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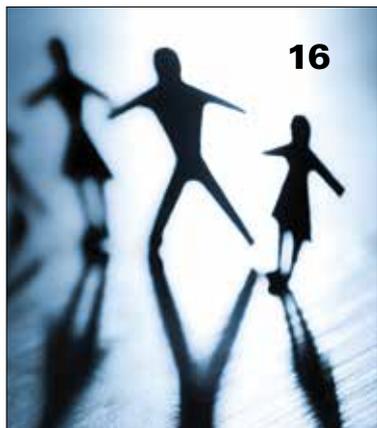
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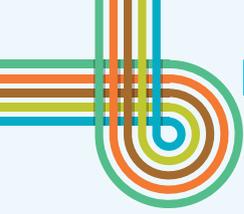
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Lend a Hand, or a Backpack

For sure, lots of businesses and organizations have been forced to re-evaluate business models or rethink value propositions in order to keep pace with today's digital lifestyle. Among them, few have felt the impact of digital disintermediation more so than bookstores. Much the same can be said about public libraries, which have seen e-books devalue the stacks that once sat at the center of their appeal. Rather than shutting their doors, however, our nation's libraries are making adjustments to remain relevant.

An early example is Internet access, a service libraries starting offering some years ago to those who lack the resources to have a connection or computer at home. More recently, libraries have creatively added to the items they lend out.

Branches of the Mesa Public Libraries in Arizona, for instance, have started a "Stuffbrary" program through which cardholders can check out items ranging from power tools and medical equipment, such as activity trackers and blood pressure monitors, to hotspot devices, sporting goods equipment, musical instruments and cookware. There is even a seed program whereby gardeners promise to donate back seeds from the edible plants and herbs they've grown at the end of the season. Most of the items in the program are donated to the libraries by area businesses and charities.

The idea is to provide cardholders with the ability to try out more expensive items before they decide on a final purchase or to borrow items they need only infrequently. It all makes perfect sense to Mesa librarian Kate Griffin, who jokes that libraries are "the original sharing economy."

For outdoor retailers, a donation to their local library provides a way to introduce consumers to activities that can have relatively expensive startup costs or put gear in front of folks who were previously unaware of certain outdoor opportunities. The possibilities include "hiking kits," such as the one at Mesa libraries, that offer a lightweight backpack, trekking poles, a compass, binoculars, and trail and nature guides; campout packages that also include a tent, sleeping bags and a campstove; snowsports kits that include boots, boards, goggles and gloves; or even just a set of headlamps to explore a local lava tunnel. Product is usually supplemented with information on how to get started.

In addition to the customer acquisition capabilities, partnerships with a local library also provide outdoor retailers with a way to utilize underused rental gear, move over-marked-down inventory or put those slightly (albeit suspiciously) used returned items to some work.

Currently in the U.S. there are about 17,000 public library branches, as well as an additional 80,000 libraries at public schools. Collectively, that represents a whole lot of potential, new outdoor participants. And we're guessing most of those libraries would welcome a call from local outdoor retailers and manufacturers.

– MV



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DATA POINTS

Numbers Worth Noting

By **Martin** Vilaboy

Social Stream Scream

The number of social messages retailers receive continues on an upward trajectory, with the average retailer receiving approximately 30% more messages in the fourth quarter of 2016 versus Q4 2015, show figures from Sprout Social. What's more, well more than half of social messages will require action, with Q4 2016 expected to see a 15% annual increase in social messages that warranted a response.

Average Number of Messages Received By Retailers	
Quarter	Messages
Q4, 2015	2,422
Q1, 2016	2,062
Q2	2,232
Q3	2,731
Q4 (projected)	3,140

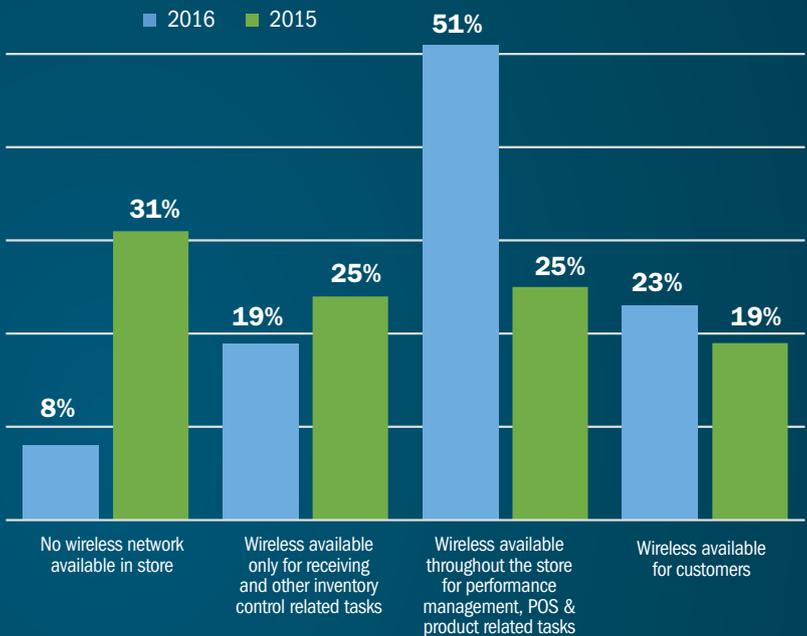
Average Number of Messages in Need of Response	
Quarter	Messages
Q4, 2015	1,306
Q1, 2016	1,075
Q2	1,149
Q3	1,535
Q4 (projected)	1,780

Source: Sprout Social, November 2016

Is there Wi-Fi?

It appears retailers are finally coming to grips with the reality that in-store Wi-Fi is a cost of business. "We cannot overstate how important this change is," say analysts at Retail System Research, which presented the findings. "If retailers have any chance of embracing the future, connectivity in their stores for both employees and customers is nothing less than a basic requirement." We whole-heartedly agree.

Usage of Wireless Network in Stores

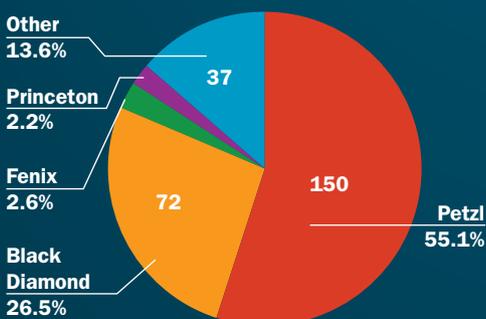


Source: Retail Systems Research

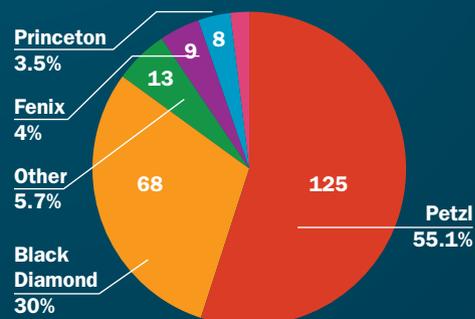
Shedding Light on Ultra-Runners

Petzl continues its dominance as the lighting brand of choice among ultra-runners who finished the 2016 Western States 100-Mile Endurance run, grabbing more than half of that market share. Meanwhile, smaller and upstart brands in the "other" category made some gains on other perennial brand leaders Black Diamond, Fenix and Princeton Tec.

Lighting of Choice among 2016 WSER Finishers



Lighting of Choice among 2015 WSER Finishers



Source: Western States 100-Mile Endurance Run Runner Survey



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Snowshoe Steps

The snowshoe market could use a jolt (maybe in the form of Crescent Moon's new innovative design), as snowshoe sales are down 4% in units and 2% in dollars sold, according to SIA's latest figures. It is the second straight year of decline in units sold following a healthy plateau two years ago.

Snowshoe Sales, Dollars and Units

Period	Dollars	Units
YTD (Aug'12 - Mar'13)	\$15,924,821	122,737
YTD (Aug'13 - Mar'14)	\$18,700,467	146,751
YTD (Aug'14 - Mar'15)	\$19,732,289	139,953
YTD (Aug'15 - Mar'16)	\$19,284,042	133,991

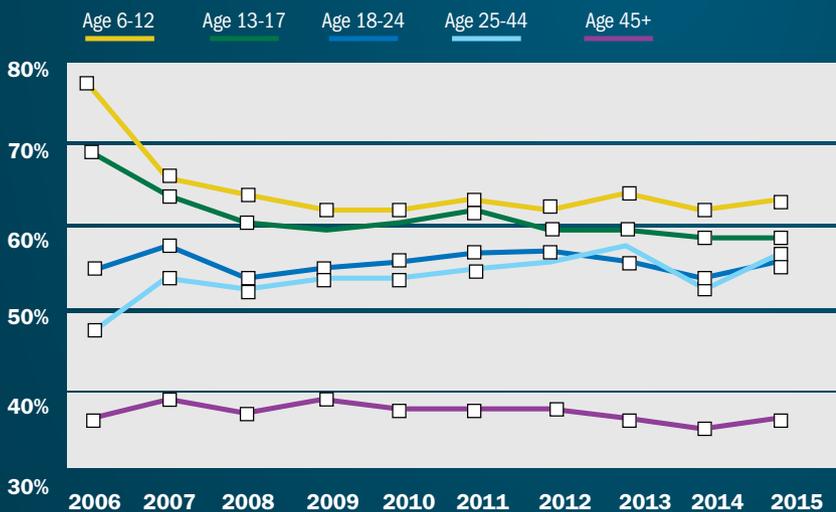
8.2 Million

Number of "lapsed" snowsports participants who consider themselves skiers or snowboarders but did not participate last season, according to SIA.

Screen Teens

The outdoor market's youth problem illustrated in one line: In 2006 nearly 80% of kids aged 6 to 12 participated in at least one outdoor activity, show Outdoor Industry Association figures. By 2015, it was 65%. The line isn't much better for 13 to 17 year olds.

Outdoor Participation by Age



Source: Outdoor Industry Association

Overnight Ratings

Done in a day be damned. Despite conventional thought that backpacking is on life support, figures from both Outdoor Industry Association and the Sports & Fitness Industry Association show overnight backpacking is doing just fine, thank you very much. Turns out participation has grown nicely since 2012.

SFIA Backpacking Participation Numbers (000)

2012	2015	Five-year Change
7,933	10,100	27.3%

OIA Backpacking Participation Numbers (000)

2012	% of U.S. Pop.	2015	% of U.S. Pop.
8,771	3.1%	10,100	3.4%

27

Percent of female respondents to a CrowdTwist survey of 1,027 North American Internet user who said they always buy their preferred brand – regardless of price, quality, convenience or brand promise. That compares to 21.3% of male respondents saying the same.



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Smartwool awarded **Mountain Source** its 2016 Agency of the Year honor, and **Matt Straight** as its 2016 Rep of the Year. The honors were awarded at Smartwool's fall sales conference in Steamboat Springs, Colo.

One of the best-known outdoor and snowsports sales agencies in the Rocky Mountain region, Mountain Source has been with Smartwool for more than a decade, winning Agency of the Year three times and bringing home a Rep of the Year two times. The agency serves retailers in Colorado, Utah, Idaho, Montana, Wyoming, New Mexico and Nebraska. "They continue to find ways to innovate within their agency and to explore ways to further align with the Smartwool brand while providing world-class service to our customers," said Dane Howell, Smartwool vice president of sales and marketing, upon announcing the awards.

Working for the **Waypoint Outdoor** agency, Straight is relatively new to Smartwool, focusing on specialty

and independent accounts throughout the northwest region for the brand. "Matt has excelled in all facets of the award criteria," said Jody Carlson, Smartwool director of sales. "He continues to ask what more he can do to partner with our brand and help develop new business. It is his dedication to success that we want to recognize."

Following its return to the U.S. market more than a year ago, Italy-based **Garmont** is re-entering the Canadian market, as well. The company has hired **Stephen Bergeron** as general manager of Canadian operations. Bergeron is responsible for building a team of Canadian sales representatives and supporting retailers for Garmont. Prior to Garmont, he worked in sales, retail and marketing capacities for Trango World, La Sportiva, Kayland and Icebug. So far, he has appointed sales teams in Alberta, British Columbia, Ontario and Quebec. **Darin Riedel** will represent Garmont in Alberta and British Columbia, **Bill Dee** will support On-

tario, **Adam Merkosky** will represent Alberta and the Northwest Territories and Bergeron will manage the Quebec/Maritimes territory.

Leading Edge Sports, based in Woodinville, Wash., has partnered with **K2** to represent **Madshus**, **Tubbs Snowshoes** and **Atlas Snowshoes** products in Washington, Oregon, Alaska, and Idaho. Formed 19 years ago, Leading Edge Sports has received multiple agency and individual awards with long-time clients such as Swix, Bison Designs and Pivot Cycles, among others. Leading Edge Sports can be reached at dane@swix-sport.com or 425-418-9620.

Klean Kanteen has added **Elliott Nolan** and **Mike Felix** to its sales team. Nolan joins as outdoor channel manager, while Felix of **Midcoast Outdoor Sales** takes over sales in the Southern Midwest territory. Previously, Nolan was the North American sales manager for Alite Designs and has worked for outdoor brands including The





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North Face, Evo and Patagonia. In his new role at Klean Kanteen he will focus on expanding the brand's outdoor sales channel. As an independent sales rep, Felix will be covering Texas, Oklahoma, Louisiana, Arkansas and Mississippi for Klean Kanteen. His agency, Midcoast Outdoor Sales, represents a portfolio of leading outdoor brands including Royal Robbins, Ruffwear and Point6.

Toad&Co has promoted **Nina Brito** to the role of new dealer sales manager. Brito brings 15 years of sales experience to the job, having moved from the retail floor to retail management to buying. In her new position, Brito will manage Toad&Co's specialty retail program with East and West dealer sales representatives reporting directly to her. Toad&Co also announced the addition of **Eventum** to its sales force for the Southern territory. Based in Charleston, S.C., Eventum represents brands across the outdoor, sporting goods and lifestyle markets. Founded in 2013 by

Chip Parker, Eventum's six-member team includes **Todd Combs, Sara Green, Karen Harper, Matt Gingley** and **Jody Hale**.

Luke Olson of **Midwest Outdoor Sales** has been added to the **Chaos Headwear** sales rep team, for which he will cover Wisconsin, Illinois, Missouri, Iowa and Upper Michigan. Olson comes to Chaos with more than four years of sales rep experience and relationships with target retailers, said the brand.

U.K.-based technical apparel brand **Montane** announced that **Neskowin Outdoor** of Portland, Ore., will direct sales and distribution management for Montane branded products in the U.S., commencing Spring/Summer 2017. The move represents a "next phase in our development," says Jake Doxat, founder and CEO of Montane. "Working with Sport Hansa over the past five years has provided us with a great transition from a small group of pure specialty retailers into a wider outdoor

platform across the U.S., and we look forward to building on that strong momentum in the months to come."

Royal Robbins has added new sales leadership and additional sales support for the Rocky Mountain, the Great Lakes and Southeast territories. **Joe Stintzi**, owner of **The Stintzi Group**, is now covering the Great Lakes territory, including Indiana, Ohio, Kentucky, West Virginia and Michigan. Stintzi has more than 25 years of experience selling top brands, including 10 years with The North Face. The heritage apparel brand also appointed Colorado-based **Green River Sales** to strengthen the brand's presence in the Rocky Mountain region. Principals **Pat Davis** and **John McDonnell** and their team have more than 40 years of combined sales and leadership experience in the outdoor and action sports industry. The pair has worked with a number of leading brands, including 12 years with The North Face. In the Southeast, Royal Robbins' partner **C&J Sales**, led by **Cynthia Kelly**, has

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appointed **Natasha Ruiz** to oversee Alabama, Georgia, Florida and the Caribbean. Ruiz has more than 20 years of experience, including a 12-year stint with Columbia Sportswear.

Vapur has added representation to seven key markets in the U.S. New agencies include the **Breakaway Sports Group**, representing Vapur in the Mid-Atlantic and New England areas; **Terrell Sports Group**, covering the brand's Southern territory; independent sales representative **Jay Sheldon** in Southern California; **Maverick Marketing** in the Northeast; **Harborview Outdoor Sales**, covering the Pacific Northwest; independent sales representative **Missy Kehoe** in the Southeast and Caribbean territories; and independent sales representative **Chad Algorri** in Hawaii.

The husband and wife team at **Alpine Cowboy** has been signed on by **Nemo Equipment** to represent the brand in Texas, Oklahoma, Arkansas and

Kansas. For 17 years, Stephanie and Koby Crooks have represented brands in the outdoor, bike, boat and ski industries from their 1960s vintage Airstream in Austin, Texas. They currently work with Osprey, Yakima, Goal Zero and now Nemo. "Our agency specializes in focusing on technical hardgoods and specialty retail, which is why Nemo is such a great fit for us," said Stephanie.

A manufacturer of 14 category-leading archery brands, **FeraDyne Outdoors** has partnered with **Jones & Company** to drive sales and growth in the 15-state Northeastern/Mid-Atlantic territory. The area comprises of Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, District of Columbia, Maryland, Virginia, West Virginia, Ohio, Pennsylvania and New York. Founded in 1983 and headquartered in Stuart, Fla., Jones & Company employs 30 sales professionals, all of whom have extensive retail and/or distributor sales

backgrounds. In 2012, the agency opened a showroom, working conference area and office in Pittsburgh, Pa.

Mountain Khakis has named **Mountain 2 Sea Marketing** as its new Southeast U.S. sales agency, while **Matt Cassidy Sales** has been added to cover the Northwest. With offices in North Carolina and Florida, Mountain 2 Sea Marketing is led by **Ron** and **Brenda Frongillo**, each of whom brings extensive expertise from both the corporate and retail sectors. The firm was launched in 1994 and has since grown to a team of eight. Its brand roster includes Buff, Eagle Creek, ExOfficio, Gregory, Marmot and Stanley. Matt Cassidy Sales, for its part, has operated in the Northwest since 1998 and has represented respected brands in the outdoor, ski and soccer categories including Kastle Ski, Umbro Soccer and Kombi Gloves. The agency is opening a second office in Bozeman, Mont. in 2017. 

3

QUESTIONS WITH

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Christopher Neary, President and CEO: Vertical Source offers not only production management, but the entire package from initial branding and design to manufactured and delivered goods.

IO: What do you consider your primary differentiation point from your nearest competitor(s)?

Christopher: With the diversified experience our team brings, we have relationships with the latest and cutting edge technologies that add value to our customer's collections.

IO: What is one challenge or issue faced by your wholesale customers that your company addresses, and how do you do it?

Christopher: Since we work with a diverse quiver of factories around the globe, we can offer the customer a perfect solution for their soft goods program.



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MATURING MILLENNIALS

As the Echo Boomer generation grows up, so should the messaging

By **Martin** Vilaboy

During the past 10 years or so, as marketers outside and inside of the outdoor industry have diligently worked to understand and entice millennials, something that should've been expected has been taking place. The Millennial generation, quite simply, has been growing up. Depending on whose definition one uses, millennials currently can be anywhere 16 to 40 years old, with the more commonly accepted ages falling closer to 18 to 34 years old, or born somewhere between 1998 and 1983.

By all measures, the realities for someone entering college (18-year-olds) are vastly different from someone climbing the career ladder or building a family (thirtysomethings), so it's errant to think of millennial as a uniform, homogeneous group with a common set of beliefs and behavior, say researchers at Nielsen. Nielsen, for its part, has begun breaking the cohort into three distinct groups – “dependent

adults” (living with parents), those “on their own” (in their own home without kids) and “starting a family” (in their own home with kids) – and notes distinct behaviors between them. In other words, lots of millennials have moved or are moving from the years of freedom and perceived independence to the years of structure and responsibilities. In turn, it might be time for common notions and assumptions about millennials likewise to grow up.

It falls under an age-old question within product development and marketing. Will patterns and behaviors adopted during youth carry over into adulthood or will behavior conform to the demands of adulthood? It's often assumed that millennials are somehow different; that they will forego the consumptive paths and binds that tied down previous generations. We have pictures of childless hipsters with alternate careers and the freedom to travel or the 30-year-old content to live in his parent's basement. Mounting evidence, however, suggests many millennials, as they age, have rather traditional goals and aspirations, so marketers may have to reconsider how messaging remains relevant as more and more millennials move into adulthood, and even middle age.

The point isn't too diminish the unique circumstance under which millennials were raised and how those circumstances make them unique to other generations. Certainly, millennials have come of age during a time of exceptional transition. The ubiquitously connected smartphone alone has changed the way

The background of the page is a photograph of three people walking on a beach at sunset. The scene is captured in silhouette against a bright, glowing sky. The figures are walking away from the camera, and their shadows are cast on the sand. The overall mood is serene and contemplative.

we think, consume, communicate and create. And that reality has made millennials unique in their own right. On the other hand, there is nothing unique about living through transformational times. When radios and later televisions, for instances, conquered every living room, our collective perspective suddenly went from local news to globally informed. The rise of the automobile changed our daily routines and literally the pace of everyday life. When teenagers first became a targeted consumer market in the 1950s, an entire culture and voice was born. My own father, likewise, remembered the day when a lightbulb was first hung from the ceiling of his home. (I can hear the voice of parents past, “Little Manny is always tied to the lamp reading those books. In my day we had to make up our own stories in the dark.”)

Chances are good millennial moms and dads eventually will say similar things – which they never thought they’d say – to and about their own kids, as well. And yes, despite conventional wisdom, millennials will and are starting families. According to one study by online brand

outreach platform Crowdtap, more than 60 million millennials — about 80 percent of the generation — will become parents in the next decade. Sure, millennials are having kids later in life than previous generations, but that’s a trend we’ve been witnessing for decades, with the average age of mothers at first child rising from about 22 years old in 1979 to just over 26 years old today, show U.S. Department of Labor and Commerce figures.

Currently, about six in 10 millennials above the age of 31 fall into Nielsen’s “starting a family” subset, or are living in their own homes with children. That may sound like a lot of older millennials are without children, but consider a 2010 survey by the Center for Work Life Policy which found that 40 percent of Generation X women between the ages of 41 and 45 years old also didn’t have kids, while 36 percent of Gen X men were childless by age 40.

According to Pew figures, there are about 14 million millennial moms in the U.S., which explains why retailers such as J.C. Penney’s, Target, Walmart, Kroger and Whole Foods have been adapting strategies to appeal to this group.

In the early part of last year, Target CEO Brian Cornell and other top executives traveled to major cities across the country to visit the homes of young, single and urban mothers. This customer group, said Cornell, has become as important to the retailer as minivan-driving, soccer moms were in years past.

J.C. Penney's, meanwhile, says millennial moms now account for 45 percent of its revenue and are driving much of the growth in the company's sales and customer count. "We want to be able to deliver her needs both as a woman and as a mother," Sheeba Philip, J.C. Penney's vice president of marketing strategy and communications, recently told CNBC. "That's a huge unmet need."

At the same time, the 18- to 34-year-old generation is generally known for renting homes instead of buying and spending on experiences over material goods, but that likewise is starting to change as more millennials grow up, become parents and trade in happy hours and vacations for houses and cars.

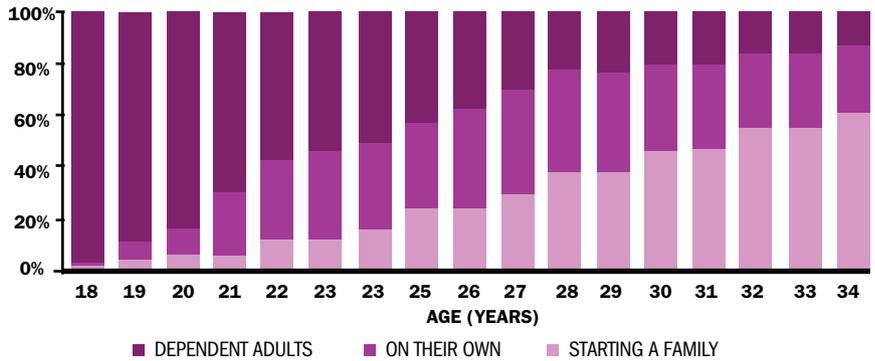
Once again, while current 18- to 34-year-olds boast the highest rate of living with their parents since the 1940s, surveys suggest millennials' aspirations to own homes are very much in line with their parents' and grandparents', and the tendency to avoid homeownership is more about economic reality than cultural whim.

"Evidence from Fannie Mae's National Housing Survey suggests that many renters aged 18 to 34 see their current ability to own, not a lack of desire to own, as the primary reason they remain renters," wrote Douglas Duncan and Sarah Shahdad of Fannie Mae for *Bloomberg Briefs*.

"In fact, their desire eventually to own their own homes is no different from that of their parents and previous generations," they continued. "Most millennial renters tell us that they think owning makes more sense than renting from a financial perspective: because you're protected against rent increases and owning is a good investment over the long term."

Duncan and Shahdad also note, that while "historically high numbers" of young adults are living at home (about 13 percent of Americans aged 21 to 34 live as the other adult in a shared household, per a survey done by UBS

PERSONS 18-34 BY RELATIONSHIP TO HEAD OF HOUSEHOLD AND PRESENCE OF CHILDREN (NOVEMBER 2015)



Source: Nielson

economists), the reasons behind it are to either keep college costs low or save money for forming their own households.

Even so, Fannie Mae's latest housing survey found that 96 percent of millennials are optimistic they will eventually own a home, and many millennials seem to be actively working toward this goal. Those surveyed most often say that their primary reason for renting now is to prepare financially for homeownership in the future.

And that time may be coming sooner than later. Unemployment rates among those between 25 and 34 years old have plummeted the past few years, from 10 percent in January, 2010, to 4.8 percent in November, 2016, and with it we have seen an uptick in household formations, shows data from the federal government.

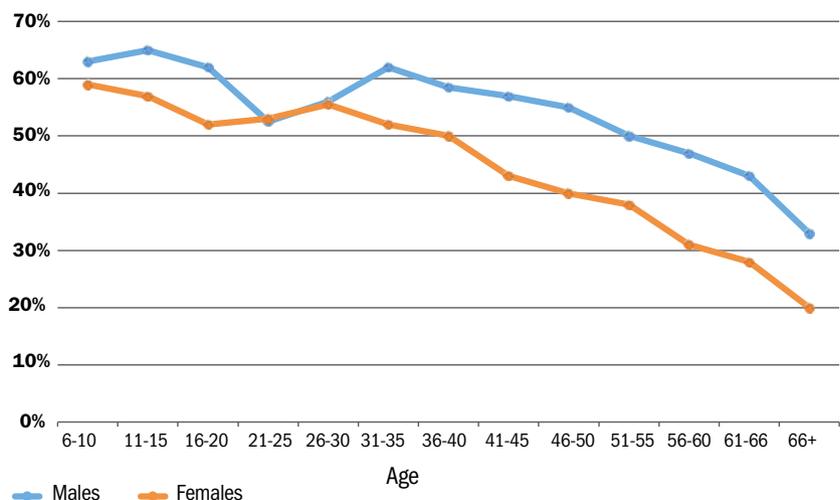
Indeed, Jeffrey Mezger, CEO of one of the largest homebuilders in KB

Homes, said in a recent earnings call that first-time home buyers and young people are beginning to enter the market, driving demand for his business. A recent report from strategy firm Forrester likewise shows that in 2013, the percentage of households owned by someone under the age of 25 years was at 14 percent, up from 9 percent for the same cohort in 1973.

It should also be noted that the median age for first-time homebuyers has remained virtually unchanged for the past 40 years. According to data from the National Association of Realtors, it was 31 years old in 2015, compared with 30.6 years old in the early 1970s. In other words, about two-thirds of millennials haven't yet reached that home buying age of 31, and about a quarter are under the age of 25 years old.

Again, this isn't to diminish the

2015 Participation in Outdoor Activities, by Age



Source: OIA



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- 4+1 operation modes
- Pinpoint function
- Lcd display
- 99 digital target memories



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PinPointer Metal Detector

Model No.:MD6002



- Indication: Buzzer, LED and Vibrate
- Adjusting Sensitivity.
- Operating frequency: (7.2±10%) KHz.
- Power:one 9V battery.

NEW

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Model No.:S300



- Indication: LED and Vibrate
- Adjusting Sensitivity
- Power:one 9V battery
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NEW

ADVANCED METAL DETECTOR

Model No.:S-500



- 4 Motion Operation Modes
- Pinpoint Function
- Low Battery Indicator
- Auto Ground Balance



ADVANCED METAL DETECTOR

Model No.:S-1000



- 5 Motion Operation Modes
- Pinpoint Function
- LCD Indication
- Auto Ground Balance



PRO METAL DETECTOR

Model No.:S-1500



- 5 Motion Operation Modes
- Pinpoint Function
- LCD Indication
- Auto Ground Balance



PRO METAL DETECTOR

Model No.:S-2500



- 5 Motion Operation Modes
- Pinpoint Function
- LCD Indication
- Auto Ground Balance



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Model No.:MD6026A



- 40 meters waterproof
- Waterproof headphone
- Easy to operate
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Model No.:MD6031



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- Low Battery Indication
- LCD Indication
- Auto Ground Balance



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Model No.:MD6006



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METAL DETECTOR

Model No.:MD6005



- Auto tune
- Simple discrim
- Adjustable volume
- Low battery indication



METAL DETECTOR

Model No.:MD6035



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Model No.:MD6030



- All metal
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ways in which millennial priorities and realities are unique to previous generations. All generations are unique, and Generation Z will likely bring entirely new characteristics to marketers' attention. Rather, it's an acknowledgement of how younger generations are almost always viewed by their elders as "different," if not "weird and demented." So we have to wonder how much of millennial behavior, beyond new-technology-driven differ-

ences, so far can be attributed largely to youth, or the realities and perceptions of youth versus those of adulthood.

Nonetheless, the possibility of America's largest generation settling into homes and having children could be great news for outdoor participation. For starters, the rate of participation in outdoor activities among U.S. female adults hits a peak around the ages of 26 to 30 years old. For adult males,

participation rates peak around 31 to 35 years old, show the Outdoor Industry Association's latest figures. OIA data also shows that adults with children in their households participate in outdoor recreation at a higher rate (54 percent) than adults without children (40 percent), and parents with children ages six to 12 participated at a slightly higher rate than parents of other aged kids. Make no mistake, huge numbers of potential participants will be added to those age groups as millennials age.

What's more, it's been pretty well established that most people initially get introduced to outdoor activities by their parents, so a growing base of millennial parents brings with it a growing group of potential, young participants. And it shouldn't be hard to make the case to new and concerned millennial parents how nature-based time and recreation positively impact childhood development.

Studies have shown that children who spend time in natural or "green" settings not only are fitter and leaner, but they develop stronger immune systems along with reduced cases of myopia (near sightedness), play more creatively, test better in school, are more socially adjusted and deal with stress better. Research published in the American Journal of Public Health also linked outdoor activities to reduced ADHD symptoms.

Already within the industry, there is a movement to position outdoor recreation as preventive health care. Blue Cross Blue Shield of Alabama and BlueCross BlueShield of Tennessee, as examples, are sponsoring content on RootsRated in their respective states in the hopes of encouraging subscribers to get outside and be active, thereby helping to reduce many common health ailments compounded by lack of exercise. Similarly, a recent article in *National Geographic* highlighted Dr. Nooshin Razani, a pediatric physician at Children's Hospital in Oakland, Calif., who has noted a connection between nature experiences and health. Nooshin is training pediatricians in an outpatient clinic to write prescriptions for young patients and their families to visit nearby parks.

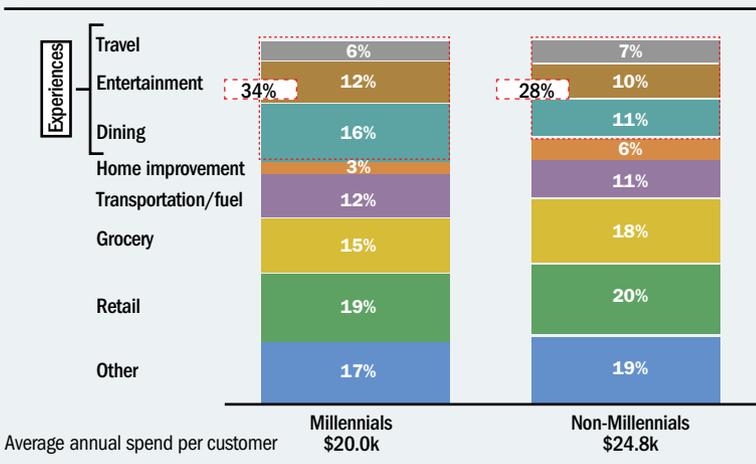
No doubt these are compelling messages to a group of consumers whose priorities are shifting from self-expression and wanderlust to rearing healthy and happy offspring. 

Millennial Purchasing Myth

Services such as Uber and Spotify and the emergence of concept such as the sharing and experiential economies certainly have changed the need or desire for some young people to buy and own lots of stuff. Even so, as this feature article illustrates, surveys suggest millennials still hold desires to own the biggest item of all: a house.

Millennials are also buying more cars as they move into adulthood. The Echo Boomer generation purchased 4 million cars and trucks last year, according to the Associated Press, and their share of the new-car market is at a record 28 percent.

Spend category distribution by generation (credit + debit cards, 2015)



What's more, a look at spending by category shows only nominal variation between millennials and other generations, according to data compiled by JP Morgan. Perhaps the biggest difference is the percentage of dollars going toward groceries versus restaurants, part of Americans' ongoing shift from cooking at home toward dining out. Otherwise, millennials spend noticeably less on home improvement, but economist expect that to change as more millennials approach home-buying age and the financial security to take on a mortgage. And those home improvement dollars are expected to move largely from the dining and entertainment (experience) categories.

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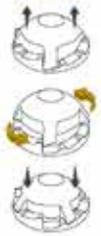
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NEW PRODUCT SHOWCASE

Abom

Abom unveils a goggle with active anti-fog technology that acts like a car's rear window defroster. The technology works by heating up a transparent film that sits between the two-part lens to evaporate fog and keep it away for up to six hours. It's powered by a small lithium ion battery that's built into the construction of the goggles. SRP is \$249.99 (\$269.99 with the mirrored lens).



Adventure Medical Kits

AMK announces the re-launch of its Mountain Series Medical Kits, featuring the most up-to-date guidelines and medical grade products for when wilderness emergencies arise. Six kits make up the series, including the comprehensive Mountaineer, with supplies to treat 10 people for 28 days to the compact Day Tripper Light Kit (two people on a day hike). SRPs range from \$15 to \$200.



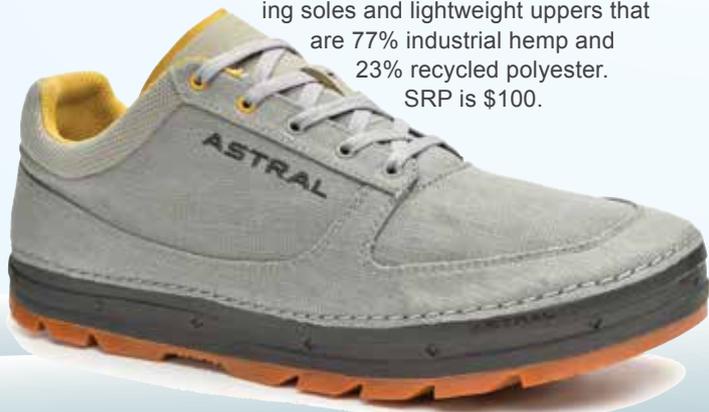
Arc'teryx

For the committed female ski tourer, the Airah Jacket is designed to be a versatile piece that combines waterproof/breathable protection with lightweight, air permeable insulation. The combination is approximately 2/3 of an equivalent shell and insulated mid-layer and packs into a smaller space. It combines a two-layer Gore-Tex outer shell with Polartec Alpha insulation and a full suite of snow sports features.



Astral

Billed as an all-season shoe, the Hemp Donner is designed for light hikes and kicking around town. Built off the brand's best-selling Brewer style, it's equipped with Astral's own high-friction, non-marking soles and lightweight uppers that are 77% industrial hemp and 23% recycled polyester. SRP is \$100.





Backcountry Solutions

The Keyhole system is a hands-free restraining device for SLR cameras and binoculars. The shoulder strap/plate design secures the optics to your body and points the lens down, preventing swing, reducing weight from the neck and reducing optics damage. The simple design allows for quick optics access, is comfortable to wear and is tripod compatible. SRP is \$80.

Big Agnes

This new men's Porcupine hooded pullover features PrimaLoft Gold Active insulation for warmth without the weight. The durable, ultralight random ripstop nylon shell is wind and water resistant and offers high tear strength and abrasion resistance. SRP is \$239.95.



Balega

The Balega Silver socks are encapsulated in silver ions for lasting antibacterial properties, while compressive arch support provides a snug, performance fit. SRP is \$15.



Black Diamond

The Vision sport harness was built to trim every possible gram for ultralight performance on technical alpine routes. It is the lightest fully functional harness Black Diamond has ever made, weighing only 224 grams (7.9 ounces). SRP is \$149.95



Blizzard

The new Rustler 10 is part of Blizzard's Progressive Line, which addresses skiers who want a little less demanding profile with plenty of performance and floatation and an ease of skiing in softer snow. The Progressive line has a more "playful" character to ski anywhere on the mountain, says Blizzard, and features Carbon Flipcore Dynamic Release Technology, a new construction that achieves the playfulness.





Blundstone

Among three new styles in the Blundstone Original 500 series, the Black Graffiti lifestyle is arguably the most eye-catching, incorporating a playful and colorful print into the traditional Blundstone boot. SRP is \$174.95.

Body Glide

Body Glide introduces colorful, pocket-sized packages of its essential anti-blister and chafing products for running and outdoors. That includes pocket-sized versions of Body, For Her and Foot Glide. These 100% natural impulse items fit into pockets, backpacks and race belts for on-demand, go everywhere relief. The effectiveness is validated by active military use around the world and by being official products of USA Triathlon for more than 15 years.



Bogs

Rugged style meets premium comfort in the men's Winter Quinn. Constructed with 3mm NeoTech insulation, this waterproof boot sports Bogs Max-Wick. Rebound technology in the midsole and a contoured EVA footbed with gel cushioning offer comfort that doesn't quit. SRP is \$100.



Bridgedale

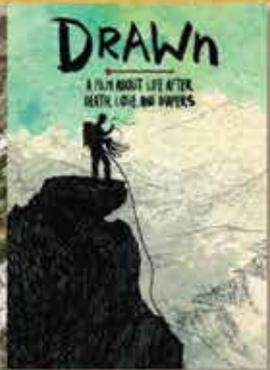
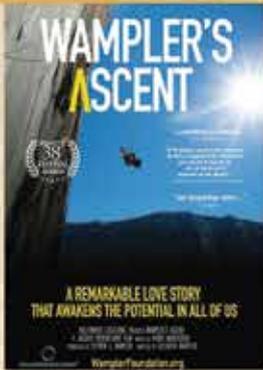
The Retro Fit ski sock features Bridgedale's MerinoFusion, combining merino wool with technical synthetic fibers to provide balanced insulation with a high level of comfort for both men and women. High quality Merino keeps the foot warm and offers next-to-skin softness, while the technical fibers transport moisture away from the skin. Available for both men and women, SRP is \$22.95.



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Buff

When weather conditions require high-thermal insulation, the new ThermoNet provides maximum protection in thin multifunctional headwear made with breathable, durable PrimaLoft yarn that is four times warmer than comparable microfiber. SRP is \$26.99.

Celerant Technology

Celerant has added an email marketing automation platform to its digital marketing services. With seamless integration, the marketing automation pulls CRM and sales data in real-time and uses this data to dynamically segment customers based on their shopping behavior, past purchases, brand preferences and demographics to send personalized emails based on automated workflows.



Chaco

With a soft nubuck leather upper and classic Chaco webbing detail, the new Harper Slide is an effortless and versatile fall style featuring a polyester liner and a women's specific LUVSEAT PU footbed that offers all-day comfort in an updated classic silhouette. SRP is \$100.



ColdPruf Base Layer

The new Zephyr styles for men and women feature ColdPruf Technical Fiber Polyester with Silvadur Intelligent Freshness and a mini-waffle knit that provides moisture management properties, warmth and long-lasting odor control on the fabric. The athletic cut and drop tail prevents riding up, and the flat seams, self-fabric sleeve cuffs and a tagless design ensure all-day comfort. SRP for each Zephyr style is \$20.



Chaos

The Mistral Multi Tasker Pro is a four-way stretch, moisture wicking, multi-purpose hinged balaclava. Features include laser cut breathing ports to reduce seams and bulk on the face, Lycra binding around the face to seal out the elements, flat-lock seams and 3D panel construction. Available in several color options, SRP is \$36.



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Coyote Eyewear

BOB's by Coyote Eyewear unveils its "over the glass" floating polarized sunglasses designed to fit over most prescription eyewear. The patented OTG-FPS sunglasses feature polarized lenses and float in water, making them a must for glasses wearers who work and play around water and need the glare cutting benefits of polarized over their glasses. SRP is \$39.99.

Crescent Moon Snowshoes

Crescent Moon is sure to make some noise with its innovative all-foam sports snowshoes. The patent pending design uses dual-density EVA soles (the lightest among all kinds of outsoles) to form a rocker-shaped platform, while featuring tire-tread-like lugs for a look and feel that evokes thoughts of a running shoe – on steroids. The company expects the new style to attract a broader customer reach than traditional snowshoes and introduce a new segment to the market. SRP is \$149.



CW-X

The patented StablyX Vented Under Tight, with male and female specific versions, is designed as an under-layer that can be worn under running shorts in warmer weather or under shell pants in colder weather. The stretch micro-mesh body fabric uses small ventilation pores to move air toward skin for cooling and moisture away for evaporation. Body-mapping technology delivers targeted muscle and joint support. SRP is \$150.



Dare 2b

Throwing it back to old-school style but with technical details athletes have come to expect, the Throwback jacket debuts Dare 2b's new Oxford four-way stretch fabric, offering a unique textured look. AEP Kinematics technology, DWR finish, articulated sleeves with extra articulation sleeve lining, high-loft insulation, detachable hood with adjusters and wired peek, taped seams, underarm zips and detachable snow skirt more than complement the look. SRP is \$350

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Darn Tough

Darn Tough has retooled its Endurance collection for both men and women with flex windows that bend where needed and mesh along the entire top of the foot to ensure maximum ventilation. Made in Vermont and guaranteed for life, SRP is \$20.



DryGuy

With the ability to dry a pair of shoes or gloves in about an hour, the handy and portable Force Dry device circulates warm air for quick, efficient drying, while foldable drying stacks make for a compact design that travels easy. SRP is \$50.



Dynafit

The Radical 10 binding, designed for a variety of users from uphill touring to backcountry, features a pivoting toe piece that is designed to absorb lateral impacts, providing elasticity and safety to consumers on the descent. With a lateral DIN range of 4-10 and 10mm of forward pressure, the Rotation 10 improves retention and prevents pre-release when skiing. The toe piece of the Rotation 10 now centers, allowing for ease of transition from walk to ski, and for stepping into the heel unit. SRP is \$649.



Eagle Creek

The new Specter Tech Collection adds technical elements to the popular Pack-It Specter features and styles, offering premium features for the outdoor adventurers such as ease of access with dual zippers, climbing rope inspired pulls, contents visibility and long-lasting durability. Pictured here, the Pack-It Specter Tech Shoe Cube is large enough to fit the bulkiest of hiking boots and guaranteed to keep the rest of your belongings clean.



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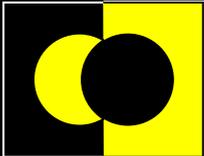
Ex Officio

The Kelwona is a polished, ultra-soft mélange hoody with hexagonal quilting, deep jersey cuffs and waistband for all day comfort and versatility without the bulk. SoWarm Technology includes IR Reflective ceramic particles in the fibers that reflect the body heat back to the skin, and two security zip hand pockets fit a passport. SRP is \$125.



Falke

The Falke Impulse Air socks are created for any athlete in search of a sock that allows for more dynamic movement. The open net structure stimulates the sensors in the soles of the feet, and the receptors in the sole give the body precise feedback about the position of the foot and weight distribution, says Falke. The open net knitted fabric also allows for ventilation to promote moisture and heat exchange. SRP is \$35.



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Fireside Industries

Designed to reduce campsite fire hazards by preventing hot embers from escaping the fire pit, the Campfire Defender allows users to protect and safely maintain campfire coals overnight with the convenience of hot coals to easily stoke a fire again in the morning. It also can aid in extinguishing a campfire without using excessive gallons of water and dirt. The fire pit cover is made of fabric that can withstand extreme temperatures up to 2,500 degrees F.

FuelBelt

Ergonomically advanced Ergo hydration belts offer the most storage options in FuelBelt's collection. To ensure the best fit possible and a bounce-free run, it's been designed in a men's and women's version, and it features Helium Hex airflow, body-contouring bottles

in quick access holsters, detachable micro race locks and a custom fit closure with removable storage. SRP is \$39.99.



FitterFirst

The Extreme Balance Board Pro is one of the toughest on the market, providing the ability to train balance and coordination while building lower body strength and mobility. Featuring movement from front-to-back, side-to-side and full rotation, the balance board's SRP is \$199.95.



Fjällräven

The Bergtagen Eco-Shell Jacket is a waterproof, three-layer shell designed for activities above treeline. It's designed with a proprietary Eco-Shell fabrication – a durable, yet pliant, partially recycled polyester ripstop treated with a PFC-free DWR treatment. Corylon reinforcements are added at the elbows and lower back, while an engineered cut and strategic seam placement allows for a full range of movement and reduces the risk of chafing from a backpack. SRP is \$650.

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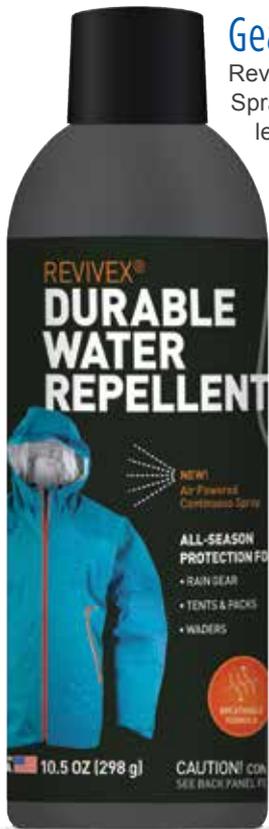
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GoMotion

The Xtend Lightvest is a fully reflective, minimalist vest for anyone looking for an easy to wear, fully adjustable and comfortable light to wear over lightweight running gear or heavier outerwear. It features a 150 Lumen Cree LED mounted at chest level, fully reflective elastic straps and a lithium-ion rechargeable battery box with red flashing LEDs at the rear. SRP is \$69.95.

Good-to-Go

One of the company's new breakfast options, Good-to-Go backcountry-friendly oatmeal starts with whole grain, gluten-free oats and quinoa, plus chia and hemp seeds, both packed with protein and omega fatty acids. Cinnamon and turmeric are included for their anti-inflammatory qualities, and cardamom for brain function and digestion. SRP is \$6.50.

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Gordini

One of two new DownTek Water Repellent Down insulated styles, the Aerie Mitt is made with a durable woven nylon shell with genuine goatskin trim, palm and finger/thumb reinforcements. The Downtek is a 700 fill power of 90% goose down and 10% goose feathers all around the hand. Hydrowick micro-denier lining and breathable, water-proof, windproof Aquabloc inserts complete the package. SRP is \$100.



Granite Gear

The Cadence Campus Pack mixes contemporary style with a water-repellent treatment, a roll-top zippered main compartment opening and a webbing pull-tab that allows for quick access to that main compartment. The deluxe organizer compartment offers multiple padded pockets and includes a tricollined tablet sleeve.



Gregory

After five years of putting the Alpinisto to the test, Gregory has come back with a version that is lighter, stronger and more comfortable. Designed for technical ascents, it features a new, lightweight Fusion Flex Suspension System, a 7001-aluminum frame and climbing-specific hip belt and harness. There are also full-length side zippers; a tool attachments that works with any ice ax; and tear-resistant, over-sized crampon pockets. SRP is \$199 for the 35L version.

Leisure Anywhere

New for 2017, Coghlan's has introduced a full line of nylon parachute hammocks and accessories for lounging in the great outdoors. With single, double and insect mesh hammocks, Coghlan's has the perfect hammock to meet your customers' needs.



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Hillsound Equipment

The Trail Crampon Pro from Hillsound Equipment has an updated spring-bar adjustment system which makes the carbon steel hiking crampon easier to adjust to the perfect fit, no tools required.



Hydro Flask

The pro-grade stainless steel construction of the 25-oz Wine Bottle offers pure taste, no breakage and protection from heat and light, says Hydro Flask. An insulated leak proof cap and TempShield insulation keep sippables the ideal temperature for hours. The Pure Pour opening delivers drip-free pours and easy filling. SRP is \$37.95.

Hultafors

The Expedition is a durable outdoor knife with a friction grip suitable for tough tasks in the field. The blade has a scandi grind and is made from 0.12-inch Japanese carbon knife steel, hardened to 58–60 HRC with a rust protective electrophoretic coating to withstand corrosion. The grinded spine of the blade is designed to be used with a fire starter, and the engraved scale on the blade is optimized for outdoor activities. SRP is \$32.



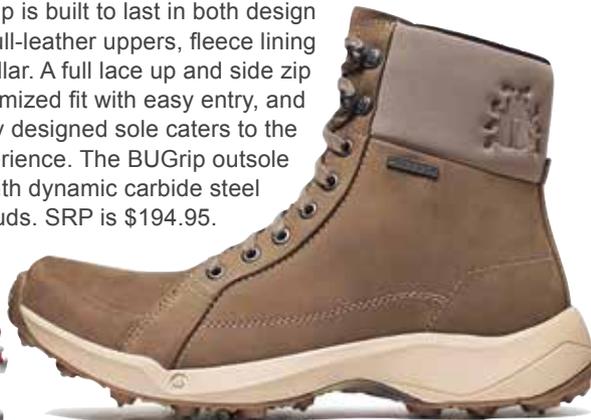
Ibex Outdoor Clothing

Ibex is introducing a new insulation in conjunction with PrimaLoft called Catalyst. It can be found in the new Mixed Route Hoody, a layering piece that can be used either as a standalone outer layer or as an insulating mid layer under a shell. Catalyst pairs duck down with merino wool to provide warmth without being overly puffy. SRP is \$275.



Icebug

The Solus BUGrip is built to last in both design and quality, with full-leather uppers, fleece lining and an elastic collar. A full lace up and side zip make for a customized fit with easy entry, and the biomechanically designed sole caters to the best walking experience. The BUGrip outsole provides traction with dynamic carbide steel studs. SRP is \$194.95.



Kamik

Sparkling waxed canvas and leather-inspired uppers with a padded tweed collar make the Shea stand out among children's winter boots. Fixed foam insulation and moisture-wicking brushed nylon lining are complemented with a D-ring lacing system, waterproof vulcanized synthetic rubber shell and the Ducky vulcanized synthetic rubber outsole. Available in children's sizes 11 to 6, SRP is \$75.



Keen

Adding to the women-specific Terradora line, the Terradora Pulse Mid WP adds some flare with waterproof PU leather uppers for a more all-season appeal. It features a narrower last through the heel, a slightly higher arch, 4mm multi-directional lugs and out-of-box comfort. SRP is \$140.



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Krimson Clover

The Conifer Baja Hoodie includes a contemporary Nordic heritage-inspired design, side slits, ribbed details at pockets and neck, full hood and above the hip pockets. A blend of merino, cotton, silk and nylon, it's offered in several colors at an SRP of \$189.

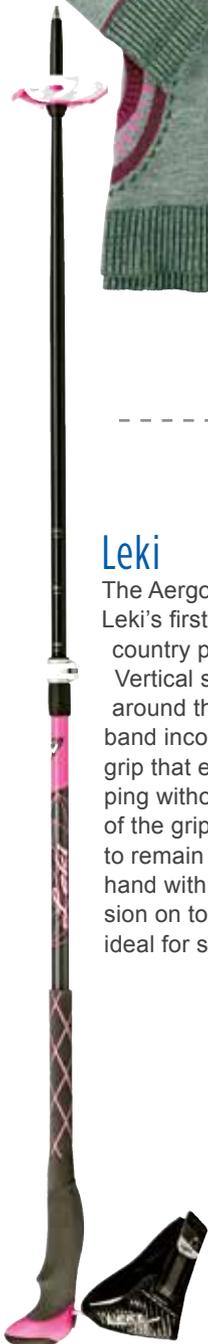


Mountainsmith

Designed in collaboration with outdoor photographer Chris Burkard, the Burkard T.A.N. series (Tough as Nails) is comprised of five separately sold pieces that are designed to work together. The T.A.N. series Kit Cubes feature movable internal dividers to customize the way camera equipment is stored and fits inside just about any bag, pack or piece of luggage. SRP is \$69.95.

Leki

The Aergonlite 2 Lady Vertical Pole is Leki's first women's-specific back-country pole featuring its Trigger Vertical system, which centers around the Flexband, an elastic band incorporated into the Trigger grip that enables variable gripping without having to click out of the grip. This allows the pole to remain firmly connected to the hand with optimal power transmission on top of the pole for palming, ideal for skinning up. SRP is \$129.



LifeStraw

Ideal for hiking, backpacking, camping and travel, the LifeStraw Go features a two-stage filtration process that removes bacteria and protozoa and reduces organic chemical matter and chlorine.



Lowa

The Tibet GTX Superwarm combines Lowa's top-of-line backpacking boot design with a new Vibram slip-resistant sole. Ideal for carrying a large pack while hunting over rugged off-trail terrain in cold and icy weather, it features a water-repellent nubuck and buffalo upper that is lined with both Gore-Tex Duratherm and PrimaLoft 400 insulation. The outsole is crampon and snow spike compatible. SRP is \$435.



Montane

The Icarus is a lightweight, packable jacket constructed using windproof and water-resistant Pertex Quantum Eco outer fabric and insulation that combines new PrimaLoft ThermoPlume synthetic fill, which mimics the loft and fill power properties of down, with the fast-drying warmth of traditional PrimaLoft insulation, and a PEAQ Synthetic Eco lining. Micro baffle construction and articulated arms with engineered tailoring allow for close body fit and dynamic freedom of movement. SRP is \$190.



Metolius

Climbing gym footholds oftentimes don't mimic the nature of real rock, making it difficult to train for many objectives. Mini Tech Footholds were created to address this problem. These holds are the thinnest, most technical footholds available from the company and are designed to bolt onto climbing gym walls or home gyms. Made

of 6061-T6 aluminum cut on a CNC mill, they are unbreakable and come in five shapes and an assortment of colors. SRP is \$49.95.



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Mountain Khakis

The new Shady Lady Shirt Jacket sports an exterior fabric consisting of wool, polyester and rayon; a lining of nylon taffeta; and an insulation layer of quilted poly fill, with personal touches such as adjustable cuffs, a button front and unique color patterns in a relaxed fit that falls to the hip. Elsewhere, Mountain Khakis has increased its use of organic cotton and recycled polyester for fall 2017.



Nau

The L/S Off The Grid is an overshirt that functions as two layers to balance warmth and comfort while on the go. The shirt features a hybrid design concept combining the brand's Randygoat knit fabric with quilted woven Synfill insulation. The Randygoat fabric provides breathable, stretchy panels for ease of movement and temperature regulation, partnered with the torso warmth and wind resistance of woven quilted Synfill. SRP is \$165.



North Sails

The women's Gleam Down Jacket is designed to defy wind and water, featuring quilted feather down across the entire body for insulated protection in heavy weather conditions, and the company's signature Double Hood. Made to fit snug on the body, it is a flattering jacket for all-weather wear. SRP is \$250.



Obermeyer

Obermeyer introduces its Women's Fusion Collection, a "synthesis of performance, technology, functional features and style." Sitting atop this collection is the Double Dare 4-in-1 Jacket, featuring a waterproof breathability rating of 25mm/25kg. The component is reversible, and the jacket insulation features 700 fill power goose down. Technical details include ventilation with mesh gussets, seam-sealing, RECCO, CZV Control Zone and more. SRP is \$499.





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Oboz

The Women's Bridger 9" Insulated B-DRY boots sport BDry lining and 400-gram 3M Thinsulate combined with quilted, heathered wool and shearling collar that adds texture and style to the nubuck leather. Inside, Oboz's BFit Thermal insole supports the foot's arches and is topped with a complementary wool plaid. Deep lugs in the outsole dial in winter traction. SRP \$195.



Original Muck Boot Company

This fashionable winter boot sports a premium leather upper, faux fur top line and a flurry of features, including a rugged outsole for traction, EVA midsole and slip-on gusset construction. The Arctic Après Lace Tall retails for a suggested \$225.



Osprey

The 45-liter SnowKit is a carry-on-sized duffel designed for skiers and snowboarders to transport gear they don't want to risk packing in checked luggage. At the final destination, it also acts as a grab-and-go-basecamp bag. A ventilated compartment for boots, stowaway harness and a weather-protected main compartment with overlapping rain flaps finish the package. SRP is \$130.



Outdoor Research

The Ascendant Hoody pairs Polartec's new Alpha Direct active insulation with an air-permeable shell in an insulated jacket that can be worn through a range of activities. Alpha Direct does not require an interior liner, meaning there is no barrier to heat and moisture venting during activity. SRP \$215.



Petzl

Following in the steps of the Altitude and Leopard, the new 550-gram Gully weighs about the same as a single Quark ice tool. Featuring a stainless steel, 2.9mm needle point, it excels as a light and fast axe that's capable of serious climbing. Small enough to fit in a pack (45cm), technical enough to climb hard, and light enough to carry as a pair, says Petzl.



Princeton Tec

The AAA-powered 165-lumen Axis headlamp features a diverse array of control options in a simplistic design. The press of a button sets the mode on spot, flood or red light and an easy-to-use dial system lets users dim any of those beams to their desired level. The simple, ergonomic design allows for quick setting, even with cold hands or gloves on. SRP is \$39.99.

Primaloft

PrimaLoft introduces a high-performing blowable synthetic insulation with the look and feel of natural down. PrimaLoft Black Insulation ThermoPlume features a blend of water-resistant PrimaLoft fibers that deliver insulating loft, wet weather protection and compressibility. Black ThermoPlume is manufactured with small, silky tufts of fiber plumes that collectively form a loose fill insulation, replicating the lightweight warmth, softness and compressibility of natural goose down, says the company.



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Rab

The new Latok alpinist jacket and bib feature eVent fabrics' new durable DVexpedition waterproof and air-permeable technology. Through eVent's patented Direct Venting technology, heat and moisture readily escape to keep users dry and comfortable. Other weather-beater highlights include a helmet-compatible hood and storm-flapped YKK Aqua-guard Vislon zippers.

reDEW

Råk jeans feature 360-degree stretch denim made from organic cotton and recycled polyester. reDEW minimizes environmental impact by using exclusive technologies. Stay Colour dyeing processes save water and chemicals, while maintaining color. Impact Surface creates a worn-in look while saving water, chemicals and energy and maintaining fabric strength. SRP is \$200.



Rhino-Rack

The Master Fit Cargo Box has a hefty interior that allows for 116 or 145 gallons of additional space and a sleek, aerodynamic design that reduces wind drag. Built with impact-resistant materials, Rhino's unique Master Fit Technology means users can quickly and safely fit the Cargo Box to a vehicle by using a unique Twist to Tighten & Press to Lock clamping system.



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Rhone

Men's activewear and lifestyle brand Rhone unveils GoldFusion, a new technology that infuses gold particles into the brand's highest-performance fabrics. The result is a softer, safer, faster-drying, longer-lasting, odor-neutralizing activewear garment, says Rhone. This is the first application of GoldFusion in apparel, and Rhone has the exclusive for the activewear market.



Ruffwear

The rucksack-inspired Commuter dog pack features side pockets for waste bags, treats and other essentials, while mesh pockets inside the saddlebags keep small items organized. Low-light visibility is provided by reflective trim. Available in two colors, SRP is \$99.95.

Royal Robbins

Royal Robbins has transitioned to fluorocarbon-free DWR for all temperate wear. That includes the new Timberline three-in-one jacket, which can be worn as an insulated, waterproof jacket; as just a breathable shell; or the zip-out liner on its own. The pocket system features two hand pockets, one exterior zippered pocket and one interior cell phone pocket. Lining features anti-order technology. SRP is \$279.



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Salewa

Salewa launches apparel in North America with the introduction of TirolWool. Sourced from a wool collective located in South Tyrol, Salewa blends the high altitude wool, naturally produced with hydrophobic qualities from lanolin, with a Celliant-treated polyester blend to create a warm, soft insulation. Finished with a durable, water resistant nylon ripstop material and design details, the Fanes TW CLT jackets is a packable warm layer for all hiking, trekking and alpine travel. SRP is \$219.



Salomon

Built for backcountry performance, the new X Alp boot features a 3D rotating carbon cuff, full thermo liner, mid-sized gator, Sensifit shell and sticky Contragrip sole at only 1,190 grams per pair. The 3D rotating cuff allows for 23 degree internal and 12 degree external lateral motion allowing for ankle mobility when climbing, hiking or skinning in steep and sketchy conditions. SRP is \$1,000.



Scarpa

Five ounces lighter and five flex points stiffer, the Maestrone RS and women's Gea RS alpine-touring ski boots drop weight and add power over Scarpa's best-selling predecessors by using a carbon fiber-infused Grilamid web frame shell and an improved boot closure system. A frictionless ski/walk mechanism offers 60 degrees range of motion. SRP \$795.



Seirus

The Magnemask balaclava features the company's magnetic-seamed face piece that snaps on and off in an instant. This sleek and versatile piece is made of thin, warm and wind-blocking Dynamax with a soft, brushed lining. The result is lightweight, comfortable and stylish all-scenarios balaclava. SRP is \$44.99.



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Skhoop

The Kattis Rain Skirt and coordinating Rebecca Rain Anorak are inspired by classic rain wear for boaters yet featuring on-trend styling for the modern day adventurer. Completely waterproof, the PU coated fabric on the garments is supple and stretchy, and the soft knit polyester fabric lining enhances comfort. SRP on the skirt is \$89.

STABILicers

The Hike XP showcases STABILicers' adjustable SureFit binding system, double straps and contoured insole to provide a secure fit when worn with favorite winter boots. The end result is comfort and stability when hitting those winter trails.



Stanley

A new spin on a regular old bowl for around a camp fire or the house, the Adventure Vacuum Steel Bowl keeps ice cream ice cold and soup piping hot. Dishwasher safe and built to last, SRPs start at \$25.



Stonewear

A cold-weather performance top for active fitness pursuits, the Beta Hoodie's contrasting jacquard textured fabric retains core warmth, paired with Supernova compression fabric in the arms and hood to add breathability. An athletic, half-zip fit moves with you during dynamic movements, while thumbhole sleeves, a back zippered pocket that accommodates an iPhone 6 and reflective detailing round out the package. SRP is \$99.

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Sunski

Bright colors, a little attitude and a slight cat eye make the Makanis a fresh addition to the Sunski line. These polarized shades fit the faces of both women and men and feature hand-polished frames and Sunski's flexible comfort fit. Available in two colorways, SRP is \$55.



Survive Outdoors Longer

SOL introduces its most durable, breathable, lightweight and heat reflective bivvy in the Escape Pro. This advanced bivvy features Sympatex Reflexion performance fabric, which reflects more than 90 percent of body heat and is windproof and waterproof. It provides a dry sleep with a 2.5-ply Sympatex laminate that is highly breathable. It includes a 24" (61cm) zipper side opening, a drawstring closure hood to cinch up on colder nights and taped seams to keep moisture out.



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Tecnica

Tecnica is introducing new materials and technologies in the women's Mach1 performance collection. A highlight model is the Mach1 Pro W LV, a 98 mm boot designed with Celliant, a fibre containing minerals that turn body heat into infrared energy that reflect back onto the foot enhancing warmth. The entire collection of Mach1 boots will see new lighter weight buckles with Tecnica's Lift Lock system.



Thomas Bates

The D-Lock Tactical Belt, made in the brand's factory in Haverhill, Mass., uses components sourced from the United States and sports a heavy-duty nylon webbing and a lightweight polycarbonate slide buckle with a sliding locking mechanism for a secure, comfortable fit. It is metal free and nickel free making it ideal for travel.

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Toad&Co

Taking the best of both worlds, the Breckinridge Parka is half wool jacket, half technical puffy. At the core it's a recycled wool and nylon blend that moves moisture and retains warmth. On top of that is a blown-in insulation layer. Mix in a DWR water repellent finish and plenty of pockets (even a few hidden ones), and the Breckinridge Parka offers a hybrid options for many occasions. SRP is \$229.



Under Armour

The Newell Ridge Mid Reactor features UA's Cold Gear Reactor active insulation for superior comfort, Anafoam molded support structure in the upper and full length dual density EVA midsole with responsive Charged foam components. Michelin outsoles provide lightweight stability. SRP is \$189.99.



Walls Outdoor Goods

The Ditch Digger Pant features durable cotton duck fabric and a bomber construction that can handle the toughest job. They are built with a comfort waistband and gusseted crotch and feature a relaxed cut that makes them ideal for kicking around camp. SRP is \$39.



Xero

Nature meets natural movement in the new, lightweight DayLite Hiker. The FeelTrue sole delivers lightweight protection with trail-gripping flexibility, and a breathable mesh and honey-combed sockliner keeps active feet cool. SRP is \$109.95.



Wilderness Systems

The new compact, 12-foot A.T.A.K. 120 kayak features a proprietary S.M.A.R.T. Hull Technology that combines stability, maneuverability, acceleration, responsiveness and tracking for performance in a range of environments. The patented AirPro MAX seat returns with improved adjustability and the addition of quick-adjust cam levers. A Flex Pod OS system, combined with two additional hatches, create ample storage space, as well as the option for electronics or Helix MD Motor Drive integration. SRP is \$1,649.

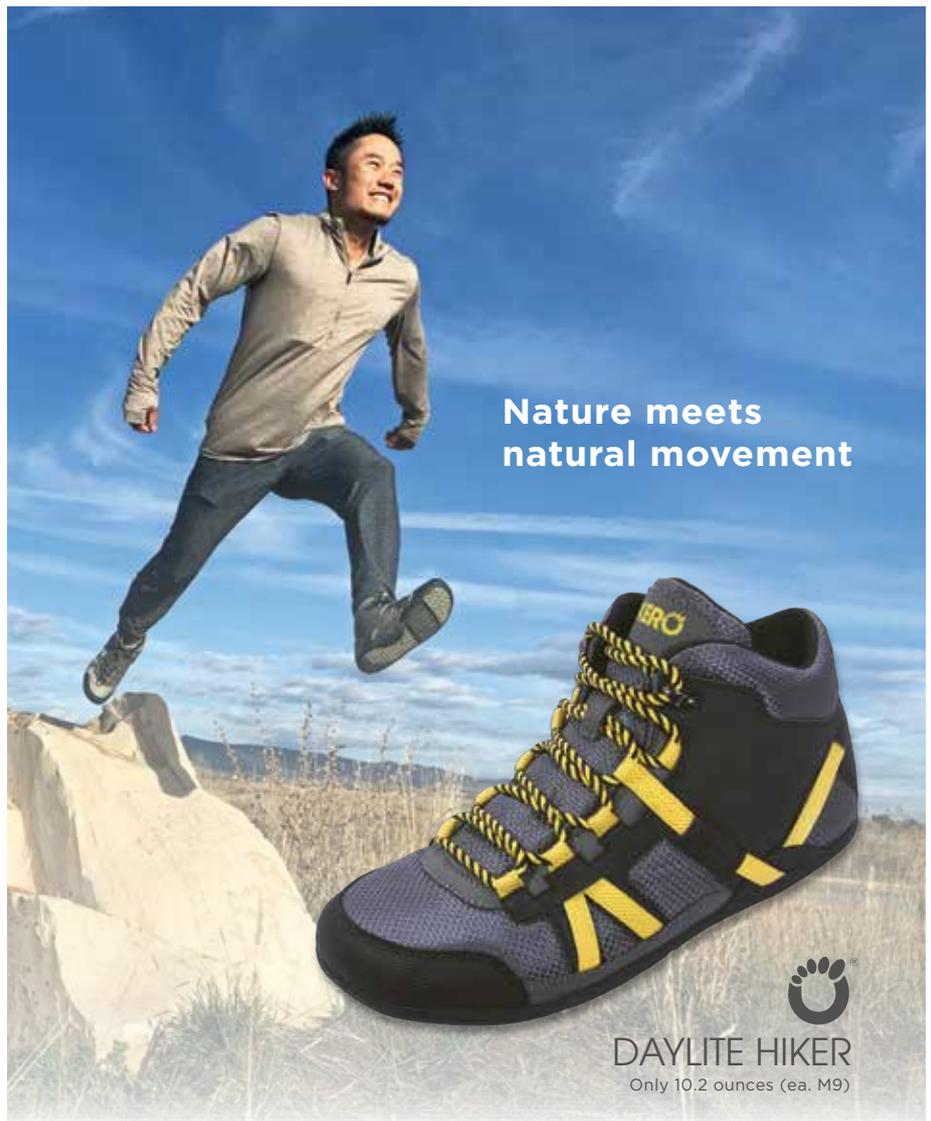


Yaktrax

Yaktrax Summit is a heavy-duty traction device ideal for where serious grip is needed. Its durable, 3/8-inch triangular carbon steel spikes bite into packed snow and ice, while flexible sole plates shed snow and ice. Featuring the patented Boa Closure System with aircraft-grade stainless steel lacing, the Summit offers a customized fit and are easy to pack when trails take you below the snowline. SRP is \$90.

Yeti

The Rambler Jugs offer the same construction and ice retention the company has come to be known for. The MagCap and docking station means the cap stays put, and the 18/8 stainless steel construction, double-wall vacuum insulation, and No Sweat Design round out the package. SRPs are \$99.99 (half gallon) and \$149.99 (gallon).



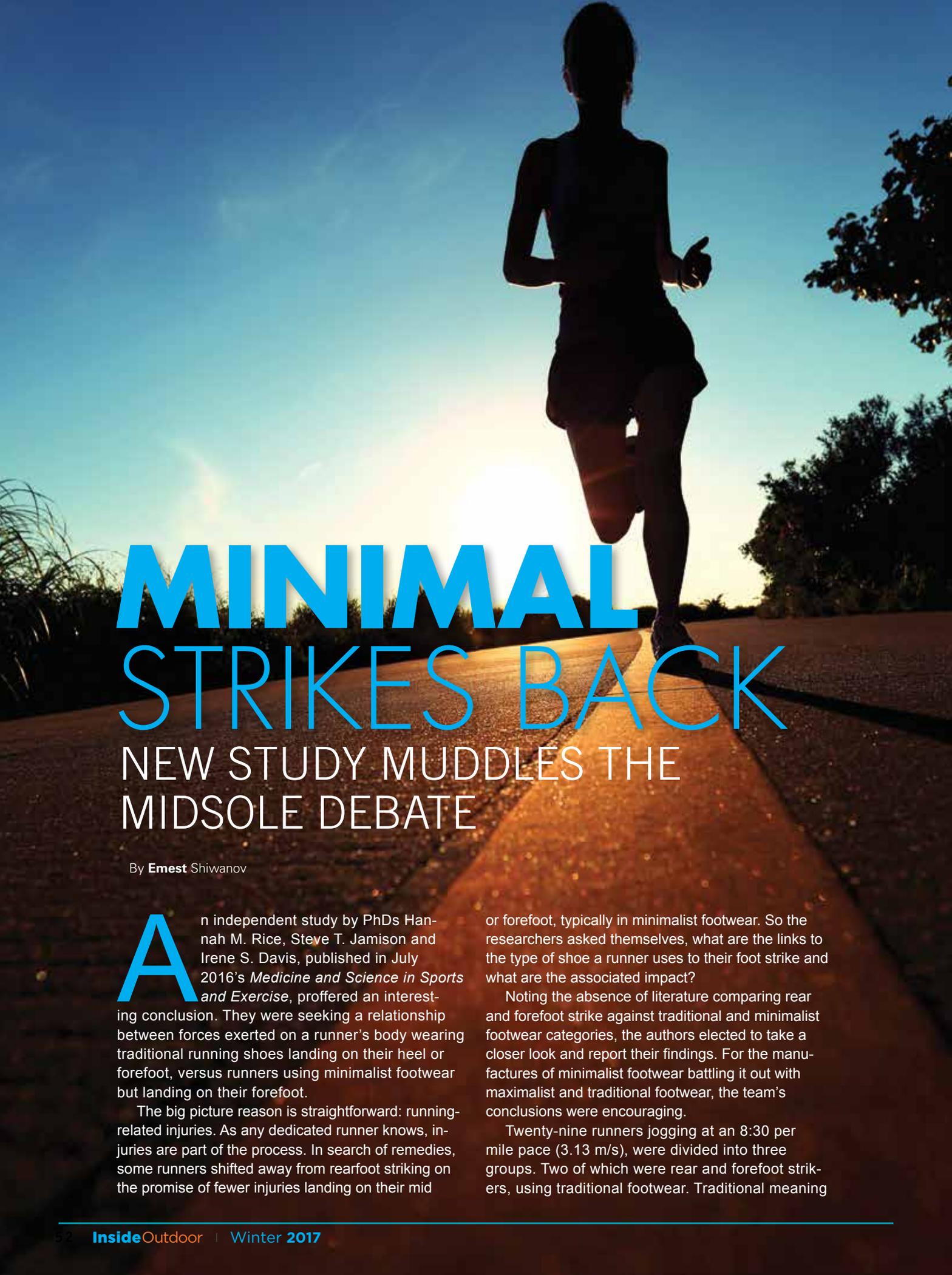
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A silhouette of a runner is shown from behind, running on a paved path. The sun is low on the horizon, creating a bright glow and long shadows. The sky is a mix of blue and orange. The runner is wearing a tank top and shorts. The path is flanked by trees and bushes.

MINIMAL STRIKES BACK

NEW STUDY MUDDLES THE MIDSOLE DEBATE

By **Ernest** Shivanov

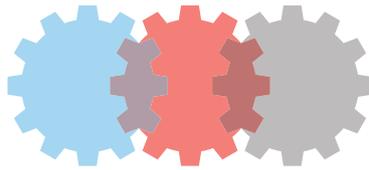
An independent study by PhDs Hannah M. Rice, Steve T. Jamison and Irene S. Davis, published in July 2016's *Medicine and Science in Sports and Exercise*, proffered an interesting conclusion. They were seeking a relationship between forces exerted on a runner's body wearing traditional running shoes landing on their heel or forefoot, versus runners using minimalist footwear but landing on their forefoot.

The big picture reason is straightforward: running-related injuries. As any dedicated runner knows, injuries are part of the process. In search of remedies, some runners shifted away from rearfoot striking on the promise of fewer injuries landing on their mid

or forefoot, typically in minimalist footwear. So the researchers asked themselves, what are the links to the type of shoe a runner uses to their foot strike and what are the associated impact?

Noting the absence of literature comparing rear and forefoot strike against traditional and minimalist footwear categories, the authors elected to take a closer look and report their findings. For the manufacturers of minimalist footwear battling it out with maximalist and traditional footwear, the team's conclusions were encouraging.

Twenty-nine runners jogging at an 8:30 per mile pace (3.13 m/s), were divided into three groups. Two of which were rear and forefoot strikers, using traditional footwear. Traditional meaning



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Well-known recruiter Jörgen Sundberg puts the cost of on boarding an employee at \$240,000. And, according to the U.S. Department of Labor, the price of a bad hire is at least 30 percent of the employee's first-year earnings. For a small company, a five-figure investment in the wrong person is a threat to the business and unfortunately we have all made a bad choice once in our careers. What we know for sure in the outdoor industry is that we are hiring employees who are passionate about the outdoors, but does this mean that they are good at retail?

TRAIN: Developing Leaders

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As retailers look for improvement in efficiencies, implementation and profitability, one staff position becomes increasingly important: Store Manager. In most retail companies, few roles have more impact on revenue growth, company culture, store environment and customer satisfaction. But how can a store manager be MOST EFFECTIVE? Great retail organizations recognize the Store Manager's role as Leader. The Store Manager influences, teaches, solves problems, coaches, builds a team and represents the brand to the public. The Store Manager is responsible for meeting revenue goals.

MEASURE: Measuring Employee Success

11 a.m. - 1 p.m. • Lunch Provided

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shoes with an 11 to 14 millimeter mid-sole height difference from between the top of the forefoot platform to the top of the midsole's heel. The other comprised of forefoot strikers running in minimalist footwear (minimalist shoe's mid-sole height varies from dead flat or zero drop to 6 to 7 millimeter). For this study, the researchers defined minimalist midsole heights to range from 0 to 4 millimeters.

The groups were divided almost evenly. Ten rearfoot and nine forefoot subjects used traditional gear and 10 wore minimal product landing on their forefoot. The study provided all the participants with the appropriate footwear to match the foot strike and midsole category identified with the runners. Then, all the runners were asked to perform specific running activities to ensure the data would not bias the recorded data. The study did not take various surfaces into account such as pavement or non-paved, gender, conditioning or fatigue effects of their subjects and midsole design attributes (e.g. shapes, densities, flexibility) that could affect some of the measured forces.



The shoes used in the study. The minimalist Inov-8 Bare-X-200 (top) and the traditional midsole proportions of the Nike Air Pegasus 2006 (#18). The full minimal shoe was not identified.

The results were both predictable and surprising. Rice, et al, figured the forefoot strikers with the minimal kicks would produce the lowest measured forces of the three groups. That notion was born out by their findings. What they did not see coming was the combination of forces on the groups running in traditional running product would be about the same. In other words, the researchers found almost no difference between the forefoot strikers and the rearfoot strikers running in standard midsole height trainers.

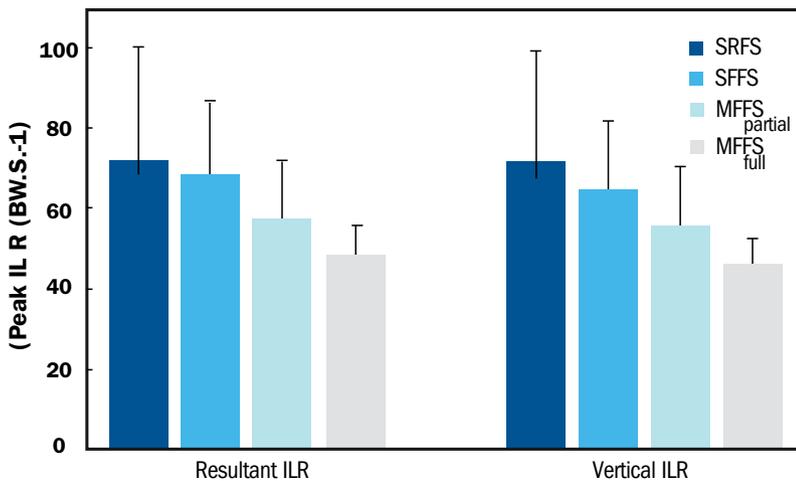
“Those who habitually run in full minimal shoes had lower vertical and resultant loadrates than those who habitually run in partial minimal shoes. Additionally, only those running in partial minimal shoes exhibited impact peaks in their vertical ground reaction forces. This further emphasizes the importance of footwear, and suggests that even being habituated to a small amount of cushioning can

lead to harder landings ... The results of this study suggest that forefoot striking in shoes with the least cushioning results in the lowest rates of loading,” reports Rice, et al.

The researcher's conclusions should give pause to adherents of maximalist footwear. Maximal footwear is available in many different midsole drops but is routinely offered in the same range as tested in this study, or 0 to 4 millimeters.

Although maximalist footwear has been around for more than five years, it takes time before enough data is collected to see the injury outcomes associated with any type of footwear. Also, the study's scope did not take into account, several important environmental factors such as training surfaces and midsole design.

Midsoles continue to have major attention paid to them in the pursuit of the elusive perfect transition (a smooth movement of the foot's pressure path while on the ground before take-off). Although this study adds to sport medicine's literature, its ruminations suggest more questions than it answered.



Comparative peak instantaneous loading rates (ILR) between the total loading rate or resultant ILR experienced by the runners versus just the vertical component of that force. Notice the MFFS Full or Minimal Forefoot strike in full minimal footwear recorded the lowest impact forces. Standard shoe (traditional) rearfoot strikers (SRFS) and standard shoe (traditional) forefoot strikers (SFFS) had similar numbers in the forces measured.



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Finding and Keeping Good Employees



By **Ritchie** Sayner

How to find and keep good employees is a question sure to garner an impassioned response from any retailer to whom it is posed. For sure, there are no easy answers. From discussions I've had with retailers on this topic one thing is very clear: the interview process is the most crucial step in hiring and retention process.

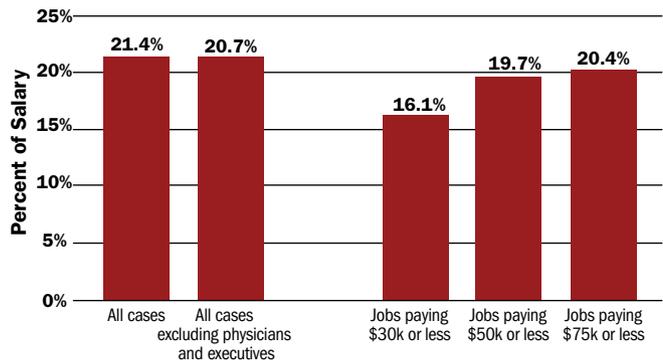
If you were to look back at good hires, I believe you would find that they all had impressive interviews and all seemed likely to adhere to company values and have a full understanding of the job being offered. Conversely, when shortcuts are taken during the interview process or circumvented in some other way, potential trouble often lurks ahead.

One retailer I spoke with insists on two to three interviews over multiple days with key management personnel. He strongly encourages that all retailers know the laws in their respective state and get everything on the table by asking good questions. Understanding the job description and time commitment are essential components that must be covered and well documented. Keeping good records as part of the personnel file is a must, including signed statements from the employee stating that they have read and understand all aspects of the job description. This particular merchant has an initial review after 90 days and annually thereafter. Do not skip the annual review!

With regard to experience, prior experience is obviously a

“If you pay peanuts, you get monkeys”

Replacing employees is costly for companies' bottom lines



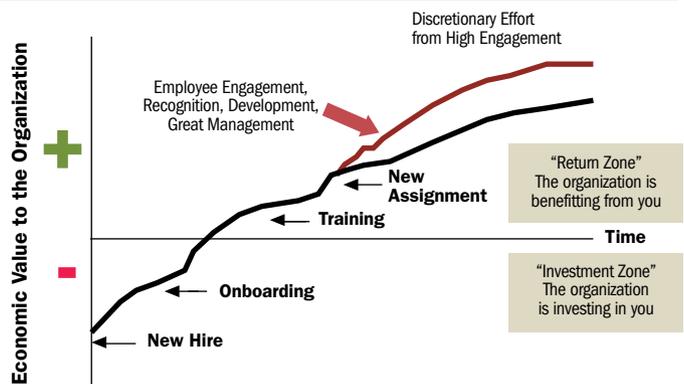
Source: Center for American Progress; analysis of 30 case studies on the cost of turnover from 1992 through 2007

plus and is of course essential for key positions such as buying and store management. He offers that older employees offer stability and work ethic, but that there may be health issues to deal with. “Big personality” is key. The employee must be able to relate well to others. People buy from people they like.

Another store owner I spoke with who enjoys low employee turnover emphasized that any

potential employee must be able to relate and support the core values of the company. These values will vary based on the needs and overall mission statement of the company, but a list of five to 10 key points that are central to the core of the organization should be adhered to. Obvious due diligence such as background checks, including criminal history and drug use, can also be help-

Cost to Value of an Employee



Source: Bersin by Deloitte



ful, as well as are references from previous employees. A potential employee at this retailer begins with a screening by the human relations department to make an initial determination if the applicant is a potential fit for the opportunity available. From there the applicant would be interviewed by the general manager and finally the department manager. Throughout the process, all interviews center around compliance with the core values. Any deviations or doubts from any interviewer can squelch the deal. Since most hires come from referrals from current employees, the prospective employee should already know a bit about

the organization and already want to work there.

Living by the saying that “if you pay peanuts, you get monkeys,” this retailer chooses to pay a generous commission, which is adjustable annually due to performance. Store managers also use a weekly checklist for each employee designed to make sure that the salesperson is focused on doing the right thing and offering superb customer service. A perfect score at month’s end will earn the employee a bonus in addition to other incentives and spiffs that may be offered at management’s discretion.

Most retailers agree that any deviations from what historically

is proven to work is probably not going to end well. Don’t shortcut the interview process, don’t make any quick decisions and pass if there are any doubts. There are no guarantees, but decent pay, including the potential for incentives and bonuses coupled with an enjoyable work environment and good chemistry with your fellow associates, goes a long way toward finding and keeping good employees. 🐵

Sayner is the author of “Retail Revelation-Strategies for Improving Sales, Margins, and Turnover,” available from Amazon. He can be reached at RSayner@rmsa.com.

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Get It Together

OIA calls for industry collaborations

Even amid its frenetic pace, new products, whiz-bang booth displays and bustling crowds, there is an easy familiarity to Outdoor Retailer, from logistics to orchestration. That won't change this year. But Outdoor Industry Association hopes you will sense a shift in the tenor, not only at the winter trade show but throughout the industry in 2017 and beyond.

It's a shift that began last summer, with OIA Executive Director Amy Roberts's presentation at the Industry Breakfast. There, she outlined the trade association's three pillars – policy, participation and sustainability – and asserted her conviction that a trade association should galvanize disparate industry stakeholders toward common initiatives.

"We are attuned to and inspired by our members' individual success stories, and there are many of them," says Roberts. "But it's not enough for us to simply applaud good efforts. As the industry's trade association, our job is to multiply them. We can do that by connecting brands and retailers and other stakeholders – groups that might not otherwise have occasion to

collaborate or that might only think of themselves as competitors – and by encouraging them to share their knowledge for the benefit of the entire industry."

Roberts is quick to point out, though, that it's not a matter of divulging trade secrets but rather of sharing lessons learned and best practices. "There are some issues that are more important than landing a sale," says Roberts. "Some topics that call for competitors to work together; pooling their combined resources and finding a solution. Tackling climate change. Addressing trade policy. Identifying best practices."

Through a new campaign that is unveiling at Outdoor Retailer Winter Market, OIA is shining a spotlight on industry influencers who are already collaborating for the greater good.

People such as Colorado Governor John Hickenlooper and Colorado Springs specialty retailer David Leinweber work together on policies that favor small business and the state's rich outdoor recreation infrastructure. Portland State University's Jennifer Nolfi and Yeti Coolers' Alex Baires are recruiting more

diverse college students into industry career tracks and leadership roles. Peter Haney of Columbia Sportswear and Daniel Uretsky of Allied Feather and Down are leading the industry in materials traceability and transparency, not only through their business relationship but through their work on the OIA Sustainability Working Group. All of them and many more are featured in the campaign.

A series of print ads in the OR Show Dailies will profile other pairings that exemplify the campaign slogan: "Together We Are a Force," and OIA's website (outdoorindustry.org) will provide expanded interviews, audio and video about the individuals and companies featured in the campaign.

"Pairing some of the people behind the most recognizable brands in the outdoor industry – some of whom are competitors on paper – Together We Are A Force illustrates the strength our industry has when we band together to affect change," says OIA vice president of marketing and communications, Jennifer Pringle.

"There are some issues that are more important than landing a sale"



Throughout the week of OR, OIA will be hosting daily lunch sessions focused on the themes of policy, participation and sustainability. And the show will kick off with the Industry Breakfast, featuring keynote speaker Joel Makower, himself a sustainability thought leader. And on Night 0 of the show, the industry will celebrate one of its greatest collaborative efforts, the Sustainability Working Group (SWG), which formed 10 years ago and includes 300 brands, retailers, suppliers and other stakeholder organizations working to identify and implement better business practices throughout their supply chains.

“It’s important for the longevity of our brands but also for the longevity of the world we live in,” says Smartwool’s Jennifer McClaren of her company’s involvement with the SWG and its commitment to sustainability. In the OIA campaign, McClaren is paired with Dave Petri, vice president of marketing for Farm to Feet, which competes with Smartwool in the sock category but collaborates through the SWG. In a video on outdoorindustry.org, Petri explains:

OIA INDUSTRY LUNCH: SUSTAINABILITY
WEDNESDAY, JANUARY 11 | 11:30 AM - 1 PM
SALON D, SLC MARriott DOWNTOWN AT CITY CREEK

A SUSTAINABLE SUPPLY CHAIN FOR ALL: HIGG INDEX ADOPTION HOW-TO FROM OIA, REI AND MEC

Skipped about REI and MEC's request for vendor partners to adopt the Higg Index? Come share what you know about the Higg Index from OIA Agents and hear from REI and MEC on the issues to raise your sustainability standards.

OIA Agents Lunch has been sponsored by [Hugg](#).

OIA MEMBERSHIP HAPPY HOUR

Today, stop by for a beer with us at Barrio BEER CO. near 10:00 AM - 11:00 AM. It's the Outdoor Industry Association and enjoy a happy OIA. Cheers!

WHY YOUR OIA MEMBERSHIP MATTERS

Becoming part of OIA means collaborating to achieve real solutions in the areas of sustainable business, outdoor recreation and trade policy and participation.

Join OIA at [outdoorindustry.org/membership](#)

OUTDOOR INDUSTRY ASSOCIATION

TOGETHER WE ARE A FORCE.

[outdoorindustry.org](#)

OIA INDUSTRY LUNCH: POLICY
THURSDAY, JANUARY 12 | 11:30 AM - 1 PM
SALON D, SLC MARriott DOWNTOWN AT CITY CREEK

YOU CAN'T DO BUSINESS ON A DEAD PLANET: A PATH FORWARD ON CLIMATE CHANGE

The upcoming passage of the 2015 presidential election signals a change in the climate change policy. The new administration has pledged to take bold action on climate change mitigation and will withdraw from international climate agreements. Will you be the first to act as an important discussion about where you go from here and finding a way forward together.

Speakers: Tom Prater, DuPont, Climate Action Campaign, The Climate Reality Project and Outdoor Industry Association.

OIA Agents Lunch has been sponsored by [Hugg](#).

MAKE AN IMPACT IN WASHINGTON, D.C.

JOIN US AT THE OIA CAPITOL SUMMIT ON APRIL

We're coming with the intent of our outdoor industry plan to influence the legislative process. We'll be there to share our vision for a sustainable future. Get a chance to meet with the U.S. economy of the OIA Capitol Summit in April.

WHY YOUR OIA MEMBERSHIP MATTERS

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OIA INDUSTRY LUNCH: PARTICIPATION
TUESDAY, JANUARY 10 | 11:30 AM - 1 PM
SALON D, SLC MARriott DOWNTOWN AT CITY CREEK

DOCTOR'S ORDERS: GET OUTSIDE

Join the Outdoor Industry Association and the Outdoor Foundation for a special outdoor industry luncheon moderated by Dr. David Blane, Director of the Department of Medicine, at the University of Utah. An award and more discussion will be presented to the outdoor industry leader in physical and mental fitness, joint health, stress and other related, and we will give an industry to support and encourage messages of health and wellness into our brand world!

OIA Agents Lunch has been sponsored by [Hugg](#).

WHY YOUR OIA MEMBERSHIP MATTERS

Becoming part of OIA means collaborating to achieve real solutions in the areas of sustainable business, outdoor recreation and trade policy and participation.

Join OIA at [outdoorindustry.org/membership](#)

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OIA's print ad campaign

“What you guys (Smartwool) do to improve your supply chain ultimately helps

improve the supply chain for others and vice versa.” Columbia’s Haney echoes McClaren and Petri, “It’s one thing to say you’re doing good things in sustainability. It’s another thing to assess that and benchmark it. We’ve been using the [Higg Index] to not only benchmark our own progress but also to drive business and some of our [corporate] projects. It helps us objectively assess our sustainability initiatives.” A product of the pre-competitive, collaborative SWG group, the Higg Index is the epitome of what cross-collaboration can accomplish.

Roberts, herself, seeks opportunities for OIA to collaborate on things it can’t do alone. “Grassroots Outdoor Alliance is better positioned to lead specialty retail education than OIA,” she says, “but we need to support that with our resources to make sure that as many retailers as possible can access it. This campaign is about recognizing where we can lead and where we can enable other groups in the industry to lead.”

Outdoor Industry Association’s programming at the winter show will revolve around the Together We Are A Force messaging, and Roberts hopes attendees will carry the message with them into the future by collaborating on advocacy work, sustainability initiatives and participation efforts.



Buzz words like sustainability, compostable and cradle-to-grave are regularly bandied about by authorities and spin-meisters. Many use terms interchangeably or incorrectly. So Inside Outdoor decided to parse the greenwash lexicon and take a stab at a short glossary of definitions. The following definitions are as organic as the topics they address. They are more operative than definitive, with the underlying subtext being about the discourse that we hope to continue. Indeed, these definitions are “alive,” and we expect them to evolve as new standards are set, technologies are developed and our industry grapples with the “sustainability” (see below) of our businesses. A la Wikipedia, we welcome anyone who would like to add, change or modify definitions to submit their insight to ernest@bekapublishing.com. The Green Glossary will continue to appear in future issues of IO.

3P (People, Planet, Profit)

See Triple Bottom Line

Aerosols

Aerosols are solid or liquid nano-sized particles dispersed within another gas. Aerosols are of growing

interest among climate scientist researching climate change. NASA concludes 90 percent of most aerosols are naturally formed by actions such as volcanism. The remaining 10 percent are anthropogenically produced by smog and coal, natural gas or oil fired-power generating plants. The effect aerosols play upon the earth’s climate is not fully understood. However, it has been shown aerosols cool the atmosphere by reflecting or scattering solar radiation back into space.

Biodegradable

Aerobic decomposition of a organic matter through the action of microorganisms or aerobes. There are no standards for eco-toxicity or length of time before degrading to biomass and, in some cases, eco-toxins.

Biodiversity

Biodiversity refers to the multiplicity of biological organisms within an interrelated environment. The scale of biodiversity ranges from the size of distinct ecosystems to the atomic molecular level. Anthropogenic climate change is often cited as a disrupting influence to biodiversity. The concern over these disruption centers around three essential services biodiversity

brings to humanity. These ecosystem services are provisioning, regulating and cultural. Provisioning relates to the loop providing renewable resources such as food, water and air. Regulating services maintain equilibrium within the environment (e.g. population control, climate feedback loop). The cultural component refers to the value humanity places upon the environment.

bluesign standard

Launched in 2000 as an initiative by Albers Group/Schoeller Technologies AG, among others, the bluesign standard is a certification scheme for textile ecology. Using OECD’s (Organization for Economic Cooperation and Development) test methods for determining the various ecotoxicological data needed for the standard, it strengthened its global marketing and technical reach when 50% of bluesign was purchased by Société Générale de Surveillance in 2008. SGS’s business model is built around ocean-going cargo inspection, raw material testing and testing of products from exporting companies or governments worldwide.

Cap and Trade

See Emissions Trading.

SPI Resin Identification Code

Recycling No.	Abbreviation	Polymer Name	Uses
1	PETE or PET	Polyethylene Terephthalate	Recycled to produce polyester fibres, thermoformed sheet, strapping, soft drink bottles.
2	HDPE	High-Density Polyethylene	Recycled to become various bottles, grocery bags, recycling bins, agricultural pipe, base cups, car stops, playground equipment and plastic lumber.
3	PVC or V	Polyvinyl Chloride	Recycled to become pipe, fencing and non-food bottles.
4	LDPE	Low-Density Polyethylene	Recycled to become plastic bags, various containers, dispensing bottles, wash bottles, tubing and various molded laboratory equipment.
5	PP	Polypropylene	Recycled into auto parts and industrial fibers.
6	PS	Polystyrene	Recycled into a wide range of products including office accessories, cafeteria trays, toys, video cassettes and cases, insulation board and expanded polystyrene products (e.g. styrofoam).
7	OTHER	Other plastics, including acrylic, polycarbonate, polylactic acid, nylon and fiberglass.	PLA or Polylactic acid plastics at 100% content are compostable in a biologically active environment in 180 days.

Source: The Society of the Plastics Industry, Inc.



Carbon Neutral or Carbon Offset

To offset or neutralize net greenhouse gas emissions.

This can be achieved by planting trees, using renewable energy, energy conservation and emissions trading. Critics contend there is no definitive evidence that carbon offsets work since there are no models or standards that clearly demonstrate the equilibrium.

(Carbon) Sequestration

See Uptake

CERES (Coalition for Environmentally Responsible Economies)

CERES is a non-profit 501(c)(3) group of investors, corporations and public interest groups using sustainable prosperity as a byline to describe its work to promote change through capital markets. Its mission is "Mobilizing investor and business leadership to build a thriving, sustainable global economy." Among coalition group members are, the AFL-CIO, CalPERS (California Public Employees' Retirement System), Earth Island Institute, Friends of the Earth, Natural Resources Defense Council, Rocky Mountain Institute (RMI), the Sierra Club, the Union of Concerned Scientists, Walden Asset Management, World Resources Institute (WRI) and the World Wildlife Fund (WWF). www.ceres.org

Compostable

The biodegradability of an organic material, mostly to biomass, water and carbon dioxide. Compostable environments include industrial settings and common garden or open space locations. All standards agree on a six-month period for the organic matter to degrade. Most standards support these tests:

- Does it biodegrade to carbon dioxide, water, biomass at the rate paper biodegrades?
- Does the material disintegrate leaving no distinguishable or visible residue?

- Are there any eco-toxic materials left, and can the remaining biomass support plant growth?

American Society for Testing and Materials (ASTM) D6400-99 says to be considered compostable, materials must undergo degradation by biological processes during composting to yield carbon dioxide (CO₂), water, inorganic compounds and biomass at a rate consistent with other compostable materials, leaving no visible, distinguishable or toxic residue.

The EN (European Committee for Standardization or Comité Européen de Normalisation) standard is even more specific. EN13432 states that a material is deemed compostable if it will breakdown to the extent of at least 90 percent to H₂O and CO₂ and biomass within six months.

There are other standards as well with DIN V49000 from the German Institute for Standardization being the strictest in the allowance of heavy metals. Many might be familiar with DIN standards for their safe release ski bindings.

Consumer Product Safety Commission (CPSC)

The Consumer Product Safety Commission is a U.S. Federal agency in charge of public safety associated with consumer products. The CPSC Web site states "Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$1 trillion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard." For example, the Consumer Product Safety Improvement Act of 2008 (CPSIA) was enacted to protect children from lead and phthalates 12 years of age or younger. www.cpsc.gov

Cradle-to-cradle

The life cycle of a product from manufacture to re-manufacture.

Cradle-to-gate

The life cycle of a product or pro-

cess from manufacture to end user. Also known as environmental product declarations (EPD).

Cradle-to-grave

The life cycle of a product from manufacture to end-of-use disposal (see table on page 41).

Degradable

A material that undergoes chemical change and a loss of original characteristics due to environmental conditions. There are no requirements for time, process or toxicity for this method.

Emissions Trading (Cap and Trade)

A practice in which businesses are given an emissions cap, in the form of credits, that allows them to pollute up to a maximum credit level. Businesses that exceed their cap must purchase (or trade) credits from a company that has not exceeded its cap or from trading platforms such as the Chicago Climate Exchange (CCX), the European Climate Exchange (ECX) and/or Montreal Climate Exchange (MCEX).

Problems with the Cap and Trade concept include where to set the initial levels of the caps, retiring old credits, resetting caps and regulatory/compliance standards.

Environmental Product Declarations (EPD)

The life cycle of a product from manufacture to end user. Also known as cradle-to-gate.

Forest Stewardship Council (FSC)

The FSC's mission is to encourage sustainable development (see Sustainable Development) practices among the world's forests. Ten principles and 57 criteria define forests certified by the FSC. There are two certifications awarded by the Forest Stewardship Council: a Forest Management and Chain of Custody certification. Both certifications use FSC's principles and criteria to obtain a

certificate of compliance. Manufacturers such as Armstrong (flooring) are among a growing number of manufacturers adopting the Forest Stewardship Council's shared vision. us.fsc.org/index.htm

Gate-to-grave

The life cycle of a product from the end user to end-of-use disposal.

Global Reporting Initiative (GRI)

The Global Reporting Initiative, based in Amsterdam the Netherlands, is a registered, not-for-profit organization. It is funded by donations from all over the world including the Bill and Melinda Gates Foundation, the International Finance Corporation (IFC) and the Organizational Stakeholders. Considered the de facto world standard in sustainable development reporting, the GRI uses a global network of stakeholders to form a consensus-based process in shaping and revising its accounting structure. GRI encourages reviewing of the report outcomes by third-party assurance providers. However, there is no mechanism in place requiring these audits.

Greenhouse Gas (GHG)

A greenhouse gas is an atmospheric gas which absorbs and/or emits radiation within the infrared light range, which causes a greenhouse effect. The Kyoto Protocol identifies six atmospheric gases as key greenhouse gases: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), perfluorocarbons (PFCs), hydrofluorocarbon (HFCs) and sulfur hexafluoride (SF₆). Each compound has a different global warming potential (GWP). GWP is based on the difference between incoming and outgoing solar radiation energy (radiative forcing). With carbon dioxide used as one unit of GWP, also known as the carbon dioxide equivalent, GHGs have had their GWP calculated in terms of their carbon dioxide equivalent.

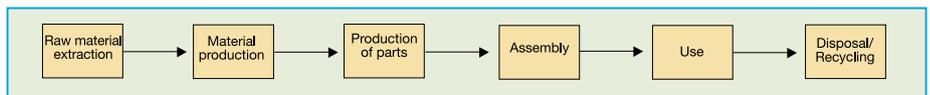
Higg Index

The Higg Index is a self-described "Holistic self-assessment tool used for educational purposes that allows the user to benchmark performance over time. It's a starting place for engagement and understanding of sustainability impacts. Further it encourages continuous improvement and promotes collaboration and transparency." Introduced in 2012, The Higg Index targets the apparel and footwear industries' environmental and social performance. Since this is an educational, self-help tool, there is no mechanism in place for verification or validation of the outcomes derived by its use.

LEED Green Building Rating System

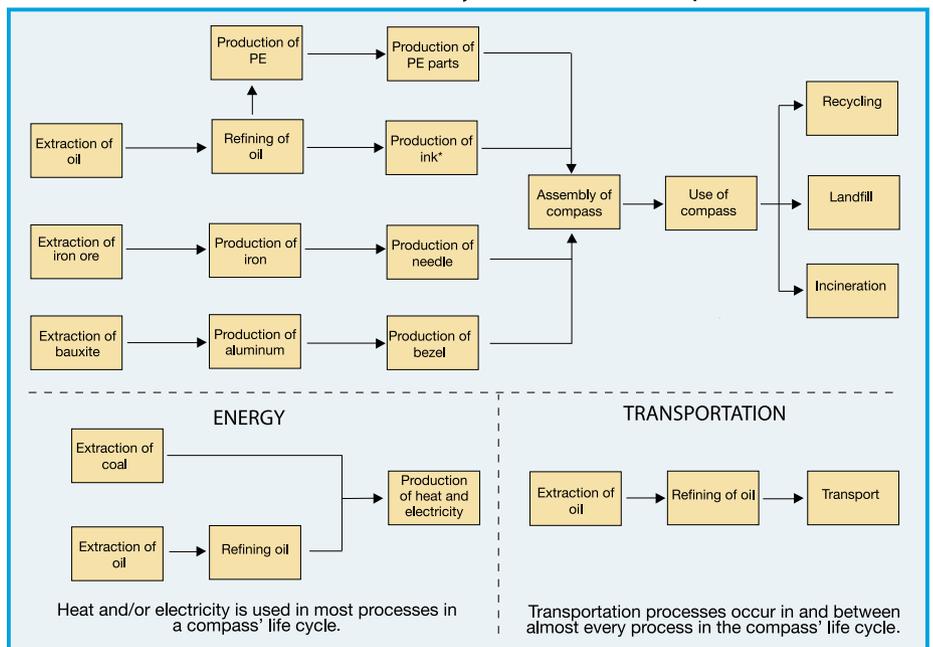
Leadership in Energy and Environmental Design (LEED) is a certification rating system for structures designed and built with the goal of water efficiency, good indoor air quality, energy savings and an overall reduction in its carbon footprint. LEED is an open source tool created by a 501 (c) (3) non-profit, the US Green Building Council (USGBC). The USGBC, headquartered in Washington D.C., finances its activities by conducting educational programs for builders, designers, suppliers and operators, selling publications, accepting donations and sponsoring conferences.

Cradle-to-Grave Product Life Cycle Stages



All products pass through different stages in their life cycles. This chart illustrates the primary life cycle stages of a basic compass.

Cradle-to-Grave: Life Cycle of a Basic Compass



Source: Adapted from the Asian Institute of Technology. *Based on solvent-based paint.



This allows the USGBC to revise LEED and conduct research. Third-party verification to assure compliance on commercial and institutional projects as of 2008 has gone to the Green Building Certification Institute (GBCI). Regardless of the LEED project, all must undergo third-party verification in order to receive LEED ratings of certified, silver, gold and platinum.

Life cycle assessment (LCA)

A comprehensive environmental assessment of the impact of a product or process, from inception to the end of its "life." The assessment includes transportation of raw materials to the manufacturer, manufacturing of materials, transportation of materials to the product manufacturer, manufacturing of product, transportation of product to end users, impact of product by end user including disposal of product at its end of life.

The assessment has been used as a tool to evaluate a product's or company's eco-performance, which in turn can be used to improve it.

There are three different methods used in lifecycle analysis:

1. process or bottom-up LCA using ISO 14040-2006 and 14044-2006 protocols;
2. economic input output or EIO-LCA; and
3. hybrid LCA, a combination of process LCA with economic input output LCA.

LCAs are used as a tool to evaluate a product or company's eco-performance, which in turn can be used to improve it.

Life Cycle Management (LCM)

An integrated approach to sustainable production and consumption through the management of a product's or process' life cycle.

Life Cycle Energy Analysis (LCEA)

The total life cycle energy input. Criticism in utilizing LCEAs include the argument that different energy sources have different potential value (exergy). Additionally, critics contend that LCEAs' energy currency cannot supplant economic currency as the determinant in business.

Methane

Methane is a colorless odorless gas at room temperature and standard pressure. It is the main component of natural gas. One of the greenhouse gases, methane is of interest because of its abundance on earth and its continually growing, climate-changing potential. Its carbon dioxide (CO2) equivalent over a 100-year period is 34, revised up nine units of equivalence with the newly released 2013 Fifth Assessment Report of the Intergovernmental Panel on Climate

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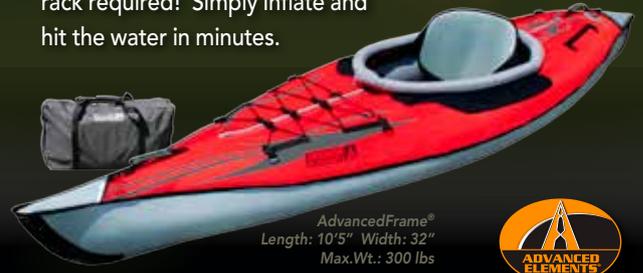
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Change. In other words, CO₂ is the base unit of equivalence or one (for one metric ton). So over 100 years, one ton of methane is equal to 34 tons of CO₂.

As the earth continues to heat up, more permafrost, methane clathrates under the ocean floors and the Antarctic Ice Sheet continue to melt, adding CO₂ at an accelerating rate.

Montebello Agreement (see REACH)

The Security and Prosperity Partnership (SPP) also is known as the Montebello Agreement, so named for the city in Quebec where the summit was held. The SPP Web site states that this is a Bush Administration, White House-led initiative to increase security and economic prosperity in North America. Part of this voluntary framework is to establish risk characterization by 2012 of over 9,000 chemical substances produced in the U.S. in quantities over 25,000 pounds per year. By 2020, Canada, Mexico and the U.S. will “strive to achieve...inventories of all chemical substances in commerce.” Many view the Montebello Agreement as a North American reaction to REACH, the European Union’s Registration, Evaluation, Authorization and Restriction of Chemicals, which went into EU law last June.

National Resources Defense Council (NRDC)

A not-for-profit 501(c)(3), the NRDC is an international environmental advocacy group based in New York City. Membership tops more than 1.3 million people, with an operating budget exceeding \$120 million and employing more than 400 people including attorneys, policy experts and scientists. The NRDC policy focus is on climate change, clean air, clean water, nuclear proliferation, urban quality-of-life, habitat preservation and a host of related sustainable development (see Sustainable Development) concerns. Robert F. Kennedy, Jr., is a Senior Attorney at NRDC. www.nrdc.org

Net Zero Building (NZB)

The National Renewable Energy Laboratory’s Paul Torcellini, et al, define a net zero building as “...a building with greatly reduced energy needs through efficiency gains such that the balance of the energy needs can be supplied by renewable technologies.” Torcellini, et al point out there is no commonly understood definition or understanding of NZB. Factors such as net-zero site energy, net-zero source energy, net-zero energy costs and net-zero energy emissions shape the evolving definition of this building concept. A working definition of NZB is building construction designs that produce zero annual carbon emissions or nearly zero energy consumption. Net zero building is also referred to as, net zero energy building, zero net building and zero net energy building.

Non-Renewable Energy

Non-renewable energy is an energy source that cannot renew itself at a rate commensurate with economic demands within human lifetimes. Fossil fuels such as petroleum, coal and natural gas are not renewable as the timeframe to renew what has been consumed takes hundreds of millions of years. Such is the case with petroleum where plant matter undergoes catagenesis on its way to becoming fossil fuels. Uranium, aluminum, gold and other elements or compounds extracted from the earth are also non-renewable. Uranium, a non-renewable fuel for nuclear power generation, according to OECD’s Robert Vance, reached its Hubbert Peak (i.e. peak uranium – similar to peak oil) in the 1980s.

Oeko-Tex

International Association for Research and Testing in the Field of Textile Ecology or Oeko-Tex, was established in 1993 by the Austrian Textile Research Institute, the German Hohenstein Research Institute and the Swiss Textile Testing Institute Testex. Today it has evolved into a group of 14 test institutes throughout Europe and Japan. Its certification programs, Oeko-Tex 100, Oeko-Tex 100plus and Oeko-Tex 1000 focuses on what they

term the four parts of textile ecology: production, human, performance and disposal ecology. Verification of Oeko-Tex 100, 100plus and 1000 submissions are achieved through the ISO 14000 suite of environmental protocols, ISO laboratory testing protocols, DIN EN, and IEC standards. Oeko-Tex’s standards also exceed the current best practices as defined by the EU’s REACH (see REACH). The testing institutes forward their results to the Oeko-Tex Secretariat, which evaluates the applications, issues certificates to passing applications and tests for compliance during the issued period.

Organic

In textile technology, organic refers to standards ensuring sustainable practices during all phases of fiber production. Beginning with every aspect of cultivation under the National Organic Program (NOP) guidelines, post-harvest wet processes such as dyeing and bleaching, textile fabrication, manufacturing of goods, transportation, worker environment, labeling/compliance, packaging, exportation and importation are comprehensively addressed.

Presently, there are no processing standards for organic fibers from the U.S. federal government beyond cultivation ending with the consumer.

For standards related to organic food, please see: <http://www.ams.usda.gov/nop/indexIE.htm>.

Oxo-biodegradation

A two-step process that begins with degradation by oxidation, followed by biodegradation.

A variation of this developed for polymers, such as polyethylene, add a degradability component during the material’s manufacturing. The added component allows the polymer to thermo- (heat), photo- (light) or hydro- (water) degrade within 90 days in a commercial composting environment.

It is purported that in non-commercial composting environments, the biodegradation will take place but at a much slower rate.



The Precautionary Principle

The EEB (European Environmental Bureau 1999) defines the Precautionary Principle as follows:

- 2.1 The Precautionary Principle justifies early action to prevent harm and an unacceptable impact to the environment and human health in the face of scientific uncertainty
- 2.2 Precaution places the burden of proof on the proponents of the activity.
- 2.3 Precaution applies the substitution principle, seeking safer alternatives to potentially harmful activities, including the assessment of needs.
- 2.4 Precaution requires public participation in decision-making.

REACH (See Montebello Agreement)

Registration, Evaluation, Authorization and Restriction of Chemicals (REACH)

The European Union's REACH EC 1907/2006 regulation was established on December 18, 2006 and became law on June 1, 2007. The regulation's intent "should ensure a high level of protection of human health and the environment as well as the free movement of substances, on their own, in preparations and in articles, while enhancing competitiveness and innovation. This Regulation should also promote the development of alternative methods for the assessment of hazards of substances."

This law is the most comprehensive legislation ever completed regulating all chemical substances. A full 401 pages of this 849 page document are 10 appendices that mostly call out carcinogens, mutagens and substances toxic to reproduction. The rest of the document outlines and defines the requirements of compliance.

REACH will affect chemical industries worldwide by requiring testing and registration with the European Chemicals Agency on any imported chemical substance over 1,000 kg in weight. Chemical substances manu-

factured in the European Union are subject to the same regulation.

Recycling

The U.S. Department of Energy defines recycling as "the process of converting materials that are no longer useful as designed or intended into a new product."

Renewable Energy

The U.S. Department of Energy defines renewable energy as "energy derived from resources that are regenerative or for all practical purposes cannot be depleted."

"Types of renewable energy resources include moving water (hydro, tidal and wave power), thermal gradients in ocean water, biomass, geothermal energy, solar energy and wind energy.

"Municipal solid waste (MSW) is also considered to be a renewable energy resource."

Reservoir

The Intergovernmental Panel on Climate Change defines reservoir as: "A component of the climate system, other than the atmosphere, which has the capacity to store, accumulate or release a substance of concern, for example, carbon, a greenhouse gas or a precursor. Oceans, soils and forests are examples of reservoirs of carbon. Pool is an equivalent term (note that the definition of pool often includes the atmosphere). The absolute quantity of the substance of concern held within a reservoir at a specified time is called stock." For example, uptake or (carbon) sequestration, adds greenhouse gases to rainforests (reservoir) and their soils (reservoir).

RoHS

An acronym for Restriction of Hazardous Substances Directive (the lead-free directive).

Although not a law, the European Union passed this directive in 2006, limiting the use of six materials in any part of electronic and electrical products. The six materials limited by RoHS are: lead, mercury, cadmium, hexavalent chromium (chromium VI or Cr6+), polybrominated biphenyls (PBB) and polybrominated diphenyl ether (PBDE). PBB and PBDE are flame retardants used in some plastics.

Similar standards have been adopted in China, Japan, Korea and California. The U.S. federal government currently has no plans to adopt a similar directive.

Sink

"Any process, activity or mechanism that removes a greenhouse gas, an aerosol or a precursor of a greenhouse gas or aerosol from the atmosphere" is considered a sink, according to sources at the Intergovernmental Panel on Climate Change. A sink removes a greenhouse gas, for example, from the atmosphere, then by uptake or (carbon) sequestration, the greenhouse gas is added to a reservoir (see Reservoir and Uptake/Sequestration).

Stakeholder(s)

The online Business Directory describes this as, "Person, group or organization that has direct or indirect stake in an organization because it can affect or be affected by the organization's actions, objectives and policies. Key stakeholders in a business organization include creditors, customers, directors, employees, government (and its agencies), owners (shareholders), suppliers, unions and the community from which the business draws its resources. Although stake-holding is usually self-legitimizing (those who judge themselves to be stakeholders are de facto so), all stakeholders are not equal and different stakeholders are entitled to different considerations. For example, a firm's customers are entitled to fair trading practices but they are not entitled to the same consideration as the firm's employees."

Sustainable development

Economic, social (political) and environmental development that is harmonized for the good of all interests.

Many, including the United Nations, use the definition from the

Brundtland Report Our Common Future that “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Others contend that this is not an operational definition and that the concept is best defined as “a socio-ecological process characterized by ideal-seeking behavior on the part of its human component,” which is adapted from the work of Russell Ackoff and Fred Emery, among others.

Nevertheless, there are some that consider the phrase a greenwash oxymoron. To many, the concept of growth and depleting non-renewable resources are mutually exclusive.

Triple Bottom Line (TBL or 3BL)

The addition of social and environmental metrics within full cost

financial reporting. In 1994 John Elkington coins the phrase and in his 1997 book, *Cannibals with Forks*, he elucidates this concept. “The idea behind the TBL idea was that business and investors should measure their performance against a new set of metrics – capturing economic, social and environmental value added – or destroyed – during the processes of wealth creation.” He also authored the term 3P for people, planet profit.

Uptake (Sequestration)

“The addition of a substance of concern to a reservoir. The uptake of carbon containing substances, in particular carbon dioxide, is often called carbon sequestration,” says the Intergovernmental Panel on Climate Change. Most trees and certain crops such as potatoes, rice and soybeans, uptake more CO₂ than other plants and crops.

Volatile Organic Compound (VOC)

VOCs as they relate to environmental concerns refer to compounds with high vapor pressures (a vapor at room temperature and pressure) that can be potentially harmful and therefore regulated. VOCs occur naturally but can also be synthesized. In recent years, the roll of VOCs in new home or building construction and their contribution to sick building syndrome has heightened awareness of indoor air quality. The Environmental Protection Agency maintains a list of regulated VOCs.

Zero Waste

An approach to the cradle-to-cradle concept that includes reduction of product or process waste and consumption, plus advancing the notion of reuse, repair or return to the environment. 

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