



# ALLIGATOR HARNESS

The new Alligator harness is designed to let you fully enjoy your sport, with quick and easy adjustments. It also offers unparalleled continued comfort—perfect for your long hikes.



See the new Alligator Harness at the Outdoor Retailer Winter Market, Booth #34060.



gvsnowshoes.com

# Outdoor Industry News

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## Body Glide

Bill Sternoff is the president and CEO of Body Glide, which rose to prominence in running and outdoor. He was a founding investor and came from a long career in broadcasting, as a national news correspondent for NBC, news anchor in Seattle, Denver, Washington D.C. and Los Angeles, and has the rare distinction of having produced TV advertising for two nominees in different political parties, who met one November day in the election for President of the United States.



**Q: Why did you decide to leave broadcasting?**

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## Finding Product Resumes

SALT LAKE CITY — “With recent trends towards \$1,000 jackets, it is obvious that consumers are willing to spend more money for quality apparel than ever before,” says Wilf Lieber, CEO of IDFL Laboratory and Institute. “When shopping for products online, hyperlinks provide instant information about the product. Data about the brand name, the supply chain and materials is being touted like never before, companies are building resumes or pedigree-like prestige for their products.”



When a consumer is in-store, that same information can simply be placed on a hangtag

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## GV Snowshoes

*Manufactured In Canada. Tested Worldwide. Since 1959.*

GV Snowshoes is the foremost manufacturer of snowshoes in North America and the only one in the world to produce every type of snowshoe available on the market, from traditional wooden snowshoes to cutting-edge aluminum snowshoes. Combining a tradition of excellence — that goes back to its roots — with advanced high-tech know-how, GV produces and assembles its products in its own Canadian manufacturing plants.



Listening to consumers and seeking out new technologies

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## Snow Is Only Frozen Water

*Article Courtesy of O'NEILL OUTERWEAR*

Let's face it, Jack is an all-round superstar. Not only did he invent the wetsuit, but he blazed a trail on the snow too, bringing neoprene to the slopes in the 1970s and



brightening up snowboarding action in the 1980s. “Snow is only frozen water,” he said back in the day, and he's not wrong. Since then, O'NEILL's mission has been to be the most authentic, progressive and distinctive brand in the worlds of surf and snow. Being famous for winter is as important to us as it is

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## Diba True Provides Fashion Footwear With an Outdoor Spirit

Even the most dedicated flip-flop and hiking boot wearers want to switch it up sometimes, especially for dressier occasions. But finding “indoor” shoes can be challenging for women who don't want to sacrifice their outdoor spirit. Diba True, created by Diba Imports, LP, provides outdoor fanatics with an effortless introduction to more fashionable footwear.



Joseph Butrus founded wholesale shoe company Diba Imports, LP, based out of St. Louis, Missouri in 1990. Diba True was developed in 2013 to meet the real life needs of a fash-

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## Justin Workboots Introduces Lace-Up Style to Commander-X5 Collection

Justin Workboots has been delivering comfort and safety footwear since 1879. Built from the ground up, the new 8-inch tall lace-up Commander-X5 work boot combines industry-leading comfort and safety technology with expert styling for one best-in-class boot.



The Commander-X5 collection has expanded its line of pull-on work boots to include an 8-inch lace-up style (available in steel toe). This Justin Workboots

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## Interview With the 2UNDR Exec Team

*Dave Williams, president; James “Rocky” Harris, VP creative; Jack Curry, VP Sales; and Jeff Curry, national sales manager talk about the 2UNDR product line.*

**Q: What makes the industry ripe for a product like 2UNDR right now?**

**A:** The industry continues to support product brands that enhance the personal experience for all modes of outdoor recreation. 2UNDR performance first layer briefs are an innovative product for the in-



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## KHOMBU Launches Latest Product Innovation: The All-Seasons Technology System

KHOMBU, the official partner and supplier of après ski boots to the U.S. Ski Team continues to break new ground in the seasonal footwear category. After partnering with Vibram, launching the lightest-weight, fully waterproof, cold-temperature-rated, packable après boot in its class,



KHOMBU is now stepping up its commitment to becoming the most innovative outdoor lifestyle brand in the market –

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## BAABUK: Wool Is Cool

BAABUK is an emerging Swiss brand created by a young couple with a passion for wool. The idea for creating wool shoes began after receiving a gift, Russian “valenki” boots, a time-tested design used since the 16th century to fight the bitter Siberian cold. As a result, the traditional boots became BAABUK's inspiration for its first collection.



After several years of trial and error perfecting the design, BAABUK launched its first Kickstarter campaign with the Gus slipper, quickly becoming earning the “Project We Love” designation. The campaign was

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ion-conscious consumer. Distributed nationally and expanding throughout Europe, the collection includes boots, shoes, and sandals that blend classic silhouettes and modern styling. Production using luxury materials and quality construction takes place in India, China and Brazil. Artful distressing, a Western influence and vintage details result in chic footwear with a comfortable, lived-in feel.

Diba True hit several style home runs in 2016, like the bootie-sandal hybrid dubbed Italian Love and the over-the-knee lace up boot called Sunset Sail. One of the top-sellers was the Stop By bootie — and its speed in flying off retailers' shelves shows no signs of stopping! Featuring bold side slits, pull-on entry, and contrasting suede and leather materials, the Stop By ankle boots blend metropolitan style with timeless western flair. A sophisticated take on the current prairie chic trend (think: ruffles, long hemlines, patch-

work and strategically placed cutouts), this shoe is easy to wear and refreshingly versatile. In general, Diba True's strength comes from the continuous flow of hot new looks adopted from its international design teams, keeping the wearer right in step with contemporary trends.

Outdoor enthusiasts will appreciate Diba True's commitment to comfort. The footwear features modest, chunky heels. Most shoes and boots range from a non-intimidating 1.5-inch boost to an "if-I-can-climb-a-mountain-I-can-certainly-do

-this" 3 inches. Padded insoles allow all-day wear. The products are also wallet-friendly: shoes retail from \$69 to \$100 while boots range from \$89 to \$219. If you are looking for inspiration on how to help free-spirited consumers elevate their footwear options, Diba True will become your new favorite brand.

Be sure to stop by Diba Imports' Booth #29168W.

*Diba True is a registered trademark of Diba Imports, LP.*

## O'NEILL OUTERWEAR

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for summer. Seriously, when it's way too cold to surf, what are you gonna do? "It's always summer on the inside." Jack O'Neill said that too, and in simple terms, he means that we need to stay warm.

Getting a bit more technical, among the ongoing innovations in all-weather fabric technologies and garment construction, we have built an exclusive warmth retention liner that keeps you significantly warmer than a standard liner — even in the coldest conditions — while keeping the natural softness and comfort of the fabric. It's called O'NEILL Firewall Magma — another first from O'NEILL. Sounds complicated, but like the whole reason for the wetsuit (so we could surf for longer), we're all about

bringing that whole attitude to winter and staying on the slopes for as long as possible without freezing our nuts off. It's mountain performance meets our Californian roots. O'NEILL Premium Quality Snow Outerwear — rider developed, rider proven — has outperformed, outworked and outlasted the competition for over 30 years.

### "Create Your Own Epic"

Jeremy Jones said that. Imagine waking up next to a crystal blue mountain lake. Epic. Imagine mountains cascading all around and their peaks silhouetted at dawn. Epic. Get up and trail run to breakfast. Go cross country skiing, tobogganing, ice skating. Whatever you're feeling. Trek around the lake at sunrise to do yoga, take it all in and be ready for anything. Epic.

As fall arrives, a brisk chill creeps into the mountain air, the days get shorter, the shadows get longer, and the weather's unpredictable. The rain is gonna come, that's for sure. But the next day's a scorcher, so the open roads call with a sense of adventure.

You jump in the truck and go anywhere with the ones that make you smile (and don't smell). You're in transit, so your wardrobe needs to be transitional. Fall means layering and comfort, and versatility to keep you warm, or dry, or cool. Fall means micro-climates and the fog blurring the view by the lake, or hiding under bridges from the latest downpour. But above the clouds, the sun is shining and it's time to head to the peaks. Go cross country, pick up a map and stick in a pin. Throw away your weather app. If

you want snow, you'll find snow! Reach that natural high by exploring new places and trying new sports. Go backcountry, but make sure you're covered and kitted out for performance and style to push yourself to your pinnacle. Stand out on the slopes in high-energy colors to match the vitality of your own free spirit, and never take yourself too seriously. Falling over is fine too! And remember, you're never too old for snowball fights! Living an active life in the mountains brings a new adventure every day. With amazing trails all around, and peaks just as plentiful, it's inspiring to be in places that possess so much epic magic. With adventure around every corner, nature calls you to create your own epic.

Visit O'NEILL OUTERWEAR at Booth #14036.

## KHOMBU

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with its boundary breaking "All-Seasons Technology System."

KHOMBU's "All-Seasons Technology System" features proprietary footwear functionality designed to eliminate the need for multiple pairs of shoes depending on the increasingly more unpredictable climate in North America and beyond. "K-Vent", a key component of KHOMBU's "All-Seasons Technology System" is a fall to winter footwear lining built to provide both moisture-wicking functionality on mild autumn days, as well as a warm lining to protect when the temperatures begin to drop. KHOMBU's "K-Guard" provides waterproof and water-resistant technology to protect your footwear from rain, sleet or snow. "K-Grip" outsoles provide traction in all weather conditions and each product also features a new comfort component, "K-Comfort." This brand feature ranges from memory foam insoles to lightweight EVA midsoles with a newer arch support technology on the horizon.

"Temperatures continue to warm globally. Our athletes have discussed the shrinking glaciers and lack of snow worldwide. In fact, we at KHOMBU have chased the snow along with them. While a pure winter weather boot remains important, our athletes requested products that were multiseasonal, not unlike what our customers, both retailers and consumers, are asking for as well," explained Brandy McCarty, KHOMBU's senior vice president of global brand strategy.

KHOMBU's Eagle takes the alpine fashion trend to the next level. The Eagle is a ladies multiseasonal fashion boot that is fully equipped with the "All-Season Technology System." The Eagle features K-Vent, Khombu's fall to winter lining, K-Guard waterproofing, K-Comfort Memory Foam Insoles, as well as K-Grip outsole for all-terrain confidence.

KHOMBU's Eaton is a men's multiseasonal outdoor boot that is also fully equipped with the "All-Season Technology System". The Eaton features a K-Vent lining, K-Guard waterproof, K-Comfort Memory Foam Insoles, as well as a Vibram Ice-Trek outsole.

"These boots are built to provide great fashion, function, comfort and multiseasonal protection. KHOMBU's goal is to bring this innovation to our consumers whether they are in the mountains 11 months out of the year or simply wearing great fitting 'All-Seasons' product to the office or to any outdoor event," stated McCarty.

The brand will be featuring multiple "All-Seasons" product rollouts in the coming 18 months across numerous categories — footwear, outerwear, as well as other outdoor accessories. You can learn more about KHOMBU and their "All-Seasons, All The Time" products and projects, by visiting [www.khombu.com](http://www.khombu.com), stopping by Booth #29155W or connecting with them through their various social media platforms. (Khombu Footwear on Facebook and @Khombu on Instagram).

*Pictured on cover: Khombu's Eagle (left) and Eaton boots.*

## GRANGERS INTERNATIONAL

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this dichotomy has actually helped Grangers International to better understand the needs of their customers, and has opened the door for the company to work with the Ministry of Defence, Antarctic adventurers and even Everest summiteers. The link between these is the relentless pursuit of order in the face of an unpredictable and chaotic world, with Grangers International standing between the two.

"We're always excited to push the boundaries of what's possible here at

Grangers International," adds Karolina Jones, Grangers International's general manager. "We're determined to bring order to chaos in all walks of life. Moving forward, the refreshed structure, improved visual language and streamlined vision of our brands under the banner of 'The Product Protection Company' means that we're in the perfect place to provide a level of protection unlike anything the market has seen before."

Please visit Grangers at Booth #39191.

For more information on the Grangers range, visit [www.grangers.co.uk](http://www.grangers.co.uk), or [www.grangers-usa.com](http://www.grangers-usa.com).

## REAL DEAL BRAZIL

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cargo. Once its retired from duty, we enlist the canvas tarp to create this unique collection.

Real Deal fans constantly send in the stories and photos of their adventures that were inspired by their Real Deal pieces. The stories range from hiking Mt. Everest, to paddle boarding in a nearby river, to getting their kids ready for school.

## FELIX COMPOUNDS

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that provide durability, UV resistance, comfort and optimal shape. This product is consistent with California Proposal 65 regulations.

Felix Compounds is committed to sustainable development. This certifica-

tion ensures appropriate monitoring and controlling of human resources, involvement within the community and the environmental aspect. The life cycle analysis (LCA) of the products is available to customers concerned about their ecological footprint.

Knowing that their hat, or bag has already been through tough journeys and impossible conditions reassures them that it can handle all of life's adventures and that this will be the last hat, last bag or last accessory they will ever need to purchase.

The Real Deal Brazil is a collection of hats, bags, and accessories upcycled from retired truck canvas tarp. Each piece has been handmade in Brazil, is unique and has traveled all over South America before it reaches its new owner.

For more information, call 450-443-6888 or visit [www.felixcompounds.com](http://www.felixcompounds.com).