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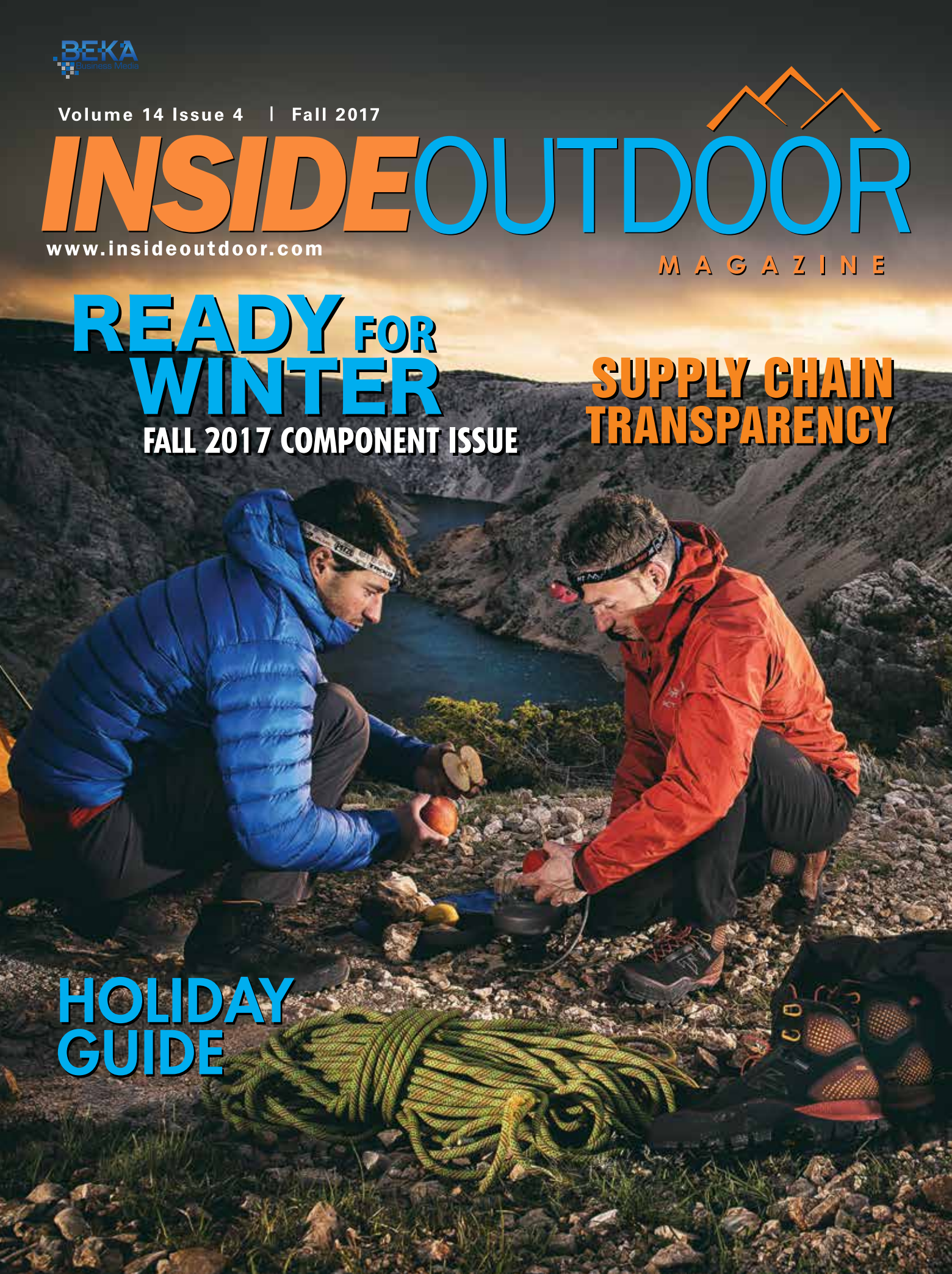
MAGAZINE

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FALL 2017 COMPONENT ISSUE

SUPPLY CHAIN TRANSPARENCY

HOLIDAY GUIDE



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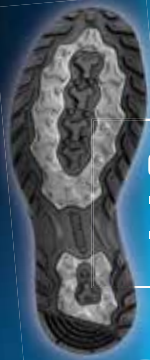
- Removable with dual density comfort
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Cover: Image courtesy Tecnica, featuring the Tecnica Forge GTX, black-orange in nubuck (left); and the Forge S GTX, black-orange in synthetic leather (right and foreground)





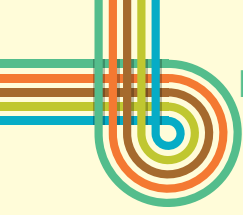
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NIKE OFF TO RACES

Sure, it's only a sliver of Nike's total annual production of some 1.3 billion shoes, and the Beaverton, Ore., sporting goods giant has been talking about speeding up the design-to-product cycle for many years now. Even so, it would be foolish to disregard, or even underestimate, statements by Nike COO Eric Sprunk at the company's recent investor day (Oct. 25) regarding the reduction of manufacturing-to-market time from "about 60 days to 10 days or less."

Sprunk, along with CEO Mark Parker, spoke about Nike's new emphasis on nearshore production to serve North America, home to the company's biggest group of consumers. Like most of its competitors, Nike currently makes the brunt of its goods in Asia, but it has started bringing more manufacturing to regions such as Latin America.

Sprunk also offered details about Nike's two-year-old partnership with global manufacturer Flex. Nike, he said, has just moved into a nearshore, purpose-built footwear factory with Flex that will deliver more than 3 million pairs to North America in fiscal year 2018 alone.

"By 2023, together with Flex, we plan to produce tens of millions of pairs nearshore," he said. Possibly even more notable, "more than 25 percent of those volumes delivered through Nike Direct on a short lead time responsive model," Sprunk said. "We're inventing new manufacturing capabilities at scale together. We collaborate, innovate and, when appropriate, we bring these capabilities across to our entire source base."

In order to manage labor costs and hasten production, Nike will be implementing a healthy dose of automation, both in Latin America and Asia. By the end of the fiscal year, Nike said it will have installed more than 1,200 new automated machines at the factories of its Asian suppliers to handle cutting, cementing, shoe assembly and making soles.

Ultimately, Nike intends to move away from "future orders" toward quick manufacturing in direct response to what consumers are actually buying, right now.

It's essentially a larger scale of what Adidas is planning with its Speedfactory in Germany to serve European customers and the one opening shortly in Atlanta to serve the U.S. Such moves, say Morgan Stanley analysts, should significantly improve margins and help grab market share, as the nearshore model reduces shipping expenses, import duties and the risks of making a large volume of shoes in advance.

Right now, most observers are looking at Nike's plans in terms of where they position the company in the race for footwear market share. But a contestant of Nike's size has the potential to change consumer expectations and behavior, suggesting the moves toward nearshoring and responsive manufacturing will have nearer-term ripple effects throughout all of sporting goods retail.

On your marks.

– MV

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DATA POINTS

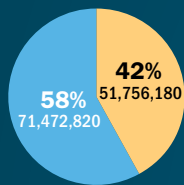
NUMBERS WORTH NOTING

By **Martin** Vilaboy

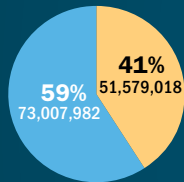
Campfire-side Chat

Camping participation continues to tick up, according to KOA's 2017 camping report. Currently, 61 percent of U.S. households camp at least occasionally, up from 58 percent three years ago. In the last year, it is estimated that more than 37 million households went camping at least once. Of those households, 14 million camped three or more times.

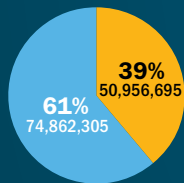
Camping Incidence Among All U.S. Residents



2014



2015



2016

■ Camper ■ Non-Camper

Source: *Kampgrounds of America*

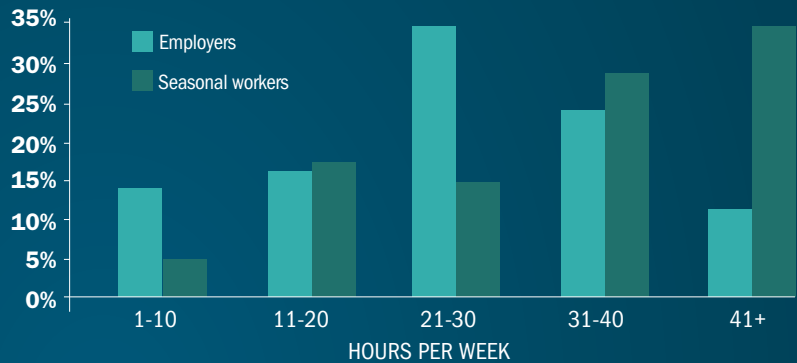
40

Percentage of millennials who say they prefer to shop at local stores over big chains even if items are more expensive, say researchers at Nielsen.

Holiday Hiring

If your store is having trouble finding seasonal help, it could be the amount of hours being offered. According to job site Snagajob, seasonal employees generally are looking for more work than employers plan to offer, and the majority of seasonal workers are hoping to turn that temporary job into ongoing employment.

Hours employers plan to give vs. hours seasonal workers want

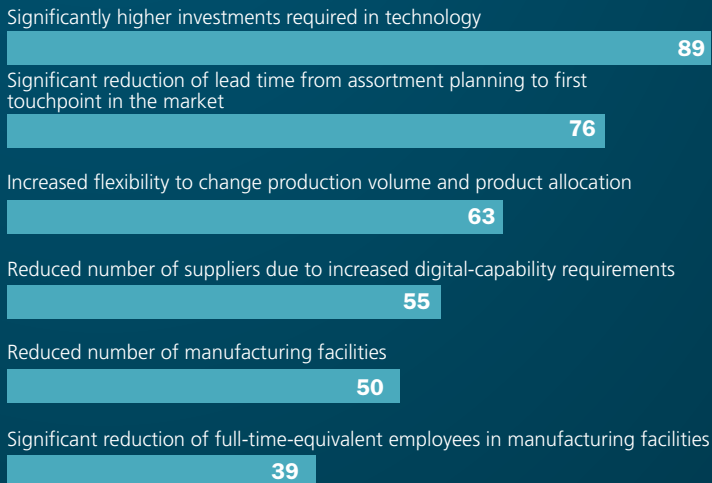


Source: *Snagajob*

Supply Chain of Events

Five years from now, apparel sourcing executives expect big changes in their businesses. In an industry forever in search of the next sourcing country, digitization will be the sourcing caravan's next stop, suggests a survey of chief purchasing officers at leading apparel companies. More than 80 percent of CPOs expect digitized end-to-end process management by that time. More than two-thirds expect to have digitally enabled capacity planning in place. A similar number expect to have digital portals up and running to foster transparency and collaboration both with external suppliers and internal colleagues.

What will be the impact of digitization on the structural elements of the apparel-sourcing industry by 2030?



Source: *McKinsey & Co.*

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DATA POINT

Snapchat Status among Teens

It may not be where teens are most active, but according to a Piper Jaffray survey of approximately 6,100 U.S. teens, Snapchat is far and away their preferred social network. In spring 2015, just 11 percent of teens surveyed said they preferred Snapchat. According to eMarketer, more than three-quarters of Snapchat users are between 12 and 34.

U.S. Teens Preferred Social Media Platform

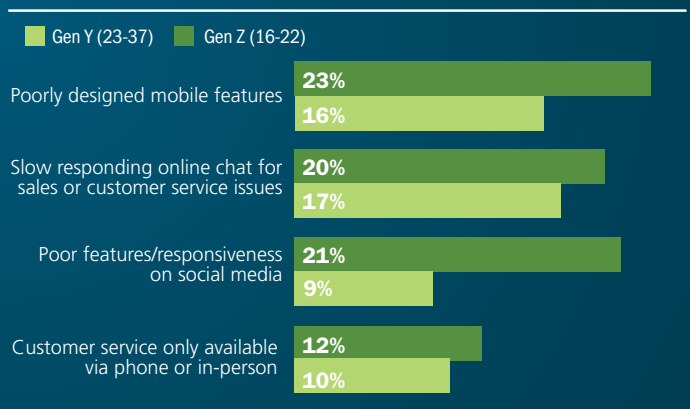
	Spring 2015	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017
Snapchat	11%	17%	24%	35%	39%	47%
Instagram	29%	29%	23%	24%	23%	24%
Facebook	12%	13%	15%	13%	11%	9%
Twitter	21%	18%	16%	13%	11%	7%
Pinterest	2%	1%	1%	1%	1%	1%
Google+	1%	1%	1%	1%	-	-

Source: Piper Jaffray

Generational Impatience

Gen Z and Gen Y share many of the same expectations when it comes to their interactions with brands, says Forrester Research, but Gen Z already is showing much less patience than the slightly older cohort when it comes to mobile capabilities and social media responsiveness.

Which of the following would most likely make you stop using a product, service, or brand? (Please select up to three)



Source: Forrester Research; American Express

Leave Nothing Behind

This large durable Trash Can is ideal for camping, RV's or even the backyard get together. Spring loaded design makes it compact and easy to stow when traveling or not in use.

- 600 denier polyester
- 3 Grommets for staking down
- 4 alligator clips on the inside
- Nylon webbing carry straps
- Clear plastic pockets on top and side
- 110 L capacity - 19" (48 cm) diameter x 24" (61 cm) height



Heavy Holding Power

Coghlan's Twist Anchor is a lightweight solution to provide superior holding power to secure your tent, awning, or other shelter into the ground. Simply push and screw into ground and tie down your tent, boat or anything else, using the hook at the top, or the eyelet in the handle.

- Can screw into sand or soil, and also works underwater!
- Made of durable acetal plastic for increased strength and flexibility. Product can be bent, and return to its natural position.
- 12.6" (32 cm) long



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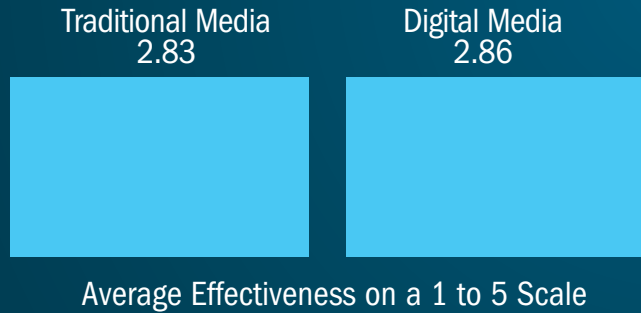
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Old vs. New Media

Some might see the debate as over, but according to a survey of more than 3,500 local advertisers, the push and pull between old and new media has occluded the fact that both are effective means of advertising products and services. Local advertisers polled by Borrell Associates rate them equally. The most effective media overall, say respondents, is broadcast TV.

Old vs. New Media: Which is Better?



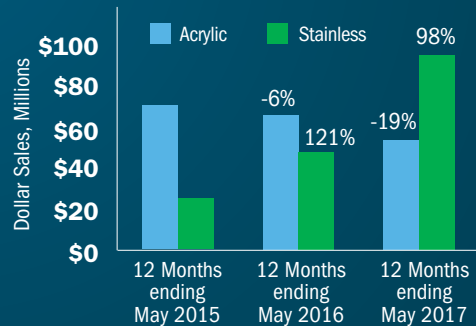
Source: Borrell Associates

Hydration a Hot Spot for Outdoor

According to figures from The NPD Group, hydration represents a \$345.7 million category within the core U.S. outdoor industry, with sales up 16 percent in the 12 months ending May 2017. Nearly all hydration categories experienced an increase in sales, including bottles (+23 percent), hands-free fanny packs (+11 percent), large containers/jugs (+7 percent) and reservoirs (+2 percent).

Water Bottle Sales in U.S. Outdoor Industry by Material Type

% Change vs. Prior Period



Source: NPD Group

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The **NEW** LifeStraw Universal provides caps and an interchangeable filter that fits on most water bottle brands.



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During the past several years, **Eastern Outdoor Reps Association and New England Sports Reps** have studied the pros and cons of merging both eastern-based organizations into a new entity, said the rep groups. In January of 2017, both memberships voted to execute the merger, and on August 7, the bylaws for the new organization were approved. The new entity is incorporated in the State of Vermont and is awaiting 501(c6) nonprofit approval from the IRS. The new organization brings together 660 reps into its combined membership.

“The overarching goals of merging were to make it easier for reps, retailers and our outdoor industry partners

to do business together. EORA and NESR shared mutual seasonal roles in the New England trade show cycle. By merging our groups, we’ll consolidate the point of contact for everyone involved, work as a unified team across all seasons, and market our trade shows and values more effectively,” said **Allison Frazier**, president of EORA.

Nine board members for the new organization were voted in on September 1, made up of three representatives each from New England, the Mid-Atlantic and the Southeast regions. Their first board meeting was held in early October in Washington D.C. The merged organization will maintain two regional offices in Massachusetts and North Carolina and keep existing staff in place. **Debbie Motz** will continue as the organization’s southern director in Asheville, N.C., and **Maureen Bliss** will serve as the organization’s northern director in Westborough, Mass.

Seattle-based **Industrial Revolution** added sales rep groups to its growing team. Based in Minneapolis, **Chet Cisek** and the **Wild Moon LLC** team bring more than 40 years of collective experience to Industrial Revolution. They will represent IR’s brand in the Upper Midwest region, including North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois and the Upper Peninsula of Michigan. Cisek can be reach

at (612) 803-8393 or chet@rmi.net. **JJ Anderson** and the **Pacific Recreation Sales** team are headquartered in Bakersfield, Calif., and offer more than 20 years of experience in outdoor specialty retail, mass retail and online retail. PSRI will handle the Southwest region, including California, Arizona and Nevada. Anderson can be reached at (877) 722-4742 or jj@pacrecinc.com.

Craghoppers announced a new partnership with **Cheryl Sternberg & Associates** for sales representation throughout Texas, Oklahoma, Louisiana, Arkansas and Kansas. Cheryl Sternberg & Associates has been covering this territory for more than 20 years, specializing in the outdoor, ski and travel markets. Specifically, it has been heavily involved with Insect Shield since it was brought to the retail market, developing training expertise along the way. In addition to Craghoppers, Cheryl Sternberg & Associates also works with Krimson Klover, dish & DUER and Insect Shield Specialty Accessories.

Footbed brand **Sole** continues to grow its sales team, recently announcing two new partnerships with agencies **Onward Up** in western Canada and **ASM Sports** in eastern Canada. According to Sole Canadian sales director, **Iain Macfarlane**, Sole’s retail partners have historically been serviced and developed almost exclusively by



EORA president Allison Frazier

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an internal sales team for the past 14 years. But now, **Rob Owens** and his team from **Onward Up** will be representing Sole in addition to Patagonia, Oboz Footwear, Petzl, GSI Outdoors and DPS Skis. **Stéphane Morin** and his team at **ASM Sports** will be adding Sole to its list of brands represented alongside prAna, Outdoor Research, Gregory, Scarpa and Darn Tough.

as representatives for the Upper Midwest, including the North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin and Illinois sales territories, effective immediately. Managing one of the larger territories for Eagle Creek, Farther North Sales will leverage more than two decades in sales, with a focus on outdoor for the past 10 years. Located in Orangeville, Ill., principle **John**

Horsnell also represents HydraPak, Kokatat and Sporthill.

Balega expands its domestic sales team with the hire of **Joe Moscariello** to serve the New England running community. A Massachusetts native and self-described habitual trail runner, Moscariello most recently spent the past four years working as a store manager for Marathon Sports in Plymouth, Mass. 



The KNS team shows off their "big check," with Nikwax president Brian Davidson (far left)

Nikwax recently named **KNS Reps** as its Agency of the Year. KNS has represented Nikwax in the Rocky Mountain region for multiple years. This is its second time earning Nikwax's Agency of the Year Award. Because of its sales success, and recognition, KNS Reps earned a substantial year-end bonus and will receive a higher commission rate for the next year. "KNS did a great job this past year and surpassed multiple Nikwax agency goals set for the Rocky Mountain territory," said **Brian Davidson**, Nikwax NA president. "They implemented Nikwax preseason and dealer support programs to the fullest, making sure their retail accounts took advantage of every program Nikwax offered. They also lead our agency groups in opening new accounts, as well as in the implementation of store merchandising programs. The entire team worked hard and we saw improvement across multiple market segments and from key accounts to brand new customers."

Eagle Creek announced a new partnership with **Farther North Sales**

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Three Questions with ... BigCommerce

Answers provided by: *Stephen Meserve, Senior Product Manager*



IO: What is one thing outdoor retailers/vendors should know about your company?

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IO: What do you consider your primary differentiation point from your nearest competitors?

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architecture and app ecosystem, and market-leading performance, BigCommerce enables businesses to scale to tens of millions in online sales at a fraction of the cost and complexity of on-premises software.

IO: What else would you like our readers to know about your company?

No matter your size, with our SaaS ecommerce platform BigCommerce can help you grow. We are a sophisticated platform for increasing sales, streamlining your business and expanding to new channels, such as Amazon, eBay Facebook and more. We can improve your website's performance with 99.9% uptime and advanced security. Try us out by scheduling a demo or start your own trial at www.bigcommerce.com.

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FORMER PRO PADDLER HELPS MAKE QUALITY SUPS ACCESSIBLE

When a trend grabs a hold of a marketplace, every business in the space scrambles to grab its share. But the key in business is to be able to anticipate the trends. That's what multiple-time paddling champ Luke Hopkins foresaw with Inflatable Stand-up Paddleboards (ISUPs). Indeed, inflatables have overtaken hard SUPs as the go-to standup paddling option, with more and more consumers taking up the popular sport.

Hopkins, a former kayak and stand-up paddleboard champion at events such as the GoPro Games, was always fascinated with the convenience of inflatable boards, going as far back as the mid-2000s. He has designed, tested, tinkered with and now perfected ISUP manufacturing and on-the-water performance. In his Body Glove role as Watersports Division President, Hopkins believes that we are now seeing the real growth in standup paddling with new customers having access to affordable paddleboards.

"The reason that standup paddling has taken off is three-fold. First, ISUP manufacturing and technology has come a long way. Consumers have more confidence in the technology. Our retailers are getting the high-



Luke Hopkins in a familiar spot on the winner's stand.



Luke Hopkins doing what he loves most.

quality paddleboards at attainable prices to continue to grow the standup community," asserts Hopkins, who's also co-host of *Facing Waves*, a syndicated travel adventure show that is seen in more than 40 countries.

He says the second reason is convenience and improved user experience. Inflatable SUPs are easier to store and transport. So whether it's someone living in a one-bedroom apartment or a weekend boat warrior, an ISUP storage backpack is essentially an exciting, fully-contained outdoor watersport that just happens to be very portable.

"It's also incredible how far we have pushed the envelope with ISUPs. For example, we can literally run over our Body Glove ISUPs with a truck, and they will come out in good shape. Combine that with features we've added such as the world's only patented multi-purpose handle that's also a water bottle holder, and convenience really is the operative word."

Finally, Hopkins says that overall ISUP pricing is now at a point where standup paddling isn't just a niche sport. Families and wanna-be paddlers don't have to invest a fortune to get into the sport.


"In the early days of inflatable SUPs you either had to spend an arm and a leg to get something of quality, or you

went cheap and had a miserable paddling experience," says Hopkins. "Today, if you do your research right, like so many of our customers do, you can pick up an ISUP that includes everything you need without breaking the bank."

Hopkins says it comes down to innovative design, the manufacturing process and materials.

"Retailers have to be careful when it comes to the ISUPs that they carry. For example, 90% of SUP customer service issues are related to the fins, be it losing the hardware to attach them, faulty fins that break off because they're too long in shallow water, etc. It's why we made the Body Glove ISUP fins permanent and virtually indestructible."

So how does business success compare to winning paddling races in the water?

"Surprisingly, it's quite similar," says Hopkins. "Designing and manufacturing is a lot like your paddling stroke; you have to be technically more superior than the competition. Plus, securing the customer satisfaction in a new product is just as thrilling as any race I've ever won. I don't just design paddleboards; I design experiences for customers while thinking outside the board and innovating." 

Follow Luke Hopkins on Instagram @localpaddler. Or email luke@surf9.com.

Time to Deliver



Deliv expands its third-party delivery service to retailers nationwide

By **Martin** Vilaboy

It's no secret. One of the key advantages physical and omni-channel retailers have over pure-play online shops is instant gratification. Folks often forego the convenience of shopping from home because they simply want an item, or need it, now. It's why Amazon has put so much effort into developing and expanding next- and same-day delivery capabilities (everything from adding distribution centers to buying existing chains to building its own UPS-style Fulfillment by Amazon services to developing a fleet of delivery drones).

And make no mistake, if Amazon is able to make same-day delivery somewhat ubiquitous, total e-commerce sales will skyrocket from current percentages of about 11 percent of total retail sales. All the while, it's also no secret how retailers that have chosen to work with Amazon run the risk of becoming a target for Amazon, warns Daphne Carmeli, founder and CEO of Deliv.

As evidence, Carmeli points to the Whole Foods acquisition. Amazon had slowly built out an online grocery service with its Prime Now service by partnering with grocers such as Sprouts and Kroger, she said. "The grocery outlets that had based their online businesses on Amazon's platform found their e-commerce partner to now be their biggest competitor."

So it came as welcomed news to many independent



retailers when third-party, same-day delivery service Deliv announced a new nationwide expansion to 33 additional major markets. Having previously been available in 19 markets, this fall Deliv doubled its footprint across 23 states and to more than 1,400 cities.


How does Deliv help small, omni-channel specialty retailers?

According to the company, Deliv enables omni-channel retailers to compete with Amazon's same-day delivery programs by leveraging their brick and mortar locations into fulfillment centers to power same-day delivery. Utilizing a fleet of delivery drivers in much the same way Uber and Lyft do for transportation services (including online reviews by customers), Deliv-enabled retailers can offer the speed and convenience of delivery that their customers increasingly expect. Further upping the ante on superior customer experience, Deliv also gives retailers' customers the option of selecting

their preferred one, two or three-hour delivery windows directly from the retailer's website or mobile app, and package tracking is available through its website.

"Same day delivery is quickly becoming table stakes across every retail segment," said Carmeli. "With Deliv, retailers can offer their customers that same exceptional level customer experience without the need to invest in their own asset-based delivery fleet."

Deliv's says its existing e-commerce integrations with retail partners have made expanding into new markets as simple as adding new zip codes and on-boarding new drivers. Retailers that are expanding with Deliv to power their same-day deliveries across the country include Best Buy, Bloomingdale's, BloomThat, Fry's Electronics, K&L Wine Merchants, Office Depot, PetSmart, Macy's, Plated and The UPS Store. Its 14 new markets include Austin, Charlotte, Cincinnati, Columbus, Denver, Kansas City, Minneapolis, Orlando, Phoenix, Pittsburgh, Sacramento, San Antonio, San Diego and Tampa.

"As retailers look to offer a consistent experience nationwide, they need a proven, trusted, national partner," said Carmeli. "Our expansion offers them the speed, flexibility and broad national footprint needed to compete with the ever-growing force of Amazon." 

"Same day delivery is quickly becoming table stakes across every retail segment."

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Innovation in the Digital Age

PLM's impact on product development and delivery

Today's retail climate is increasingly about speed and digitization. As Spencer Fung, group CEO of global sourcing and logistics giant Li & Fung, recently said, "Speed is our top priority. Almost every single conversation I have with [customers] is now about speed and not about cost."

All the while, traditional paper-based product lifecycle management (PLM) tools, quite frankly, can be serial, fragmented and slow, thereby stalling innovation, product development and the introduction of products. With that in mind, Celia Newhouse, marketing director Americas for PLM solutions provider Centric Software, sat down to help answer the questions most often asked by outdoor industry companies when it comes to implementing a new and transformational system for developing their latest and greatest products.

INSIDE OUTDOOR: *Centric offers PLM software; why do, or should, companies in the outdoor industry care about PLM?*

Newhouse: Of course, everyone in the outdoor industry certainly cares about their products and how those products perform. They may not really care about PLM per se, but PLM really is the optimum means to that end, and Centric helps them get there.

IO: *What are the advantages of using a PLM software solution such as Centric? Why is it better?*

Newhouse: PLM is the backbone technology that drives all product related activities – from initial concept to

retail. Centric PLM improves that entire process: enhancing collaboration, reducing errors and costs, and speeding time to market. The end result is both streamlined operations and a more competitive product to drive business growth.

This is especially valuable in our industry, where new product introductions and product performance are so vital to our business success, and where the evolution of digital business is happening faster and faster.

IO: *How does Centric enable product development and help improve product performance?*

Newhouse: Centric gives you instant, real-time and ongoing access to the information needed to improve, even as you go, and accelerates the go-to-market process; it's faster and gets you to better new products quicker.

It also helps create better teamwork; offering real-time accurate information to the entire team, including on-the-fly product feedback from the field, which simplifies and streamlines the complex product development process.

Working with Centric means that you have better control and visibility over the entire product development cycle, which favors real-time decision making to meet constantly changing consumer demands.

And, as we like to say, working with Centric centralizes all product data and connects all the different departments, from design to retail, with one actionable version of the "truth."

IO: *Does a PLM solution actually save money?*

Newhouse: That's another powerful aspect of PLM, and of Centric specifically: Our clients reduce their product development costs and increase sales and, ultimately, income.


In real numbers, our clients have seen increases in sales and income of 5 to 10 percent, reductions in unneeded stock by 20 to 40 percent and 10 to 15 percent lower logistics costs. Save more money and make more money – that's a powerful combination.

Centric clients also report qualitative benefits to go with these quantitative results. Our clients say they are happier and less stressed at work because Centric frees them to focus on their core jobs and areas of expertise instead of the admin, rework and other non-value added tasks.

IO: *Does Centric work with any kind of product?*

Newhouse: Yes, Centric's software is ideal for the wide range of hard goods and soft goods in the outdoor industry, but is not intended for products such as cars or airplanes. Centric is designed and intended exclusively for outdoor, fashion and other consumer goods.

IO: *How difficult is it to switch over to a system like Centric. Is it cost effective?*

Newhouse: Implementation is fast; from just a few weeks for a small company to a few months for a larger one. And once it's up and running, you're good to go. And, of course, best practices are built in so it is a question of merely configuring preferences and not time-consuming programming. 

A Q&A
with Celia
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FROM TRAIL TO TACTICS

PERFORMANCE INDUSTRY BRANDS GEAR UP FOR THE BATTLEFIELD

By **Glenna B.** Musante

High tech performance wear isn't just for athletes and sports enthusiasts. The advanced textile science devoted to developing next-generation sportswear also applies to gear and clothing worn on the battlefield and, increasingly, brands traditionally known for sportswear are aggressively entering the military arena.

With so many new advances in performance-enhancing textiles, readiness for war is clearly no longer a matter of just new weaponry or surveillance systems. Advanced textile technologies designed to help war fighters per-

form optimally in challenging environments and extreme climates are in hot demand, too.

The Pacific Rim is one such environment and recent development requests from the U.S. Department of Defense (DOD) have focused on the search for textiles designed for wear in hot, humid, tropical settings such as those on the Korean Peninsula.

For several years, the DOD has viewed the Pacific Rim as a significant area of potential conflict. A recent joint U.S.-South Korean computer-simulated defensive exercise in late August underscores the urgency involved.



U.S. Army soldier from 3rd Brigade Combat Team, 82nd Airborne Division, walks across the drop zone as part of an airborne operation on Fort Bragg, N.C. (U.S. Army photo by Staff Sgt. Alex Manne.)

According to Defense Secretary Jim Mattis, that exercise – which ran from August 21 to August 31 – focused on preparing U.S. forces to defend South Korea and allies in that region. This event involved about 17,500 U.S. service members supported by United Nations Command forces from seven nations – Australia, Canada, Colombia, Denmark, New Zealand, the Netherlands and the United Kingdom. That’s a lot of personnel, and the uniforms worn in that type of environment must breathe and be durably water resistant as well as mildew resistant, and quick dry, in addition to no-melt, no-drip and antimicrobial.

About three years ago the U.S. DoD determined the standard uniform currently worn by U.S. soldiers around the globe as not suitable for operations in the tropics. Made from a typical nylon/cotton blend, the current standard military uniform fabric is durable but doesn’t dry quickly or breathe particularly well. Given these limitations, the DOD issued a development request for a new uniform fabric suitable for hot, humid tropical climates that has the same performance characteristics an athlete would look for in a similar setting.

W. L. Gore & Associates responded by developing a new ePTFE-based

fiber that is now being incorporated into a new uniform material called GORE Katana Fabric. But that is just one of hundreds of such requests from the military for performance-enhancing textiles that Gore and other well-known performance brands have answered.

Today, the search for the next, best battlefield material is fueling a vibrant product development crossover from sportswear to military fabrics, as evidenced by brands such as Polartec, Patagonia, Arc’teryx, Marmot and Outdoor Research introducing military issue.

This can be seen at major sports industry shows such as Outdoor Retailer. Twice a year, this massive performance industry showcase attracts hundreds of military officials from around the globe looking for the next best thing designed to enhance athletic and battlefield performance. Many sportswear brands have begun offering entirely new lines of military apparel. While some brands are new to this arena, Gore has been at the forefront of this crossover since the early 1980s.

War under any conditions can be brutal. But in 1982 during the Falklands War between the UK and Argentina, the conditions were espe-

cially harsh. It was the dead of winter, cold and the 74-day conflict, which was fought in part over stormy seas, involved an amphibious assault and a sea battle that destroyed an Argentinian ship and led to the death of nearly 200 Argentinian sailors at sea.

In the end, it turned out to be a victory for Great Britain. But in addition to securing British sovereignty over the Falklands against an Argentinian invasion, the conflict ushered in a new era for military outerwear.

It was the first time GORE-TEX fabric – which was then a revolutionary, new, lightweight waterproof, windproof, breathable fabric – was used in battle. In preparation for the invasion, British war fighters were outfitted with GORE-TEX rain jackets, parkas, trousers, bivouac bags and gators, worn over boots.

Gear designed with the GORE-TEX fabric used during the Falklands replaced the traditional heavy, coated rain slickers that had been worn up to that point in similar conditions. It was so effective, the British soldiers who fought in that conflict quickly spread the word about GORE-TEX and its supportive capabilities in battle. From there, a vibrant new business unit at Gore took off.

Today, the GORE Military Fabrics portfolio includes a vast number of products. After the Falklands War, for example, Gore began developing the first generation ECWCS (Extended Cold Weather Clothing System) and from there has developed dozens of other new ePTFE-based technologies.

Since then, GORE-TEX fabric and ECWCS have gone through many development iterations.

Engineered for rain, high wind and extreme cold conditions, today's light-weight Gen III ECWCS Level 6 jacket and trouser offer comfort in a broad range of weather conditions.

The durably waterproof, windproof and breathable GORE-TEX fabric allows moisture vapor to escape from a garment, so clothing stays drier. Increased breathability provides comfort that further enhances operational effectiveness. The ECWCS III garments are also extremely packable, which allows soldiers to react to changing field conditions quickly.

GORE-TEX fabric maintains protection even after exposure to JP-8, DEET,

petroleum, oils and lubricants. The jacket and trouser also include n-IR signature reduction technology that is durable for the life of the product.

The current ECWCS is the product of years of continued research and

development by the textile scientists at Gore. These and other performance-related innovations are possible thanks to Gore's deep investment in textile science R&D over the years. Since the first GORE-Tex patent, dozens of



U.S. Army Staff Sgt. Nathan Hilton of Alpha Company, 1st Battalion, 41st Infantry Regiment, marches through fire while conducting fire phobia training during a Kosovo Force mission rehearsal exercise at the Joint Multinational Readiness Center in Hohenfels, Germany, Feb. 16, 2016. (U.S. Army photo by Spc. Lloyd Villanueva.)

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new patents have been filed by Gore based on new technologies related to manipulating the ePTFE membrane.

To further enhance its product development capabilities on both the consumer and military sides, Gore recently built two new state-of-the-art labs which greatly expand its R&D capabilities. The new facilities, which opened in the Fall of 2016, include a comfort lab that simulates a wide variety of environmental conditions and a Flame Resistance simulation lab. This lab is of special interest to the military.

The state-of-the-art Heat and Flame Protection Laboratory, housed at Gore's headquarters in Elkton, Md., allows Gore's textile scientists to precisely measure and analyze the ability of the new materials they've developed for three key elements of burn protection: flame resistance, thermal insulation and thermal stability.

Gore's new FR lab is four times the size of Gore's former heat and flame testing lab at 1,350 square feet and is home to a new generation of high-tech testing equipment and technology. This



A technician running tests at Gore's Heat and Flame Protection Laboratory

in-house capability supports Gore's development of novel heat and flame protection technologies at the component, laminate and composite level. The Comfort Lab, meanwhile, simulates a vast number of rain, wind and temperature conditions.

Over the years the labs at Gore have generated a wide variety of textile innovations and several of its newest

are gaining quick traction in global military circles. A recent example is the LANPAC 2017 Symposium & Exposition in Honolulu, which took place in late May.

LANPAC is an international event sponsored by the Association of the U.S. Army that focuses on the role of land forces in the Indo-Asia-Pacific theater and their contributions to the

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Several new Gore military textiles were showcased here, including the GORE Katana Fabric uniform by Arc'teryx, and the Outdoor Research MultiCam Infiltrator jacket made in part from GORE-TEX Fabric with Stretch Technology. The GORE PYRAD FR Lightweight (LWL) Loft Jacket and the GORE-TEX PYRAD Hardshell Jacket were also on display, as well as the Gen III Level 6 ECWCS.



Outdoor Research MultiCam Infiltrator

These and other new Gore military issue innovations also are gathering attention at events such as the SHOT Show in Las Vegas, which appeals to a blend of military, law enforcement and hunting sports enthusiasts. The annual SHOT Show brings together more than 1,700 exhibitors and 65,000 attendees. At the 2017 SHOT Show,

which took place January 23-27 at the Sands Expo Center in Las Vegas, Nev., Gore brand partners Outdoor Research and Arc'teryx LEAF introduced several products based on new Gore innovations.

Created in partnership with Gore, the lightweight Outdoor Research MultiCam Infiltrator Jacket and Pants feature GORE-TEX Fabric with Stretch Technology. This new, lightweight fabric provides durable protection from cold while allowing for close-fitting, functional stretch that doesn't constrict movement. The jacket and pants can be worn under body armor or as an outer layer. Outdoor Research also has in-

roduced extreme cold weather gloves made from GORE-TEX Fabric.

At SHOT, Arc'teryx LEAF introduced the new Recce Shirt LT, a lightweight no-melt, no-drip, GORE Katana Fabric-based combat shirt engineered to be worn by war fighters conducting special reconnaissance tasks in hot weather and jungle environments.

In addition to these new technologies, the textile scientists at Gore have developed a large number of protective FR and Chem Bio products.

According to a recent article in *IHS Jane's International Defense Review*, protective gear designed with GORE



GORE Katana fabric Recce uniform by Arc'teryx



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CHEMPAK fabric is a strategic outerwear alternative to the bulky, legacy charcoal-layer suits used in extreme settings where war fighters can be exposed to chemical and biological threats. This includes Syria and northern Iraq, where chemical and biological warfare is commonplace. In an article titled "Extreme Measures: land forces take cover from environmental challenges," *Jane's* looked at several new technologies designed to both protect war fighters and enhance performance in particularly difficult and perilous settings. This includes undersea operations as well as missions in arctic regions, mountainous areas and those where nuclear and chem/bio threats are possible or present.

GORE CHEMPAK fabrics provide protection against toxic chemicals and chemical warfare agents. At the same time GORE CHEMPAK fabric allows operators to move freely and stay engaged longer with unencumbered movement and enhanced dexterity. GORE CHEMPAK also can be completely wet down, which draws out body heat and aids in cooling down the operator.

GORE PYRAD Fabric Technology, a self-extinguishing FR innovation, is also catching the eye of the U.S. DoD, as well as European military organizations. Brand partners in the U.S. and abroad are now incorporating GORE PYRAD Fabric Technology into outerwear for war fighters. A recent example is Carinthia, an Austrian military gear brand. At the 2017 International Weapons Exhibition (IWA) in Germany, Carinthia introduced a cold weather garment featuring GORE PYRAD Fabric Technology.

Carinthia is well known for high-performing cold weather clothing, sleep systems and shelters, and the new PYRAD jacket introduced at IWA is geared toward military and tactical markets in the European Union. In addition to leveraging GORE PYRAD Fabric Technology's revolutionary self-extinguishing properties, the jacket is cold and wind resistant to -30°F and supports dangerous missions in higher elevations and extreme cold conditions.

Although the PYRAD and CHEM BIO products apply primarily to military and industrial applications, future sportswear applications are always a possibility.

But whether safe at home enjoying one's favorite sport or engaged in battle on a distant warfront, textile science is key and increasingly, sportswear brands are taking the lead developing an entirely new generation of high-tech, performance-enhancing military products. In the process, both industries are learning from each other and sharing technologies. It's all part of a new world where the same textile science that supports athletic excellence has the power to help soldiers win the day. 

Glenna Musante is an award-winning textile science writer and marketing consultant who specializes in writing about performance and military textile innovations. A former consumer columnist and former staff writer for McClatchy Newspapers, Glenna has written several articles for Inside-Outdoors, and is the former fashion writer for Yoga Digest. You can reach Glenna at Glenna@MusanteCommunications.com and learn more at www.GlennaMusante.com.



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CHAIN IN COMMAND



OEKO-TEX'S SUITE PROVIDES TRANSPARENCY ACROSS THE SUPPLY CHAIN

By **Ernest** Shivanov

Going through trustworthy accreditation is the only path a company should take once the commitment toward cleaner manufacturing is made. Choosing the appropriate vehicle to get there will depend on the nature of the business. If the company's business deals with textiles, there are a couple such organizations within the accreditation world that stand out.

Hohenstein Institute is one of those companies. It has been performing the work and creating the standards in textiles for the

greatest period of time. In a few short years, Hohenstein's OEKO-TEX brand has grown from one product in 1992, covering consumer safety on mostly bedding, to a global sustainable development solution. Eight years ago, *InsideOutdoor* took a close look at OEKO-TEX Standard 100 and 1000. A lot has happened since. The OEKO-TEX brand has evolved to meet the demands of a marketplace looking to develop sustainably. OEKO-TEX is now a one-stop eco shop for textile manufacturers, their brand partners and consumers.

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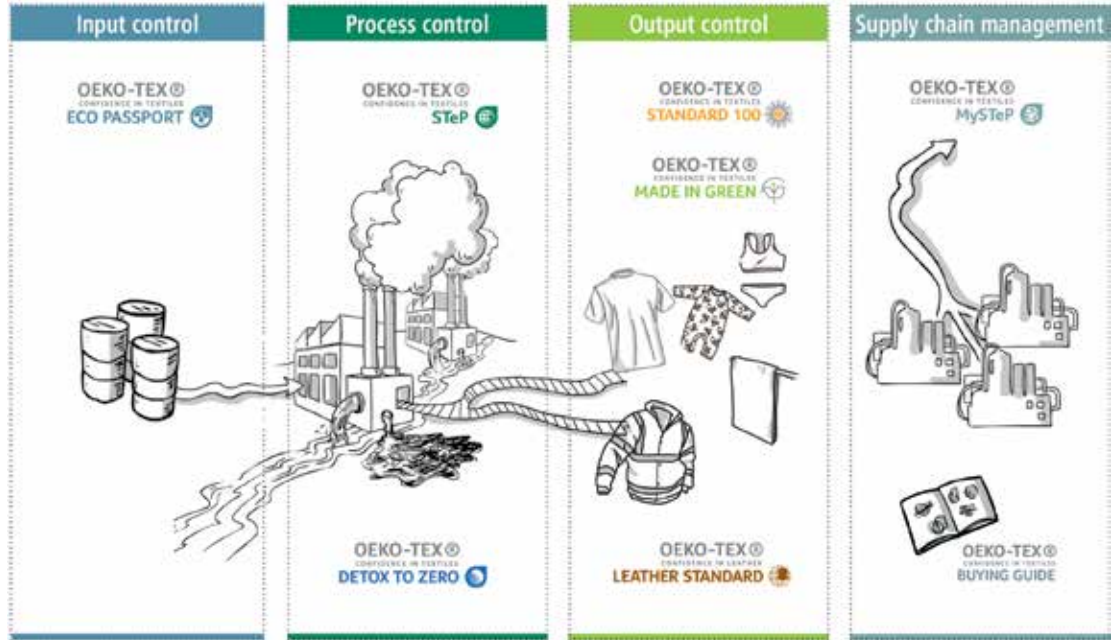
The International Association for Research and Testing in the Field of Textile Ecology, OEKO-TEX was born with the merging of the German Hohenstein Research Institute with the Austrian Textile Research institute.

That collaboration lead to today's **Standard 100 by OEKO-TEX**. This standard narrowly views the use of harmful substances as they relate to skin contact in manufactured textile components, raw textiles and all steps culminating with their finish. Banned azo colorants, heavy metals, the U.S. Consumer Product Safety Improvement Act and the Precautionary Principle on not yet regulated chemicals are leveraged into Standard 100's criteria and test methods. At the end of

the process, more than 300 hazardous substances would be tested for in the final product. Starting July 2013, **Sustainable Textile Production (STeP) by OEKO-TEX**, formerly Standard 1000,

built on Standard 100 by OEKO-TEX by including measures for air, water, noise and atmospheric pollution, energy use, child labor and worker safety. STeP by OEKO-TEX focuses on six areas to create effective

OEKO-TEK's Textile Chain to Transparency



baseline metrics for certification: environmental management, environmental performance, chemical management, quality management, social responsibility and safety in the workplace. Basically, it is a comprehensive look at the entire textile's lifecycle. However, individual links in the supply chain, such as knitting and spinning mills, dye houses and converters, can obtain a STeP by OEKO-TEX certification.

The core competencies of Standard 100 and STeP have continued to be honed over the years, but the interconnectedness of the textile process opens itself to other obvious Oeko-Tex business opportunities. One is the **DETOX TO ZERO by OEKO-TEX**. Based on STeP by OEKO-TEX conventions, DETOX TO ZERO is a tool developed to monitor and help realize the commitments by companies to Greenpeace's DETOX initiative. This initiative strives to eliminate all hazardous chemicals in the textile supply chain by the year 2020. The goals are as follows: provide a yearly report documenting the status of Manufacturing Restricted Substances List (MRSL) or chemicals used in production, wastewater and effluent management and strategies to both protect and manage the environment and chemical waste. Added to this program is OEKO-TEX's mix of health and occupational safety and resource efficiencies. Finally,



Figure 1. Made in Green by OEKO-TEX process

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the wastewater and effluent results would be available to the public, free of charge on the OEKO-TEX website.

Of the goals set, Greenpeace settled on 11 hazardous chemicals to train their sights. Managing these substances are of paramount importance. In addition, wastewater and sludge are also in the crosshairs. However, only this data is available to the general public (B2C). All other data collected from a DETOX TO ZERO audit can be optionally share

among its supply chain participants or other suppliers.

MADE IN GREEN by OEKO-TEX is a B2B product and a label for B2C, says Ben Mead, managing director, USA, Hohenstein Institute America. "A supply chain must be STeP certified before the product can be labelled 'Made in Green,'" he says. Once labeled, a consumer can verify the certification by scanning a QR code or entering a product ID into their smartphone and following the supply chain

of their apparel or furnishing. In other words, MADE IN GREEN by OEKO-TEX affirms that all stakeholders, and the process of getting the product in users' hands, is fully traceable, tested for harmful substances and manufactured by environmentally sound principles under an umbrella of worker health and safety. Manufacturers can use this label as marketing collateral to indicate their commitment to the environment and worker well-being, by their factories and subcontractors. Figure 1 shows the path to obtaining one of the hangtag options.



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The core competencies of Standard 100 and STeP have continued to be honed over the years, but the interconnectedness of the textile process opens itself to other obvious Oeko-Tex business opportunities.

To be included in OEKO-TEX's buyer's guide, a central sourcing platform of Standard 100 and STeP components and materials, the manufacturer must pass the **ECO PASSPORT by OEKO-TEX** qualifications. A two-step mechanism defines the process: 1. screening for compounds on the MRSLs and RSLs (Restricted Substances List) 2. Verification of the screening by an OEKO-TEX member institute laboratory. Once the ECO PASSPORT credentials have been issued for a compound, they can be used in Standard 100 certified products or in STeP certified manufacturing. Mead adds, "ECO PASSPORT can be used for MRSL verification in STeP but also as input confirmation for companies seeking STANDARD 100 certification. All certification can go in

the buying guide – including STANDARD 100, STeP, Made in Green and ECO PASSPORT. This is a public listing, so anyone has access to certified companies without any fee.”


After being added to the ECO PASSPORT OEKO-TEX preferred substance list, a compound is open for use in any Standard 100 product or STeP process. Since the OEKO-TEX buyer’s guide is publically available, this helps designers and product developers source preferred substances for their projects. However, to be clear, adding various ECO PASSPORT substances together does not necessarily predict a benign outcome. This new compound also will have to be checked for toxicity, etc.

Tying the whole OEKO-TEX database together is **MySTeP by OEKO-TEX**. It is the glue that joins manufacturers and brands to a customizable view of their textile supply chain. The data in MySTeP lets manufacturers construct baseline performance benchmarks while fashioning manufacturing best practices. It allows for companies to compare and set targets with their suppliers, even if the suppliers are not OEKO-TEX certified but in line with the company’s sustainable development goals. Key performance indicators can be used to measure the success of a company’s sustainable development objectives. MySTeP also can be used by companies that are looking for a supply chain management tool but are not yet ready for OEKO-TEX full services. However, “MySteP is primarily used by STeP clients to manage data or by brands to manage supplier relationships for both STeP data and STANDARD 100 certifications,” confirms Mead.

On the security front, OEKO-TEX uses encrypted software to safeguard data that is uploaded to the site. The data is user released by both the suppliers and the database adherents. Details thought to be too sensitive can be left out of the database. The data can include country of origin, audit reports, performance metrics as ranked by STeP and contact details.

In all, OEKO-TEX has amassed a toolbox full of purpose-built solutions for any textile mill, dye house, textile chemical suppliers, component

manufacturers, converters, designers, product developers, brands and retailers seeking to apply best available technology for sustainable development solutions. There is a product for everyone. From the free OEKO-TEX buyer’s guide database, to the stand-alone Greenpeace and OEKO-TEX DETOX collaboration, straight through to the bread-and-butter Standard 100 and STeP by OEKO-TEX core business. If your textile world needs help in reaching its sustainable development

goals, Hohenstein Institute’s OEKO-TEX solutions ought to be given serious consideration. 

Ernest Shiwanov, editor-at-large focuses on environmental issues as they relate to the outdoor retail industry. He also works with outdoor industry companies incorporating low carbon footprint technologies in product development and R&D cycles. He can be reached at ernest@bekapublishing.com.



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ECO-COMPONENT NEWS, NOTES AND INTRODUCTIONS

Dye Changes Color in Toxic Water

'REVOLUTION IS JUST A T-SHIRT AWAY'

It's estimated that up to 20 percent of industrial world water pollution is caused by textile dyeing and treatments, ranking the apparel industry second only behind the oil industry in that regard. Hoping to draw attention to that fact, as well as ocean acidification in general, The Unseen and The Lost Explorer have introduced a t-shirt designed to change colors in reaction to water pollutants.

To create the shirts, the two collectives utilized "an ancient pH indication potion," or dye made from red cabbage extract. It turns out red cabbage contains anthocyanin, a substance used to measure pH in liquids. The dye was applied to Lost Explorer cotton and hemp T-shirts, so the pH level of the water that subsequently contacts those shirts makes them change into different col-

ors. What starts as a neutral purple T-shirt changes colors after contact with non-neutral, potentially toxic water. The shirt will change through the pH scale from alkaline green to acidic red.

"I think a lot of people these days, brands and fast fashion, they want to be rich and famous. They just want to get inches in press columns," said the Unseen's founder Lauren Bowker. "But the point of an experiment is that it wouldn't matter if anyone was interested in it or not. We would still be doing it."

"I like creating experiences that disarm people because if it's insane, magical and unexpected enough, they



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might feel safer about asking questions," added The Lost Explorer's founder David de Rothschild. "It's this convergence of art and activism and creativity and design. It hopefully isn't telling people what to do."

After weeks of demonstrating the shirt's chameleon-like properties to passers-by as well as some of de Rothschild's surfer friends, the T-shirt was officially unveiled on World Environment Day.

Patagonia Adds Fair Trade Fleece

Two of Patagonia's best-selling lines, Better Sweater and Synchrony Snap-T, are now Fair Trade Certified sewn. With 38 percent of its product line now Fair Trade Certified, Patagonia says it has more styles and products made in Fair Trade Certified factories than any other apparel or home goods brand.

Patagonia began by making 10 Fair Trade clothing styles in a single factory in the fall of 2014, and in spring of 2017 it launched the world's first full line of Fair Trade Certified board shorts and bikinis. This fall, Patagonia is offering 480 Fair Trade styles made in 14 different factories.

The Fair Trade program is Patagonia's midterm strategy for achieving

fair wages. Patagonia pays a premium for Fair Trade products: the extra money goes directly into a workers' fund, and they decide how to spend it. Because every Fair Trade product sold sends money back to apparel workers through these premium payments, Patagonia said it chooses products that would ensure a high volume and significant return. More than

26,000 workers have benefitted from



Patagonia's Women's Better Sweater 1/4-Zip

the premiums Patagonia has paid through the Fair Trade program, says the brand. Since 2014, these premiums have been spent on a day care center, health programs, cash bonuses, market vouchers, baskets, water filters and other necessities.

"Most people recognize that their clothing is made out of certain materials, but it's important to understand that it's also made by hands. And the people who make our clothing deserve to be seen and recognized," stated Helena Barbour, vice president of sportswear at Patagonia.

Kathmandu Utilizes Plant-based Dyes

New Zealand brand Kathmandu is employing Archroma and its EarthColors range of plant-based dyes to create a new capsule collection of the brand's signature hoodie. Archroma's EarthColors range recently came to public attention for being the Gold Winner of the OutDoor Industry Award 2017, Sustainable Innovations category, where Kathmandu also presented its first hoodies just off of the production line.

Archroma's EarthColors is a line of patented plant-based dyes, sourced from up to 100 percent renewable resources. Archroma developed EarthColors using non-edible waste products, from agriculture and herbal industries, to replace petroleum derived raw materials; which are the conventional raw materials used to synthesize dyes currently. The colors available in the capsule collection: slate blue, burnt olive and burlwood rose, are made from the non-edible parts of nutshells, almond shells, rosemary, saw palmetto, bitter orange and beetroot, left over from agriculture industry or herbal extraction.



Archroma's EarthColors

"Dyeing techniques using plants have been around for centuries, but they require adding huge amounts of mordants and fixatives, which could lead to water pollution," said Manu Rastogi, textile R&D and responsible materials manager for Kathmandu. "They also tend to have poor light and wash fastness, which is undesirable for the consumer and does not promote article longevity. So when we heard about Archroma's EarthColors, we were immediately excited by what is probably the first technology allowing colors to be synthesized from plants rather than petroleum while keeping similar performance."

"Kathmandu will surely inspire other brands and retailers to explore and adopt eco-advanced innovations," said Paul Cowell, head of brand marketing in Archroma's Brand & Performance Textile Specialties business.

New DWR Options out of Taiwan

At an event hosted by The Taiwan External Trade Development Council at the most recent Outdoor Retailer Summer Market, Far Eastern New Century Corporation presented two "world-first products." First was Top-Dry Zero, the first PFC-free DWR polyester filament. The polymer, says FENC, is intrinsically water-repellent, offering permanent and superior DWR performance.

Meanwhile, TopClean is the world's first PFC-free polyester filament allowing for easy soil removal, said FENC. The polymer naturally eases removal of soil and stains when soaked in pure water, while offering nylon-like comfort.

Woolam Utilizing Organic Cotton Traceability System

This summer, Woolam Gin in O'Donnell, Texas, was awarded the Global Organic Textile Standard ("GOTS v5.0") certification, making it the first certified U.S. organic cotton gin utilizing Applied DNA's molecular tagging system, dubbed SigNature T. Applied DNA's system provides a single platform to tag, test and track the organic cotton fibers throughout a certified supply chain.

According to the Control Union Certifications, a global certification body, Woolam Gin is 100 percent compliant with all standards and requirements for the GOTS v5.0 audit. Those standards and requirements examine the high level environmental criteria for processing organics, as well as socially responsible manufacturing practices. The GOTS certification coupled with USDA's National Organic Program (NOP) cer-


tification for organically grown cotton is the highest possible measurement standard, said the certification body.

"SigNature T assures that the organic cotton grown and ginned in Texas is not blended with other cottons from different origins or with non-organic cotton, thereby remaining pure throughout the supply chain, all the way to the consumer," said Dr. James Hayward, president and CEO of Applied DNA.

Since 1999, on a world scale, there has been a four-fold increase in organic agricultural land – from 11 million to 43.7 million hectares in 2014, says Organics International. The GOTS standard provides chain of custody assurance covering cotton processing, manufacturing, packaging, labeling, trading and distribution of home and apparel textiles made with organic fiber. The standard prohibits the use of toxic

inputs during the processing stages and includes strong labor protections, including prohibitions on child labor.

"The deployment of our tagging system, starting first with Pima cotton and continuing on to the Upland varieties and organic cotton, reflects the importance industry participant's today place on the use of technology to change the way that they source cotton and take control of their supply chain," Hayward continued. "Participating in the supply chain of certified organic cotton now sets the precedent for our participation in other certified organic supply chains, providing the assurance that both the manufacturers and consumers demand."

The first molecularly verified organic cotton is expected to debut at retail in spring 2018, using the "OrganiCott" cotton fiber brand. 

OUTDOOR SWATCHES

THE LATEST IN COMPONENT NEWS AND NEW PRODUCTS

CORDURA Launches Performance Denim Collection

INVISTA's CORDURA brand announced the debut of its latest denim trends collection, Imagination Without Limitation, which is the next chapter in its Authentic Alchemie denim series. The Imagination Without Limitation' collection features the latest cutting-edge CORDURA Denims developed with inspiration from three key macro trends identified by MaterialsMove CEO and founder Linda Keppinger.

"We originally introduced our CORDURA Denim Authentic Alchemie collection last year, where exploring the past enabled us to reinvent the future of our performance denims," said Cindy McNaul, global CORDURA brand and marketing director. "Now, we're excited to expand our learnings and experiences by collaborating with textile and creative innovator, Linda Keppinger, and her exciting vision of what's to come in the world of durable fabric technologies."

The three macro trends identified by Keppinger and CORDURA brand – Make it for Me, Show Me You Care, and Faster and Farther – are helping their authorized mills engineer denims of the future.

Make It for Me

An expression of the Craft Movement, this trend appeals to the creative spirit within each of us, explained CORDURA. The drivers for this trend are authenticity and freedom of movement. It can be embodied through denims with customized and embossed graphics, fabrics that look washed and tumbled, recreating of a heritage item in a modern way, customized stretch and mobility solutions for today's active lifestyles, as



well as deconstructing, reconstructing or mixing traditional with contemporary hand-finishing techniques to make something truly unique.

Heritage expressions and engineered stretch solutions including Cone CORDURA Selvage Denim, Kaihara CORDURA Selvage Denim, heavy-duty Artistic Milliners 15 oz CORDURA Denims and Cone SGene CORDURA Denim showcase this trend.

Show Me You Care

This trend focuses on evolving values, social and environmental consciousness, and how we as individuals can unite to make a difference. The drivers for this trend are sustainability and softened strength. It's about having less and doing more, making every purchase and every action count because "sustainability begins with products that last," says CORDURA.

Denims that are in it for the long haul are key here, such as softened strength CORDURA Denims from Artistic Milliners made with Lenzing TENCEL fiber. Also featured are lightweight stretch, supple performance

CORDURA Denims with LYCRA DualFX fiber technology from Advance Denim and durable CORDURA Combat Wool denims from Artistic Milliners.

Faster and Farther

Reshaping and expanding ideas and ourselves beyond what we thought possible for human experience is at the heart of this trend. It's the intersection where technology meets art, when motivated by imagination. The drivers for this trend are extreme performance and hidden science. Denims with super-tech features like moisture management, temperature regulation and lasting freshness help empower us to do and be more.

On trend CORDURA Denims in the spotlight include CORDURA TransDry Denim in collaboration with Cotton Incorporated, Artistic Milliners CORDURA Denim with Dow Intellifresh for lasting freshness, Arvind specialty bi-stretch CORDURA Denims for commuter gear and super hardwearing, stretch CORDURA Denims from Kipas.

Adidas Unveils ‘Forgefiber’ Stitching Technology

Adidas introduced what it calls an innovative stitching technology that efficiently provides precise fit and support in performance footwear. Forgefiber, a process using TPU-coated yarn, maximizes the ability to provide targeted zones of stretch and lockout when stitched and heat compressed resulting in 30 percent more resistance using less thread, said the company.



“Every sport is about movement and every athlete is unique,” said Jon Munns, senior design director on the Adidas Future team. “They all have different needs, and when we are designing products for them, we are trying to create the very best for them to support their movement.”

The first iteration of Forgefiber technology is available in a limited edition Alphabounce with a visual aesthetic driven by the creation process. The strength of the structure is driven by a randomization in the stitch structure. The outcome is a stronger, more flexible fabric upper that behaves differently for each type of sport, says Adidas. The density and angles of the stitching can be changed to create higher levels of support, multidirectional benefits like lockout and conformity, and fine-tuning based on the size of the athlete.

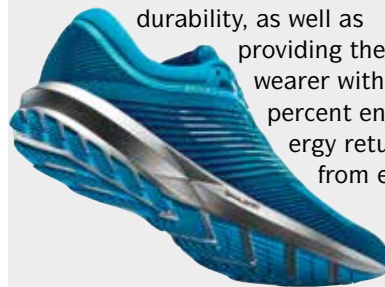
“Running is more about linear movement,” said Jason McGinnity, a designer on the Adidas Future team. “The super flexible and strong Forgefiber upper for a runner will provide enhanced lockdown and stability in the midsole for a smooth gait cycle. For basketball we want to be much more prescriptive in certain areas of the shoe, like on the lateral for heavy cutting.”

McGinnity continues, “The adaptable design process can easily address different performance needs while still allowing breathability and comfort. As we look toward the future, possibilities of where we can take this are unlimited.”

BASF Creates Midsole for Brooks Running Shoe

A new running shoe Brooks is the first product to feature a new midsole made using a polyurethane-based cushioning technology from chemicals manufacturer BASF. The shoe, which Brooks has called Levitate, incorporates the DNA AMP midsole, which features a new blend of BASF’s Elastopan Sports Light PU system.

Brooks has said the midsole offers enhanced comfort and durability, as well as providing the wearer with 72 percent energy return from each



stride. The cushioning material is designed to expand under the runner’s foot as it hits the ground, returning more energy as force is applied.

“Through our partnership to develop the all-new Levitate, BASF used its performance materials expertise to create a polyurethane midsole that is tailor-made for Brooks,” said Chau Nguyen, footwear market manager for BASF in North America.

“We are seeing two key trends within the athletic shoe market: consumer demand for lightweight, comfortable and durable shoes and increased focus on automating the footwear production process,” he added. “The result is renewed interest in and use of high-performance polyurethane for athletic shoes.”

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Conductive Textiles Market Worth \$4.29 Billion by 2025

The global conductive textiles market is expected to be valued at \$4.29 billion by 2025, according to a new report by Grand View Research. Rising awareness about the high-tech wearables that can protect the wearer, enable health monitoring, track the surrounding environment and provide protection from hazardous pollutants in the environment are the factors propelling market growth, said the research firm.

segments is attributed to smart and easy to carry wearables that are flame, chemical, heat, moisture and perspiration resistant and enable the wearer to track his heart rate, breathing and blood pressure.

The North America market, valued at \$472.9 million in 2016, is the leading region owing to the early adoption and acceptance of conductive textiles from consumers. Extensive research and development carried

INVISTA to Sell Apparel & Advanced Textiles Business

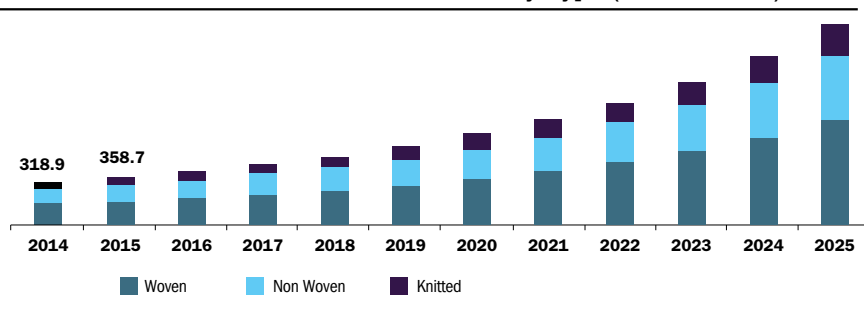
INVISTA has entered into a definitive agreement with Shandong Ruyi Investment Holding to sell INVISTA's Apparel & Advanced Textiles business, one of INVISTA's four major business units. Completion of the agreement is subject to customary closing conditions including regulatory clearances from competition authorities. Closing is expected by mid-2018. The purchase price is undisclosed.

The transaction includes INVISTA's portfolio of apparel-focused fibers and brands including LYCRA fiber, LYCRA HyFit fiber, COOLMAX fiber, THERMOLITE fiber and insulation, ELASSPAN fiber, SUPPLEX fiber and TACTEL fiber products; TERATHAN polytetramethylene ether glycol (PTMEG), 1,4 butanediol (BDO), and tetrahydrofuran (THF) production; related manufacturing assets, research and development centers and sales offices around the globe; and all associated technical, operations, commercial and administrative staff (approximately 3,000 employees globally).

"The apparel business has always been a strategic and valued part of our portfolio," said Jeff Gentry, INVISTA chairman and CEO. "We engaged the market because we want this business to be owned by the company that can create the greatest value for customers, employees and stockholders. In this case, we believe that Shandong Ruyi Investment Holding has the knowledge and capability that will enable this business to thrive the most and succeed over the long term."

INVISTA will retain ownership of its nylon, polyester, polyols and licensing businesses and related brands. This includes INVISTA's nylon 6,6 intermediates business, its global nylon polymer and fiber portfolio, and widely recognized brands including STAINMASTER and ANTRON carpet fibers and CORDURA fabric. INVISTA will also retain its intellectual property rights for 1,4 butanediol (BDO), tetrahydrofuran (THF) and polytetramethylene ether glycol (PTMEG) technologies and will continue to license these technologies on a global basis.

U.S. Conductive Textiles Market Revenue, by Type (USD Millions)



Source: Grand View Research

The augmenting demand from healthcare as well as military industries is proposed to accelerate the growth of the market. Expanding uses of conductive wearables to track the battlefield, protect the soldier from attacks and constantly monitor health are attracting conductive textiles in military and medical industries.

The increasing, public-funded research and development coupled with various other government incentives are projected to accelerate the production and thereby demand for the market. "Various EU funded projects have drawn a number of manufacturers toward the market on account of developing innovative products to stay competitive in the market," said Grand View.

Military and healthcare segments are expected to collectively account for 56.6 percent of the global market in 2025. The demand for these

out by leading manufacturers in countries such as the U.S and Canada is anticipated to propel the market growth. Countries such as Germany, U.K, China, India and Japan are also rapidly developing markets for conductive textiles.

The market is expected to grow at a compound annual growth rate of 16.4 percent from 2017 to 2025. The sports and fitness segment is expected to witness the fastest growth rate of 17.9 percent, in terms of revenue, during that same forecast period.

Key participants include Toray Industries, 3M, Bekaert, Laird PLC, Statex Productions, Seiren Co Ltd., Holland Shielding Systems, Herculite, AIQ Smart Clothing and Wujiang City Yuzhen Textile Co. Ltd. In 2017, Toray signed a long term agreement on high performance carbon fiber with Avio, a leading Italian aerospace company as an expansion strategy.

Pearl Izumi Debuts PI DRY

Pearl Izumi said it is utilizing a new hydrophobic fabric technology that will allow riders to take on wet conditions more comfortably. The new PI DRY transforms knit fabrics so they completely repel precipitation and road spray, said the company. Pearl Izumi has the exclusive rights to use this fabric technology in the cycling category for the next three years.

PI DRY technology reportedly coats individual fibers, so technical yarns maintain their high surface area for wicking performance without compromise to the flexibility, stretch and comfort of the fabric. Unlike standard DWR coatings that are applied to the surface of a garment, PI DRY's coating method prevents the inside of the garment from saturating.

Durability was a key area of focus during the development of PI DRY, because traditional water resistant coatings lose 20 percent of their original performance after just 20 washes. PI DRY lasts the lifetime of the garment and will maintain performance even after 100 wash cycles, said Pearl Izumi.

"Extending the useful range of our thermal fabrics to riders dealing with varied weather conditions is a huge bonus for everyone," said Alex Strouthopoulos, senior product line manager at Pearl Izumi. "The permanent finish of PI DRY means that the benefit is there for the life of the garment, so riders don't need to worry about diminishing performance if they happen to ride a lot."

Pearl Izumi introduced PI DRY in road cycling bibs, tights and warmers for the Fall 2017 season.

Textile Sensor Infused IoT Running Shoes

Wearable technology company Sensoria has unveiled a textile infused smart sneaker. The Smart Running Shoe (SRS) boast embedded pressure sensors, a microelectronic component that detects key metrics and an AI-powered coach to provide visual and auditory, biometric feedback in real-time, says the company

The AI coach, Mara, will talk to users and detect crucial core metrics including cadence, foot landing and impact forces exerted by the runner to improve performance and reduce the risk of injuries.

The small Sensoria Core hardware features an accelerometer, gyroscope and magnetometer. When combined with the textile pressure sensors in the smart shoes, users are able to precisely measure and track cadence, foot landing technique, contact time on ground, and impact forces in addition to pace, distance, time and calories burned.

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Dyneema, ECCO Tout 'thinnest, strongest leather ever'

What happens when you combine the luxurious look and feel of leather with the strength of Dyneema fiber? According to DSM Dyneema and ECCO Leather, which collaborated on the project, the result is a paper-thin leather that maintains the materials aesthetic properties but still can stand up to performance applications. Say hello to Dyneema Bonded Leather.



Normally, leather this thin would be weak. It would tear with the least of pressure and would lose its shape, said the companies. But add Dyneema, a fiber that is 15 times stronger than steel yet floats on water, and you have what is quite possibly the thinnest yet strongest leather on the market, says Noud Steffens, global business director DSM Dyneema Performance Fabrics.

"We effortlessly cooperate with trailblazers and state-of-the-art brands to create fabrics and materials for performance-inspired apparel, footwear and accessories that are stronger, lighter and more durable and comfortable than anything currently available," said Steffens.

ECCO Leather's reputation as tanning innovators, added Steffens, made the company the logical choice to co-develop the new leather material bonding Dyneema with the rich and organic properties of premium leather.

"We wanted to make use of the extreme tear-resistant strength and superlative lightweight characteristics of Dyneema fabrics without compromising our own standards for delivering on the unique inherent qualities of high-quality bovine leather," said Panos Mytaros, ECCO Leather CEO. "We don't release a new leather concept unless we can achieve a balance between genuine innovation and the best attributes of genuine leather-making tradition. We refer to this as 'Leatherizing,' and it constitutes the defining ethos of our entire range."

The secret of Dyneema Bonded Leather is rooted in a multiphase development sequence involving pre-tanning, bonding and a careful series of interim and final tanning stages, explained the companies. The first challenge was to develop a way of effectively bonding Dyneema Composite Fabric along the full surface of thinly skived high-grade bovine hide. The bonding process needed to maintain enough adhesion integrity to withstand a battalion of secondary and final tanning processes. Achieving this bond, ECCO Leather was then able to refine the material by deploying milling, tumbling, toggling and finishing stages designed to bring out the leather's natural qualities.

The result is a unique new leather featuring a fine natural surface character blending aspects of distinctive Dyneema fabric structure with the leather's original grain pattern. The final material also simultaneously integrates unique haptic and visual chrematistics that give it unexpected expressive potential within the fashion sector, while still being relevant for highly functional performance-based applications.

The Dyneema-infused leather was described by Promostyl designers as "reminiscent of canvas, or even a piece of crumpled paper," becoming apparent it was leather only after being touched and held.

"Dyneema Bonded Leather by ECCO Leather is a next level material that opens up endless possibilities," said Steffens.

Chemours to Build Innovation Center at University of Delaware's STAR Campus


The Chemours Company, owners of the Teflon brand, has entered into an agreement to build a state-of-the-art research and innovation facility on the University of Delaware's Science, Technology and Advanced Research (STAR) Campus. Construction on the new 312,000-square-foot facility, representing an investment of approximately \$150 million, is expected to begin this year; plans call for it to be completed by early 2020.

When fully operational the project will establish a world-class innovation partnership and talent development pipeline between chemical industry leader Chemours and the University of Delaware. The facility also will keep 330 researcher and technician jobs in the Wilmington metro area.

"Chemours wants to be the best in the world at using chemistry to develop products and applications that serve our customers' needs," said Chemours president and CEO Mark Vergnano, "and having a state-of-the-art innovation center and a long-term research partnership with the University of Delaware puts us in a stronger position to do just that."

"Not only will the University's students and faculty benefit from this vibrant new research partnership, but, together, we will be making our entire economy stronger and more resilient for years to come," said UD president Dennis Assanis.

"We work together well in Delaware, and this partnership between Chemours and our flagship university will help drive innovation in our state, prepare Delaware students to succeed, and pave the way for additional economic growth," added Delaware Governor John Carney.

Chemours, University of Delaware leadership, the Governor, federal elected officials, and other local and state officials will attend a formal groundbreaking event at the STAR Campus on December 18, 2017 at 10:00 a.m. to unveil the project in more detail. 

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THE NEW DIGITAL DECEMBER

MACRO TRENDS TO WATCH FOR MERRY HOLIDAYS

As with most things in retail, disruption and change are taking place within holiday shopping behavior. Yes, even the holidays are going digital, which means old assumptions about where and when gifts are purchased may be less relevant, and traditional marketing tactics may be less effective with today's smart and empowered consumers.

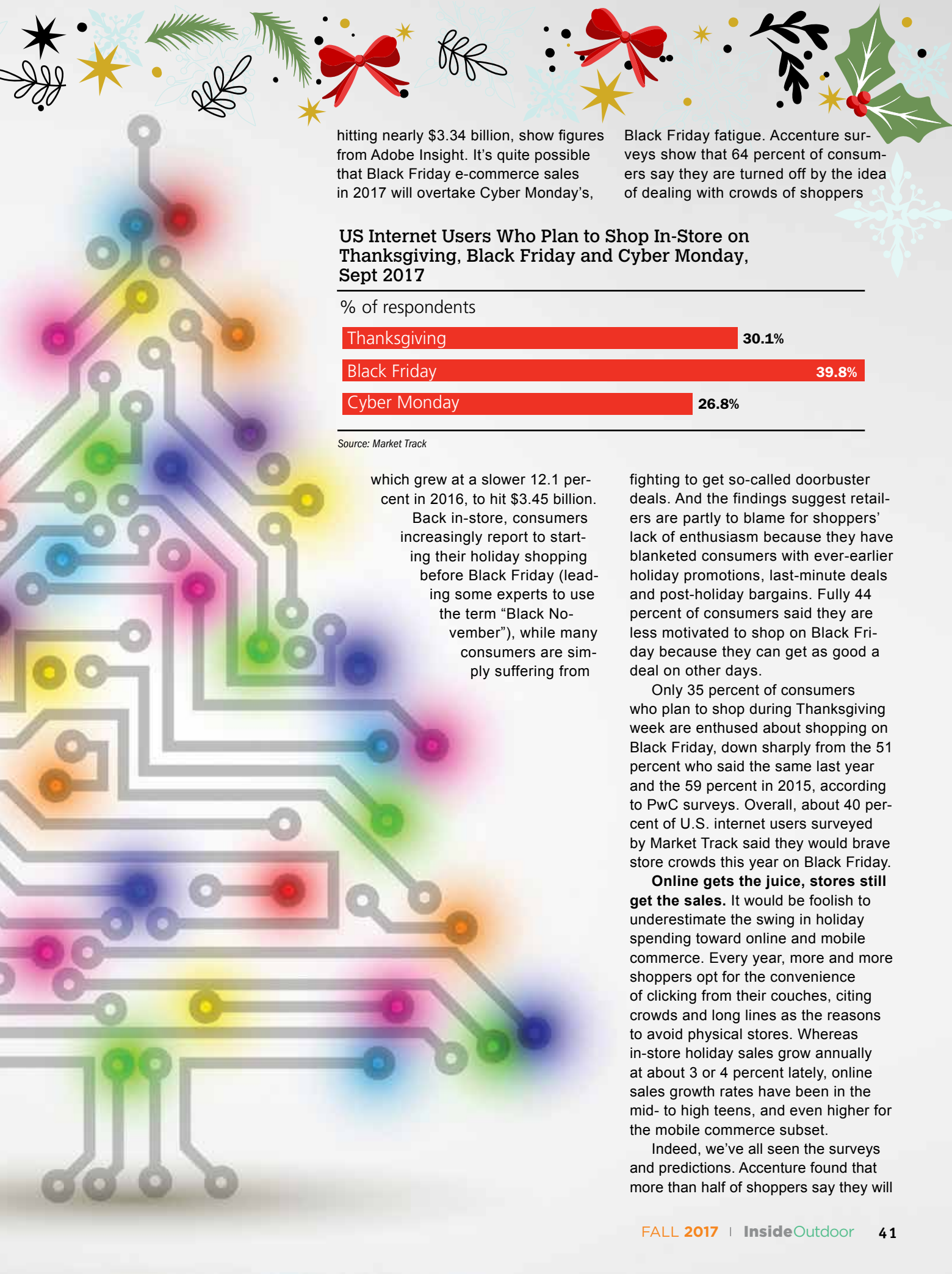
Of course, it's not always easy to spot the larger trends when one is in the midst of all the trimmings and trappings, weekend rushes and stressed-out shoppers cramming the aisles. With that in mind, here are some things for shopkeepers to keep an eye on this December as they take their notes on adjustments to be made for the coming holiday seasons.

Black Friday is the new Cyber Monday. For brick and mortar retail-

ers, relatively bleak Black Friday traffic may not be the harbinger of bad overall holiday sales that it once suggested. That's not to say Black Friday is dead. "It's just not as significant as it used to be as a stand-alone date," said Steve Barr, U.S. Retail and Consumer Sector Leader at PwC, and it's certainly losing its designation as the official start of shopping season, particularly in-store.

Indeed, Black Friday is increasingly becoming an online event. According to figures from PwC, net sales within brick-and-mortar stores slid 10.4 percent on Black Friday 2016, and retailers can expect that decline to continue in 2017. E-commerce Black Friday sales, on the other hand, jumped 21.6 percent year-over-year,





hitting nearly \$3.34 billion, show figures from Adobe Insight. It's quite possible that Black Friday e-commerce sales in 2017 will overtake Cyber Monday's,

Black Friday fatigue. Accenture surveys show that 64 percent of consumers say they are turned off by the idea of dealing with crowds of shoppers

US Internet Users Who Plan to Shop In-Store on Thanksgiving, Black Friday and Cyber Monday, Sept 2017

% of respondents



Source: Market Track

which grew at a slower 12.1 percent in 2016, to hit \$3.45 billion. Back in-store, consumers increasingly report to starting their holiday shopping before Black Friday (leading some experts to use the term “Black November”), while many consumers are simply suffering from

fighting to get so-called doorbuster deals. And the findings suggest retailers are partly to blame for shoppers’ lack of enthusiasm because they have blanketed consumers with ever-earlier holiday promotions, last-minute deals and post-holiday bargains. Fully 44 percent of consumers said they are less motivated to shop on Black Friday because they can get as good a deal on other days.

Only 35 percent of consumers who plan to shop during Thanksgiving week are enthused about shopping on Black Friday, down sharply from the 51 percent who said the same last year and the 59 percent in 2015, according to PwC surveys. Overall, about 40 percent of U.S. internet users surveyed by Market Track said they would brave store crowds this year on Black Friday.

Online gets the juice, stores still get the sales. It would be foolish to underestimate the swing in holiday spending toward online and mobile commerce. Every year, more and more shoppers opt for the convenience of clicking from their couches, citing crowds and long lines as the reasons to avoid physical stores. Whereas in-store holiday sales grow annually at about 3 or 4 percent lately, online sales growth rates have been in the mid- to high teens, and even higher for the mobile commerce subset.

Indeed, we’ve all seen the surveys and predictions. Accenture found that more than half of shoppers say they will



do more than half their shopping online, while NPD Groups surveys found that U.S. consumers anticipate doing nearly 40 percent of their 2017 holiday shopping online, up from one-third just two years ago. And according to NPD, online shoppers also are likely to spend more per person in 2017. In turn, Re-

tailers continue to offer aggressive discounts late in the holiday season.”

Katherine Black, principal analyst at KPMG, meanwhile, recommends keeping discounts more targeted rather than broadly based or store-wide. Retailers, said Black, “must be conscious of the fact that it’s harder to

beating out all other channels including social, search and retargeting.

In terms of the messaging, studies and surveys also suggest that two forms of message will resonate with holiday-harried consumers. For starters, shoppers say they are stressed and time-crunched during the holidays, so anything that emphasizes the ease and convenience of a shopping experience should illicit interest. This would seem to play to the inherent advantages of shopping at specialty stores, which can highlight their more targeted assortments, smaller footprints, helpful staffs, closer parking, and often the avoidance of major malls and strip centers. In fact, more than half of surveyed respondents told PwC they will shop at smaller specialty or independent retailers this holiday. Otherwise, any convenience capabilities, such as gift-wrapping, extended hours, special “member-only” after-hours, valet parking or parcel check, should be highlighted.

Along these same lines, retailers would be wise to resist relying on dis-

U.S. Holiday Retail Sales by Segment (\$B)

	2013	2014	2015	2016	2017
E-commerce	\$61.33	\$70.15	\$80.25	\$91.76	\$106.97
% total	7.6%	8.3%	9.3%	10.2%	11.5%
Non-commerce	\$747.31	\$772.22	\$781.49	\$809.13	\$822.18
% total	92.4%	91.7%	90.7%	89.8%	88.5%

Source: eMarketer

tailMeNot reports that 58 percent of retailers plan to make online shoppers their main target in 2017, while 42 percent will be focusing more heavily on in-store shoppers.

Despite the predictions – and the death knells being sounded for brick and mortar – physical and hybrid retailers need to keep one data point in mind: nearly 90 percent of dollars spent between November and January still occurs in a physical store. That spending may happen later in the holiday season nowadays, like after ship-by dates, but it still happens.

This year will be no different, particularly with a “super Saturday” coming on December 23, for all those procrastinators. Hitting marketing hard leading up to this weekend, as well as the December 16-17 weekend, could prove the difference maker for an important quarter of sales.

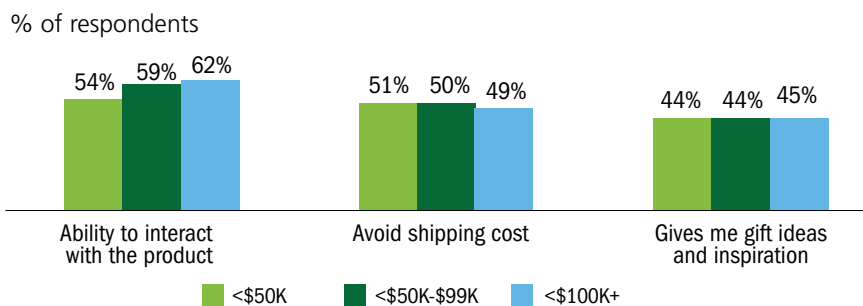
And with four full weekends in December before Christmas, perhaps it’s not a surprise that four in 10 retailers are setting aside more than 25 percent of their overall holiday marketing budgets for last-minute promotional activity. When developing those last-minute promotions, however, beware of over-discounting driven by fears of excess remaining inventory, warns Jared Wiesel, Partner at Revenue Analytics.

“Many retailers leave money on the table when it comes to last-minute shoppers,” said Wiesel. “These shoppers are often the least price sensitive, yet many

get the associated sale with the deal. Frankly, a lot of the big blockbuster deals have gotten stale.

“I would advise clients right now to look at the customers that are wish listing with them,” she continued. “How are consumers browsing and researching online? Watch that so that [retailers are]

Reasons for selecting in-store over online: By household income



Source: Deloitte

really using the discount or the coupon as a way to close a sale that’s not already set to happen, instead of the traditional means of a big ad meant to drive lots of traffic.”

Retailers must ring the right bells.

So how do retailers attract traffic to their storefronts? It may not be as true with younger consumers, but email is still the way most consumers prefer to be engaged by retailers during the holidays, several surveys suggest. In turn, 43 percent of B2C marketers surveyed by Accenture say email campaigns are the first priority for holiday marketing,

counts and instead provide specific gift ideas. Quite simply, while today’s consumer are adept at finding good deals, what they’d like help with is inspiration, say Accenture analysts. Nearly two-thirds of respondents told the research firm they wish retailers would do more to give them ideas for gifts. This could include online articles and videos featuring the best gifts under \$50, best gifts for teens, or the best gifts for the hiker, climber or paddler in your life.

With that in mind, take a look at the following outdoorsy gift suggestions for holiday 2017.

Holiday Gifts Ideas

FOR OUTDOOR ENTHUSIASTS



Strider Sports Balance to Pedal Bike

A little tyke will be stoked to find the Strider 14x Sport Balance Bike under the Christmas tree. Parents will be glad to know once their tyke has mastered the 14x in balance bike mode, they can simply attach the Easy-Ride Pedal Kit with one bolt to add years of use. This balance bike to a pedal bike generally serves 3- to 7-year-old riders.



Headsweats Bigfoot Blue Pines Beanie

Everyone knows someone who is a Bigfoot believer, ironic or true. The Bigfoot Pom Pom is designed to be worn where ever the hunt for Sasquatch takes them. And since it comes from Headsweats, they'll know it's built to last.



Leatherman Tread Tempo

Like no other watch, and like no other multi-tool, the Tread Tempo wearable tool packs interchangeable tools into each of the 17-4 stainless steel bracelet links, wrapped around a Swiss-made timepiece. It's also TSA-compliant. Utilitarian never looked so slick. \$575



RÖM Outdoors 3-in-1 Pack

Looking for a unique gift? How about the RÖM Pack 3-in-1 backpack system that transforms from a pack with more than 3,000 cubic inches of space into a wearable poncho with a hood or into a fleece-lined blanket with a water-resistant surface. Even the person "who has everything" doesn't have one of these.



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Doctor Lip Bang's Lip Freak Tints

A stocking stuffer that is simultaneously naughty and nice, all-natural Lip Freak Tints nourish lips and add a hint of color, but they also pack a slightly intense buzzing sensation. Add a little spice to holiday goodbying. \$7.99





Yukon Charlie's Pro II Snowshoes

For those who like to get off the beaten trail when traveling through the woods to grandma's house, the Pro II's Tech Weave decking is attached with molded traction fasteners to Yukon Charlie's lightest and strongest frame yet. The women's series features a rockered V-shape tail that enhances performance and allows for a more natural stride.



LifeStraw Play Filtration Bottle

The gift of a LifeStraw gives in two ways. It supports a great cause (clean drinking water for those who lack access to it), and you give someone a cool, potentially lifesaving present. The new LifeStraw Play is the company's first two-stage filtration bottle designed for kids. \$39.95



Casio LA11WB-1 Mini Watch

For that minimalist trail runner who likes to keep things super lightweight but still wants some functionality, this tiny watch (2.5 cm. width, 11g) feels like wearing next to nothing but packs a stopwatch, countdown timer, alarm, calendar, water resistance and more into a tiny form factor. \$19.95.

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FlipRocks Extreme Outdoor Flip Flops

The ideal gift for hikers, paddlers, anglers and creek walkers, or any combination of them all, FlipRocks are versatile flip flops that transform by swapping out interchangeable tread designs. Simply peel off one type of Griptoelite gripping pad and replace it with a brand new one or a completely different type of tread design: an aggressive pattern for everyday trail use; one with stainless steel spikes for fishing rivers and walking on slime-covered rocks, and a gripping felt sole that won't markup boat decks. \$79



Climbing Addicts Colored Chalk

As climbing grows in popularity, there's a growing number of white chalk marks blemishing rock faces. Climbers who "love their rocks" will appreciate Climbing Addicts chalk that is tinted in two colors options that blend in with the natural landscapes found across the U.S. – Wall Street Gold and Yosemite Gray. The pigment ratio is small and does not alter the chalk in any way, says the company. \$15.99

Hillsound Equipment FreeSteps6

It's always great when you can put a gift to use right away. And the durable, ultra-light traction of the re-designed FreeSteps6 will make the walk through the woods to grandma's house or a stroll to see city lights over icy pavement that much safer. An ideal gift for winter time dog walkers too. \$39.99



Aluminati Skateboards

Older and younger skaters will appreciate this reimagining of the cruiser board. Made with precision-machined recycled aircraft aluminum, Aluminati Skateboards fuse tradition and nostalgia with the performance and precision of modern technologies. And Aluminati's dynamic graphics "are a product of a proprietary, in-house manufacturing process that is as innovative as the aluminum deck," says the company.



Croakies Wireless Earbud Retainers

It's easy to find a device or gadget for that tech-lover on a gift list, but it's not always easy to lay down the big dollars new technology often demands. So how about Croakies Wireless Earbud-Compatible ARC Endless Retainer? Made in the USA, it features replaceable, articulating ends and a coated, adjustable stainless steel cable to secure wireless earbuds across a wide range of activities. \$16.99





Rumpl Fleece Puffy Blanket

Rumpl's collection of puffy blankets just got cozier. One side of the new Fleece Puffy Blanket is the familiar silky, weather-resistant nylon, but the other side is a soft moleskin fleece. The roll-up blanket has built-in carry straps and a zippered stash pocket. SRPs range from \$85 to \$220.



Buff ThermoNet

The latest in sleek-but-warm fabrications, the new ThermoNet multi-functional headwear provides maximum protection from the cold. Utilizing breathable, durable PrimaLoft yarn, it wicks moisture away from skin while trapping heat, and it looks great too. \$27



Ruff Wear Gnawt-a-Rock

Toys aren't just for kids. The Gnawt-a-Rock looks like a piece of natural volcanic glass formed by rapidly cooling lava from Pacific Northwest volcanoes but is actually a natural latex rubber throw toy with a faceted, gum-massaging surface. Its irregular shape creates an erratic bounce, and it has a treat-dispensing design for interactive play and reward. \$19.95



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Body Glove Dynamo Inflatable SUP



Designed by multiple-time GoPro Games champ Luke Hopkins, the lightweight, inflatable Dynamo Signature board features the first-ever, patented multi-purpose handle to carry a water bottle and included three-piece paddle. It comes with a cell phone dry bag, pump, ankle leash and comfortable backpack.



Big Frig Denali Coolers

Whether it's for an angler, hunter, camper, backyard griller or soccer parent, Denali Coolers feature comfort-grip handles for easy carrying and vacuum-release buttons to make opening a breeze. Hose-compatible drain plugs turn coolers into multifunctional outdoor tools: from hot camp showers, to a game cleaning station. SRPs start at \$174.99.

Gordini MTN Crew Gloves

The perfect gift for the skier or rider who loves to get after it, the Gordini MTN Crew offers all the grit and durability of a work glove with all the warmth and weatherproofing of a thoroughly modern winter glove. Highlights include DownTek, a water-resistant down insulation, and Aqua-bloc, Gordini's proprietary waterproof/breathable insert. \$75



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Grubstick is a high quality telescopic roasting stick with interchangeable attachments for roasting the perfect s'more, flame-broiling burgers, skewering veggies, and even for baking things like cinnamon rolls and bread twists, opening the door for more variety in the world of campfire cooking.

The entire kit can be disassembled to stow neatly in a rugged canvas carrying bag, guaranteeing everything stays organized and ready for your next barbecue adventure.



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Velocio Apparel ZERO Tops and Bottoms

The new ZERO Collection is built for cyclists who ride right through the winter. By combining windproof and water-resistant shells with highly breathable insulation, the ZERO collection is purposefully designed for the coldest rides. SRPs from \$79.

MedZone Activity PAK

Whatever the itch or skin irritation, MedZone's Activity PAK combines the company's family of products into one convenient place. The PAK includes travel-sized bottles of ChafeZone, BlisterZone, PainZone and BurnZone to keep fitness and trail enthusiasts, as well as "Fun Run" participants, moving in comfort.



SPOT Trace Gen 3

Make sure everyone gets home safely for the holidays. SPOT provides peace of mind when venturing within or outside of cellular coverage. By providing the latest satellite technology, it allows users to stay connected to family, friends and emergency responders, as well as protects their toys from theft.



Rad Dog Collapsible Pocket Bowl

Arguably more for active dog owner than active dog, the collapsible Pocket Bowl is nearly weightless at less than 1 ounce, and folded down it fits in the key pocket of most running, hiking or beach shorts. The waterproof bowl holds 16 ounces of food or water. \$11.95



Grubstick Roasting Stick

A must-have tool for any open fire cooking aficionado, Grubstick is the first telescopic roasting stick with interchangeable attachments. Highly versatile and machine washable, the Grubstick even makes smores less messy.



SureFire CombatLight

The new single-output G2Z CombatLight is designed and built specifically for tactical use. A single push or click of its tailcap switch provides foolproof activation under even the most stressful conditions, unleashing 800 lumens of light shaped by a proprietary reflector into a wide MaxVision Beam optimized for your field of vision. Featuring a newly designed 14 mm bezel, the G2Z-MV is even shorter and lighter in weight than its predecessor.



Petzl TIKKID Headlamp

Easy to use and compact, TIKKID is the first Petzl headlamp designed for children. It has a wide 20-lumen beam that offers comfortable vision for reading or playing, inside the house or out. The adjustable headband and the protected battery pack make it especially suitable for young children. \$24.95



RinseKit Heater Accessory

An outdoor shower while camping is one thing. A warm outdoor shower is another. RinseKit's all-new Heater Accessory safely heats the water in a RinseKit to a comfortable shower temperature of 104 degrees in just 20 minutes. The device can plug into your home outlet or car, and an auto shutoff system maintains the water temperature without wasting energy. \$119.95



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Christmas Cutlery

Knives and assorted cutlery have long been popular as gift ideas, with cutlery sales tending to see a bump every year around Christmas and Father's Day. This year should prove no different, as cutlery brands continue to unveil an assortment of sharp new and specialized products. Following are some suggestions to highlight within holiday displays.

Light My Fire Swedish FireKnife

A collaboration between Light My Fire and Mora of Sweden, the Swedish FireKnife will impress both survivalists and casual campers. It combines a colorful outdoor knife with a Swedish FireSteel fire starter.



Gear Aid Akua Knives

Perfect for the paddler who appreciates fine tools, the new Akua is a blunt tip knife and sheath with webbing mounts for divers and paddlers. It sports a serrated, 3-inch, corrosion-resistant blade and a custom sheath with multiple attachment points. \$29.95.



CRKT Daktyl

A guaranteed eye-catcher out of the box, there's a good reason this non-traditional pocket knife is named after a finger. Deployed with a simple flick of a digit, it fires up with a unique, 180° swing motion. \$59.99



SOG Baton Q3

A fresh twist on a traditional holiday gift, the new line of Batons are a collaborative effort between SOG's product engineers and IDEO, a leading design firm. The Batons are cylindrical – not much longer than a standard No. 2 pencil and about as thick as a Magic Marker. Once the break-open action of a Baton is activated, a host of purposeful tools is revealed inside. \$94



Kershaw Pub

The Pub doesn't look threatening on the outside, but any gift recipient will be happy to have this Kershaw when it's time for a cutting task. Multifunctional features include a bottle opener, screwdriver tip, pry bar, key chain attachment and, of course, the modified sheepsfoot blade.

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Morakniv Rookie

Designed to safely inspire the next generation of carvers and crafters, the Morakniv Rookie is the perfect choice for children learning to use a knife for the first time. With thoughtful features aimed at safe handling, the Rookie allows young users to gain confidence and learn responsibility while handling a knife. \$19.99



Helle Knives of Norway Bleja

The Bleja folding knife stays true to the brand's distinctive look and passion for functional knives. All the standard features of a Helle fixed blade are tucked into this compact yet robust mid-sized utility knife for everyday carry. It features a 4.5-inch curly birch handle and a 3.4-inch drop point, triple-laminated steel blade. \$229.



Hultafors Outdoor Knife OK1

Perfect for any mountain man or woman, this powerful and durable outdoor knife sports a larger handle suitable for tough tasks in the field. The hardwearing belt loop is equipped with a pocket for a fire starter, while the blade is made from Japanese knife steel. The grind-ed spine of the blade is designed for starting a fire with a fire starter.



Boker Plus Credit Card Knife

A unique twist on the pocket knife, the Credit Card Knife by Boker Plus is practically weightless, at just 1 ounce, and has an extremely slim profile for everyday carry and use. The clip allows easy pocket carry, while the included chain allows neck carry, or remove the pocket clip and slide it into a wallet. A titanium frame lock secures the high-performance 440C stainless steel blade.



Zero Tolerance 0460

The successor to ZT's popular 0450CF, with more size, handle curve and carbon fiber, the 0460 opens easily via a KVT ball-bearing opening system, while a titanium frame lock, with a hardened steel lockbar insert, firmly secures the blade during use. Made in the USA, the 0460's two-toned stonewashed and machine satin finish add a sharp look to the blade.



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