



## Outdoor Insight

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Backpacks: One Size Doesn't Fit All

Featuring: An Interview with Osprey's Gareth Martin

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# One Size Doesn't Fit All

Backpack designs evolve to match user preferences

As consumer's preferences swing back and forth between tightly focused application specific packs to multi-purpose one-size-fits all models backpack brands are expanding their product lines to accommodate both interests.

"We have a lot of application or use-specific packs and that part of our line has grown. But the attractiveness of a 'quiver of one' style pack is very relevant," says Gareth Martins director of marketing for Osprey packs. "Osprey's customers are looking for both styles."

"Consumers understand the technology. The onus is on us to describe and sell that to the consumer," says Martins. "We believe that a good technical suspension that transfers the weight on to the hips and across the back and carries comfortably is far better than something that is so stripped down and light that it doesn't carry well."

While shorter time frames have significantly influenced backpack volumes, an interest in lighter weight gear and equipment has also played a role. "More and more you see folks who are less serious backpackers who are dialing in with lighter weight tents and equipment," says Martins.

