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Outdoor Retailer Summer Market 2012: Hydration Packs

Featuring: SS13 Hydraulics™

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As with gear and apparel, the hydration category no longer is simply “shrinking and pinking” products for women. Manufacturers are putting time and thought into creating products that are ergonomically correct and comfortable for a woman’s body. Products are also becoming increasingly specific to activities.

“Getting the right fit is definitely key,” said Osprey’s Erik Hamerschlag, product manager. “You can’t get at a good fit with a unisex product. You can’t just change the color; there’s a lot more to it.”

One oft-cited reason for “shrink and pink” in the past was that women’s-specific products weren’t making minimum production orders. That’s not the case with Osprey and Gregory.

Osprey’s revamped Hydraulics line includes the women’s-specific Raven series (MSRPs \$109-\$129), a sister to the Raptor collection. All three sizes feature the AirScape back panel, BioStretch harness and full hip belt. Also new is the Mira series, multisport hydration packs with many of the same features in a daypack style, and the Verve series, light, high-performance packs to be used for cycling, running or hiking.

The major revamp in Osprey’s Hydraulics line comes in the new proprietary reservoir made with BPA- and PVC-free metallocene polyethylene film, which strips that plastic-y taste from drinking water.

