

Creators of Pocket Slippers Hope For Retail Traction at Summer OR

Kimberly Earlewine and her dad are putting their money where their feet are. So if slipping tired and swollen feet into a super-light pair of slippers sounds good, drop by Booth #32845 to see Zinetic's Pocket Slippers.

Earlewine credits her dad, Dr. Dale Sloan, a Ft. Wayne, Indiana, surgeon, with pushing the idea of developing a lightweight pair of slippers that would appeal to skiers, hikers, climbers and those counting ounces in their packs.

"I've skied my whole life and I loved to take off my ski boots and walk around the lodge, but not in my socks," Earlewine said. While on a family ski vacation, her dad started tinkering with the notion of latex slippers that would slip smoothly into a pocket or pack. When lunchtime rolled around, pull off the boots and slip on the slippers.

"We looked into it, but using latex wasn't practical," she said. Instead the father/daughter team went back to the drawing board. Using a thin, high-traction rubber sole, surrounded by a synthetic fabric upper combined with lightweight mesh, they developed a 7.5-ounce pair of slippers that roll up into a tight and tidy nylon bag.

"They have a bare-foot feel," Earlewine said. And the method used to roll them up is unique enough that a pat-

ent is pending on the design. "Cyclists told us they would use them when road riding. Others said they were perfect for backpacking and adventure travel. Everyone had a personalized use for them," said Earlewine.

Last winter she got a booth at SIA and launched the product. It took hold and



Zinetic Pocket Slippers weigh only 7.3 ounces and roll up into a tight bag.

is now sold by retailers in 13 states.

The slippers, made from stretchy fabric, come in sizes ranging from extra small to extra large and are sold in pre-packs of 30 pair. At the company's booth, retailers can toss a rolled up pair into a ski boot, hiking boot and pack.

Hit two out of three and Earlewine will enter your name into a drawing and some lucky retailer will win a lifetime supply. Earlewine picks a winner today at 2 p.m. at their booth.

Kelty Targets Consumers With Launch of Three New Web Sites

Kelty has launched three interactive Web sites, Kelty.com, KeltyWoman.com, and KeltyKIDS.com, in hopes of connecting with consumers who want gear that will help them get the most out of any outdoor experience.

Sacramento-based Internet design firm Bkwild created the new sites which give consumers an easily navigated and interactive format to find and purchase that perfect piece of equipment.

"As the Internet becomes the standard for how people research and buy outdoor products, we realized the need to not only update Kelty's online presence, but to make it state of the art," said Christian Mason, Kelty marketing manager.

"With the help of Bkwild, we were able to create an online community and marketplace that really connects consumers with the Kelty brand."

The new sites work with a recently revamped advertising and retail packaging initiative, creating a consistent presentation that reinforces the Kelty

brand, product strengths and differentiating elements.

Highlighting the breadth of Kelty's equipment offering, while keeping the different product categories easily discernible, Kelty.com makes it simple for consumers to find the outdoor gear they need.

Intended to be continuously updated and refreshed, Kelty.com has section for Kelty users to tell their stories, a featured products page, gear reviews and testimonials.

Other site upgrades include an enhanced dealer locator option so users can choose between several online retailers or find the brick-and-mortar retailer nearest them.

A Tech Tips section is hosted by Alaska Mountain Guides (www.alaskamountainguides.com).

Kelty is showing products from its family of lines, including Apex, Backcountry, Trail, Basecamp and Kids gear.

Kelty Kid child carriers are available to demo at Booth #27017.

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