

OUTDOOR INSIGHT™

TRENDS, PERSPECTIVE & ANALYSIS

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BACK PACKS



CUTLERY



SHIRTS

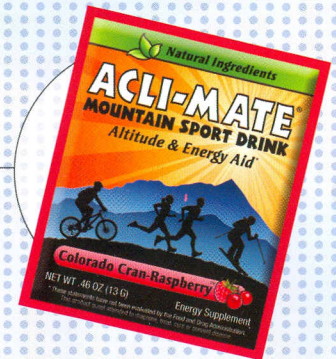


SNOW BOOTS

2012 WINTER MARKET HOT!

From footwear and apparel
to gear and accessories,
the outdoor biz is
heating up

ENERGY



Staying Sharp

“Knives and tools are still doing great. We have seen tremendous growth in the past four years and hope to continue for the foreseeable future,” notes Chris Cashbaugh, of SOG Knives. “The big drivers of growth for us have been general outdoors and everyday carry.”

Sales of outdoor products like knives have endured the economic downturn well. Leisure Trends reports knives gained five percent in units for the RY while multi-tools stood even. Knives have also posted a five percent gain in retail selling price, helping dollar sales jump 10 percent with \$16 million in rolling year sales.

Knives and multi-tools have become part of an outdoor enthusiast’s daily wardrobe regardless of the season. “Our consumers are searching for products that will help them solve the problems, large or small, that they encounter on an everyday basis and we’re poised to deliver in the coming year,” explains Corey Maynard, VP-marketing for Gerber. Reality shows dealing with survival themes have also fueled interest in knives and multi-tools. The knife market is pretty stable. “The outdoor survival section is growing thanks to the Bear Grylls phenomenon,” notes Mike Dolmage, director of product at Buck Knives.

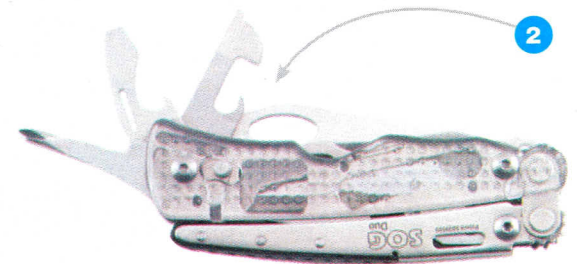
Gerber is building on the momentum of the original Survival Series by launching new items in the co-branded collection with Bear Grylls this spring. “A collection of knives, tools, gear and lights, the new Survival Series will have something for everybody,” says Maynard.

With ever-increasing product lines and competitive options, knife and multi-tool brands are working hard to protect their visibility on specialty retailer’s shelves.

“We took a hard look at the retail experience, both from the consumer and retailer perspective, over the past year and have revamped our packaging to better serve both groups in 2012. From a retail standpoint we were able to consolidate our packaging into three sizes that nearly 90 percent of our products will fit into. This will help us work with retailers to re-plan-o-gram their stores and in many cases allow for additional space for placement of product.”

Price, value and innovation continue to attract consumer interest. “We strive to differentiate ourselves with innovative

products that are affordable. This ensures that our products do not get stagnant on the shelves and therefore the retailer will be more likely to carry more SOG product as it outperforms similar



products that are affordable. This ensures that our products do not get stagnant on the shelves and therefore the retailer will be more likely to carry more SOG product as it outperforms similar items,” says Cashbaugh.

In addition to traditional holiday sales appeal, winter sports enthusiasts are also adding knives and multi-tools to their gear packs. “There is a small seasonal appeal for knives and tools around gift giving times, but overall knives tend to sell well regardless of the time of year,” comments Cashbaugh.

Dolmage notes outdoor enthusiasts are looking for multiple carry options such as belt clips, carabiner clips and strap on sheaths. Safe operation of the locking mechanisms is also a key feature. “Get the knife into the users hands,” suggests Dolmage. “By getting the knife out from under the glass and into the customers hands you can demonstrate the safety mechanisms. When you demonstrate something that always drives the point home.” ●

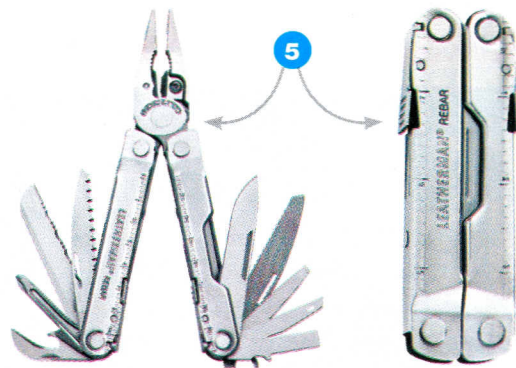
QUICKTIPS

BY JASON CARPENTER,
PRODUCT MANAGER, LEATHERMAN

1 Accessibility is important. **Theft is always a concern**, but locking up product behind glass or placing behind a counter is a proven way to lose sales. Customers often have to wait for an associate and can easily lose interest while waiting.

2 Personal **experiences with product give more credibility** to the sales staff, store and product instead of just reading the packaging specs and giving a generic sales pitch.

3 Know the customer needs. **Learn how the customer is going to use the product.** The sales associates should understand this and equip the customers accordingly. If the store’s sales staff has had first-hand experience with the product that’s a huge factor for building credibility with the consumer.



1. Gerber Steady: One of the 12 tool components found on the Gerber Steady is a tripod.

2. SOG: The new PowerDuo is a hybrid between SOG’s knife mentality and tool sensibility. It is neither knife nor tool, but an equal combination of both nested in a compact form factor. MSRP \$80.00 silver, \$90.00 black.

3. Gerber Instant: Features assisted opening technology

4. Buck Flashpoint: The Flashpoint’s slide-lock action is easy to open with one hand, even wearing gloves.

5. Leatherman: The Rebar features regular/needlenose pliers, replaceable wire/hard-wire cutters, straight knife, serrated knife, professional-sized screwdrivers, saw, awl, can/bottle opener, wire stripper and file. MSRP \$505.