



REPORT: ON HOUSING CHANGES
DETAILS: ALABAMA OUTDOORS RENOVATES HQ
COVER STORY: 40 YEARS OF OSPREY 18

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Cover Story: Feels Like Day 1 After 40 Years

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Feels Like Day 1 After 40 Years

Founders maintains hands on approach to design and manufacturing

By [Author Name]

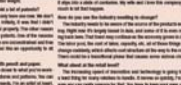
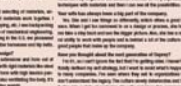
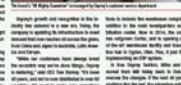
Osprey's story is as dynamic as its packs. It is a true adventure and a life-long commitment that has taken founder Mike Pfothenauer and his wife and co-owner, Diane Wren, all across the globe and back again. Rarely can a company claim that, since inception, all of its products have some way or another passed through the hands of a single designer (that's Mike), who continues to influence products and strategy. But, what's most unique about Osprey's history is that after 40 years, it still feels like day one.



What the Future Holds

Osprey CEO on getting more space, going international and dealing with Amazon

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For Mike Pfothenauer, founder and lead designer of 40 years, Osprey isn't a labor of love, it's something else, and we don't have words for it. His personal philosophy is that he enjoys life more if he's surrounded by things he's built himself, and he and his wife Diane, have done just that. What's most interesting about Mike is that he is just as much an artist as he is an engineer. He gave us some insight into what inspires one of the greatest pack designers in the industry.

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40 years in the making, Osprey's success is just as much a consequence of exceptional products as it is a series of very strategic decisions. For 13 years, CEO Tom Barney has led operations at Osprey, a company that thrives on leading product design and brand management. So far, it's been a winning combination.

