

Open Source

SUPPLIERS COME FROM NEAR AND FAR TO SHOWCASE RAW MATERIALS INNOVATIONS

SOURCING SNOW ENTERS ITS FOURTH YEAR AT the **SIA Snow Show** as an increasingly popular and essential destination for any manufacturer seeking a fresh crop of fabric, textile and fastener suppliers.

The business and networking event, held all four days (Jan. 28-31) on the Snow Show's main floor, gives manufacturers' designers and production personnel the chance to meet raw materials suppliers face to face, helping them strengthen existing partnerships and discover new innovations for their products.

"For us as a brand and a company, Sourcing Snow overall helps us keep our relationships with current vendors strong," says **Robert Yturri**, senior vice president of sales and marketing at **Sport Obermeyer**. "I firmly believe the more personal interaction, the more efficient and effective our partnerships, especially discussing urgent timely issues, as well as strategic and tactical future developments."

Sourcing Snow includes more than 40 exhibitors, with a healthy mix of regulars and newcomers alike, all of whom are eager to showcase their new material innovations to the hundreds of snow sports manufacturers in attendance.

"It gives us access to new brands," says **Jose Fernandez**, president of merino wool supplier **Global Merino**, which will debut a featherweight baselayer wool at Sourcing Snow. "We go to the outdoor shows and hit the outdoor brands, but we don't really get to see the ones that are snow-sport specific."

Sourcing Snow exhibitors are descending on Denver from around the world with a myriad of snow-sport-specific innovations. But for those materials to comprise the soft and hardgoods of tomorrow, manufacturers must bring their textile, raw materials and brand-specifier teams to the Show to meet participating exhibitors.

"Just to spend a half hour walking the Sourcing Snow floor is so important from an idea standpoint," says **Nick Schubert**, Sourcing Snow's show director. "If they meet one vendor they've never been exposed to, it pays for the Show. Also, it's the smaller companies that should be taking more advantage of Sourcing Snow because they don't have the resources that a larger company does."

In addition to aligning manufacturers with suppliers and bolstering product innovation, Sourcing Snow provides a vital educational component. This year's event features seminars on topics that are front of mind in the industry, including brand protection, product development, patents, trademarks and more.

"Sourcing Snow continues to gain traction," says **Mary Cecile Neville**, director of marketing and communications for SIA. "The energy and quality are there at the Snow Show. Adding the textile component brings it full circle so that it is everything snow – the one-stop shop for the winter sports industry."

Get more details at SIAsnowshow.com/Sourcing.

— Eric Smith



Sourcing Education

» On Jan. 28 and 29, take advantage of seminars at Sourcing Snow on protecting your brand, developing products, the importance of patents, tips and tricks on trademarks, and getting the capital you need to fund your next big idea. Learn more at SIAsnowshow.com/Sourcing.



Sourcing Snow 101

Julie Garry, owner and CEO of Outdoor Gear Inc., the parent company of Boulder Gear, says manufacturers should make time for Sourcing Snow, which runs Jan. 28-31 on the Snow Show's main floor. She shares some of the reasons why her company finds the business and networking so important.

Q: What's a good plan to have in place before attending Sourcing Snow?

JG: First and foremost, build it into your schedule. We all know how hectic things can be at SIA so having it slotted into your schedule is critical. Next, identify any areas where you may have a gap so you can target that specifically and make the best use of your time. However, do not limit yourself to only current needs as Sourcing Snow can prompt new ideas as you browse and discuss opportunities with the suppliers.

Q: Which members of the Boulder Gear team attend Sourcing Snow with you?

JG: Both our product development team and our designers take advantage of attending Sourcing Snow with an eye toward all apparel categories – kids, youth, women's and men's.

Q: What are the benefits of Sourcing Snow for Boulder Gear?

JG: It has been beneficial for us to meet with suppliers we may not currently work with, develop new relationships and have an expanded view moving forward.

Q: How important is it to meet potential suppliers and see their products in person?

JG: A key component of the supply chain is the development of relationships, and this provides us the opportunity to have an additional face-to-face with current suppliers, as well as begin relationships with new. Making themselves accessible during SIA eases this process, and the opportunity to touch and feel is critical as we evaluate uses.

Q: Anything you see or experience at Sourcing Snow that you don't find anywhere else?

JG: Each year we attend, we see something that we had not come across in our development/design process. As Sourcing Snow grows in the number of suppliers, the benefit will grow along with it.

Q: Why should other brands attend?

JG: In many cases, the right people to attend Sourcing Snow are already attending SIA so my advice is fit it into your schedule. From a selfish standpoint, greater attendance generates increased interest from suppliers and is the best guarantee that Sourcing Snow will attract suppliers that currently aren't participating. — Eric Smith