



OR Daily

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Osprey Sinks Talons Into 'Different Animal':

Cycling Market

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Confession: Optimism 8
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Her Inner 'Becky' 15
Becky is back, a lover of the 'Becky' of the world, and she's off with her original name. What's the meaning behind the name?



Osprey Verve 13

Osprey Sinks Talons Into 'Different Animal': Cycling Market

Osprey Packs, well established in the outdoor market, now is beefing up its infrastructure for its entrée into the specialty bike channel. This is the 36-year-old pack brand's first foray into the cycling market.

"Currently we're experts in the outdoor industry; bike is a completely different animal," said Sam Mix, Osprey marketing manager.

After introducing its new hydraulics line to the outdoor market last fall, it prepared to launch in the bike market. Targeting mountain bikers with its hydration-specific Raptor series, Osprey began reaching out to consumers at the Sea Otter Classic, a mountain bike festival and race. It will exhibit at Interbike for the first time this fall, where it aims to establish its first bike specialty accounts. A mainstay at Outdoor Retailer, Osprey is exhibiting this year at Booth #5010.

Osprey is also launching the Hornet line of ultralight packs at Summer Market, intended for ultra runners, adventure racers or others who want a pack that has been stripped down to its essentials.

For example, the new Verve is part of Osprey's Hydraulics series of hydration packs but is designed for women. Like

To build its presence in the independent bicycle dealer market, Osprey Packs has hired Patrick Piller for its newly created position of bike sales manager. He will manage the company's September Interbike debut and lead the U.S. bike channel business launch.

"As we look to expand into the bike category, we knew we needed someone with both in-depth IBD experience and a passion for bikes to lead us, and Patrick was the perfect choice," said Gareth Martins, director of marketing for Osprey Packs.

