



BackpackingLight.com

January 20, 2011

Outdoor Retailer Winter Market 2011

Featuring: Karve Series

Monthly Traffic: 89,500

URL: <http://tinyurl.com/4fja83p>

Wednesday January 19: rain in Salt Lake City and new powder in the mountains. All-Mountain Demo was held at a new place this year, Solitude Mountain Resort just east of the city. Nature cooperated by providing 10 inches (25 cm) of new powder the night before and more during the day. What an amazing trip it was to leave nearly snow-free Salt Lake City, chain up the bus at the mouth of Big Cottonwood Canyon, then grind up the steep narrow canyon to a winter wonderland at Solitude, which has received nearly 300 inches (762 cm) of snow already this winter. Numerous manufacturers bring their latest snow gear to the All-Mountain Demo for retailers and the media to see and try out - skis, snowshoes, goggles, sunglasses, packs, traction devices, winter sports clothing, and many other items. Hot drinks and hand/foot warmers were among the most popular items this time!

Finally, we found out that Osprey does not have enough packs yet! Introducing the Karve, a "sidecountry" pack, which will be available fall 2011. What's a sidecountry pack you ask? Well,

think of the sides of a ski run, where one can get into some powder. The Karve - which will come in 6L, 11L, and 16L sizes for US\$79, US\$89, and US\$99 respectively - has an amazing design. It will carry skis diagonally or a snowboard vertically on the front, it has one zippered insulated shoulder strap (bottom left) for a drink tube, hydration sleeve inside, shovel blade sleeve, shovel handle sleeve, probe sleeve, fleece-lined goggle pocket, electronics pocket (bottom right), and of course a main compartment. The whole pack has a thin profile so it can be worn on a ski lift. And the graphics on the exterior are pretty cool; available in three colors.

