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Knowing more than five brands in the article, you are an outdoor veteran

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People often say that people are not as good as old and clothes are not as good as new. Many friends have never gone far, but their equipment has changed one after another.

It's different from many outdoor cute newbies. There are now countless beautiful top gears to choose from. When we first started playing more than 10 years ago, one was poor, and the other was that there were not so many channels for high-quality foreign products. , Third, domestic manufacturers have just started (emm, mainly poor).

A lot of outdoor equipment has accompanied me through the mountains and rivers in the early days: K2 summit jacket, TNF silk fleece, Shehe down jacket, Acme heavy bag, One Polar pocket bag, xlneeko one day bag, and Pureland's six-sided damp-proof pad, Camp's small ant sleeping bag, Ayo's Wild-Work Westwind A, an attic that loves water and electricity, a blue canister with fresh veins...



They are all classics of the generation. Although they have a taste of "reform and opening up", they are also the characteristics given to them by the times.

The big waves wash away the sand, left in memory

Always the most precious

The natural law of survival of the fittest also applies to outdoor brands.

Some brands have changed their skins and blood,

soaring into the sky; some have been running and resting, doing tepidly; some are still reluctant to fight after being injured; some are in desperate disease but never give up treatment; of course; Individuals also chose to return to the mountains and forests, and gradually faded out of people's sight.



According to statistics from the Outdoor Branch of the China Textile Association (COCA) in the past two years, the number of core

outdoor brands in the world is decreasing year by year, and currently there are less than **900** .

Limited by the author's knowledge and experience, I can't analyze and discuss the reasons for the demise of these brands. I just collect and organize them when I look up the literature, try to restore the historical details, give more reference to future generations, or just listen to it as a story. Also good.

01

Dana Design

American backpack brand

We are all familiar with the story of Dana Design, the first backpack brand to be mentioned.

In 1975, Kletterwerks, the predecessor company of Dana Design, was established in Bozeman, Montana, USA. It was presided over by Dana Gleason (Uncle Dana) who specialized in repairing and designing backpacks to design and produce professional mountaineering backpacks. , Many of its later classic backpack styles (Terraplane, Bridger and Bomb Pack, etc.) were born and designed in the Kletterwerks period.

In 1978, Uncle Dana sold Kletterwerks (this brand was later used as the name of the street series and briefly appeared in the products of the Mystery Ranch brand created by Uncle Dana) to distributors and turned it into a specializing in camera bags and waist bags.

From 1975 to 1986 Uncle Dana has served in Marmot backpack designer, so that time series Marmot also has a shadow Dana Design backpacks, such as photographic equipment backpack single product Mojo Systems later became Marmot's Quest Systems, as Marmot was **at least a year Bring in income of 1 million US dollars** .



In 1987, Uncle Dana and his friend Renee Sippel-Baker (Renee Sippel-Baker) began to focus on their own brand management, using his own name as a trademark, and formally

established Dana Design.

Dana Design has quickly captured the hearts of many outdoor players with its super-fitting in a large-capacity backpack, a powerful carrying system, a durable material and a sophisticated design (the side pockets are moved forward). With its unique design, it won the **Editors' Choice award** from the **American Backpacker magazine**, and it occupied **30%** of the mountaineering backpack market in the United States at that time.



ArcFlex® Technology... comfort—whatever it takes.



The Fit / The Flex

The ArcFlex frame combines 3 different materials to produce a pack that works with you. The plastic framesheet and aircraft aluminum stay give you a frame that fits. The carbon fiber bows create a springy flex that uniformly loads the Hipbelt and keeps your pack riding snug and comfortable. Unlike normal internal frames, the ArcFlex frame doesn't depend upon its load for structure. The combination of framesheet, aluminum stay, and carbon fiber bows form a complete support structure for your load. These are the basic principles of Fit/Flex. Let's look at the dynamics of these two different functions.

First, the Fit

ArcFlex packs are designed to fit YOU. A fact few packs can lay claim to. Adjustable packs are made to fit a range of people, so that one pack attempts to fit people with up to 12" variance in height. This works about as well as one-size-fits-all footwear and doesn't adjust for all the other variables of fit in addition to height. Wool! The best way to get a pack that fits is to buy one that fits all over! That's why the ArcFlex packs come in 5 sizes (XS to XL), so you can be sure to have a perfect fit instead of being penalized for any variance your body might have from that ephemeral "average" (sort of like families that average 2.3 children). As pack size changes, we scale several areas critical to fit: size of lumbar, length of frame stay, contour of bodypanel, and where the ArcFlex curve falls across your shoulder blades. Many variables are adjusted to make sure each size is "ideal", so you do not have to compromise the fit (as in one-size-fits-all).

The Flex Arc frames (Flex and Light) are unique in that they provide an ACTIVE frame. Their carbon fiber bows are designed to take the stresses of your load. Typical internal frames use the same aluminum (or whatever) framing to hold your back's shape and resist the forces a 50 pound load will place on it. Unfortunately, these packs can't help but sag and deform from that carefully sculptured shape you first formed with your own hands. The ArcFlex (and ArcLight) bows take up the stress inherent in holding the pack snug on your back by being flexed into an Arc (name getting clearer?) over your back and forward to your hips. This transfers the load they take off your back to the pack's Hipbelt, spreading the weight onto your hips over an area 3-5 times greater than other packs.

The ArcFlex frame has a built-in void to accommodate your noggin. Hence, the name HeadSpace fits well here. Literally. We all know what a trail looks like. HeadSpace allows you to view the rest of the world with ease.



Back to the Fit

The greater the area you transfer weight to, the less pressure you have on any given part of your hips and back. In other words, fewer hot spots and bruised hips. No pain, all gain. To ensure a good fit, the Contour. Molded Hipbelts are molded to follow the extremes of human hip shapes, and are available to fit all sizes of people. To better distribute weight to your shoulders, the ArcFlex shoulder pads have layers of tough knit nylon fabric laminated directly to the foam. The bottom layer of this sandwich is a nylon terry fabric that

provides gentle traction on your shoulder. The more flexible nature of these laminated pads allows them to follow your every contour without leaving wrinkled material next to your skin. Shoulder pads are also available for all sizes of people and their fit can be adjusted in width. For advice on sizing, visit with your DANA DESIGN® dealer. Dealer skills help ensure a good fit. That's why we work with dealers. For reference sake, you can also refer to the fine print on fitting on page 34.

In 1995, Uncle Dana sold Dana Design to Anthony Industries Inc., the predecessor of K2 Inc., for commercial purposes. Uncle Dana later was also responsible for the product development of Wilderness Experience, another legendary backpack brand acquired by K2.

After being acquired by K2, the new design department boldly adopted new materials, fabrics and new design ideas to improve Uncle Dana's products. Due to some major differences in design concepts, brand founders Renee and Uncle Dana finally left K2 in 1998 and 1999. Since then, Dana Design has gradually declined. They gave up focusing on outdoor and military bags, and even launched a street bag series to cater to the market.



K2 acquired Marmot in 2004. It belongs to Dana Design under the same roof. In addition, it shares a lot of blood with Marmot. It also began to integrate resources with it. Since 2006, the entire series of Dana Design backpacks have been replaced. Marmot's logo has never been Dana Design on the market.

But Uncle Dana still didn't leave the backpack. After a short retirement, he returned to his old business. After the non-

competitive agreement with K2 expired in 2000, Uncle Dana also continued to create another backpack brand The Works@Mystery Ranch in Bozeman.

Later, The Works was simply removed and turned into **Mystery Ranch** . Many of its designs are very similar to the original Dana Design. After all, it was made by a master and has an authentic Dana Design pedigree. Now Mystery Ranch's influence is expanding day by day, and it has also attracted a large number of fans worldwide.

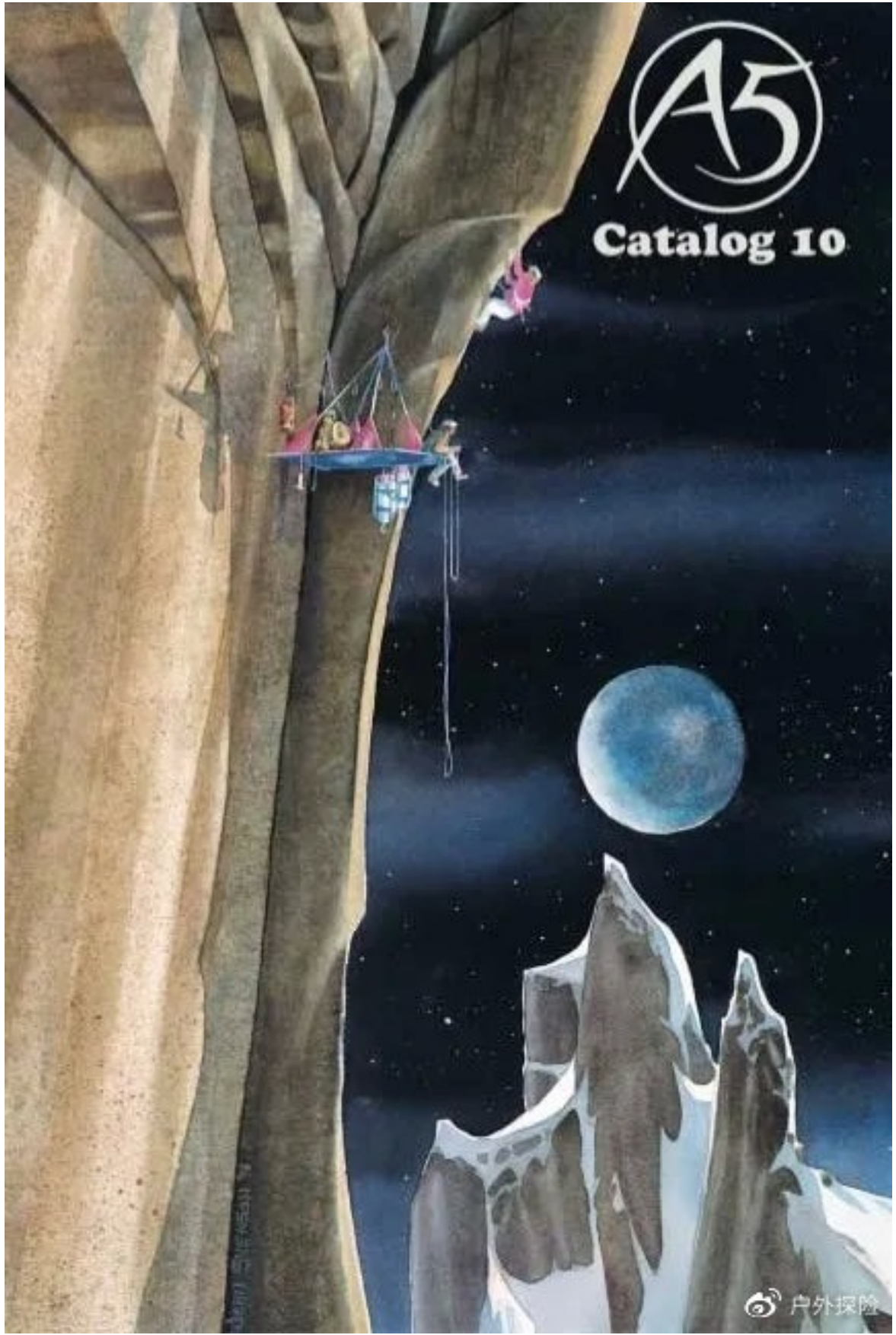
I have to say that Uncle Dana is a backpack craftsman who is good at design, and at the same time a successful businessman with a great business acumen. As the saying goes, people with skills will never worry about their jobs. Although Dana Design has disappeared, Mystery Ranch has inherited its mantle well, and the future is still promising.

02

A5 Adventures

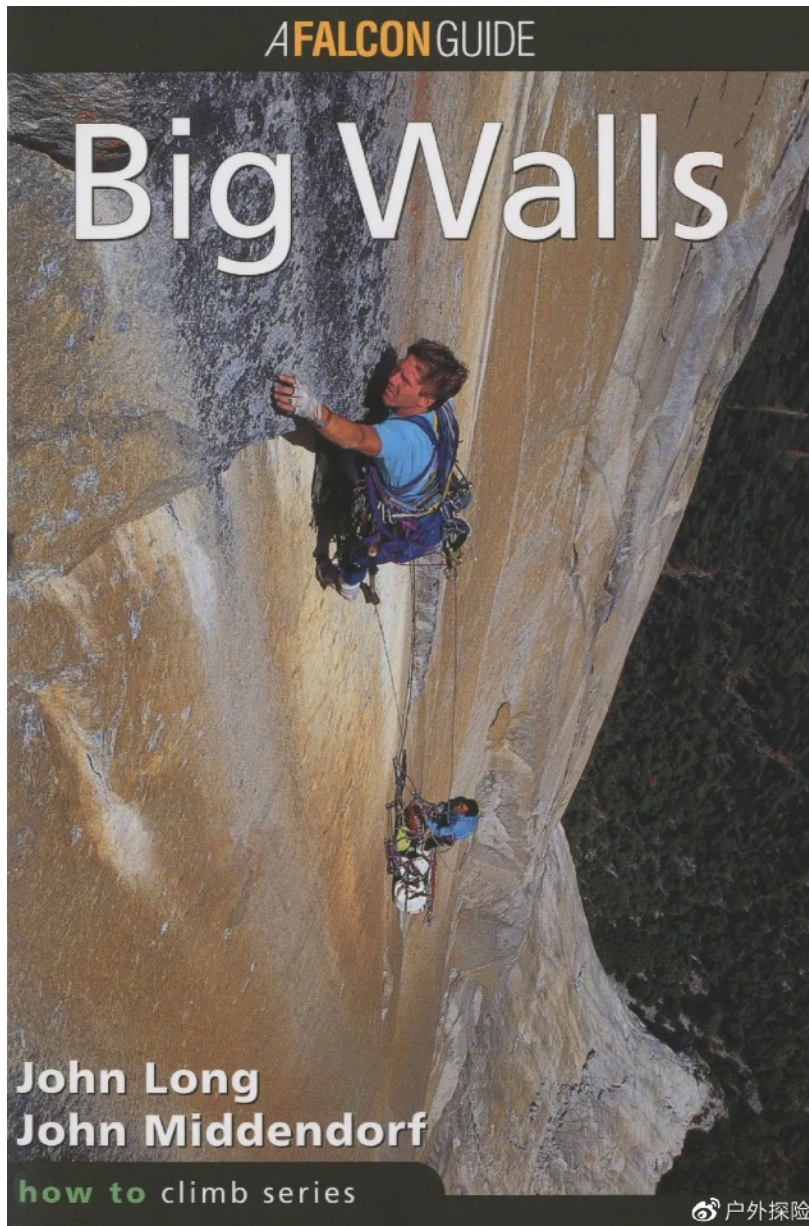
American Big Rock Climbing Brand

Another representative that has gradually declined after being acquired by a large company is the former Portaledges brand A5 Adventures. Its founder is John Middendorf (John Middendorf, hereinafter referred to as Middendorf), a mechanical engineer from Stanford University, and a super player of rock climbing. "How to Climb: Big Walls", published jointly with John Long in 1994, is a classic textbook in the history of big rock climbing.



A5

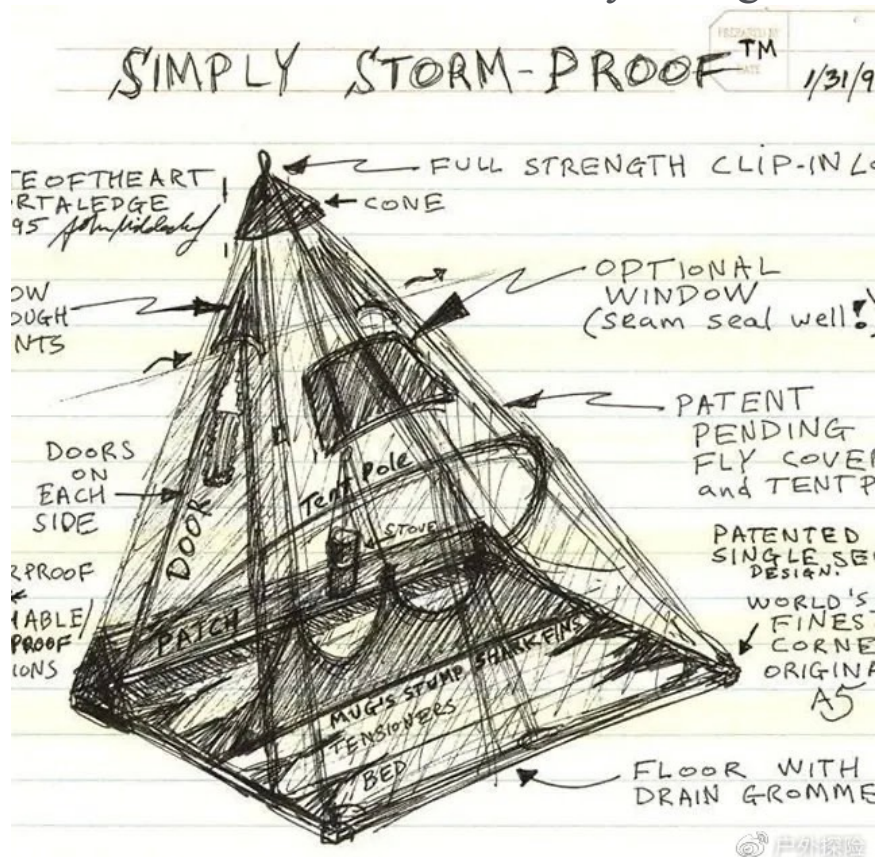
Catalog 10



Middendorf established A5 Adventures Inc. in Arizona, USA in 1986. The reason for the name is very simple. It is the highest level of auxiliary climbing at that time. A5 initially focused on designing and manufacturing tools for rock climbing. The first hammer product sold 550. This enthusiast's personal workshop-style product development history seems to be a common practice in the development of outdoor equipment in North America.

During a Half Dome (Great Dome) climb in 1986, Middendorf and his companions Steve Bosque and Mike Corbett used Portaledge (Portaledge, which can be The unfolded hanging tent has a structural frame and a fabric bed. The fabric bed is suspended from one point and can be folded as a whole for storage. It is mainly used for multi-day climbing on a large rock wall that requires overnight.) A malfunction caused them to be trapped in a snowstorm. After three days and two nights, he almost died.

After receiving this big stimulus, he began to improve the design of the single-point large rock wall hammock, and then launched the A5 Portaledge. Middendorf is known as **the inventor of the modern Portaledge**. A5 Portaledges were made of highly weatherproof fabrics at the time and were engineered to make them structurally strong and stable.



Later, Middendorf himself also used the A5 on some of the most difficult large rock wall routes in the world, including the "The Most Difficult **Big Wall in the World**" **Great Trango Tower East Peak The Grand Voyage** route completed by him and Xaver Bongard in 1992. , **This is the longest vertical wall (1350 meters) in the world.**



A5 Portaledge is the first large rock wall hammock that can withstand the harsh weather conditions in remote areas such as the Himalayas and Karakoram. Since then, A5 Portaledge has become world-renowned and has become a benchmark for many brand design clones.

A5 Adventures later continued to design and manufacture various large rock climbing equipment, including various auxiliary tools, slings, transport bags and climbing backpacks, climbing protection hardware and other items. But the sales

performance has been relatively sluggish. In 1993, there were only 8 employees and the annual income was only 150,000 US dollars. Excluding the cost, there was almost no profit.

The fact that the product has always been popular and unpopular has caused Middendorf to be very troubled. Like the fate of many brands, A5 Adventures Inc. was finally acquired by The North Face under VF Outdoor in 1996 (the founder of TNF is also two young people who are keen to climb. Of course, they are the old predecessors of Middendorf, or the same reason that they love climbing makes TNF pay more attention to outdoor brands that naturally love climbing) acquisition.



Since then, A5 and Middendorf have taken two completely different paths. During the reorganization of VF and the subsequent rebuilding of The North Face brand, A5 was completely ignored and gradually became fashionable after the A5 Portaledge was sold. It was not until 2017 that TNF restarted the A5 trademark for large-scale climbing equipment and some limited edition A5 Mountain Lifestyle clothing.



Middendorf was responsible for the design and production of A5 products during his four-year tenure at TNF, but there were few more product innovations. He then joined the main competitor Black Diamond. Later, Conrad Anker bought the A5 Portaledge product patent from TNF and founded ACE (Anker Climbing Equipment). Black Diamond quickly acquired ACE and launched a very mouth-watering Portaledge product called A5-TNF-ACE Heritage Portaledge.

With a passion for climbing technology, equipment and equipment, Middendorf, who is nearly 60 years old, is still not old. In 2017, he founded another well-received big rock climbing equipment brand D4.



Many designs of D4 Portaledge have **created industry precedents** and have been sought after by more enthusiasts. D4 has the characteristics of being lighter, smaller and stronger. The weight and storage volume of the D4 is only half of Black Diamond's similar products, and it is more comfortable, which is a huge success. To this day, Middendorf is still struggling in the front line, continuously improving and testing D4.

Judging from a lot of historical details, the founders themselves are companies founded by fanatics of a certain sport, and most of them are inevitably acquired or closed down, while craftsman-type founders or later-focused brands have developed more. John Middendorf, the founder of A5, loves rock climbing, has his own passion, and has not stopped his progress, and continues to move forward with D4, which is enough.

03

Moonstone

American sleeping bag and clothing brand

Who Makes The Best Lite Loft Bag?

You Decide.

Rated: 15°F	Moonstone Optima	Weight: 3 lbs. 2 ozs.	Weight: 3 lbs. 4 ozs.	Competing Product	Rated: 20°F
ABSOLUTELY.	Multiple layered insulation eliminates the cold spots inherent with shingled construction bags.	SORRY.			
OF COURSE.	Variable thickness layering and ground level side seams puts the insulation where it works best.	OH WELL.			
DEFINITELY.	Densely woven nylon taffeta shell fabrics are stronger, yet 20% lighter than cheap polyester taffetas.	WHOOPS.			
CERTAINLY.	A roomy, efficient sculpted shape and trapezoidal foot section provides a more comfortable rest.	NOT!			
YOU BET.	An ergonomic hood and contoured shoulder yoke reduces heat loss from the head and shoulders.	AH, NO.			
YEP.	Optional snap-in liners add warmth to double the versatility and save the cost of a second bag.	NOPE.			

MOONSTONE
5350 Ericson Way, Arcata, CA 95521 (707) 822-2985

Thinsulate
Lite Loft is a registered trademark of 3M

▲ Moonstone is an American niche legendary brand that has made great achievements in sleeping bags and functional clothing. It has been changed hands many times in the later period.

In 1977, Moonstone was founded by Fred Williams (hereinafter referred to as Williams) in Arcata, California. Its name is derived from a very popular beach named Moonstone north of Arcata .

The Moonstone sleeping bag is so famous, in **addition to their insistence on using the best fabrics at the time, its sewing details and overall craftsmanship are also excellent, and there are many groundbreaking and unique designs .**



The first is the head design of the sleeping bag. They abandon the wide head design of the traditional sleeping bag and design the head into a modern mummy-shaped style that can be tightened. This is undoubtedly a huge leap in the history of the development of sleeping bags.

Secondly, they also designed a "split modular" sleeping bag, which separates the head hat and the part below the shoulder of the sleeping bag. This detachable design is very convenient for people to keep their head warm when eating and chatting in the tent. .



In 1985, Moonstone developed the Gore-Tex Challenge jacket and officially entered the field of outdoor clothing. They are also pioneers in many designs in the field of clothing.

At the beginning of 2000, Arc'Teryx's once very popular **collar diagonal zipper design** was not created by them, but copied from Moonstone 20 years ago. This design was originally designed to improve the neck comfort when the head is frequently lowered during

exercise. And improve the warmth of the neck. Throughout the 1980s, Moonstone has been a **respected high-end brand, once ranked in the top five** .

But 10 years later, Williams sold the Moonstone brand to OIG (Outdoor Industrial Group), and after only a year or so, Espirit acquired Moonstone. Another short year later, Espirit sold Moonstone to GERRY Corp., a subsidiary of Amerex (GERRY is also a well-known outdoor brand with a century of history, which has been resurrected several times and is quite legendary). At this time, Moonstone's product catalog has 105 items.



In 2001, GERRY sold Moonstone to Pacific Trails (the company was founded in Seattle in 1945 and is also a well-known clothing brand). After the acquisition, they eliminated nearly half of Moonstone's products.

In 2006, Columbia acquired Pacific Trails and its Moonstone brand for US\$20.4 million in cash and liabilities. A company that had been established for 30 years has disappeared.

The end of Moonstone is indeed miserable. It is almost hard to find in the market now, and they are all antique collectibles. It was resold many times in a short period of time,

and a stable design and manufacturing idea could not be formed. Perhaps it was the main reason for Moonstone's demise.

04

Montrail

American running shoe brand



Montrail is a niche trail running shoe brand in the United States. Although the company used to be small, its products were exceptionally good. In its short time since its establishment, it has repeatedly won the Editor's

Choice Award from the American Backpacker magazine.

Menno Van Wyk (Menno Van Wyk, hereinafter referred to as Menno) founded a company called One Sport in Seattle, Washington in 1982. The company develops and sells trail running and hiking shoes. One Sport is Montrail's predecessor was not officially renamed until 1997.



In the following years, their products have repeatedly won awards:

In 2003, Montrail Excelerace XCR won the Editor's Choice Award from the American "Backpacker" magazine, and Montrail D7 won the Editor's Choice Award from

the British "Climbing" magazine.

Montrail Excelsior XCR
These ultralight, all-weather hikers are the best thing to happen to backpacking boots in a decade.
2 lbs. 2 oz. (men's size 9) • sizes: men's 7-11, 12, 13, 14, 15; women's 5-9, 10, 11 • \$120

With everything on our backs getting lighter, we need a shoe that keeps pace. The **Excelsior** pairs a sleek, fast-stepping design with the support and weatherproofing backpackers need. Here's why we love them.

- »»» Light weight, forefoot flex, and sleek trail-running profile make them faster and more nimble—with a better feel for the ground—than traditional light hikers. Ditto for comfort and versatility; we've used them for scrambling, day-hiking, and trail running.
- »»» The springy midsole provided ample cushion for a week of 15-mile days on the Pacific Crest Trail and adequate stiffness to support loads up to 35 pounds.
- »»» The thin synthetic/leather upper and Gore-Tex XCR lining produce "the most breathable water-proof shoes I've ever worn," says our executive editor. Break-in time is zilch.
- »»» Midheight collars with hook-and-loop closures repel water and debris better than traditional lace-ups, and provide a touch more ankle support than low-cut shoes. Downside: The cuffs stretch a little, but not enough to slip your feet in easily.
- »»» The shallow lugs ace pebbly trails, hold fast to dry granite, and clear mud quickly, but slip on wet rock and packed snow.
- »»» The running-shoe last produces a snug, no-blisters fit. The wide forefoot eliminates toe crunch. Best for low-volume feet.
- »»» The weight, comfort, and speed of a trail runner with the weatherproofing and breathability of Gore-Tex XCR for only \$120? This shoe's a steal.

Contact: **Montrail**, (800) 647-0224; www.montrail.com. Reader service #108.



In 2005, Montrail Hardrock won awards from the US "Health" magazine and "Outside" magazine.

In the same year, Montrail was acquired by Columbia for \$15 million in cash plus certain debt obligations. After the acquisition, Columbia continued to use the Montrail brand for a period of time. However, in 2017, when Montrail's sub-brand was called Columbia Montrail, Montrail was no longer an independent brand, but became a series of trail running shoes, which can still be found on Columbia's official website.



The founder Menno stepped down from his position as a consultant before long to concentrate on his political career and bid farewell to Montrail. Menno said when talking about Montrail's acquisition: "As a company, we are in a growth position. We need strong strategic partners to help us leverage

and expand our purchasing capabilities, logistics, distribution, international growth and our capital strength.”

Obviously, Montrail took the initiative to throw an olive branch to Columbia in order to seek better development, but it led to the disappearance of its own brand. In this respect, it is still very regrettable. After all, Montrail has many sponsored athletes and a large number of loyal trail running fans. If you stick to your own path and continue to innovate and develop, Montrail's life will not be bad until now.

05

Raichle

Swiss snow and hiking shoe brand

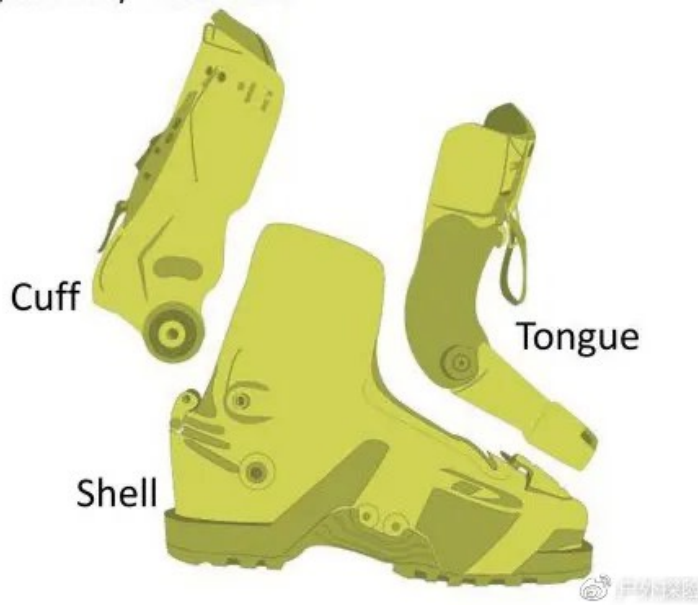


Speaking of being resold, the fate of Raichle, a well-known Swiss snowshoe and hiking shoe brand, may be the most miserable.

In 1909, Louis Raichle established a company in Kreuzlingen, Switzerland, to produce various footwear and slippers. Since 1958, the company has locked its main business in snow shoes, hiking shoes and trekking shoes, and engaged in related production and research and development.

In 1980, after several years of accumulation, Raichle launched the epoch-making work Flexon 5. This is the **first "3 Piece" snowshoe**, and it is also a model of many snowshoe brand designs. Since its launch, the Flexon series has won unanimous praise from countless freestyle skiers, because it has subversively improved the design of a number of snowshoes to

make them more comfortable and fit.



When the legendary Bill Johnson wore Flexon Comp to win the men's downhill gold medal at the Sarajevo Winter Olympics, this pair of snowshoes

completely occupied

the high-end market.

In 1984, on the occasion of the company's 75th anniversary, the company was sold to the grandson of the German Chancellor Konrad Adenauer (Konrad Adenauer).



The series of changes made Raichle's fate take a turn for the worse.

Brother Werhan is an avid ski enthusiast. He wondered why not work while playing? It is also true that Werhan's personal passion and charisma helped Raichle achieve great success in the following years and become an **industry leader**. No less than 400,000 pairs of snowshoes are ordered every year, causing Raichle's products to be in short supply, and Raichle has also ushered in its most glorious moment.

But not long after the good days, Werhan unfortunately died in a car accident in the late 1980s. His wife, Beatris, directly inherited and took over the brand operation, but unfortunately in the end it still managed poorly. It is worth noting that Raichle had briefly acquired **Dynafit** in 1991 . But five years later, the company was on the verge of bankruptcy. Raichle was acquired by Kneissl & Friends (Austria's most influential ski brand with a history of nearly 160 years) and operated as before.



In 1999, Kneissl & Friends rebranded and created Kneissl-Raichle. Kneissl insisted that all Raichle's shoes be renamed Kneissl, but consumers did not buy it at all. Just one and a half years later, Kneissl & Friends changed Kneissl-Raichle to Kneissl-Raichle. Sold to the parent company of Roces (founded in 1954, an Italian brand specializing in the production of roller skating, ice skates and snow shoes).

The production of Raichle snowshoes has stopped abruptly, but the majority of snow lovers are still reluctant. Because the design of Raichle Flexon's "3-Piece" is too classic, these people stocked a lot of parts on Ebay, and started DIY to repair themselves. Flexon can continue to glow and heat.

In 2003, Mammut acquired Raichle. In 2004, Raichle sold the original Flexon mold to K2, and Raichle's snowshoe love officially came to an end.

Starting in 2009, all Raichle products have been marked as Mammut. **For a hundred years**, Raichle eventually disappeared. Nowadays, in the footwear products sold by Mammut, only a small part of hiking shoes and hiking shoes are Raichle series.



The departure or death of the founder or the soul will have a devastating blow to the brand. Raichle's fate is sad, and I only hope that Mammut can continue its core technology and continue to make brilliant achievements in the field of footwear.

06

Ajungilak

Norwegian sleeping bag and fabric brand



Speaking of Mammut, we need to mention another brand, Ajungilak, which may not be familiar to many friends. This is an

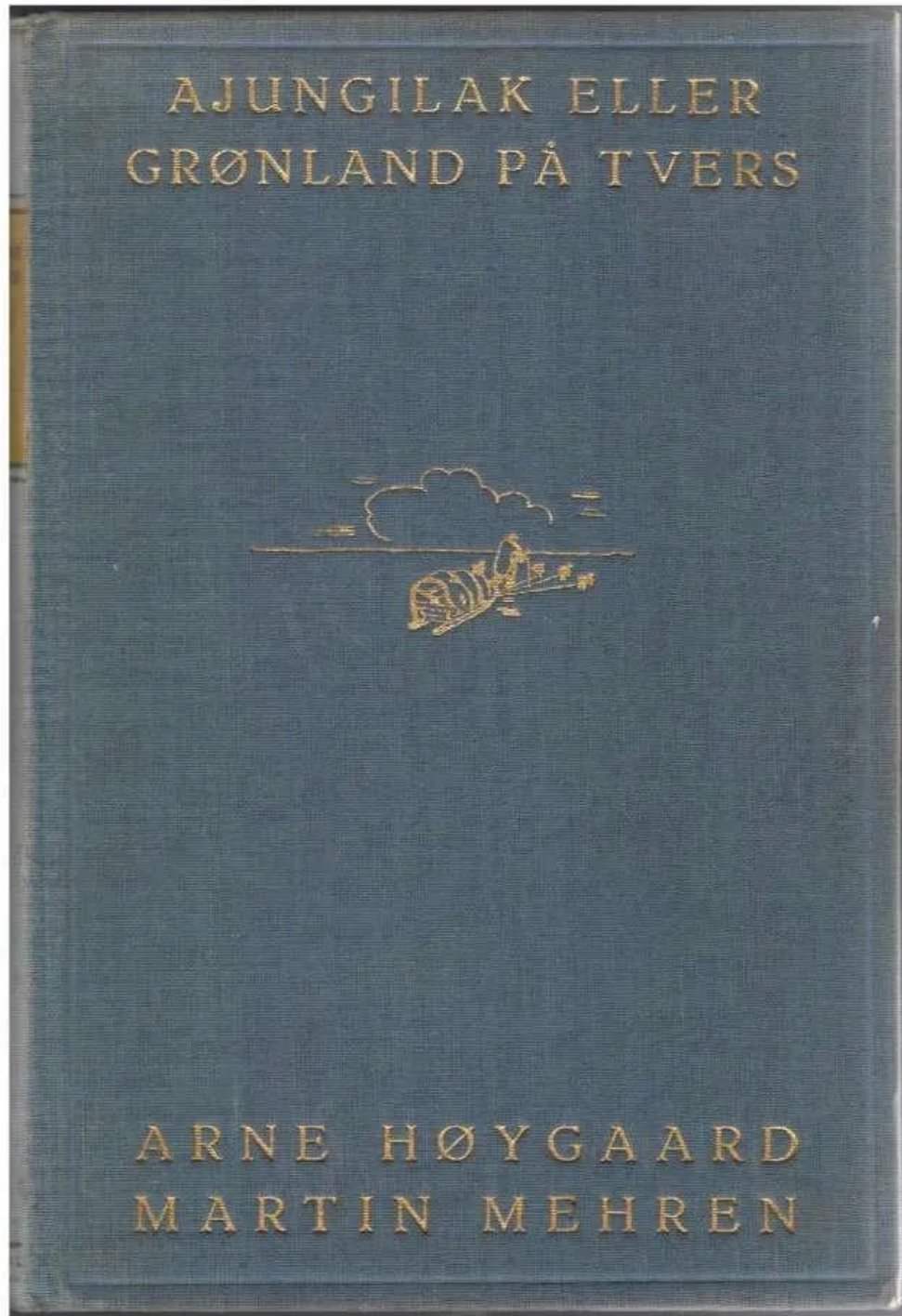
old Norwegian textile company, founded by Michael Breien in 1855, a few years before Mammut. It was originally called Fuglesangs Sønner AS, which specializes in making fillers made of recycled cotton and wool for pillows, mattresses and clothing.

In 1869, Georg Richard Fuglesang (Fuglesang, hereinafter referred to as Fuglesang) took over the small factory with only 10 employees from the founder and opened its family business.

They produced the first sleeping bag in 1889 . What are the sleeping bag fillers in your eyes? Down? In 1889, down had not been commercially developed as sleeping bags, so their first sleeping bag filling was made of the most cold-resistant materials of that era: reindeer hair and kapok. Maybe they were inspired by Santa Claus.

In the same year, they collaborated with the Arctic explorer Fridtjof Nansen to develop the **first "extreme sleeping bag"** . However, it was not until 30 years later that they developed the first down sleeping bag.

Fuglesang II joined the company in 1932, focusing on sleeping bag business. In the same year, Arctic scientists Martin Mehren and Arne Hoygaard used the company's sleeping bags to cross Greenland in 38 days. These two big cows wrote for this epic expedition. One book is called "Ajungilak eller Grønland på tvers". The name "Ajungilak" was also proposed for the first time, and it was translated as "**warm greetings from the Inuit**".



户外探险

For the next 50 years, the company continued to purchase new machines to build factories in Norway, Sweden, Germany

and the United Kingdom to process down, feathers and cotton to improve the production of new sleeping bags and quilts. In 1980, the parent company officially changed its name to Ajungilak A/S.

In 1991, Ajungilak won an important turning point. They acquired Nordisk Fjerfabrik (Northern Feather), an old Swedish down brand that was born in 1901. After acquiring new technology and more advanced production equipment, Ajungilak became even more powerful and quickly occupied **half of the European outdoor down sleeping bags**. However, the subsequent development was not as good as expected. In 1999, due to high costs, Ajungilak moved all product lines to Tianjin, China. In 2001, it was officially acquired by Mammüt.

Subsequently, **Mammüt's Ajungilak down sleeping bag product was awarded the "Best Equipment of the Year" by the German "Outdoor" magazine for three consecutive years**.



Today, after years of research and development, Mammüt has made Ajungilak's core insulation technology into a super insulation cotton, which is widely used in its own sleeping bags and outerwear,

called **Ajungilak OTI Element** .

This synthetic thermal insulation material is made by mixing polyester fiber and nylon according to a certain ratio and weaving method. The hollow tubular fiber structure has outstanding performance, light weight, quick-drying, and the same as P cotton (Primaloft). Water-based, **even in the case of damp, can also maintain super warmth, is an ideal substitute for down materials** . In dry conditions, it is said that it is even stronger than P cotton, which is undoubtedly a gospel for skiing and camping enthusiasts.



An old thermal insulation material brand can continue to serve outdoor enthusiasts under the name of Mammut's core warm black technology. I think this is also a good home for Ajungilak.

07

Moss Tent

American tent brand

After talking about sleeping bags, let's talk about two famous tent brands, Moss and Bibler.



The soul of Moss Tent is Bill Moss (Bill Moss, 1924-1994, hereinafter referred to as Bill). He has shown extraordinary artistic talent since he was a child. He studied art at the University of Michigan, Leiden School of Art and Cranbrook School of Art. He joined Ford Motor Company in 1949. While serving as an illustrator for Ford Motor Company, he began designing popular tents in 1955, which was widely recognized by campers. And the quick-opening tent that can automatically bounce when thrown into the sky was invented by Bill.



In 1960, Bill established his own design company C. William Moss Associates in Michigan. In 1975, he and his wife Marilyn Moss (Marilyn Moss) co-founded Moss Tent Works in

Camden, Maine, to design and manufacture innovative high-performance camping tents. Moss Tent was **extremely popular at the time** because of its **appearance, style, color matching and performance, and most of its products were extremely collectible** .



Bill calls his Moss Tent the **Fabric Artist** . And Bill eventually carried out his art career to the end. After leaving the company in 1982, he has been painting forever.



Although the Moss tent is not designed for lightness, it has always been known for its super durability. In the tent industry that provides "double guarantee", Moss is obviously unique. **Not only do their tents have a lifetime warranty, but Moss has a unique repurchase policy** . If you are not satisfied, they will

buy back the tent from you. Now I have no way to find out the "repurchase rate", but I dare to propose this policy, which is even unthinkable for many outdoor brands today.



Moss's tents are very durable, and at least 10 years of service life are common, so that after the company was later disbanded, his lifetime warranty policy is still valid, and some former employees still insist on repairs. There are also many fans who are also willing to collect Moss Tent.



In 2000, Moss, Walrus and Armadillo tent manufacturer Edgeworks merged with MSR, Moss Tent ceased production and all tents were labeled MSR. Now MSR has developed into a world-wide high-end tent brand.

Among many top styles of MSR, the design of Moss is still continued.



Although Moss Tent is hard to find in the market, thanks to in-depth research on the fabric industry, Moss Inc's parent company has independently developed into a brand consulting company and made a fortune. And the fashion industry, providing high-quality fabrics, technology, craftsmanship, design and brand consulting services. Life is very moist, this can be regarded as a gorgeous turn of Moss.

08

Bibler

American tent brand

Bibler has been rated by domestic equipment enthusiasts as HiLLeberg, Stephenson's Warmlite and known as the **world's three top tents** . It is known for being extremely light and strong. Bibler uses a very rare single-layer design, as well as

high-quality and expensive ultra-light fabrics and Easton 7075 tent poles, which meets the needs of high-end players for lightness, comfort and wind resistance. In the 80s and 90s, **a tent cost thousands of dollars.** Also discouraged many people, it is a veritable high-end product.

Since 1977, they have been the first to use Gore-Tex fabric to make dome tents, and they have always insisted on making them purely by hand. Then they tested and improved the tent structure and fabric for more than 20 years, trying to find the most suitable material for making single-layer tents and designing a tent structure that can withstand various tests.

Later, Bibler developed its own **Todd-TEX** material, which combined waterproof and breathable with a certain degree of warmth retention: the inner side of the fabric has a layer of fine velvet similar to Micro, which satisfactorily solves the warmth and knots of the single-layer alpine tent. Expose the problem. But if it is used in heavy rain for a long time, it will also saturate this fabric, so their ventilation design still has room for improvement.



Since the 1980s, Bibler has launched many tent series products, which can fully meet the needs of people to go camping anywhere on the earth. From the cold and snowy environment of the Himalayas to the complex topography of the Alps, from the severe cold of Alaska in North America to the Patagonian Plateau in South America, from the tropical rainforests of the Northwest Pacific to the New Guinea Peninsula, Bibler tents can be seen everywhere. Figure. Later, Bibler also designed and manufactured hanging stoves for gas-burning tanks for use in tents.



It can be said that Bibler **has achieved the best single-story tent in the industry** , and it has not changed much since it was acquired by BLack Diamond in 1997.

BLack Diamond's classic single-layer account model Firstlight, known for its wind resistance and lightness, tried to

use an improved light-waterproof and highly breathable Epic fabric, but failed to get a better evaluation.

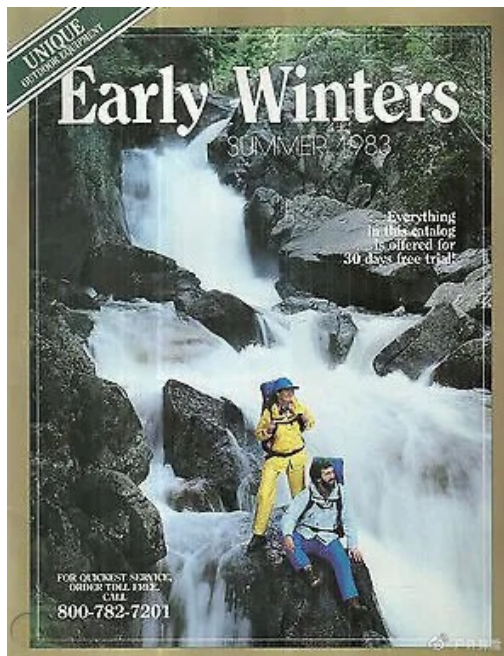
At present, the design of BLack Diamond's tent product line is almost all derived from Bibler, but the trademark of Bibler no longer exists.

Bibler's brand history is very difficult to find on the Internet, but this does not prevent the spread of word of mouth for its excellent products. Perhaps it is precisely because BLack Diamond has completely copied it into its own product line without making too many changes, which also makes fans do not miss the brand very much. BLack Diamond is completely correct on this point. But after a few years, many people will definitely forget Bibler. In fact, for consumers, a good product is the most important thing.

09

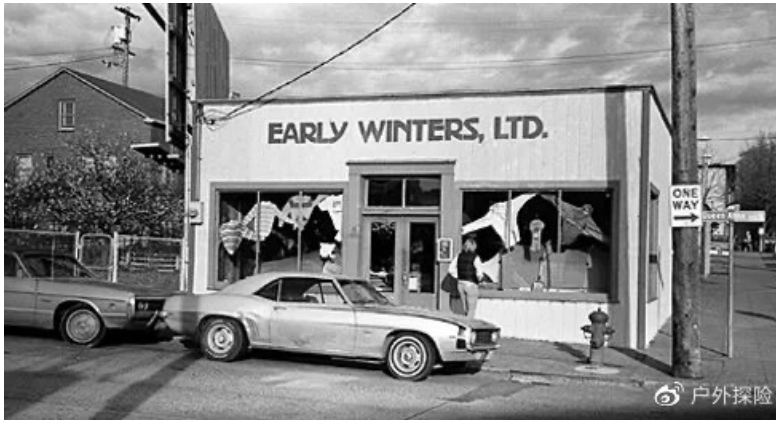
Early Winters

American tent and clothing brand



At the same time as Bibler, there is also a tent brand called Early Winters. His family's most famous is undoubtedly the **first** company in the **world to use Gore-tex fabric to make tents** . The company was founded in 1972 in Seattle, the United States by William S. Nicolai (Nicolai).

In 1975, Gore's salesman Joe Tanner introduced Gore-Tex ultra-



light waterproof and breathable fabric to Early Winters. At that time, the top fabric did not even have a name. In the previous two years, Tanner called many outdoor companies to promote

this fabric, but was rejected by companies such as REI, Eddie Bauer, and The North Face that were still holding a wait-and-see attitude. Early Winters was the first company to realize the importance of Gore-Tex fabrics in outdoor applications.

When Tanner showed the product fabric to Early Winters, Early Winters staff used rubber bands to fix the sample fabric on a coffee cup filled with boiling water. Everyone saw that the water vapor passed through the Gore-Tex fabric smoothly, but when the cup was turned over, there was no water leakage. This classic "coffee cup" demonstration test is now widely known because it is an effective way to convey the concept of waterproof and breathable fabrics.

After learning about the product, Nicolai requested sample materials for testing, and in the winter of 1975 a prototype tent was manufactured and tested under extreme outdoor conditions. After the success of the prototype tent, Early Winters became the **first commercial company to order Gore-Tex fabric** .



Early Winters launched the **Light Dimension** tent in May 1976 , which was **the first** tent in the world to use **Gore-tex** . Half a year later, Early Winters launched the **Mountain Parka** jacket , known as the **world's first clothing product using Gore-tex** . It is the excellent waterproof and breathable function of its products that has been unanimously recognized by enthusiasts, and other brands have followed suit and tried every means to cooperate with Gore. Now Gore has become the world's leading fabric giant.

Early Winters' Gore-Tex Rain Wear
In a class by themselves . . . Just possibly the most versatile jackets ever made!

Until now no single garment could afford you complete and comfortable protection from water, wind, and your own body moisture. Good, waterproof jackets kept the rain or snow from getting to you . . . but they condensed badly when you were really active. Sometimes you'd get as wet from condensation as you would have in the rain with no protection at all! Function gave you better air circulation. This stopped some of the condensation. But just let the wind blow and you found yourself fighting a couple yards of fabric from your face while you got soaked anyway.

Ventile or 60/40 type parkas breathed alright. And they helped cut the wind. But in a real rain-storm they soaked right through.

Lightweight wind-tenters stopped those icy blasts, but they too offered you no protection against rain and wet snow.

The solution? It used to be, "Guts & bear it." But now there's a much better answer . . .

Early Winters' sales reached its peak in the early 1980s when it was close to 20 million U.S. dollars, which is already very impressive. But soon afterwards, the company lost its ability to innovate products, and all mountain clothing and tent line products were removed from the shelves.

In 1984, the company was sold by Nicolai to Orvis (an

American antique fishing tackle brand), and Nicolai was no longer responsible for product marketing and sales, and switched to a sales consultant and business consulting. Later, Early Winters was acquired by Norm Thompson Group (this company is also engaged in fly fishing products, and gradually began to make clothing and outdoor products, and mainly promoted offline stores), and in 2004, Norm Thompson changed the company's name to " Sahalie". Early Winters disappeared completely.



The early cooperation with Gore seemed to be a wonderful start, creating various "firsts" that many peers envied. If you seize the opportunity, you can also cooperate with Gore to produce more advanced fabrics and products for long-term cooperation. However, the history of Early Winters is unexpectedly short. It can be seen that the loss of the core competitiveness and innovative spirit of the product will undoubtedly be the most deadly blow to the brand.

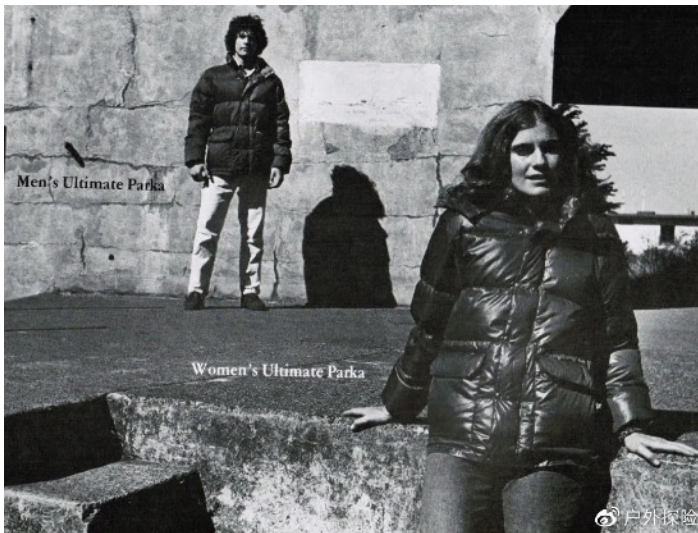
Snow Lion

American sleeping bag and tent brand



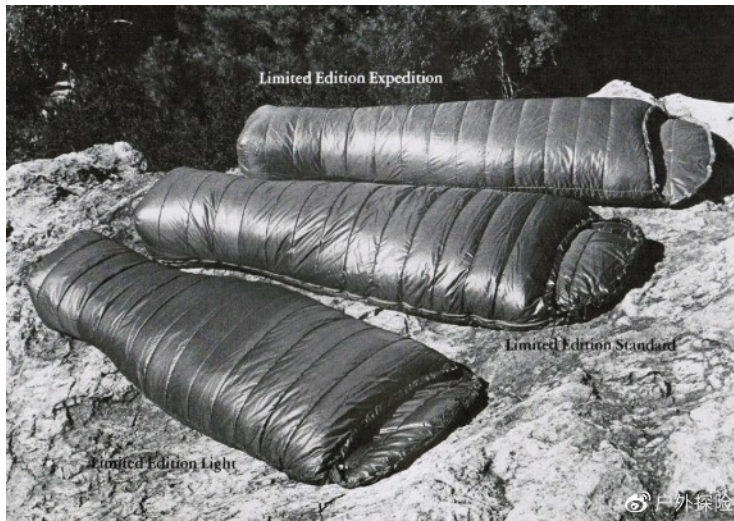
Snow Lion is the top American **brand of sleeping bags, tents and clothing produced in the 1970s** . His founders are legendary Bill Simon (hereinafter referred to as Simon) and Barry Solloway (Barry Solloway), founded in 1972 to 1978 It

went bankrupt in 2016 and lasted only 6 years. But in the past 6 years, Snow Lion has left a very glorious history.



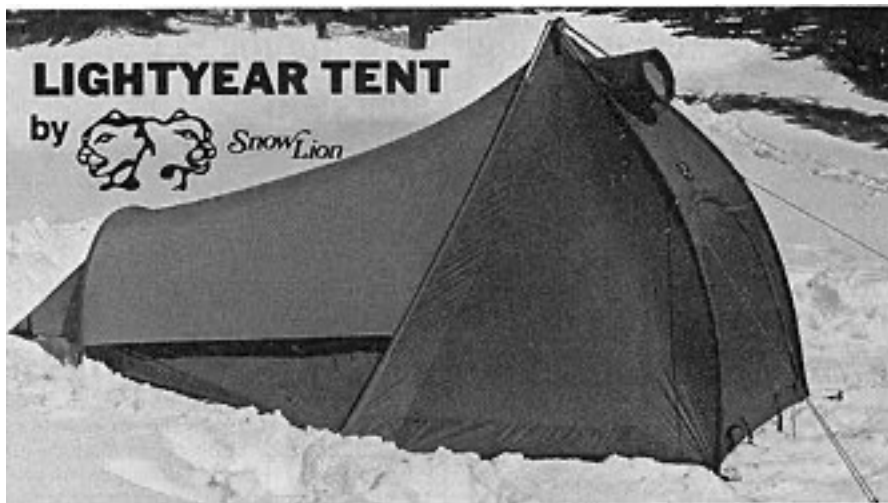
At the beginning of its creation, the company's name was Snowline, but Eddie Bauer already had a sleeping bag product line called "Snowline", threatening to take legal action against the name, so Simon changed it to Snow Lion .

In 1976, Snow Lion's synthetic backpack mummy sleeping bag was selected as one of the " **100 most influential equipment ever** " by the American magazine "Outside" .



This sleeping bag is considered to be the **first high-performance sleeping bag in modern times**. At that time, most sleeping bags were very heavy, and after sleeping for a long time, thermal insulation changes and cold spots occurred. Snow Lion

uses Polarguard insulation material to keep warm and evenly distributed. Interestingly, Wayne Gregory, the founder of the well-known backpack company Gregory brand, also participated in the development of this sleeping bag out of interest.

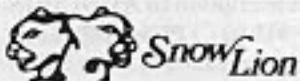


In order to prevent cold air from penetrating the zipper of the sleeping bag, Snow Lion has developed a patented **double-layer windproof zipper inside and outside**. This design is currently being

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Fine lightweight fabric weatherproofed with Kenyon Kote® plus DuPont ZePel® rain/stain repeller.

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used for reference by some sleeping bag brands.

Also in 1976, Snow Lion provided sleeping bags and clothing for Ned Gillette's Ellemere Island expedition. Solloway also specially hired freelance designer Bob Howe, who created the classic **meridian dome tent** .



In 1977, Snow Lion manufactured the first Gore-Tex garments produced outside the United States and the United Kingdom in Taiwan.

However, not long after the release of this

product catalog in 1978, Solloway declared the company bankrupt and was eventually acquired by a company called Gateway in New York.

Bill immediately resigned from the company and started Odyssey. 10 years later, Odyssey acquired The North Face and Sierra Designs. In 1990, Bill continued to acquire Marmot. In 1994, Odyssey went bankrupt. Bill partnered with Marsden Cason to purchase The North Face, and they quadrupled TNF sales in three years, bringing the company's sales to \$300 million.

In 1996, shortly after the successful listing of TNF, Bill and Marsden Cason retired and left the company one after another.

With so many classic products and designs, Snow Lion disappeared at a speed that is very unexpected and a pity. The reasons behind it are also divergent. Bill Simon later achieved great success on the TNF brand, which can be regarded as making up for Snow Lion's regrets.

Thanks to the Internet for giving me the opportunity to open another door to the world. In the process of consulting the vast materials in English, I have been shocked repeatedly. These outdoor brands were once full of spirits, have their own glorious history, leading equipment technology and exquisite design, and belong to the top products that people rushed to buy in that era.



The development history of the brand can reflect the rise and fall of the outdoor industry. Time has passed, and these outdoor brands have now "disappeared." The pioneers left us not only collections of fine equipment, but also spiritual monuments.

A brief history of outdoor equipment brands

Outdoor sports originated in Europe in

the 17th century. Early outdoor sports were actually a means of survival, such as collecting medicine, hunting, and war. At the end of the 18th century and the beginning of the 19th century, during the second industrial revolution, European manufacturing made great progress. During this period, many outdoor brands were born, which are still active in the front line, such as Mammut, Helly Hansen, Bergans, Haglöfs and so on. But at that time, most of them were mainly small manual workshops and only produced single products. After World War II, outdoor sports began to go out of the military and survival categories, and became a new way of life for human entertainment, leisure and improving the quality of life. The power brewing in the United States during the Great Depression began to break out. At this time, some outdoor Mesozoic brands began to rise, such as REI, Gore, Black Diamond, Columbia, Sierra Designs, The North Face, etc. The product line has also been expanded. It is worth noting that In order to save costs, many brands have begun to transfer their production lines overseas. From 1970 to 1980, outdoor ushered in a golden age in Europe and the United States. Now the well-known backbone brands MSR, Patagonia, Marmot, Osprey, Gregory, etc. were established one after another. At this time, the brands pay more attention to design, craftsmanship and the use of fabrics. After 80 years of last century, the new generation of brands represented by Mountain Hardwear and Arc'teryx began to sweep the world, accelerating the merger and integration of brands, and some brands that had caused waves in the long history of history have gradually disappeared. Outdoor culture also gradually spread to Asia at this time. Japan and South Korea were the first to rise, producing more high-tech and functional outdoor equipment,

and even forced European and American brands to make trendy products such as mountain series and outdoor functions. After about 40 years of ups and downs, although the number of participants in outdoor sports and per capita consumption have doubled in recent years, China is still in its infancy. Domestic brands are also mixed and uneven, and it is difficult to resist the impact of foreign brands with convincing brand strength.

Test Time

Leave a message and share with you the brand anecdotes you know

**The 3 fans who answered the first 5 questions correctly
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01

The earliest brand that used Gore-Tex fabric to make tents was _____.

- A. Snow Lion
- C. Early Winters
- B. The North Face
- D. Bibler

02

The article mentioned that the brand with the longest establishment time is _____.

- A. Gerry
- C. Kneissl
- B. Ajungilak
- D. Mammut

03

Which of the following companies was not acquired by Columbia?

- A. A5 Adventures
- C. Moonstone
- B. Sorel
- D. Montrail

04

Among the founders of the following brands, are _____ still alive?

- A. Bill Moss
- C. Louis Raichle
- B. Bill Simon
- D. Michael Breien

05

For the following outdoor brands, _____ has the shortest time from inception to death?

- A. Bibler
- C. Snow Lion
- B. Moonstone
- D. Early Winters

消失这个词总是充斥着没落和遗憾，但对于户外玩家来说，所有存在过的户外品牌在历史上都有它的归属。珍惜当下，放眼未来，一切都会是最好的安排。



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