



## Outdoor Business Update

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Osprey Packs to Celebrate 40<sup>th</sup> Anniversary at Outdoor Retailer

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### Osprey Packs to Celebrate 40th Anniversary at Outdoor Retailer

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Osprey Packs, Inc. will celebrate its 40th anniversary at the upcoming Outdoor Retailer show in Salt Lake City along with continued accolades for the documentary film, "Osprey Packs – Forty Years in the Making", tracing the history of the brand.

What started out as a small shop selling custom packs designed by Mike Pfothenhauer in Santa Cruz, CA has grown, over the past four decades, into the industry-leading manufacturer of top-quality innovative packs sold in over 60 countries. As the head designer, each and every pack, passes through Pfothenhauer's hands, representing the unbreakable thread that makes Osprey a company like no other.

Today, Osprey is still independently owned with product offerings that have grown to include best-in-class packs and accessories for backpacking, cycling, hydration, snow, climbing, urban/commute, travel and kids. Osprey's All Mighty Guarantee backs the brand's unrelenting dedication to superior quality, design and craftsmanship. With this guarantee, Osprey will repair for any reason, free of charge, any damage or defect in their product – whether it was purchased in 1974 or yesterday. If Osprey is unable to perform a functional repair on the pack, they will happily replace it.

"It's hard to believe it has been forty years since our humble start in Santa Cruz," says Pfothenhauer. "For me it has always been about following a passion for the outdoors and building relationships. Osprey leadership is made up of many long term and homegrown employees and so many members of our staff have been with the company for decades. Together, we have a tremendous level of combined experience and know how that allows us to pioneer and stay on the forefront of innovation."

Osprey will celebrate this milestone with festivities at OR including 40 Years of Osprey and 50 Years of Wilderness Happy Hour, Wednesday, August 6th starting at 4:30 pm in the Osprey Booth (5010). Free beer in commemorative 40th Anniversary pints will be served and guests will enjoy Wilderness Ranger Cookbook signings with USFS Ranger Ralph Swain, great giveaways and very, special surprise musical guests.

The documentary film, "Osprey Packs – Forty Years in the Making", directed by Rory Pfothenhauer, can be viewed today on the Osprey YouTube channel in its entirety or by episode. Commemorative DVDs will also be available at the Osprey Booth.

"It's been pretty special to look back at the past four decades in the making of our film that takes us from downtown Santa Cruz to the desert canyon country of Colorado and through the bustling streets of Ho Chi Minh City," adds Pfothenhauer. "What can I say, it's been spectacular ride and I can't wait to see what the next decade has in store."