

Winter 2015

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MAGAZINE

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of out-of-bounds

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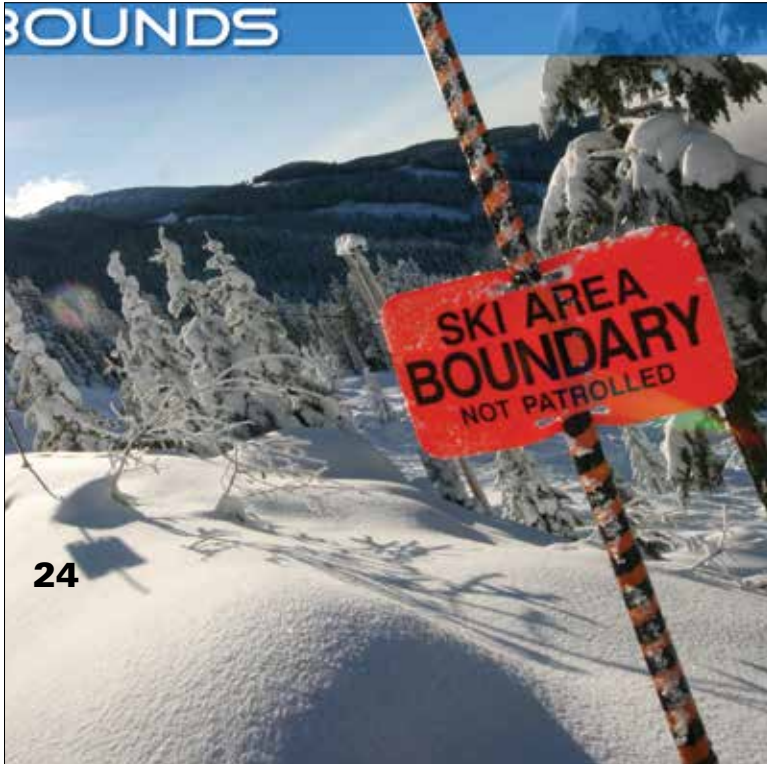
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Eric Larsen, Polar Adventurer - Boulder, CO



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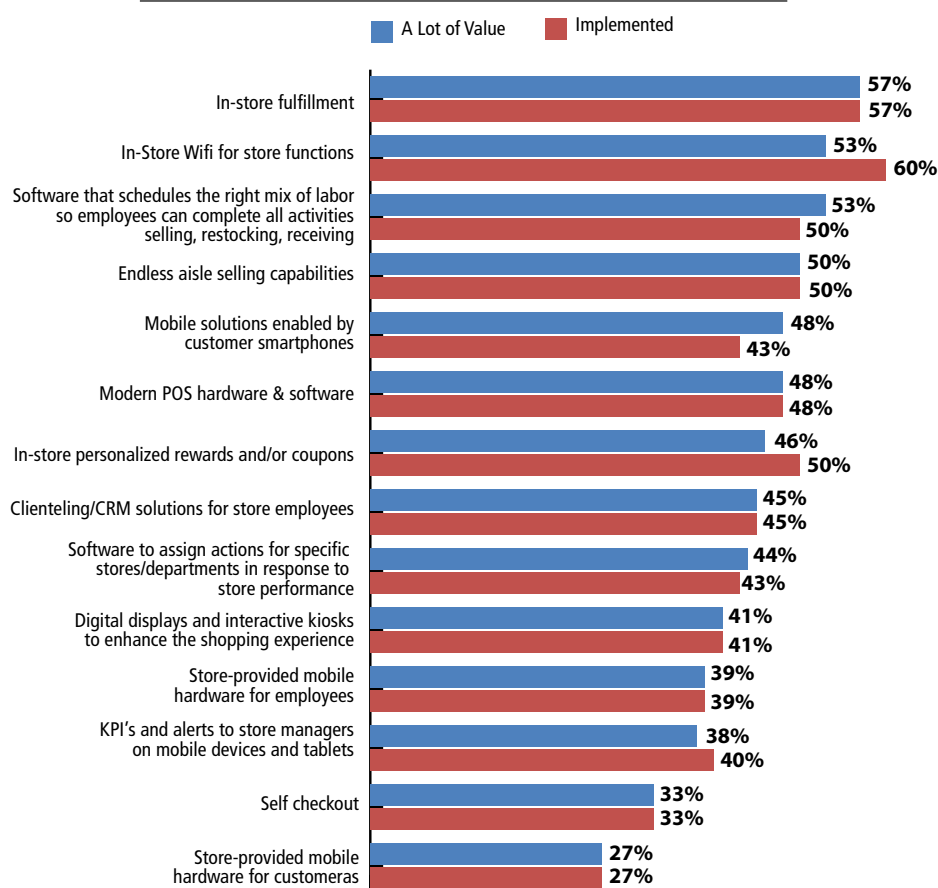
ORWM Booth #32175

Technology is Your Business

Way back in 1995, if someone would have predicted that e-commerce sales would account for less than 10 percent of total retail sales by 2015, that person likely would have been disregarded by industry commentators and analysts as out of touch or simply “not getting it.” Yet, here now in that very future, that is precisely where we stand, with online sales, according to the latest data from the U.S. Department of Commerce, representing about 7 percent of total retail sales.

Perhaps we should have known this all along, as retail executives seem to be coming to an understanding of why that might be.

Technologies in Stores Right Now



Source: RSR, June 2014

If we look at various surveys designed to dissect retail executives' greatest challenges, concerns and opportunities, as well as where technology expenditures are being directed, we can see a decided shift in retailers' mindsets. For most of the 2000s, there was an emphasis on catching up and keeping pace with the explosion in online shopping and the larger, outside competitive threats that appeared destined to gobble up market share. More recently, attention has turned from finding and following customers to enhancing each customer's “experience” once inside a store or location.

Indeed, the slower-than-expected growth of online sales, as a percentage of the overall, seems to suggest that in today's culture, shopping for many Americans is more than just a search and a transaction; it's more than the simple acquisition of a good or service. If someone, after all, simply wants a good price and great selection, all while expending the least amount of time and effort, shopping from your couch

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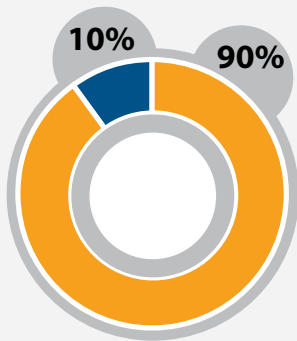
Numbers Worth Noting

By **Martin** Vilaboy

Idiomatic Expressions

One of the myths of marketing to Hispanics is that messaging needs to be in Spanish. It turns out that 83% of Hispanic online shoppers surveyed by retail data consultants Adroit Digital claim to speak mainly English at home, and 90% say they are more likely to respond to English language ads online. That includes 93% of Millennials surveyed.

Are you more likely to respond to an online ad that's in English or in Spanish? (Among Hispanic online shoppers)



English
Spanish

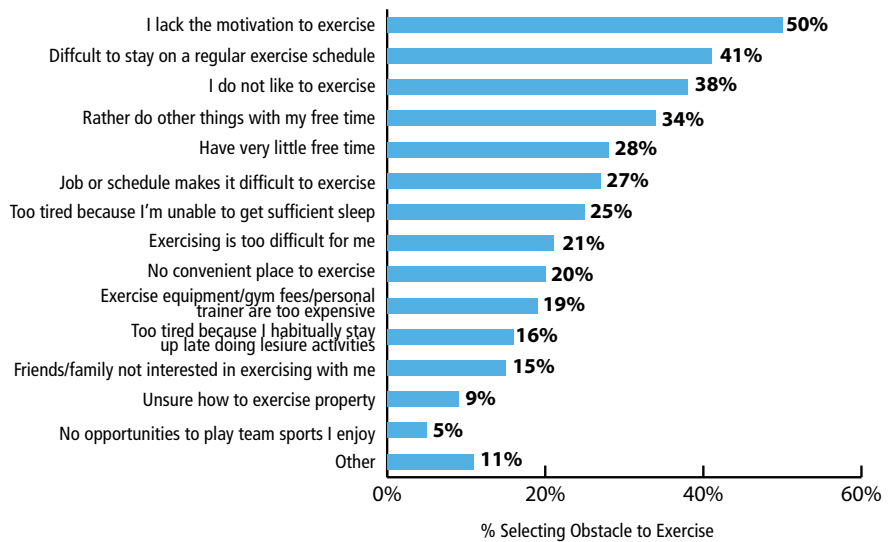


Source: Adroit Digital

Obstacles to Active

While it's nice to think that folks would be more active if they could only find the time, a survey from Parks Associates suggests that a lack of motivation is the bigger issue. The top obstacles to exercising, according to respondents who said they find it difficult to exercise routinely, had more to do with a shortage of desire than a shortage of schedule space.

Which of the following make it difficult for you to routinely exercise?



Source: Parks Associates

Specialty's Stand

Snowsports specialty retailers have been able to hold their ground against the onslaught of online and alternate channels. During the past several years, ski and snowboard specialty stores consistently account for about a third of all snowsports apparel and equipment sales, and more than a third of accessories sales. The most recent season was no different, show SIA figures.

Percent of Products Purchased at Snowsports Specialty Stores

Season	Apparel	Equipment	Accessories
2013/14	31%	32%	37%
2012/13	34%	32%	34%
2011/12	34%	33%	33%
2010/11	31.3%	32.4%	36.3%
2008/09	35.1%	30.7%	34.2%
2006/07	35.1%	31.8%	33%
2004/05	32%	36%	32%

Source: SIA

23

Percent of all returns that take place during the holiday season, according to supply chain company Optoro. While many retailers see a 5 to 10 percent return rate on in-store purchases, the return rate for online purchases is typically 10 to 15 percent, says Tobin Moore, company CEO. For apparel brands, experts say the online return rate can be 20 to 30 percent.



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Retail Not Rentals

Consumers apparently are getting more comfortable with the dishonest practice of “wardrobing,” or the return of used or non-defective merchandise. While most areas of return fraud are slowing or are flat during the past few years (presumably due mostly to new supply chain technologies), incidents of wardrobing have increased somewhat significantly, retailers tell the National Retail Federation.

Which examples of return fraud has your company experienced in the past year?

	2012	2014
Returns using counterfeit receipts	45.6%	25.5%
Wardrobing (return of used, non-defective merchandise)	64.9%	72.7%
Return of stolen merchandise	96.5%	92.7%
Return of merchandise purchased on fraudulent or stolen tender	84.2%	81.8%
Employee return fraud or collusion with external sources	80.7%	81.8%
Return using e-receipts	19.3%	18.2%
Returns made by organized retail crime groups	N/A	78.2%

Source: NRF

Email's Last Stand?

It is likely email eventually goes the way of landline phones, but for now email remains the favored way for retailers to reach out to customers. Among the 50% of consumers who are open to receiving coupons and offers, email is far and away the preferred channel, shows a survey from MessageSystems and Google Surveys.

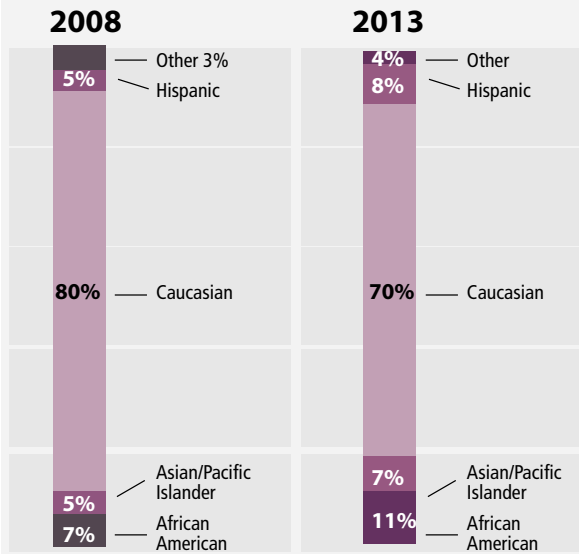
Form of Communication Preferred to Share Special Offers/Deals/Coupons from Brands

Communication	% of Respondents
I don't want to receive any notifications.	50.08%
Email	25.08%
Text	9.03%
Snail Mail	7.14%
Social Media	5.29%
Push Notification	3.38%

Source: MessageSystems/GoogleSurveys, November 2014

Bigger Tent

Either industry diversity efforts are beginning to show results, or outdoor participation is simply catching up with greater U.S. demographic trends. Regardless, minority groups account for larger percentages of outdoor participants than they did five or so years ago, show OIA figures.



Source: OIA

Wearable Tipping Point?

Ipsos MediaCT pollsters believe wearable technology is approaching a “tipping point,” as the vast majority of North Americans are at least somewhat familiar with the category of mobile devices. Julia Roland, Ipsos vice president, sees two key characteristics influencing buyers in the wearable space: consumers are looking for a product that seamlessly integrates with smartphones, laptops and tablets, etc., while seven in 10 purchase intenders indicate that they will only choose a brand they trust.

Wearable Tech's Growing Awareness

	Own/Very Familiar	Somewhat Familiar/Heard of
Wearable computer	46%	32%
Wearable fitness monitor	41%	39%

Source: Ipsos Poll, December 2014



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The North Face recently named **Greg Siegler** as its “2014 Rep of the Year.” Siegler was selected from a sales team comprised of more than 100 people in seven exclusive agencies across the U.S. Amongst his accomplishments, Siegler was cited for managing the highest two-year growth rate in the U.S., achieving one of the highest re-order rates in the country and for growing 2014 key initiatives by middle-triple digits.

Atlantic Sports Group has been named as **Eagle Creeks** “2014 Rep Agency of the Year.” Owned by **Harold Mullins** and **Steve Reeder**, Atlantic Sports Group team includes Ryan Dee, Jeanne Stopyro, Robin Bahre and Sharon Gaffey (ret.). Atlantic has been representing Eagle Creek since 1983, and this is the second time it has received the honor. The group directs sales in New England and Upstate New York. Atlantic also represents complementary outdoor brands, Yakima, Fischer Nordic, K2 Skate, PowerBar, Hyrdapak, Whispbar, Tubbs Snowshoes and Shock Doctor. Atlantic was selected for its double-digit revenue growth, account and channel expansion, business acumen, planning/forecasting, communications and dealer relations, says the company. Always inspired by travel, the Eagle Creek Rep of the Year award includes a trip for two to a dream destination, and 2014 is no exception: Peru.

Performance merino wool specialists **Point6** appointed **RM Sales** and **Avidd Sports** to cover sales in the five-state Rocky Mountain region, a leading market for the brand. Led by **Rob McGregor** and his team of four seasoned, independent reps specializing in the winter sports and outdoor markets, RM Sales will support dealers and represent Point6 in Colorado and New Mexico. RM Sales stable of brands includes Salomon Alpine Equipment, GoPro, Arcade Belt Company, Incase and now Point6 Merino. Concurrently, Point6 enlists Avidd Sports to serve dealers in Utah, Wyoming and Mon-

tana. Headed up by **Dave Jordan**, Avidd Sports brings more than 20 years of combined independent sales representation and experience with leading outdoor brands, including Salomon Ski & Apparel.

Hillsound Equipment, a producer of winter and fishing traction equipment and gaiters, added **Dick Sagara** of **Sagara Outdoor Products** to its sales team. Sagara will be representing the brand’s products in the fishing segment in Alaska, Montana, Idaho, Washington and Oregon. Based in Boring, Ore., Sagara has been in the fly fishing industry for 14 years and represents additional outdoor brands including Angler Sport Group, AQUAZ, Drift Creek Outdoors Apparel, Rainy’s Flies, Springbrook/TFO, Jim Teeny, Inc., West Water Products, Wolf Moon Nets U.S.A. and Woolpower Apparel. He also is a Federation of Fly Fishers certified casting instructor.

Tim Augustinowicz and **Louis Vardabash** have been hired by **Minus33** as outside sales representatives, effective immediately. Augustinowicz will be responsible for sales and service for all of the New England territory. In addition to Minus33, he also represents Berghaus clothing. Vardabash will be responsible for New York, New Jersey and Pennsylvania. In addition to Minus33, he also carries Stanley-PMI, Champion Safes and P & B Amish Leather Belts.

Outdoor Research has retained **Kinetic Reps** to manage the brand’s growing sales in the Mid-Atlantic territory. Based in West Chester, Pa., and founded in 2010, Kinetic Reps covers the states of New York, New Jersey, Pennsylvania, Delaware and Maryland, as well as Washington, D.C. Its team includes principal **Dave Donahue** and sales reps **Kyle Norris** and **Mike Ebner**. The firm can be contacted at info@kineticreps.com or (484) 885-0322.

Craghoppers announced the hiring of **High Country Trading** as representatives in the Pacific Northwest territory. Located in Portland, Ore., High Country Trading, led by **Jeff**

Red, also supports and represents Eagle Creek and X-1 Audio.

Mountain Lake Marketing is now representing **Ibex Outdoor Clothing** in the Southeastern U.S., covering the states of Virginia, West Virginia, Tennessee, North Carolina, South Carolina, Alabama, Georgia, Kentucky, Mississippi, Louisiana and Florida. Headquartered in Whitefish, Mont. and led by principal **Bill Love**, Mountain Lake Marketing is an independent sales rep team of industry veterans with a combined 90-plus years of industry experience. Mountain Lake Marketing has primary sales offices in Philadelphia and a satellite office in Chapel Hill, N.C. In the southeastern states, it also represents Mammut, Princeton Tec, Power Practical, Tubbs Snowshoes, SteriPEN and Manzella. The agency can be reached at (215) 718-6664.

Swiss company **Mammut** recently welcomed two new reps to three key territories for the brand. **Hampton Kew** and the team at **Evolution Outdoor Sales** will be responsible for sales and service of the New England states, while **Cody Prudoehl** and **Otolith Consortium** will be representing Mammut for the Great Lakes and Upper Midwest regions. Kew and Evolution Outdoor Sales will cover Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island and can be reached at (207) 294-1787 or hampton@evooutdoor.com. Prudoehl and Otolith Consortium will cover Ohio, Indiana, Michigan and Illinois, as well as Wisconsin, Minnesota, Iowa, Nebraska, North Dakota and South Dakota, and can be reached at (507) 398-5141 or cody.p.mw@gmail.com.

Westcomb is expanding its reach into the Province of Quebec. The Canadian designer and manufacturer has tapped experienced sales representative **Suzie Duchesneau** to further grow the brand’s presence with Quebec area retailers. Duchesneau’s agency also manages accounts in Quebec for Keen Footwear, Tasc Performance Apparel, Vibram FiveFingers and Kavu Clothing & Gear.



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Also moving in the Great White North, **Mountainsmith** announced the addition of Canadian outdoor industry veterans **Tom Jones**, **Jason Jennens** and **Peter Skala** to its independent sales rep team. Currently residing in Kelowna B.C. and servicing retailers in Alberta or Saskatchewan, Jason Jennens Sales also represents Outdoor Research, Vibram Fivefingers, Kavu, Tasc

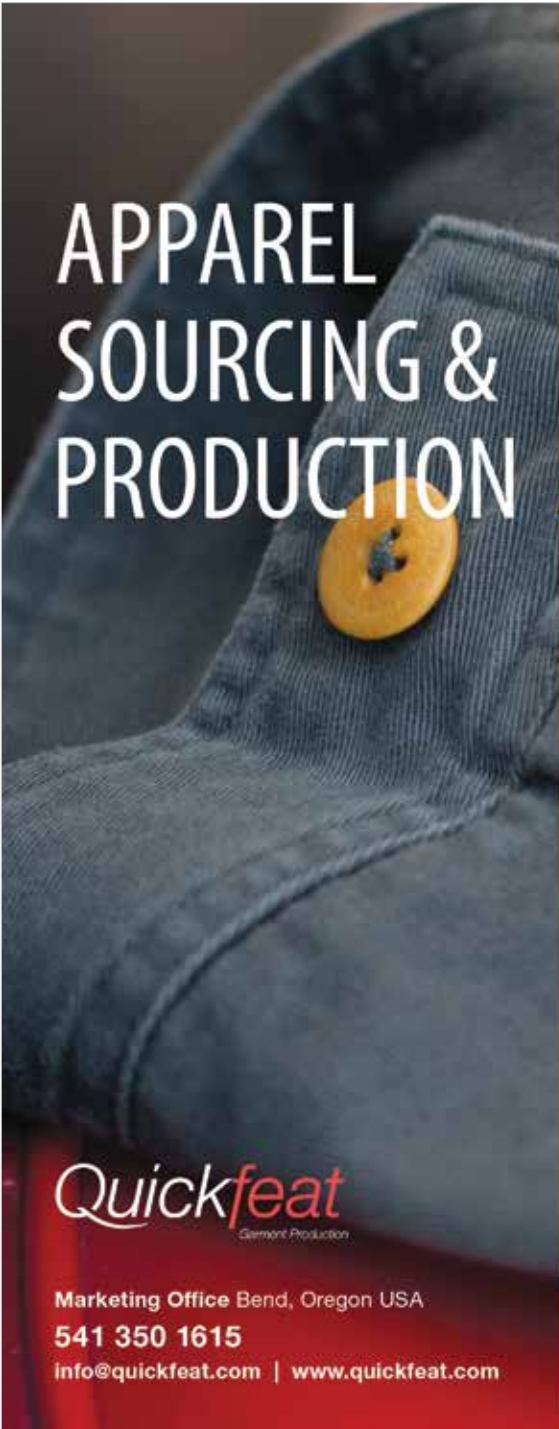
Performance Apparel, Saxx Underwear, Eno Hammocks, Kahtoola, Injinji, Teramar and selk'bag. He can be reached at (778) 808-4244 or jjsales@shaw.ca. Based in Vancouver, B.C., Jones started Tom Jones Sales Agencies in 1994 and currently reps Vibram Fivefingers, Buff, Westcomb, Kavu, Injinji, Eno, Bridgedale and Polar Feet. He previously represented Mountainsmith from

2007 to 2009 and will handle retailers in British Columbia and The Yukon. He can be reached at (604) 469-0910 or tmjones@telus.net. Meanwhile, Peter Skala, of **J.P. Skala Enterprises**, is a 22-year veteran of the outdoor industry and will represent Mountainsmith in Ontario. He currently represents Wigwam Mills, Ex Officio, Outdoor Research, SteriPen, Kavu, Native Eyewear, Hotcore and True Utility, and can be reached at (705) 361-3949 or pskala@bell.net.

The Eastern Outdoor Reps Association (EORA) has awarded \$4,500 in grants to six youth-based nonprofit organizations through its Outdoor Opportunity Grant Program. The grant program aims to support local communities in the eastern regions that EORA serves. Grantees are chosen based on attributes such as number of youth served, lasting impact, and overall organization strength, says EORA.

Recipients for 2014 include:

- **Urban Promise Ministries** in Pennsauken, N.J., whose mission is to prepare kids for academic achievement, life management, growth and leadership;
- **Adirondack Treks** in Johnsbury, N.Y., which helps children foster a love of the outdoors with experiential outdoor education;
- **Spina Bifida Assoc. of Greater New England** in Milford, Mass. The grant will benefit the Get Active Initiative, which encourages and supports participants through a variety of physical activities;
- **Fit Girls of Wilton Maine**, which promotes healthy, active lifestyles for girls, with regular exercise for the body, mind and heart.
- **Glendale Outdoor Leadership School** of Glendale, S.C., which promotes quality of life and personal growth through outdoor recreation, leadership and environmental education; and
- **Street Smart Youth Project** of Atlanta, Ga, a nonprofit that engages and empowers minority youth through community-based programs, while emphasizing prevention. 



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Feathered Friends



By **Glenna B. Musante**

RESPONSIBILITY STANDARDS MAKE DOWN EVEN MORE COMFORTING

Few insulating materials work as well at keeping things warm as down. Whether used in ski jackets or a comforter, down is a staple part of both the fashion and home textile industries. But despite its widespread use and appeal, apparently little thought was given over the years to the animal welfare issues related to the breeding, down collection or slaughtering practices involved with producing down. That has now changed.

Highly publicized investigations conducted by animal welfare advocates between 2009 and 2012 revealed ques-

tionable harvesting practices throughout the down and feather supply chain. This includes collecting down from geese aggressively forced fed to make foie gras; live plucking of geese; and raising animals in stressful, crowded, unnatural conditions. In response, brands such as Patagonia and The North Face – two brands initially targeted by animal welfare groups – decided to develop new industry standards to support transparency in the supply chain.

It's been no easy task. The process of developing standards has involved hundreds of hours of work, a rigorous inventory of existing practices, countless dollars invested in research, staff, and pilot studies, and



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collaboration on the part of multiple brands to develop guidelines that not only prevent animal cruelty, but will also be adopted and can be monitored.

In the end, 2013 and 2014 were benchmark years for down standards. Patagonia published its 100% Traceable Down Standard in 2013, and beginning Fall 2014, all Patagonia down products will contain 100% Traceable Down. Also in 2014, a consortium of textile industry organizations led by The North Face ushered in the Responsible Down Standard (RDS), and Swedish outdoor apparel maker Fjällräven developed standards of its own. In addition, Germany's

from force fed animals. In response, Patagonia decided to take a deep look at its practices and supply chain and resolved to develop a standard for animal welfare that could be modeled by the entire outdoor apparel industry.

The Traceable Down Standard, as it is called, has since been shared with NSF, a global certification body, under the name "The Global Traceable Down Standard." NSF has been charged with helping companies worldwide join Patagonia in its efforts to reduce animal cruelty in the sourcing of down.

With the Traceable Down Standard, all Patagonia down products will

processor, in transit and at the garment factory. Meanwhile, garment sewers receive special training for handling 100% Traceable Down.

Patagonia has taken this initiative a step further by launching a consumer-facing public education campaign (www.patagonia.com/traceabledown) in stores, in its catalog, in print and online advertising, on YouTube (with their 'What the Pluck' video), on social media, and in a broad public relations push.

The Responsible Down Standard

The RDS was designed for global use by the entire feather and down supply chain. To date, this standard has been picked up by more than 30 brands, which now use it to certify their down. This includes The North Face, Eddie Bauer, H&M, Adidas and Helly Hansen. In addition, more than 300 sites have been certified to date in Eastern Europe, China, and Taiwan. The RDS International Working Group, which collaborated on the development of the standard, includes The Outdoor Industry Association, Four Paws, Allied Feather and Down, Down Lite, Textile Exchange and several apparel brands.



RDS logo of compliance

RDS has been active for certification since February 2014, and in development since 2012. The development of this standard has included desk and field studies, pilot audits, research, training and certification at farms and slaughter houses, and work with auditors.

Anne Gillespie of Textile Exchange, the organization that owns and will oversee administration of the RDS, estimates that RDS is now supporting well more than 25 million birds. She says that number is expected to grow as brands adopting the standard move over time from partial to full compliance, and as additional brands embrace RDS.



Life on the farm, for geese in the Patagonia supply chain

DOWNPASS Association introduced a down standard.

All of the new down and feather standards are similar but not exactly the same. Here, **Inside Outdoor** looks at the new standards, some of which are still in development.

Patagonia's TDS and the Global TD

In 2002, Patagonia introduced down into its product line without scrutinizing the farming or production methods of its suppliers. The company later became the subject of a highly publicized investigation by Four Paws, an animal rights group, for using "cruel down" plucked

contain 100% Traceable Down beginning fall 2014. Under that standard, live plucking and force feeding are prohibited throughout the supply chain, which for Patagonia begins at the parent farm where birds can remain for four years laying eggs. Independent auditors visit parent farms to ensure best practices. Independent auditors also visit hatcheries to ensure baby birds are treated and transported humanely and also visit the raising farms, where birds in the supply chain are at the highest risk of being force fed. In the slaughterhouse, down is washed and segregated to prevent accidental blending with non-certified down. Patagonia's 100% Traceable Down remains segregated at the down



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Daniel Uretsky, COO of Allied (center) poses with Anne Gillespie of Textile Exchange (left) and Hong Lee of Control Union (right) after accepting Allied's European and Chinese supply chain RDS certifications at the last Outdoor Retailer Summer Market.

The purpose of this standard is to protect animals in the feather and down supply chain from experiencing unnecessary harm or trauma, plus provide brands with the tools to make accurate product claims. Under RDS, force feeding of birds and live plucking in any form are prohibited. In addition, the RDS promotes a holistic animal welfare policy that protects birds from hunger and thirst, discomfort, pain, injury and disease, and supports animals living in environments where they can express normal behavior, such as swimming and roaming cage-free. The RDS also specifies that the chain of custody for RDS-certified down remain unbroken from hatchling to final garment production.

The standard covers the global supply chain from hatchling to final garment assembly and sets stringent traceability standards. Products must contain 100 percent RDS certified down to bear the RDS logo, and blended labeling cannot be used on any consumer-facing products. Certified products can include blended down that contains a percentage of certified down to help participating companies meet overall responsible down consumption goals.

The standard also calls for regular audits and shadow audits by Control Union or other approved certification bodies. The audit process applies to each step along the supply chain from hatcheries to sewing factories to warehouses.

Although the RDS standards have been available for a year, products based on this standard are not expected to enter the market until 2015, with some companies gradually phasing in RDS-approved down over time.

Four Paws has fallen short of endorsing RDS, but has been supportive of the process.

The RDS was originally initiated by The North Face, and the first version of this standard was developed for them, with stakeholder input. The current version is based on a collaborative process that involved several apparel industry organizations

Down Redone

One way to treat our animal resources with ethics and respect is to extend the life of the gifts they give to us. As much as anything, this is done by keeping those precious resources, whenever possible, out of landfills. So while it may represent only a small portion of consumption, outdoor brands, along with traceable down, also now have access to recycled and reusable options, and the choices are not limited to blends.

Spanish down provider Navarpluma, for one, recently decided to completely separate the recycled from the virgin material it collects for its new Neokdun brand of eco-friendly down and feathers. To help keep the brand's promise clear, Navarpluma is not allowing the blending of Neokdun with any new or other recycled down material and also doesn't allow the blending of its recycled down and feathers with any synthetic or other non-down filling material.



Ternua's Loughor jacket with Neokdun

In other words, the Neokdun label and hang tags mean down and feathers are 100 percent recycled, 100 percent of the time.

Of course, Navarpluma also wants to make sure ethical treatment standards are met at the top of its value chain. To that end, third-party auditing is done of the re-usable materials collected, based on the documentary traceability system and code of conduct put forth by the European Down and Feather Association. "This stipulates that no down or feathers harvested in a manner that inflicts pain upon the animals may be procured or processed," says the EDFA. "The [member] companies also included a corresponding declaration in their purchase agreements or general terms of business."

As might be expected, the recycling process starts with feathers and down collected from finished apparel and bedding that has reached the end of its product lifecycle. "The down and feather filling normally has a longer lifecycle than the finished products," says the company.

The extracted down and feather filling material is then classified and processed to meet cleanliness standards and other performance requirements. The process is "eco-friendly," using no harmful chemicals, say Navarpluma. Once clean and bona fide, the down and feather material is ready for apparel and bedding applications or for delivery in bulk.

Already, Spanish specialty brand Ternua has introduced Neokdun in its Loughor goose down, technical jacket for Fall 2015. It may not represent the best development for geese farmers; but what's good for the goose ...

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and brands. Says Gillespie, “The response to this and the level of engagement by brands working on the standard has been amazing.”

The Fjällräven Down Promise

In 2009, as other players in the down and feather universe were criticized by animal rights groups for selling product made from down collected from live plucked and force-fed birds, Swedish outdoor products maker Fjällräven decided to take a close look at its own

The quality control system for this standard includes regular inspections by third-party organizations, including an independent Swedish veterinarian who checks living conditions, and visits from the International Down and Feather Laboratory (IDFL), an independent testing institute that verifies the quality of cleanliness of the down during the processing stage.

All down products will be marked with the Fjällräven Down Promise logo.

“Fjällräven places high demands on all of their products, but we are very careful to ensure that our down is produced in


Animals Kept for Farming Purposes as it relates to animal husbandry. According to the organization’s Web site, vets and animal welfare organizations have played “a significant role” in the development of DOWNPASS standards.

The standard’s primary goal is to develop and implement a globally recognized system that supports production of down and feathers from ethical sources. With DOWNPASS, all finished products and down and feather transport containers must be traceable through the supply chain back to the breeding farms.

The standard calls for inspections, traceability and audits carried out by recognized, neutral third parties. Also, products bearing the DOWNPASS label must not contain feathers plucked from live animals. Traceability is provided at least to the slaughterhouse. DOWNPASS also excludes the use of feathers and down from force fed birds.

Each standard involves steps designed to reduce or prevent animal cruelty in the collection of feathers and down. The next logical step is adoption. “Now that we’ve achieved the tough standard of 100 percent traceable down and [have] started raising awareness among consumers about the realities of conventionally sourced

down, we want to encourage all other companies to settle for nothing less in their supply chains,” says Adam Fetcher, a spokesperson for Patagonia.

Gillespie adds that Textile Exchange also is working aggressively to educate the public about humanely raised traceable down. Adoption of any new standard can take time, especially one that impacts so many aspects of a supply chain. But once people know about the issue, says Gillespie, taking action seems to be a natural next step. “In the end” she adds, “it all comes down to the number of birds being protected.” 



Geese farms that supply Fjällräven down attempt to create a “natural setting” with water and space for geese to roam in a flock.

practices and suppliers and then developed its own standard.

Fjällräven down is a by-product of the food industry and is sourced from geese raised primarily for food. The Fjällräven Down Promise guarantees that all Fjällräven products are made from ethically produced down. This includes having full traceability from hatchling to finished product and ensuring that geese have the best living standards possible. To that end Fjällräven works with just one down supplier, which is based in the Yangshou province of China. The company further promises that this down will never be mixed with down from other sources.

the most ethical manner,” says Aiko Bode, chief sustainability officer for Fjällräven. “From the bird farms via the slaughterhouse and down processors, to the factories that make our final products, we always strive to meet the best practices.”

DOWNPASS

Developed by the DOWNPASS Association, and headquartered in Germany, DOWNPASS is a down certification program for the outdoor apparel, sleeping bag and home furnishing markets. DOWNPASS is based on the standards specified in the European Convention for the Protection of



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THE BOUNDARIES OF OUT-OF-BOUNDS

How long can interest in backcountry skiing keep growing?

By **Craig** Dostie

In the last few years, backcountry skiing has basked in the limelight of ski industry attention. Unlike the worldwide ski industry that has been reporting no growth for the past decade, based on participation surveys and products sold, sales of equipment used for earning your turns has continued to grow.

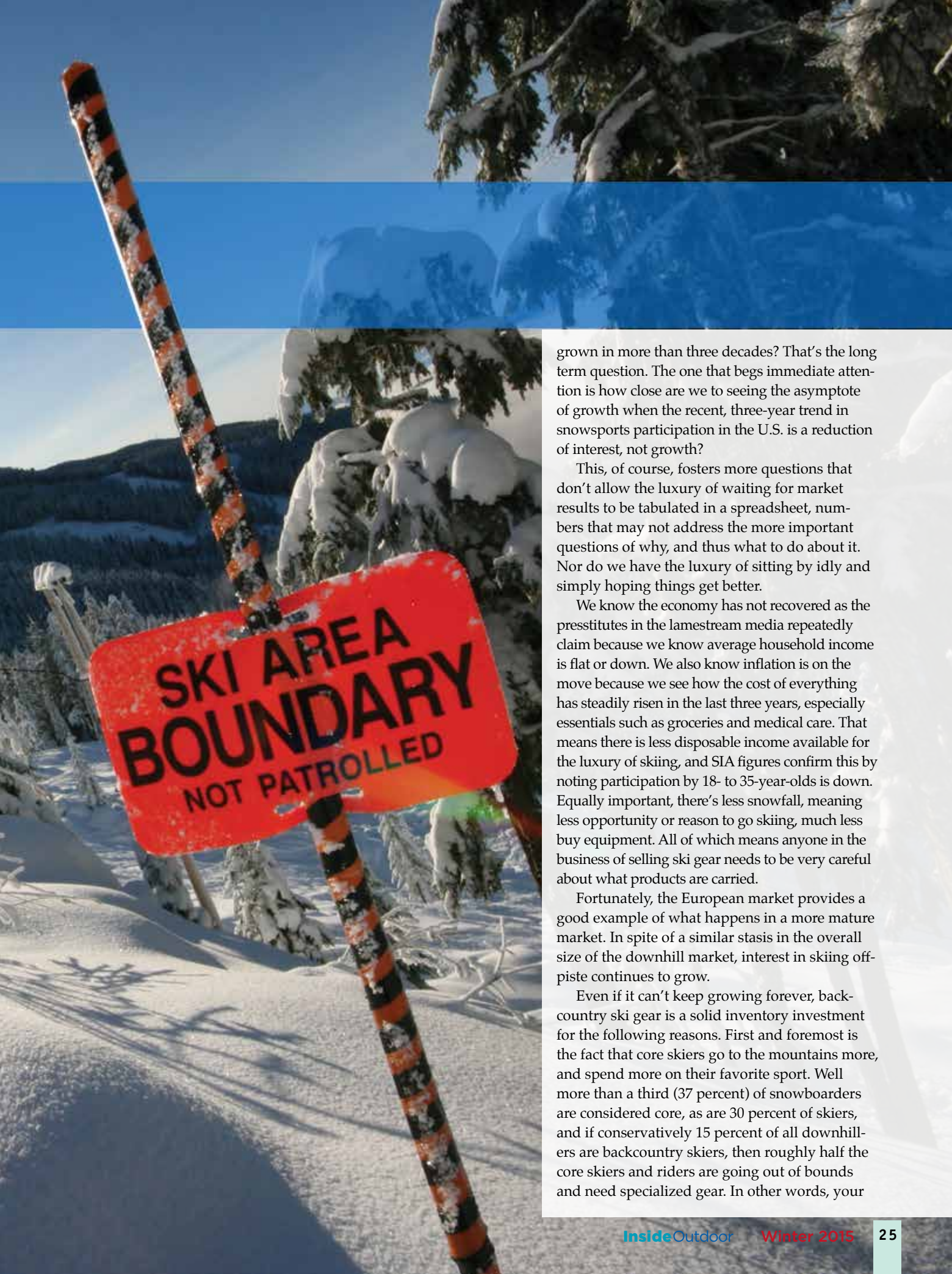
If backcountry skiers are a subset of the overall skier and snowboarder populations, and there is essentially no growth, how much longer can interest in backcountry skiing and associated equipment sales grow? Put another way, what percentage of the overall skier and rider population will be willing to pay for their fun with sweat?

Back when the idea of creating a magazine devoted to backcountry skiing first entered my mind, the foundation of my business plan was a simple but unproven belief that at least 10 percent of all skiers would be willing to hike for their turns. At the time, the mid-1980s, there were 14 million skiers in the United States, according to the *Wall Street Journal*. In my mind that meant the potential market size was more than one million strong, and in the near term I guessed there

were around 100,000 active or easily converted backcountry skiers. That was all the justification I needed to pursue their attention.

Thirty years later the number of backcountry skiers has swollen to nearly double my original estimate of potential participants, depending on how you interpret the data. According to SIA's "Downhill Consumer Intelligence Report," in the preliminary Discovery Phase they make clear the size of the U.S. ski market, which includes snowboarders, is "remarkably static" during the past 35 years. In the last 16 years, the average number of annual sliders was 12 million. Two years ago SIA had numbers indicating there were 2.7 million telemarkers, and while I know that isn't true, if one equates telemark with backcountry, then the number is probably as true as the average 12 million downhillers. In that case, backcountry skiers comprise close to 20 percent of slope dopes in America.

Whether or not that is the actual number isn't really the issue being raised here. Rather, when the worldwide ski market is more or less flat, how much longer can we expect to see growth in a segment that is but a subset of the larger whole, which hasn't significantly



grown in more than three decades? That's the long term question. The one that begs immediate attention is how close are we to seeing the asymptote of growth when the recent, three-year trend in snowsports participation in the U.S. is a reduction of interest, not growth?

This, of course, fosters more questions that don't allow the luxury of waiting for market results to be tabulated in a spreadsheet, numbers that may not address the more important questions of why, and thus what to do about it. Nor do we have the luxury of sitting by idly and simply hoping things get better.

We know the economy has not recovered as the pressitutes in the lamestream media repeatedly claim because we know average household income is flat or down. We also know inflation is on the move because we see how the cost of everything has steadily risen in the last three years, especially essentials such as groceries and medical care. That means there is less disposable income available for the luxury of skiing, and SIA figures confirm this by noting participation by 18- to 35-year-olds is down. Equally important, there's less snowfall, meaning less opportunity or reason to go skiing, much less buy equipment. All of which means anyone in the business of selling ski gear needs to be very careful about what products are carried.

Fortunately, the European market provides a good example of what happens in a more mature market. In spite of a similar stasis in the overall size of the downhill market, interest in skiing off-piste continues to grow.

Even if it can't keep growing forever, backcountry ski gear is a solid inventory investment for the following reasons. First and foremost is the fact that core skiers go to the mountains more, and spend more on their favorite sport. Well more than a third (37 percent) of snowboarders are considered core, as are 30 percent of skiers, and if conservatively 15 percent of all downhillers are backcountry skiers, then roughly half the core skiers and riders are going out of bounds and need specialized gear. In other words, your

best customers are, or are ripe to become, backcountry skiers.

Secondly – and I’ll admit this isn’t documented but I’ve seen it anecdotally – interest in backcountry skiing and riding grows when snow is sparse. It’s only slightly counterintuitive as to why. In a low snow year a lack of base is more evident at a ski area where a limited base is hammered into bony, dangerous ice. Meanwhile, even though coverage may be thin, the expanded terrain options in the backcountry deliver more satisfactory results. If they’re willing to hike, experienced backcountry skiers know they will find snow, thereby converting ever-increasing numbers of resort skiers into turn-earning BC skiers. Seth Lightcap, marketing manager for Jones Snowboards put it succinctly. “Powder lasts longer in the backcountry,” he says.

Secondarily, as other prices rise, so does the cost of running a ski resort, and with it the price of a lift ticket. If a drought doesn’t drive more skiers into the backcountry, Vail’s recent announcement that a daily lift ticket will be \$160 surely will. As prices rise, the exodus grows and with it, interest in gear that gives access to the goods.

So while I may have been wrong 30 years ago about the percentage of skiers who would be willing to earn their turns, in today’s economy it appears that even if we’re nearing the limit, all the evidence suggests interest in the backcountry will continue to grow. So who knows what the real limit is?

In other words, if you don’t include some of what’s coming for next season in your inventory of snow gear, you’re missing what may be your entire margin of profitability.

What follows is an admittedly incomplete listing of new product for next year, but this is a great place to start.

Bindings

As interest in tech bindings has grown, so has demand for bindings that are not only lightweight for uphill skinning but reliable for downhill performance. To address that, **Dynafit** developed a tech toe that rotates, delivering more elasticity to their notoriously tight

binding. Next year that technology migrates down from its Beast 14 to its popular Radical binding, called the Radical 2.0.



Marker Kingpin

Yes, they said that last year too, but this time they mean it.

Last year **G3** took the lessons learned with Onyx, its first foray in the world of 2-pin tech bindings, and unveiled Ion, a sharp looking, smart operating tech binding that made the heads of Dynafit advocates spin when they realized how easy it was to step into. Prior to Ion it was assumed one needed to know how to fiddle to



G3 Ion



click into a tech binding, but Ion says “no more” to that nonsense. This year G3 trims the luxury fat to deliver the Ion LT (\$430), sans brakes, that tips the scales at a mere 16 ounces (456 g) per foot.

Marker’s Kingpin marks the entry of a mainstream alpine binding where weight and efficiency matter as much or more than safety. Yet the Kingpin comes to market with TUV certification. This doesn’t mean skiing in the backcountry with training heels is now safe but will nonetheless calm the fears of skeptical alpine converts. Kingpin does modify the classic tech formula, with a six-pack of springs for higher retention forces at the toe pins, and a heel unit that clamps a boot tight with familiar downward pressure.

There are rumors **Salomon** has a tech binding in the works too, but when it will

be revealed remains a secret. One thing is certain: Greg Hill was not added to Salmon’s athlete roster to be convinced that plate bindings tour better in the backcountry.

22 Design’s Outlaw (\$400) is the first NTN design licensed by Rottefella to hold a tele boot between the toe and second heel. Outlaw builds on the proven Axl foundation with a free-pivot touring mode, adjustable, underfoot cable power position and a true step-in connection to the second heel of a NTN boot.

The M Equipment out of France won’t be at OR or SIA, but talk of Meidjo certainly will be. It’s the first commercial telemark binding to combine NTN with Dynafit technology. The result is a binding

that uses a 2-pin tech toe with a spring-loaded plate that hooks onto the second heel of a NTN boot. Compatible boots must have tech inserts and, of course, the patented NTN sole with a second heel. Like any binding using the tech toe, Meidjo tours like a dream, and like other NTN bindings, delivers powerful telemark turns without sacrificing soul. And you thought tele was dead.

Boots

If there’s one area of backcountry equipment that can be considered safe as far as maintaining inventory, it’s with boots. Of course, the usual caveats apply in terms of having a mix of boot shapes to fit a mix of foot shapes and sizes, but from a functional perspective at least one of the following should be on your short list of new offerings for next season.

Atomic goes full bore in addressing the requirements of weight-conscious skiers with the Backland Carbon Light boot.



Atomic Backland Carbon Light

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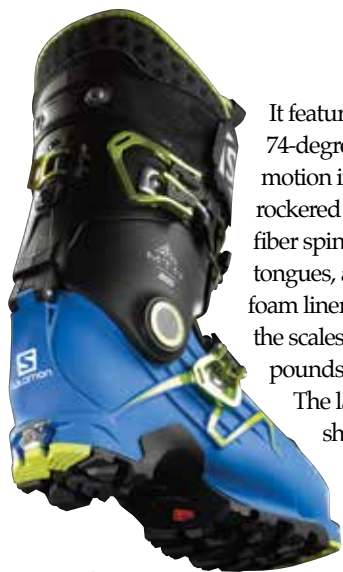


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Saloman MTN LAB

It features a huge, 74-degree range of motion in the cuff, a rockered sole, a carbon fiber spine, Quick Click tongues, a memory foam liner, and it tips the scales at only 2.25 pounds per boot.

The ladies version shaves another ounce for those counting grams.

Salomon has been slowly gaining traction and experience in the backcountry market, and next year they introduce two new backcountry boots. The MTN Explore 95 is a svelte 3 pounds per boot with a cuff that moves fore and aft 47 degrees. The sole is lugged and rockered for comfortable skinning or scrambling over rock and has a heat moldable liner with a shell built with CFX Superfiber, Salomon's proprietary name for incorporating carbon fiber for more stiffness with less mass. The MTN LAB is slightly heavier at 3.5 pounds per boot and more price conscious.

K2 knocked a solid hit with the Pinnacle when it returned to the ski boot world. Next year they will offer a timely aftermarket, rockered Vibram sole that can replace the existing WTR sole blocks with one that has more backcountry versatility.

Scarpa's popular Freedom boot line will expand to three models next season with the addition of the Freedom RS



K2 Pinnacle



Scarpa Freedom

Mountain Plus, tech-compatible sole blocks that can be swapped with Mountain Piste soles for use with alpine DIN bindings. In addition, the price conscious Freedom, Scarpa's only boot with a polyurethane shell, trims weight by eliminating two cuff buckles with



Dynafit women's Khion

a single, wider one and substituting wire buckles elsewhere and replacing the stock liner with a heat moldable Intuition liner.

Dynafit continues to push the bounds of how light a boot can be and still deliver downhill performance. The latest incarnation is Khion, which incorporates BOA lacing on the heel-moldable liner for a snug-yet-comfortable fit. Key to the downhill performance is a patented Precision Lock System that ties the cuff, Magnesium spoiler and lower shell together to act as a single, torsionally stiff unit to maximize power transfer. A special Formula Pomoca sole resists

(\$830) with a stiffer, 130 flex rating thanks to a polyamide cuff. The new RS model will come with

snow sticking to the lugs, and the buckles can be opened or closed with a single hand.

Scott adds the SuperGuide Carbon, a taller, stiffer boot than its predecessor, the Cosmos. It features a heat-moldable liner with Gore-Tex for superior warmth and breathability and a buckled power strap at the top of the cuff. Carbon reinforces the lower shell along the sides for more lateral control and so every ounce of energy from your lower leg is transferred to a ski.

La Sportiva continues to focus on "light is right" products, and its new Spitfire, Sideral and Starlet boots will appeal to skimo racers and fitness skidders alike for how little mass they add to feet. Now you can, literally, run up mountains with skis underneath, whether for the aerobic fitness high or to maximize the number of laps and vertical feet of human-powered skiing you can achieve.



La Sportiva Sideral 2.0

Each model locks or loosens the cuff via the lone cuff buckle. Stiffness comes from a Grilamid

shell, but the real beauty of these boots are their compatibility with all AT bindings, plate-style, 2-pin tech bindings, even Ski Trabs new TR2 binding with special heel inserts.

Skis and Boards

As usual there are simply too many skis to cover them all, but here are some noteworthy highlights.

Black Diamond trims its ski line for next season from a mass of confusion to three series in three sizes. The lightweight Carbon Series remains unchanged. New for next year are the Boundary and Link series. Boundary skis are built for reliable

freeride performance on either side of the boundary with an emphasis on dampness for dealing with day old crud or worse; available in three waist widths, 100, 107 and 115mm. The Link series addresses the requirements of long tours when weight and versatility matter with a softer flex than their carbon siblings. It comes in widths of 90, 95, and 105mm.

Blizzard joins the backcountry carbon crowd with its "Light Done Right" Zero-G collection of skis. This series features Carbon Drive, a uni-directional carbon frame construction on top, with a paulownia wood core, sidewalls and three layers of light fiber-glass in waist

widths of 85mm (\$720), 95mm (\$840) and 108mm (\$960).

G3 continues to expand the use of carbon throughout its line of skis and next year into snowboards with the Scapegoat Carbon, weighing a mere 5 lbs. 13 oz. Less sexy but more intriguing is G3's addition of the Stinger 78 XCD (\$560), a waxless metal edged ski with a 78mm waist.

Jones Snowboards is developing new splitboards that use 3D shaping to the base to take advantage of traditional camber for solid edgehold and a lively response without limiting the surfy feel that comes from a rockered ski. The trick is in beveling the sides in the right strategic locations to create a splitboard that is nimble without being loose, and stable when conditions call for it. Perhaps more exciting is the development of

splitboards for kids, to plant seeds of freedom for the next generation of turn earning riders.

Volkl sheds serious weight by trimming dimensions to a bare minimum in its new VTA-88 (\$900) ski. According to Geoff Curtis, head of marketing in the USA, "[the VTA] was the smallest width waist we felt comfortable with that would be great for minimizing weight going uphill without compromising performance skiing down." The VTA 88 borrows from the BMT series combining a thinner edge with a

central ridge for adequate support and smooth flex characteristics. Added to the mix is a hybrid core using air-channel construction with some carbon thrown in for lateral stiffness and a lighter, polyamide tip and tail to minimize swing weight. The end result is a 170 cm ski that weighs a mere 2.2 pounds per ski.

Voile's V-Twin is a lightweight twin-tip ski aimed at the next generation of backcountry skiers who prefer twin-tip skis and will easily see the value in a lighter version of their favorite shape when earning their turns. For Voile it isn't much of a departure from what it has done since its beginning, nor is Voile ignorant of the pros and cons of twin-tip skis in the backcountry. Rather, this is a clear tip of the hat to appeal to the generation of

future backcountry skis, not silver haired veterans. The V-Twin

will come in two waist widths: 107mm and an obese 125mm version.

Climbing Skins

Volkl partners with **Colltex** to bring one of the best climbing skin brands on




Jones Snowboards Aviator

the planet to America with the distribution network of a popular alpine ski brand. This is in addition to Volkl's existing Vacuum skins for those who aren't ready to embrace new glue formula until they've survived more than a season or two.

High Trails has finally set up a distribution network so next year retailers will have a choice of glueless skins to offer their customers. New for next season is a plush that uses a high-tech fiber that is lighter than mohair with a similar glide and greater longevity.

While carrying the right gear is essential to selling it, so too is the expertise to understand where it is appropriate. A person who is just getting into the backcountry probably needs a different combination of boots, bindings and skis than someone who has been doing it awhile. In any case, customers can tell whether the person they're talking to has the experience and knowledge to back up their recommendations, or whether they're just pushing product to make a sale.

If you're carrying backcountry gear in your shop, make sure you have the expertise in house to match customers with the right stuff. When you're selling backcountry equipment you're selling to core customers, folks whose sphere of influence brings with it new customers you can't reach any other way. 



Black Diamond Boundary (107)



Volkl VTA-88 Lite



G3 Stinger



New Product Showcase

Winter 15/16



Allied Feather & Down

Track My Down is a unique tool that will allow consumers to know the complete history of the down inside their products. Each lot of down is tracked, and when the final blend is ready, it is given a unique sourceTrack number. Customers will be able to use that number on Allied's Track My Down Web site to trace the history of the down and learn from whence it came.

Ariat

The men's Conquest H2O features Ariat's ATS Pro technology, which offers enhanced stability and all-day comfort in a waterproof bootie construction, as well as waterproof leathers. A cushioning EVA midsole and rugged, slip-resisting Duratread outsole complete the package for outdoor usage.

An insulated version also is available with 400-gram Thinsulate Ultra insulation.



Astral

The Hiyak is Astral's take on a proper kayak bootie. Ideal for winter paddling, the Hiyak uses a combination of 1,000D CORDURA and quilted Airmesh insulation in place of neoprene, making it lighter, more durable and faster drying. Astral's proprietary G.SS super sticky outsole provides ground-conforming stability and protection. SRP is \$114.95.



Aventura

Drawing on the ethereal feeling of an enchanted forest, the Khaleesi Top is an eco-friendly blend of organic cotton and modal. This feminine top has geometric patterns on the front and back body and delicate crocheting across the shoulders and back yoke. It pairs perfectly with Aventura's organic cotton Kinsley Skirt.

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Avex

The new Clarity Glass Bottle is aimed at those who prefer a plastic-free bottle. There is no plastic that touches the water, and no plastic to drink through. The lid provides leak-proof performance that's easy to sip from. This bottle is BPA free, top-rack dishwasher safe, and features a colorful no-slip silicone sleeve and removable ergonomic carry strap.



BCA

BCA has completely redesigned its Float 22 and 32 avalanche airbag backpacks. The medium-sized Float 22 is great for backcountry trips that don't require much more than the basic gear. It's dedicated snow tool pocket holds a shovel, probe and other essentials while the wide-opening main compartment was built to accommodate an extra layer, water bottle and lunch. SRP is \$499.95.



Bergans of Norway

Using wool blend insulation, the Bergans Bladet jacket is warm with a windproof and water-repellent outer fabric, an extra high collar, an adjustable fixed hood and two front pockets placed high to not interfere with a hip belt. Designed for ski touring and mountaineering, it also has articulated elbows for increased freedom of movement, a sleeve pocket, one-handed elastic drawstring at hem and an extended back. SRP is \$239.



BioLite

BioLite's entry into the lighting category, the NanoGrid is a compact system of rechargeable lighting and power storage. It includes the PowerLight, a three-in-one USB power bank/lantern/torch, and the SiteLight, a coupled daisy-chaining light that provides home-inspired lighting for the outdoors. SRP is \$99.95.



Black Diamond

Fully featured and outfitted with Gore-Tex shell fabric, the Mission Pants are do-it-all ski pants with a durable face fabric and a soft brushed backer for added comfort. For secure avalanche beacon storage and access, the PIEPS Pocket on the right thigh features Poron XRD impact foam padding, and an integrated internal harness serves as a low-profile alternative to chest harnesses. Integrated Recco technology complements a snow safety kit in avalanche-prone terrain, and the Boot-Access Zippers mean quick access to buckles and ski/walk mode levers.

BlackRapid

BlackRapid Backpack Strap adds camera strap functionality to a backpack. This strap attaches to compatible backpack shoulder pads so the backpack acts as the camera strap. With the Backpack Strap, the camera rests at the side, ready to grab and slide up into shooting position, instead of it being buried in a pack. SRP is \$34.95.





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Blizzard

Blizzard adds the Zero G collection with Carbon Drive technology to its Freeride category, targeting the alpine touring/backcountry skier with skis ranging from 108 to 85 underfoot. Carbon Drive is uni-directional carbon frame construction that is built on top of the ski. The Carbon Frame, combined with the sidewall, increases the torsional rigidity of the tip and tail, says the company. The top sheet of the ski is constructed with Carbon Drive, followed by light direction fiberglass, paulownia, light direction fiberglass and super light fiberglass. SRPs range from \$720 to \$960.

Bogs Footwear

Bogs is extending the waterproof leather collection introduced last year for both men and women. The new line offers plenty of color and patterns and the continued use of Rebound technology. The Rebound technology provides a shock-absorbing cushion throughout the entire footbed that gives responsive support. Pictured here is the new Bobby Mid, a low-cut boot silhouette but above the ankle.



Buff Inc.

Buff is moving into more traditional headwear with 21 new styles of performance-based hats. The XDCSTech Hat, for one, is made of a soft, durable fabric that offers protection from both wind and cold and also wicks away moisture, making it a smart-looking choice for Nordic skiers, cold-weather runners and snowshoers. SRP is \$25.



Blundstone

An update on the iconic elastic side Blundstone boot, the Suede Original Series in soft yet durable suede is lightweight, durable and features a steel shank, a removable, shaped comfort footbed, Poron XRD in the heel strike zone, SPS MAX comfort shock protection and a new TPU outsole/PU midsole for longer wear and comfort. SRP is \$164.95.



Brooks-Range

Constructed with Polartec Alpha, the first-ever breathable puffy insulation, and Polartec Power Wool, the synthetic fiber and wool hybrid construction designed to manage the often divergent demands of many environments, the Hybrid Wool Jacket is designed to be worn as a mid-layer or outer layer. The Lightweight 20D shell fabric in the body protects the user from wind while staying breathable. SRP is \$249.95.

CamelBak

The Phantom 20 LR is a winter hydration pack designed for backcountry and side-country skiing and snowboarding. This pack is the first with lumbar reservoir technology to position the water weight securely around the user's hips for a lower center of gravity, says CamelBak. It features the Carve back panel, which has an ergonomic shape and lumbar support for better on-the-slope carry. This pack holds up to 17 liters of cargo, in addition to the 3 liter reservoir. SRP is \$130.



The Altra logo is located in the top left corner, featuring a white stylized wing or swoosh above the word "ALTRA" in white, all set against a red rectangular background.

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Celliant

Dry Energy Technology yarn combines Celliant, with its ability to break apart water molecules and energy-enhancing properties, and drirelease, pulling moisture to the surface. This creates a superior moisture management and performance system, says the company.

Chaco

The Women's Barbary has soft, warm wool combined with waterproof, full-grain leather for a classic mountain lifestyle look. Fold it down or wear it up, all while enjoying the support of the pigskin-lined LUVSEAT PU footbed and instant comfort of the EVA layer. The Mountain Lifestyle outsole has 3mm lugs and a non-marking EcoTread outsole. SRP is \$150.



Chaos

Part of the new New Stealth Collection, the Cross MTB is built to meet the needs of today's active exercise enthusiasts. It is a multi-functional hinged balaclava with reversible full black and yellow and black neck tune, shaped to provide extra protection without the bulk. Complete retro reflectivity, flat-lock seams and 3D-panel construction complete the package. SRP is \$34.99.



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ColdPruf

ColdPruf Honeycomb Fleece women's performance baselayers are made with an 88 percent performance polyester fleece infused with 12 percent spandex. The top features an extended body and longer sleeves with thumbholes, as well as rounded bottoms with extended tail, raglan sleeves, flatlock seams and a tagless design. Bottoms feature a yoga-style waistband, athletic rise, flatlock seams and a tagless design. SRPs are: crew \$31, half zip \$37, bottoms \$31.



Crescent Moon

Made in Boulder, Colo., the Gold 9 Trail sports Crescent Moon's left and right specific binding system that encloses the foot in all directions and uniquely from toe to heel. The front foot enclosure allows the binding to feature a toe claw to make climbing and descending much more natural and secure. The Gold 9 Trail is recommended for both men and women up to 195 lbs.

Cushe

Part of the new Rugged Slipper Collection, the Swell WP features premium waterproof full-grain leather, breathable canvas, rubber outsole with signature honeycomb design and Cushe's new standard of laid-back comfort. This is the Cushe Slipper that's ready to go a bit further. SRP is \$125.



Dale of Norway

The Fjellnorakk wool anorak is made with Dale's new lighter and softer Knitshell. This anorak is 100% windproof and water repellent, as well as stain and dirt resistant. An authentic Norwegian anorak design, the Fjellnorakk features technical and beautiful design elements including a detachable fur collar (also available in faux fur), pockets with pewter buttons, leather detailing and Merino cuffs. Available in several color options for both men and women, the Fjellnorakk retails for \$749.



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Dare 2b

Debuting Dare 2b's AEP Kinematics technology, the women's Composed Jacket is built with articulated shoulders and elbows to permit full motion, and the hood fits snug to rotate with the head. It also features a breathable and waterproof fabric, taped seams, detachable hood and snow skirt, articulated sleeves, strategically placed technical mesh and multiple interior and exterior pockets. SRP is \$300.



Downlite

Downlite has joined the DOWNPASS Association with the intention of making DOWNPASS certified down available to its outdoor and home furnishings customers. Downlite is the first U.S. down and feather processor to join the DOWNPASS Association. Downlite can provide outdoor apparel, sleeping bag and bedding brands worldwide a full offering of traceability standards including: Responsible Down Standard (RDS), Traceable Down Standard (TDS) and now, DOWNPASS.



Deter

Deter Outdoor Skin Protection products include naturally safe DEET-free insect repellent effective for more than six hours, insect repellent + SPF 20 sunscreen, insect bite therapy, therapeutic lip balm, SPF 28 natural mineral sunscreen and SPF 35 exposure defense cream to protect skin against extreme environmental threats. All Deter products are thoroughly tested to be safe and effective, biodegradable and environmentally friendly.



DryGuy

The GreenHEAT five-hour Hand Warmer/Charger is a two-in-one eco-friendly, rechargeable electronic solution to cold hands. Complete with two convenient temperature settings, the high-capacity lithium-ion battery holds a charge for up to five hours of use and also features the ability to charge your cell phone or other digital devices, providing approximately two full charges to most smartphones. GreenHEAT is rechargeable via USB at a charging time of 7 to 8 hours, and weighs just 2.4 oz. SRP is \$40.



Due North

The new Foot Rubz Massage Family stimulates acupressure points in your feet, hands and body, to help relieve soreness, pain and plantar fasciitis. Three products are designed to roll under feet, around hands or over other sore or tired muscle. Users control the depth of Rubz Massage with applied pressure to ensure the utmost relief of muscle soreness.



Dynafit

The new Hokkaido is for hard charging in big mountains and deep snow, featuring a wide geometry to float and a sidewall construction made to edge on steep terrain. Both the dimensions of the curves of the ellipsis and the rocker profile work in harmony to provide the variability needed in the ski's edge length – without neglecting the playful lightness of maneuverability that the ski was ultimately designed to achieve. SRP is \$900.



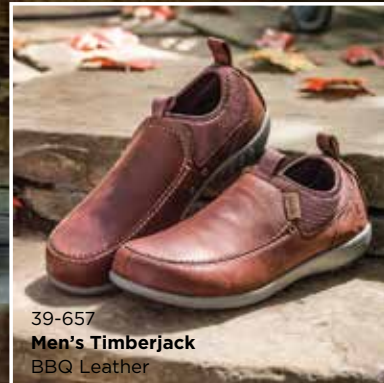


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Eco Vessel

Made with a 304 stainless steel, the copper-colored Double Barrel Mug keeps liquids hot for one hour or cold for two hours. Featuring a removable coffee lid, and 16 ounces of capacity, it retails for a suggested \$19.95.



Ecoths

The perfect shirt for hanging out at the campfire, the Axel Hoodie is part flannel shirt, part hoodie. It combines lightweight, yarn dyed, organic cotton with a soft jersey lining in the hood and cuffs. Details such as ring snaps and a drawstring hood round out this smart lounging shirt.



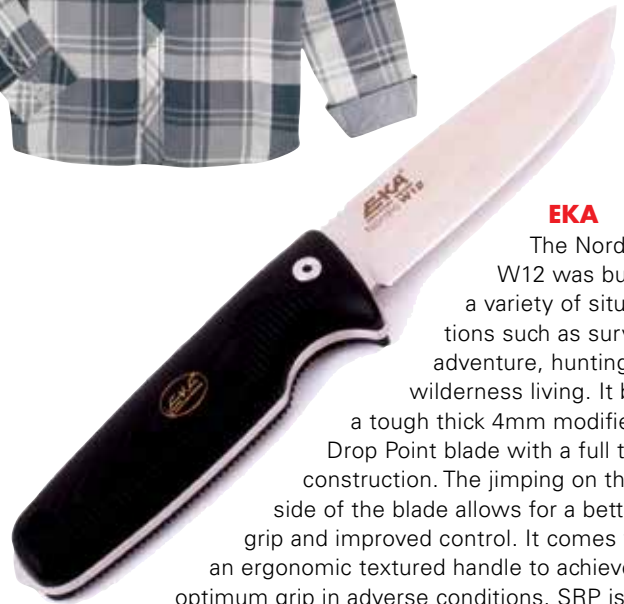
Eider

The Wang Pull is made of Polartec Power Wool, a synthetic fiber and wool hybrid plated construction that keeps wool on the inside and synthetic on the outside, managing the often divergent demands of many environments, hot or cold, for total comfort. SRP is \$179.95



EKA

The Nordic W12 was built for a variety of situations such as survival, adventure, hunting and wilderness living. It boasts a tough thick 4mm modified Drop Point blade with a full tang construction. The jimping on the back side of the blade allows for a better grip and improved control. It comes with an ergonomic textured handle to achieve an optimum grip in adverse conditions. SRP is \$159.



Esbit

The Vacuum Flask 1L keeps beverages hot or cold for 24 hours with its double-walled construction of quality, 18/8 stainless steel. Flasks include one double-walled, stainless steel lid/drinking cup plus one plastic drinking cup and an easy-to-use screw plug with pouring function. BPA-free and available in three colors, SRP is \$49.99.



Eureka!

The new Silver Canyon three-season, cabin-style tents feature a combination of steel and aluminum in the frame that reduce carry weight; vertical walls to maximize interior space; Eureka!'s E!lluminate System of removable reflective ceiling panels that reflects the light from a hanging LED lantern; and the Eureka! Media Center, a gear hammock with a built-in, touch-screen-friendly center sleeve that can hang from any of the interior tent walls. SRPs are \$329.99 (four-person) and \$399.99 (six-person).



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FITS

Like all FITS socks, the new Ultra Light Snowboard sock incorporates multiple form-fitting patents, better known as the company's proprietary Full Contact FIT Technology. FITS socks promise to say put all day without leaving marks, rubbing or uncomfortably shifting, says the company. SRP is \$24.99.



G3

The Boundary 100 and Boundary 100W (pictured) skis are built with the aspiring backcountry rider in mind. Made with G3's Powerlight stealth construction that has two layers of Titanal aluminum for dampness and stability at speed, a poplar paulownia wood core gives it a long lasting, poppy flex. The skis are made using ABS/TPU dual-density sidewall for energy absorption and durability. SRPs are \$649.95 for the Boundary 100 and \$599.95 for the Boundary 100 W.

Fjällräven

A three-layer shell with four-way stretch, the Keb Eco-Shell Jacket offers 30.000 mm waterproof protection with taped seams. The sustainable piece is constructed from recycled polyester and has a fluorocarbon-free treatment to provide weather protection. The jacket is also recyclable and climate compensated. Additional features include a three-way adjustable hood, vertical side ventilation, adjustable hems, an Aquaguard front zipper and multiple pockets. SRP is \$500.



Giant Loop

Better than top-loading duffels or single-ended dry bags, the 70-liter Columbia Dry Bag opens from both ends, providing quick access to gear without unstrapping, unpacking or pawing through to get to the bottom. Four integrated anchor straps secure the dry bag to any solid mount point. Also usable as carry-on sized luggage, it's made in the USA and RF-welded with military-specification components. SRP is \$170.



GoMotion

The new ORION is a super lightweight running light for recreational and endurance runners. With minimal mesh design in two waist sizes (small/medium, large/XL), ORION features a powerful 150 lumen front Cree LED with a new rechargeable Lithium-Ion battery management system – also used in the new REACTOR 2 lightweight running vest. Rear red LEDs and a removable cell phone case come standard on the ORION, while detachable hydration bottles can be added as accessories.



Gordini

Gordini launched its Stash Lite franchise last year and has built upon it this season with the new Stash Lite Stretchin, available in an array of vibrant colors for both men and women. The glove sits within Gordini's Generator Series of versatile-use handwear, boasting a featherweight ripstop and highly water-resistant/breathable nylon shell paired with a stretch cuff pocket to stuff the glove for the convenience of transport.





TODAY'S

FORECAST: WARM.



Honeycomb Zip Top and Pants



Quest Zip Top and Pants

Introducing ColdPruf's new Women's Quest and Honeycomb Fleece performance base layers for winter 2015 / 2016. Featuring ColdPruf's Figurfit™ design with an extended body and longer sleeves with thumbholes, a contoured hem, raglan sleeves, and flat lock seams, these new styles look at home as fashionable casual wear or active wear. Come by **OR Booth #38117** to check out the new Women's Quest and Honeycomb Fleece styles and the entire line of ColdPruf base layers.



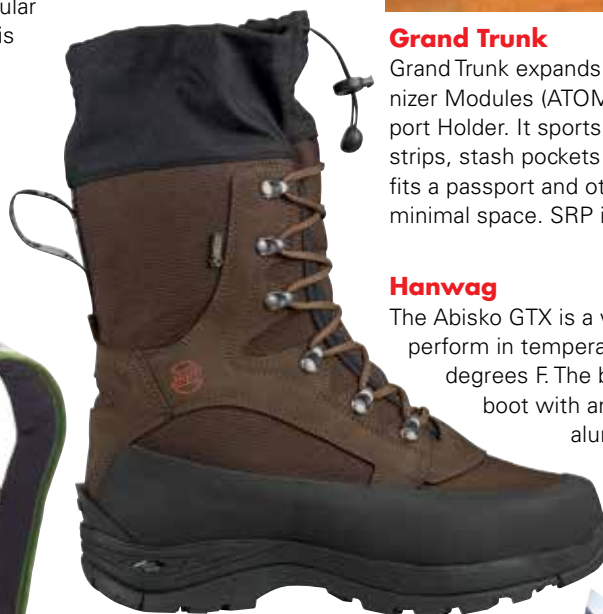
goTenna

goTenna allows users to send and receive text messages and geo-location information with other goTenna users without cell, Wi-Fi or satellite service. Built with a waterproof, lightweight, dust-tight hardshell constructed of molded nylon and metal, this device uses a rechargeable lithium ion battery that provides approximately 72 hours of power during regular use. SRP is \$149.99.



Grand Trunk

Grand Trunk expands its line of Adventure Travel Organizer Modules (ATOMs) with the Large Wallet & Passport Holder. It sports travel smart features such as RFID strips, stash pockets and waterproof compartments. It fits a passport and other important documentation in minimal space. SRP is \$60.



Hanweg

The Abisko GTX is a winter expedition boot rated to perform in temperatures that reach as low as minus 49 degrees F. The boot has a removable thermo inner boot with an airy fabric upper and an insulated aluminum layer with additional thermofoam, fleece and G-Loft Fit insulation. Additional features include an integrated CORDURA gaiter, snowshoe compatible heel and Hanweg's signature IceGrip outsole. SRP is \$450.



Granite Gear

One of five new packs in the new Campus Collection, the 38 L Jackfish backpack sports a stylish, ergonomic design plus an alternative top-loading compartment, a hide-away hip belt with pocket and a dedicated computer sleeve. Made of durable Repelaweave fabric with Taurpalite bottom, SRP is \$99.99.



Headswears

The new LoudMouth collection features Eventure Woven fabric in a variety of LoudMouth's signature wild patterns and striking colors. Styles include Headswears' top-selling Performance Podium Hats, Trucker Hats and Headbands, giving athletes more opportunities to express themselves with their technical headwear. SRPs range from \$20 to \$24.



Helle of Norway

The Utvær breaks with 80 years of Helle tradition to meet customer demand for stronger field knives. The Utvær is a collaboration with renowned knife maker Jesper Voxnaes, designed as a single tool to cover a wide range of outdoor skills. SRP is \$239.



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Icebug, the traction experts from Sweden, makes all-season footwear with built-in traction so your customers and their best buddies can get outside, no matter the conditions. Designed and tested in a country where the residents know a thing or two about harsh weather, Icebug's patented carbide-studded sole technologies provide the ultimate in grip on ice, snow, wet pavements, slick rocks and mud. Add lightweight materials, great fit and warmth (some styles are rated to -40°), and it's clear why Icebug has forever changed the way people think about traction footwear.

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ICEBUG USA is the Official Shoe of the OCR Warrior Series & World Championships, and is a proud sponsor of Orienteering USA





Helly Hansen

The women's Aspire Norviz long sleeve top and tights are designed for runners who train just as hard in the winter as they do in the summer. The shirt is embedded with an all-over reflective print for extra visibility after dusk, while the tights feature a sweatproof pocket, extra reflective fabric and body-mapped technology for the perfect fit. SRPs are \$100 for the top and \$85 for the tights.



High Sierra

The low-profile Symmetry 18 pack was built for serious side and backcountry adventures. The panel-load main compartment holds and organizes a shovel, probe and other essential avalanche rescue tools. Pop colors and contrast zippers keep you visible on the hill, while convenient tuck-away webbing straps allow for vertical snowboard and diagonal ski carry. SRP is \$79.99.



HOKA ONE ONE

The Tor Ultra Hi WP combines HOKA's signature running shoe cushioning and Meta-Rocker geometry with a supporting trekking upper. Vibram MegaGrip outsole rubber with 5mm lugs provides traction over both dry and wet terrain, while leather and nylon mesh uppers provide support around the foot and ankle. eVent waterproofing keeps feet dry. SRP is \$230.

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Hydro Flask

Hydro Flask is expanding its Coffee & Tea flask to match the sizes offered in the coffee industry. Now available in 12 oz, 16 oz (pictured) and 20 oz sizes, these flasks fit both the Hydro Flip Lid and the Wide Flat Cap. SRPs are 12 oz, \$21.95; 16 oz, \$24.95; 20 oz, \$27.95.



Hydrapak

Hydrapak introduced a 1-liter size into the Stash collapsible bottle line. The new size is built to provide a low-bulk solution for water storage. The 1-liter Stash Bottle collapses to roughly 20 percent of its size when empty. The secure snap connects the 3D molded base and top, firmly holding the bottle collapsed until ready to be filled again. When collapsed, Stash Bottles nest one into another. SRP is \$19.95.



Ibex

The men's Woolies 2 Crew is part of Ibex's new, simplified Woolies baselayer program that is based on warmth ratings of 1 to 3. Woolies 2 is ideal for alpine skiing or slower-paced adventures in the cold. The mid-weight, 230 g/m2 Woolies 2 Crew retails for a suggested \$110.



ICEtrekkers

Most consumers tend to replace spikes because they fall out or get lost, long before they actually wear out. The popular ICEtrekkers Spikes are now made with extremely durable tungsten carbide steel spikes that are molded into the rubber webbing of the device, making them impossible to fall out, says ICEtrekkers. SRP is \$19.95.

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K2 Ski

The women's OoolaLUV 85Ti features K2's new women's-specific Channel Light Core technology that is designed with grooved channels that run lengthwise through the middle section of the entire ski for the most desirable flex pattern and reduced swing weight. Metal laminate pairs with a lightweight grooved Bioflex core (made of aspen, paulownia and bamboo). The All-Mountain OoolaLUV 85Ti is an approachable ski for intermediate and advanced women. Dimensions are 126/85/114, and SRP is \$850.



Kamik

The new children's Backwood features a waterproof 600D nylon upper, seam-sealed waterproof construction and moisture-wicking lining. Other highlights include a BOA lacing system, Kamik's SNOWAVE synthetic RubberHe outsole and a removable 8mm Zylex liner. SRP is \$89.99.



K2 Snowboarding

A shift in volume and a shift in mindset, the proportions of the Cool Bean make you forget what you know about how a board should ride, says K2. Its width translates to unlimited laydown room when carving groomers and surfy float and glide in the powder. SRP is \$599.95.

Booth #BR846

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KAVU

The Fireside is a rugged heavy weight cotton flannel hooded jacket that is heritage-inspired with a straight hem, specialty button closures, chest and front patch pockets and a nylon-quilted liner packed with toasty polyester fill. SRP is \$110.



Lifefactory Glassware

Lifefactory's glassware features a silicone sleeve for protection and a pedestal base for stability, making them ideal for car camping. Like all Lifefactory products, the glassware is BPA/BPS-free and phthalate-free. Available in small and large sizes as a set of two or four glasses, they're made and assembled in the USA. SRPs range from \$19.99 to \$49.99.



Lorpen

The new T3+ Superlight Race Sock is designed specifically for Alpine racers. Unlike typical ski socks, the T3+ is not a knit sock, rather it is a cut-and-sewn sock made with Polartec PowerDry, Power Stretch and Lycra and flat seams. The Polartec Power Stretch fabric gives the socks great elasticity, and the Power Dry technology helps transfer moisture away from the foot and adds cushioning, says the company. SRP is \$60.



LifeStraw

The award-winning LifeStraw has been integrated into a sport bottle. The LifeStraw Go removes 99.9999% of bacteria, and 99.9% of protozoa, while filtering 1,000 liters of water. For every LifeStraw Go purchased, a child in Africa receives clean water for an entire school year.



LOWA

A classic lace-up design in men's and women's (Glasgow GTX Mid) versions, the Melrose GTX Mid is a versatile four-season casual shoe for everyday living with LOWA climate comfort. It is constructed of full-grain leather with Gore-Tex lining and Partelana wool/polyester blend fleece for insulation. These boots feature LOWA's lightweight and low-profile injected sneaker winter sole that is stable, slip resistant and supportive. SRP is \$225.



LEKI

A versatile performance pole for every side of the mountain, the BlueBird Vario Trigger S combines the Trigger grip system and a fully adjustable length (110 to 140cm) with a thermo-foam mid-grip for choking up while skinning up and traversing. It also borrows from LEKI's latest trekking pole locking technology with the new SpeedLock 2, which is lighter, smaller and stronger than the original SpeedLock. SRP is \$149.95.

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Metolius

The Foundry full-featured board has an arcing shape and outward taper to put your hands and joints in a natural position for greater comfort and to help reduce injuries. The huge variety of holds on this compact board includes ergonomic pinches that taper upward to accommodate any size hand. SRP is \$69



Momentum by St. Moritz

The Night Vision watch will stand up to any journey. Stealthy aesthetics, stainless steel and easy-to-read exploding date complement a legible dial to discern what time it is without having to run some kind of modern-art algorithm in your brain. SRP is \$205.

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9
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Montane

Montane HI-Q Luxe Jacket features Hi-Luxe, Primaloft's latest synthetic insulation designed to provide the benefits of down, plus the superior water repellency of Primaloft. Highlights include an insulated hood that can be rolled down and stowed, full-length baffled YKK front zip, dual hand-warmer pockets, chest pocket and adjustable hem. SRP is \$239.

wildousa.com



MORAKNIV

The Pro S stainless steel knife features an impact-resistant, ergonomic handle and finger guard made of TPE rubber that provides optimum grip friction. The slightly larger blade (length 3.6") withstands higher loads. SRP is \$14.99.



One Source Apparel

One Source Apparel highlights two growth categories this season. The Hybrid Polyfill/Soft-Shell (black, pictured) uses lightweight insulation in the core, combined with the foul-weather protection of soft-shell in an urban look. The Knit Stretch Rainwear is fully taped, has unparalleled stretch and breathability and is extremely light to wear. OSA offers full textile and garment design as well as sourcing and logistics.



Nikwax

Down Wash is specially formulated to maintain and restore the water-resistant qualities of all down, including water-resistant down, while maintaining fill power and insulation. Nikwax uses non-PFC-based aftercare for outdoor gear. SRP is \$9.95.



Oliberté

Sustainable lifestyle brand Oliberté introduces an elevated collection of premium leather men's footwear dubbed the Highlander Collection. Made in Oliberté's Fair Trade Certified footwear factory in Addis Ababa, Ethiopia, the new collection will marry style with premium camel leather sourced locally in Ethiopia. According to the company, camel leather is thicker, heavier and more durable than traditional leathers. SRPs range \$170 to \$200.



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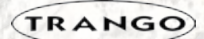
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Opedix

The new DUAL-Tec 2.0 3/4 Tights employ Opedix Torque Reform Technology, a patented system that combines compression and tension to support joints, enhance sensory input and promote core stability, says the company. The tights are designed for runners, skiers, snowboarders, fitness enthusiasts and any athlete looking to benefit from improved core stability and joint function.



Oru Kayak

The new Bay+ brings a foldable kayak to market utilizing the principals of origami.

Made from a single, seamless sheet of double-layered, recyclable plastic, a patented pattern of folds transforms the flat sheet into a high-performance watercraft. Packed up, the Oru Kayak is the size of a large artist's portfolio. It requires five minutes of assembly to transform into a durable boat. SRP is \$1,495.

Osprey Packs

The Ozone Travel Pack is a simple one-piece luggage solution that's carry-on sized and features a ventilated mesh harness and back-panel, making it both technical on-back luggage as well as an ideal pack to wear around town. Features include a large collapsible, zippered lower compartment, tuck-away harness and hipbelt for airport check-in and direct-access zippered tablet pockets. SRPs is \$160.



Outdoor Research

Using both down and synthetic insulation, "hybrid mapped" to optimize performance, the Diode Hooded Jacket is highly compressible. Primaloft Gold synthetic insulation is used in areas more exposed to moisture such as the hood, shoulders and hips. With a 70/30 DWR-treated down/Primaloft Gold blend optimizes loft, warmth, compressibility and weight in the body. SRP is \$325.



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Pakems

Faux fur lined from top to toe, the Pakems Cortina maintains the lightweight and packable attributes the company is known for. Uppers are made of ripstop nylon and insulated for warmth with fold down faux fur, while the EVA midsole and rubber outsole provide comfort and traction. Water-resistant, the Cortina is available in three colors for women and pink camouflage in girl's sizes. Sold with a strapped tote bag for convenient hands-free carrying, SRP is \$80.



Patagonia

The new men's Reconnaissance Jacket + Pant is part of the new Backcountry Touring collection of apparel and packs. A collaboration between the Snow and Alpine teams, the collection offers a comprehensive winter backcountry offering for any skier, snowboarder or climber dedicated to moving through mountains under their own power, says Patagonia. From outerwear to backpacks to mid-layers, the Backcountry Touring collection is finely tuned for self-supported travel into deep, wild places.

Point 6

One of three new styles of lightweight hiking socks, the Hiking Tech Trail socks are made from 100 percent compact spun merino wool yarns for maximum durability and comfort. It's engineered for a technical fit with just the right amount of cross stretch and terry-loop cushioning where hikers need it most. Deep heel pockets and ultra-smooth toe closures provide a streamlined fit. SRP is \$22.



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Polarmax

Polarmax introduces a new collection of Made in the USA Montana Wool. Polarmax Montana Wool is sourced from 100% Montana sheep, processed in Candor, N.C. It's available in a lightweight 1.0 (SRP \$88) and mid-weight 2.0 (SRP \$98) version for men and women (pictured).



Opticals Sunglasses

Opticals are convenient sports sunglasses that pop-out from a small size. The patented design featuring the FL2 Micro-Rail system allows the lenses to "spoon" together for compact storage and quickly pop-out whenever needed. With polarized UV400 protection lenses, they are available in five wrap-around styles.

Puma IP

The new PUMA IP Schwarzwild Olive fixed blade brings traditional German craftsmanship and Mediterranean style to hunters and knife lovers in North America. The full-tang blade has a 4-3/4" cutting edge with an integral guthook and grip ridges for control and safety, handmade from 440C stainless steel with a 57-60 HRC. It features olive wood handles and nickel silver bolsters to give a distinctive Mediterranean look and feel. SRP is \$169.99, and includes a leather sheath.



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Rab

Made of Polartec Alpha, the first-ever breathable puffy insulation, with a lightweight, high-gauge, stretch polyester face, the Rab Paradox Pull-on is designed to protect, breathe and move with you. SRP is \$150.



Ruff Wear

The Web Master Pro Harness is a durable lift-and-assist harness designed for and with input from professional avalanche and SAR teams. Built on the proven chassis of the original Web Master Harness, the all-metal hardware, five points of adjustment, oversized handle for gloved hands, and two low-profile pockets provide a comfortable and secure fit. Two points of leash connection and weather-proof zippers on the pockets finish the package. SRP is \$99.95.

REVO

REVO is getting back into the goggle game with the introduction of the Wordsmith. The ski goggle features the company's signature mirror coating and a polarized and photo-chromatic dual lens.



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Rumpl

Dubbed as performance blankets for indoor and outdoor use, Rumples are made with 20D ripstop nylon with DWR to resist water, stains and odor on the outer shell, and 3D-weave synthetic down insulation on the inside. A variety of blanket sizes include baby (SRP \$65), throw (\$95), twin (\$129), queen (\$199) and king (\$229), in three quilting patterns and five color options.



Salewa

The next step in Gore Surround technology, the Italian-made Alpine Trip GTX provides waterproof protection, a waxed Italian leather finish, anti-slip sole and an overlap tongue construction in a crossover model. SRP is \$189.

Saloman

The Drifter Hoodie is made with a versatile outer face fabric that resists weather, a soft inner fabric that reverses to become a stylish piece for the city or the resort and Primaloft insulation. Other highlights include a full zip, internal pocket and two zippered pockets. SRP is \$200.



Sanuk

The men's Cavalier collection takes a new spin on Sanuk's signature sidewalk surfer. The use of the brand's patented sandal tab construction remains while the aesthetic becomes cleaner with modern details and an update to the classic outsole.

The resulting footwear gives the comfort and freedom of a sandal with the sophisticated look of a shoe.

Pictured is the Koda Select, a chukka-sneaker style. SRP is \$80.





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SCARPA

With a stiff polyamide cuff and a 130 flex, the Freedom RS blends top-tier performance for the most demanding descents in a package that's still light and versatile enough to tour, says the company. Its 25-degree range of motion and frictionless uphill walk mode provide versatility in a powerful boot. SRP is \$849.



SealSkinz

HydroStop technology in the new HydroStop Ankle Length sock incorporates a silicone barrier inside the sock cuff. This construction provides a more secure fit between sock cuff and leg, says SealSkinz, reducing the chance of water ingress over the cuff. HydroStop also is available a mid-crew. SRP is \$50.



Sherpa Adventure Gear

The new Tharkey Zip Tee baselayer features a high performance two-sided fleece, smooth outer surface that slides easily against outer layers and is abrasion resistant. Inside, the three-dimensional honeycomb structure lets air flow and traps body warmth in its pockets when cold. The fabric uses Polygiene technology, an athletic fitting baselayer featuring a deep center zipper for maximizing ventilation, and gusseted underarms to enhance mobility. SRP is \$95.



Skida

The Cashmere Collection, with limited edition styles made from 100% cashmere exclusively for Skida in Nepal, launches with five cashmere styles of hats for men and women and one scarf. A highlight is the Skida Dash Knit, a patterned knit beanie with a pom-pom. Available in four colors, heather/navy, merlot/tea rose, charcoal/heather, sky blue/black, SRP is \$80.

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Stanley

The classic canteen gets an upgrade in the Adventure Steel Canteen with stainless steel and a two-stage, leak-proof lid. Compatible with standard canteen insulating jackets, the new Adventure Steel Canteen has a shoulder strap and is fully packable. The two-stage lid means it's easy to fill up, drink from and clean out, says the company. SRP is \$30.



Strafe

The Cham Jacket and Pant were designed to be among the lightest kits on the market made of breathable, waterproof Polartec NeoShell fabric. SRP is \$425.



Sunday Afternoon

Inspired by the cold, raw weather of Alaska, the Kodiak Cap features an insulating fleece liner, plus pull-down ear covers to keep frostbite at bay. It sports a 2.25" folding front brim, water-resistant herringbone performance fabric, and a warm micro fleece liner. Available in large and medium, SRP is \$42.

Sunski

Featuring polarized lenses, certified UVA/B/400 protection, hand-polished polycarbonate frames and three-spoke durable hinges, the Dipseas sunglasses are available in rubberized tortoise/lime mirror (shown), matte black/gold flash mirror, matte blue/slate and frosted white/blue mirror. SRP is \$55.



An advertisement for Body Glide featuring a runner's legs and feet, and several tubes of Body Glide product in blue, yellow, and pink. The text includes 'body glide', 'STOP CHAFING', 'STOP BLISTERS', 'bodyglide.com', 'layar Scan with Layar', 'STOP BLISTERS CHAFING protective skincare since 1996', and 'Show Special Booth #36163'.

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Tecnica

Tecnica expands the Mach1 all-mountain ski boot collection with Custom Adaptive Shape or C.A.S. technology in the liner and the shell. The result of C.A.S. is great out-of-the-box fit but with customization options (i.e. grinding, punching) for a precise fit. The foundation of the Mach1 collection is the anatomical shape of the liner and the shell based on the anatomy of the foot. A highlight model is the Mach1 130 MV, SRP \$840.

Terramar

Terramar's plaited construction utilizes soft microfiber polyester against the skin and a soft and durable merino/poly blend on the outside. Climasense, Terramar's proprietary thermal regulation technology, adds warmth, breathability, moisture management and dry time. For 2015, a full zip was added to the men's line to complement the existing crew, quarter zip and pant. The women's line continues to offer a crew, half zip and tight. Retail prices range from \$50 to \$70.



Ternua

The new Ascent GTX Pro alpinism jacket is made with the new Gore-Tex three-layer Pro. It has been engineered for movement with articulated elbows, a 3D adjustable hood that can accommodate a helmet and double water-resistant YKK zippers. It has adjustable cuffs with Velcro, venting underarms, and four water-resistant zippered pockets. SRP is \$550.



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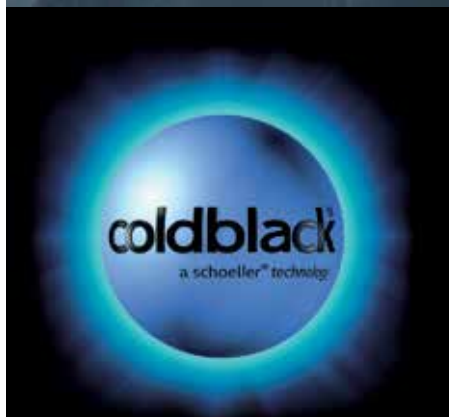
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The Mountain

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Thermacell

Thermacell Repellents, makers of zone mosquito defense products, introduces the new durable, water-resistant Repellent Camp Lantern that provides bright light and repels mosquitoes. Offering a heavy-duty rubberized base; 40 hours of use at its highest setting; and the ability to keep biting mosquitoes, black flies and “no see-ums” at bay, SRP is \$59.95.



Thermore

The new, “outdoor version” of Thermore EVOdown now offers an even better recovery and loft retention. An alternative to down fill, EVOdown can be described as a “rolled free-fiber composite” where two encapsulating layers stabilize the free fibers in the middle. Thermore also has completed the process of porting the EVOdown technology into all of its Asian plants, thus making it globally available, and it is bluesign approved.





Thomas Bates

Thomas Bates introduces the online Make Your Own Belt configurator. Choose from more than 400 custom fabric patterns, from flowers to mountains and stripes to solids, with the Thomas Bates exclusive Vision-tree pattern library. Pick from 10 belt styles, from metal free buckles to brass buckles with leather tabs. New to the collection is the Dakota Belt designed with a 1-1/4" nylon blend strap with an aluminum slide buckle. SRP is \$14.

UCO

The Titan Stormproof Match Kit includes long-burning, windproof and waterproof matches, burning for up to 25 seconds. Matches are easy to light and will re-light themselves after being submerged in water. It comes with 12 matches, three replaceable strikers, waterproof case that floats and a cord for attachment to a lanyard. SRP is \$9.99.



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Vasque

The new Sundowner GTX combines the look and feel of the Italian original with modern technology for a boot that will perform and be comfortable after logging long miles on the trail. The seamless Red Wing leather upper, tanned in Vasque's hometown of Red Wing, Minn., wears for years, conditions beautifully and repels water effortlessly, says the company.

Walls Outdoor Goods

The Rockwall Muscleback is an insulated workwear coat featuring 10-ounce brushed duck cotton with Kevlar fiber for enhanced durability where it's needed most. It features Dry IQ water-repellent finish and Walls' Muscleback construction for maximum mobility. Four functional front pockets and interior Realtree AP printed lining add style to the toughness.



Victorinox Swiss Army

A new mid-sized knife, the EvoGrip S18 fits perfectly in hand, thanks to the ergonomic, contoured handle with non-slip inserts. Meanwhile, the 2.75" double-cut wood saw can tackle much larger jobs than its size would indicate, says the company. Along with its high functionality, the EvoGrip S18 is a stand-out in its striking, bright yellow finish.

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Wiley X

The new Rx-Ready Youth Force Sports Protective Eyewear models represent the first time Wiley X has developed eyewear specifically for boys and girls. The line consists of a variety of 12 colors in four models of varying sizes fitting children ages 6 to 13-plus. All Youth Force glasses meet the ASTM F803 Sports Protective Eyewear standard and feature Wiley X's DIGIFORCE digital Rx lens technology to ensure superior prescription accuracy.



Yaktrax

The patented spikeless SkidLock coil design that provides 360-degrees of traction on packed snow and ice is now made with high-strength, abrasion-resistant 1.4 mm steel coils that are triangular shaped instead of the original smooth and round shape. The triangle shape gives it a more biting edge and increases its coefficient of traction on ice. Combine this with the heavy-duty natural rubber material that easily conforms to the shape of a boot or shoe for better traction. SRP is \$30.



YayLabs!

Mix natural ingredients (cream, sugar, vanilla) into one end of the new quart-size SoftShell Ice Cream Ball, along with ice and rock salt into the other end, then roll, shake, or play for about 30 minutes for a quart of delicious ice cream. Perfect for parties, picnics or campgrounds, SRP is \$44.99.

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

3P (People, Planet, Profit)

See Triple Bottom Line

Aerosols

Aerosols are solid or liquid nano-sized particles dispersed within another

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

Biodegradable

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

Biodiversity

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

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

bluesign standard

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

SPI Resin Identification Code

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

Source: The Society of the Plastics Industry, Inc.



Cap and Trade

See Emissions Trading.

Carbon Neutral or Carbon Offset

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

(Carbon) Sequestration

See Uptake

CERES (Coalition for Environmentally Responsible Economies)

CERES is a non-profit 501(c)(3) group of investors, corporations and public interest groups using sustainable prosperity as a byline to describe its work to

promote change through capital markets. Its mission is "Mobilizing investor and business leadership to build a thriving, sustainable global economy." Among coalition group members are, the AFL-CIO, CalPERS (California Public Employees' Retirement System), Earth Island Institute, Friends of the Earth, Natural Resources Defense Council, Rocky Mountain Institute (RMI), the Sierra Club, the Union of Concerned Scientists, Walden Asset Management, World Resources Institute (WRI) and the World Wildlife Fund (WWF). www.ceres.org

Compostable

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

- Does it biodegrade to carbon dioxide, water, biomass at the rate paper biodegrades?
 - Does the material disintegrate leaving no distinguishable or visible residue?
 - Are there any eco-toxic materials left, and can the remaining biomass support plant growth?
- American Society for Testing and Materials (ASTM) D6400-99 says to be considered compostable, materials must undergo degradation by biological processes during composting to yield carbon dioxide (CO2), water, inorganic compounds and biomass at a rate consistent with other compostable materials, leaving no visible, distinguishable or toxic residue.
- The EN (European Committee for Standardization or Comité Européen de Normalisation) standard is even more specific. EN13432 states that a material is deemed compostable if it will

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breakdown to the extent of at least 90 percent to H2O and CO2 and biomass within six months.

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

Consumer Product Safety Commission (CPSC)

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

Cradle-to-cradle

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

Cradle-to-gate

The life cycle of a product or process from manufacture to end user. Also known as environmental product declarations (EPD).

Cradle-to-grave

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

Degradable

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

Emissions Trading (Cap and Trade)

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

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

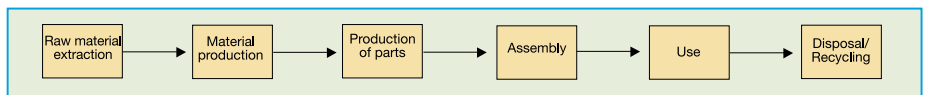
Environmental Product Declarations (EPD)

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

Forest Stewardship Council (FSC)

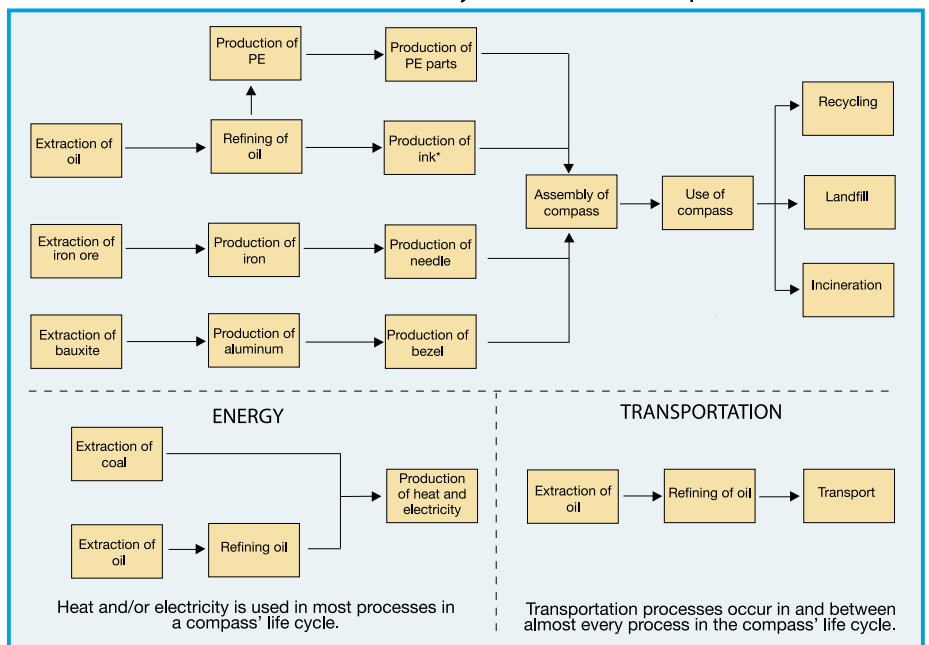
The FSC's mission is to encourage sustainable development (see Sustainable Development) practices among the world's forests. Ten principles and 57 criteria define forests certified by the FSC. There are two certifications awarded by the Forest Stewardship Council: a Forest Management and Chain of Custody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

Cradle-to-Grave Product Life Cycle Stages



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

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



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

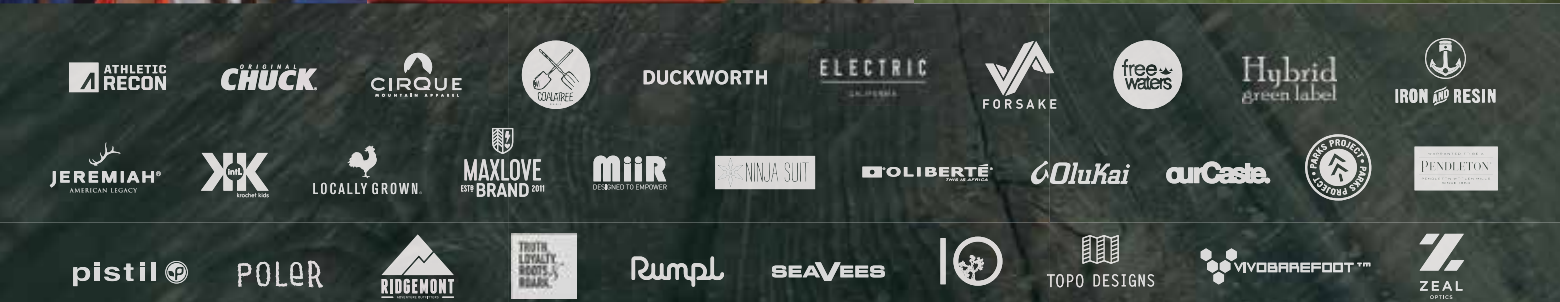


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such as Armstrong (flooring) are among a growing number of manufacturers adopting the Forest Stewardship Council's shared vision. us.fsc.org/index.htm

Gate-to-grave

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

Global Reporting Initiative (GRI)

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

Greenhouse Gas (GHG)

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

Higg Index

The Higg Index is a self-described "Holistic self-assessment tool used for educational purposes that allows the user to benchmark performance over

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

LEED Green Building Rating System

Leadership in Energy and Environmental Design (LEED) is a certification rating system for structures designed and built with the goal of water efficiency, good indoor air quality, energy savings and an overall reduction in its carbon footprint. LEED is an open source tool created by a 501 (c) (3) non-profit, the US Green Building Council (USGBC). The USGBC, headquartered in Washington D.C., finances its activities by conducting educational programs for builders, designers, suppliers and operators, selling publications, accepting donations and sponsoring conferences. This allows the USGBC to revise LEED and conduct research. Third-party verification to assure compliance on commercial and institutional projects as of 2008 has gone to the Green Building Certification Institute (GBCI). Regardless of the LEED project, all must undergo third-party verification in order to receive LEED ratings of certified, silver, gold and platinum.

Life cycle assessment (LCA)

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

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

There are three different methods used in lifecycle analysis:

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

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

Life Cycle Management (LCM)

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

Life Cycle Energy Analysis (LCEA)

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

Methane

Methane is a colorless odorless gas at room temperature and standard pressure. It is the main component of natural gas. One of the greenhouse gases, methane is of interest because of its abundance on earth and its continually growing, climate-changing potential. Its carbon dioxide (CO₂) equivalent over a 100-year period is 34, revised up nine units of equivalence with the newly released 2013 Fifth Assessment Report of the Intergovernmental Panel on Climate Change. In other words, CO₂ is the base unit of equivalence or one (for one metric ton). So over 100 years, one ton of methane is equal to 34 tons of CO₂.

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



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Montebello Agreement (see REACH)

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

National Resources Defense Council (NRDC)

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

Net Zero Building (NZB)

The National Renewable Energy Laboratory’s Paul Torcellini, et al, define a net zero building as “...a building with greatly reduced energy needs through efficiency gains such that the balance of the energy needs can be supplied by renewable technologies.” Torcellini, et al point out there is no commonly understood definition or understanding

of NZB. Factors such as net-zero site energy, net-zero source energy, net-zero energy costs and net-zero energy emissions shape the evolving definition of this building concept. A working definition of NZB is building construction designs that produces zero annual carbon emissions or nearly zero energy consumption. Net zero building is also referred to as, net zero energy building, zero net building and zero net energy building.

Non-Renewable Energy

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

Oeko-Tex

International Association for Research and Testing in the Field of Textile Ecology or Oeko-Tex, was established in 1993 by the Austrian Textile Research Institute, the German Hohenstein Research Institute and the Swiss Textile Testing Institute Testex. Today it has evolved into a group of 14 test institutes throughout Europe and Japan. Its certification programs, Oeko-Tex 100, Oeko-Tex 100plus and Oeko-Tex 1000 focuses on what they term the four parts of textile ecology: production, human, performance and disposal ecology. Verification of Oeko-Tex 100, 100plus and 1000 submissions are achieved through the ISO 14000 suite of environmental protocols, ISO laboratory testing protocols, DIN

EN, and IEC standards. Oeko-Tex’s standards also exceed the current best practices as defined by the EU’s REACH (see REACH). The testing institutes forward their results to the Oeko-Tex Secretariat, which evaluates the applications, issues certificates to passing applications and tests for compliance during the issued period.

Organic

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

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

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

Oxo-biodegradation

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

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

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

The Precautionary Principle

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

2.1 The Precautionary Principle justifies



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

REACH (See Montebello Agreement)

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

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

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

REACH will affect chemical industries worldwide by requiring testing and registration with the European Chemicals Agency on any imported chemical substance over 1,000 kg in weight. Chemical substances manufactured in the European Union are subject to the same regulation.

Recycling

The U.S. Department of Energy defines recycling as "the process of

converting materials that are no longer useful as designed or intended into a new product."

Renewable Energy

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

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

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

Reservoir

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

RoHS

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

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

Similar standards have been adopted in China, Japan, Korea and

California. The U.S. federal government currently has no plans to adopt a similar directive.

Sink

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

Stakeholder(s)

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

Sustainable development

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

Many, including the United Nations, use the definition from the Brundtland Report *Our Common Future* that "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Others contend that this is not

an operational definition and that the concept is best defined as “a socio-ecological process characterized by ideal-seeking behavior on the part of its human component,” which is adapted from the work of Russell Ackoff and Fred Emery, among others.

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

Triple Bottom Line (TBL or 3BL)

The addition of social and environmental metrics within full cost financial reporting. In 1994 John Elkington coins the phrase and in his 1997 book, *Cannibals with Forks*, he elucidates this concept.

“The idea behind the TBL idea was that business and investors should measure their performance against a new set of metrics – capturing economic, social and environmental value added – or destroyed – during the processes of wealth creation.” He also authored the term 3P for people, planet profit.

Uptake (Sequestration)

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

Volatile Organic Compound (VOC)

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

Zero Waste

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



(Continued from page 6)

wins out every time. But shopping also can be a pastime or an activity, for some it's even a hobby. Often, it's a reason to get out of the house. And within this shopping experience, consumers seem to be telling us that they desire the ability to touch and feel, to interact with humans if needed or to just have a nice environment to spend part of an afternoon. Within that context, online shopping is just one – albeit important – component of the shopping experience

“The notion of different selling channels means nothing to most consumers; it's just shopping, redefined,” says Retail Systems Research analysts. “And even though it is now possible for consumers to start and finish a purchase completely ‘inside’ the digital domain, retailers have learned that consumers still prefer the social experience of the store.”

It's largely why we've seen so many online pure plays and consumer brands open brick-and-mortar doors. It's also likely why “webrooming,” or the act of researching online and then visiting a physical store to purchase, has grown even more prevalent than “showrooming,” and it's likely linked to moves by mass merchants to downsize to smaller, “marketplace” stores.

Fortunately, it's a reality that plays into the hands of specialty retailers, who have the luxury of tailoring the store environment (or experience) to relatively narrower audiences, and hence can up the ante when it comes to personalized service and selection. Yet, even so, specialty by no means can stand pat. Even if online retail stays at around 10 percent of sales for 10 more years, e-commerce has had other profound effects on retail. Namely, it has injected technology deep into the veins of both the retail “experience” and the business model.

Historically, retail was a low-tech business. As a vertical, it traditionally ranked among the lowest in terms of tech spending and typically was slow to adopt, generally upgrading only

when existing systems met their end of life. Fast forward and we now see cloud and packaged solutions providers across the spectrum of business IT with retail-specific business divisions offering retail-specific solution suites. Indeed, retail has become a leading vertical for tech companies to target. Research firm Computer Economics, for one, lists the retail vertical as a top-spend on IT in 2015.

It's not hard to understand why. In the omni-channel realm of the smartphone-enabled “phy-gital shopper,” the benefits once exclusive to the digital world are synonymous with the shopping experience, no matter what the channel. Consumers expect to have access to information, comparisons and suggestions; speed, convenience and a wide assortment; personalized, flexible and smart service, regardless of the device or location.

Make no mistake, keeping up with this demand will require massive investments in technology and know-how on the part brick-and-mortar dealers. It will require beacons and Bluetooth, connected kiosks and smart monitors, interactive displays and data-crunching algorithms, geo-location and mobile payment applications, all integrated with the Internet, the cloud and wireless networks.

In the not-so-distance future, and assuming consumers' love affair with the smartphone continues to explode, it will be hard to find a physical retail location that is not operating a robust wireless area network (WAN), as well as possibly a storage area network, a content delivery mechanism and a multitude of cloud-based services. The upshot is that store owners, executives and managers will have to become either at least somewhat proficient in various technologies or they will need to hire staff members or outside consultants who are.

After all, we can't expect the predicted explosion in spending on retail technology to go exclusively to a part of the business that represents just 10 percent of sales. –MV

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