

WFSGI NEWS ALERT



KEEP YOURSELF UPDATED ON THE GLOBAL SPORTING GOODS INDUSTRY!

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Save the Date: WFSGI Meetings 2012 ISPO MÜNICH

January 27 & 28 at Ispo Trade Fairgrounds - ICM

Board Meeting, Committee Reports, General Assembly & invited Speakers

During the WFSGI Annual Meeting and the Ispo show in Munich the WFSGI will organize events and invite guest speakers on physical activity – challenges, chances and action for the Sporting Goods Industry.

ISPO Munich 2012 – Everything points to growth

ISPO Munich is gaining better than ever momentum: following the 2011 record statistics the trade show is once again experiencing an increase in exhibitor registrations and the reserved exhibit space. Four months before ISPO Munich opens its doors the number of registered exhibitors rose by 2.8 percent; the exhibit space increased by 3.2 percent.

In its position as a leading international sports business platform and the only multi-segment trade show ISPO Munich

offers an unprecedented overview of the entire selection of sporting goods. At the 2012 event the Outdoor segment, in particular, will cover all its facets in three exhibit halls as well as the East entrance area. In addition to well-known industry greats a variety of key players including Black Yak, Eagle Creek, Ecco and Sigg have registered for the first time for the upcoming ISPO Munich. This is an impressive validation of the trade show's internationally significant position for the important Outdoor industry. However, other com-

munities are also experiencing new additions, among them Li Ning, X Bionic X-Technology and Nixon.

ISPO Munich will be held from January 29th to February 1st, 2012 at the New Munich Trade Fair.

For more information on ISPO Munich please go to www.ispo.com/munich.

Source: ISPO

WFSGI Sustaining Members



SRSA reports progress with school sport

The Department of Sport and Recreation South Africa (SRSA)'s Annual Report 2010/11 presented to the Parliamentary Committee on Sport has shown some progress with the implementation of the National School Sport Program.

All provinces had committed to establishing provincial school sport code committees early in the 2011/12 financial year and at the end of the year the establishment of school sport structures in e.g. Northern Cape, KwaZulu Natal and Gauteng were close to completion.

SRSA helped establish and equip 16 community gymnasiums. Due to high demand the department helped revitalise 80 sport clubs, instead of the 40 planned, but only

14 local sport leagues (mainly handball) were revitalised in the Waterberg and Sekhukune. A higher number of athletes than expected attended testing camps and SRSA therefore exceeded their target and selected 1853 sub-elite athletes for the 2011/2012 scientific support assistance programme. Only 63 coaches were trained in basic sports science education as seven failed to attend workshops.

Despite receiving grants for mass participation programmes, Mpumalanga and the North West province continued to perform poorly. The latter showed under-expenditure by R10 377.

Only 53 of the 66 national sport federations received financial support from

SRSA, since the rest had failed to meet the deadlines for applications. There are 2.9m registered members of national federations. National Federations received R32.4-m, plus R15-m to hold national school sport competitions.

During the financial year SRSA refunded R40-m to FIFA for VAT on tickets sold for the 2010 FIFA World Cup. LoveLife received R28.7-m for the promotion of HIV and AIDS awareness through sport and Boxing SA was allocated R2.2m.

Fifty-two athletes tested positively for prohibited substances.

Source: Sports Trader

Puma announces partnership with Borussia Dortmund (BVB)

Puma announced that it has entered a new partnership with the German Bundesliga Champions, Borussia Dortmund. Effective from the 1st July 2012, this new technical partnership will see Puma provide official playing kits for all associated Borussia Dortmund teams, including the senior mens and all youth teams, as well as becoming the club's official partner in relation to replica kits, fanwear and other merchandise.

Puma will provide playing kits for Borussia Dortmund for the 2012/13 season and for multiple seasons to follow. A full range of replica kits, fanwear and merchandise will also be launched at this time. As part of Puma's commitment to the partnership, the global Sportlifestyle brand is providing football boots for players of all levels within the Borussia Dortmund club who don't have existing boot contracts, this part of the contract is already in effect for the 2011/12 season, as is the individual shoe contract with Borussia Dortmund coach Jürgen Klopp which was announced at the beginning of the current 2011/12 season.

Franz Koch, Chief Executive Officer at Puma SE commented: "We are really ex-

cited about this new addition to our football portfolio. Borussia Dortmund perfectly embodies the mix of sport and lifestyle, an ethos we share at Puma. The brand values emphasised by both companies of joy, enthusiasm and passion make this partnership a perfect match. Our association with Borussia Dortmund will allow us to further expand our position as the clear number three football brand."

Matthias Bäumer, General Manager at Puma Germany says: "We are very pleased to be able to strengthen our portfolio with such a long-standing and successful Bundesliga club as Borussia Dortmund. The enthusiasm of this club and its unique fans will not only allow us to leave our mark in the field of Teamsports and merchandising, but provide our retail partners with innovative football product and marketing concepts."

Hans-Joachim Watzke, Borussia Dortmund Club President said: "Borussia Dortmund is thrilled to enter this new partnership with Puma. We share a great synergy with Puma, we both have brand values that extend beyond simply performance on the pitch, and our work together in coming seasons will reflect this. From our very

early conversations with Puma it was abundantly clear that they wished to make Borussia Dortmund fans integral to the brand's football campaigns in Germany, to value them as we do. This marketing focus was a key reason for us signing a partnership with Puma, and we are excited about the prospect of implementing these plans for the 2012/13 season and beyond."

Borussia Dortmund will become the third current Bundesliga club to partner with Puma, joining VfB Stuttgart and TSG Hoffenheim in the global Sportlifestyle brand's football family. Puma also partners with numerous club teams such as Girondins Bordeaux, AS Monaco, Feyenoord Rotterdam, Tottenham Hotspur, SS Lazio and Olympiakos Piräus as well as international teams including Italy, Czech Republic, Switzerland, South Africa, Cameroon, Ghana, Ivory Coast, Algeria, Chile and Uruguay. Borussia Dortmund will also join a host of international player assets that have joined Puma in recent months including Sergio 'Kun' Aguero, Ramadel Falcao and Cesc Fabregas.

Source: Puma

Survey predicts top 20 fitness trends for 2012

Zumba is in and Pilates is out, according to more than 2,600 fitness professionals who completed an American College of Sports Medicine survey of the top fitness trends for 2012. The survey results were released in the "Worldwide Survey of Fitness Trends for 2012" article published in the November/December issue of ACSM's Health & Fitness Journal.

Zumba (and other dance workouts) and outdoor activities both made their debuts in the top 20 this year. Zumba and other dance workouts ranked ninth, and outdoor activities ranked 14th.

"Zumba and other dance workouts first appeared on the list of potential trends in 2010, but this is the first year Zumba has made the top 20," said Walter R. Thompson, Ph.D., FACSM, the lead author of the survey. "While Zumba has experienced a rapid surge in popularity in the past year,

future surveys will indicate if Zumba is truly a trend or simply a fad."

Educated and experienced fitness professionals claimed the top spot in 2012 for the fifth consecutive year. Outcome measurements and clinical integration/medical fitness both dropped out of the top 20 this year. Outcome measurements, a way to quantify progress in clubs and wellness programs, had a five-year run in the top 20 and ranked 13th in 2011. Clinical integration/medical fitness, perhaps tied to last year's national health care reform, only appeared in the top 20 in 2011 and claimed 18th place. Pilates, which first dropped out of the top 20 for 2011, remained off the list for 2012.

"The U.S. Department of Labor's Bureau of Labor Statistics is predicting that jobs for fitness workers will increase much faster than other occupations," said Thompson, an exercise physiologist at

Georgia State University, a Fellow of ACSM and a spokesperson for the ACSM American Fitness Index™. "Educated and experienced fitness professionals – such as those with professional certifications – will have the best chances to get new jobs in an increasingly competitive field."

The survey, now in its sixth year, was completed by 2,620 health and fitness professionals worldwide (many certified by ACSM) and was designed to reveal trends in various fitness environments. Thirty-seven potential trends were given as choices, and the top 20 were ranked and published by ACSM.

Read the full article [here](#).

Source: PR Web

Under Armour unveils new basketball ad campaign

Under Armour unveiled its new "Are You From Here?" campaign for its new Micro G basketball collection. Under Armour NBA players Brandon Jennings, Derrick Williams, Greivis Vasquez and Kemba Walker were on hand at a media event at Openhouse Gallery in New York City on Wednesday night.

The new collection includes Jennings' new signature shoe, the UA Micro G Bloodline.

The new UA Micro G Bloodline shoe collection goes on sale on November 4 at ua.com, and at retail stores such as Foot Locker and Finish Line.

Jennings is one of three UA NBA players to be featured in the "Are You From Here?" creative, which award-winning advertising agency CP + B developed and produced with Under Armour. Walker and Williams also star in the advertising, which puts an unfiltered lens on the dedication to training, never-quit attitude, and love for team embodied by young basketball players that strive everyday to perform better. This is the first campaign the agency has produced for Under Armour since being

awarded the basketball account this past summer.

"We continue to be passionate about basketball and our new footwear, and the look, the feel, and sounds of this campaign fit our Brand perfectly," said Steve Battista, senior vice president, creative, Under Armour. " 'Are You From Here?' is more than a literal question about where you're from, it's about where you're coming from. It's about what's inside you, what's empowering you to be better every single day."

The campaign will include a 60-second TV spot, an extended long-form video, and a number of 15-second spots for both TV and digital. The creative depicts what it means to train until it hurts, put your faith in your team and come from a place where the game comes first. Shoot locations included legendary gyms Rice High School in New York City and Roman Catholic High School in Philadelphia. The commercials began airing on Tuesday, November 1 on ESPN, BET and The NFL Network. Print and digital partners include Complex Media Network, Dime Magazine,

Slam Magazine and Pandora. The new advertising will also be available on facebook.com/uabasketball.com.

"The best brand stories are not manufactured. Instead of inventing them, you shine a light on them," said Dave Schiff, Executive Creative Director, CP+B. "Under Armour is a brand with a homegrown ethos of gritty determination that can be shared by athletes around the world. 'Are You From Here?' is both a challenge - do you believe as we believe? - and an invitation to join us if you do."

To bring basketball back to the fans, Under Armour will go on tour with Jennings, Williams, Vasquez and Walker. The athletes will visit three cities along the I-95 Northeast corridor to scrimmage against the basketball players and fans that put the game first. In Baltimore, Philadelphia and New York City the UA athletes will play against three of the country's top high school basketball programs. The tour is open and free to the public, and a local Foot Locker will host an autograph signing and Q&A session after each game.

Source: SportsOneSource

WFSGI Sustaining Members



WTO releases trade and tariff data for 2010

The WTO released on 21 October 2011 its annual package of trade and tariff data, giving the full picture of trade developments in 2010. This package includes the 2011 editions of its annual publications - International Trade Statistics, Trade Profiles and World Tariff Profiles - plus an update of the WTO Statistics Database and other data sources.

All the data can be downloaded free of charge from the WTO web site's statistics page: www.wto.org/statistics. A summary of all WTO statistical tools and databases is available here.

International Trade Statistics 2011 provides a comprehensive overview of world trade up to the end of 2010, covering merchandise trade by product and services trade by category. Through the use of extensive charts and maps, the publication illustrates noteworthy trends in global trade with links to numerous tables containing more detailed data.

International Trade Statistics 2011 serves as an invaluable reference tool for researchers, policy makers and anyone interested in international trade. Redesigned this year to further enhance the presentation of the data, this annual publication is available first in electronic format with a print version to follow in November. Data can be downloaded from the WTO web site in Excel and pdf formats and from the searchable database. PDF versions of the entire report in English, French and Spanish will also be made available on the web site.

World Tariff Profiles - a joint publication of the WTO, the International Trade Centre (ITC) and the UN Conference on Trade and Development (UNCTAD) - provides com-

prehensive tariff information on all WTO members and a number of other countries where data is available. It is the only compilation of tariff information of its kind available to researchers and negotiators. The publication summarizes the market access that each country offers to imports as well as the market access conditions faced by its products in its major export markets. The profiles show both the maximum tariff rates that are legally "bound" in the WTO and the rates that countries actually apply.

PDF versions of World Tariff Profiles 2011 in English, French and Spanish can be downloaded from the WTO web site. The statistical tables are also available in Excel format. In addition, updated Tariff Profiles can be found in the WTO Statistics Database.

Trade Profiles 2011 provides the latest information on trade flows and the trade policy measures of WTO members, observers and other selected economies. With information for each of these provided in a standardized format, the publication is a quick reference tool for anyone looking for essential trade statistics.

The data provided include basic economic indicators (such as gross domestic product or GDP), trade policy indicators (such as tariffs, import duties, the number of disputes, notifications outstanding and contingency measures in force), merchandise trade flows (broken down by broad product categories and major origins and destinations), services trade flows (with a breakdown by major components) and industrial property indicators. With one page devoted to each economy, Trade Profiles offers a concise overview of global trade. PDF versions of the publication in English, French and Spanish can be

downloaded from the WTO web site.

Printed versions of World Tariff Profiles and Trade Profiles as well as International Trade Statistics will be available in November in English, French and Spanish and can be ordered from the WTO bookshop.

The WTO Statistics web page also contains updates of Tariff Analysis Online and Tariff Downloads plus new versions of World and Regional Export Profiles (a PDF snapshot of 2010 merchandise exports globally and by region) and World Commodity Profiles (a PDF snapshot of 2010 merchandise exports and imports for agriculture, fuels and mining and manufactured products).

Visitors to the WTO web site may also consult world maps allowing for comparison between countries or customs territories using data of your choice. Options include:

- trade per capita
- trade to GDP ratio
- tariff binding coverage
- MFN tariffs, simple average, final bound
- MFN tariffs, simple average, applied
- MFN tariffs, trade weighted average, applied
- services sectors with GATS commitments
- outstanding notifications in the WTO Central Registry
- merchandise exports
- merchandise imports
- commercial services exports
- commercial services imports

In most cases the data are displayed as a "heat map". Clicking on a country or territory on the map gives more data. Trade flows (such as merchandise imports and exports) are indicated with arrows.

Source: WTO

Brazil: WFSGI has registered as an interested party

On 4th October 2011 the he Brazilian Secretariat of Foreign Trade (SECEX) initiated an anti-circumvention investigation to examine whether the current anti-dumping order applied to China's exports of footwear to Brazil (US\$ 13.85/pair), is being circumvented by China. The focus lies on the examination whether exports from China to Brazil of footwear parts and components or exports from Vietnam and Indonesia to Brazil of footwear using Chinese parts and components circumvent the anti-dumping measures.

SECEX initiated the anti-circumvention investigation in response to a petition filed

on April 5, 2011 by Abicalçados, which claims that the imposition of the AD duties on footwear from China was followed by a significant increase in imports of footwear from Vietnam and Indonesia and parts and components from China.

If SECEX concludes that exports from China to Brazil of parts and components of footwear, as well as exports from Vietnam and Indonesia to Brazil of footwear, are undermining the effectiveness of the AD order of USD US\$ 13.85/pair previously imposed on footwear from China, the scope of the AD measure may be broadened to encompass those products.

SECEX invites interested parties to submit notices of interest to participate in the anti-circumvention investigation by 24th October 2011.

The WFSGI has registered as an interested party representing the WFSGI members. The primary role of the WFSGI will be to support the foreign manufacturers and governments with their strategic and legal approaches and to ensure that the manufacturers are supported and efforts are duly coordinated.

Source: WFSGI

WFSGI Sustaining Members



EFA pleased with WTO findings regarding EU anti-dumping duties

The European Footwear Alliance (EFA) welcomes the Chinese Government's success in its WTO challenge of EU anti-dumping duties imposed on certain leather footwear. The WTO Panel's report condemned various aspects of the EU's practice during the investigation and concluded that the anti-dumping duties imposed by the EU were inconsistent with the EU's obligations under the WTO Anti-Dumping Agreement.

The report highlights many ways in which the EU violated the WTO Agreement, including the EU's general lack of transparency in conducting the investigation. The EU denied footwear importing companies, including EFA members, information about key aspects of the proceedings and refused

to provide the companies non-confidential summaries of "confidential information".

The WTO Panel also upheld China's challenge to the EU's method for calculating the anti-dumping duties. The WTO Panel concluded that the EU's approach systematically produced a result which punished normal pricing behaviour, not unfair trading. The WTO Panel further concluded that the EU calculated and imposed the anti-dumping duties in a way which impermissibly discriminated against the vast majority of Chinese suppliers solely because they were Chinese, thus violating the cornerstone non-discrimination provision of the WTO Agreement.

Though the EU anti-dumping duties recently expired, EFA requests that the EU implement the WTO Panel findings and reimburse footwear importers those anti-dumping duties which the EU impermissibly collected over the past five years.

The EFA actively opposed the imposition of these duties from the outset and its membership welcomes the WTO Panel's findings supporting China's claims and the positions advocated by EFA during the anti-dumping proceedings.

Read the full press release [here](#).

Source: FESI

EU: WTO rules on China shoe dumping dispute

A World Trade Organization (WTO) dispute panel has largely backed a complaint by China that anti-dumping duties imposed by the European Union (EU) on certain leather footwear imports breached global rules.

A report released by the panel that had examined China's complaint on Friday, 28 October said the anti-dumping duties were inconsistent with the EU's obligations under the WTO and that some aspects of the original investigation and expiry review were out of step with the anti-dumping agreement.

But the review rejected the bulk of China's specific claims of violation in connection with the original investigation and expiry review, and resulting definitive and review regulations.

The complaint by China was triggered after the European Commission (EC) in December 2009 decided to extend by another 15 months its levy of 16.5% on Chinese leather footwear and 10% on Vietnamese shoes. The duties were initially imposed

back in October 2006 after a surge in import shipments from China and Vietnam.

Importers and major European retailers opposed the action by Brussels, while member nations with footwear manufacturing sectors such as France, Italy, Spain, Portugal and Poland supported the trade defence action.

The report criticises the EU's general lack of transparency in conducting the investigation.

The European Footwear Alliance (EFA), which represents around 2,000 footwear companies including Europe's most successful global brands, says its members were denied information about key aspects of the proceedings, including non-confidential information.

The WTO panel also upheld China's challenge to the EU's method for calculating the anti-dumping duties, saying the EU's approach systematically produced a result which punished normal pricing behaviour, not unfair trading.

It also concluded that the EU calculated and imposed the anti-cumping duties in a way which impermissibly discriminated against the vast majority of Chinese suppliers solely because they were Chinese, thus violating the cornerstone non-discrimination provision of the WTO Agreement.

Anti-dumping duties on leather shoe imports into the EU from China and Vietnam officially expired on 31 March this year, but the WTO panel says the EU bloc must still bring its method for calculating anti-dumping duties into line with WTO rules.

However the European Footwear Alliance, which is made up of the Federation of the European Sporting Goods Industry (FESI), the European Branded Footwear Coalition (EBFC) and the European Outdoors Group (EOG), is calling on the EU to reimburse footwear importers the anti-dumping duties that have been "impermissibly" collected over the past five years.

Source: Just-style

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WFSGI Sustaining Members



Congress passes key trade bills for sporting goods industry

After years of stalemate, the House and Senate moved with great haste on October 12 to pass within hours of each other the implementing bills for free trade agreements with South Korea, Colombia and Panama. Both chambers' votes on the three agreements demonstrated strong bipartisan backing: South Korea (278-151 in House; 83-15 in Senate); Colombia (262-167 in House; 66-33 in Senate); and Panama (300-129 in House; 77-22 in Senate).

In addition, that same evening the House passed the bill (H.R. 2832) to renew the U.S. Generalized System of Preferences (GSP) and the trade adjustment assistance program in a 307-122 vote. As reported, the Senate had already passed the

GSP/TAA bill so no further action was required on that bill. President Obama is expected to sign all of these measures into law in the coming days.

This is great news for the U.S. sporting goods industry. Of the three FTA bills, SGMA has been especially active in pushing for approval of the agreement with South Korea, the United States' fifth largest export market for sporting goods and our eighth largest foreign supplier. As urged by SGMA since the outset of those negotiations, the U.S.-Korea FTA provides for the immediate elimination of Korea's 8 percent across-the-board tariff on sporting goods, as well as its tariffs on athletic footwear and sporting apparel. U.S. tariffs

on these products when imported from Korea will be eliminated as well.

Likewise, the GSP renewal bill brings much appreciated relief to many SGMA members who were forced to pay duty on previously duty-free GSP-eligible sporting goods entries when the program's statutory authority lapsed on January 1, 2011. The bill makes GSP benefits retroactive to that expiration date and extends them into the future through July 31, 2013. Once President Obama signs the bill, SGMA members will be able to request duty refunds from U.S. Customs & Border Protection for otherwise eligible entries during that period of retroactivity.

Source: SGMA

AAFA applauds presidential signature of market-opening agreements

American Apparel & Footwear Association (AAFA) President and CEO Kevin M. Burke applauded President Barack Obama for signing the implementing legislation for the recently passed free trade agreements with Colombia, Panama, and South Korea. The three agreements were passed by Congress on October 12, 2011, along with other trade measures, including renewal of the Generalized System of Preferences, the Andean Trade Preferences Act, and Trade Adjustment Assistance.

"Today's action by President Obama represents the largest market opening for U.S.

goods and services since the North America Free Trade Agreement entered into force more than fifteen years ago. Since then, international trade has proven to be source of job creation right here in the United States.

"In fact, the permanent two-way trade flows that will be created once these agreements are fully implemented will directly support more than four million U.S. apparel and footwear industry jobs and opportunities to create more.

"The U.S. apparel and footwear industry will work closely with administration officials, congressional stakeholders, and our

trading partners to ensure the implementation process for these three important agreements is as seamless as possible.

"To further drive our competitiveness in the global market, we must continue to reduce barriers to trade. Achieving a successful conclusion to the Trans-Pacific Partnership and identifying more opportunities to open global markets will help re-position the United States as a global economic leader."

Source: AAFA

Nordica USA agrees to \$214,000 civil penalty for failure to report defective skis

The U.S. Consumer Product Safety Commission (CPSC) announced that Nordica USA, of West Lebanon, N.H., has agreed to pay a civil penalty of \$214,000. The penalty agreement has been provisionally accepted by the Commission.

The settlement resolves CPSC staff's allegations that Nordica USA knowingly failed to report immediately to CPSC the safety defect and hazard with the "XBi ALU Skis" binding plates, as required by federal law.

In Fall 08, Nordica USA discovered about 200 reports of warranty claims related to the XBi ALU Skis' binding plates cracking and breaking.

CPSC staff alleges that Nordica USA knew that XBi ALU Skis' binding plates were defective and could cause harm, but failed to report this information immediately to CPSC. The binding plates could crack or break, causing skiers to lose control or fall and suffer injuries.

In February 09, Nordica USA and CPSC announced the recall of about 4,500 pairs of skis. Neither Nordica USA nor CPSC is aware of any injuries. Nationwide ski retailers sold the Skis between Aug. 06 and Dec. 08, for between \$800 and \$1,000. Nordica USA denies CPSC staff allegations that it knowingly violated the law.

Federal law requires manufacturers, distributors and retailers to report to CPSC immediately (within 24 hours) after obtaining information reasonably supporting the conclusion that a product contains a defect which could create a substantial product hazard, creates an unreasonable risk of serious injury or death, or fails to comply with any consumer product safety rule or any other rule, regulation, standard or ban enforced by CPSC.

Source: CPSC

WFSGI Sustaining Members



U.S. renews funding for fair labor efforts in Vietnam

The U.S. Department of Labor's Bureau of International Labor Affairs has awarded \$1.5 million to Development Alternatives International Inc. of Bethesda, Md., to extend the existing Vietnam Industrial Relations Promotion Project by an additional two years. The first phase of the project was funded by the U.S. Agency for International Development.

The program is designed to improve Vietnam's labor relations policies and initia-

tives by strengthening labor law enforcement and labor inspection, increasing the capacity for a more effective dispute resolution system for workers and employers, improving worker organizations' ability to represent employees and engage in collective bargaining and other methods of dispute resolution, and equipping the government to promote collective bargaining and tripartite cooperation.

"As an emerging economy seeking to

strengthen its compliance with international labor standards, Vietnam can benefit from U.S. assistance," said Secretary of Labor Hilda L. Solis. "Our experience shows that it is important to forge partnerships between countries in order to promote sound industrial relations policies and programs worldwide."

Source: SportsOneSource

ICE seizes 58 counterfeit MLB product websites

Immigration and Customs Enforcement agents seized 58 Websites it claims were selling counterfeit Major League Baseball T-shirts and other sports paraphernalia in "Operation Strikeout."

The operation, headed up by ICE's Homeland Security Investigations (HSI) and the National Intellectual Property Rights Coordination Center (IPR Center), was announced after the conclusion of the 2011 World Series. The operation, said ICE in an Oct. 31 statement, got underway at the beginning of the American League and National League Championship Series. Along with the Websites, ICE said HSI special agents also seized 5,347 items valued at \$134,862.

The seized counterfeit items infringed on the copyrights or trademarks owned by Major League Baseball, the National Basketball Association, the National Football League and the National Hockey League, said ICE. Websites like 19nfl.net, 20nfljerseys.us, angelsjerseysproshop.com, and cardinalsjerseyshop.com were among the seizures, it said.

ICE said the seizure of the 58 domain names is the seventh phase of "Operation In Our Sites," an initiative targeting counterfeiting and piracy over the Internet. The IPR Center began "Operation In Our Sites" in June, 2010 and has seized a total of 200 domain names and redirected those domain names to a seizure banner since then. Eighty-six of those 200 domain names have been forfeited to the United States government, said the agency, indicating that the Websites' owners won't contest the forfeitures.

The 58 domain names seized in this phase of "Operation In Our Sites," were all commercial websites engaged in illegally selling and distributing counterfeit sports paraphernalia, said ICE. During the course of the operation, federal law enforcement agents made undercover purchases of sport jerseys from online retailers suspected of selling counterfeit goods, it said.

Once the materials were confirmed to be counterfeit or otherwise illegal, ICE HSI special agents obtained seizure orders from federal judges for the domain names of the websites that sold or distributed

the items. In most instances, said the agency, the counterfeit goods were shipped directly into the U.S. from suppliers in other countries using international express mail. The 58 websites have all been shut down and now show a banner stating that the domain name of that website has been seized by federal authorities. The seizure banner on the seized sites has received nearly 75 million individual views, it said.

"HSI and the IPR Center have made a major dent in these criminals' plans to profit from fan enthusiasm surrounding a very exciting seven-game World Series – both in U.S. cities and in cyberspace," said ICE Director John Morton. "Counterfeits products represent a triple threat by delivering shoddy and sometimes dangerous goods into commerce, by funding organized criminal activities, and by denying Americans good-paying jobs. Homeland Security Investigations and our partners at the IPR Center will continue to work together to keep all types of counterfeit products off our streets."

Source: GSN

Anta Sports sees slower growth road ahead for China retail

Anta Sports, one of China's largest sporting goods brands, expects a slowdown in the same-store-sales growth of its retail partner stores for the third quarter of 2011 when compared with that of the last quarter. The company said the guidance was based on unaudited operational data currently available and was "in line with the recent challenging local sportswear retail market in China generally."

The company also said it "expects a more relaxed and flexible policy on the retail

discount" offered by the its retailers for the third quarter of 2011.

Anta said it has generally managed to implement its 4-year (years 2009 to 2012) store expansion plan (of an average of 600 to 800 new stores per year) in the first three years of implementation. The store expansion plan for 2012 will be "further ascertained and determined" by the company toward the end of 2011, taking into account, among other factors, the prevail-

ing conditions of the retail industry in China.

While the orders placed at the company's trade fair for the second quarter of 2012 have yet to be assessed and finalized, the Anta Board expects the trade fair growth rate to be lower than that for the first quarter of 2012, which is in line with the company's strategy for that quarter.

Source: SportsOneSource

WFSGI Sustaining Members



Australia's largest sporting goods retailer acquired for AU\$610M

Super Retail Group has acquired Australia's largest sporting goods retailer "Rebel" from Archer Capital for a total consideration of AU\$610 million. Read the specifics of the acquisition below, including how this purchase plans to optimize all 90 of Rebel Sports existing stores.

The acquisition comprises 90 Rebel Sport stores, 36 Amart stores and 2 Performance Sports stores and accelerates the Group's strategic objective of establishing itself as the leading retailer of automotive and leisure products in the Australian market. Rebel currently operates 128 stores across Australia under the Rebel (90 stores), Amart (36 stores) and Performance Sport (2 stores) banners. Rebel was created through the combination of three iconic Australian sports stores chains, Amart All Sports (acquired in 2004), Rowe & Jarman (acquired in 2005) and Rebel Sport (acquired in 2007). In 2011 Financial Year, Rebel delivered \$603 million in revenue and \$77 million in EBITDA.

Super Retail Group Limited comprises four businesses: Supercheap Auto, BCF (Boating Camping and Fishing), Goldcross Cycles and Ray's Outdoors, which carries outdoor recreation gear. Started in 1972 by Reg and Hazel Rowe, Super Retail Group has grown to become one of Australia and New Zealand's largest retailers with around 400 stores across Australia and New Zealand and annualized sales in excess of AU\$1 billion.

"The acquisition represents a fantastic opportunity for the Group to leverage its retail and supply expertise in a highly complementary business and to build Rebel's position as the national leader in sporting goods retailing," said Peter Birtles, CEO of the Group.

There is a natural strategic fit between the Super Retail and Rebel businesses. Rebel will strengthen the Group's existing leisure and apparel retail offering, while the Group can provide the required expertise to accelerate Rebel's growth and store roll-out profile and to optimize Rebel's existing operations.

There is a significant potential opportunity to grow Rebel from 128 stores today to a total of 185 stores over the medium term, across both the Rebel and Amart banners.

In addition, the Group anticipates synergistic benefits will be realized through optimization of the procurement, logistics, supply chain, marketing, IT and administrative functions.

"Both Super Retail and Rebel are focused on providing customers with a comprehensive product offering and excellent customer service, delivered by passionate team members." Mr Peter Birtles said.

The acquisition has the capacity to create significant shareholder value through the delivery of pre-tax synergies that are esti-

mated by Super Retail management to be in the order of \$10 million on an annualized basis, of which approximately 50% are anticipated to be achieved in FY12.

Super Retail expects the acquisition to meet its return on capital hurdle of 20% within five years. The acquisition is expected to deliver mid single digit EPS accretion in FY12.

The Group intends to maintain Rebel as a separate division known as Sports Retailing based in Sydney. Over time, and after a thorough integration planning process, the Group will seek to derive supply chain efficiencies through leveraging the expertise and capabilities of the combined businesses.

Super Retail Group's largest shareholder, SCA FT Pty Limited holding 40.98% of Super Retail Group's shares prior to the Entitlement Offer, will participate in the Institutional Entitlement Offer and has committed to take up 11.0% of its entitlements and renounce the balance. New Shares in respect of those renounced entitlements will be sold as part of the institutional shortfall bookbuild.

Greenhill Caliburn and its legal adviser is Mallesons Stephen Jacques. Macquarie Capital (Australia) Limited and RBS Equity Capital Markets (Australia) Limited are joint lead managers and underwriters to the Entitlement Offer (the "Underwriters").

Source: Transworld Business

EU issues new regulation covering fibre content and textile labeling

The European Union has published the new legislation on textile labeling in the Official Journal on 18th October 2011.

Regulation 1007/2011 on textile fibre names and related labeling and marking of the fibre composition of textile products will become legislation 20 days after the publication.

This regulation consolidates all the previous directives and, hence, simplifies all the requirements under one regulation. The requirements governing the methods of determining fiber content and the rules for labeling textile product had been contained in several different directives.

The requirements of the Regulation are largely unchanged but here are several

implications that clothing suppliers and retailers need to be aware of .

One of the main changes of the new regulation to impact on retailers and suppliers of apparel is a requirement which makes it mandatory to identify any non textile part of animal origin which may be included in a product.

Any use of animal-derived materials will have to be clearly stated on textile product labels. The product label is required to display the wording "**Contains non-textile parts of animal origin**".

There is also a process for new fibres to be added to Annex I has been included in the Regulation. This should allow new fibres to be added to the generic list of names without the need for a change in the legislation.

The legislation has been approved as a regulation, which means that it is not necessary to be approved by member states.

The Regulation will become legislation in 20 days, but it will be effective 8 May 2012. Any goods which are placed on the market after that date will need to comply with the new requirements.

There will be a transition period for all goods which are placed on the market before 8 May 2012. The transition period will be until 9 November 2014.

Directives 73/44/EEC, 96/73/EC and 2008/121/EC repealed by the new regulation with effect from 8 May 2012.

Source: Intertek

WFSGI Sustaining Members



Larry J. Franklin of Franklin Sports re-elected as SGMA chairman

Larry J. Franklin has been re-elected as the chairman of the Sporting Goods Manufacturers Association (SGMA). Franklin (President; Franklin Sports, Inc.; Stoughton, Massachusetts) was elected for a one-year term at the SGMA's annual business meeting in Chicago, Illinois.

Tom Rogge, (President/CEO; Cramer Products, Inc.) continues to serve on the board as the Immediate Past Chairman. SGMA's Tom Cove will remain as President/CEO. Four new directors were elected for full terms (2011-2014). They are Melissa Dawson (President; Molten USA), Neil Morton (CEO; Everlast Worldwide, Inc.), Kevin Wulff (President; ASICS America), and Gordon Boggis (President; Prince Sports).

Those re-elected to the board include: Jim Baugh (President; Jim Baugh Consulting), Dan Bower (President; Century, Inc.), Chris Clawson (President/CEO; Life Fitness), Steve Furniss (Executive Vice President; TYR Sport, Inc.), Kevin Plank (CEO; Under

Armour, Inc.), and Bob Puccini (President; Mizuno USA, Inc.).

Tom Rogge, (President/CEO; Cramer Products, Inc.) continues to serve on the board as the Immediate Past Chairman. SGMA's Tom Cove will remain as President/CEO.

Newly elected directors will join existing board members: Gary Barfield (Executive Vice President; Russell Athletic), Chris Considine (President; Wilson Sporting Goods Company), Paul Ehrlich (Vice President; adidas), Andrea Gordon (President; Diamond Sports), Carol Hochman (President & CEO; RHH Capital & Consulting), Kerry Kligerman (Executive Vice President – Apparel; New Balance Athletic Shoe, Inc.), Jon Letzler (President/CEO; Augusta Sportswear), Jeff Padovan (President; Polar USA Heart Monitors), Robert Parish (President & General Manager; Jarden Team Sports), and Lindsay Stewart (Special Advisor to the Chairman/CEO; Nike, Inc.).

"Larry Franklin's exemplary experience, record of accomplishment and reputation make him a dynamic choice to serve as SGMA's Chairman," said SGMA President Tom Cove. "He is a successful leader of his company and served on the SGMA Board of Directors for many years. His passion and commitment to the sporting goods industry is second to none. SGMA is fortunate to have a chairman as dedicated as Larry Franklin."

"It's an honor and a pleasure to be elected by the SGMA membership to lead our industry association for one more year," said Franklin. "Over its 104-year history, the SGMA has worked in many different ways to encourage people to play sports and to stay active - the foundation of which is the continued emphasis on PE in our schools. I look forward to working with my peers on the board, my colleagues in the sporting goods industry and with SGMA staff to continue this vital mission."

Source: SGMA

VF announces record third quarter results, boosts dividend & raises guidance

- Total revenues up 23%, with organic growth of 16%
- Adjusted EPS rises 29% to \$2.87, including \$.25 accretion from Timberland acquisition (\$2.69 and \$.07 on a GAAP basis)
- 2011 guidance raised: total revenues expected to rise 22 to 23%, with organic revenue growth of approximately 13.5%
- Full year adjusted EPS expected to reach approximately \$8.15, including \$.55 accretion from Timberland (\$7.90 and \$.30 on a GAAP basis)
- Raising quarterly dividend by 14% to \$.72 per share, marking 39th consecutive year of higher dividend payments to shareholders

VF Corporation, a global leader in branded lifestyle apparel, announced record results for the third quarter of 2011. All per share amounts are presented on a diluted basis. The discussions in this release refer to adjusted amounts that exclude costs incurred in connection with the acquisition of The Timberland Company which are described under the heading "Adjusted Amounts - Excluding Timberland acquisition-related expenses." Reconciliations of GAAP measures to adjusted amounts are presented in the supplemental financial information included with this release and identify and quantify all excluded items.

Third Quarter Results Summary

Revenues rose 23% to \$2,750.1 million from \$2,232.4 million in 2010. The acquisition of The Timberland Company ("Timberland"), which was completed on September 13, added \$163.6 million to revenues. Excluding Timberland, organic revenue growth in the quarter was 16%. All VF coalitions achieved strong revenue gains: Outdoor & Action Sports revenues, which now include the Timberland(R) and Smartwool(R) brands, grew 37%; Jeanswear revenues rose 8%; Imagewear revenues increased 14%; Sportswear revenues grew 18%; and Contemporary Brands revenues were up 11%.

Gross margin declined, as anticipated, to 45.3% from 46.5% in the 2010 period, reflecting the impact of higher product costs. Operating income of \$430.1 million included a net benefit from the Timberland acquisition of \$13.5 million, which included acquisition-related expenses of \$26.6 million. Operating margin was 15.6% compared with 15.9% in the 2010 period, with acquisition-related expenses negatively impacting operating margin by approximately 100 basis points. On an organic basis, the third quarter operating margin increased to 16.1% from 15.9%.

Net income grew 24% to \$300.7 million from \$242.8 million, while earnings per

share increased 21% to \$2.69 from \$2.22. Adjusted earnings per share were \$2.87, an increase of 29% over 2010 levels. The Timberland acquisition was accretive to adjusted earnings by \$.25 per share in the quarter. On an organic basis, earnings per share grew 18% to \$2.62. Foreign currency translation benefitted earnings by \$.10 per share in the quarter.

Nine Months Results Summary

Revenues increased 17% to \$6,549.0 million from \$5,576.4 million in 2010, with strong growth in every coalition. The Timberland acquisition accounted for three percentage points, or \$163.6 million, of the revenue growth in the period.

Net income and earnings per share each increased by 22%, to \$630.8 million and \$5.69. Adjusted earnings per share were \$5.89, an increase of 26% over 2010 levels. Earnings per share in the period also benefited by \$.11 in special items reported in the first quarter, \$.07 from a gain on a facility closure reflected in second quarter earnings, and \$.14 due to foreign currency translation.

Read the full results [here](#).

Source: VF Corporation

WFSGI Sustaining Members



MBT study on high heels

A survey of 1,000 women done by the wellness shoe company MBT found that more than 40 percent of the high-heel shoe wearers have suffered an accident in them, most often from falling over.

According to the Guardian, heels surpassing the three-inch mark can "seriously

increase the pressure on the ball of your foot (up to seven times with heels over 3in high) and affect pretty much every part of your lower body as you walk." The uneven weight distribution from high heels results in a shorter calf muscle and a thicker Achilles tendon. This makes it

extra painful when the foot is flat on the ground and results in sore and inflamed tendons. Bunions and hammer toes are some of the other painful effects from heels.

Source: SportsOneSource

Black Diamond expects Q3 sales to rise 24 percent

Black Diamond, Inc. expects to report third quarter consolidated sales of approximately \$42 million, an increase of 24 percent compared to \$34 million in the third quarter of 2010.

For the nine months ended Sept. 30, 2011, Black Diamond expects to report consolidated sales of approximately \$109 million, an increase of 20% compared to pro forma sales of approximately \$91 million for the

same period in the prior year, which includes the results of Black Diamond Equipment and Gregory Mountain Products prior to their acquisitions by the Company in May 2010.

"Strong global demand for our products, consistent execution in sales and marketing, and the strength of our operational platform drove another outstanding quarter," said Peter Metcalf, president and

CEO of Black Diamond. "Looking ahead, we expect our global operational model to provide a strong platform for organic growth as we pursue acquisition strategies designed to advance Black Diamond as one of the world's most respected and leading active outdoor equipment and lifestyle companies."

Source: SportsOneSource

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Columbia Sportswear posts record Q3, beating expectations

Columbia Sportswear Co. posted record-high third-quarter sales and a nearly 30 percent profit increase as the outdoor apparel and footwear brand crushed Wall Street expectations.

Washington County-based Columbia said sales grew 12 percent to \$566.8 million compared to \$504 million in the same quarter last year, including a 3 percent benefit from changes in currency exchange rates.

Net income jumped 29 percent to \$67.5 million, or \$1.98 per share, compared to \$52.2 million, or \$1.53 per share, last year. The quarter included a 4 cents per share benefit from a lower income tax rate.

Analysts polled by the Thomson Financial network had expected earnings of just \$1.60 on \$569 million in sales.

In a news release, Columbia said its third-quarter results were stronger than expected, leading the company to increase its full-year operating margin forecast by a full percentage point above last year's 7 percent margin.

Full-year sales are expected to gain between 15 and 16 percent, including a gain of 18 to 20 percent in the fourth quarter, with higher-margin direct-to-consumer sales expected to climb 25 percent for the year. Gross margin for the year will climb 1 percent from 2010's 42.4 percent.

The strong third-quarter numbers are a reflection, in part, of a previously reported

increase in the fall season order backlog and continued strong performance from the company's direct-to-consumer business, CEO Tim Boyle said in a news release.

Meanwhile, improved operations helped to reduce the company's air freight costs, which - along with the rising price of cotton - was identified earlier this year as a potential threat to margins, forcing several brands, including Columbia, to raise prices.

"Our increased profitability outlook for the full year reflects the strength of the third quarter and our expectations for continued growth through the remainder of the year," Boyle said.

In the third quarter, sales of Columbia branded products increased 4 percent to \$447.8 million and Mountain Hardwear products gained 17 percent to \$44.7 million.

But the real star in Columbia's stable continues to be Sorel.

Once a staid outdoor boot brand when acquired out of bankruptcy a decade ago, Columbia in recent years has transformed Sorel into outdoor fashion footwear, with third-quarter sales rising 116 percent to \$72 million.

Columbia sales grew the most in its Europe, Middle East and Asia geographic category, rising 51 percent to \$100.3 million. Sales to the Latin America-Asia Pacific region gained 23 percent to \$72.8 million. U.S. sales grew just 2 percent to \$333.6

million, while Canada gained 13 percent to \$60.1 million.

The company's footwear business - until recent years a historic underperformer for what has been an apparel-centric brand - increased 55 percent to \$128.6 million. Sportswear sales gained 7 percent to \$179.8 million, and accessories and equipment rose 23 percent to \$35.9 million.

Columbia has \$90.4 million in cash and short-term investments on the books, down from \$236.3 million a year ago.

Inventories rose nearly \$74 million to \$432.1 million, though the company said about 80 percent of the increase is due to higher average product costs.

As of Sept. 30, Columbia's wholesale backlog for Spring product reached \$420.7 million, a \$26.5 million increase from a year ago.

"Our Spring wholesale backlog represents less than one-fourth of annual sales," Boyle said. "When combined with another strong product line-up for Fall 2012, our growing global direct-to-consumer business, and our commitment to manage our cost structure, we are well-positioned for another year of record sales and improved profitability in 2012."

Columbia released its earnings report before the market opened. Its shares, which closed the day before at \$52.96, have traded between \$41.13 and \$70.64 in the past 52 weeks.

Source: Portland Business Journal

Pony set for spring/summer '12 UK re-launch

Classic American lifestyle brand Pony is being relaunched in the UK with a range of classic styles and new modern executions. Pony means Product Of New York, having been established in New York circa 1972 before becoming one of the most iconic sports brands of the 70s and 80s.

Making its return to Europe this Spring, the rejuvenated Pony seeks inspiration from a new generation of resilient and determined creative entrepreneurs. Through collaborations, connections and a dedication to the brand ethos - what defined

Pony's formative years, inspires and represents its future.

Celebrating its 40th anniversary, Pony offers of its European re-launch "The footwear and apparel collection is inspired by NYC the home base of Pony and consists of two parts. The Archive Collection comprises of one-on-one reintroductions of styles taken from Pony's rich archive. Our second collection Product Of New York (P.O.N.Y) is a fresh interpretation of classic PONY styles with new modern executions. Product of New York's DNA

stems straight from Pony's heritage but accommodates the NYC lifestyle of today; simplistic designs with an original approach on materials and detailing. Although we are proud to show the vintage feel with our Archive Collection, we are excited with the outcome of our P.O.N.Y. collection - it truly represents the sounds of NYC and the future of Pony."

Source: RWD Magazine

WFSGI Sustaining Members



Puma reconfirms annual outlook after posting strong third-quarter sales

Highlights Third Quarter 2011

- Consolidated sales increased by 10.2% currency adjusted to € 841.6 million
- Gross profit margin remained at 50.0% despite volatile input prices
- EBIT improved by 1,8% to € 118.6 million
- Net earnings remained flat at € 81.7 million
- EPS are up to € 5.45 from € 5.43
- Puma has signed football stars Agüero, Falcao and Fàbregas

Highlights First Nine Months of 2011

- Consolidated sales climbed 11.0% currency adjusted to € 2.3 billion
- Gross profit margin remained at a sector-best 50.6%
- EBIT rose by 2.2% to € 285.0 million
- Net earnings improved by 4.7% to € 197.1 million
- EPS increased from € 12.51 to € 13.15

Outlook for the remainder of the Financial Year 2011

- Puma's management reiterates that Puma's target is € 3 billion in sales for the full year.
- In light of Puma's "Back on the Attack" growth strategy, investments and expenses will remain at a high level, and gross profit margins will continue to be stressed based on procurement price volatilities.
- Management continues to foresee an improvement of net earnings in mid single-digits for the full year.

"Puma posted a very solid sales performance for the fifth consecutive quarter," said Franz Koch, CEO of Puma SE. "This underpins our 5-year growth strategy, which is already delivering results. After a strong performance in the first nine months of this year, we are now approaching our sales target of € 3 billion for the full year, and despite continuing cost pressures we maintain our forecast of an improvement in net earnings in mid single-digits."

Asia/Pacific and Latin America drive Puma's Sales Growth in the Third Quarter – Performance Business accelerating

Puma's third-quarter consolidated sales rose 10.2% currency adjusted and 7.3% in Euro terms to € 841.6 million compared to last year, representing the most successful quarterly performance in the firm's history. Asia and Latin America provided the platform for these numbers, underpinning the excellent overall result with double-digit growth.

With all product categories contributing to this increase, Footwear rose 7.0% currency adjusted to € 431.1 million, Apparel went up 13.8% to € 294.7 million and Accessories climbed 13.9% to € 115.8 million.

Puma's Running category in particular grew significantly, boosted by Usain Bolt's spectacular performances at the Track & Field World Championships in Daegu and by the light-weight concept which in-

cludes our best selling Puma Faas range. The shoe is constructed with BioRide Technology which provides runners with a naturally responsive ride. Puma's Women's Fitness category is growing strongly, a consequence of enhanced targeting of the female consumer demographic with Puma's Bodytrain concept. Puma's Sailing category also improved, as sales have been accelerating in the run-up to Puma's participation in the Volvo Ocean Race 2011-2012. Given the duration of this sailing marathon and in the light of our new extended range of outdoor products, Puma expects the positive performance of its Sailing category to continue.

Puma's five-year growth plan "Back on the Attack" already yielding fruit

As previously detailed, Puma is continuing to work on improving its performance categories without losing sight of its Sportlifestyle positioning as a brand. This was laid out in the company's growth strategy one year ago, which focused on strengthening Puma's Sports Performance business alongside its lifestyle segment. To further boost Puma's brand visibility on international football pitches and underline our position as the No. 3 football brand, Puma signed three of the world's top football stars during the third quarter: Manchester City's Sergio Agüero, Atletico Madrid's Falcao and FC Barcelona's Cesc Fàbregas.

Read the full report [here](#).

Source: Puma

Sports Direct confirms full year earnings

Sports Direct International plc reported total sales for the nine weeks ending Sept. 25 grew 11.5 percent to £329m (\$376 mm) and gross profit increased 12.0 percent to £131m (\$150 mm).

Retail division sales for the same period increased 12.1 percent to £296m (\$338 mm) and retail gross profit increased 13.3 percent to £119m (\$169 mm). This does not include sales and gross profit from the newly formed Premium Lifestyle division.

In the Interim Management Statement on Sept. 7, the Board confirmed that the

Group is confident of reaching the full year targeted underlying EBITDA of £215m (before the charge for the bonus share scheme). Based on current trading, the Board remains of this view.

"The Group has delivered strong growth through the second quarter, further validating our resilient business model," said CEO Dave Forsey. "The strong trading highlights the positive sales growth achieved post the tough FIFA World Cup comparisons, while we have continued to invest in margin, inventory and additional Group marketing."

Forsey said management continues to believe that the Group's strong performance, particularly against the tough economic backdrop, is underpinned by the introduction of the Employee Bonus Share Scheme in 2009 and the new four-year scheme announced earlier in 2011.

The company will announce its Interim Results for the 26 weeks ending 23 October 2011 on Thursday 15 December 2011.

Source: SportsOneSource

Under Armour reports third quarter net revenues growth of 42%

- Net Revenues Increased 42% to \$466 Million
- Diluted EPS Increased to \$0.88 from \$0.68
- Company Raises 2011 Net Revenues Guidance to \$1.46 Billion to \$1.47 Billion (+37% to +38%) from \$1.42 Billion to \$1.44 Billion (+33% to 35%)
- Company Raises 2011 Operating Income Guidance to \$159 Million to \$162 Million (+42% to +44%) from \$155 Million to \$160 Million (+38% to 42%)

Under Armour announced financial results for the third quarter ended September 30, 2011. Net revenues increased 42% in the third quarter of 2011 to \$466 million compared with net revenues of \$329 million in the prior year's period. Net income increased 32% in the third quarter of 2011 to \$46 million compared with \$35 million in the prior year's period. Diluted earnings per share for the third quarter of 2011 were \$0.88 on weighted average common shares outstanding of 52.5 million compared with \$0.68 per share on weighted average common shares outstanding of 51.2 million in the prior year's period. Diluted EPS benefited approximately \$0.04 as a result of our ongoing tax planning strategies.

Third quarter apparel net revenues increased 31% to \$363 million compared with \$277 million in the same period of the prior year, driven by continued strength across Men's, Women's, Youth, and new product offerings including Charged Cotton and Fleece. Direct-to-Consumer net revenues, which represented 22% of total net revenues for the third quarter, grew 73% year-over-year. Third quarter footwear net revenues doubled to \$52 million from \$26 million in the prior year's period, primarily reflecting the introduction of new running footwear and earlier year-over-year shipments of basketball product. Third quarter accessories net revenues increased 211% to \$40 million from \$13 million in the prior year's period, primarily driven by the in-house transition of the Company's previously licensed hats and bags business which commenced in January 2011.

Kevin Plank, Chairman, CEO, and President of Under Armour, Inc., stated, "We surpassed a billion dollars in net revenues last year, and the Brand has already topped that milestone this year through the first three quarters. Our product engines are as strong as ever, as demonstrated by consecutive quarters of 40% plus growth for the first time since 2007. We successfully launched Storm Fleece during the quarter, our cold weather Charged Cotton product. We also elevated our footwear message while continuing to enhance our global distribution network. Our strong results and the early acceptance of new products such as Storm Fleece and our Charge RC footwear give us confidence that the consumer continues to vote for our Brand."

Gross margin for the third quarter of 2011 was 48.4% compared with 50.9% in the prior year's quarter primarily due to less favorable apparel product margins and the ongoing impact of the hats and bags transition in 2011. Selling, general and administrative expenses as a percentage of net revenues were 32.3% in the third quarter of 2011 compared with 33.6% in the prior year's period, reflecting leverage of corporate services and marketing expenses. Marketing expenses for the third quarter of 2011 were 10.4% of net revenues compared with 10.9% in the prior year's quarter. Third quarter operating income grew 32% to \$75 million compared with \$57 million in the prior year's period.

For the first nine months of 2011, net revenues increased 40% to \$1.07 billion compared with \$763 million in the prior year. Net income for the first nine months of 2011 increased 41% to \$64 million compared with \$46 million in the same period of 2010. Diluted earnings per share for the first nine months of 2011 were \$1.23 on weighted average common shares outstanding of 52.5 million compared with \$0.89 per share on weighted average common shares outstanding of 51.0 million in the prior year.

Balance Sheet Highlights

The Company had cash and cash equivalents of \$68 million with \$30 million of borrowings outstanding under its \$300 million revolving credit facility at September 30, 2011. Inventory at September 30, 2011 increased 63% to \$319 million compared with \$196 million at September 30, 2010. Long-term debt increased to \$80 million from \$19 million in the prior year's period, primarily driven by the Company's completion of the corporate headquarters acquisition in July.

Updated 2011 Outlook

The Company had previously anticipated 2011 net revenues in the range of \$1.42 billion to \$1.44 billion, representing growth of 33% to 35% over 2010, and 2011 operating income in the range of \$155 million to \$160 million, representing growth of 38% to 42% over 2010. Based on current visibility, the Company now expects 2011 net revenues of \$1.46 billion to \$1.47 billion, representing growth of 37% to 38% over 2010, and 2011 operating income in the range of \$159 million to \$162 million, representing growth of 42% to 44% over 2010. The Company now expects an effective tax rate of approximately 38.4% for the full year, compared to previously provided full year guidance of 40.0% and an effective tax rate of 37.1% for 2010. The Company anticipates fully diluted weighted average shares outstanding of approximately 52.5 million to 52.7 million for 2011.

Mr. Plank concluded, "Our Brand continues to evolve and reach a broader range of consumers, and we believe we are still just scratching the surface of the Brand's global potential. As we focus on that potential, we will measure our success with an equal focus on driving topline with areas that will drive enhanced profitability and returns through improved management of our overall gross margin and inventory. We will continue to invest in the talent and resources needed to ensure this balanced approach."

Source: Under Armour

Any questions? Contact Stefanie Burkert, WFSGI PR Manager & Assistant to the Secretary General
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WFSGI Sustaining Members



Skechers announces third quarter 2011 financial results

Skechers USA, Inc. a global footwear leader, announced financial results for the third quarter ended September 30, 2011.

Net sales for the third quarter of 2011 were \$412.2 million, compared to a record \$554.6 million in the third quarter of 2010, and income from operations was \$2.3 million, compared to \$55.6 million in the third quarter of 2010. Net earnings for the quarter were \$8.3 million compared to net earnings of \$36.4 million in the third quarter of 2010. Net earnings for the third quarter include a \$4.6 million tax benefit related to certain research and development tax credits. Net earnings per diluted share were \$0.17 on 49.4 million diluted shares outstanding, compared to net earnings per diluted share of \$0.74 on 49.2 million diluted shares outstanding for the third quarter of 2010.

"Third quarter 2011 net sales were down 25.7 percent, while our gross margins returned to our historical norm," began David Weinberg, chief operating officer and chief financial officer. "The decrease in revenues is primarily attributable to a combination of comparisons against a record third quarter 2010, the decline in higher priced toning footwear, and lower than expected sales across many of our other Skechers footwear lines. We are pleased that we continued to experience growth across much of our international business and that our domestic and international retail sales volume remained fairly constant. The significantly improved gross margin from the previous quarter of this year is a reflection of our reduced inventory levels and more in-line product levels, as well as a normalized flow of our product."

Gross profit for the third quarter of 2011 was \$175.2 million, compared to \$252.7

million in the third quarter of 2010. Gross margin was 42.5 percent for the third quarter of 2011, compared to 45.6 percent in the third quarter of 2010. Gross profit for the first nine months of 2011 was \$511.1 million, or 38.6 percent of net sales, compared to \$727.7 million, or 46.9 percent of net sales, in the first nine months of 2010.

For the nine months ended September 30, 2011, net sales were \$1.323 billion compared to net sales of \$1.552 billion in the first nine months of 2010. Net loss for the first nine months of 2011 was \$9.8 million, which includes a tax benefit of \$4.6 million related to certain research and development tax credits, compared to net earnings of \$132.9 million in the first nine months of 2010. Net loss per diluted share in the first nine months of 2011 was \$0.20 per share on 48.3 million diluted shares outstanding, compared to net earnings of \$2.71 per share on 49.0 million diluted shares outstanding for the same period last year.

Robert Greenberg, Skechers chief executive officer, commented: "Last year we were experiencing record sales growth as the leaders of an explosive new category. This year we are leveraging that learning—both in product development and distribution. We created many new offerings in our Fitness division, which delivered earlier this year, and have our first true performance footwear line delivering to our accounts this quarter. Early reads on this line in our own retail stores has been strong, and we believe this performance product will also experience solid sell throughs in our key accounts. Inspired by our fitness footwear, we are developing fresh looks in our classic athletic lifestyle footwear as well as in our Skechers Kids lines, with commercials to support this

business for Spring 2012. We have created substantial buzz with consumers thanks to the star power of Kim Kardashian, and are looking forward to growing our relationship with Dancing with the Stars host Brooke Burke, who is appearing in Skechers Fitness print and television campaigns around the world. The signing of elite runner Meb Keflezighi for our Skechers GOrun footwear has helped us to elevate the profile of this performance line. He will be competing in our footwear in the New York Marathon next week. While we develop and market new product, we are continuing to look for new opportunities to grow our business, including in the international arena where we are in the process of transitioning one of our largest distributors to a subsidiary. We are looking forward to international growth, opening new retail stores around the world, and to delivering fresh product to the market this quarter and next year."

Mr. Weinberg added: "We believe that we will continue to face challenges in the fourth quarter of 2011, but we are pleased with the strides we have made to better position our business for 2012. These include significantly reducing our selling expenses, consolidating our North American distribution facilities into one building and reducing excess inventory. We are also evaluating our overhead to better control spending while seeking new expansion opportunities in product development, as well as international and retail sales. As we look forward to 2012, we believe Skechers continues to be a relevant brand globally, and there are many opportunities to grow our business in the future."

Source: Skechers

Accell hunts for take-overs in Spain and US

The takeover of Germany's largest bike maker Derby Cycle failed, but Accell Group made a 17 million euro profit on the sale of 22% of the Derby shares to Pon Holdings. With that money Accell Group is now hunting for companies to take-over in Spain and the United States for which it established special acquisition teams.

In a recent interview with a renowned financial newspaper in Holland, Accell

Group CEO René Takens said that he is focused on the acquisition of bicycle companies aimed at the so-called new cycling countries in America and Southern Europe. Accell already has a foothold in South Europe with the 50% ownership of the Italian company Atala. This makes it clear that Takens is mainly looking for acquisition candidates in Spain. In addition, he has high expectations of the US

market, in particular because he expects a rapidly developing e-bike sales there.

In the interview René Takens said he did not regret the failed takeover of Derby Cycle; he did not want to pay the top price as Derby Cycle new owner Pon Holdings did.

Source: Bike Europe

WFSGI Sustaining Members



FSA goes public with anti-counterfeiting effort

After two years of fighting counterfeiters in Taiwan and Europe, bike components manufacturer Full Speed Ahead took its fight public in the United States by warning customers of the growing number of fake FSA products emerging on eBay and other online marketplaces.

"Due to the proliferation of sellers on eBay and other online marketplaces, and the difficulty of policing this issue on our own, FSA has chosen to make this public statement regarding the counterfeit goods problem," the company said in a statement posted on its web site.

The statement urged consumers to only buy Full Speed Ahead products from bicycle retail stores, or authorized online retailers and that bike shops only buy Full Speed Ahead products from their recognized bicycle parts distributors, and bicycle brand partners.

"Buying our FSA products from online marketplaces, or from foreign trading sites runs a very high risk that they may be buying a counterfeit product," the statement read.

Below are other excerpts from the statement detailing the progress of FSA's investigation into counterfeiting over the last two years.

Since 2009, Full Speed Ahead (FSA) has been actively and aggressively pursuing manufacturers and re-sellers of counterfeit FSA branded products. Counterfeit parts originating in China pose a pervasive safety problem for the bicycle industry as such parts fail to meet industry quality standards in addition to our strict manufacturing specifications, and are untested and made of inferior materials.

It came to the attention of Tien Hsin Industries Co., Ltd., the Taiwan-based manufac-

turer of FSA branded products, that certain bicycle retail stores in Taiwan were selling counterfeit FSA goods. Tien Hsin contracted private investigators who staked out the retailers, documented deliveries of counterfeit goods, followed the delivery trucks to the warehouses, and eventually to the manufacturers, and delivered complete documentation to Tien Hsin.

Armed with this evidence, Tien Hsin was able to engage the Taiwan police, and gain trademark infringement convictions in Taiwan court of the retailers, re-sellers, and manufacturers, through trademark infringement. The re-sellers and manufacturers either paid restitution, or were sentenced to time in jail for their illegal activities.

Since that time, counterfeit copies of some FSA products have begun to find their way into the markets in Europe and the USA.

FSA S.R.L., the European distributor based in Busnago, Italy, found counterfeit parts listed on eBay, and other web based retailers. By following the paper trail to the sellers, FSA S.R.L., engaged the Financial Police branch of the Italian customs (La Guardia di Finanzia), who conducted several well publicized raids on the premises of the sellers, and seized numerous counterfeit goods, including wheels, handlebars, stems, and seatposts. These sellers were prosecuted under trademark infringement laws, and suffered either serious financial penalties, or incarceration.

In the following months, both FSA S.R.L., and Full Speed Ahead, Inc., the North America distributor based in Washington State, received emails from consumers regarding products they had purchased

through eBay, which had clear specification differences from legitimate FSA products. Investigation of these products led back to the same kinds of counterfeit goods that were originally found in the police raids in Italy and Taiwan.

Since the primary avenue of sales for these counterfeit goods has been through online marketplaces, like eBay, both FSA S.R.L., and Full Speed Ahead, Inc. have registered our products with the eBay 'Vero' program, which allows companies or individuals who own trademarks or patents to help police their product listings. The program allows enrolled members to simply email eBay with document of the counterfeit good listing, and within a few hours eBay will remove the listing.

Using the Vero program is an important tool, but requires a huge amount of time and vigilance on the part of the trademark owner to seek out the offending listings. Due to the proliferation of sellers on eBay and other online marketplaces, and the difficulty of policing this issue on our own, FSA has chosen to make this public statement regarding the counterfeit goods problem.

Full Speed Ahead is committed to pursuing and litigating any entity that knowingly or unknowingly sells, distributes, or manufacturers counterfeit goods which infringe our trademarks, designs, or patents to the full extent of the law.

Like many of our co-manufacturers in the industry, we were surprised when the counterfeit parts in volume arrived on the market. Now that this subject has raised its ugly head, we will do all that we can to stop the demand, production, and distribution of these parts.

Source: SportsOneSource

Commuting to work is 'bad for your health' (unless you cycle or go by foot...)

Workers who commute by car, bus or train to the office are more likely to suffer from stress and exhaustion, according to a study. Scientists assessed 12,000 employees aged between 18 and 65.

They found that those who travelled to work by car or public transport reported higher levels of stress and tiredness compared to active commuters who travelled by foot or bicycle.

It is now expected that the study will encourage further investigation into the health impacts of commuting and the best forms of transportation.

Researcher Erik Hansson said: 'Generally car and public transport users suffered more everyday stress, poorer sleep quality, exhaustion and felt that they struggled with their health compared to the active commuters.'

'The negative health of public transport users increased with journey time.' According to the Office for National Statistics, the average Briton commutes for 54 minutes every day.

But now the scientists claim that the advantages of daily travel, such as higher pay or housing conditions, need to be weighed against the adverse health effects. It may also have a cost impact on industry.

According to a CBI and Pfizer Absence and Workplace Health Survey, the UK economy lost 190million working days to absence last year, with each employee taking an average of 6.5 days off sick, costing employers £17billion. However researchers highlight that the findings do not prove that commuting causes ill health and further research is needed. Income, family background and environmental factors are other variables that need to be considered.

Hansson added that the findings would help to 'readdress the balance between economic needs, health and the costs of working days lost'.

Source: Whitelocks/Daily Mail

WFSGI Sustaining Members



Hertz electric bikes arrive in Spain

The Hertz Corporation, the world's largest general use car rental brand, has announced a new electric bicycle offering in Spain following a successful launch in London earlier this year. Hertz customers can now explore the provinces of Granada, Almería, Alicante, Valencia, Pontevedra, Álava, Barcelona and the islands of Mallorca and Formentera, with a choice of nine different Swiss Flyer electric bikes available from 24 euros a day. Hertz is the only major car rental company to offer electric bicycles for rental.

Michel Taride, President of Hertz International, said: "We are very excited to introduce our electric bike offer to Spain following the successful London launch, enabling customers to explore tourist destinations not far from the sea and countryside in an exhilarating way. We are always committed to providing our customers with a range of mobility solutions. With the electric powered bikes, customers can cover

even more ground than simply by touring on foot or using a traditional pedal bike."

The sturdy Flyers are equipped with Lithium-ion batteries that support travel at up to 25 kilometers an hour, with a range of 85 kilometers. The eco-friendly bikes come with full training, a helmet and road safety vest to ensure customers feel at their safest when exploring tourist destinations in this unique way.

Daily rates for the Flyer electric bikes are 24 euros when booked at least 24 hours in advance, or 28 euros for booking on the day. For bookings and information, customers can call 00 34 902 570 133 or go to <http://www.electricbikes.es/hertz/>.

The Flyers are brought to customers through Hertz's partnership with Electricbikes, the Spanish distributor.

Electric bikes were introduced in London in April through a partnership between Hertz and Ultra Motors. The London elec-

tric bikes travel at a maximum speed of 15.5 mph and can be rented at a day rate of £20. As with the electric bikes in Spain, customers will receive full training, a lock and helmet, as well as a copy of the AA Leisure Guide to London with suggested bike routes around the capital.

The expansion of Hertz's electric bike offering is part of the company's broader commitment to a global electric infrastructure and complements its EV eco-mobility program championing an electric and plug-in hybrid vehicle ecosystem. As the world's largest general-use car-rental brand, Hertz is uniquely positioned to introduce multiple groups of consumers – urban drivers, university students, travelers and corporations – to all-electric and plug-in hybrid vehicles. As part of this strategy, Hertz is forming partnerships with manufacturers, charging station providers, municipalities, NGO's, corporations and other stakeholders.

Source: Hertz

6 steps to deal with the avalanche of sustainability surveys

If everybody wants to know about your "sustainability performance", how can you possibly take care of your day job of working toward sustainability? Investors are increasingly asking about your carbon emissions; and ratings agencies are selling their assessment of your human rights record, the gender balance on your board and what you do with your waste water. Sound familiar? It should - the proliferation of ratings, rankings, listings and indices is getting more and more attention. GreenBiz even captured some of the evolutionary process in their article Filing in the Blanks. While in most jurisdictions companies are not required to report such non-financial information, several countries, local governments and even stock exchanges have started requiring companies to report on sustainability issues. An overview of these growing regulatory trends can be found in GRI's report, Carrots & sticks -- promoting transparency and sustainability.

It's a common story - companies and other organizations are increasingly receiving multiple requests for sustainability performance data, from different sources and in different formats. The number of sustainability raters is at an all-time high. So how can companies sift through the growing pile of surveys and questionnaires landing on their desks?

Reality Check

One key point is to recognize that mainstream investors are increasingly using sustainability information. Not only are asset owners researching these issues on their own, but they are also asking their asset managers to commit to researching, analyzing and integrating sustainability into their investment process. Yes -- there is even a supply chain ripple here too -- asset managers supply money management services to asset owners.

This growing demand has created an entirely new type of research that is dramatically changing the way everyone sees 'sustainability performance'. It is crucial to understand not only who is conducting this type of due diligence, but also how entire sectors are being compared and contrasted on both quantitative and qualitative disclosures.

All the surveys you're getting are just the tip of the iceberg, hinting at the proliferation of rankings, ratings, listings, research tools and sustainability indices. Companies aren't aware of how many entities constantly monitor, analyze and convey sustainability information about them and their competitors, entire industries and/or entire indices.

A lot of raters rely on already public information, but they can also flood you with requests for more data. That can be over-

whelming as you deal with queries around an ever-widening list of performance metrics, both financial and non-financial.

Get your Story Straight

In this age of transparency, it is critical for companies to align their stories. Various departments such as marketing, public relations, government affairs, environment, health & safety (EH&S), human resources and sustainability teams are all putting out some sort of story about the company's overall performance.

In these economically challenging times, these departments are crucial resources and key partners when addressing the growing number of sustainability requests. They are also key to ensuring that the story being told about the company's overall performance is consistent across the organization.

For example, every company in the Russell 3000 has received some sort of questionnaire about its energy performance (that is, its carbon footprint) from some type of research firm. The Carbon Disclosure Project (CDP) is probably the most well known organization soliciting this type of data. Initiated in 2003, the CDP currently represents more than 550 institutional investors, holding more than \$71 trillion in assets under management.

Read the full report [here](#).

Source: GreenBiz

WFSGI Sustaining Members



ASICS expands "Support Your Marathoner" for ING New York City Marathon

ASICS America Corporation, official sponsor of the ING New York City Marathon, is expanding its award-winning "Support Your Marathoner" program for the 2011 race. This year, Support Your Marathoner will leverage the power of social media to deliver additional moments of inspiration to more runners than ever before, ensuring that no marathoner has to finish the race alone.

Recently named the "Most Innovative Communication Strategy" of the year by Promo Magazine, the inaugural Support Your Marathoner program in 2010 gained international attention by allowing friends and family to send pictures, texts, and video messages of support to the marathon runner of their choice. Utilizing innovative technology, motivational messages were delivered to the right runners, at the right time, as they ran past giant video screens placed along the course. More than 7,000 runners from 17 countries utilized

the program and created their own virtual cheering sections.

ASICS is bringing back the Support Your Marathoner activation with significant additions. This year, the enhanced program incorporates a new website www.supportyourmarathoner.com allowing the runners to use their own Facebook communities to ask for messages of support. Every time a support message is uploaded, the runner's entire Facebook community is alerted, and encouraged to upload more messages. The Support Your Marathoner website will also give runners their own personalized support gallery of messages, pictures and videos to have after the race is done.

This year, ASICS will also debut the "Share Your Glory" Facebook application. The "app" lets runners update their social media community on their race progress in real-time by pre-writing three Facebook and Twitter posts which are then sent out

as the marathoners pass each of three areas at the 9-, 13-, and 22-mile marks.

"ASICS is committed to giving marathon runners everything they need to compete at their best, including motivation and inspiration during the race," says ASICS' Vice President of Marketing Erik Forsell. "Last year, we were blown away by the reaction to Support Your Marathoner. We saw runners who were digging deep for the final miles look up and break into tears when they saw their kids and their friends urging them on. We instantly knew we had to do more."

The Support Your Marathoner website went live October 14, and is supported by email blasts from the New York Road Runners and ASICS' own growing social media community.

Fans can follow the tweets and create their own with #ASICSRUNS NYC.

Source: Asics Corp.

The North Face launches KNOW Boundaries series to promote snow safety

The North Face launched a 14-city KNOW Boundaries Snow Safety Tour, which partners top athletes, including, snowboarder Lucas Debari and mountaineer Conrad Anker, with The North Face and REI stores around the country to provide valuable insight on the knowledge, skills and training required for safe backcountry travel.

"Over the years, we've seen that backcountry exploration in the winter months has grown in popularity, and when you're exploring new zones, having the right gear is essential. But understanding how far you can push the limits can mean the difference between coming home safely or not," said Aaron Carpenter, vice president of marketing for The North Face. "Our mission is to provide insight on how to stay safe when heading off the beaten path and into the backcountry."

The North Face, the original big mountain company with a heritage steeped in snow sports, also partnered with Teton Gravity Research to create the video series. The series five-part KNOW Boundaries video series is designed to raise awareness about snow safety and the real dangers of avalanches and features TGR Lead Guide Kent Scheler, The North Face athletes, including

Mark Carter, Xavier De Le Rue and Jimmy Chin, as they educate viewers about various aspects of snow and avalanche safety. The 3-5 minute videos focus on topics including weather, snowpack, terrain selection and red flags of the backcountry, as well as personal tips from the professionals who have first-hand avalanche experience.

"There are a lot of things you can do to keep yourself out of an avalanche. Having just survived one, I can tell you that you really don't want to be caught in one, because you're no longer in control at that point," said Jimmy Chin, The North Face skier and mountaineer who survived a 1,000 ft. avalanche slide in April 2011. "The best advice I can give is to take all the variables that are within your control to avoid an avalanche."

For years, The North Face has incorporated Recco® avalanche rescue reflectors into its line of innovative outerwear products to support safe snow sports activities, as featured in the Enzo Jacket (\$449 USD) new this fall. The North Face now offers the brand's most versatile and convenient technical piece for skiers and snowboard-

ers on the go – the Powder Guide Vest (\$189).

Originally designed to meet the demands of hardworking ski patrollers, the Powder Guide Vest enables skiers and snowboarders to carry all of the necessary essentials for side-country excursions without the need for a pack. Constructed with ballistic nylon, the Powder Guide Vest fits over the wearer's shell and features a collection of purpose-built carrying systems and pockets that provide secure and balanced weight distribution for avalanche gear and skis or a snowboard.

Convenient features like a ski/snowboard trap system, external snowboard/ski securing straps and a dual internal media/security pocket improve mobility, while safety features like an exterior shovel head securing system, pocket for your probe, and Recco® avalanche rescue reflector allow skiers and snowboarders to be prepared.

Source: Snowboard Magazine

WFSGI Sustaining Members



Outdoor Foundation releases 2011 Outdoor Recreation Participation Study

Report shows recreation remains key part of American lifestyle with strong outdoor participation across geographies and encouraging trends among youth

Nearly 50 percent of all Americans ages six and older participated in outdoor recreation last year, according to a new study released today by The Outdoor Foundation. That equates to 137.9 million Americans. The findings are part of the 2011 Outdoor Recreation Participation Report, the nation's leading report tracking American participation trends in outdoor recreation with a focus on youth, diversity and the future of the outdoors.

The Outdoor Foundation's fifth annual Outdoor Recreation Participation Report helps a wide range of stakeholders including the outdoor industry, public agencies and community organizations better understand the trends in outdoor recreation participation — enabling groups to address America's inactivity crisis and the disconnect between children and the outdoors. The report is based on an online survey of more than 40,000 Americans ages six and older and covers 114 different outdoor activities, making it the largest survey of its kind.

"This report shows that outdoor recreation and participation continues to play a major role in American life and is increasingly recognized as an important part of healthy lifestyles — especially for our children and youth," said Chris Fanning, executive director of The Outdoor Foundation.

The study places significant emphasis on youth, and the findings reveal areas of both opportunity and optimism. For the first time, participation among youth ages 6 to 12 remained flat instead of falling. In addition, adolescent and young adult participation both grew by one percentage point. However, while overall participation for girls showed improvement in 2010, participation rates among boys leveled or fell.

"We are encouraged that the trends appear to be stabilizing with youth participa-

tion rates," said Fanning. "Sharing the benefits of a healthy active outdoor lifestyle with all of our youth will ensure healthier children and healthier communities."

The insights detailed in the 2011 Outdoor Recreation Participation Report are critical to national efforts seeking to understand and reverse America's inactivity crisis. The following are some of the additional findings detailed in the Participation Report. More information can be found in the report on the page numbers listed.

Overall Trends in Outdoor Participation

- Running, including jogging and trail running, was the most popular outdoor activity in 2010 with more than 50 million participants and a participation rate of 18 percent. page 19
- 55 percent of outdoor participants traveled one hour or more to participate in outdoor recreation in 2010. At the same time, outdoor participants made an average of 57.8 passive outdoor outings, such as picnicking, unstructured playtime, visiting a community park or lunch outdoors at a park in 2010. page 20
- The economy continues to have an impact on outdoor participation. More than 45 percent of outdoor participants have household incomes of \$75,000 and up. More than half of participants are employed, and 42 percent of outdoor enthusiasts say the economy impacts how often they get outside. page 22
- Despite the still uncertain economy and its proven impact on outdoor participation, 60 percent of all outdoor enthusiasts spent about the same amount on sports and recreation in 2010 as they had in previous years. page 23

Outdoor Lifestyles

- The fitness and health benefits of outdoor participation are apparent. Outdoor participants rate their fitness level at 6.4 on a 10-point-scale versus 5.1 for non-participants. In terms of health, outdoor participants rate their health

level at 7.5 versus 6.5 for non-participants. page 32

- Easy access matters. The participation rate among Americans who live in communities with designated walking and biking trails is higher than those without such easy access. page 34
- Modern technology has revolutionized the way we find information and communicate with each other. Outdoor enthusiasts in their young adulthood, ages 18 to 24, use technology to connect with the outdoors more than any other age group. Women are more likely than men to share their experiences using social media. page 36

Youth and the Outdoors

- Youth and adolescents are motivated to get outside simply because they think "outdoor activities are cool." While this cool factor is still present in young adults, slightly more participants in this age group cite exercise as their top motivator for outdoor participation. page 47
- The importance of providing physical education in school can't be understated. Among those who are current outdoor participants, 79 percent say they had physical education in school between the ages of 6 to 12. Almost 60 percent of adult outdoor participants took part in outdoor activities from ages 6 to 12, compared to only 21 percent of non-outdoor participants — a nearly 40 percent gap. page 49

Diversity and the Outdoors

- As in previous years, participation in outdoor activities in 2010 was significantly higher among Caucasians and lowest among African Americans in nearly all age groups. page 57
- Although their participation rate is much lower, African American and Hispanic outdoor enthusiasts tend to participate in outdoor activities more frequently than Caucasians. page 57

To download a complete copy of the 2011 Outdoor Recreation Participation Report, visit outdoorfoundation.org/research

Source: Adventure Travel News

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