yarn - a soft fiber made from recycled materials. Bloom apparel combines features like moisture wicking and comfort stretch.

The Bloom line includes tunic tanks, layering tanks, and fitted tanks, fleece jackets and cardigans, long-sleeve tees and dolmans, fitted tights, flared and skirted pants, and straight capris. Prices range from \$35 to \$70.



POWER.



LIGHT.



VERSATILITY.



NEW FOR
2015

ORDER NOW

WWW.COGLANS.COM

COGLAN'S

MOVERS & SHAKERS

37.5, the fiber technology provider, hired a number of industry veterans across North America and Europe to support its sales efforts. In the U.S., **Tim Rogers** will head up the East Coast and **Dave Bywater** will oversee the West Coast. **Gordon Roe** continues to head the Midwest. They will report to the EVP of global sales, marketing, and merchandising, **Scott Branscum**.

Adidas Senior Sales Manager **Mike Gugat** and **Doug Schmidt**, divisional vice president of **REI**, have joined a new customer advisory board at **Brandlive**, a cloud-based service used by both companies to conduct interactive online product training, marketing, and e-commerce events.

Balega International has added **Sara Poovey** to its marketing team.

Currie Technologies named **Hugh Walton** as its new Southwest territory manager at Interbike. Walton replaces **Marty Schlesinger** who becomes Currie's in-house events manager.

Deca International Corporation, the owner of GolfBuddy, promoted **Dick Gianferante**, former director of sales and marketing at Golfbuddy, to general manager.

Dragon Alliance, the sunglasses and goggle specialist, hired **Mike Erwin** to head up its Southern California region.

Fox Haas, father of Mossy Oak Founder **Toxey Haas**, was inducted into Legends of the Outdoors Hall of Fame. He was instrumental in the re-establishment of wild turkeys in east central Mississippi.

The **International Surfing Association [ISA]** named **Liam Ferguson** as its new director general.

Paul Gaudio, **Adidas** creative director, has relocated from Germany to Portland.

Peter Weaver resumed his position as CEO of the **Tecnica Group USA** after spending two years working as CEO at Tecnica Group SpA of Giavera del Montello, Italy. Weaver will remain on the board of the Italian company.

Icebreaker named **Brian Mecham**, former VP of sales for Black Diamond Equipment, as its U.S. general manager.

Johnson Outdoors expanded its board of directors to eight members to accommodate the addition of Patagonia CEO Casey Sheahan and Katherine Button Bell, chief marketing officer for Emerson Electric.

Pendleton Woolen Mills promoted **Gretchen Jones** as its womenswear design director.

Ride Snowboards hired **Jim "Big Jim" Linnberg**, who most recently was its west coast sales rep, as national sales manager.

FLEET FEET APPOINTS DIRECTOR OF MARKETING

Fleet Feet, Inc. hired Ellen Donahue to the newly created role of director of marketing. Reporting directly to Fleet Feet President and CEO Jeff Phillips. Donahue, formerly at Nathan Sports, will work with the executive team to develop marketing campaigns that ignite success locally and propel sustained national growth and recognition of the Fleet Feet Sports brand. Donahue will also manage all marketing functions connected to key brand strategies like Experience 2.0, Fleet Feet's omni-channel initiative designed to elevate consumer connectivity.

"With the launch of Experience 2.0, it's absolutely critical that we have a dedicated marketing resource in place that's supporting our franchisees and overseeing all marketing functions," said Phillips. "Having Ellen on board will ensure we're driving a consistent and powerful message that resonates with customers and empowers our franchisees to engage locally and purposefully."

Donahue comes from Nathan Sports, a leader in creating hydration, visibility, and gear essentials for runners. During her six years with Nathan, Donahue rose from communications manager to her most recent role as director of brand marketing. As director, Donahue created seasonal retail marketing initiatives that drove category and brand growth by double-digits while also spearheading the brand's inaugural H2O Pro Program, an effort designed to help stores increase hydration conversion rates.

Donahue also managed Nathan's first public relations agency of record to help achieve product accolades from publications including *Outside Magazine* and *Runner's World*. In addition, Donahue managed the brand experience at national events and expos including the John Hancock Sports & Fitness Expo, Boston Marathon, the Ironman World Championship, the Outdoor Retailer Summer and Winter Markets, and led key brand message development to all internal and external audiences including the brand's domestic sales team, 45 international distributors, and retail advisory board.

Donahue comes on board at an important juncture for Fleet Feet - its first national event, Fitnatic Weekend, will take place November 28-30, and Donahue will drive the rollout at all participating Fleet Feet Sports locations. Fleet Feet will also launch its e-commerce platform in November, and Donahue will support the creation of brand messaging and content on the site as well as the promotional strategy.

"It's an exciting and pivotal time for the running channel as retailers and brands continue to evolve and create new ways of engaging, attracting, and keeping customers," said Donahue. "The entire Fleet Feet team has an infectious and genuine passion for helping our stores and vendor partners succeed, and I'm pumped to drive initiatives focused on helping our locally owned and operated stores build healthier and active communities."

In the past two months, four new Fleet Feet Sports locations opened bringing the total number of Fleet Feet Sports locations to 132. New store openings include one each in Asheville, N.C., Longmeadow, MA, Spokane Valley, WA, and the Westlake area of Cleveland, OH, which joins two existing Cleveland locations. The company was recently named one of America's fastest-growing companies by Inc. Magazine for the eighth year in a row.





'47 BRAND

ESTABLISHES EXCLUSIVE PARTNERSHIPS WITH FOUR MAJOR COLLEGES

College Vault, which has rights to images and logos unearthed from college archives, is collaborating with '47 Brand to develop the '47 Archive Collection for Texas A&M University, the University of Tennessee, the University of Texas, and the University of Kentucky.

While '47 Brand already has relationships with over 900 colleges and universities, the venture is the first time that the company has developed exclusive partnerships with schools to offer these history-laden and premium level collections. College Vault is a brand owned by the Collegiate Licensing Company (CLC) created to celebrate the academic, athletic, and lifestyle traditions associated with colleges and universities. It contains images and logos unearthed from collegiate archives; which have contributed to the creation of unique, history-inspired clothing and accessories.

"We are excited to have the opportunity to create the '47 Archive Collection and help spread school pride for these four esteemed well-known colleges and universities," said '47 Brand co-owner Bobby D'Angelo. "All of these schools have a national footprint and following, and we are proud to celebrate and depict significant eras in each of their histories through our quality headwear and apparel."

The exclusive partnership will run from July 2014 – June 2016. The brand is offering premium college product, including the '47 Brand Scrum and Flanker Tees, Franchise, Clean Up, and Big Shot headwear, as well as Striker and Cross Check fleece, all touting standout eras from the respective schools' archives. Products are now available for purchase at each campus' retail store and through online partner retail channels, such as Fanatics.



©2014 Stable Step, LLC, West Chester, OH 45069

RUN FARTHER. RECOVER SMARTER.

PERFORMANCE SLEEVES & RECOVERY SOCKS BY



www.powerstep.com | 1-888-237-3668



A huge group of NICA students and racers in a mass start

GIVING BACK

SPECIALIZED SUPPORTS NICA

As part of their long-time support of the National Interscholastic Cycling Association (NICA), Specialized provided scholarships for four student athletes to attend the International Mountain Bike Association's (IMBA) World Summit in Steamboat Springs, CO.

By Scott Boulbol

Winners were selected from an essay contest explaining how participation on their schools' mountain bike teams had impacted them and why advocacy and trail access was important. These four outstanding essayists were selected to attend:

- » *Hannah Eckvahl*, 16, San Gabriel Composite Team, California
- » *Cam Eng*, 17, Highlands Ranch Composite Team, Colorado
- » *Lyta Foulk*, 15, Steamboat Springs, CO
- » *Olivia Nicholls*, 16, Cactus Shadows High School, Arizona

NICA is thrilled to participate, as the event brings together mountain bike advocates and land management agencies from around the country to talk, ride and, most importantly, learn from one another, said Austin McInerny, executive director. "Having been to two previous World Summits, I can attest to the quality and importance of this event. We are especially excited for this



Hannah Eckvahl



Cam Eng



Lyta Foulk



Olivia Nicholls

year's summit to which we are bringing four outstanding student athletes from three of our high school cycling leagues.

This is the first time student athletes have been invited to the forum, where mountain biking advocates from all over the world meet to discuss the future of mountain biking and land-use issues. And while NICA has already provided these students the opportunity to train, race, learn, and grow their sport among peers, this provides an entirely new level of opportunity.

"Frankly it is a little overwhelming. I love mountain biking but never thought I would be able to participate in something this big, said Foulk. "During the world summit I hope to truly understand Mountain bike racing and where it fits into communities all around the world. Kids and teens are the future of everything and their ideas can be very influential.

Eng added, "I'm expecting to come away from the World Summit with new ideas and perspective. I hope to contribute recognition for NICA as a platform for power by bike and potential growth of the sport. Without Specialized's support this organization might not have been possible. I applaud Specialized for stepping up to the plate and recognizing the potential of NICA at an international and local level.

While NICA has been operating for over five years, with huge growth in western states originally, and more recently on the east coast – and a goal of coast-to-coast presence by 2020 – this is a big step toward not only getting national recognition for high school MTB racing but also getting this critical demographic involved in advocacy for the sport at a global level.

But getting invited to the event, and getting to Colorado and paying for lodging, are obviously difficult for students, especially from the west coast, and that's where Specialized came in. While IMBA comped the registration fees, Specialized offered all expense paid scholarships to the four NICA athletes who were selected from an essay contest with the best essays about why they would want to attend the event and why it's important for the sport in general.

"At Specialized we're all about improving people's lives through riding, which is totally aligned with NICA's focus on helping young people strengthen body, mind, and character through high school cycling," said Chief Marketing Officer Ben Capron. "That's why we were moved to be the founding national sponsor of NICA and why we will always do whatever we can to help the organization reach more kids."

And they weren't just there to watch. "Student recommendations were sought from NICA leadership and league directors in Colorado and other states," said Mark Eller, IMBA's director of communications. "The student athletes acted as NICA reps to the World Summit, experiencing and learning, attending Summit breakout and plenary sessions. And they



even introduced the screening of the documentary film, Singletrack High, about the development of high school mountain bike racing leagues."

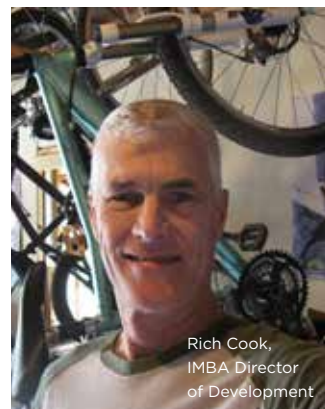
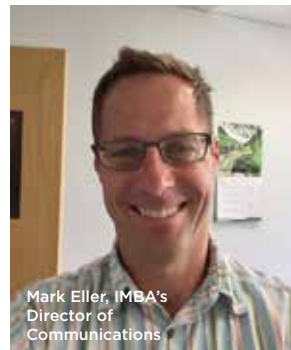
The idea to bring the students came from a long-term collaboration between Specialized and NICA. According to Lucy August-Perna, Specialized's advocacy manager, "Specialized is the founding national sponsor of NICA and has continued to support them annually since their inception in 2009. Our support is through a combination of cash and product.

"This program in particular has been a great opportunity to work together with two of our most important partners [NICA and IMBA] in an effort to listen, to learn from, and to support the next generation of riders and outdoor stewards," she continued. "We hope the youth athletes will be inspired by their experience at the World Summit and bring home new ideas to engage their fellow teammates, peers, and community members to help build a groundswell of youth involvement across the country."

Eckvahl, Eng, Foulk and Nicholls joined not only a virtual who's who of mountain biking; there were also powerful political players at the forum. At press time the expected guest list included such national figures as U.S. Secretary of the Interior Sally Jewell; Neil Kornze, U.S. Bureau of Land Management; Bob Ratcliffe, Conservation and Outdoor Recreation; Mark Schmidt, Parks Canada.

Specialized has also signed up as a top-level sponsor in support of the Land Manager Super Panel on which the above were slated to sit. "We're extremely grateful to Specialized for stepping up to support these two critical aspects of the World Summit," said Rich Cook, IMBA director of development. "In many ways the discussion of engaging youth in outdoor stewardship and the issues that face our public lands today go hand-in-hand. Hats off to Specialized for recognizing the importance of these elements in our work and the role the bike can play in getting more kids outside."

Eckvahl said having been a part of this event, along with so many dignitaries in the sport and land management, brings a unique perspective to the stewards of this sport and for the future generations of cyclists. "Kids can contribute by bringing new ideas to the Summit. Teenagers can think of innovative ideas for the safety of the trails and the methods with which to spread the message of trail courtesy to similar-aged students." ■



SPRING 2015

CYCLING TRENDS

In a sport where consumers regularly spend \$10,000 on a bike to ride as fast and safely as possible – and that’s often not even top-of-the-line anymore – it makes sense that consumers will also pay a few extra bucks for helmets, shoes and apparel that will not only help them increase their speed, but will also keep them safer and more comfortable.

By Scott Boulbol



Over the last few years, and definitely for Spring 2015, cycling brands have been taking note by offering entirely new technologies, materials, and designs to accommodate the consumer's need. Not just at the racing level – this trend is trickling down to mid-level accessories and even the commuter and action sports' worlds as well.

At the forefront of this is helmet protection. While most of the innovation in the industry is speed-driven, head injuries have been all over the news lately, and the bike industry has taken notice. Brands are embracing new technologies in helmet safety including not only new materials but entirely new construction as well. New technologies like Multi-directional Impact Protection System (MIPS) – a system that, in conjunction with the traditional EPS foam, allows the outer shell of a helmet to rotate slightly upon impact; which further diffuses the

impact of a typical bike crash.

“When you fall to the ground at an angle, rotational forces are generated according to Smith Optics, an early adopter of MIPS. “A helmet integrating MIPS technology creates a sliding layer between the outer shell and the head. This allows the helmet's outer shell to slide relative to the head when hitting the ground so the rotational force is decreased reducing the potential of damage to your brain.”



Nic Sims, director of marketing for Scott USA, another early adopter of MIPS, added, “The floating liner inside the helmet mimics the cerebrospinal fluid found around the brain, and it is proven to reduce the chance of concussion by up to 40 percent.”

Of course the need for speed is always a driving trend in the industry and nothing is hotter than aerodynamics. Riders have long been offered aero options but mostly for specialty categories like time trial racing and triathlon and even then it's been mostly in the helmets. It's hard to find a brand today that doesn't offer an “aero-road” helmet – a new hybrid category combining the light weight and maximum ventilation of the traditional road helmet with the sleek, stealthy lines of a time trial lid. And these are not just limited to top-end racing helmets now. Along with helmets, brands are also more commonly offering aero benefits in aero shoes and apparel.

As Mavic's Director of Marketing, Chad Moore puts it; “We're taking a complete head-to-toe approach to aerodynamics. Every article was wind tunnel tested and built for genuine aerodynamic improvement.

The apparel, in particular, uses a breathable but wind-blocking fabric called CX Shell for an incredibly slippery performance.”

Other major trends include innovative closure systems and increased comfort, on or off the bike, for shoes in all categories. With apparel, we're seeing an increase in storage space that's also more secure and more easily accessible on the fly; even abrasion-resistant materials and reinforcements are helping protect the rest of the body and all this, while also continuing to improve temperature regulation and fit across all three categories, through innovative designs and fabrics. While most of these innovations start at the premium level – as with many of the products covered here – it's usually just a season or two before they trickle down to more mainstream price points.

HELMETS

Probably the hottest trend in cycling accessories for Spring 2015 is more aerodynamic and safer helmets. Again these innovations generally start at the high end but they're more common across the spectrum for Spring 2015. A perfect example of this is the Idaho-based brand Scott. They were among the first to employ MIPS technology in their helmets, and will be offering it across three lines this year including a road racing helmet, two MTB lids, and even a commuter/gravity model.

Smith is generating quite a buzz over their radical new road racing helmet the Overtake (250g, \$290 or \$250 without MIPS). The helmet looks like nothing else on the market with its wide, geometric vents and visible liner. But that shape provides outstanding aerodynamics – wind tunnel testing proves it better than most of the stealthiest aero road helmets on



Smith Overtake (top), Forefront (middle), Axle (left)

the market – while also offering outstanding ventilation. But what really sets the helmet apart is the available MIPS liner; which studies suggest can lessen the chance of concussion or other head-related injuries in a crash. And Smith's unique Aerocore construction with Koroyd polymer honeycomb cores – a layer of individual tubes that absorb impact like independent spring coils in a mattress – combined with the usual Expanded Polystyrene (EPS) foam, absorbs 30 percent more impact in a crash Smith said. There's even a docking port included for secure sunglass storage. Smith will also offer MIPS on their popular current MTB offering, the Forefront (310g, \$240) starting in November.

Smith will also offer MIPS in its new Spring 2015 freestyle helmet, the Axle (480g, \$120, or \$100 without MIPS). Along with the available MIPS technology, the Axle also follows another trend in the industry using Expanded Polypropylene (EPP) foam instead of the standard EPS. Unlike EPS, which can only withstand one major impact, experts say EPP can withstand multiple impacts without losing its protection.

Another company that shuns traditional helmet design is relative newcomer Poc. They made a big splash with their distinctive Octal Helmet in Spring 2014, which was highly visible



Poc Octal MIPS

in this year's Tour de France peloton, and will be offering an Octal MIPS model (215g, \$320) for Spring 2015. The design offers improved coverage over the temple and back of the head, according to Poc, with thicker EPS in

strategic areas. Their vents may be fewer in number but are quite large, especially in the back and sides, allowing for excellent ventilation and aerodynamics.

Scott USA was another early adopter of MIPS and other alternative helmet technologies, and will go all out for Spring 2015 with three key MIPS models (five in total) across three disciplines. "Bike technology has been growing so rapidly that the speed at which people ride now is probably faster than years ago. Until recently the protection side of the business hasn't kept pace," said Sims. "But now with technology like D30, MIPS, and Conehead, we are doing our best to close the gap. MIPS is a big step towards preventing concussion injuries by mimicking the safety systems that our own bodies already have in place."

Scott's ARX Plus Road and MTB Helmets (260g and 280g, \$250) take much of their lightweight, aero design from pro-level, big brother the Vanish Evo line; but they come in at a lower price point and are aimed at the occasional racer and/or high-mileage enthusiast, and the Plus models feature MIPS technology for added protection. Unless you're a serious road or XC racer or pro, these are everything you'll need for a value price.

If you prefer gnarlier or more vertical lines, Scott will carry over its spring 2014 MIPS trail helmet the Stego (340g, \$190). The beefed-up protection around key areas on the sides and back are designed to keep trail riders safe in the most aggressive riding conditions, but the helmet is still very light with in-molded construction and wide open vents. A micro-adjust dial fit system and extra-large removable visor complete the package.

But don't worry commuters or urban riders; Scott also offers a MIPS helmet for you, too. The Torus (450g, \$100) is stylish with its trademark tweed sweep across the back but still offers the latest protection. A few well-placed vents in front of the ABS hard shell outer, (think lightweight construction helmet), plus wide exhaust vents in back will help you stay cool without looking too flashy with excellent



Scott ARX Plus Road



Scott Stego



Scott Torus

durability. And Scott said the simple, no-adjust ear loop means less fussing with the straps but still fits most heads comfortably.

Many riders still demand pure speed of course and with helmets, nothing is more beneficial than an aerodynamic design. And while they'll probably offer a technology like MIPS for 2016, Mavic is focusing on aerodynamics for Spring 2015 with the new CXR Ultimate Helmet (250g, \$220). They bill this as an "everyday aero" helmet – although over 50 hours of tunnel testing and



Giro Synthe

four years in development belies the "everyday" part – with race-ready weight and ventilation, along with the free speed of aero design. The helmet features a whopping 28 vents, wide radial adjustment, and three-position vertical fit system, and double-density padding with antimicrobial X-Static fabric.

Another pure speed junkie's dream lid is the Giro's Synthe (250g, \$250), a Spring 2015 model launched this past July at the Tour de France on three teams which will be available to the public in December. Giro said this offers the perfect synthesis of weight, cooling, and aerodynamics – even besting their renowned Air Attack Hel-



Specialized S-Works Evade

met; which they said started the aero-road genre in the windtunnel, weight, and cooling, and features minimal dial closure, X-Static antimicrobial pads, and a convenient sunglass port.

One of the helmets responsible for the aero-road helmet phenomenon, while not a new offering, will return for 2015.

The Specialized S-Works Evade (283g, \$250) has been a mainstay in the pro-peloton since its release thanks to lightweight, outstanding aerodynamics, and surprising ventilation. Specialized claims its

aero design saves 46 seconds in a 40km ride over a standard road helmet, but it doesn't sacrifice safety with an aramid-reinforced inner matrix - or fit, with a minimalist micro-dial fit system and no-fuss web splitter.



Giro Sutton

On the other end of Giro's line is the Sutton (350g, \$80). It may not be the cheapest commuter helmet out there, but it is definitely value-packed. Its stylish urban look is just part of the package. The helmet is also made to handle the real rigors of daily commuting and town riding featuring a reinforced vent that will fit a typical U-shaped lock, as well as a leather visor, and built-in light clip.



Specialized Centro

Specialized also has a strong commuter helmet offering in its new Centro (306g, \$50). This high-value offers one-size fitting while still managing to have large vents for cooling - which are also large enough for a U-lock. But safety and weight are certainly not overlooked with an in-molded shell, minimal micro-adjust dial, and no-adjust ear splitter for easy fit. Plus reflective webbing all around adds visibility.

SHOES

The other cycling accessory category boasting some of the biggest innovations recently is shoes.



Andrew Hammond, Global Brand Manager of Pearl Izumi's cycling division

Road, MTB and commuter shoes have all benefitted in fit, form and function, and Spring 2015 will see big movement in this direction as well. Simple, micro-adjustable closure systems and better aerodynamics have both seen substantial growth recently and outsole construction, with a focus on better walkability, has also been a major focus.

"In the past few years the industry has asked riders to make

an interesting choice between lightweight, high-performance, and walkability off the bike," said Andrew Hammond, Global Brand Manager of Pearl Izumi's cycling division. "A few lugs attached to a slick carbon sole doesn't inspire confidence, and the vast majority of riders actually do need the ability to scramble over rocks and cross wet wooden bridges."

A perfect example is the Pearl Izumi X-Project 2.0 MTB Shoe, (352g, \$240, size 43). While the shoe was introduced in 2014, it will be updated for Spring 2015 with additional features. The midsole features a patent-pending carbon plate that adds enough stiffness for racers and serious enthusiasts, but it tapers off in the toe



to allow just enough flex for comfort and efficiency. The shoe even features a thin layer of EVA padding (think, running shoes) under the heel for even more comfort. Walkability is further enhanced with the addition of co-molded rubber tips to the traditional hollow TPU-lugged outsole for traction - also ideal for Cyclocross. But what will really make it exceptional for Spring 2015 is the switch to a single, tongue-mounted, bi-directional Boa dial, along with a set-and-forget front Velcro strap for quick, secure, micro-adjustable closure.

Not quite as walkable as the X-Project 2.0 MTB Shoe, but a bit lighter and more efficient, the Scott MTB Premium (335g, \$350, size 42), is more of a pure racing shoe with an uber-stiff carbon outsole that still manages to flex just enough in the toe for decent walkability but is highly breathable, very light and fast. And Boa's



Scott MTB Premium



Giro Territory

new IP-1 dials make it extremely easy to buckle in and go. They now rotate forward on both sides (not reversed on left like previous models) with micro adjustability in both directions.

Road shoes have also seen a walkability trend. One current offering that will carry over for Spring 2015 is the Giro Territory (350g, \$150, size 42). From the top it looks like a traditional three-closure (one buckle, two straps) road shoe, but bolted onto the injected-nylon outsole are rubber-walking pads that provide just enough traction for safe, smooth walking without too much bulk. And all but

two of them are removable if you don't need the walkability on a given day; however, it's only compatible with two-bolt pedals.

And for those who walk as much as they ride - say from their bikes to the café, up almost every dirt climb, or just around the gym, etc. - there's Pearl Izumi's Women's X-Road Fuel III Hybrid Shoe (315g, \$105, size 40). What looks like a stylish light-hiking shoe actually has a nylon plate in the midsole for added stiffness; which makes for more efficient pedaling. But the plate is somewhat flexible, and along with the soft, breathable mesh upper, allows for



Pearl Izumi Women's X-Road Fuel III Hybrid Shoe

a natural stride on or off road, inside or out. A removable cover reveals SPD compatibility; which means it can be used with most mountain or cross pedals as well as most gym stationary bikes.

Specialized also offers a hybrid and no one would ever suspect it's a cycling shoe because it looks just like a classic running shoe but surprisingly stiff in the right places for pedaling. The Cadet, or Women's Cadette (340g, \$100). A nylon plate is dropped into the EVA for added stiffness, but it does not extend into the heel or toe so those areas remain flexible for smoother walking. And the SPD-compatible bolt holes are hidden nicely under a removable rubber cap – and cleats will not touch the ground when installed.

For many riders, however, walking is but a necessary evil – the only thing that really matters is speed. And helmets are not the only accessory to see major aerodynamic innovations in recent years. Mavic's CXR Ultimate Road Shoe (260g, \$400, size 42.5) is an example of how shoes are also game. Not only is it extremely light but an integrated flap pulls up over the dual Ergo Dial closure system (replacing oversocks that many riders use) to smooth out the shoe's profile on the bike saving a claimed four watts over their previous top-end shoe. It also features a nearly seam-free bonded upper plus titanium cleat-bolt holes and ventilated carbon outsole.



Mavic CXR Ultimate Road Shoe

APPAREL

What sets the Spring 2015 apparel offerings apart seems to be storage. Brands are getting more generous with pockets, and increasingly clever with their placement and construction. No longer must riders over stuff their two- or three-rear pockets; which then bounce and pull and spill. This trend covers all ride categories with tops and bottoms.

Hybrid apparel – with legitimate on-bike performance but equally appropriate off-bike at the coffee shop – along with less flashy graphics are also hot. “We continually see the need for product that's cleaner in aesthetic and doesn't scream ‘I race bikes,’” said Jason Israel, Design Manager for Specialized's apparel division. “This season we will introduce models presenting a fantastic option for the rider that wants to focus on the adventure rather than the shop/team they race for.” But don't worry, they will still offer plenty of flash elsewhere.

Other key trends include integrated bib/short combos for MTB, better women's options and fit, and of course aerodynamics.

Specialized seems especially tuned into these needs across all their lines. The Swat (storage, water, air, tools) Pro Bib, \$150, is

a perfect example. With its eight total pockets, (three rear, two strap, two quad, one rear zipped security pocket with sweat barrier for electronics), there should be no problem carrying everything you could possibly need on even the longest rides – remember there's more storage in your jersey. It also offers a triple density foam chamois with carbon yarns for durability and

antimicrobial properties, and the Cold Fabric stays cooler in the sun for added comfort.

On the MTB side, there's the Atlas XC Pro Short, \$150. Again there are secure stretch pockets everywhere including five on the removable Swat Bib Liner alone and features an extremely lightweight, highly stretchy woven material that is bonded and taped for low seam abrasion. Perforated ventilation holes help vent where you need it most, and it features Specialized's most tailored fit for a “baggy” short for less billowing through the pedal strokes.

Women face yet another issue with bib shorts when they need to take a restroom break. Typically the female will have to fully undress to undo straps. In Spring 2015 Specialize will introduce the SL PRO Bib Short, \$175, with Hook Up technology. This is a highly innovative magnet-guided clip system located at the lower center of the bib strap panel allowing women to access and unclip the bib much like they would a bra for easy on/off of bibs during restroom stops. They also feature a women's-specific, top-end chamois.



MTB Atlas XC Pro Short

Specialized Swat

Specialized SL PRO Bib Short



Specialized Utility Polo Jersey

temperature regulation, reflective elements, UV30 protection, and a clever side pocket assure you can get a quick ride in first.

Louis Garneau also enters the storage game with their aptly named Cargo Jersey, \$150, for Spring 2015. Eight integrated pockets can securely carry plenty for long endurance rides such as a vest, warmers, nutrition, tools and valuables. But if it's too hot, use the front pockets as extra vents instead – they feature a mesh backing for better cooling when open.



Louis Garneau Cargo Jersey



Jason Israel, Design Manager Specialized Apparel



Pearl Izumi Summit Shell Shorts (left) and Symphony Cut Short (right)



Pearl Izumi P.R.O LTD Speed Jersey

But again, sometimes in the end it all comes down to speed where aerodynamics are the ticket with tangible, often quite significant savings in watt output. Pearl's new P.R.O LTD Speed Jersey, \$150, features its Speed Sleeve design with a sleek-fitting, aerodynamic fabric, strategically textured on sleeves and shoulder-back, which they claim eliminates wrinkles for better airflow. And it's available in seven sizes so everyone can get a perfect fit. Pearl Izumi claims this jersey alone will offer aero savings similar to an aero wheel set.

For your lower half, the Poc Contour Airfoil Bib, \$350, should do the trick. The dimpled surface on the material reduces drag (think of a golf ball) for smoother airflow, and Poc has eliminated seams on the leg gripper. There are even compression benefits, said Poc, while the material remains breathable. Of course pockets are key for Spring 2015, and Poc has included them in the back of the bib without effecting aerodynamics. ■



Poc Contour Airfoil Bib

Breathable, moisture-wicking fabrics also help cooling while also offering sun protection.

And the always-innovative Pearl Izumi hasn't missed the boat either. The new Summit Shell Shorts (\$80) have a tapered fit that pedals well with a tough, water-resistant DWR fabric. And were designed to be worn over its new Bib Liner Short, \$100, with high performance MTB liner with elite-level chamois. The short offers three road style pockets built into the bib upper to carry tools, food and water, and even have a built in fly for convenient "natural breaks."

For women, Pearl Izumi has heeded the call for a less "racy" style without sacrificing performance. Their new Symphony Cut Short (\$110) offers the on-bike benefits of their 3D elite-level chamois and multi-panel construction but in a shorter length (5.5"), and a wide, ultra-soft waistband that's cut in a "V" for added style. They use ColdBlack fabric, which stays cooler in the sun, with reflective elements for added safety.

the orb™

Deep Tissue Massage Ball

- **Multidirectional roll provides focused massage to target areas**
- **Deep tissue massage promotes flexibility**
- **The 5" and 7" diameter balls provide the option of rolling in small circles or along length of muscle (in contrast to smaller, single point massage balls)**

info@pro-tecathletics.com
 (800) 779-3372
 pro-tecathletics.com

PRO-TEC ATHLETICS



Photo courtesy Timex

APPLE JOINS FITNESS WEARABLES CROWD

By Thomas J. Ryan

With Apple's launch of the Apple Watch, the spotlight shines bright on the fitness wearable category.

Many smartwatches are communication devices enabling quicker access to e-mails and text alerts. But many are focused on fitness - measuring steps, distance, calories, and often heart rate and sleep patterns. Some encourage users to just move more during the day. Others, typically with a tie-in to an app, collect streams of workout data and encourage users to reach performance goals.

Well before Apple's entry, a crowd of competitors had arrived to chase the fitness watch opportunity including popular startups such as Fitbit and Jawbone as well as the Nike Fuelband and other models from major sports companies, watch, and monitor leaders. Some believe activity tracking will only appeal to the fitness nut but others see a strong tie-in to the burgeoning health and wellness movement and Apple's arrival certainly supports the category's growth prospects.

Here, a few wearables hitting the market:

The Apple Watch, \$349, features Digital Crown, Apple's most revolutionary navigation tool since the iPod Click Wheel and iPhone Multi-Touch. Apple Watch enables users to communicate in new ways right from their wrist by sending and receiving messages, answering calls to their iPhone, and with Digital Touch, sending something as personal as a their own heartbeat.



Apple Watch

Specifically around fitness, Apple Watch uses the accelerometer, a built-in heart rate sensor, GPS, and Wi-Fi from the user's iPhone to provide a comprehensive picture of the wearer's daily activity. The Activity app measures three separate aspects of movement - calories burned, brisk activity, and how often you stand up during the day. A new Workout app provides goal setting and pacing during popular session-based workouts, such as running and cycling. The companion Fitness app on the iPhone collects the user's activity data so they can see their activity history in greater detail. The Apple Watch uses this history to suggest personal, realistic goals, reward fitness milestones, and keeping the wearing motivated.

"With Apple Watch, we've developed multiple technologies and an entirely new user interface specifically for a device that's designed to be worn. It blurs the boundary between the physical object and user interface," said Jony Ive, Apple's SVP of design. "We've created an entire range of products that enable personalization."

Timex is introducing the Ironman ONE GPS+, \$400. Developed in close collaboration with Qualcomm Connected Experiences and AT&T, the watch claims to be the first smartwatch that offers stand-alone wireless connectivity without a phone. On the performance side, it tracks speed, distance, and pace in real-time and instantaneously shares performance metrics through the users' favorite social media and online fitness platforms. Beyond e-mail-based messaging capabilities, communication features include tracking capabilities that communicate the user's location to friends and family anytime/anywhere and a custom-built "Find Me Mode" safety solution. It's also water resistant up to 50 meters and touts a built-in MP3 component with 4GB of memory to play music via a Bluetooth headset.



Timex Ironman ONE GPS+ (left) and Ironman Move x20 Activity Tracker (right)

Anette S. Olsen, chairman of Timex Group, said the Ironman ONE GPS+, "has great appeal to a broad range of fitness enthusiasts as well as tech-savvy individuals and those who simply wish to make a statement."

Working seamlessly with your iOS or Android smartphone, the Timex Ironman Move x20 Activity Tracker, \$130, measures your movement all day, tracks your workouts, and even helps you stay on top of texts and calls. It tracks all-day activity (steps, distance, calories,) while also monitoring sleep time and the hours/minutes of light sleep and deep sleep.

Garmin International is introducing the Vivosmart, \$170; \$200 with heart rate monitor bundle. Like Vivofit and Forerunner 15, Vivosmart gets to know users' current activity levels and nudges them toward a more active lifestyle with personalized daily goals and reminds them when it's time to move. Its easy-to-operate touchscreen displays time of day, steps, distance, calories, move bar, goal countdown and more.



Garmin International Vivosmart

An the activity front, the move bar features five segments that begin to fill in after one hour of inactivity, and a timer that lets users know exactly how long they have been inactive even if it hasn't been an hour yet. As the segments fill in, Vivosmart vibrates and displays the move bar alert, encouraging users to stay consistently active throughout the day. Walking around for a few minutes will reset the move bar.

Users can also capture more of their active lifestyles by using the timed activity feature to track a workout, pairing Vivosmart with a heart rate monitor² or bike speed sensor, or using Vivosmart as a remote for a Garmin VIRB or VIRB Elite action camera³.

On the connection side, Vivosmart features vibration alerts for calls, texts, calendar reminders, e-mails and more from a smartphone. Vivosmart automatically syncs with the Garmin Connect Mobile app when in range of a compatible Bluetooth device, so users can check in throughout the day to view reports on activity progress, total sleep hours, periods of movement, restful sleep, and more. Users can also earn virtual badges for extra motivation, and join online challenges.

"With its activity tracking features, additional workout support including timed activities and smart notifications Vivosmart is like having a personal coach and assistant right on your wrist," said Dan Bartel, Garmin VP of worldwide sales. "It challenges and motivates users to stay active and create lifelong healthy habits while keeping them connected to family, friends, work, and more."

Perfect Fitness, a division of Implus Corp. is introducing the Perfect IQ \$80. Sync the Bluetooth smart Perfect IQ fitness watch to your iPhone or compatible Android device and transmit estimated calories burned, steps taken, distance traveled, and sleep time to the Perfect Fitness app for easy viewing. Based on metabolic rate and exercise, the innovative calorie monitor features a 24-hour calorie burn formula and automatically resets at midnight so daily tracking is achievable. The Perfect IQ's trip meter with data recall displays stats for each workout, and the sleep pattern tracking function helps to determine if changes are needed in your overall wellness plan. The soft, flexible silicone watch band and micro belt clip are both removable so you can streamline and customize the Perfect IQ based on your activity and needs.



Perfect Fitness Perfect IQ

"Clearly there has been an explosion in activity tracking technology over the last few years, and while the data is important, we always say that getting and staying in shape takes the right attitude and perseverance," said Alden Mills, Perfect Fitness founder and former Navy SEAL. "We want to provide more than just data. We want to foster a comprehensive approach - with tracking being one of the many tools our customers use to achieve their goals. With a solid background in fitness equipment development and innovation, we are uniquely positioned to help our customers do just that. Not only do we provide our customers with a wide array of fitness

equipment and workouts, we now offer them a way to keep track of the data with our Perfect iQ Band and fitness app. It is synergy at its best. And as with all Perfect products, it is offered at a value price point - and still packed with all the desired features - that everyone can afford."

Soleus is bringing out the Contender, \$65 featuring a 100-hour chronograph, 10 file/50 lap memory, 6x50 interval timers, two alarms, a dual timer, and EL backlight. It's also 50M water resistant.



Soleus Contender

Also from Soleus, the Push, \$49, is a new pod-based activity tracker. This unit measures your daily stats including distance traveled, steps taken, calories burned, sleep patterns, and fitness goal tracking. The Push, roughly the size of a quarter, can easily be

placed in your pocket but comes with two comfortable silicon straps (both large and small). The free dedicated mobile application makes it easy to sync your data and view your daily progress.

David Arnold, founder and owner of Soleus, said Soleus stands out in the pack because it "offers a great value" with a variety of popular, trendy colors.

"We are seeing a lot of emphasis on the fitness watch category due to the healthy trends among the U.S. consumers," said Arnold. "It is relatively new with a lot of growth potential. Most everyone has a watch, but consumers want a fitness watch that they can collect and then download the data to analysis and share."



Soleus Push

Mio Global is introducing this fall the Mio Fuse, \$179, which combines Mio's EKG-accurate optical heart rate technology with a built-in accelerometer to provide heart rate, step count, distance, pace, and calorie burn, all from a single wristband.



Mio Global Mio Fuse

Mio Fuse transmits heart rate data via Bluetooth Smart 4.0 and ANT+ allowing users to pair their device with the performance-tracking apps popular among runners, cyclists, and other athletes. Its interoperability features set Mio Fuse apart from other sport devices tied to a closed manufacturer's protocol.

Both performance athletes and health conscious consumers can utilize the water-resistant Mio Fuse for all-day tracking. The device offers two modes - all day mode and workout mode - so users can capture data while exercising as well as during the rest of their day, capturing all physical activity from morning to night.

"Our customers are athletes who know that performance isn't determined just in time they spend working out - it's the result of exertion and recovery throughout the entire day, week, month, and year," said Liz Dickinson, CEO of Mio Global. "By combining our award-winning optical heart rate technology with all-day activity tracking, Mio provides a more comprehensive look at overall fitness than any other product on the market."

Representing the latest addition to its growing miCoach digital fitness ecosystem, the Fit Smart from Adidas, \$199, is a workout intensity training device that measures heart rate, calories, pace, distance, and stride rate all from the wrist. Fit Smart offers comfort and fit with a soft touch silicon strap. A distinct LED light array provides at-a-glance visual guidance on the user's current workout intensity presented in color zones - blue,



Fit Smart Adidas

green, yellow, and red. Vibration and visual prompts provide feedback and coaching so the user can make the most out of every workout.

Intended for those seeking meaningful guidance and feedback, Fit Smart works with an all-new mobile app experience aimed at helping people set and reach weekly goals as well as commit to longer term training plans. Weekly goals were a key feature update in the new release of the popular miCoach Train and Run app and uniquely combine the effectiveness of heart rate-based training with the flexibility and motivational benefits of short-term attainable goals.

Fit Smart stores up to 10-hours of workout data and syncs with the miCoach platform using Bluetooth Smart via the miCoach Train and Run app on the users mobile phone. From the app the user can customize wristband settings as well as access hundreds of free training plans created in partnership with the elite coaches at Exos.

"We believe Fit Smart is more than a credible and effective training tool," said Paul Gaudio, general manager of digital sports at Adidas. "It is also a real difference maker for people looking to get active and stay active - it works because it measures you, not only what you do, and the weekly goals and personalized training plans, it turns your workout data into action so you can turn action into results."

From Polar, the heart rate specialist, the Polar Loop, \$120; \$200 with H7 heart rate sensor is the first waterproof and heart rate



Polar Polar Loop

compatible activity tracker in the market. It tracks steps taken, calories burned, distance traveled, and sleep patterns at night specifically analyzing the amount of restful versus restless sleep. With the use of the H7 heart rate sensor during workouts, the Polar Loop is able to capture exercise intensity for activities that normally can't be determined by a basic activity tracker such as cycling, yoga, and weight lifting (activities that typical activity trackers do not measure actively because they don't require steps). Compatible with the Polar Flow app and web service, users can analyze their activity and sleep in an effort to improve their daily health.

The Polar H7, \$80, is a Bluetooth Smart compatible heart rate sensor in the form of a chest strap that sends live, accurate heart rate to smartphones, many Polar products, as well as compatible fitness equipment. The H7 is compatible with dozens of fitness apps including the Polar Beat app available for Apple and Android.



Polar H7



Photo courtesy Polar

“Polar products are always out to satisfy and exceed consumers’ needs. Active people look to us for smart coaching tools to help them reach their individual goals with the flexibility to do what they want with the products and their own data,” said Herb Baer, president of Polar USA.

From TomTom, the Runner Cardio GPS, \$270, has a built-in Heart Rate Monitor, eliminating the need for a separate chest strap. Runners can select one of five intensity zones to match their training goals and will receive alerts to know whether they need to speed up or slow down. Runners can see real-time heart rate, distance, pace and other essential running information at a glance, while running. The Runner Cardio accurately measures heart rate with a Mio optical sensor, which monitors changes in blood flow by shining light through the skin.

Other notable features include an extra-large display to see track time, distance, and pace, one-button control, an ultra-slim design, and an Indoor Tracker that monitors pace and distance even while running on a treadmill.

“We know that heart rate monitoring is the single most accurate way to understand how the body is responding to exercise,” said Corinne Vigreux, managing director, TomTom Consumer. “Now, with the launch of the Runner Cardio, all runners can easily use heart rate training to improve their performance.”

Suunto is launching its first Bluetooth Smart compatible product family consisting of Suunto Ambit3 Peak and Suunto Ambit3 Sport GPS watches, and the Suunto Smart Sensor for heart rate monitoring. With the new Suunto Movescount App in their smartphone, users can upload their exercises, change watch settings, get notifications, enrich, relive, and share their sport’s moments and adventures wirelessly while on the go.

Designed for advanced running, cycling, and swimming functionality, the Ambit3 Sport, \$400 to \$450, includes heart rate recording even while swimming as well as Bluetooth Smart Sensor support for external pods and belts, recovery time, and activity tracking. Users can also stay up to date by getting calls, messages, and notifications directly on the watch.

Olli Osara, regional commercial director, Suunto Americas, said one major trend Suunto has identified is that sports participants seem to go after a myriad of different activities instead of just practicing in one single sport. That calls for versatile sports’ watches suitable for many different activities.

“For example Ambit3 Sport is a great all around watch for different activities but also including specific modes and measurements for running, cycling, swimming or triathlon,” said Osara. “Ambit3 Peak is of course even more versatile with all the outdoor functionality added. In addition, with the Suunto Apps, consumers can build their own apps or choose from the hundreds of already available apps to tailor the watch for their individual needs to whatever sport they want to engage in.”

The other important trend is the experience collecting and sharing in social media. Said Osara, “Suunto Movescount mobile phone App offers a great way to showcase your Move to your friends on social media. By creating a Suunto movie you can visualize your route on a 3D map, which includes key metrics, and you can add photos from your adventure to tell the whole story instantly. ■



Suunto Ambit3 Sport GPS



I AM... SGB

Scott
Montgomery
CEO, Club Ride

Scott Montgomery, 53, has had quite a ride during his more than 40 years in the bike industry. He spent nearly three decades helping his father Joe Montgomery build Cannondale Bicycle, including a span from 1987 to 1992 when he established the company's operations in Europe and Japan. He was on board when Cannondale went public in 1995. He left two years later, but returned in 2003 to help guide Cannondale out of bankruptcy after an unsuccessful motorsports venture. In 2004, Montgomery persuaded the Swiss company Scott Sports to open a U.S. subsidiary in Sun Valley, ID and reintroduce the Scott bike brand to North America. He left Scott in 2010 to help expand Club Ride, which has been growing rapidly with a line of casual-technical cycling apparel that is practical for mountain, road and urban biking as it is a night at the local pub. A native of Columbus, OH, Montgomery remains an Ohio Buckeyes fan, although he graduated high school in San Antonio, TX and Rollins College in Orlando, FL. He now resides in Ketchum, ID with his wife Lori and their four children, who include college-aged Haley and Elana; Clyde, 15; and Sara, 12. When he's not running Club Ride, he is likely running, pedaling and paddling around Idaho with them.

When and what was your first job in the sporting goods industry? When I was 11, I began working at Cannondale for \$1 an hour. My dad started the company and was trying to find something for me to do on Christmas vacation. We did not take many vacations in those days he paid me a buck an hour. I worked on assembly lines and odd jobs. I remember we would work 9-7 and then every night we would go out to dinner with customers or key employees and I would just sit there and absorb it all in and fall asleep on my way home in the car at 11 p.m.

What was your latest outdoor adventure? I recently did a sort of mountain duathlon in Stanley. We have a cabin there and there is an amazing ride called Fisher Creek that does not open until mid-June because it's up around the Continental Divide. On Sunday we floated down the lower Salmon, which is raging pretty good right now. Then we finished with another mountain bike ride on Elk Mountain. It's pretty cool when you can do all that on the same day. That's what you call good Idaho living.

What two or three pieces of gear are you using the most these days? I live about 12 miles from the office and have been commuting via e-bike. I'm using the Club Ride Cog Jean for the 30-minute commute, which I'm doing on a Specialized Turbo. I also still try to do a lunch or evening ride, usually in a Club Ride Vibe Shirt and Rumble Short on my Santa Cruz Tall Boy.

What are 1-to-3 adventures at the top of your bucket list? Lori, Clyde and I rode from Telluride to Durango in July. It's a four-day trip and it's almost all single track. It's guided, so you ride 20 or 30 miles per day and get to camp and all your gear is there. You still have to set up the tent and cook, but you don't have to haul your gear.

What is one of your fondest memories of working in the industry? At Scott, I put together the HTC-Columbia ProTour bike sponsorship. I was at the Giro d'Italia, which is my favorite of the big races - mainly because I like Italian food better than French food. We were at dinner after one of the stages and Erik Zabel, who was perhaps the greatest German sprinter and the sprint adviser for the HTC-Columbia team, was there with our team leader Mark Cavendish. Zabel would ride each stage early in the morning and then before the race come to Cavendish on the radio and tell him the intricacies of the ride with tremendous detail on every turn and bump in the road. There was one night at dinner when they were both bragging and Cavendish was talking smack at the dinner table. Just listening to those guys, who are probably the two greatest sprinters in cycling of their generations, bantering back and forth at dinner, was amazing.

Got any advice for the 20-somethings coming up in the industry? One piece of advice my father gave me early on at Cannondale was, rather than try to be great at everything, hone skills that are already really good and become the best at those and as you mature, hire people around you that are best at what they do. Don't try to be good at everything. If you are not good at product development say, 'I'm going to hire the best person I can find.' Or, if IT confuses you, find the best IT person you can. If you try to be great at everything and you have one or two weak areas, you will be seen for those weaknesses rather than your strengths. ■



**FITS® ARE
GUARANTEED TO FIT
LIKE NO OTHER!**

- **FULL CONTACT CUFF®**
- **DYNAMIC TOE CUP™**
- **HEEL LOCK®**

**MEDIUM EXPEDITION
RUGGED CREW**



WWW.FITSSOCKS.COM

Manufactured by Crescent Sock Co. 527 E. Willson St. Niota, TN 37826 Toll Free 877-807-SOCK

CALENDAR

For full year calendar go to
sportsonesource.com/events



Photo courtesy Specialized

SEPTEMBER

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

DECEMBER

2-4 EORA Southeast Market
 Asheville, NC

9-10 EORA Southeast Market
 Ellicott City, MD

10-11 Atlanta Fashion Shoe Market
 Atlanta, GA

TRADE ASSOCIATIONS | BUYING GROUPS

Athletic Dealers of America
 1395 Highland Avenue
 Melbourne, FL 32935
 t 321.254.0091
 f 321.242.7419
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

National Sporting Goods Association
 1601 Feehanville Drive / Suite 300
 Mount Prospect, IL 60056
 t 847.296.6742
 f 847.391.9827
nsga.org

Nation's Best Sports
 4216 Hahn Blvd.
 Ft. Worth, TX 76117
 t 817.788.0034
 f 817.788.8542
nbs.com

Outdoor Industry Association
 4909 Pearl East Circle / Suite 300
 Boulder, CO 80301
 t 303.444.3353
 f 303.444.3284
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

Snow Sports Industries America
 8377-B Greensboro Drive
 McLean, VA 22102
 t 703.556.9020
 f 703.821.8276
snowsports.org

Sports, Inc.
 333 2nd Avenue North
 Lewistown, MT 59457
 t 406.538.3496
 f 406.538.2801
sportsinc.com

Sports Specialists Ltd.
 590 Fishers Station Drive / Suite 110
 Victor, NY 14564
 t 585.742.1010
 f 585.742.2645
sportsspecialistsltd.com

Team Athletic Goods
 629 Cepi Drive
 Chesterfield, MO 63005
 t 636.530.3710
 f 636.530.3711
tag1.com

Tennis Industry Association
 1 Corpus Christi Place, Suite 117
 Hilton Head Island, SC 29928
 t 843.686.3036
 f 843.686.3078
tennisindustry.org

Worldwide
 8211 South 194th
 Kent, WA 98032
 t 253.872.8746
 f 253.872.7603
wdi-wdi.com


PERFORM. RECOVER. REPEAT.




MAKE **RECOVERY**
A PART OF YOUR TEAM'S ROUTINE

SLEEVES • SOCKS • PANTS
SHORTS • SHIRTS



 TARGETED AIRFLOW

 GRADUATED COMPRESSION

   SHOCKDOCTOR.COM

INTRODUCING
SVR SUPPORT VENTILATION RECOVERY
COMPRESSION



A person is silhouetted against a bright sun, with their arms raised in a 'V' shape. The person is standing on a rocky shore, looking out over a large body of water. The sun is low on the horizon, creating a strong lens flare and illuminating the water with a golden glow. The overall scene conveys a sense of achievement and triumph.

SPORTSCANINFO

ACHIEVE YOUR GOALS

BREADTH OF DATA. DEPTH OF DATA. TIMELINESS OF DATA

SportScanInfo is the only weekly retail sales trend reporting solution for the active lifestyle market.

To learn more call 303.997.7302 or SportScan@SportsOneSource.com

SportScanInfo.com

A Service of The SportsOneSource Group