

RECREATION MARKET » OPEN AIR DEMOS

FRANCISCO KJOLSETH | *The Salt Lake Tribune*

Steve Scherrer, left, and Paul Brittain, far right, of Confluence Water Sports, of Easley, N.C., demo their line of boats Monday at Pineview Reservoir as the Outdoor Retailer Summer Trade Show kicked off with companies displaying their products.

Outdoor Retailer warms up

Demo day heat pulls participants to water and sunscreen.

By **MIKE GORRELL**

The Salt Lake Tribune

Eden » On a cloudless day with temperatures heading to the 90s at Pineview Reservoir, Tom Ferries had something a lot of people wanted

Monday for Outdoor Retailer's Open Air Demo — sunscreen.

The salesman for Salt Lake City-based lanyard maker Chums and its sunscreen brand, Beyond Coastal, is hoping the trend continues today through Friday when OR's Summer Trade Show takes over the Salt Palace Convention Center.

"The first thing people

forget when they walk out the door is sunscreen," said Ferries, whose booth was conveniently positioned near a junction between a reservoir boat ramp, lined with kayak makers, and the main complex of tents where other exhibitors were displaying products. "But sunscreen is underpromoted in outdoor stores. I tell them: 'People are buying sunscreen, but

not from you.'"

To change that, Ferries is pitching a freestanding display stand, 6 feet high, each side just 6 to 8 inches wide. One side could be stacked with Chums, the company's signature eyeglass lanyards, another with sunscreen and a third with other accessories, all things that shoppers might be tempted to snag

Please see **OUTDOOR, E4**

Outdoor Retailer starts today

The annual Summer Market trade show opens a four-day run today at the Salt Palace Convention Center, attracting an estimated:

- » 20,500 participants
- » More than 1,000 brand names
- » Roughly 900 exhibitors, including 130 first-timers
- » The event is not open to the public.

Outdoor

» Continued from E1

impulsively on their way to the checkout stand.

"Units per tickets," he said, pushing that concept as crucial for retailers in this economic environment — enticing customers to leave shops with sales receipts containing multiple items, not just one.

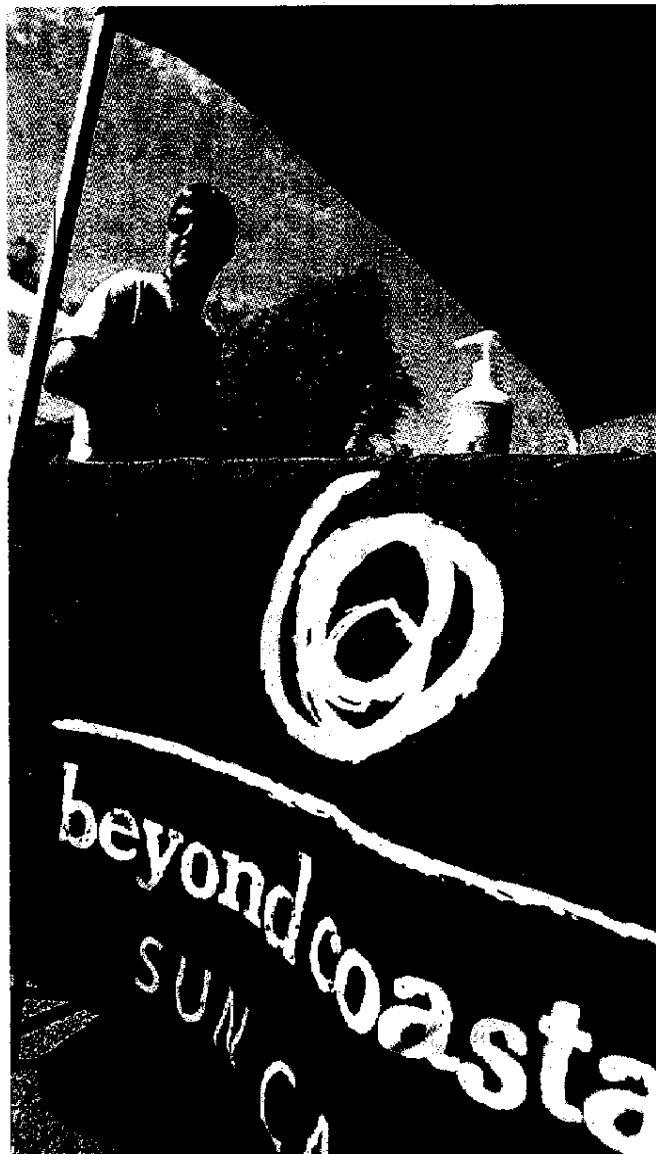
The tough economy motivated Jackson Kayaks to try to make a splash in its debut at Outdoor Retailer (OR). An established whitewater kayak supplier out of Sparta, Tenn., the company is looking to make an impression with several new flatwater kayaks — the whitewater market having dried up, so to speak.

"Our flatwater lines are our key to survival at this point," said spokesman Steve Taig. "Anyone living near a lake or a river, anywhere in the country, can flatwater kayak. Whitewater kayaking is a great sport, but you need to be trained and have to be near whitewater."

Coming to OR and lining up with other water-sport companies — Hobie, Pelican, Riot, Liquid Logic, Diablo Paddlesports, Wenonah Canoes and Airis inflatable boats, to name just a few — was the best way for Jackson to get retailers to take note, Taig said.

"If everybody's here, all the major retailers come," he added.

That's the kind of pull Outdoor Retailer exerts. It was enough to attract sisters-in-law Angie Hook and Claire Cosson to fly in from New Zealand to display flotation devices for dogs made



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Tom Ferris of Salt Lake City-based Chums, an eyeglass lanyard company that also has a sunscreen brand, Beyond Coastal, was giving out free sunscreen Monday to sun-baked participants in the Open Air Demo, the Outdoor Retailers Summer Market kickoff event on the shore of Pineview Reservoir in the Ogden Valley.

by their family's company, D-Fa Ltd.

"People are amazed we come all this way," said Hook, but they shouldn't be because Americans are known for taking dogs on river trips and out on big lakes. "People take dogs places they wouldn't go naturally," added Cosson, so if something goes wrong, dogs need the engineered support their products provide, not just fashionable gimmicks.

Nicole DeBoom also wanted to show retailers they would be getting the real deal if they stock SkirtSports products — running or cycling shorts covered by a fashionable skirt. So her Boulder, Colo. company staged a 1.8-mile "SkirtChaser" run, one that allowed "expert users to test the product line in a fun, flirty environment.

That's why we get the guys out there, too."

Cory Anderson, manager of the Clear Water Outdoor retail store in Lake Geneva, Wis., was the first man to cross the finish line (behind three women). He didn't wear a skirt, but was impressed by what he saw.

"I love chasing skirts," he said, adding quickly "I just have to make sure my wife doesn't read this."

Does what happens at OR stay at OR?

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