

Fall 2016

# INSIDE OUTDOOR

www.insideoutdoor.com

MAGAZINE

**FAST  
INTO  
FALL '16**

**TRAIL  
RUNNERS**

**HOLIDAY  
PROMOS**

**Cooking  
w/o Gas**

**SOCIAL  
STRATEGIES**

# Clearly. Our Most Technologically Advanced Winter Footwear.

## UPPER:

- Specially formulated TPU shell
- Completely waterproof
- Tongue piece under lace is a closed-cell waterproof breathable neoprene
- Cut & abrasion resistant

## LINER:

- Ultralite<sup>x</sup> liner
- Body-heat moldable
- Water resistant
- Highly breathable
- Removable & wearable

## INSOLE:

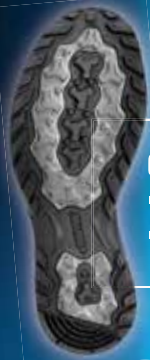
- Removable with dual density comfort
- Heel and ball of foot impact zones for shock resistance & anti-fatigue
- Heel stabilizer adds support

## MIDSOLE:

- Dual compound blend
- Upper midsole is stiffer for under foot stability
- Lower midsole is AirGrip<sup>®</sup> and molds through to outsole

## OUTSOLE:

- Polar rubber tread grips snow & ice
- AirGrip<sup>®</sup> "lite-zones" to reduce weight



## SERIES FEATURES

### Temperature Rating:

5C/42F to -30C/-22F

- Front-lace fastening
- Over-ankle supportive height
- Completely waterproof

  
**BOREALIS** by BAFFIN  
WINTER CROSSOVER SERIES

 **BAFFIN**<sup>®</sup>

For more information please contact  
1-800-387-5858 or [sales@baffin.com](mailto:sales@baffin.com)

   **BAFFINWORLDWIDE**  
[WWW.BAFFIN.COM](http://WWW.BAFFIN.COM)



CORDURA  
FABRIC

YOU ARE  
**BRAVER**  
& STRONGER  
THAN YOU KNOW.

**#CORDURATOUGH**

Still the motion.  
Achieve inner balance.  
Reach your destination.  
Our durability doesn't compromise.  
It resists tears and abrasions.  
It takes on the extremes and endures.

You got this.

**CORDURA.COM**

© 2016 INVISTA. CORDURA® is a registered trademark of INVISTA for durable fabrics.

# CONTENTS



## 30 Ho Ho Promo

Data and analysis from prior holiday shopping seasons provide a better understanding of what promotions are likely to work during the upcoming weeks. We have some gift suggestions, too. By Martin Vilaboy

## REGULARS

### DATA POINTS

#### 8 Numbers worth Noting

Wearable watch; ad blocks; climbing demos; reasons they race; and more

### BACK OFFICE

#### 42 Assortment Creep

Why you can't make every sale

### FLOORSPACE

#### 44 Put Away the Peanuts

Affording air packing system

#### 45 Business and Running

Racing and risk

#### 6 Letter from the Editor

#### 10 Rep News & Notes

#### 46 Advertiser Index

## REPORTS

### 12 Elite Feet

Trail shoe spotting at the recent Western States 100-Mile Endurance Run, and what it tells us. By Martin Vilaboy

### 16 Heat Exchange

Korean stove expert Kovea is on the verge of forever changing (and improving) backcountry cooking. By Ernest Shivanov

### 22 Social Studies

Social media marketing changes faster than high-altitude weather. Here's an update and insights for specialty brands on recent developments and coming shifts. By Martin Vilaboy



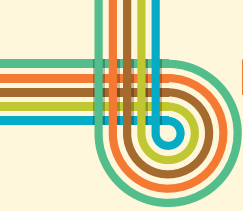
# EVOLUTION IS BACK



Recent sightings confirm isolated bands of humans still surviving winter conditions with little or no ice and snow traction. Clearly an endangered species. At Yaktrax, we've evolved a range of dependable ice traction tools to fit every survival strategy. [#CONQUERWINTER](#) | [YAKTRAX.COM](#)



**YAKTRAX**<sup>®</sup>



# The Merriest of Gifts

For the upcoming holiday season, I'd like to propose that the outdoor community gives the country the gift of the outdoors. If it is true that it's the thought that counts, I can think of few things more thoughtful.

Albeit most of us within the industry know it personally, if not anecdotally, the physical, mental and social benefits of spending time with nature are now being quantified by mounting research. Studies have shown that time in open and green spaces can spur creative thinking, boost our immune systems and improve our moods. Children who regularly experience time in nature tend to be healthier, happier and test better in school. One recent study on "forest bathing" out of Japan even showed that blood pressure, resting heart rate and levels of hormones related to stress were all significantly lower after just a 15-minute nature walk compared with a 15-minute city walk.

One only need glance at their schedule or flip on the news to see how Americans might be especially receptive to such a message. After all, we live in a period when time has never been more crunched, global violence and the threat of terror have never been higher, politics never more partisan and social strife never more in the headlines (though one could argue that the 1960s might compare as far as the latter). There are even instances where politics and social injustices have crept into the spectator sports and sitcoms that were once distractions from such things.

Of course, selling the "outdoor experience" is nothing new to outdoor recreation brands and organizations. But in our quest to market nature, we often get bogged down in trends and demographic data, product performance and activity levels. So rather than focusing on finding the appropriate pack or pair of shoes for an intended activity, or preparing newbies with the proper instructions, or making a camp out somehow look "cool," maybe it's time to focus on how outdoor experiences can be free, easy and highly accessible, yet loaded with benefits – even if it is just 15 minutes in fresh air and open spaces.

It may not be the best for "business." But it can't hurt. And it sure seems our country could use some peace and tranquility right now.

– MV

Martin Vilaboy  
**Editor-in-Chief**  
[martin@bekapublishing.com](mailto:martin@bekapublishing.com)

Percy Zamora  
**Art Director**  
[outdoor@bekapublishing.com](mailto:outdoor@bekapublishing.com)

Ernest Shiwanov  
**Editor at Large**  
[ernest@bekapublishing.com](mailto:ernest@bekapublishing.com)

Berge Kaprelian  
**Group Publisher**  
[berge@bekapublishing.com](mailto:berge@bekapublishing.com)

Rene Galan  
**Account Executive**  
[rene@bekapublishing.com](mailto:rene@bekapublishing.com)

Miki Takeuchi  
**Digital Media**

Jennifer Vilaboy  
**Production Director**

## Beka Publishing

Berge Kaprelian  
**President and CEO**

Neil Ende  
**General Counsel**

Jim Bankes  
**Business Accounting**



### Corporate Headquarters

745 N. Gilbert Road  
Suite 124, PMB 303  
Gilbert, AZ 85234  
Voice: 480.503.0770  
Fax: 480.503.0990

Email: [berge@bekapublishing.com](mailto:berge@bekapublishing.com)

© 2016 Beka Publishing, All rights reserved. Reproduction in whole or in any form or medium without express written permission of Beka Publishing, is prohibited. Inside Outdoor and the Inside Outdoor logo are trademarks of Beka Publishing





## A LEGACY OF **AUTHENTICITY** A CULTURE OF **INNOVATION**

25 years ago BUFF® invented multifunctional headwear. And we've just gotten better with time. That's why we are the choice of athletes and adventurers who understand the value of exceptional gear.

BECOME AN AUTHORIZED BUFF® DEALER **707.569.9009** | **ORDERS@BUFFUSA.COM**  
VIEW THE BUFF® COLLECTION AT **BUFFUSA.COM/CATALOGS**



BUFF® is a registered trademark of Original Buff, S.A. Spain.  
Photography by Fredrik Marmaster

# DATA POINTS

## Numbers Worth Noting

By **Martin Vilaboy**

### Greener Pastures

The majority of consumers take green packaging and sustainable practices into account when choosing where to shop and what to purchase, or at least they say they do, shows a survey by Dotcom Distribution, which surveyed more than 500 online shoppers. One would assume conscious actions are even more important to outdoor consumers.

#### Green Attitudes of Online Shoppers

Respondents who say green packaging is important to them	57%
Respondents who have taken green packaging into account when deciding where to shop	61%
Respondent who have considered an online retailer's overall carbon footprint	55%
Respondents who have considered the sustainability of supply chain practices when deciding between brands	64%

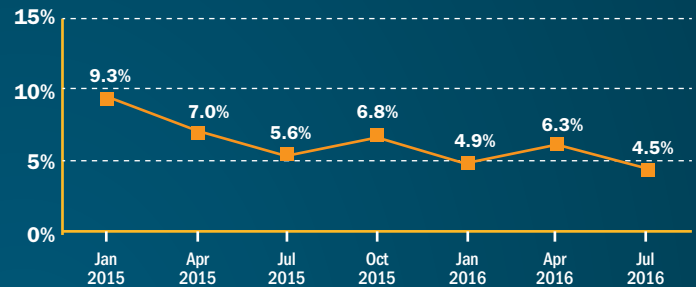
Source: Dotcom Distribution

### Wearable Woes?

Yikes, that was fast. 451 Research's latest wearable device trends survey shows demand for health and fitness monitors and smart watches falling to the lowest levels of the past 18 months. The 4.5% of consumers who say they plan to buy a health and fitness tracker is about half the demand seen in January 2015.

#### Future Health and Fitness Monitor Buying

Percentage of Respondents Who Plan on Buying a Health and Fitness Monitor in the Future



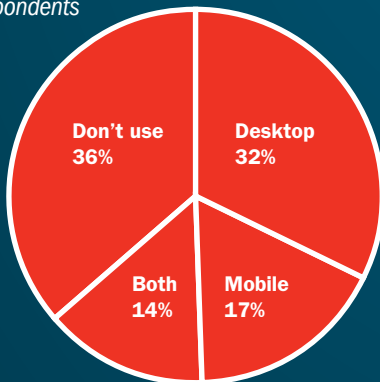
Source: 451 Research

### Ageless Ad Blocking

Turns out millennials are just as annoyed as older folks by online ads that block content. According to a recent Anatomy Media survey, two out of three U.S. millennials use an ad blocker on a desktop or mobile device. Oh, by the way, you can't block magazine ads.

#### US Millennial Internet Users Who Use an Ad Blocker, by Device, July 2016

% of respondents



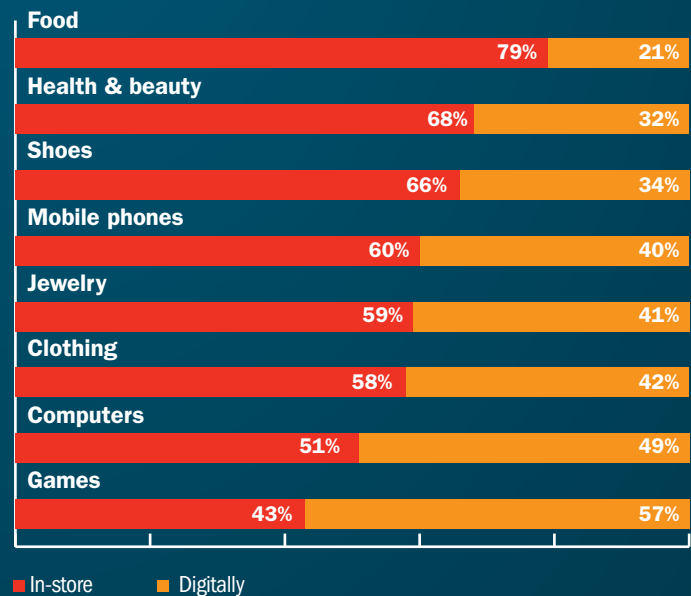
Source: Anatomy Media

### Teen Shoppers

You may not be able to tell it by looking around the local mall on a Friday night, but outside of computers and games, a plurality of U.S. teenagers still prefer to shop at brick and mortar locations, according to customer experience marketing company Interactions.

#### Product Categories that US Teen Internet Users Prefer to Purchase Digitally vs. In-Store, May 2016

% of respondents



Source: Interactions, eMarketer



## Girls Rock the Gym

Looking at a few key demographics, outdoor and indoor climbers are fairly similar. Median age is around 30 for both, and each cohort is just as likely to have kids at home. One distinction: indoor climbing has certainly attracted more women to the sport, as 42% of gym climbers are female versus 33% of outdoor climbers, show OIA figures.

### Outdoor vs Indoor Climber Demographics

	% Female	% Male	Median Age	Have Kid at Home	Live in City Ctr. or Outskirts
Indoor	42%	58%	30	68%	55%
Outdoor	33%	76%	31	66%	48%

Source: Outdoor Industry Association

# 94%

Percentage of store associates who believe they need more advanced technology, tools and training that they currently don't have access to, according to Grail Research.

## Running for Life

One might think that an important motivation for millennial runners to participate in race and run events is the social element it provides. A survey by Running USA, however, suggests Echo-Boomer runners enter events largely for the same reason they run in the first place: fitness. That even goes for obstacle event participants.

### Millennials' Motivations to Participate in Run Events by Runner Type

Motivation 1	Serious Competitive Runners	Frequent/Fitness Runners	Recreational Walkers/Joggers	Obstacle Event Participants
To improve my physical health	31%	51%	51%	50%
To maintain my physical health	24%	33%	17%	17%
The social aspect of running events	3%	3%	13%	7%
The competitive aspects of events	32%	4%	1%	10%
To run in new/unique environment or venue	3%	4%	5%	7%
To improve my spiritual health	3%	2%	3%	1%
To maintain my spiritual health	2%	2%	1%	2%
To support a charity	0%	1%	6%	3%
Other	1%	1%	2%	3%

Source: Running USA

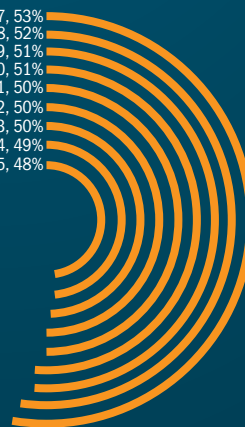
## Team Sports Core Drain

While overall team sports participation is up slightly, since 2007 team sports has become more casual and less "Core" (proportion of athletes playing very frequently), per the Sports & Fitness Industry Association's annual report. While the increase in participation rate is a positive, "losing Core athletes can create a financial drain on the industry," says SFIA, as core athletes produce the most repeated spending.

### U.S. Team Sports Participation

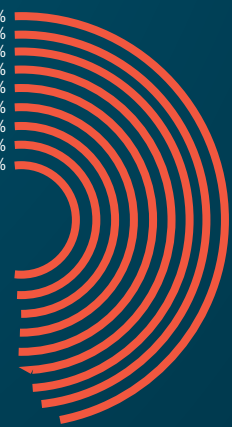
#### Core "Participation"

2007, 53%  
2008, 52%  
2009, 51%  
2010, 51%  
2011, 50%  
2012, 50%  
2013, 50%  
2014, 49%  
2015, 48%



#### Casual "Participation"

2007, 47%  
2008, 48%  
2009, 49%  
2010, 49%  
2011, 50%  
2012, 50%  
2013, 50%  
2014, 51%  
2015, 52%



Source: SFIA



At its annual board meeting in October, the **Eastern Outdoor Reps Association** (EORA) announced it had welcomed 75 new members during the first nine months of 2016, a 39 percent increase over 2015's new member total. In order to encourage members to join or remain in the organization, EORA's board decided to keep a number of incentives in place, including low membership dues, reciprocal programs with the Eastern Winter Sports Reps Association and New England Sports Reps, complimentary legal counsel, a variety of show locations and programs and a manufacturer/vendor sponsorship program. Other meeting highlights included long-range planning and budgeting, approving a succession plan for the executive director position and awarding \$4,500 in grants to six organizations. The next EORA board meeting will take place in Washington D.C. in March 2017.

Swedish footwear brand **Icebug** expanded its sales representation with the hiring of the **Marty Byer Group** to cover the Mid-Atlantic. Located in Potomac, Md., Marty Byer Group has sales experience in the outdoor and healthy lifestyle categories. Working with companies such as Kavu, Picky Bars and Aquamira, Byer has a history in the endurance sports industry and has had success working with up-and-coming brands, said the company.

Pack brand **Mystery Ranch** has retained **Caraway & Co.**, based in Bishop, Calif., to represent its Mountain division in California, Nevada, Arizona and Hawaii. The Mountain division of backpacks, daypacks and everyday carry bags debuted in Spring 2016 in approximately 50 retail stores across the U.S and Canada. **Dana Caraway** heads up the agency with four sub reps, **Terry Imus, Matt Gibley, Traci Cosmer** and **Melissa Richter**. Caraway & Co can be reached at [dana@carawayandco.com](mailto:dana@carawayandco.com) or 303.919.5571. All told, Mystery Ranch is now working with five agencies in strategic territories.

**Nikwax** added three new sales agencies on the East Coast and in the Southeast, covering Florida to Maine.

**Sky Ambitions** ([skyambitions@mac.com](mailto:skyambitions@mac.com)), led by principals **Davee** and **Kristin Karl**, will cover Maine, Vermont, New Hampshire, Massachusetts and Connecticut. **Dedicated Sports Group** ([andy.correll@gmail.com](mailto:andy.correll@gmail.com)), with principals **Andy Correll** and **Paul Wu**, will handle New York, New Jersey, Pennsylvania and DelMarVa. And **Adventure Marketing Group** ([tom@adventuremarketinggroup.net](mailto:tom@adventuremarketinggroup.net)), principal **Tom Hammond**, will represent Florida, Georgia, Alabama, Mississippi, Tennessee, South Carolina, North Carolina and Virginia.

Swedish outdoor brand **Fjällräven** announced the appointment of **Seth Quackenbush** as specialty account sales manager along with the addition of **Mountain Source** sales agency to cover the Rocky Mountain region. These appointments, said the company, allow **Crystal Haselton** to assume an elevated role as a key account manager for the brand, focusing her time to grow and manage the interface between specialty and larger format accounts. Quackenbush most recently served as the global sales and marketing director at Proof Eyewear and brings additional experience from past positions at Nitro Snowboards & L1 Outerwear, Ride Snowboards and K2 Sports, where he served as national sales director, assistant sales manager and customer service manager, respectively. In this role, he oversaw all sales and distribution initiatives across domestic and international markets. Mountain Source, for its part, represents a roster of outdoor brands to more than 450 active retail accounts throughout the Rocky Mountain region. It supports Fjällräven's North American expansion in Colorado, Montana, Utah, Wyoming and Southeast Idaho. Quackenbush and Haselton will report directly to Nathan Dopp, president at Fjällräven North America.

**Hillsound Equipment**, a producer of winter traction equipment and gaiters for urban and outdoor enthusiasts, announced a partnership with **Fitzpatrick, Leier & Associates**, whereby the sale agency will repre-

sent Hillsound's products in North Dakota, South Dakota, Nebraska, Iowa, Illinois, Wisconsin, Minnesota, Kansas and Missouri, covering independent retailers and specialty chain stores. Based in Circle Pines, Minn., Fitzpatrick Leier & Associates has been an independent sales organization since 1992 specializing in the outdoor and athletic industries. They currently represent inov-8, Injinji, Snow Angel, CurrexSole, SAXX Underwear and 361 USA in addition to Hillsound Equipment. The organization can be reached at 763.783.7338.

Following the release of its first all-season shoes, along with the debut of the 2017 TR1 trail shoe series, **Astral** announced it is bringing on sales representation for the TOLA, Midwest and Mid-Atlantic territories. Effective immediately, **Kevin Bakke**, based in Dallas, will handle Astral sales representation in Texas, Oklahoma, Louisiana and Arkansas. Astral joins Bakke's portfolio consisting of Hydro-flask, FITS Socks and Oofos Footwear. He can be reached at [kevin\\_bakke@yahoo.com](mailto:kevin_bakke@yahoo.com) or 469.865.6675. The Midwest territory, meanwhile, gains sales rep **Scott Hamstra**, who is based in Madison, Wis. Hamstra has been in the industry for 19 years, working as a salesperson, manager and buyer at Rutabaga Paddlesports. He will join Midwest sales rep **Dave Larson** in representing Astral, Native Watercraft, Hurricane Kayaks and Pelican. Contact Hamstra at [scott@larsonbrothers.net](mailto:scott@larsonbrothers.net) or 608.843.6102. And lastly, **Erik Steinour** will join **Kelly Fischer** and the Astral team on a sub rep basis in the Mid-Atlantic Region. Steinour has a successful career as a rep for the **Morrison Sales Agency**, representing respected brands in the outdoor and ski markets including Head Skis, Obermeyer, Giro, Fox River, Rafters and BOGS Footwear. Steinour can be reached at [eriksteinour@gmail.com](mailto:eriksteinour@gmail.com) or 717.645.9042.

**Headsweats** continues to expand its international presence through a partnership with **Podium Imports**, a leading distributor for a broad



range of cycling, running, fitness and nutrition products to independent retailers across Canada. Currently, Podium represents more than 400 cycling, running, swimming, triathlon and outdoor retail locations.

**Nexbelt**, “The Belt With No Holes,” announced it is expanding its markets in the U.S. and seeking experienced outdoor sales reps throughout the United States due to the positive response the company has received to its new Realtree Camo and Concealed Carry Ratchet Belts over the past few months. Experienced Independent Sales Reps with contacts at retail gun and knife shops, shooting ranges and outdoor retailers in these areas should contact Steve Crocker at outdoorsales@nexbelt.com or 909.758.0079.

**Salewa**, the Bolzano, Italy-based technical mountain brand, hired Perpetual Motion NW as the brand’s Pacific Northwest sales representatives. Based in Fall City, Wash., **Perpetual Motion NW** was founded by principal **David Egan** in 1992. His nine-person team covers accounts across the Pacific Northwest from Alaska to Montana, including all of Idaho, Washington and Oregon.

**Mountain Equipment**, a Division of OSC Inc., announced that **The Sherpa Group Two** will represent Mountain Equipment in the Pacific Northwest. The Sherpa Group Two, based in Portland Ore., and led by principal **Jack Powell**, has been working in the Pacific Northwest since the late 1990s and specializes in sales and marketing of new and existing outdoor brands. The group covers Alaska, Washington, Oregon, Idaho and Montana for its vendor brands. The Sherpa Group Two can be reached at jack@thesherpagrouptwo.com or 503.241.1277.

**HippyTree** announced the addition of veteran sales representative **Ryan Gass** to its tribe. Gass and his **MountainStyle Collective** sales agency will service Utah and Wyoming for HippyTree. Based in Park City, Utah, MountainStyle Collective also represents Atomic Skis and Arcade

Belts, with more than 15 years of experience in the region.

**GSI Outdoors** has hired **Gamic Sports Inc.** to manage sales and marketing functions of its outdoor cook and tableware and related accessories in Quebec and the Maritime provinces, including New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland. Based in Mon-

treal, Gamic is headed by industry veterans **Chislain “G” Leroux** and **Antoine Simpson**, who have nearly a decade of outdoor industry experience. The firm already represents familiar brands Black Diamond, Nemo Equipment, Sterling Ropes, AKU Footwear, Sherpa Adventure Gear, OCA Skis, Norfolk Socks, C4 Belts and Avatech. 



Your **NEAR-SHORE/ON-SHORE** Contract Manufacturer for,

# PERFORMANCE APPAREL



**MFI International**  
FLEXIBLE MANUFACTURING SERVICES  
Manufacturing in Mexico and the USA for 33 years

- Design
- Manufacturing  
(Turnkey, CMT, Cut & Sew, Assembly)
- Private Label
- Build to Specs

www.mfintl.com  
**915-858-0971**  
9570 Pan American Drive, El Paso, Texas 79927

MFI International MFG., LLC.

# ELITE FEET

## SHOE BRAND SPOTTING AT THE WESTERN STATES 100-MILE RUN

By Martin Vilaboy

If the participants of the annual Western States 100-Mile Endurance Run are any indication of the brand preferences of the larger trail running enthusiast market, there appears to be some shake-up afoot in the trail shoe category. Along with a few upstarts extending leads, a few legacy brands are showing signs of struggle.

Hoka One One, once again, was the best represented brand among these elite runners, found on the feet of 26 percent of all finishers. Although Hoka did slip a bit from its seeming dominance in 2015, when it was found on 34.5 percent of finishers.

Altra, meanwhile, was arguably the biggest winner in 2016, becoming the second most popular shoe among contestants and found on the feet of 17 percent of all finishers and 20.4 percent of sub-24-hour finishers. That's up from 5.8 percent of all finishers in 2014, when Altra was the seventh most popular shoe at WSER. Part of Altra's gain apparently came at a loss for Brooks, which fell to third on the list after strong second place showings the previous two years. Brooks' market share percentage among all finishers was essentially cut in half, while it remained less of a contender among the sub-24-hour group.

Along with Brooks, a few other veteran brands have seen their Western States stock slip. In 2014, Pearl Izumi was the second-most popular brand, at 12.8 percent, among elite sub-24-hour finishers and the fourth-most popular among all finishers. During the past two years, Pearl Izumi has fallen to sixth place among all finishers and was lumped into the "others" category among sub-24 finishers in 2016. It should be noted that in August of this year, Pearl Izumi announced plans to shutter its "Run business" in an attempt to re-focus resources on the cycling and triathlon markets. Perhaps Pearl Izumi's dip in popularity with trail runners is either a reason for or a result of (or likely both) this decision.

Even more dramatic of a decline is seen with Montrail, which all but disappeared from the WSER Runner Survey in 2016. After solid showings the previ-

ous two years among both all finishers and sub-24 finishers (the brand was among the top three most popular for both cohorts in 2014), Montrail also was lumped into the "others" category at the most recent Western States, falling below a 5 or 6 percent market share. Could it be that Columbia Sportswear's plans to sub-brand Montrail under the Columbia brand does not sit well with harder core trail running enthusiasts? Perhaps

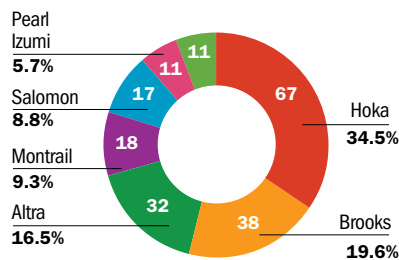
all finishers. Call it the Nike inferiority complex, but things changed in 2016, as racers possibly noticed the Nikes on elite finishers during the previous few years. Indeed, Nike made a sudden and strong appearance among all finishers surveyed in 2016, coming in fifth place and found on 7.6 percent of their feet (the same percentage as Salomon).

If nothing else, the results of the 2016 Western States runner survey suggests

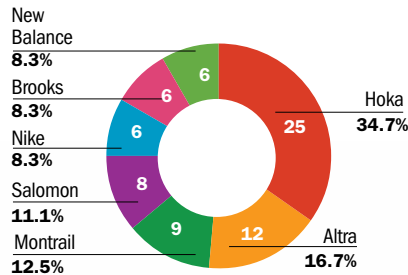
### WSER Shoe Brand Survey

2015

#### Shoe Brand - All Finishers

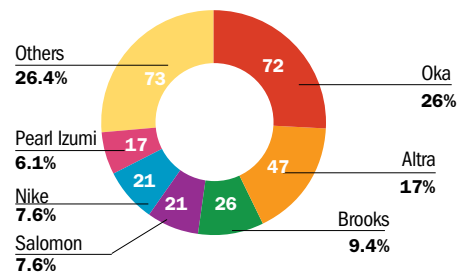


#### Shoe Brand - Sub 24 Hour Finish

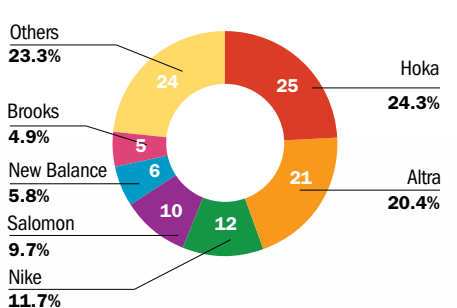


2016

#### Shoe Brand - All Finishers



#### Shoe Brand - Sub 24 Hour Finish



Source: WSER Runner Survey

Columbia is willing to forego that appeal for a more mainstream audience?

Salomon, for its part, as well as New Balance, have held their places rather well, if only seeing slight declines due to the rise of Altra and Hoka. Nike, meanwhile, has a rather unique story with WSER trail running enthusiasts. In both 2014 and 2015, Nike is the only brand that appears in the top five among sub-24-hour finishers but does not appear at all on the list of top brands among

the trail runner category is anything but staid or impenetrable by emerging brands, and it's not consolidating the way maturing markets tend to do. In 2015, for instance, the top three brands were found on 70.6 percent of all finishers. Those same three brands showed up on only 52.5 percent of finishers at the 2016 event.

At the same time, more than a quarter of finishers were sporting brands (the "other" category) with less than 6 percent market share.



The Kari Traa brand reflects the style and performance of its Olympic champion founder in designing stylish sportswear for women that also meet the demands of adventurous lifestyles. Rett Half-Zip baselayers use *drrelease* Wool to create the ultimate soft, eco-friendly top for outdoor activities.

**KARITRAA**

[drrelease.com](http://drrelease.com)

# release determination

The weather's turned. Her morning run requires more preparation, more commitment. Beginning with baselayers, athleticwear made with *drrelease*® fabrics work to regulate the skin's microclimate to help her be more comfortable...and stylish. That's because *drrelease* delivers long-lasting performance without compromising quality or fashion. Whether it's wicking moisture to keep her drier or providing maximum comfort, our patented eco-friendly technologies are always running too — no matter the temperature. *release performance*



**PREMIUM QUALITY**  
Our wide array of fabrics and weaves exhibit excellent hand, hold their shape, and are easy care. They resist pilling, wrinkling and static cling.

Photo courtesy of Kari Traa

## Race Winners

We surveyed Spring 2017 trail shoe introductions and asked a few brands to recommend models for participants of trail runs such as the Western States 100-mile Endurance Run. Here are some candidates likely to be spotted at future WSERs.

### Altra Lone Peak 3.0

Already a common sight on the WSER route, the latest version of the Lone Peak features a new overlay design on the upper that reduces intrusion from dirt, sand and rocks and offers an overall lighter weight (now just 9.7 oz for men's size 9 and 8 oz for women's size 7, pictured here). SRP is \$120.



### Salewa Ultra Train GTX

Developed to provide excellent traction and stability combined with Gore-Tex water protection, the Ultra Train is built around Michelin Technical Soles' Ultra Train outsole, developed exclusively with Salewa. The outsole's special compound is ideal for low temperatures and has a sculpted and grooved design, inspired by mountain biking tires. SRP is \$169.



### Hoka One One Clayton

Hoka-sponsored athlete, Devon Yanko, who placed third at the recent Western States race, wore Claytons for the second half of the race. Said Yanko: "That is a road shoe, yes, but it was perfect for the WS trails from that point on, which are so buttery smooth and run- nable. I choose them because they are lightweight but still provide the signature Hoka cushioning that protects you on the very long races."



### Arc'Teryx Norvan VT

Light and fast, flexible and supportive, this is a trail running shoe built for vertical terrain, says Arc'teryx. The Norvan VT is designed for alpin- ists and climbers who use trail running to increase their performance and dedicated trail runners look- ing for new terri- tory to explore. Sounds perfect for WSER. SRPs start at \$170.



### Topo Athletic Hydroventure

Billed as the "lightest fully wa- terproof trail running shoes on the market," the women's Topo Athletic Hydroventure shoes com- bine cush- ioning and durability with highly breathable eVent pat- ented DVdryLT footwear technology.



### La Sportiva Akasha

The Akasha is a neutral, highly cushioned shoe de- signed to deliver comfort for long runs in challenging terrain. La Sportiva's Trail Rocker outsole promotes a rolling heel-to-toe motion for smooth performance, while ProTechTion HF reinforce- ments provide lightweight flexible protec- tion. SRP is \$140.



### Lowa Areox GTX Lo

Not exactly known for light and fast foot- wear, Lowa's Aerox GTX Lo sports an en- hanced Gore Surround concept, using a direct- injection system of midsole ventilation channels, Lowa's MonoWrap frame and dual-density midsole. The result is a breathable/waterproof, lightweight, do-it-all athletic shoe. SRP is \$220.



### Dynafit MS Feline Vertical

A unique lug design combined with Megagrip by Vibram provide grip on wet sur- faces and the continual perception of good friction underfoot in a trail runner engineered for fast off-trail runs on rough terrains with steep gradients, mud and rock.



# The World Leader in Balance Training

Healthy People Buy More Gear



**Fitterfirst Bongo Board®**  
Our Most Advanced Balance Trainer



**Soft Board - Advanced**  
Great For SUP Training



**Professional Balance Boards**  
Available In Multiple Sizes And In Kits

NEW  
QUICK ADJUST  
DESIGN\*



**Duraball Pro**  
World's Strongest Exercise Ball



**Pro Fitter 3D Cross Trainer**  
Over 20 Powerful Exercises



**Foam Rollers**



**Slant Board**

100s of Balance Products for Club, Home & Office

\*USA Patent No. 5,810,703

[www.fitter1.com](http://www.fitter1.com)  
1.800.fitter1

# HEAT EXCHANGE

Kovea's latest innovation set to change outdoor cooking

by **Martin** Vilaboy



**W**hat if your backpacking stove could instantly turn on, not burn any fossil fuels and work the same at any altitude or temperature? It sounds like magic, but this next-generation backpacking and camping stove is just over the horizon.

There have been no advancements in stove technology similar to this since MSR's founder Larry Penberthy figured out how to miniaturize and partially control a blowtorch to create the Model 9. This basic, two modes (off or full-blast) white gas fire breather torched the anemic European com-

petition right out of the market. Well, this latest development in stove technology is poised to do the same.

For those that follow innovation in outdoor recreation, it comes as no surprise the driving force behind this advancement is the Korean outdoor company Kovea. The Spring 2016 issue of *Inside Outdoor* showcased four innovations (Game Changers) in the outdoor industry; one was by Kovea. That accolade was for Kovea's proof-of-concept, refillable, gas canister stove, the EZ-ECO. John Park, Americas sales manager, explained then how



STAY ORGANIZED, BE PREPARED, AND ALWAYS

# GO READY



**BECOME A DEALER TODAY!**



TS28000 - SOLARFLARE 5

ALSO AVAILABLE:

TS28001 - SOLARFLARE 11

TS28002 - SOLARFLARE 16

- 5, 11 AND 16 WATT SOLAR CAPACITY, POWER ANYWHERE DIRECTLY FROM THE SUN
- 1 AMP USB CHARGING PORT
- HANGING HOOKS
- GEAR LOOPS
- ULTRA COMPACT AND LIGHTWEIGHT PORTABLE DESIGN
- DESIGNED BY TEXANS

Out here, adventures are often great or grave, with middle ground little more than a narrow winding path lined by opportunities and consequences. Helping people Go Ready into the world's unforgiving forces may just be your highest calling. When it's time to get off the grid, 12 Survivors SolarFlares let adventurers take a piece of it with them – just in case. Choose responsibly... choose to be a 12 Survivors dealer today

 **SURVIVORS**  
We Are One. We Are SURVIVORS.

Kovea's vice chairman Yoo Keun Kang envisions the company "getting away from conventional fuel sources, something that will really limit your footprint when the products are being used."

Three months later, Park once again was showing another proof-of-concept at the 2016 Outdoor Retailer Summer Market show in Salt Lake City. Regarding this ground-breaking technology, Park remarks, "Kovea is putting a lot of effort in trying to make the outdoor experience enjoyable by integrating both the technology aspect of what Korea

is known for, with the outdoors. Korea is probably the most wired country in the world, so it's always good to keep those comforts within reach. This gives the customer the choice to stay on or off the grid." Clearly, this technology is on the vanguard of just that.

To really appreciate the why behind this new technology, a look at the function of any canister gas or liquid fuel stove will remind us of where we have settled with these specific technologies. For the eco-conscious, outdoor recreation sector, it has been a necessary evil

and the list of evils, or inconveniences anyway, are many. The compromises principally lie in safety, transportation and operating environments.

For instance, burning petroleum-based fuels with an open flame have the following drawbacks, of which we largely have grown complacent. To start, stove operation is not an instant-on process. Depending on design and fuels used, stove burners require a period of time before reaching the best possible operational conditions. Some designs require priming, which can result in accidental flare-ups due to igniting excess fuel. Priming alone has been the death knell of many melted tents and singed eyebrows. As the fuel is consumed, canister or liquid fuel stoves require constant re-pressurization to keep a consistent flame. That means adjusting the gas supply valve or manually pumping the liquid fuel reservoir every so often. Liquid fuels often leave a layer of soot on the bottom of cookware, an unwelcomed byproduct of incomplete combustion during start-up – which is another reason why using a stove inside a tent is ill advised. At higher altitudes, the flame begins to compete with the tent's occupants for valuable oxygen. When the O2 is not sufficient to run it efficiently, it produces partially burnt hydrocarbons such as carbon monoxide and others, similar to a car's emissions. Similar to your car, those fumes, when inhaled, are deadly.

Operationally, when the stove is running, there is no exact way to dial in the temperature, making it difficult for those who actually cook and not just boil water. Mechanically, the metal parts exposed to the flame are built to take repeated heating and cooling and are mostly robust in design. Because of that, it takes more time for those parts to safely cool-to-the-touch. Finally, the stove's flame has to be protected from gusts of wind or spritzes of rain to keep it from blowing out. Wind screens solve this issue, but it means one more item that adds weight and cost to the gear list, and screens typically are a bit fragile.

On the fuel side, additional considerations need to be made for safety and transportation. Most liquid fuels vary in their volatility or ability to turn



  
**ECLIPSE**  
**ECLIPSE™**  
**- Functional Textiles -**  
*• Versatile Textiles for Enhanced Performance •*

Eclipse™ Functional Textiles are designed to promote and provide enhanced comfort in any or all conditions. Performance textiles are the basis for a comfortable garment. Run faster, go farther, train harder with ECLIPSE™ Performance Textiles.

**ECLIPSE™**  
 Family of Products:

**• Waterproof/Breathable finishes • Technical Outerwear • Eco Friendly DWR**  
**• Moisture Management • Scent Control • ECO Certified**

**ASF GROUP**  
**ACTION SPORTS FABRICS**

<b>Clark Textile Company, Inc. USA</b> 624 S. Grand Ave. San Pedro, CA, 90731 Tel: +1-310-831-2334 Fax: +1-310-831-2335 E-Mail: info@asfgroup.com	<b>Clark Textile Company, Inc. Taiwan</b> 8th Fl, No. 64, Kang Dang Rd. Taipei, Taiwan, 108 Tel: +866-2-2361-1566 Fax: +866-2-2388-1357	<b>KYODO INTL' CORP.</b> Yamaguchi-Kosan Bldg., 2F 3-3-8 Honmachi, Chuo-ku, Osaka, Japan Tel: 81-6-6281-2800 Fax: 81-6-6281-2808
--	---	---

www.asfgroup.com

into vapor. For that reason, care needs to be taken so fuel or fuel vapors do not escape at any time, causing potential fire, explosion hazards or air pollution. It comes as no surprise that the Transportation Safety Administration (TSA) makes no exceptions for travel with fuel either as carry-on or checked baggage: "Cooking fuels and any flammable liquid fuel is prohibited." This makes sourcing fuel in remote areas of the world problematic.

Temperature and altitude also affect fuels in different ways. The most widely used canister gas products do best when the ambient temperature is above 11 degrees to 30 degrees Fahrenheit (-12C to 1C). If the outside temperature falls below these numbers, the canisters need to be warmed to at least these temperatures or the flame will be erratic. In winter camping or high altitude expeditions, it is commonplace to keep canisters from freezing by keeping them inside occupied sleeping bags. Another torturous option includes putting the frozen metal canister in the unlucky armpit of the camper(s) drawing the short straw. Canisters also get colder in use since the escaping vapor feeding the flame causes the liquid gas in the canister to draw heat from the canister's walls. The heat, in turn, is used to maintain the vapor to stoke the flame. This effect is exacerbated in cold temperatures, manifested by frost or ice forming on the canister. To offset this, reflecting heat to and/or insulating the canister will help keep the vapor flowing but can be dangerous if the canister is overheated.

Liquid fuel is not without its own problems. Many liquid fuels are not stable over time and will eventually breakdown, causing obstructions within the fuel delivery system. Periodically refreshing the fuel will keep that from happening. Cold temperatures can affect fuels such as diesel by gelling, a condition where it starts to solidify. At the other end of the temperature spectrum, high heat breaks fuel down into simpler compounds. These compounds are either totally consumed, pass through the stove during combustion or get deposited inside the various components of the stove. Those residing in the stove will eventually obstruct the burner's orifice, forcing a good cleaning to return the stove to peak operating efficiency.

At altitude, all fuels suffer from lower heat output due to oxygen starvation. Still, canisters get the performance nod since the fuel generally burns cleaner and starts up faster. Also, unlike liquid fuels, canister gas stoves do not need to be pumped to build up pressure to force out fuel. Already under pressure, as the altitude increases, the atmospheric pressure decreases making canister stoves work even better.

There is a downside however. The pack it in, pack it out ethos includes

end-of-life stewardship of all refuse. Here, discarding the depleted or partially depleted canisters in the appropriate recycle stream includes ensuring the canisters are completely safe for the workers who handle them. This is not always a safe or simple process (Kovea's EZ-ECO stove resolves the partially filled gas canister question).

Obviously, there are a lot of strikes against non-renewable, open-flame, fuel-burning cookers. So what could possibly get around all that? If you



© Dan Ballard / Aurora Photos

## A TRUSTED FINANCIAL PARTNER

with deep roots in the ski, outdoor and action sport markets,  
Gateway Trade Funding is a rapid financing solution for growing businesses.

Gateway's customizable financing programs provide businesses  
the financing required to pay vendors – domestic or international -  
and ensure timely delivery of product to customers.

**Gateway**  Trade Funding  
FINANCING GROWTH  
[www.gatewaytradeoutdoor.com](http://www.gatewaytradeoutdoor.com)

Ned Post, [ned@gatewaytradefunding.com](mailto:ned@gatewaytradefunding.com)  
Tom Novembrino, [tom@gatewaytradefunding.com](mailto:tom@gatewaytradefunding.com)

guessed induction technology, you are right. Induction cooking technology has been around for more than 100 years and is the current rage in most high-end, energy-efficient kitchens. Its simplicity, energy savings and safety make it a perfect fit in most smart homes, and eventually induction will become the kitchen standard. Kovea has taken all the advantages of induction and built it into a small back-country package called KIS (Kovea Induction Stove).



Induction only works with magnetic stainless steel and cast iron utensils; courtesy Kovea

The superiorities of cooking with induction are many. Knowing how it works makes it easy to see why. Induction is simply a voltage created when an electrical conductor is moving through a magnetic field. The electrical conductor in this case is any cookware that at-


tracts a magnet, the only stipulation for induction in its current form. Except the user does not have to move the cookware back and forth over the cooktop since the magnetic field does the moving instead. The back and forth movement of the magnetic field over the pot magnetizes it repeatedly. That induces currents in the metal, which heats it due to the metal's resistance to the current flow (think friction). An example of electrical resistance to current flow is easily seen in the heating elements used in a toaster. The element's resistance to current flow is so high, it turns red hot.

That is one of the reasons induction cooking is so efficient. Induction heats the cooking implements directly, not indirectly as gas does, first heating the surrounding air between the burner and the cooking kit. According to the nonprofit American Council for an Energy-Efficient Economy (ACEEE), "up to 90 percent of the energy consumed (for induction) is transferred to the food, compared to about ... 40 percent for gas." That gives induction technology a two-times-plus efficiency advantage over gas.

Yet KIS has a host of other advantages. When the power switch is turned on, you get whatever level of power you select, instantly. There is no warm up, flare ups or other fuel-related boot-up issues. KIS never gets hot except for where it directly contacts the cookware, yet cools off faster than a typical stove. The induction phenomenon cannot be doused by rain or blown out by wind. Altitude does not

affect its function and temperature only influences the lithium-ion power supply's performance when the thermostat dips below -20F (-29C), maybe even to -40F (-40C), depending on the battery chemistry. Only in those extreme temperatures will the battery have to be warmed to operate the stove. With no burning fuels to pollute the environment, indoor cooking's only drawback is water condensation on the walls, as well as food spills by hapless cooks. Cooking power is user selected, and that power level is consistent, eliminating the guessing work of whether that cup of noodles is going to inflict second degree burns or not.

Since the KIS is going to be, to large extent, a battery, it also can be used as a charging station for camp-site electronics. Kovea's goal with the final product is to duplicate the performance of its typical gas canister stoves in duration and heat capacity.

The cost of this technology, which is about as complicated as a rock (not the interface, which is microprocessor controlled), is in the range of affordability, especially in the context of a consumer good that could last a lifetime. Park says the target price point for the stove is going to be around \$200, and the hard launch is scheduled for Outdoor Retailer Summer 2017. When that time comes, all forms of outdoor cooking, whether at an advanced base camp in the Himal or the tailgates of Jane and Joe Sixpack, could change forever. 

**kahtoola**  
**TRACTION YOU CAN TRUST**

KENNETH J HAMILTON / RUMNEY, NH  
 NANOspikes is a trademark of Kahtoola Inc.

**NANOspikes**  
 Footwear Traction

# See more than meets the eye

Inside Outdoor Magazine offers you an interactive digital experience using the **layar** App

Download the free app onto your smart phone or tablet using the QR code below



Now Scan the Magazine Cover



Contact [berge@bekapublishing](mailto:berge@bekapublishing) to learn more.  
**480-503-0770**



## Insights and updates on social media marketing at specialty

By **Martin** Vilaboy

It's been about 10 years since Facebook opened its pages to all the world and Twitter first hit the Interweb. How much has social media changed in that time? So much so that some leading thinkers even argue that the term "social media" itself is incomplete if not obsolete.

The leading contestants in the space seem to feel the same way. Twitter, for instance, now defines itself as a "news app," while Pinterest see itself as an "online scrapbooking service." Snap, Inc., the company behind Snapchat, self-identifies as "a camera company" (i.e. Spectacles), and Facebook sees itself as, well, everything.

For lack of a better term, we'll stick with "social media" for now, considering it reflective of today's social network platforms that primarily center on consumer generated, aggregated and shared content, and rely largely on advertising dollars. That's not to suggest change has not been prevalent. Rather, the pace of change can be dizzying to marketers, particularly those at smaller retailers and vendors that lack substantial social media teams and budgets.

Which brings us to what is arguably the biggest shift: social media can no longer be viewed as a free or super cheap form of marketing. "[B]rands are coming to grips with the (sad) reality that social is a pay-to-play field now," said

Ben Donkor, Social Media Analyst, Microsoft UK. Paid social advertising and sponsorships as well as software tools that measure campaign effectiveness have become the norm, at least among larger contestants. In turn, social ROI is no longer just a concept thrown about by keynote speakers and session panelists. The prioritization of quantity and action is being replaced by informed decision making and analytics.

All the while, social networks such as Facebook, Twitter, Instagram and Snapchat continue to bake advanced advertising and promotional platforms, conversion mechanisms, calls-to-action and buy buttons into their products. On the horizon, Facebook and Twitter also are expected to roll out more B2B ad products in order to take advantage of that large and largely untapped market of advertisers for social networks.

With all this, and more, in mind, we've poured over piles of research and data, reports and updates, in the hopes of providing smaller organizations that lack dedicate teams or large budgets insight into some of the recent developments and shift of strategies in social media marketing. We also hope to dispel a few myths along the way. After perusing our 10,000-foot view, feel free to contact us ([martin@bekapublishing.com](mailto:martin@bekapublishing.com)) if you'd like to receive a digital packet of the data and surveys used to produce this report.

PHOTO: CARLO NASISSE / HED HI MEDIA

Winter begins in Salt Lake.



ALL MOUNTAIN DEMO JANUARY 9, 2017

WINTER MARKET JANUARY 10-12, 2017

**OUTDOOR**  
RETAILER

Register at [outdoorretailer.com](http://outdoorretailer.com)

# TWO WORDS: DON'T ANNOY

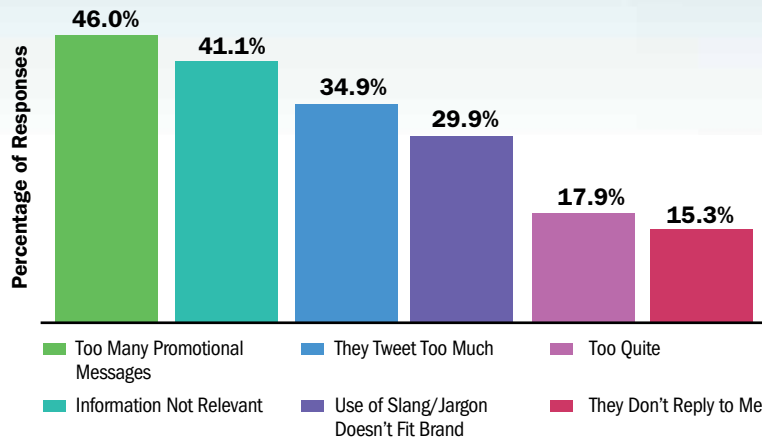
If you're interested and reading this article, it's more than likely your company has built up a nice group of followers and fans, and those friends sit on the front line of your social media campaign. This loyal collection of consumers is arguably the most powerful social tool in an arsenal. Not only do these folks represent a community of advocates, but according to the proverbial "network effect," the more endpoints that exist to share and spread the word, the more powerful the network becomes. So it almost goes with saying that marketers need to be careful not to take steps backward by annoying and hence losing followers. As much as anything, research suggests the quickest way for retailers and brands to lose fans and followers is by essentially trying too hard.

A survey of more than 1,000 Facebook, Twitter and Instagram users by Sprout Social, a provider of social

management tools, asked participants what annoys them about brands on social and what ultimately drives them to unfollow. Far and away, the most

annoying behavior for respondents is when brands send too many promotions, said 57 percent of respondents. Even worse is when the promotions

## Actions That Make People Unfollow a Brand on Social Media



Source: Sprout Social

CONNECT WITH US!

[f](#) [@](#) [▶](#) [🐦](#)

**stansport**®

WE MAKE CAMPING FUN

ESTD x 1949

---

Brand new look.

Still #1 in family camping.

---

Look to Stansport for all of your camping, hiking, outdoor recreation, survival, and emergency prep needs.

STANSPORT.COM >> TOLL FREE: 1.800.421.6131 >> FAX: 1.323.269.2761



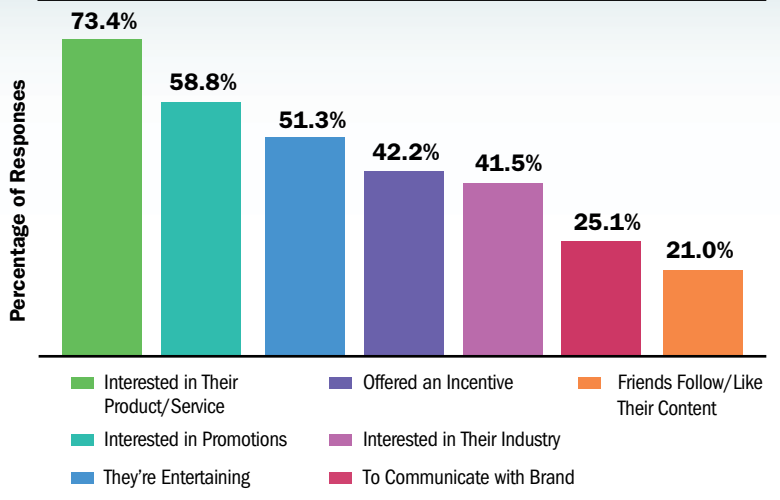
are not relevant. In other words, if you are blasting out messages and memes simply for the sake of “staying on the customer’s radar,” you are likely annoying a good chunk of customers. They may not always unsubscribe, but they likely are quickly swiping by.

One-sided content isn’t the sole annoyance. “People are also taking notice of the tone and content of social profiles that just don’t seem to fit,” say Sprout researchers. Trying to convince a younger demographic that your legacy brand is hip by inserting

slang or casual chatter, or making attempts at humor that are either not funny or not appropriate to the company personality are major turn offs, Sprout’s figures suggest, topping lists of both “most annoying behavior” and reasons to unfollow a brand.

More than likely, when people follow a brand or retailer, they are not looking for a “friend.” Generally, they are looking for deals and promotions; information on cool product, events and outings; answers to their inquiries; maybe a laugh or ah-ha; and possibly a community of like-minded folks to share among. For a post, tweet or snap to present clear value and relevance to customers/followers, it must meet one of those or another known need. Easier said than done, for sure. After all, that could be the genius of retail social marketing. But sometimes, it simply starts with consciously asking how a certain message or communication provides value to followers. The next less-easy step is to be honest in that assessment.

### Actions That Make People Follow a Brand on Social Media



Source: Sprout Social



### INTRODUCING THE NEW LIFESTRAW GO 2-STAGE FILTER BOTTLE

Award-winning LifeStraw filtration combined with advanced activated carbon for improved taste + chemical reduction.

- > Filters 1,000 liters (264 gallons)
- > Removes 99.9999% waterborne bacteria
- > Removes 99.9% waterborne protozoa
- > Reduces chlorine, bad taste & odor

LIFESTRAW.COM | 1-888-451-6752



# SNAP TO IT

Facebook remains the undisputed king of social network marketing, both in terms of user penetration and business spending. It is an extension of many brands' websites, and sits at the core of many social strategies. The site boasts more than 40 million active small business pages alone, and with its steady stream of new product additions and acquisitions, it's likely to maintain its position as the Sunday paper of its generation for some time. Even so, if Facebook still gets the overwhelming majority of your attention and budget, you're likely falling behind your savviest competition, particularly when it comes to attracting younger cohorts.

The relatively young Instagram, for one, has quickly become much more than a new kid on the block when it comes to aggregating eyeballs. Launched about six years after Twitter, it already boasts more active

users in the U.S., per Statista figures, with 77 million to Twitter's 67 million. Its daily active user count (number of users who engage with the service any given day) is as high as 300 million, dwarfing Twitter's 110 million, reports The Motley Fool.

"Instagram has become the go-to platform for users interested in both sharing visual stories and consuming them," said researchers at Simply Measured. This year alone, the network has added 60-second videos, added video to carousel ads, simpli-

## Preferred Social Media Site among U.S. Teens

Network	Spring 2013	Spring 2014	Spring 2015	Spring 2016
Snapchat	-	-	13%	28%
Instagram	17%	30%	32%	27%
Twitter	30%	27%	24%	18%
Facebook	33%	23%	14%	17%
Tumblr	4%	5%	4%	2%
Pinterest	2%	2%	2%	2%
Google+	5%	4%	1%	1%
Other	4%	4%	8%	5%
None	6%	5%	-	-

Source: Piper Jaffray

**MAD WATER**  
WATERPROOF SOLUTIONS FOR ACTION SPORTS

**WATERPROOF USA DUFFELS**

Available in 30L, 65L, & 90L sizes

NOW AVAILABLE IN COOL GREY

Submersible Duffel Bags with a ZIPPER!  
(compliments of YKK)

[www.MadWater.com](http://www.MadWater.com)

Mad Water® is a registered trademark of ROC Gear, Inc.  
ROC Gear, Inc. - Commerce, GA 30529  
[www.ROCGearWholesale.com](http://www.ROCGearWholesale.com)

MADE IN THE USA

**Advanced inflatable kayaks**

The **AdvancedFrame® Kayak** delivers the portability and high performance you're looking for at a very reasonable price. Go anywhere in the world with no roof rack required! Simply inflate and hit the water in minutes.

AdvancedFrame®  
Length: 10'5" Width: 32"  
Max.Wt.: 300 lbs

**ADVANCED ELEMENTS**

The evolution of inflatable kayaks™

See our complete line of products and find a dealer near you.  
[AdvancedElements.com](http://AdvancedElements.com)

fied its interface to highlight shared content better and adopted an algorithmic feed. Notable to marketers, a study by Influenster and Adweek found that Instagram was the most-preferred social media site/app for engaging with brand content among U.S. female social media users, named by 81 percent of respondents.

All the while, the even younger Snapchat has exploded during the past two years. It has arguably become the top social media destination among U.S. teenagers and is already a core component of the social strategies of leading brands such as Taco Bell, Coca Cola and Louis Vuitton.

“What began as a tool for young people to connect with their friends with erasable content is now used by 150 million people every day, and not just to engage with friends,” said Simply Measured researchers. “For many people, Snapchat is a destination for news, trends and entertainment from brands, especially on Snapchat’s Discover feature.”

Among teens, in particular, it is quickly emerging as a top network. As recently as Spring 2015, just 13 percent of teens surveyed by Piper Jaffray listed Snapchat as their favored

#### Websites/Apps Used by U.S. Teen Internet Users, June 2016

YouTube	91%
Gmail	75%
Snapchat	66%
Instagram	65%
Facebook	61%
Kik Messenger	52%
Skype	43%
Twitter	40%
Tumblr	24%

Source: Microsoft; National Cyber Security Alliance

social site. By Spring 2016, the number jumped to 28 percent, just topping Instagram for the number one spot and distancing Snapchat significantly from mainstay Facebook and Twitter. Keep

in mind, however, Snapchat advertising, although customized by Snap Inc., can be relatively expensive.

Elsewhere, the mighty YouTube is losing some luster among social media marketers, largely due to leading social networks, including Facebook and Twitter, adding more and more video capabilities and the emergence of short-form micro-videos. A recent Trusted Media Brands study, for example, found that 65 percent of media executives prefer social media for video advertising over video-specific options such as YouTube. Nonetheless, it should be noted that YouTube remains wildly popular among young adults, teens and pre-teens, particularly young boys who follow the growing band of YouTubers the way previous generations followed television stars and sports heroes. A recent survey by Microsoft and the National Cyber Security Alliance found that YouTube was far and away the most used site among U.S. Internet users between the ages of 13 and 17 years old, at 91 percent penetration.

# We Go Everywhere.



Checkout, Running, Camping, Footwear, Fitness, Injury Prevention, Sports Bras, Cycling, Everywhere.

And customers ask for Body Glide by name.

NEW POCKET SIZE  
available now!



**body glide**  
PROTECTIVE SKINCARE

YOU GOT THIS®

+1 425.467.6580 [BodyGlide.com](http://BodyGlide.com)

# GET 'EM IN THE DOOR

The direct impact that social networks have on store sales and their ability to facilitate purchasing continues to evolve. Social marketers tell Simply Measured that “measuring ROI” is clearly their top challenge surrounding their social media campaigns, cited by 61 percent of respondents (securing budget came in second with 38 percent). In the same survey, only 9.4 percent said that they’re able to quantify revenue driven by social.

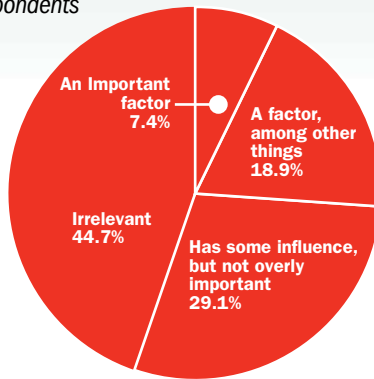
Analysis of available surveys does little to clarify matters. When Gallup asked more than 18,000 consumers about the influence of social media on their buying decisions, 62 percent said they had no influence at all. Just 5 percent said it has a great deal of influence. E-commerce research firm Custora, for its part, reports that

less than 2 percent of both 2014 and 2015 holiday sales can be directly attributed to social media campaigns. On the other hand, research from

+ Sprout Social suggests a staggering 75 percent of people have purchased something because they saw it on social media.

## Extent to Which a Brand’s Social Media Presence Influences US Social Media Users’ Holiday Purchase Decision, Ages 18 and Up

% of respondents



Source: G/O Digital

Ultimately, it’s foolish to ignore the influence social content and contacts have on consumers’ paths to purchasing, from initial discovery to post-purchase posts and recommendations. Even if users aren’t heading to social media specifically to interact with brands, per se, friends’ referrals have been a primary influencer on purchasing decisions since before the days of marketing metrics.

“Social media has a unique ability to impact any stage of the buyer’s journey, depending on how it’s leveraged,” argue researchers at Simply Measured.



## New! COCOON®

### AirCore Down Pillows



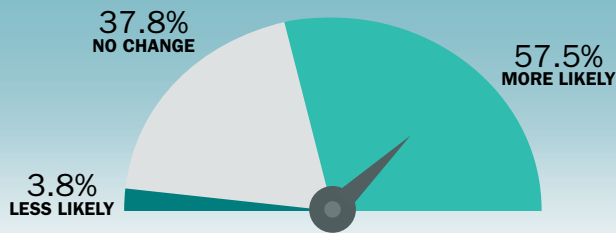
- Hydrophobic Down
- TPU Air Bladder
- Great for Wet Conditions
- Lightweight, Compact

**COCOON®**  
sleep gear for adventurers

www.COCOONUSA.COM  
800.254.7258

So how can independent retailers leverage and gauge their social media marketing campaigns? According to Jay York, senior social media strategist for EMSI Public Relations, whenever a company is interacting on social media, one of the goals should be to send traffic to their websites. Similarly, we believe independent, physical retailers should focus their social media efforts on getting folks to visit their stores. That's particularly important during the holi-

### Likelihood of Buying from a Brand People Follow on Social Media




Source: Sprout Social

day shopping season when close to half of shoppers report to making their final purchase decisions while in a

store, show figures from Prosper Insight. And whereas 7 percent of respondents to a Gallup survey said they've based a buying decisions on social media content, 56 percent said they base purchasing decisions on in-store displays.

Certainly, this can be achieved through posts and promotions of ongoing sales and events, but social capabilities, including live video, also can be used to provide real-time updates on in-store inventory availability, something holiday shoppers very much desire from physical retailers (see "Ho Ho Promo" feature, page 30).

Retailers also can look into Snapchat Geofilters, which automatically display the retail location anytime a customer snaps from inside a store. This can be enhanced by providing shoppers with reasons to interact with Snapchat while shopping.

Assuming historical traffic patterns exist, social media efforts designed to drive shoppers to a store can actually be measured and quantified. 

“... social capabilities, including live video, also can be used to provide real-time updates on in-store inventory availability, something holiday shoppers very much desire ...”

# A Tougher Tote

Coghlan's Log Carrier is a large sturdy tote for carrying firewood or other gear to your campsite. Made from durable cotton canvas, and reinforced with polyester webbing straps, it's great to use at the campsite, or home.

- 100% cotton canvas, with 100% polyester webbing straps
- Closed ends keep debris from falling out
- Strong polyester handles fasten together with a hook and loop closure for easier carrying



NEW FOR  
2017

**COGHLAN'S**

The Outdoor Accessory People

FACEBOOK.COM/COGHLANSGEAR • WWW.COGHLANS.COM

# HO HO PROMO



## TIPS TO OPTIMIZE HOLIDAY CUSTOMER COMMUNICATIONS AND PROMOTIONS

By **Martin** Vilaboy

**A**lthough intense all year around, the fight for customers' short attention is at a peak during the holiday shopping season. That's also a time when buying intent is at its highest, but customer patience can be at its lowest. Add to matters the importance of fourth quarter sales for most retailers, and effective holiday communications can literally make or break a fiscal year.

It's a lot to think about in today's highly fragmented media environment, where weak promotions are quickly swiped by, bad ideas can spread like wildfire and the channels of communications are fluid and growing. Certainly, what works most of the year can work during the weeks leading up to Black Friday through the weeks after New Year's. At the same time, shoppers' wants and needs can be pretty specific during "the most wonderful time of the year," so retailers

that tailor their promotions and customer communications accordingly stand the best chance for marketing victory. Fortunately, data and analysis from prior holiday rushes can be used to gain a better understanding of what is likely to work during the upcoming weeks.

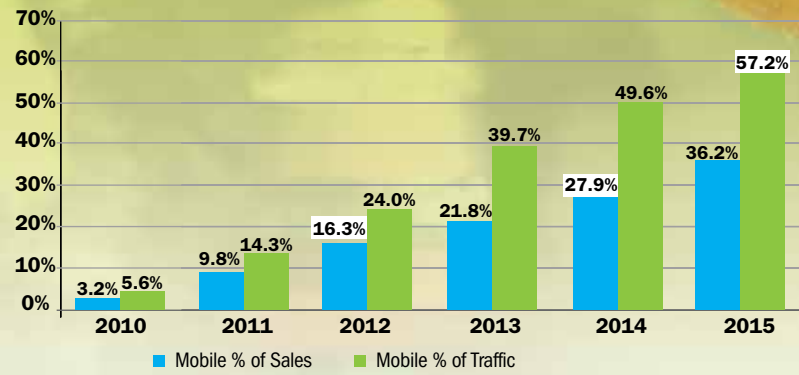
Coming as little surprise, mobile matters more and more every year. According to Custora's E-commerce Pulse of the 2015 holiday season, nearly a third (30.4 percent) of online purchases during holiday 2015 were made on mobile devices (smartphone and tablet), up from about a quarter or less during the prior 12 months, including the fourth quarter of 2014. On Black Friday alone, which Custora re-dubs as "Mobile Friday," mobile devices accounted for 36.1 percent of online sales, up from 30 percent in 2014. Analysis by IBM's Watson of millions of online sessions and transactions on Black Friday likewise found mobile accounting for 36.2 percent of Black Friday online sales, an increase of nearly 30 percent over Watson's findings the prior year.

And it's not just purchasing. According to Watson, Black Friday mobile traffic exceeded desktop traffic, accounting for 57.2 percent of all online traffic, an increase of 15.2 percent over 2014. Smartphones alone accounted for 44.7 percent of all online traffic, three and a half times that of tablets at 12.5 percent. Smartphone also surpassed tablets in sales, driving 20.6 percent of online sales (up nearly 75 percent over 2014) versus tablets at 15.5 percent.

The trend toward mobile shopping was even more pronounced – albeit at a significantly less dollar volume – on Thanksgiving Day, when orders on phones and tablets constituted about 40 percent of all e-commerce transactions. That might seem intuitive, since would-be shoppers might be reluctant to leave a house full of family members or hole up in the home office to shop, yet they have ample time to thumb through their phones while on the couch watching T-Day football or recovering from a tryptophan overdose.

Of course, retailers that have yet to invest in advanced mobile capabilities or mobile payment options are unlikely to deploy these m-commerce options by late November. But no worries, as

## Mobile's Percent of Black Fridays Online Sales and Traffic



Source: IBM Watson

# G-SHOCK

## ABSOLUTE TOUGHNESS®

### MASTER OF G

Specialized gear for relentlessly challenging extreme limits



GG1000-1A3

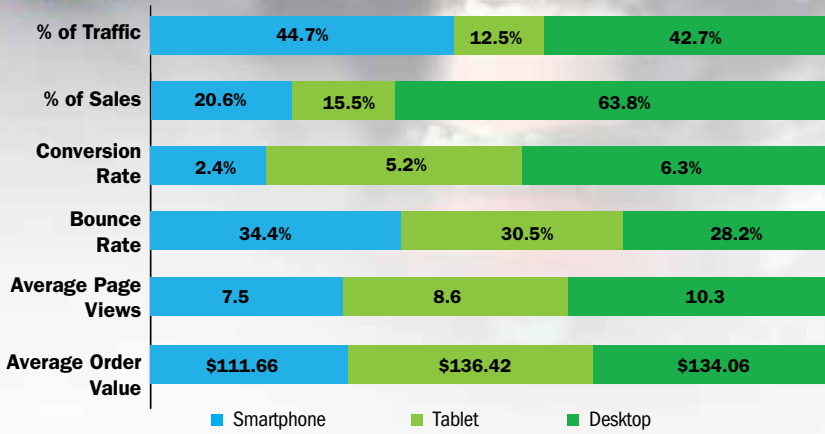
## MUDMASTER

Mud Resistant Structure/Compass & Thermometer

[www.gshock.com](http://www.gshock.com)

CASIO ©2016 CASIO AMERICA, INC.

## Black Friday Performance by Device



Source: IBM Watson

Prosper principal analysts Pam Goodfellow suggests, retailers looking to prioritize for holiday 2016 may want to emphasize promotional programs over mobile payments.

“Our research suggests that consumers in general just aren’t completely comfortable with the idea of mobile payment yet,” said Goodfellow. “However, expect consumers to take advantage of mobile offerings that provide them with perks: an exclusive deal, special sales and the ever-popular coupon code. I think consumers may also rely on inventory tracking capabilities, especially for any in-demand items.”

In other words, before adding new capabilities, focus on site performance and mobile compatibility. Data from DirectBuy reveals that smartphone and

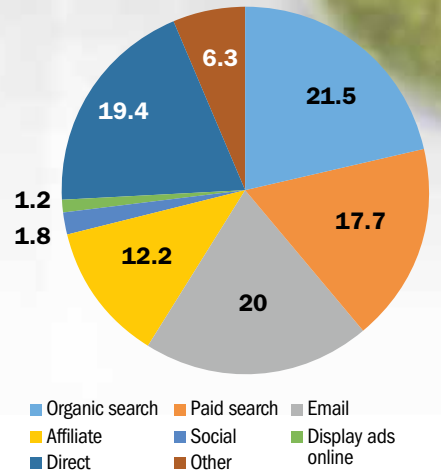
tablet users are five times more likely to abandon a task if the site isn’t mobile optimized. Retailers need to make sure the on-the-go, smaller screens are being considered, at least to some degree, across all digital campaigns, coupons and customer communications, including any social media efforts that ultimately link back to an internal Web site.

### Not Dad’s Email

Mobile’s largest impact on retail holiday promotions could stem from its role in accessing emails. Nowadays, more emails are opened on smartphones than on desktops, and make no mistake, as the Grand Daddy of digital marketing, email remains a top means of retail customer communication and acquisition. That includes interactions with younger

cohorts. Per a study by marketing technology provider Adestra, nearly 68 percent of teens and 73 percent of millennials said they prefer to receive communications from a business via email, while more than half of each group says

## Percent Share of E-commerce Orders by Channel

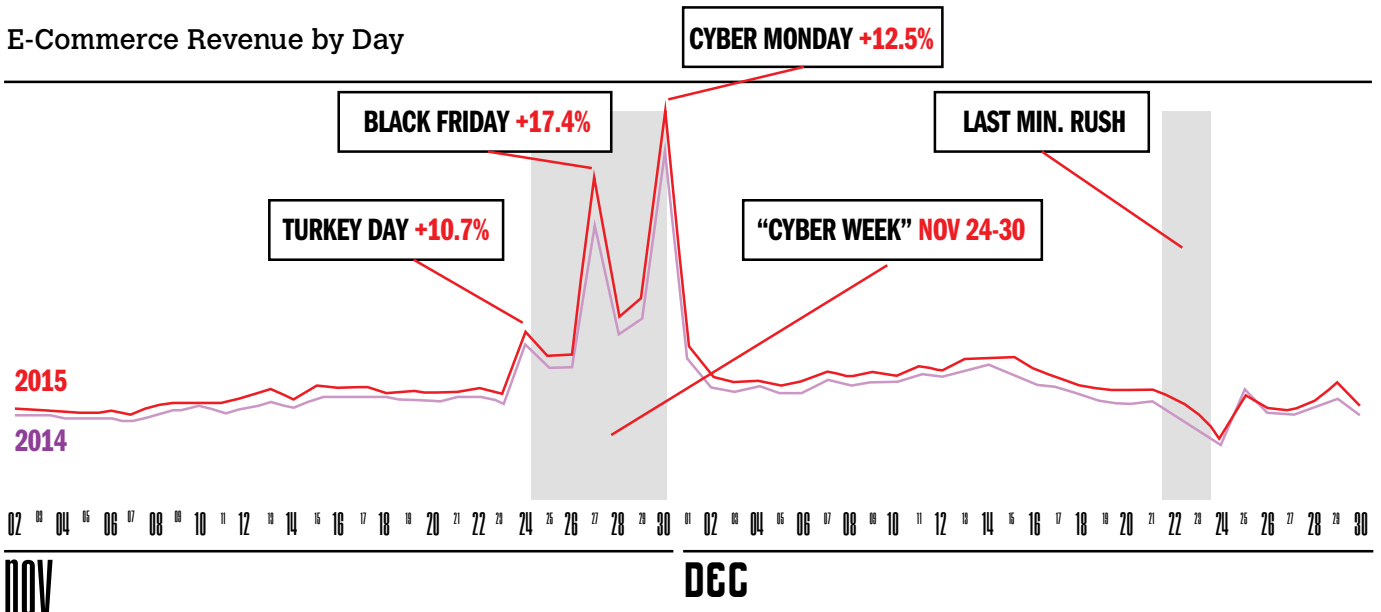


Source: Custora

they rely on email to buy things online. Not surprisingly, those figures are similar to the number of Gen Xers and Baby Boomers who say the same.

In turn, email marketing’s role within holiday promotions cannot be underestimated. According to Custora figures, emails to a house list led to 20 percent of online orders during Holiday 2015, making it the second largest channel for sales after organic (free) search (21.5 percent). Its influence peaks

## E-Commerce Revenue by Day





during the big opening weekend when, as the primary driver of sales, emails led to 23.3 percent of online orders, including 25.1 percent on Black Friday and 22.1 percent on Cyber Monday.

That compares to 1.8 percent of all e-commerce orders directly attributed to social media campaigns last holiday season, which is similar to 2014, when social media drove 1.9 percent of orders. Certainly, social platforms influence purchasing and can be effective at generating interest, creating buzz and allowing for discovery, and we are in no way ready to give up on “buy buttons” on social sites. Up to this point, however, social media has yet to connect directly to online purchases the way legacy digital platforms, such as email and search, have.

Of course, customers tend to receive a boat load of retailer emails from mid-October through mid-January. A full 77 percent of retailers send mobile-optimized emails during the holidays, according to the Omnichannel Retail Index, up from 55 percent in the summer. So it pays to have some guidance as to how, what and when to blast out.

According to analysis of the email marketing campaigns of 30 major retailers, Cyber Monday- and Black Friday-themed emails deployed in the few days leading up to each day tended to perform very well, despite the abundance being sent. Open rates on emails deployed in the weekend immediately prior to Cyber Monday averaged 14.9 percent, the highest in the holiday period, shows the analysis by Yesmail Interactive.

Meanwhile, a relatively newer “shopping holiday,” Green Monday (or the second Monday in December), has been touted as the third-largest online shopping day of the year (behind Black Friday and Cyber Monday), yet only 10 percent of retailers in this Yesmail study deployed Green Monday-themed emails in the three-day period surrounding the shopping day.

“Those deployments paid off in terms of engagement as they generated significantly higher open rates than base communications over that period,” said the Yesmail study. “In addition, in 2015 Green Monday emails significantly outperformed the ones from 2014 – another reason for marketers to consider implementing them this year.”

Black Friday-themed emails that were deployed after the Friday, in the weekend immediately following Black Friday, also did particularly well, significantly outperforming base communications. This seems to suggest there might be some remorse marketers can tap into among those who feel they “missed out” on Black Friday deals. The same cannot be said for Cyber Monday, as post-Cyber Monday emails, with an average open rate of 11.1 percent, had the lowest engagement over the period.

Somewhat unexpectedly, Free Shipping Day emails underperformed compared to base communications and experienced a steep drop in open rates compared to 2014. Yesmail researchers attributed the poor performance to the increasing prevalence of free shipping, particularly during the holiday season, and generic subject lines that failed to indicate any uniqueness to free shipping.

Christmas-themed emails, meanwhile, tend to perform better the deeper the calendar moves into December,

## Retail Redefined™



Visit Us:  
DEMA Booth 4038  
SIA, Outdoor Retailer

#1 Technology Innovation  
#1 Specialty Retail  
#1 Apparel Vendor  
RIS News Leaderboard '15

### In Store. Online. Mobile.

Manage your business in real-time, with Celerant Technology's customizable retail software platform. Point of Sale, inventory, E-Commerce, mobile applications and more are managed through a single system. From forecasting to fulfillment, Celerant allows you to manage all of your retail channels with one flexible solution.

Call Us: 718-351-2000

www.celerant.com

**CELERANT**  
TECHNOLOGY CORP

show Yesmail figures, garnering their best open rates in the days preceding and just following December 25. General holiday emails, or those that reference the holiday or winter season without specific mention of a holiday, have become increasingly popular among retailers and brands yet elicit lukewarm reactions from consumers. They tend to generate open rates similar to those of base communications but lower than specifically themed emails.

Overall, as marketers get closer to the end of the year, their email volumes tend to increase significantly week-over-week. Yesmail suggests avoiding such a late season ramp up in favor of a more consistent and level approach, since open rates tend to decrease as the volume increases and holiday marketing “burnout” sets in among recipients.

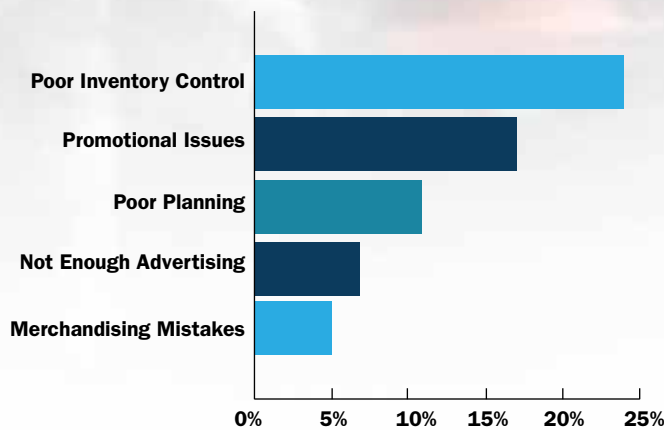
Email open rates also provide insight into the type of content that will resonate with shoppers during the holiday rush. And more than anything, those shoppers are looking for ways to deal with the time crunch and stress typically associated with the season. For instance, when Deloitte asked holiday shoppers to name desirable attributes for sales associates, 63 percent of respondents said “help me check out quickly.”

That overarching attitude likely explains why emails with vague subject lines such as “Shop Online Specials” or “10 Percent off Cyber Monday Purchases” underperformed while emails that focused on a sense of urgency or a fast-approaching deadline tended to be higher performing, shows Yesmail data.

“Marketers can spur action by reminding users of an impending deadline for a sale or delivery guarantee,” say Yesmail researchers. “However, they should avoid overuse or subscribers may not view them as genuine or worthwhile.”

Ultimately, whether it’s a subject line, viral video

## Issues that Hindered Holiday 2015 Sales

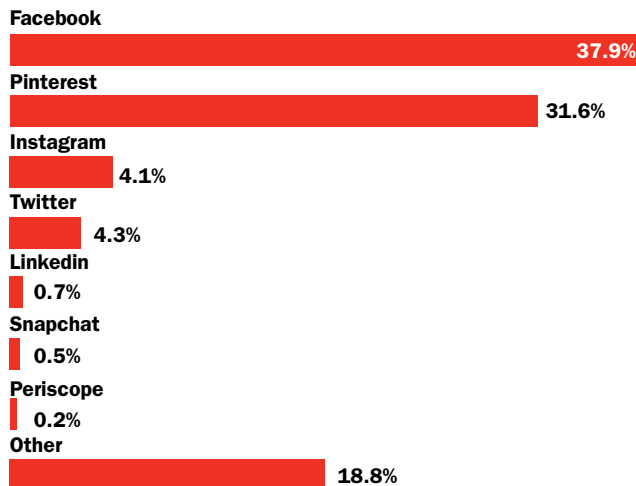


Source: National Retail Federation

campaign or Instagram post, marketers would be wise to focus on providing shoppers with “holiday help,” rather than incessantly pounding them about discounts and savings. (It’s doubtful most specialty businesses are interested in chasing discount hunters, anyway.) Help can come in the form of holiday guides and how-to articles, gift suggestions, deadline reminders and checklists. In other words, a message built around “gift ideas for grandma,” is much more compelling than “20% discounts storewide through Monday.” A video campaign, for instance, could highlight a shopper’s journey through a store and all the gift ideas she discovered (with help from a staff member,

## Social Media Platform to which US Social Media Users Are Most Likely to Turn for Holiday Shopping Ideas/Inspiration

% of respondents



Source: GO/Digital

of course), or a product video can demonstrate the fun a gift recipient can have playing with their new gizmo out of the box.

Surveys also suggest that shoppers are looking to save time during the holidays almost as much as they are looking to save money. That’s largely why the ability to check in-store availability of a product online is widely desired by holiday shoppers, although it remains a somewhat unmet demand. Emails or posts about the restocking of popular items carry a similar appeal.

Likewise, special extended hours for VIP customers, such as an hour before opening or after closing, can be seen as a way to alleviate the holiday time-crunch, as can shopping appointments with expert staff members, who can be armed beforehand with customer profiles or gift recipient lists. Ultimately, anything that can be done just to get people to walk into the store will likely prove beneficial for the retailer. Among consumers who attended an in-store holiday event, such as a fundraiser or movie screening, nearly 60 percent also make a purchase. And overall, holiday shoppers reported to making 43 percent of their purchase decisions during the shopping experience, according to Prosper Insight figures.

And whatever you do, don’t forget procrastinators when devising inventory and promotional strategies. Certainly, every year a good percentage of shoppers wait until the proverbial last minute. As much as 40 percent of 2015 holiday season sales took place in the last 10 days before Christmas, according to analysts at Retail TouchPoints. With Christmas Eve falling on a Saturday this year, that percentage could be even bigger in 2016, as we expect Christmas weekend to be crazy-busy this year.

So, have your holiday gift suggestions ready. Here’s a few we came across to help spark some yuletide brainstorming.

# Holiday Gifts Ideas FOR THE OUTDOOR ENTHUSIASTS



## SOG Ultra C-TI

Knives are often on gift lists. The Ultra folder does one better by doubling as a money or credit card clip. Built with a VG-10 steel blade, a lightweight carbon fiber handle and a titanium money clip, this skinny little beauty checks in at just 1.3 oz. SRP is \$134. [www.sog-knives.com](http://www.sog-knives.com)



## Drifter Audio Systems

Take your music, leave your phone. The waterproof and rugged Drifter operates like a Bluetooth speaker but its internal 16 GB hard drive also means music can be downloaded to the device. It's also Wi-Fi-enabled for streaming. SRP is \$299. [www.getdrifter.com](http://www.getdrifter.com)



## ThinkFun Yoga Spinner Game

Introduce young campers to yoga while having some competitive fun. Give the spinner a whirl and perform the pose on the corresponding Yoga Pose Card. If you can hold the pose for 10 seconds, you keep the card. First team or player to collect a card in each color wins. SRP is \$14.99. [retailpartner@thinkfun.com](mailto:retailpartner@thinkfun.com) or 703.549.4999



### Light & Motion Seca 2200d Drone Light

Consumer drones are sure to be a popular gift item, but if you missed that chance, the Seca adds a new element of aerial functionality to the fun. With an integrated GoPro interface, it houses four Cree LEDs to provide a 24-degree beam with a blistering 2,200 lumens of output. SRP is \$380. [www.lightandmotion.com](http://www.lightandmotion.com)

### Seirus Junior Headzo

An apparel item kids will actually enjoy getting, the Junior Headzo is a knit hat and neck-up combination that can be worn together or separately. Offered in nine playful designs, SRP is \$34.99. [www.seirus.com](http://www.seirus.com)



### Eagle Nest Outfitter Billow Air Lounger

A candidate for “the” outdoor gift of 2016, inflatable loungers are available from a growing number of providers, but ENO’s Billow Air Lounger is the only one we’ve seen made from Repreve recycled fibers. [www.eaglenestoutfittersinc.com](http://www.eaglenestoutfittersinc.com)



# SIA SNOW SHOW

## THE PINNACLE OF SNOW.

Innovation. Tech. Fashion. The SIA Snow Show + Demo has been the gathering place for the Snow industry for over 60 years. Come see all of the best brands under one roof and celebrate the industry at the only exclusively snow trade experience.

**JANUARY 25, 2017 INDUSTRY + INTELLIGENCE**

**JANUARY 26 - 29, 2017 SIA SNOW SHOW & SOURCING SNOW**  
Colorado Convention Center, Denver, CO

**JANUARY 30 - 31, 2017 ON-SNOW DEMO/SKI-RIDE FEST**  
Copper Mountain Resort, CO

[www.SIASnowshow.com](http://www.SIASnowshow.com)

### Yaktrax Summit

What better way to celebrate a White Christmas than a gift that lets recipients crush snowy trails. This new heavy-duty traction device features triangular carbon steel spikes that bite into packed snow and ice, with flexible sole plates. SRP is \$90. [www.yaktrax.com](http://www.yaktrax.com)



### FitterFirst Extreme Balance Board Pro

No matter how cold and nasty outside, The Extreme Balance Board Pro makes it possible to train balance and coordination while building lower body strength and mobility. It features movement from front-to-back, side-to-side and full rotation. SRP is \$199.95. [www.fitter1.com](http://www.fitter1.com)



### LifeStraw Go

Friends don't let friends pass out on the trail because they didn't bring enough water. The LifeStraw Go with 2-stage filtration removes bacteria and protozoa, while reducing organic chemical matter, chlorine, bad taste and odor from nasty hotel room water. SRP is \$49.95. [www.lifestraw.com](http://www.lifestraw.com)



# APPAREL SOURCING & PRODUCTION

Quickfeet produces sweaters, knits, wovens outerwear, activewear, leather, swim and organics.

### Our Services

- Fabric Sourcing
- Trim Sourcing
- Garment Development
- Factory Sourcing
- Production
- Quality Control
- Packing & Logistics

**Quickfeet**  
Garment Production

541 350 1615

Marketing Office Bend, Oregon USA

[info@quickfeet.com](mailto:info@quickfeet.com) | [www.quickfeet.com](http://www.quickfeet.com)

INDIA VIETNAM CHINA  
HONG KONG USA

### DryGuy Force Dry

Give the winter outdoor adventurer the gift of dry feet. With the ability to dry a pair of shoes or gloves in about an hour, the Force Dry gently circulates warm air, while foldable drying stacks make for a compact design that travels well. SRP is \$50.

[www.dryguy.com](http://www.dryguy.com)



### Buff Original Hat & Neckwear Set

Baby, it's cold outside, but no worries, this Buff offers the best of both worlds, combining the tried and true Original Buff neckwear with a matching microfiber reversible hat. Packaged together, this set offers complete head and neck coverage.

[www.buffusa.com](http://www.buffusa.com)



### Petzl Noctilight

For those who swear by their Petzl headlamp, the Noctilight is a lightweight protection case with multiple holding possibilities that transform a Petzl headlamp – 10 different models – into a lantern. Hang it from your belt, from the inside of your tent or sit up straight on a table. SRP is stocking stuffer-friendly at \$19.95. [www.petzl.com](http://www.petzl.com)



# Bridgford

THE PREMIUM BRAND™

# 3-YEAR SHELF LIFE!\*

## READY TO EAT SANDWICHES & WRAPS

8 GREAT TASTING FLAVOR CHOICES. GREAT COLD OR HOT. PERFECT FOR EVERY OUTDOOR ADVENTURE!



\*From date of manufacturing if stored at 80°F or less.

FOR MORE INFORMATION, VISIT [BRIDGFORD.COM/READYTOEAT](http://BRIDGFORD.COM/READYTOEAT)

## Sport Suds Laundry Detergent

Give new life to stinky clothes and gear. Sport Suds laundry detergent dislodges odor-causing bacteria and oils from fabrics and rinses them away. It's fragrance-free, hypoallergenic, biodegradable and non-toxic. SRP is \$20.95. [www.sportsuds.com](http://www.sportsuds.com)



## Thermacell Bluetooth Heated Insoles

Now you can control the heat to your feet from your phone. Thermo-cell introduces the first line of heated insoles that comes with its own mobile app. The ProFLEX Heavy Duty model provides up to 8.5 hours of warmth for your toes, has four settings with a removable battery and retails for \$199. [www.heat.thermacell.com](http://www.heat.thermacell.com)



## Selk'bag USA

Following up on its Marvel Comics licensed bags, Selk'bags now has an option for Star Wars fans, both kids and adults. These officially licensed bags come in four styles: Darth Vader, the Storm Trooper, Chewbacca and Rebel Fighters, with additional characters slated for future releases. SRPs start at \$89. [www.selkbagusa.com](http://www.selkbagusa.com)

**techtextil**  
**NORTH AMERICA**  
 International Trade Fair for  
 Technical Textiles and Nonwovens

[techtextilNA.com](http://techtextilNA.com)  
**CONNECTING  
 THE FUTURE**  
 June 20 - 22, 2017

Agrotech	Buildtech	Clothtech	Geotech
Hometech	Indutech	Medtech	Mobilitch
Oekotech	Packtech	Protect	Sporttech

Co-located with:  
 THE FUTURE OF  
**Composites  
 in Construction**  
powered by

messe frankfurt



### Slyde Handboards

Take body surfing to a new level. Slyde says its handboards make surfing accessible to everyone, with several styles available for all ages and skill levels. Pictured here is the Bula Drip. SRPs starts at about \$170. 650.307.5933



### BioLite Pizza Dome

What do you give the camp chef that has everything? How about a portable wood-fired pizza oven? This three-piece system lets outdoor adventurers go beyond the usual camp fare and cook pizza, flatbread and other favorites. Even an experience Scout cook would be impressed. SRP is \$69.95. [www.bioliteenergy.com](http://www.bioliteenergy.com)



### BBPlus Bruno Maxi Edition

At 35cm in height and in width, the Bruno can store your climbing gear, carry your rope, or just be a soloist's best buddy while camping. It sports a fast roll-up closure system and a zipper pocket for valuables. SRP is \$59 EUR. [www.8bplus.com](http://www.8bplus.com)

### JammockTruck

Tap into the hammock craze and cross the truck owner off your list. JammockTruck can be strapped into a rig's bed in minutes and can be secured with D-Ring tie down anchors. Have precious cargo that needs to be covered? The JammockTruck also serves as a load-bearing truck cover. SRP is \$199. [www.jammock.com](http://www.jammock.com)



**#1 SELLING SPORT LAUNDRY POWDER**

[sportsuds.com](http://sportsuds.com)

Sell Sport Suds totally risk free.  
**Call (877) 467-1128 ext. 221**

No minimums. Free shipping. Contagious customer loyalty

*Just*  
**RELEASED!**

Retail Revelations:  
 Strategies for Improving Sales,  
 Margins, and Turnover

by Ritchie Sayner

.....  
 TO ORDER:  
 Email [rsayner@rmsa.com](mailto:rsayner@rmsa.com)  
 .....

Price: \$15.95 | Limited Availability

"On point and highly applicable... Sayner's acumen is compelling"

"A must read for anyone in retail"

"Sayner's insight can make the difference between winning and losing the retail game"

**RMSA**  
 RETAIL SOLUTIONS



### Blue Freedom Hydro-Powered Charger

Turns out solar is not the only source of backcountry power. At 20 inches in diameter and weighing 600 grams, the Blue Freedom turns any flowing stream or river into a personal, campsite power plant. Just toss in the marine rotor blades and USB-charge away. SRP is \$310. [www.blue-freedom.net](http://www.blue-freedom.net)



### SealSkinz Halo Run Gloves

Perfect for the winter runner on a gift list, The Halo Run Glove sports LED lights on the back of the hand to increase visibility. With a thermal rating of 1 (5 being the most thermally rated), it features close-fitting, single-layer construction, an elasticated tapered double cuff and a silicone pull-on tab. [www.sealskinz.com/us](http://www.sealskinz.com/us)



### RuffWear Polar Trex Boots

We can't forget the canines in the family. These re-designed boots protect dog paws from extreme winter conditions, including Christmas snow build-up between pads, ice melt chemicals and ski edges. Vibram Ictrek outsole provides superior traction. SRP is \$99.95. [www.ruffwear.com](http://www.ruffwear.com)



# GO FROM SIDEWALK TO SUMMIT WITH CONFIDENCE.



## THE *NEW* HIKE XP

- NEW, STS replaceable cleat system for changing conditions
- Sure-Fit™ binding systems delivers superior performance
- Lightweight, packable and easy to take on/off

800.782.2423 | [stabilgear.com](http://stabilgear.com)

MADE IN MAINE, USA



EQUIPPED WITH  
**STS**  
STABIL TRACTION SYSTEM

# Assortment Creep

Why you can't afford to make every sale



By **Ritchie** Sayner

Naturally, all of us would like to sell everyone that ever shows an interest in our products. After all, that is exactly why we are in business in the first place. In the retail business, however, trying to sell everyone that comes into your store or finds you on the Web is simply unrealistic, and you most likely would go broke trying.

The old saying, "You can't be everything to everybody" comes to mind. All good retailers have an identity or image and subsequently target a certain demographic of likely customers. You certainly wouldn't go into a store specializing in work boots looking for water sandals just as you wouldn't expect to find cowboy boots in an outdoor store. Even the broadest assortment that might be found in an outdoor store carrying many different departments is governed to a certain extent by consumer demographics, size of store, or even the financial strength of the owner.

Stores that attempt to please everybody so as to not miss a sale, over time end up with a condition I refer to as "assortment creep." The symptoms are easy to spot: lots of random inventory, duplications, broken


sizes on popular styles, markdown opportunities from past seasons that may have been missed. In other words, a whole lot of nothing. This is difficult to spot on paper or by just reviewing inventory reports. You may observe that the stock levels are over plan, but sales are slipping for no obvious reason.

One solution I often share with clients who are struggling with this problem is the creation of a "model stock." The easiest way to picture this is by starting from scratch. Assume you are opening a new location or you have nothing at all in the particular category. In the perfect world, you would map out exactly the way this should look. What lines you wish to carry, how many styles, what sizes and colors, a varied assortment of price points, etc. Next, you will need to extend out the dollars and see how much you have at retail and compare this number to your open-to-buy plan. If you are way over or short, you may have to adjust the model by adding or deleting. Congratulations, you have just completed step one of your assortment plan.

Step two is to compare your "model" to what you currently have. This is where the process

gets interesting. You will find that over time, you have added lines that perhaps now are not important. You might find that you have been filling into styles that, once valid, are now slow turning and may no longer be relevant. You might even discover that you have been ordering too many sizes that in reality end up on the sale rack or, worse yet, are carried over from year to year. What your goal should be is simply to put your inventory back into balance. In essence, this process is much like rebalancing your stock portfolio or 401k.

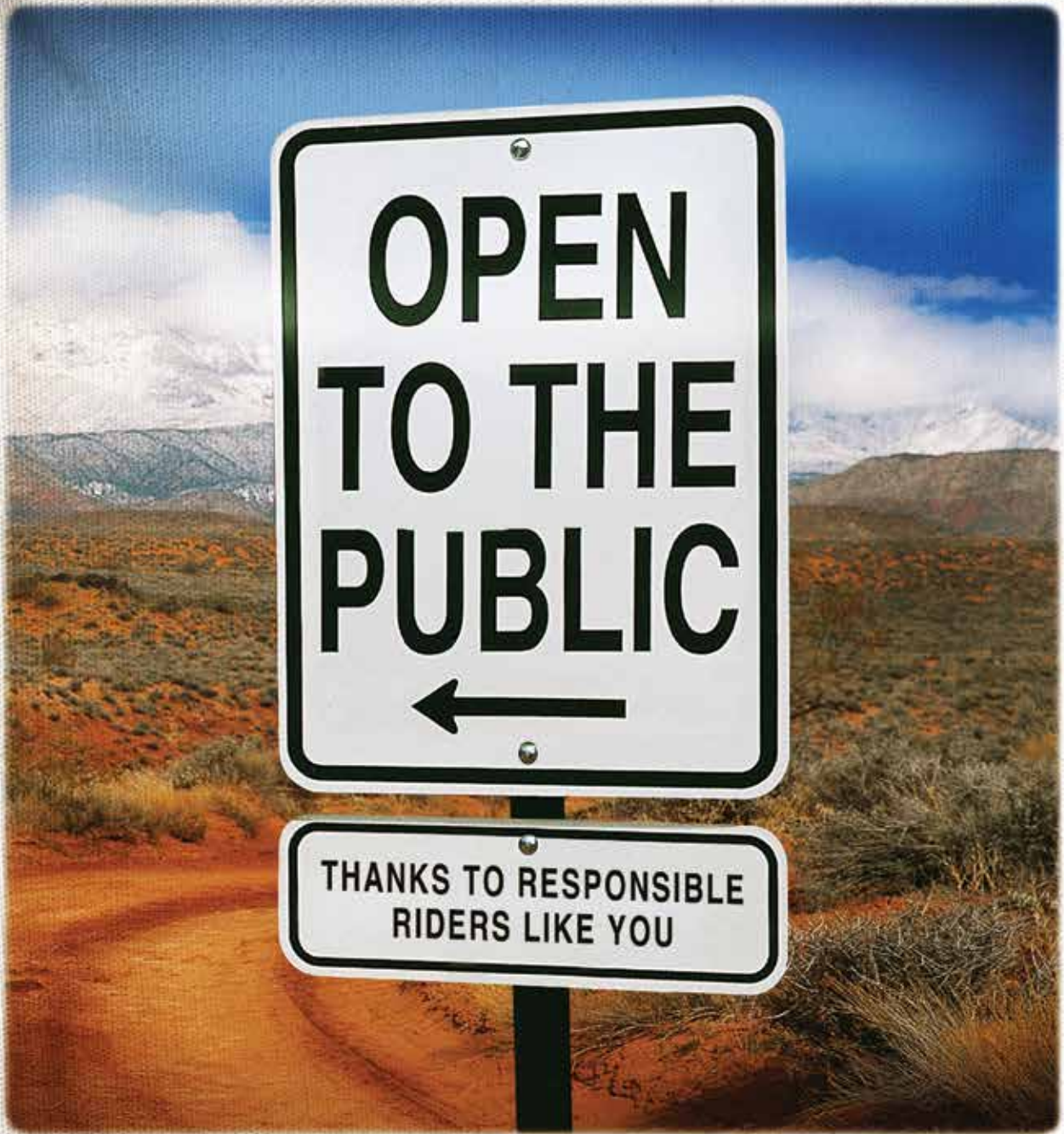
Once you have determined where the holes in your plan exist, it is now time to correct the problem. This is the final step in the process. Now that you have identified items that are not part of your model plan, mark them down immediately and turn them into cash. Use the funds generated by the cleanup to reorder the sizes that may be missing from the key styles that you wish to go forward with.

Creating model stocks works very well with almost every category of merchandise that has the ability to be reordered or filled into. Try this concept if you find yourself suffering from assortment creep. You will be surprised how many fewer customers walk out empty handed. 

*Ritchie Sayner is the author of "Retail Revelations-Strategies for Improving Sales, Margins and Turnover," available on Amazon. He can be reached at [RSayner@rma.com](mailto:RSayner@rma.com)*



"You can't be everything to everybody."



You ride ethically, minimizing your impact. You stay on trails, respect wildlife, conserve the environment and leave things better than you found them. Nice work. Continue to Tread Lightly!, and you'll discover the rewards of responsible recreation.

**treadlightly!**  
LEAVING A GOOD IMPRESSION  
[www.treadlightly.org](http://www.treadlightly.org)



# Affordable Packaging System Replaces Annoying Peanuts

By **Martin** Vilaboy

For sporting goods retailers tired of the space, cost and messiness of using polystyrene peanuts in shipping boxes (recycled peanuts or not), the new Fill-Air FLOW provides an interesting and affordable alternative. Replacing packing peanuts for relative peanuts, the \$475 inflatable packaging system makes protective air pillows similar to those used by Amazon and other large online dealers affordable for the first time.

According to Sealed Air, inventor of the original Bubble Wrap and many other packaging solutions sold worldwide, the Fill-Air FLOW provides a space-saving, cost-saving and environmentally friendly alternative to using polystyrene peanuts as void-fill and cushioning in packing boxes, making protective air pillows accessible for users with low-volume shipping needs and limited space in back rooms.

The inflation unit is mounted to a wall or tabletop. A single roll of ready-to-inflate plastic bags frees up nearly 50 cubic feet of storage space compared to packing peanuts and also costs less than the equivalent peanut fill volume. The system also offers better shipping protection, neater packaging for customers and an eco-friendly alternative to polystyrene, says Millennium Packaging, which is the exclusive U.S. distributor of the Fill-Air FLOW.

The mounted device produces 11 high-fill or 20 low-fill inflated plastic bags per minute. Both the machine's 13 x 14 x 8 footprint and the inflation speed

are suited to environments with moderate shipping volumes such as retail shipping service centers, retail stores, e-tailers, light industry, company mail rooms, marketing and advertising agencies, printers, law firms, artists' studios, art festivals and more, said the company.

Each FLOW roll contains 500 10 x 8 ready-to-fill perforated bags in a spool not much larger than a roll of paper towels. A single roll produces fill volume equivalent to more than three-and-a-half 14-cubic-foot bags of packing peanuts, freeing up nearly 50 cubic feet of storage space per roll. At \$50 per 500-bag roll, inflatable packaging with Fill-Air FLOW costs roughly \$1 per cubic foot of fill compared to \$1.30 to \$1.90 per cubic foot for retail-priced packing peanuts. The refill rolls also are available exclusively from Millennium Packaging.

Operation of the Fill-Air FLOW is as simple as swiping

a hand over a sensor located on the side of the unit for each bag desired, or holding a hand over the sensor for three seconds to inflate 100 bags at a time. High-fill or low-fill can also be selected with the touch of a button. An optional photo sensor attachment for use with a continuous flow setting will stop production when it detects a set number of inflated bags and resume it when the bags are removed, making it possible to have bags ready for immediate use without inflating the whole roll at one time.

"Major retailers like Amazon have been using inflatable packaging technology for years, but until now the price point has prevented smaller organizations from realizing the benefits," said John Tyrrell, president of Millennium Packaging. "At less than \$500, Sealed Air's Fill-Air FLOW enables companies of any size to send peanuts packing forever."

"The Fill-Air FLOW has changed everything. It's more efficient, less material, less packing time, and the space savings is unbelievable," said Helen Ann Lally of Your Neighborhood Office, a business help center and errand service in New York's Greenwich Village that was an early tester. "When we took the peanut hopper out of here, I was able to put in drop ceilings that gave me another floor of storage space." 



The new Fill-Air FLOW system makes protective air pillows affordable even for users with low-volume shipping needs.

For more information or to order the Fill-Air FLOW, visit [www.parcelpkg.com](http://www.parcelpkg.com).

"At less than \$500, Sealed Air's Fill-Air FLOW enables companies of any size to send peanuts packing forever."

# Business and Running

## Lessons in managing risk

By **Dave** Griffin

I was a competitive distance runner for about 15 years, and in all that time of racing, one day stands above the others. It was May 1984, and I was beginning to understand how the specifics of my training translated into race results. On this particular day, with clear air and cool temperatures, I had chosen a race with just the right competition.

I pulled through the first mile on the shoulder of a faster runner, and as we entered a downhill stretch, we were flying. I felt smooth; the long, hard intervals on the track were paying off.

When things go perfectly in a race, there is little conscience thought. Thinking invites doubt and forces you to take an inventory of pain. It's to be avoided. In its place is concentration, a firm focus on the task at hand. For me, in this race, my single focus was holding on, and it resulted in the fastest 5K I had ever run.

I should have been ecstatic. Celebration should have been in order, but there was a potential problem. I was running a 10K race.

Continuing at the pace I was running was risky. I knew there was a chance that I would falter, but I also knew I had an opportunity to run an incredibly fast time. Knowing that I had

prepared myself to handle the challenge, I pressed on.

You can't earn a reward without taking risk, but wild abandonment is a poor strategy. Success is most likely to occur when you take reasonable risk while managing the potential pitfalls.

Today, I work as a compliance and risk officer for an insurance company, and the fundamentals I apply in my work are much the same as those I applied in the years when I was a competitive runner.

Here are four things I learned through running that you can apply as you manage the risks of your organization.

realize it at the time, but as I was crafting those disciplines through running, I was developing the guiding principles that would ultimately govern my life. In business, this equates to a company culture.

If you want to manage organizational risk effectively, you need to cultivate a culture of trust and communication. A strong moral fiber that values your reputation in the marketplace and in your community will, in and of itself, help you avoid taking on risks that might ultimately lead to failure.

### On a Mission

Before you can effectively manage risk, you need clearly stated objectives. Risks, after all, are simply the obstacles that might keep you from reaching your goals. So set goals you can be passionate about, and then identify the risks that might keep you from reaching them.

### Take Control

When you are a competitive distance runner, an injury can disrupt an entire season. Knowing this was a danger, I took steps to avoid injury. Once you've identified the key risks of your organization, assess what you are doing to control them. If the controls are lacking, take steps to improve them.

### Principles Guide

In order to be a successful distance runner, you have to develop certain qualities. Without discipline and fortitude, you won't get very far. I didn't



**“If you want to manage organizational risk effectively, you need to cultivate a culture of trust and communication.”**

Some risks can't be eliminated, but prudent controls improve your chances of success.

### Monitor and Adjust


Some of my running logs are more than 30 years old, and it's fun to go back and read what I was doing and thinking back then. At the time, those logs helped me track progress, and they became a reality check – was I doing the things I needed to do in order to reach my goals? In business, controls won't sustain themselves unless you monitor them. Routinely assess the effectiveness of your control processes and keep your eyes open for emerging hazards. Risk management is a process and you should adapt over time.

In the last couple miles of that race, I was running all out. As my competitor surged near the finish, he pulled away to win by a few strides,



but I finished just behind him with a huge personal best.

That race never would have happened if I hadn't prepared myself to take a gamble when the opportunity presented itself. By creating a solid risk culture in your organization, you can be prepared to take advantage of your opportunities.

Once you develop success principles, create a worthy vision and control your critical risks, great success is likely to follow. 

*Dave Griffin is a risk management officer who began running in 1976*

*as a high school freshman and ran competitively through 1989. After a 12-year period of casual running when his children were young, he returned to competitive running as a master. Griffin started the Flying Feet Running Programs in 2004 while his daughter, Katie, was running in high school. The program has since grown to provide year-round coaching and support to runners of all experience and talent levels in the Carroll County, Md., area. In 2010, Griffin published his first book, "After the Last PR – The Virtues of Living a Runner's Life."*

## AD INDEX

12 Survivors	(www.12survivors.com)	17
32north	(www.32north.com)	41
Advanced Elements	(www.advancedelements.com)	26
ASF Group	(www.asfgroup.com)	18
Baffin	(www.baffin.com)	2
Body Glide	(www.bodyglide.com)	27
Bridgford	(www.bridgford.com)	38
Buff	(www.buffusa.com)	7
Casio	(www.casio.com)	31
Celerant	(www.celerant.com)	33
Cocoon by Design Salt	(www.designsalt.com)	28
Coghlan's	(www.coghlan.com)	29
ColdPruf	(www.coldpruf.com)	47
CORDURA	(www.cordura.com)	3
drirelease	(www.drirelease.com)	13
FitterFirst	(www.fitter1.com)	15
Gateway Trade Funding	(www.gatewaytradeoutdoor.com)	19
Implus	(www.implus.com)	5
Kahtoola	(www.kahtoola.com)	20
LifeStraw	(www.buylifestraw.com)	25
MadWater	(www.ROCgearWholesale.com)	26
MFI International	(www.mfiintl.com)	11
Outdoor Retailer	(www.outdoorretailer.com)	23
Overboard	(www.ROCgearWholesale.com)	28
Quickfeat	(www.quickfeat.com)	37
Retail Revelations	(rsayner@rmsa.com)	40
SIA	(www.siasnowshow.com)	36
Sport Suds	(www.sportsuds.com)	40
Stansport	(www.stansport.com)	24
Techtextil	(www.techtextilna.com)	39
Vertical Source	(www.verticalsource.com)	Back cover

*Disclaimer: This index is provided as a free service to our advertisers. Every effort is made for accuracy, but we cannot be held liable for any errors or omissions.*

### FREE SUBSCRIPTIONS

Subscriptions to INSIDE OUTDOOR magazine are free to those working in the outdoor products value chain. Simply go to [www.insideoutdoor.com](http://www.insideoutdoor.com) and click on the subscribe link. Fill out the form completely and you will start receiving the magazine within six weeks.

### PAID SUBSCRIPTIONS

Professionals related to the industry but not within the qualification categories may purchase a one-year subscription. Basic rate: U.S., \$59; Canada, \$99; foreign, \$199. (U.S. funds only). Please call 480-503-0770 to place your order.

### ADDRESS CHANGES, RENEWALS and CANCELLATIONS

Go to [www.insideoutdoor.com](http://www.insideoutdoor.com) and click on the subscribe link. For address changes and renewals, simply fill out the form, submit it and your subscription will automatically be renewed with your most current information. To cancel your subscription, go to the "Cancellations" header, click "here" and follow the instructions.

### CORRESPONDENCE

Send letters to the editor via email to Martin Vilaboy at [martin@bekapublishing.com](mailto:martin@bekapublishing.com). All other correspondence should be directed to INSIDE OUTDOOR 745 N. Gilbert Rd., Ste. 124, PMB 303, Gilbert, AZ, 85234

### PRESS RELEASES

INSIDE OUTDOOR magazine welcomes press releases and any other information relating to the outdoor products value chain. Releases should be emailed to Martin Vilaboy at [martin@bekapublishing.com](mailto:martin@bekapublishing.com)

### REPRINTS

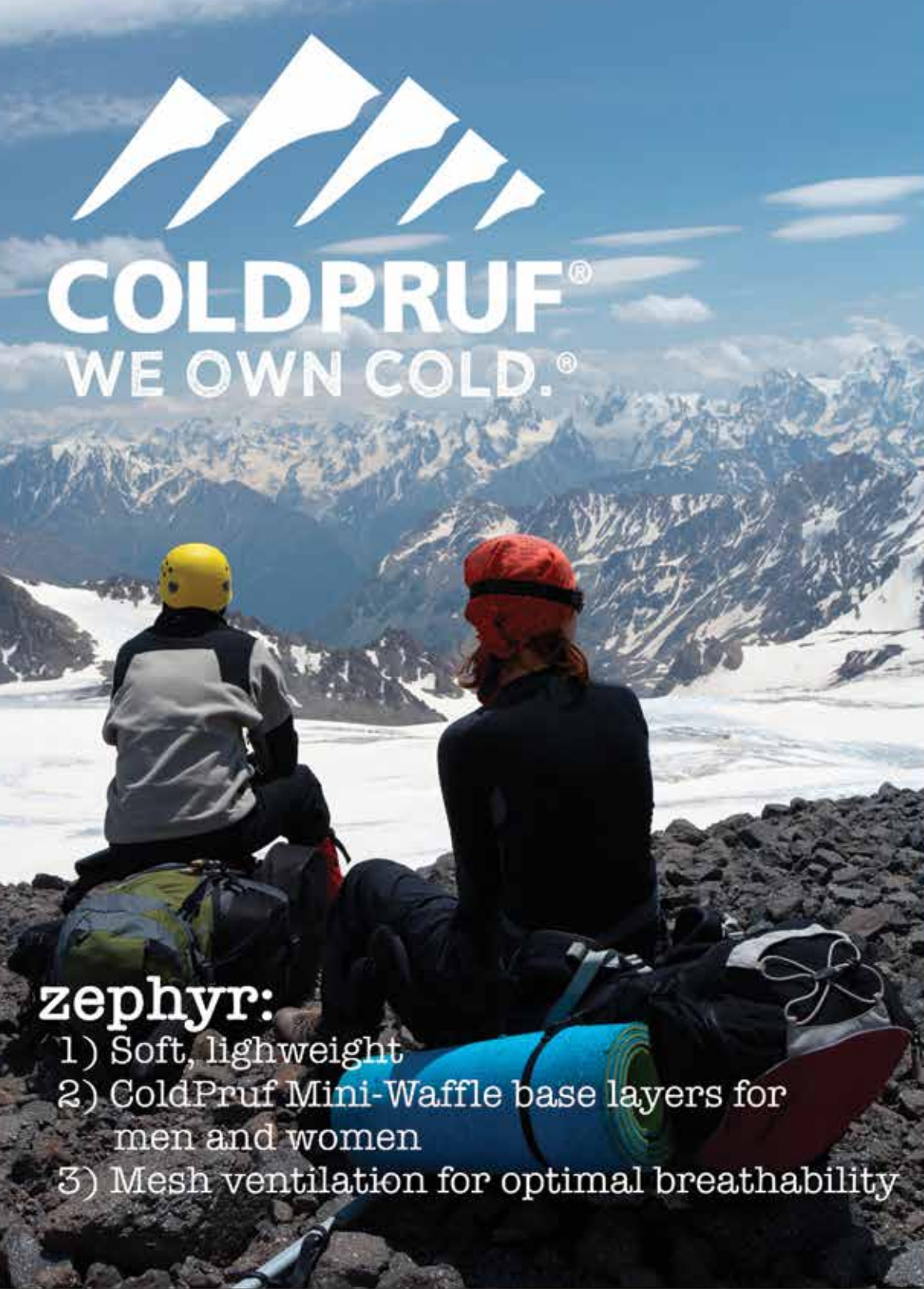
For high-quality article reprints, minimum of 100 quantity, please contact the publisher at 480-503-0770.

### ADVERTISING

For a media kit or information about advertising, call Berge Kaprelian at (480) 503-0770, [berge@bekapublishing.com](mailto:berge@bekapublishing.com)



**COLDPRUF®**  
**WE OWN COLD.®**



**zephyr:**

- 1) Soft, lightweight
- 2) ColdPruf Mini-Waffle base layers for men and women
- 3) Mesh ventilation for optimal breathability

Meet **ZEPHYR** - the latest way to stay COLDPRUF. Soft, ventilation base layer. Excellent moisture transport constructed from 100% ColdPruf Technical Fiber Polyester with Silvadur™ Intelligent Freshness. Stay COMFORTABLE, WARM, and DRY, even at the peak. Get the most out of your day - EVERYDAY.



[www.coldpruf.com](http://www.coldpruf.com)



women's  
**ZEPHYR**  
 base layer crew  
 & leggings



men's  
**ZEPHYR**  
 base layer crew & pant





**VERTICAL SOURCE®**

# **SEAMLESS SOLUTIONS**



**BRAND STRATEGY • DESIGN • PRODUCT & TEXTILE DEVELOPMENT  
RAW MATERIALS SOURCING • MANUFACTURING • QUALITY & LOGISTICS**

732.530.5330 • [INFO@VERTICALSOURCE.COM](mailto:INFO@VERTICALSOURCE.COM) • [VERTICALSOURCE.COM](http://VERTICALSOURCE.COM)