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the ZONE

>> FEATURING THE **FRESHEST** GEAR ON THE MARKET TODAY <<

Here's a sneak peek at what's new and what's coming from leading industry companies during the trade show season.

bridgedale
enduring comfort

New Bamboo Sock Series

We proudly introduce our new Bamboo Sock Series featuring a hybrid yarn combining the advanced wicking technology of COOLMAX® with the silky comfort of bamboo, a natural and renewable fiber that aids in cooling the earth. These socks are designed and packaged to leave a small footprint on the environment.




CAMELBAK

CamelBak® Vantage™ 40



The Vantage™ 40 is CamelBak's first pack to incorporate the DVIS™ Back Panel Technology: a dynamic, self-adjusting, ventilated panel that moves the pack away from your back. The Vantage also features a roll-top waterproof main compartment to keep your gear dry in the worst weather conditions.

MSR

Integrated Cook Systems
Designed for the way you cook and eat.



No single material is best for all backcountry cooking. That's why our new Integrated Cookware Systems are defined by use and experience — not material. Five new compact, nesting systems combine the best in premium materials, features, and capacity to match your needs for cooking in the real world.

THERMAREST

Nothing Trumps Experience When it Comes to Innovation

Introducing the most advanced 3-season air mattress available. The ultralight NeoAir is perfect for people who have strict space and weight limitations on everything from high-mileage journeys to weekend adventures. Innovative, patent-pending technologies and years of development have resulted in an air mattress with unprecedented warmth, comfort, stability and compactness.



COGLAN'S

Cooler Light

Designed to complement any cooler, Coghlan's Cooler Light is a single LED light reflected through an acrylic lens designed to shine automatically when the lid is raised and to turn off when the cooler is closed. The Cooler Light will shut off automatically after 20 seconds.



COCOON

sleep gear for adventurers



Keep the bugs at bay with the new Cocoon Insect Shield CoolMax Wrap. Just one of Cocoon's new line of Insect Shield Camp and Travel Gear and Apparel, the lightweight soft fabric is great to anytime you want added protection — perfect for snuggling up with in camp or on the beach.

EXOFFICIO

Savvy™ Skirt



Three outfits, one skirt. The ExOfficio Savvy™ skirt converts from shin-length skirt to strapless dress to knee-length skirt, wrinkle-free. Engineered with lightweight, stretchable fabric, this skirt goes from airport terminal to culture seeking abroad, comfortably iron-free.



EXOFFICIO

Neptune™ Crew

Ready for adventure, by design. The ExOfficio Neptune™ Crew is engineered to create comfort under any condition. This long-sleeved crew is quick drying, moisture wicking, odor resistant and protects from the sun's harmful rays. So whether you're paddling, fishing or pulling anchor, this crew is prepared.



FILSON
Since 1897

Filson for Women

The Women's Quilted Weekender Jacket is an easy-fit quilted jacket with contoured back seams and a flattering silhouette. The exterior is made from a sturdy cotton canvas with a peached finish for a soft hand. Zippered front with a straight collar and chin guard, ribbed cuffs and drawstring cord at hem. This is an ideal piece for field and street. **OR Booth #30001 www.filson.com 800-624-0201**



Xpress Telescoping Technology™

GCI Outdoor, Inc. designed a new product platform, the Xpress Telescoping Technology™, for 2009. This platform offers a quality design and construction, allowing it to fold small for easy transport and minimal storage. The Xpress product line will include the MICRO Lounger, camp chair, stool, and kid's chair.



NEW 9.81 SERIES
—Trail Running
From Garmont



Remember your high school physics? (9.81 m/s² of constant acceleration) Garmont hooked up with Europe's 2007 World Trail Running Champion to create a collection of lightweight, supportive and highly breathable trail running shoes. Available for mid-August delivery - see your rep to try some!
Garmont: TollFree 800-943-4453 OR Booth #24019



Salomon XA PRO 3D Ultra

Designed for adventure running and approach hiking in wet or dry conditions, the Salomon XA Pro 3D Shoe is a light technical shoe that will keep you comfortable in rugged conditions. Ideal for moderate or warmer conditions, this GORE-TEX® shoe with XCR® product technology keeps feet dry and protected with guaranteed waterproofness and enhanced breathability.



AIR VENT
Reduction DryBlocs

AIR = ultralight...30 denier hybrid sil/urethane Cordura®
VENT = trapped air is expelled out the eVent® bottom
REDUCTION = bulk reducing without compression straps
DRY = waterproof...fully taped seams, non wicking roll top
BLOC = the shape that nests and stacks for efficient packing



Arched Stay Keeps Top Open For Loading



HILLEBERG
THE TENTMAKER



Kaitum GT

The original Kaitum models are renowned for their spaciousness. But the extended vestibules on the new Kaitum 2 and 3 GT takes "spacious" into positively "expansive." All season tough yet remarkably lightweight, the Kaitum GT models boast one standard vestibule as well as the extended one, easily providing space enough for gear-intensive outings from family backpacking to climbing.

www.hilleberg.com

HILLEBERG
THE TENTMAKER

Soulo

The new Hilleberg Soulo is a one-person Dome Tent perfect for any and all adventures. Fully free standing — including an integrated vestibule — the double wall, all-season Soulo offers over 21 ft² of interior roominess, is robust enough for full expedition use, yet has a sub 4-pound minimum weight.



www.hilleberg.com

product zone



Look Good.
Feel Good.

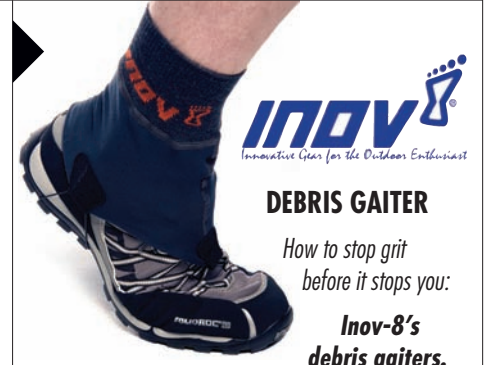
Woman's Mesa

Equipped with a hip attitude and oh, so cozy VooDoo á la Mode a magical blend of cotton, Modal® and spandex. Reminiscent of, but quite unlike any sweatshirt you've had — till now.



The Yaktrax Pro

Ice Traction Device features a web of skidlock steel coils across the bottom of the foot, instantly giving users 360 degrees of traction on packed snow and ice. The Pro is made for the active explorer and athlete who needs secure traction, allowing natural movement in any conditions or terrain.



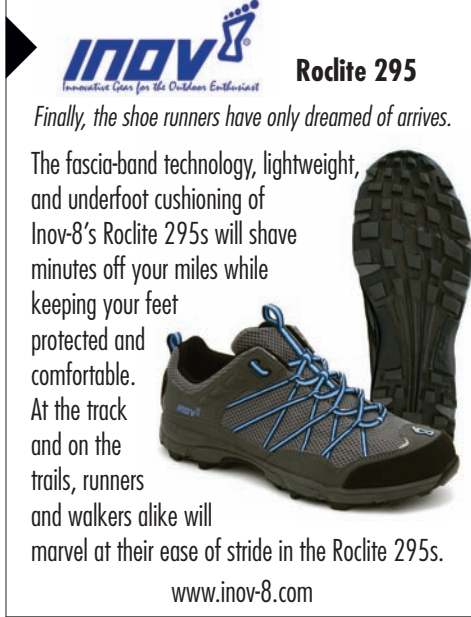
DEBRIS GAITER

How to stop grit before it stops you:

Inov-8's debris gaiters.

These water repellent treated gaiters slip over the sock and above the ankle to prevent dirt and pebbles from entering the shoe. Runners will wonder how they survived so long without protecting their comfort and performance with this accessory.

www.inov-8.com

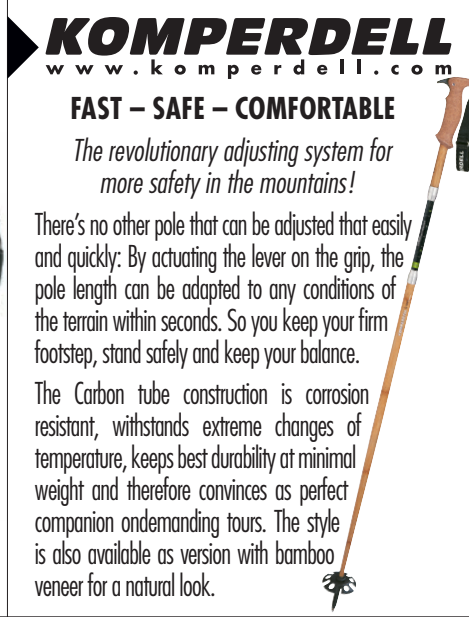


Roclite 295

Finally, the shoe runners have only dreamed of arrives.

The fascia-band technology, lightweight, and underfoot cushioning of Inov-8's Roclite 295s will shave minutes off your miles while keeping your feet protected and comfortable. At the track and on the trails, runners and walkers alike will marvel at their ease of stride in the Roclite 295s.

www.inov-8.com



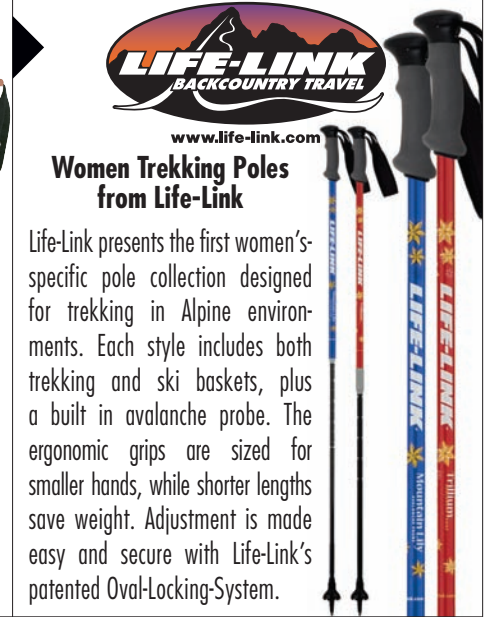
KOMPERDELL
www.komperdell.com

FAST – SAFE – COMFORTABLE

The revolutionary adjusting system for more safety in the mountains!

There's no other pole that can be adjusted that easily and quickly: By actuating the lever on the grip, the pole length can be adapted to any conditions of the terrain within seconds. So you keep your firm footstep, stand safely and keep your balance.

The Carbon tube construction is corrosion resistant, withstands extreme changes of temperature, keeps best durability at minimal weight and therefore convinces as perfect companion on demanding tours. The style is also available as version with bamboo veneer for a natural look.



Women Trekking Poles from Life-Link

Life-Link presents the first women's-specific pole collection designed for trekking in Alpine environments. Each style includes both trekking and ski baskets, plus a built in avalanche probe. The ergonomic grips are sized for smaller hands, while shorter lengths save weight. Adjustment is made easy and secure with Life-Link's patented Oval-Locking-System.



Marmot
Cadence Jacket

Exclusive new MemBrain® Strata, exceptionally waterproof/breathable lamination in a stretch fabric. Attached hood rolls into collar, active venting for high aerobic output, reflective trims, two hand pockets and elastic drawcord hem. All this packs into a pocket and can be secured under a bike seat. Visit marmot.com.



Marmot
Wayfare

A brand new line of urban shoulder bags in recycled fabric, carries your essential digital devices to your office on the go. The Wayfare, a medium-sized shoulder bag has media and organizer pockets, water-resistant stash pocket with key clip, large water bottle pockets, and a vertical laptop sleeve. Visit marmot.com.



MERRELL

The Riot

The Epoch collection is for the outdoor progressive consumer wanting performance and modern design. Rugged Vibram® outsoles with camouflage toes and heels and DWR treated uppers offer all-season wear. The Riot, is a low profile lace-up for men and women with vented overlays adding an industrial design feel and breathable performance.



MONKEY BAR GYMNASIUM

Climb Like A Monkey

"THE JUNGLE GYM" SINCE 2001

The Jungle Gym maximizes strength, stability and power! It trains 100's of exercises: push-ups, chin-ups, legs, core and allows you to train anywhere, anytime (attaches to doors, poles, trees and fits in a pouch).

Proven and tested by thousands!

For more MBG training equipment visit our online store at www.monkeybargym.com



MADE IN USA



NALGENE® Travel Kits

Compatible with New Security Guidelines. Each of the items in this full assortment of leakproof, durable containers offers the compact size and low-volume capacity now required by the Transportation Security Administration (TSA).



peace.love.good times
www.nomadicstate.com



Nomadic State of Mind-{latin nomad-stem of nomas wanderer} 1.a small organization run by citizens of the earth. 2. socially responsible manufacturing. 3. hand made, adjustable, lightweight, affordable, super comfy sandals made of rope. they float! www.nomadicstateofmind.com



NEVER STOP EXPLORING



The North Face Mini Bus gives you "room to be", just like those spacious vans of yesteryear. The tent's revolutionary architecture combines the sensibility of classic, x-frame brow-pole tents with the luxury of tunnel tents. The breakthrough result is a campsite-friendly footprint with an enormous vault of inhabitable space. www.thenorthface.com



For strength and endurance

Grip Pro Trainer effectively increases finger-hand-forearm strength. Has a natural feel and is easy to use anytime/anywhere. It eliminates the uneven workout of spring exercisers and is more dynamic than grip balls. 3 levels of difficulty: 30lb, 40lb or 50lb of resistance. \$6.95 retail. Isn't it time for you to try a new product in this category? 866-574-GRIP griptrainer.com.

Visit us at the Outdoor Retailer Summer Show



The Allegory Jacket
by Red Ledge,

use the savings to invest in something "Green".



www.redledge.com



PUR

Purifier of Water is a new and innovative water purification technology. Utilizing the same elements as a water treatment plant PUR Purifier of Water kills ALL viruses and bacteria and latches onto parasites, cysts, and even dirt, binding them together into a large clump so that with the aid of a filter cloth it can be easily removed from the water. For fast, purified water Rely On Us. Reliance Products L.P.

www.purpurifierofwater.com



Waterproof Gear for Beach, Boat, Board and Life

The OverBoard Pro-Sports MP3 Player Case provides 4-season protection with its completely waterproof, snow-proof, and mud-proof flexible case. And the available waterproof headphones remove all activity boundaries to your jam sessions. Fits almost every iPod — including the new touch and classic.



Available in Black or White

Visit www.ROCgearWholesale.com or call 678-318-1370 for more info.



The largest breakthrough for compasses in decades!

Now the most vital and historically fragile part of the compass, **The Capsule**, is the most durable! Come see how K&R has revolutionized the old compass, and is ready to revolutionize your margins. Learn more, and even download a full product catalog at:

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product zone



**SLOTH UPRIGHT
ARMALITH®**

Probably the most durable and tough outdoor bag in the world, the new Sloth Upright Armalith® is not only extremely robust, it is also absolutely stunning. Some unique features are: Abrasion, cut, snag resistant — thanks to Armalith® fabric, a hybrid construction thermoformed bottom shell with lightweight soft top, unique all terrain rubber wheels with deep tread blocks.

Samsonite OutLab's Sloth collection has been developed with Fabien Cousteau



4 Liter Complete Water Treatment System



1 Million Gallon Guarantee. 4 Liters in less than 4 minutes. 0.10 Micron. Absolute Hollow Fiber Membrane Filter. Removes 99.99999% bacteria and 99.9999% protozoa and cysts. Clean bag has high flow dispensing cap and can also double as hydration pack.



4 Liter Complete Water Purifier System



1 Million Gallon Guarantee. 0.02 Micron Absolute Hollow Fiber Membrane Purifier. Removes 99.99999% of bacteria, 99.9999% of protozoa and cysts, and 99.9997% of all viruses without the use of chemicals. Clean bag has high flow dispensing cap and can also double as hydration pack.



SMALL PERSONAL ITEM BELT



Small Personal Item Belt

The original SPIbelt™ made a name for itself as the stylish belt that holds a lot and that won't bounce during the most rigorous activities. Now SPIbelt™ offers an armband, a fully reflective belt, a water resistant belt, plus child sizes & colors. All products are made in Austin, TX.



The New Ledge Series

Developed and tested in Timberland's Invention Factory lab, the new Ledge series is engineered for superior comfort, fit and performance. This super-lightweight trail shoe features breathable, cushioned uppers and EVA wedge heels for immediate, out-of-the-box comfort. A \leq length plate provides support and protection, while an exclusive Vibram outsole offers traction on varied terrain. Also available in a waterproof Gore-Tex version.



BOOTH #40187
www.underarmour.com
1 888.4.underarmour

Willkie Plaid & Kirkwood Cargo Short

The UA Willkie Shirt delivers true yarn-dye construction and aesthetic with unparalleled Under Armour performance. Airjet-textured nylon supplies the soft hand, superior moisture transport, 50+ UPF, and anti-odor protection. And the multi-functional, quick-dry UA Kirkwood Cargo Short features a lightweight and durable 60%+ recycled mini-ripstop.



BOOTH #40187
www.underarmour.com
1 888.4.underarmour

Proxima Hoody & Quarry 3" Short

The UA Proxima Hoody showcases a beautiful, lightweight 100% recycled poly, matched with outstanding performance - superior moisture transport, anti-odor protection, 50+ UPF, and unrivaled pick resistance. Accompanying is the lightweight and versatile UA Quarry 3" Short - comfortable, quick-drying, and built with 60%+ recycled fabric.



BOOTH #40187
www.underarmour.com
1 888.4.underarmour

Barrage

The superlight UA Barrage Jacket deploys ArmourStorm™ technology to keep you moving (not to mention dry and comfortable) no matter what the weather is doing. The amazingly quiet fully-taped 2.5-layer fabric is rated 10,000mm/10,000g waterproof/breathable. With pack-friendly pocketing and pit vents, it's a must-have on any journey.



BOOTH #40187
www.underarmour.com
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80/20

The UA 80/20 Jacket is the ideal spring/summer softshell to help you excel when the adrenaline gets flowing. Our super-lightweight 4-way stretch fabric is highly breathable, durable, and resists wind and water. Smart secured pocketing layout will quickly make this jacket a favorite in your gear arsenal.