

RUNNING **INSIGHT**

**NICHE
BRANDS**

**PRODUCT SPOTLIGHT
SUPER SOCKS**



WHY RUN SPECIALTY NEEDS THEM MORE THAN EVER.

PRESENTING
SPONSORS



tptherapy.com



bodyglide.com



pro-tecathletics.com



nathansports.com



balega.com

FEBRUARY 16, 2016
VOL. 8, NO. 3

FORMULA4
MEDIA, LLC

Out of the Mainstream



Why Run Specialty Needs Niche Brands Now More than Ever.

By Daniel P. Smith

It's a bustling shopping day at the Fashion Outlets of Chicago in Rosemont, IL, a suburb on Chicago's northwestern tip that sits in the shadow of O'Hare International Airport. Throngs of customers hunt for deals at the upscale, 130-store mall, visiting the likes of Gucci and Burberry, Prada and Michael Kors.

For the runners – or would-be runners – among the throng of shoppers, there are some noteworthy stops for technical footwear. The Nike shop is there, showcasing signature shoes like the Pegasus, Structure and Vomero; a Saucony outlet, where boxes of the Guide, Ride and Kinvara rise from floor to ceiling; an ASICS store carrying that brand's flagship models, including the 2000, Kayano and Nimbus; and a Finish Line, where one can grab the Adrenaline and Glycerin from Brooks.

In one mall – and a rather modestly sized one, at that – a consumer can easily – and rather inexpensively, in many cases – access many of the running specialty channel's top-selling footwear models.

Such ubiquity – in the physical world as well as the digital one – continues to challenge today's independent running retailers. When key run specialty styles are

RUNNING INSIGHT® is a registered trademark of Formula4Media, LLC. © 2016 all rights reserved. *Running Insight* is published twice each month, is edited for owners and top executives at running specialty stores and available only via email. The opinions by authors and contributors to *Running Insight* are not necessarily those of the editors or publishers. Articles appearing in *Running Insight* may not be reproduced in whole or in part without the express permission of the publisher. Formula4Media, LLC, P.O. Box 23-1318, Great Neck, NY 11023. Tel: 516-305-4709.

Advertise

Jeff Nott jnott@formula4media.com
 Jeff Gruenhut jgruenhut@formula4media.com
 Beth Gordon bgordon@formula4media.com
 Katie O'Donohue kodonohue@formula4media.com
 Sam Selvaggio sselvaggio@formula4media.com

Editor-in-Chief .. Mark Sullivan: msullivan@formula4media.com
 Managing Editor Cara Griffin: cgriffin@formula4media.com
 Publisher Troy Leonard: tleonard@formula4media.com

BACK ISSUES
runninginsight.com

SUBSCRIBE
store.formula4media.com

Photo: Frank James



SKECHERS
PERFORMANCE

HE REPRESENTS YOU.
HE REPRESENTS US.
HE REPRESENTS GREATNESS.

CHOOSE GREATNESS IN GOMEB SPEED 3 - 2016. A RESPONSIVE, HIGH-PERFORMANCE RACING SHOE
DESIGNED WITH A GOKNIT UPPER PROVIDING A SLEEK AND SNUG FIT. IT'S ALL ABOUT SPEED.



CHOOSE GREATNESS.™

SKECHERS
GOMEB
Speed 3
2016

Title Sponsor of the



GOsnechers.com    

Out of the Mainstream (continued)



Icebug's Aurora BUGrip is designed for winter running. The outsole provides traction on snow and ice. MSRP \$189.95.

so readily available, what's a running retailer to do?

The Outliers

A few months ago in an issue of *Running Insight*, the editorial team introduced "Five Ways to Fix the Run Specialty Business" and touted the idea of carrying niche brands to jumpstart flat sales and heighten relevancy.

"Running stores have become complacent with their shoe walls," the editorial mused. "The running business has been built on bringing outlier brands to the consumer. Once upon a time, Nike was a new brand. Newton, Vibram and, most recently, Hoka

have all developed a following that was initially served by run specialty stores. To be truly 'special,' running stores need to offer 'special' products that cannot be purchased everywhere."

In recent years, the market has been inundated with such "outlier brands," upstarts like APL, Topo Athletic, 361 Degrees, Icebug, MBT and On looking to join Altra, inov-8, Newton and Hoka in gaining mainstream traction and leaning heavily on specialty retailers to accomplish that mission.

Of course to have these niche brands on their shoe walls, running retailers first need them to survive and create sustainable operations capable of supporting and servicing



The Fall 2016 women's GT '16 from MBT is a "workhorse trainer" with a tri-cushioned construction offering varying degrees of support. It also has MBT's patented rocker technology and abundant protection from the road. MSRP \$149.95.

the channel, something that, for some, has appeared murky.

Last fall, Newton released 14 people from its Boulder, CO, headquarters as well as its sales and tech rep force across the U.S., according to a competitor.com report. That left Newton with about 25 full-time employees and led Newton president Craig Heisner to publicly dispel rumors of a pending sale or closure and insist that the brand was charging forward with an energized plan.

Meanwhile, the future of Ampla, a new-fangled brand that had captured some early intrigue, was in question after parent company Quiksilver declared bankruptcy last September. After a reported \$200,000 sale to a pair of former executives, Ampla reemerged before the new year, telling Facebook fans it was "open for business" and ready to begin "shipping the world's most innovative running shoes."

Darryl Lehtola, manager of Stinky Feet Athletics in Flowood, MS, considers the success of niche brands central to his shop's marketplace appeal and says presenting such players on his wall alongside the established names provides his shop an important point of differentiation.

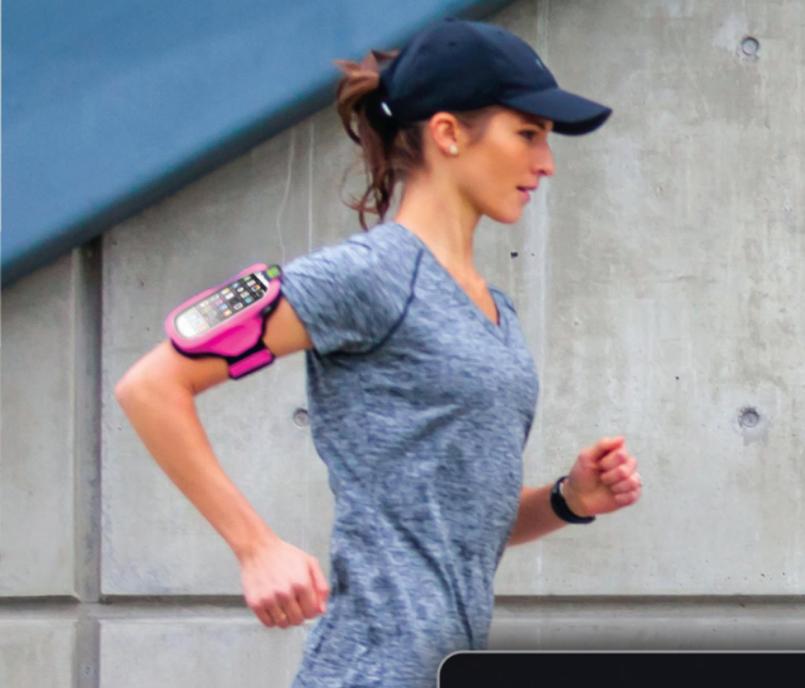
"If we just go with the status quo, then we'll have a hard time explaining how we're different than the guys across the street," says Lehtola, whose shop sits within one mile of a trio of big-box players – Dick's Sporting Goods, Academy Sports + Outdoors and Hibbett Sports – peddling popular models.

Lehtola adds, however, that he's not in the business of bringing in product simply for the sake of filling the shoe wall with novel offerings. Any footwear model must carry its weight and niche brands, in particular, might have a shorter leash than the mainstream players.

"If something just doesn't sell, we're moving on," he says.

The Case for Outliers

Niche brands, by the very nature of being outside the mainstream, can spark conversation and curiosity, while those that look unique, breaking from the traditional run-



Destination Specialty

30+ New Products for Spring Shipping Now!

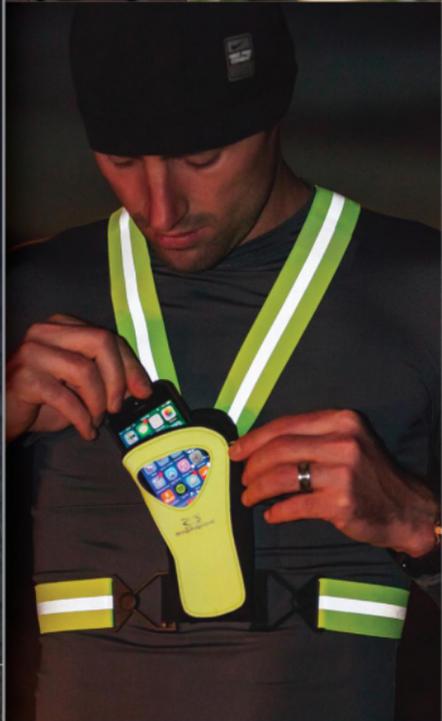
- ✓ Specialty-Exclusive
- ✓ Innovation and Quality
- ✓ Same-day Shipping
- ✓ Web Price Protected



amphipod®

The widest range of premium running essentials.

Hydration | Training | Race-Day | Visibility
order@amphipod.com • 1-800-806-1288



Out of the Mainstream (continued)



The 361-Strata from 361 Degrees is the brand's high-end stability shoe. MSRP \$150.

ning shoe mold as exemplified by brands like Hoka, Newton, On and Ampla, can stir buzz and make a statement, helping a running store to position itself as a forward thinking operation and stemming stagnation in both reality and perception.

“Our industry is about growing and changing with consumers and there needs to be an emphasis on bringing in new and innovative products that help us meet the needs of different customers,” says Lynn Altevogt of Fort Wayne, IN-based Three Rivers Running, which carries a range of upstart brands, including Hoka, Altra, Topo, inov-8 and La Sportiva.

As consumers tend to go with what they already know or what's familiar, Altevogt acknowledges it's easy for running shops do the same. That complacency, however, can ultimately lead a shop to miss out on compelling product capable of boosting sales and solidifying a store's specialty vibe.

In fact, taking a chance on once-novel

Some of the non-mainstream brands have helped drive revenue at a challenging time for the run specialty marketplace.

brands like Hoka and Altra, two names that have gained traction in Three Rivers' doors, has propelled sales at the 11-year-old shop.

Others share a similar sentiment, acknowledging that some of the non-mainstream brands have helped drive revenue at a challenging time for the run specialty marketplace.

At the Colorado Running Company in Colorado Springs, John O'Neill counts two Hoka models among his 10 best performing

footwear SKUs on the women's side. Altra, meanwhile, is among the top-selling brands at Stinky Feet, driven heavily by a local orthopedic doctor who champions the zero-drop footwear and has funneled business to Stinky Feet.

“People know about Brooks and ASICS, but we're the ones who are supposed to provide knowledge that goes beyond the basics,” Lehtola says. “That's where these other brands come in. They help make us different and offer product that people can't just get anywhere else.”

O'Neill stresses that footwear is just one area of the run specialty business. “There are other areas that can make us special, especially given how flooded the footwear market has become,” he notes. Yet he also sees niche footwear players as key to the future health and sustainability of brick-and-mortar running shops.

“If we just keep bringing out the 2000 and the Adrenaline,” O'Neill says, “we're just making the case for how easy it is to shop online.

“We are specialty and [the outlier brands] help separate us,” he continues. “People come to us for education and though we cannot educate them about all the brands, we can point out different brands and innovations worth knowing about ... and that's what makes us special.” ■



Topo's Ultrafly is made for runners seeking cushioning and light support. The three-piece EVA midsole offers light guidance and feedback through the gait cycle. MSRP \$120.

The Ultimate Orthotic Flip Flop!

LyncoFlips™



- Lynco® orthotic design for support, balance & alignment
- Dual density outsole provides extra cushioning
- Soft metatarsal cushion reduces stress at forefoot
- Extra soft toe post for a comfortable wear





SOCKS GO THE DISTANCE

Zamst HA-1 Compression, \$59.99

Stepping over the Finish Line in Performance and Style. By Nancy A. Ruhling

Traditionally, socks have been runners up, always coming in second to athletic shoes. Runners were willing to spend a bundle on high-tech shoes but gave little thought to socks. And who could blame them? Most socks were basic white, and they all looked, felt and performed pretty much alike.

But times have changed. And as new 2016 collections prove, brands are making up for lost time by creating socks with technical and fashion features that have plenty of pizzazz and personality.

This evolution, which is a boon to retailers and brands alike, is being driven by savvy customers who expect comfort, protection and style all in one lightweight, high-octane package.

TECHNOLOGY + *new colors*



HYPER THIN™
RUNNING

RUNNING
LITE-MESH

INQUIRE ABOUT FREE SAMPLES

Drymax Sales Agencies:

AL/GA/MS/NC/SC/TN/VA/
WV/FL/PR

Venture Sports Group

Al Tunstall,
Roger Jones,
Kris Versteegen,
Sydney Frontz,
Cory Tunstall
al@venturesportsgroup.com

CO/UT/WY/NM

FasComhar

Steve Doolan,
Jon Webb,
Emily Westhusing
steve@fascomhar.com

AZ/CA/NV/HI

Van Dine & Associates

Jim Van Dine,
Howard Jones,
Lilly Harms
jim@vandineandassociates.com

WA/OR/MT/ID/AK

The True North Agency

Jenny Fredericks,
Mike Stevens,
Danica Reed & Brian Gard
jenny@truenorthnw.com

DC/DE/MD/NJ/NY
Eastern PA

Official Gear

Jim Casey,
Mike Mooney
officialgear@hotmail.com

AR/LA/OK/TX

Lone Star Agents

Joe Kirk,
Bill Bratton,
Ron Cornell,
Kendall Soler
joe@lsashoes.com

For All Other Areas: Jason Roseman
Jason@drymaxsports.com - 828/381-2737

Drymax Technologies, Inc
PO Box 2300
Paso Robles, CA 93447-2300

Toll Free 844/239-2555
Orders@drymaxsports.com

DRYMAXSPORTS.COM



Socks Go the Distance (continued)



Balega Blister Resist Quarter, \$13

Brooks Radical Lightweight Tab, \$15

CEP Run UltraLight Low-Cut, \$20

Darn Tough Men's Vertex, \$15 to \$18

Balega's Blister Resist Quarter, \$13, is an ultra-light sock that features a reinforced cushioned heel and toe, a broad elastic support in the arch and ankle and a hand-linked seamless toe.

Brooks' Radical Lightweight Tab, \$15, is made of abrasion-resistant yarn. Light and ultra-durable, it has targeted arch compression, an Achilles tab to prevent slipping and a colorful racing-stripe pattern.

CEP's Run UltraLight Low-Cut, \$20, is designed to circulate the idea that performance compression technology and fit go hand

in foot. Dynamic and durable, it is guaranteed to hold its shape for at least 200 wears.

Darn Tough's Men's Vertex, \$15 to \$18, weighs in at only 13 grams per sock, which is 27 percent lighter than the brand's lightweight no-show. It has superior ventilation and wicking, True Seamless construction for a smoother fit and protects against hot spots and chafing. Available in Coolmax or Merino wool, the Vertex Running Series comes in a variety of styles and weights.

DeFeet's Trail FKT, \$12.99, is designed to meet the off-road

challenges of running on uneven terrain by managing moisture, reducing abrasion and protecting twisting and shifting feet as they traverse rutted, root-filled, rocky surfaces. Made in the USA, it is 57 percent COOL-MAX EcoMade, 40 percent nylon and 3 percent Lycra.

Drymax's Hyper Thin Mini Crew Running Sock, \$11.50, is light on its – and its runners' – feet yet is packed with high-tech amenities. It features the brand's Dual Layer Sweat Removal System, whose inner Drymax layer is super-hydrophobic; it works with the action of the foot to lift

moisture to the outer wicking layer. It is available in several colors, including Big Sky Blue, Torrid Red and Sublime.

Farm To Feet's Blue Ridge running sock's compression ranges from 22.5 to 12.5 mmHg starting at the ankle through the calf. The 16-inch-high wool sock, \$30, features Friction-Free technology underfoot and in the toe box to prevent blisters and hot spots. Its 100 percent American Merino wool fibers are moisture wicking and antimicrobial.

Features! High Performance 2.0, \$11.99, prevents blisters and

SPECTRUM

injinji

Prevents Blisters • Tactile Feel
 Natural Toe Splay • Arch Support
 Seamless Design • Wicks Away Moisture

Pat. #6,708,348 Pat. #7,069,600

injinji.com sales@injinji.com 858-222-8354

The **1st**
 get better,
 run longer,
 injury prevention,
 no excuses,
 runner's
 brace layer
 system

Be **1st**
 Always **1st**
OS1st
 BRACE LAYER SYSTEM™



#1 Selling
 for Plantar

Powered by:



OS1st® has revolutionized light bracing with unrivaled flexibility, support and staying power designed to be worn during *any* activity or sport, under *any* apparel, in *any* environment, no matter how extreme. These patented performance sleeves offer medical grade, zoned compression bracing, designed to fit your body. Soft, moisture-wicking fabric keeps your joints cool in the heat and warm in the cold for year-round support and performance. OS1st® is powered by Compression Zone Technology® only found in the OS1st® Brace Layer System™.



Now found in running stores everywhere: OS1st.com/dealer-locator

Socks Go the Distance (continued)



▲ DeFeet Trail FKT, \$12.99

▲ Drymax Hyper Thin Mini Crew, \$11.50

▲ Farm To Feet Blue Ridge, \$30

▲ Features! High Performance 2.0, \$11.99

keeps feet in comfort 24/7. Its limited-edition striped pattern injects cool into the race.

Fitsok's ISW CREW 2-pack, \$25, is a technical running sock engineered as a 6-inch cali-crew that's built for the trail and beyond. Constructed with Isolwool, it's knitted with Merino wool, a natural bacteria fighter, and polypropylene to wick away moisture. Other features include a padded footbed and mesh upper to weather the harshest conditions and a reinforced cuff to stop slippage.

Fox River's new AXT Adventure Cross Terrain collection of lightweight Merino wool socks is made to cross over from path to pavement. Features include the URfit System for arch support and memory-knit construction; vented panels to remove moisture; reinforced toe and heel; cushioned sole and toe; and a smooth, flat comfort toe seam. The socks, \$12.99, come in 13 styles and 50 options ranging from lightweight ankle to heavyweight foot.

Hilly's Twin Skins, \$12.95, are

double-layer blister busters that feature moisture management, anatomical design, abrasion resistance in strategic areas and ventilation.

Injinji's Women's Run Lightweight No-Show, \$14, a toe sock designed for the female foot, features an increased heel-to-toe stretch to provide compression throughout and toe sleeves that are redesigned for better fit without excess material.

New Balance's redesigned

N377-1 Hydrotec Double Tab, \$13, is geared for a great fit. Its 200-needle construction, anatomical left/right design and double tab make it feel like a second skin. Made in the USA.

OS1st's Performance Foot Sleeve, \$39.99, formerly known as the Features! Plantar Fasciitis Sleeve, has medical grade compression to assist runners and athletes struggling with Plantar Fasciitis, arch pain, swelling and support issues. Now available in six sizes and five colors.



▲ Fitsok ISW CREW 2-pack, \$25

▲ Fox River Women's Mariposa, AXT Adventure Cross Terrain collection, \$12.99

▲ Hilly Twin Skins, \$12.95

▲ Injinji Women's Run Lightweight No-Show Boysenberry, \$14



MEMORY FOAM REDESIGNED

AFTER PUSHIN' SPENCO HAS YOUR CUSHION



Memory Foam Re-engineered!

Spenco's proprietary Total Support® Technology combined with a substantial layer of Structured Memory-Foam™ increases cushioning and promotes faster muscle recovery.

Performance Recovery Technology
that keeps you going.

Call **1-800-877-3626** to learn more
or search "Pure" at **spenco.com**



Spenco Ambassador
JOE GRAY
Six-time USATF
Mountain Runner of the Year.
Joe runs in Spenco Insoles &
recovers in Spenco Footwear



Socks Go the Distance (continued)

OS1st Performance Foot Sleeve, \$39.99



New Balance redesigned N377-1 Hydrotec Double Tab, \$13

Point6 ultra-light mini crew running sock, \$15.95

Second Wind Compression Sock, \$34.99

SockGuy Grape Aid Channel Air No-Show, \$11.95

Point6's ultra-light mini crew running sock, \$15.95, is made of Merino wool to keep feet dry and cool and features ventilation panels, seamless toe closures, deep heel pockets and a reinforced heel and toe. Compact yarns enhance durability, and there's no added cushioning so it breathes while providing a performance fit.

SecondWind's Compression Sock, \$34.99, has strategically cushioned Graduated Compression. The knee hi comes in six colorways and is designed to help improve blood circula-

tion, speed recovery, and decrease muscle fatigue, giving that "second wind" of energy. Made in the USA.

SockGuy's Channel Air No-Show Sock, \$11.95, has five panels of strategically placed no-bulk padded cushioning and four channels of mesh for increased air flow. This combination, along with an arch support, provides a cool and comfortable fit.

SofSole Women's Running Select-Low Cut Tab 2-pack, \$9.99, has a lightweight nylon mesh body, selective cushion-

ing in the heel, toe and ball of foot, seamless toe and cushioned heel tab.

Stance Socks' Fusion Wire LW, a lightweight crew, has anatomically correct designs for each foot to cradle the contours while strategically applying compression. It retails for \$15 to \$18.

Swiftwick's MAXUS, \$12.99 to \$13.99, and American Pride, \$17.99, feature the brand's signature managed compression and moisture-wicking technologies and offer the

ultimate in comfort and fit.

THOR•LO's Experia Energy, which is being introduced exclusively to running specialty stores this spring, changes the graduated zonal compression game by adding the brand's unique pads in strike zones in the forefoot and heel and copper technology that makes the sock anti-fungal and anti-microbial. The graduated compression runs from the ankle to calf and also in the arch area. Available in an over-the-calf style, \$39.99, and micro mini, \$19.99.



SofSole Women's Running Select-Low Cut Tab 2-pack, \$9.99

Stance Socks Fusion Wire LW, \$15 to \$18

Swiftwick MAXUS, \$12.99 to \$13.99

THOR•LO Experia Energy, \$19.99 (micro mini), \$39.99 (over-the-calf style)

SUPPORTING YOUR PASSION...



TECH DECK:



A-FIT



FLYWEIGHT TECH



ROM-TECH



U-TECH



I-FIT TECH



RK-1 KNEE SUPPORT

AMY HASTINGS

US T&F 10,000M & ELITE MARATHONER
ZAMST ELITE FORCE TEAM MEMBER

WANTING TO MAKE A DIFFERENCE,
WHETHER IN COMPETITION OR IN
LIFE IS KEY TO SUCCESS.

SUPPORTING THOSE WHO CHOOSE TO REACH BEYOND THEIR
LIMITS, OR ASSISTING OTHERS IN ACHIEVING THEIR GOALS
IS OUR PASSION.

THE DRIVE TO ACHIEVE AND SUCCEED IS IN THE BLOODLINE
OF OUR RUN COMMUNITY, BUT ALSO THE DESIRE TO
ACHIEVE WHAT OTHERS SAY IS IMPOSSIBLE.

OUR RUN SPECIFIC PRODUCTS WERE CREATED WITH YOUR
NEEDS IN MIND...

WHY ADAPT WHEN WE CAN PROVIDE THE SUPPORT YOU
NEED TO REACH...

YOUR MILE...

YOUR SPRINT...

YOUR RIDE...

YOUR PASSION...

WELCOME TO YOUR WORLD....



LIVE...



LOVE...



GIVE...

JK-BAND



RK-1



HA-1 RUN



EK-3



HA-1 COMPRESSION



FA-1



THE ZAMST TEAM PROUDLY SUPPORTS
WOMENS CAUSES, AND RECOGNIZES THOSE
WHOSE DESIRE IS TO HELP OTHERS

ZAMST.US
877-ZAMST.US

Socks Go the Distance (continued)



Under Armour All Season Cool, \$12.99

Smartwool PhD Light Elite Low Cut, \$17.95

WRIGHTSOCK Endurance, \$15

Zensah Tech+ Compression Socks, \$49.99

Wigwam 26.2 Pro, \$10

Smartwool's PhD Light Elite Low Cut, \$17.95, features mesh ventilation zones to manage moisture and provide breathability on the longest, most active runs. Lightweight and durable due to its 200-needle construction, the sock has the 4 Degree elite fit system whose two elastics provide strength and recovery with a run-specific fit.

Under Armour's All Season Cool, \$12.99, features left/right technology for a true fit, strategic cushioning to protect high-impact areas and

embedded arch support to reduce fatigue. Cool Max, ArmourDry and ArmourBlock fabric technologies keep feet dry and bacteria-free.

Wigwam's 26.2 Pro, \$10, is designed to go the distance – whether it's a marathon or a sprint around the block. Built with the brand's patented technology, the ultra-lightweight sock takes comfort and durability to the max.

WRIGHTSOCK's newest double layer, Endurance,

is a low-profile sock that is light cushioned for road and trail running for 5Ks to 100 milers. It features a double tab to cushion against heel counters and an extended tongue like that of a running shoe. Its cushioning is buried between two layers, leaving a smooth surface facing the foot. WRIGHTSOCK, winner of the Gold Award 2016/2017 at the ISPO trade show in Munich, retails it for \$15.

Zamst's HA-1 Compression, \$59.99, is a deep-breathing

multi-purpose functional sock that provides arch support for the prevention and treatment of plantar fasciitis and features graduated compression and a seamless toe box.

Zensah's Tech+ Compression Sock, \$49.99, Lightweight and durable, features 200-needle-count compression with targeted ultra-zone ribbing over the calf, Achilles heel and arch for great fit and support. It also has an extra-wide top cuff, high-density cushion and a seamless toebox. ■

make a difference

with every pair of balega socks you buy, you indirectly support a number of our local, national and South African causes

you can also rely on

the very best in quality, ongoing innovation utilizing US made performance yarns to help you perform at your personal best

what more do you need?

ubuntu • I am, because we are.



**ENDURANCE
AND ORANGE STITCHING,
TOGETHER AT LAST!**

 **CW-X® Insulator
Endurance Pro Tights**

- Muscle-centric Support Web™ provides optimal support for increased power and reduced fatigue
- Engineered to target the hip flexor, quadriceps, hamstring and calf muscles
- WarmStretch temperature-regulation fabric keeps the body comfortably warm in the coldest conditions
- Pick some up at your local running store

SUPPORT WEB™ FOR MORE POWER + LESS FATIGUE



WOMEN'S TIGHT



Endurance Engineered.

 cw-x.com

Zombie TV Spot Kicks Off Brooks Campaign

Off Beat Video Features 'Undead' Zombies Transforming into Clear-eyed Runners.



To see an extended version of the spot, which features a cameo by Brooks CEO Jim Weber, click below.



Since it became a focused running brand, Brooks has always been known for its quirky off-beat advertising. And its new campaign, which had its TV premiere during The Olympic Trials this past weekend, certainly raises the bar on the idea of “off beat.”

In a TV spot, titled “The Runday” zombies wandering through a devastated town break into a running specialty store where they discover Brooks shoes. The Zombies put on the shoes, begin running and are transformed from blood thirsty zombies into happy runners. In the next six weeks, the Runday spot will play on Hulu in addition to running- and fitness-specific sites. It will also be shown across the U.S. before showings of the new Jesse Owens biopic “Race” this month and in March.

The new ad campaign, which features print and digital executions, is built around the theme of “Live the way you run. Run Happy,” and focuses on the positive impact running has on a person’s life.

The print and digital ads in the campaign tap into the spectrum of ways runners see and participate in their runs, ranging from

health and wellness to achievement. One set of creative features the Brooks chevron as a path, highlighting the run as a giver, while another takes a light hearted approach to educating runners about the company’s footwear and apparel technology. Print ads will appear in publications such as *Runner’s World*, *Shape* and *Competitor*. Digital ads are slated to appear on media outlets including MensFitness.com, Shape.com, Hulu and Pandora.

Brooks will also bring the “Live The Way You Run. Run Happy” theme to life through a series of “Idea Runs.” The first of these will take place at The South by Southwest Festival in Austin in March. Brooks will extend the events by hosting virtual “Idea Runs” and inviting runners across the globe to participate.

“Live the way you run. Run happy.” will also appear at local running stores, in social media and at races in which Brooks participates around the world.

The new campaign was developed by Leo Burnett, one of the largest advertising agencies in the world whose clients include Fiat, Samsung, Procter & Gamble, Kellogg’s, Altria, Coca-Cola, GM, McDonald’s and Pfizer. ■



THE NEW
WAVE CATALYST
THE NEXT WAVE OF FAST



*Runner's World is a registered trademark of Rodale, Inc. All rights reserved.

Running Shorts

ASICS Acquires Runkeeper

The popular fitness tracking app Runkeeper has been acquired by ASICS for an undisclosed price. Boston-based Runkeeper has over 33 million users globally. The transaction was revealed by ASICS on the same day it released annual financial results.

Jason Jacobs, the founder and CEO of Runkeeper, disclosed in an online post that the app would be improved through resources provided by its new parent. The eight-year old business uses a smartphone's GPS to

Mizuno Wave Enigma 5.



trace routes, times and distance and recently added the ability to support GPS tracking of smartphone on compatible Android smartwatches.

Mizuno Results Bolstered by Footwear

Revenues at Mizuno were

seven percent higher to the equivalent of \$1.22 billion for the nine months ended Dec. 31, sparked by 11 percent growth in footwear to an estimated \$400.9 million. Nine-month apparel sales were three percent higher in local currency to the equivalent of

\$361.1 million; equipment sales grew nine percent in local currency to the equivalent of \$296.1 million.

In the Americas, Mizuno said it benefited from its new Wave Enigma 5 and Wave Rider 19 performance running shoes and strong sales of golf irons.

GO FOR IT!

WITH COMFORT,

SORBOTHAN IS THE MATE THAT MAKES DIFFERENCE

- ABSORBS MOST HARMFUL IMPACT SHOCK
- DELIVERS MOST PURE COMFORT
- PERFORMS & PROTECTS LONG

ONE OF A KIND SORBOTHANE® STANDS ALONE



Sorbothane

 **100% MADE IN THE USA**

insoles-sorbothane.com
800.838.3906

 Swiss Engineering

NOW SHORTER: LONG RUNS.

For the first time, stability and support come in an ultralight package. For the first time, stability and support come in an ultralight package. The new On Cloudflyer, built from Zero-Gravity foam, weighs less than 9.8 oz yet offers unrivalled support and cushioning comfort. Its patented CloudTec® system means a softer landing and a more explosive take-off. Long runs have never felt so short. Find out more at on-running.com





Running Shorts (continued)



Puma Ignite Ultimate, MSRP \$110.



Columbia Montrail branding starts on footwear in 2017.

Montrail Transitions to Columbia Sub-brand

Columbia announced a realignment of its Montrail trail running footwear brand as a sub-brand of its flagship Columbia brand.

All of the company's trail running footwear, apparel and accessories will be adorned with Columbia Montrail

branding starting in Spring 2017. Columbia is upbeat on the notion of merging the mother brand's product innovation, creation expertise and sales and marketing resources with Montrail's heritage and reputation for trail running. Existing Montrail products will be available to consumers for the remainder of 2016.

New for Spring from Puma

Following the introduction of its Ignite running shoe collection last year, Puma is adding to the line with the new Puma Ignite Ultimate this spring.

The Ignite Ultimate is designed to offer comfort and energy return. It has raised midsole heights and an articu-

lated chevron design, offering what the brand describes as "ultimate cushioning and responsiveness" to keep you running longer and further.

The shoe has a unique midsole configuration allowing it to compress during landing and then rebound to increase energy return, according to the brand. The shoe's Ignite Foam tech along with its three-layer mesh are designed to deliver step-in comfort and breathability, and to help mimic the natural running gait, with guidance grooves that run from the heel to toe set in place in a transition line.

The shoe has a suggested retail price of \$110 and is available now.

10 SECONDS®

PREP & TECH

Shoe Cleaner
Cleans & Removes Tough Stains
CAUTION: CONTENTS UNDER PRESSURE
NET WT 11.0 OZ (312g)

Water Repellent
Repels Water & Prevents Stains
DANGER: EXTREMELY FLAMMABLE
CONTENTS UNDER PRESSURE
NET WT 8.0 OZ (226g)

www.hickorybrands.com - www.tenseconds.com - [sales@tenseconds.com] - 800.420.2600

HBi

Performance Health Creates Sporting Goods Division

Performance Health announced it has created a new Sporting Goods Division dedicated to Retail, Team, and Specialty Sporting Goods markets. The company's brands include Cramer, TheraBand, Perform Pain Reliever, Thera°Pearl and Active Ankle.

The new team is led by 25-year veteran in Sporting Goods and Team Sports, Neal Fink, Vice President, Sporting Goods. The Sporting Goods team is offering the brands together in an integrated retail set focused on rehabilitation and recovery, which includes specific solutions for pain

relief, post-performance recovery, injury rehabilitation, and performance support.

Deckers Brands Re-organizing, Closing Stores

Deckers, the parent company of Hoka One One and UGG, among other brands, recently announced a corporate re-organization simultaneous with its third quarter results of flat profits at \$156.9 million. Hoka One One sales, year-to-date, were up a reported 73 percent through nine months.

Deckers has decided to re-organize its six independently managed brands into two business units to reduce costs and "streamline its market attack."



The Product Category Director – Active Essentials (Nathan) plays a key leadership role developing growth strategies and managing the profitability of the Nathan product line within United Sports Brands' portfolio of brands. This position is responsible for strategic growth, extensive business and competitive analysis, business case development, product category planning, and financial forecasting input.

Scope/Responsibilities:

- Deliver short and long-range business and financial (revenue and profit) goals for Active Essentials (Hydration, Bottles, Visibility and Gear).
- Lead 3-year category growth strategies and annual operating plan development including participation in volume, tactical, and financial planning.
- Utilize data analysis and data sources to anticipate business trends, competitive activity, understand implications, and make sound conclusions and recommendations.
- Lead cross-functional business team to achieve annual plan financial objectives, and develop contingency plans and responses to changing marketplace conditions.
- Synthesize information from market and product research findings to develop insights that guide strategic and tactical plans and consumer communication.
- Work collaboratively with Product and Innovation Team to identify and evaluate new products, line extensions, and SKU rationalization opportunities.

Qualifications:

- 10+ years of consumer product marketing, brand or product management experience for branded products including cross-functional brand or product team leadership and business mgmt.
- Proven track record of leading strategic growth for consumer brands, products, or categories. Experience with run, cycle, outdoor or active lifestyle brands/categories a plus.
- Depth and breadth of experience in the Specialty Run market, CPG categories (related category/products preferred), company sizes (large CPG and smaller company or division), low penetration brand/products.
- Demonstrates high business acumen and has substantive experience with, and, understanding of P&L management including management of a significant consumer brand with P&L responsibility
- Demonstrated ability to think and act strategically with a general management orientation.

Apply online:

https://www.linkedin.com/jobs2/cap/view/99670479?pathWildcard=99670479&trk=job_caps

FITSOK™

WE'VE REDEFINED THE MULTIPACK RUNNING SOCK

PREMIUM RUNNING SOCKS, FOUND AT SPECIALTY RUNNING SHOPS

FITSOK.COM

Running Shorts (continued)

The Performance Lifestyle Group consists of the Teva, Sanuk and Hoka brands and will be led by Wendy Yang, who joined the company as Teva brand president last spring. The fashion lifestyle group, to be led by a group president to be named shortly, will operate the UGG and Koolaburra brands.

Additional elements of the shift to two strategic business units includes the shuttering of Sanuk's Irvine, CA office and relocating the business to corporate headquarters in Goleta, CA and the closing of Ahnu's office near San Francisco as the company continues to seek strategic alternatives for the brand.

Separately, Deckers has hired a retail consultant to

help it implement operational improvements to its own retail business beyond a decision to shutdown 15 percent of the chain, or an estimated 20 stores.

Scenturion's Sports Odor Eliminator

Patriot Technologies LLC has taken technology developed by its pharmaceutical parent and developed a clear, flexible, micro-coating fortified with pure nano silver which it says is formulated to kill 99.9 percent of the microorganisms that cause equipment odor and infections in athletes. Scenturion is available in both 4 oz. and 16 oz. sprayers. Scenturion is enhanced with "odor capture" technology. About 90 percent



of equipment odor is caused by bacteria, which is killed by the nano silver. The remaining odor is caused by smelly fatty acids, urea, ammonia, and steroids contained in athletes' sweat. Scenturion employs spherical

encapsulation at the molecular level. These microspheres surround the molecules of these substances and seal off their odor. Therefore, Scenturion eliminates all the causes of odor.

Scenturion is recyclable, non-toxic, odorless, non-flammable, and non-caustic. Scenturion does not contain volatile organic compounds (VOCs), chlorofluorocarbons (CFCs), or harmful or ozone depleting materials. The company says athletes who suffer from allergies or multiple chemical sensitivity (MCS), will be okay using Scenturion because it does not emit any harmful chemicals often found in deodorizers that mask odor with potentially harmful fragrances. ■

Firm Goals Need Flexibility

patented products. proven results.



PROSTRETCH
+plus®

corestretch®

StretchRite®



MEDI-DYNE™

Altra Introduces the Golden Spike

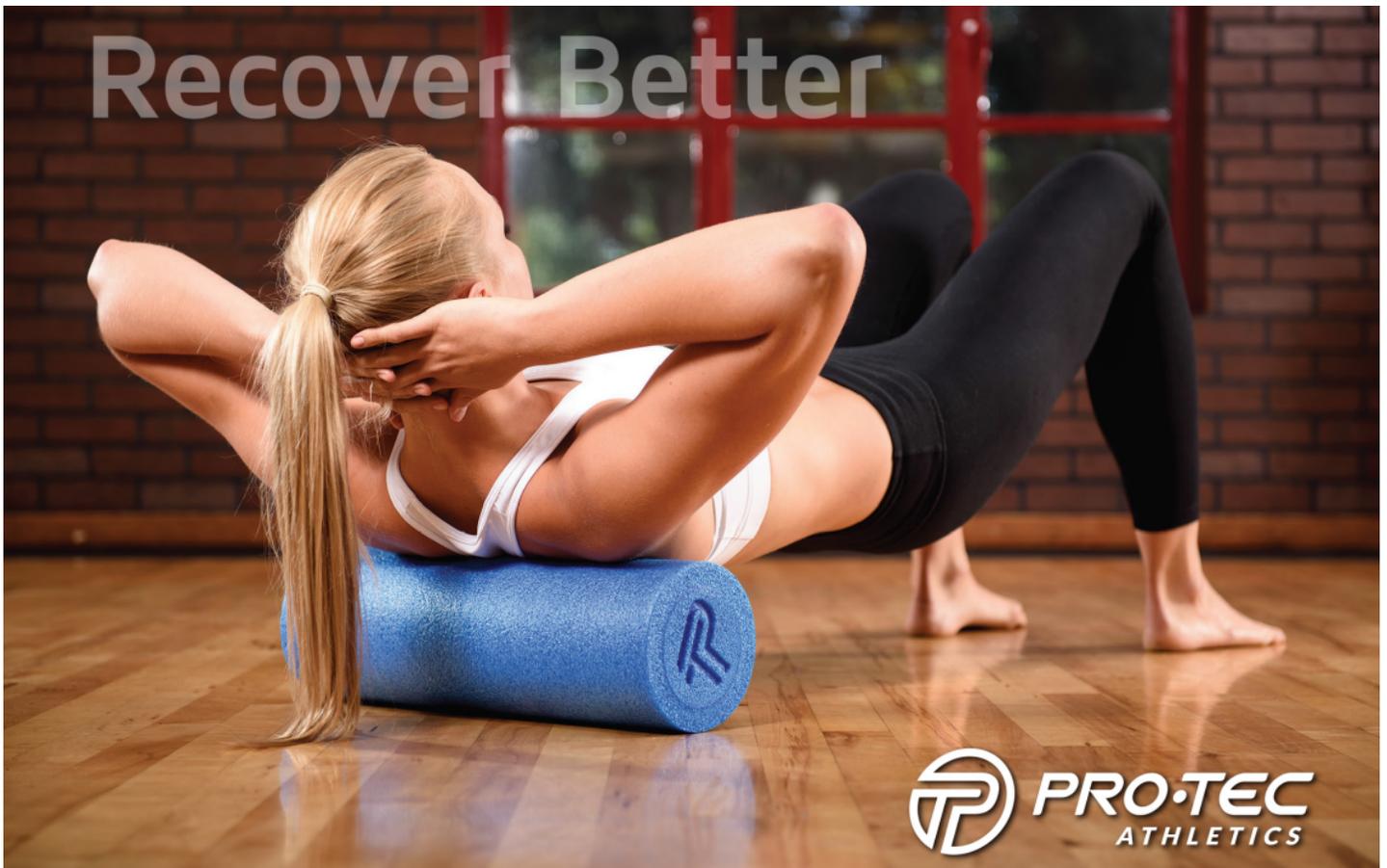
Altra Running continues to expand its offerings. The brand's first ever track spike will launch this May. The shoe's name, Golden Spike, has a triple meaning: gold being the goal of first place gold medals; Golden being the first name of Altra founder Golden Harper; and the Golden Spike of the 19th century U.S. history – commemorating the May 10, 1869 completion of the Transcontinental Railroad, which is very near Altra's northern Utah headquarters.

The shoe is designed for competitive track and cross-country athletes. It offers the toe-off and landing benefits of the brand's FootShape toe box.

The Golden Spike's upper is made of lightweight, hydrophobic mesh and weighs in at 5.3 ounces – including the spikes – for a men's size 9. MSRP \$90. ■



Altra's new Golden Spike will retail for \$90.



THE RUNNING & FITNESS EVENT FOR WOMEN

June 9-10, 2016 / McCormick Place, Chicago

Great Speakers Include:

Robyn Waters, Former VP of Trend, Design and Product Development at Target
"How Retailers Can Better Understand and Serve Today's Female Consumer."

+ The Second Annual IRRA Summit / June 8, 2016

RETAIL
REGISTRATION
OPENS
APRIL 1

- Apparel
- Footwear
- Hosiery
- Running
- Fitness
- Yoga
- Cycling
- Swim
- New Tech
- Gear
- Pilates
- Recovery
- Nutrition
- Compression

Conference
Trade Show

Exhibitors Contact:

Beth Gordon
bgordon@formula4media.com
949-293-1378
or your account manager

Retailers Contact:

Mark Sullivan
msullivan@formula4media.com
646-319-7878

