



the ZONE

»» FEATURING THE FRESHEST GEAR ON THE MARKET TODAY ««

There's no place like the GearTrends® Product Zone to see and be seen. These mini-product blurbs—granted, pay-to-play ones—offer a peek at what's new and what's coming from leading industry companies during the trade show season.

Wish your company's product was in this magazine for the world to see? For details on how to become a part, contact Gene Treacy at the GearTrends® sales office: Gene@gearrends.com or 865-675-2052.



MOUNTAIN UTILITY

Asolo's newest category of fashionably insulated active winter products offer superb comfort and protection against winter's harshest conditions. Each model enjoys firm grip with its outsole, and the Elysium adds a touch by integrating a neoprene collar to contain warmth and prohibit snow and debris from entering.



Granger's WATERPROOFING

GRANGER'S: PROVEN performance leader in cleaners and waterproofing for footwear, outerwear and gear. Advanced Mirrored Technology that's EFFECTIVE, easy-to-use, TESTED SAFE for you and the environment. New highly concentrated G-Wash Cleaner Plus, patented 2 in 1 Cleaner and Waterproofer, SunShield wash-in UPF helps clothing protect skin from harmful UV rays.

Axis Outdoor • Toll-free 800-335-0260
www.axisoutdoor.com
OR Booth #'s 16011 & 59014



ORIKASO

Fold-Flat Cups, Bowls & Dishes

Lighter than titanium, saves space, guaranteed to last. New from Orikaso are the Big Bowl, Mug, Plate and Solo Set. Check out the fun After Dinner Game Set. Orikaso was featured on the Today show and in Time Magazine. Distributed by Axis Outdoor - www.axisoutdoor.com. Toll-free 800-335-0260 • OR Booth #'s 16011 & 59014



Smartube Drinking System for Bottles

SMARTUBE: Hydration made simple. This unique product allows you to turn standard bottled water containers, sport drink bottles and Nalgene bottles into effective hydration systems. No need to fuss with trying to keep the bladders of typical hydration systems clean and free of bacteria. Inexpensive, \$15.99 retail. Axis Outdoor

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BAFFIN POLAR PROVEN



BAFFIN MAKES THE BEST EXTREME WEATHER BOOTS IN THE WORLD, NO QUESTIONS ASKED!

New for 2007, Baffin is introducing the Women's Lotus, a fashion friendly boot series with all the warmth and comfort of a traditional Baffin boot.

BUCK KNIVES



Buck/Whittaker X-Tract™

Introducing the new Buck/Whittaker X-Tract™ multi-tool with patent-pending, one-handed access and all the tools you really need right at your fingertips, literally: Pliers with wire cutters, can/bottle opener, Phillips and flat head screwdrivers, and workman-sized Buck blade. No more fumbling equals grace under pressure.



Canada Goose Snow Mantra



The world's most extreme cold weather parka. The ultimate in cold weather performance, the Snow Mantra is the warmest parka we make. The array of technical features on this parka is unprecedented. Sure to keep you warm in the absolute coldest places on earth, this parka has become the mainstay on the North American continent and abroad. Ask anyone who knows™.

LIGHTNING ASCENT™



MSR's premier snowshoes, the Lightning Ascents, boast a patent-pending Total Traction™ frame for unprecedented 360° grip, Televator™ heel lifters to ease calf strain on steep climbs, and easy-to-use step-on bindings that fit a variety of boots, yet they remain the lightest snowshoes in their class, with unrivaled performance and usability. www.msrgear.com



ToughSkin™

The latest addition to Therm-a-Rest's Trek & Travel™ series, the rugged, puncture-resistant ToughSkin is light and warm enough for everything from thru-hiking to expedition use. Its multilayer construction offers superior performance in challenging environments and, in the unlikely event of a puncture, continues providing essential warmth and comfort. www.thermarest.com



Urban Line

City living comes with its own environmental hazards: rain, slush, snow, grit. That's why we created our new PVC-free Urban line, a collection of functional, smart-looking bags, packs, and accessories that features the same guaranteed protection that's made SealLine the leader in the outdoor market for more than 20 years. www.seallinegear.com



MEN'S ALPENTAL
HIGH WARMTH
NO BULK

ExOfficio's travel sweaters utilize ideal fabrics to offer excellent warmth and lightweight, easy-care convenience. They pack light in your luggage and look great even after an extensive journey. The men's Alpentel retails for \$49 and features a snap tape closure and security zip sleeve pocket for essentials.



GoLite's Sastrugi Jacket: The ultimate all-in-one winter outerwear featuring HyLite™, a highly breathable, microfleece-lined hybrid soft/storm shell technology. Features lots of technical details

and a four-way-stretch, waterproof-breathable fabric. Ideal for alpinism, backcountry skiing, snowboarding and ice climbing, and stylish enough for a night downtown. Don't miss the full line-up of men's & women's HyLite hybrid outerwear at O.R. Winter Market GoLite Booth # 23001.

HILLEBERG
THE TENTMAKER



UNNA

One of three Hilleberg tents to win American Alpine Institute's coveted Guides Choice Award, the Unna is a solo adventurer's dream. Its fully freestanding design makes it ideal for tough pitching conditions, while its spacious 27 ft² offer plenty of room for you and your gear. And, like all Hilleberg models, it's a true all-season tent. www.hilleberg.com

HILLEBERG
THE TENTMAKER



KAITUM

The Hilleberg Kaitum gives new meaning to the term "light is right." While weighing under 6 lbs, the Kaitum also boasts two entrances, two vestibules and a spacious 32.3 ft² interior that can easily accommodate two 6-foot occupants. And, as with all Hilleberg models, it is a true all-season tent. www.hilleberg.com

HILLEBERG
THE TENTMAKER



JANNU

The Hilleberg Jannu was designed to be the best two-person, all-season mountaineering assault tent on the market. And it certainly has lived up to its design brief on high peaks all over the world—including on a recent world-record 7 Summit adventure. Yet at only 6 lbs, the Jannu is just as suitable for backpacking, ski touring or paddle trips. www.hilleberg.com

HOLEY SOLES



Holey Soles is expanding the product line you already enjoy with a new collection called "The Getaway." This lifestyle line will take our signature foam material to new realms like never before. Ask us about our new Eclipse Hat, our new Dreamerz sandals and, of course, the Getaway two-toned clog that will let you Getaway!



**HORNY TOAD
KATY**

The Katy is a bamboo-fabric skirt with an immediate twist. Seemingly in motion at all times thanks to curved panel construction that drops down below the knee, the Katy is made of Bambooya, an ultra-soft, fine wale cord with slight stretch. Available in Cabernet, Coffee and Stucco (\$64). www.hornytoad.com

INOV8

ROCLITE 318 GTX



Award-winning Inov-8 introduces the Roclite 318 GTX. Incorporating our latest technology, the Roclite 318 GTX has all the ingredients to help you cope with the toughest terrain in all conditions. One of the lightest weight, Gore-Tex XCR off-road running shoes on the market today. Mother Nature look out!



Whisper light and packed with warmth, you'll keep this versatile 650-fill goose down jacket

close at hand, from the first frost to the final thaw. Made with downproof, mini, ripstop, water-resistant nylon that keeps feathers in and weather out, this jacket is the perfect layer under storm and soft shell jackets. Complete with its own stuff sack and a unique quilting pattern, this is the one down jacket you will take with you to the ends of the earth.

ITW Nexus Global



JET SIDE RELEASE (JSR)

The new Jet Side Release (JSR) buckle is the latest innovation in buckle technology and styling. The "Hugger" Ladderloc feature offers substantial finger access. The "Full Flex" latching mechanism allows easy release. And the wide arm openings allow ample finger access.



PROTECTED BY
KINeSYS
Performance **SUNSCREEN**

KINeSYS Performance Sunscreen

introduces the newest generation of Kid's sunscreen. With the same oil and alcohol-free, water and sweat-resistant formula, KINeSYS now offers Kid's Sunscreen Funscreen. This newest spray boasts the same dermatologist recommended formula that has made

KINeSYS Performance Sunscreen the preferred sun protection among active families. www.kinesys.com



KOMPERDELL
www.komperdell.com

C2 POWER LOCK

For touring experiences, a light and extremely robust material is essential. The C2 Power Lock for women is of high quality and consists of 100% Carbon, is super light and has a reptile gripzone which is ideal for a lower grip! The magazine BERGSTEIGER awarded the KOMPERDELL C2 as the lightest pole at only 159g! KOMPERDELL's C2 Power Lock for women was especially developed for their needs: smaller pack size, lighter, a slim women's grip and modern design. New: Power Lock winter lock—the safest lock ever in winter! Even at lowest temperatures and wearing gloves, the Power Lock adjusting system can be adjusted rapidly and safely – the pole is perfectly suitable for any tour in winter 2007!

Marmot



**ALPINIST X
JACKET**

The first fully welded Gore-Tex shell jacket. Constructed in new all-stretch Gore-Tex Performance 3-layer fabric, this technical shell is fully seam taped, with an attached gale force ERG hood with moldable brim, flash pass-through pocket for internal access, internal mesh storage pocket, and laser-drilled pack pockets. MSRP \$450.



EDGE SKI CARRY SERIES



With the Edge, Double Edge and Double Edge Roller, skiers can finally board a plane at ease. The Edge Series features an extremely durable exterior to prevent skis from getting scraped, and is lined with silver waterproof tarpaulin to promote visibility. With reinforced haul handles and a removable shoulder strap, traveling to distant powder has never been so convenient.

The Zip-Top Tote Revolution



Designed to meet demand, the Zip-Top Tote Series is now available in two additional styles: Quilted Zip-Top Tote and the Zip-Top Tote Deluxe. Both feature a stylish and durable quilted exterior with removable shoulder strap and clear zip-top closure. A waterproof and abrasion-resistant rubber bottom ensures the Deluxe to be the ultimate Zip-Top Tote option. (Both new styles are offered in XS, S and M sizes.)



Recycled Material Day and Tour Lumbar Packs

Working toward sustainability, the Day and Tour are the first technical lumbar packs to be designed of recycled fabrics. Approximately 10 plastic bottles are broken down into yarn, then constructed into PET fabrics. Both the Day and Tour are offered in Red, Black and Cobalt. Sustainable Performance, by Mountainsmith.



NALGENE SHAKER

It's a cup, a shaker, a mixer, a measurer, an opportunity to share. The only thing it won't do is break. It's the latest innovation from the company that's conquering thirst, one cup at a time.

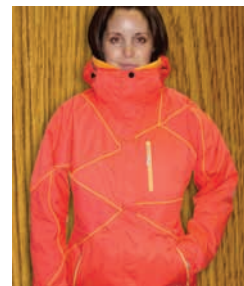


Nikwax® Base Wash is a new product created specially for cleaning and deodorizing synthetic base-layer garments. This new innovation from Nikwax® is a gentle, biodegradable product formulated to clean and freshen technical synthetic base-layers, while enhancing wicking and drying properties. For details, visit www.nikwax.com or call 800.563.3057.



THE FURIO JACKET™

is a workhorse for alpine exploits demanding total stormproof protection. The lightweight, breathable 70D Gore-Tex® Paclite fabric sheds the elements and expels internal moisture. The rugged Gore-Tex® Pro Shell fabric adds critical reinforcement to shoulders and arms. A fully adjustable hood fits securely over a helmet, and TorsoFlo™ side zips offer ventilation when the going gets tough. OR Booth #13011; (800) 421-2421



The Rogue Parka (Women's)

Upon first glance, the Rogue's distinct lines make an immediate impression. Not one to follow the established patterns or norms, this jacket will stand out in a crowd. Anchored by a range of technical features and rich colors, the Rogue is destined for acclaim.



Q FACTOR™

Spenco® Q Factor™ Cushioning Insoles are designed specifically for a woman's foot. Women are prone to certain injuries because of an increased quadriceps angle (Q-angle) compared to men (18 degrees vs. 13 degrees). The Q-Factor insole addresses a woman's unique Q-angle with targeted foot support to balance and align the body, helping to reduce the risk of injury. www.spenco.com • (800) 877-3626



NEVER STOP EXPLORING™

The North Face Unity Suit

The best possible powder gear: a waterproof, breathable one-piece with the styling of a two-piece. Visit Booth #250 to experience a revolution in snowsport apparel.



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Tilley

Our best-selling LTM6 is now available in Olive for Spring '07!

Like all Tilley Airflo Hats, the new Olive LTM6 has a lifetime guarantee against wearing out, floats, repels rain, won't shrink, is crushable and comes with a four-page owner's manual along with FREE insurance against theft or loss. OR Booth # 24049.



Alpha LT Jacket

The Alpha LT jacket is the tool of choice for the fast and light alpine crowd. Tough GORE-TEX® Pro Shell serves up full weather protection and is further enhanced by our technical features. Lightweight and supple, this alpine-focused jacket features an improved Speed Hood, and the harness HemLock keeps the jacket hem from rising above a climbing harness.



New & Improved Thinsulate™ Flex Insulation

Improved Thinsulate Flex insulation, engineered for lightweight outerwear and accessories that not only move with your every move, but also keep you warm when the temperature drops. Providing stretchable, flexible warmth and easy care, Thinsulate Flex insulation stretches 40% in all directions and recovers without wrinkling, tearing or compromising its superior insulation properties. Thinsulate Flex insulation offers easy care, including warm water wash, tumble-dry low heat or professionally dry-clean. Thinsulate Flex insulation meets active, outdoor consumers' demands for high-tech, breathable, stretchable outerwear without compromising easy care. OR BOOTH # 3975.

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