

Transpack

Transpack 2016-17 Winter Season PR Report:
\$420,000 Media Value on
38.2 million Earned Media Impressions
delivered by Snow Sports PR

Weston **TRiBeCa**
CENTRAL PARK WEST magazine
UPPER **EASTSIDE** **SOHO** **NYC**
Rye **ALPINE** *Westchester*
GREENWICH
WESTPORT
NEW CANAAN
HAMPTONS
LONG ISLAND
LITCHFIELD COUNTY
COUNTRY CAPITALIST

VERMONT 
SPORTS



Newsday

San Francisco Chronicle
SFGate.com

POWDER
THE SKIER'S MAGAZINE

Sunset



SIA DAY 4
SNOW SHOW DAILY
PUBLISHED BY ACTIVE INTEREST MEDIA
JANUARY 29, 2017
OFFICIAL PUBLICATION OF THE 2017 SIA SNOW SHOW



SnowSportsPR.com

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Note: Media outlets may not host the stories listed below indefinitely, and some links may expire. Audience = unique monthly visitors/readership/viewership

Date	Outlet	Product	Title	Audience	Link
10/10/2016	San Francisco Chronicle/SFGate.com	Heated Boot Pro	Slope Dope	30,100,000	http://blog.sfgate.com/ski/2016/10/10/how-to-buy-what-to-buy-for-winter-fun/#photo-776678
11/26/2016	Learn to Ski & Snowboard Month	Glen Plake Special Edition EDGE JR Backpack	Prizes	TBD	http://www.skiandsnowboardmonth.org/special-programs/friend/baf-prizes/transpack-prize
NOTE: The following 13 titles are part of the Weston Magazine Group, which publishes 14 regional magazines (all both print & online) in the NYC Metro and Suburban NY/CT/NJ markets, with over 400,000 readers with many in the top 1/10th of 1% income bracket.					
12/1/2016	Alpine NJ Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/59642/162
12/1/2016	Central Park West Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/546156/162
12/1/2016	Greenwich Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/4292/162
12/1/2016	Hamptons Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/952161/162
12/1/2016	Litchfield County Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/626973/162
12/1/2016	Long Island Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/902152/162
12/1/2016	New Canaan Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/875566/162
12/1/2016	Rye Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/236447/162
12/1/2016	SoHo NYC Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/781235/1
12/1/2016	The Upper East Side Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/346667/162
12/1/2016	TriBeCa Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/397050/162
12/1/2016	Westchester Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/13173/162
12/1/2016	Weston Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/596287/162
12/1/2016	Westport Country Capitalist Magazine	Glen Plake Special Edition SKI VAULT PRO Rolling Double Ski Bag	Take Your Skis	Part of 400,000 Group	https://online.flippingbook.com/view/12146/162
12/2/2016	Powder Magazine online	Transpack brand	January is Learn to Ski and Snowboard Month	224000	http://www.powder.com/latest-news/january-is-learn-to-ski-and-snowboard-month/
1/1/2017	Sunset Magazine	Heated Boot Pro	Gear: BETTER, WARMER	4,536,000	https://www.scribd.com/document/335452427/Sunset-January-2017 (not an official site)
1/18/2017	Newsday (Daily Newspaper, Long Island/NYC Metro)	Heated Boot Pro	Ski fashion, equipment goes high tech...	3,300,000	http://www.newsday.com/lifestyle/fashion-and-shopping/ski-fashion-equipment-goes-high-tech-starting-with-renoun-1.12977978
1/29/2017	SIA Snow Show		Everything in its Place	60,000	Pg 18 - https://www.snewsnet.com/news/snow-show-daily-day-4/
3/14/2017	Vermont Sports Magazine online		Sidecountry-Sweet: The Latest Off-Piste Gear	1,740	http://vtsports.com/sidecountry-sweet-latest-off-piste-gear/



SFGate.com



Ski, Snowboard, Sierra resorts News from the San Francisco Chronicle

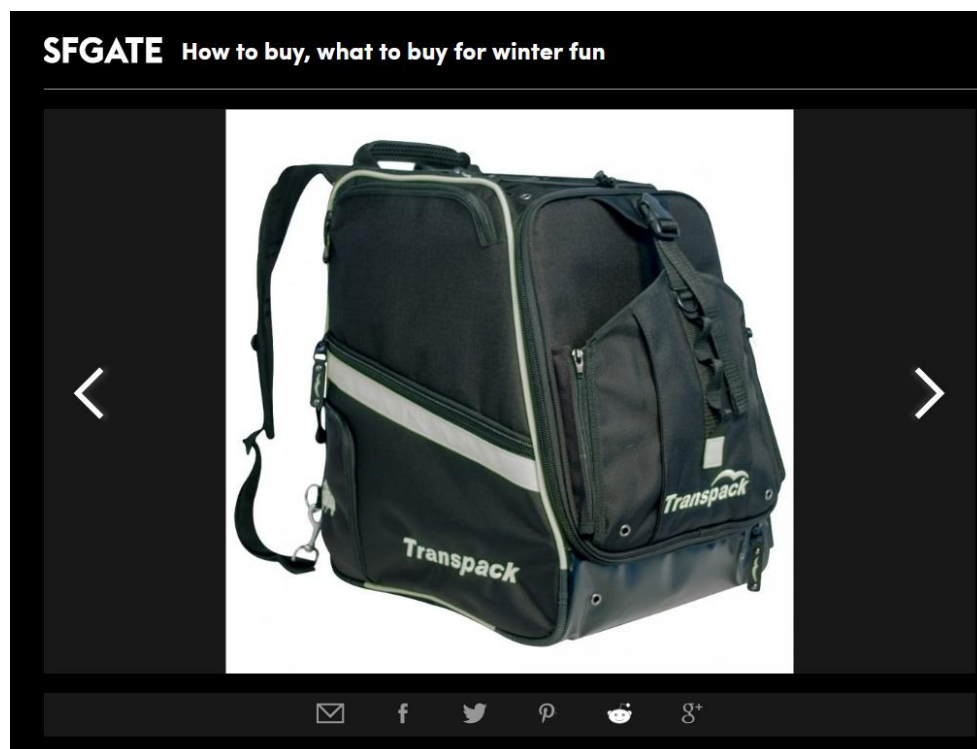
Audience: 30+ Million Monthly Unique Viewers

Monday, October 10, 2016

SLOPE DOPE

How to buy, what to buy for winter fun

Transpack heated boot bag. I am a minimalist — one pair of skis and boots, one helmet and goggles. But though I can stow my boots in my big-ass **High Sierra duffel**, whenever possible, I keep them separate in a heated boot bag by Transpack. Why? It keeps muddy boots far from everything else. It's easy to carry or backpack. Has plenty of room for helmet and tools. And it heats and dries wet boots overnight. It retails for \$220, often sold for less.



<http://blog.sfgate.com/ski/2016/10/10/how-to-buy-what-to-buy-for-winter-fun/#photo-776678>



SnowSportsPR.com



Posted November 26, 2016



SPECIAL PROGRAMS

FIND RESORTS

FIND GEAR

DEALS

ABOUT/NEWS

AD

TRANSPACK PRIZE



BE AN AMBASSADOR OF SNOW SPORTS AND WIN!

TAKE THE BRING A FRIEND CHALLENGE

Transpack Glen Plake Special Edition EDGE JR Backpack

Skiing since he was 2 years-old, and redefining the sport since not long after then, like few others, Glen Plake understands what is needed from a boot bag at all stages of a skier's life on the mountain -and on the go. Glen was our very first Ambassador.

Features include: Isosceles Storage System™ that carries boots, helmet and gear; Durable and tough, water resistant coated 600 denier polyester; Side boot pockets with air/water drainage grommets; Coated water resistant central compartment for gear; Adjustable padded shoulder strap; Internal zipper pocket for personal items and more.

Two backpacks are available.

<http://www.skiandsnowboardmonth.org/special-programs/friend/baf-prizes/transpack-prize>



SnowSportsPR.com



December 2016

LIKE A ROLLING STONE



Part of Weston Magazine Group, which publishes 14 regional magazines (all both print & online) in the NYC Metro and Suburban NY/CT/NJ markets, with over 400,000 readers with many in the top 1/10th of 1% income bracket.

Take Your Skis

Transpack Glen Plake Special Edition SKI VAULT PRO

This rolling double ski bag's all-terrain wheels and adjustable size make for easy maneuverability. Tough water-resistant ballistic nylon exterior, foam padded interior and locking zippers keep your skis safe and secure. Perfect for family travel, and recommended by braveskimom.com the Ski Vault Pro can easily hold two pairs of skis plus lots of additional gear with zipper pockets inside and out.



Transpack.com

<https://online.flippingbook.com/view/59642/162>



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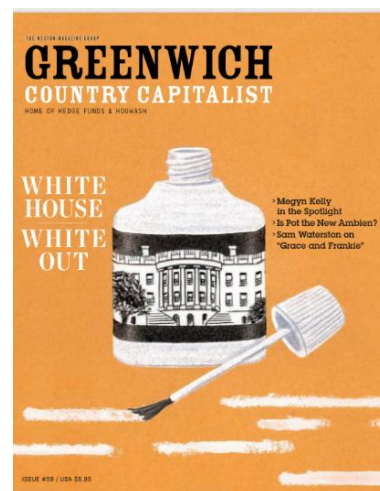


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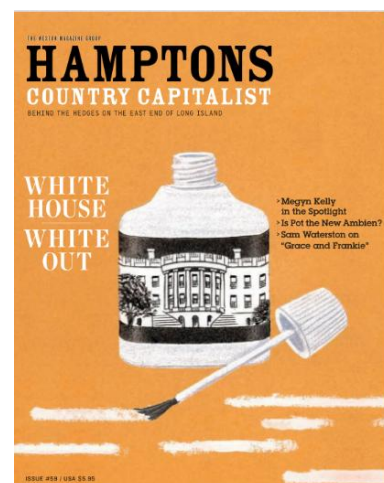


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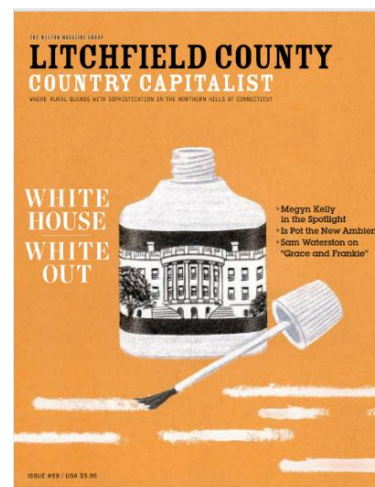


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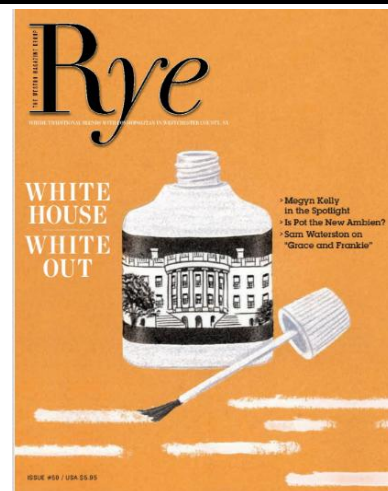


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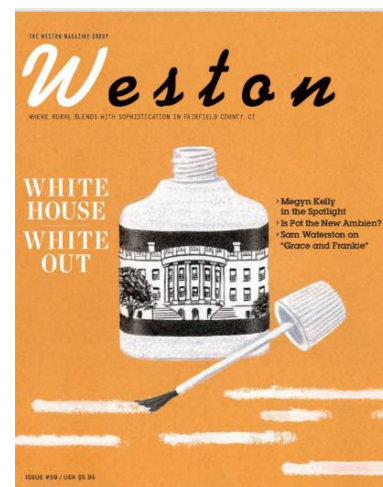


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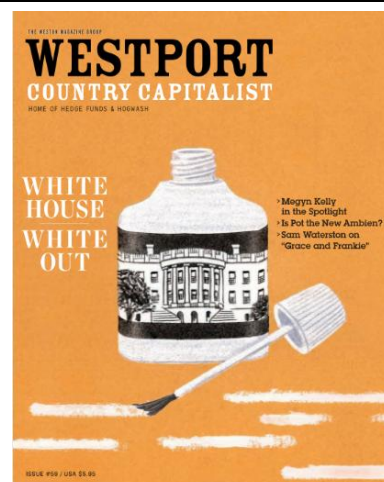


SnowSportsPR.com



December 2016

LIVE A ROLLING STONE



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Transpack.com

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SnowSportsPR.com



December 2, 2016

POWDER

THE SKIER'S MAGAZINE

Audience: 224,000



Two popular returning programs included on the site are the Bring a Friend Challenge and #firstdayfaces. The Challenge rewards those who help a newcomer sign up for beginner lessons at any location in the U.S. Head/Tyrolia, Burton, Elan/Alpina, Polarmax, Rossignol/Lange, Seirus, **Transpack** and Zeal Optics are providing prizes.

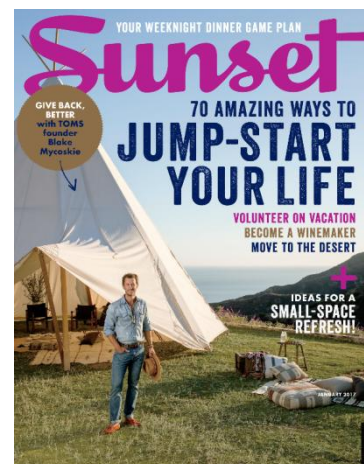
<http://www.powder.com/latest-news/january-is-learn-to-ski-and-snowboard-month/#f7O536erLxFgbzOh.99>



SnowSportsPR.com



January 2017



Audience: 4,536,000

GEAR

BETTER, WARMER



Your toes

Cold, stiff boots are tough on the toes.
The Solution: **Transpack Heated Boot Pro bag**,
an ingenious satchel that plugs right into
your car lighter. Works on socks, gloves, and
hats too. \$220; transpack.net



SnowSportsPR.com



January 18, 2017



Audience: 3.3 Million

Ski fashion, equipment goes high tech...



Heated backpack



Transpack's popular **Heated Boot Pro** backpack (which plugs into your wall or car) was redesigned to include adjustable exterior bungee cords, increasing storage capacity outside while the pack warms and dries your boots, gloves, hats and socks inside; \$199.95 at Sno-Haus (Hempstead, Huntington Station); REI, Carle Place; and rei.com

<http://www.newsday.com/lifestyle/fashion-and-shopping/ski-fashion-equipment-goes-high-tech-starting-with-renoun-1.12977978>



SnowSportsPR.com

January 29, 2017

Audience: 60,000 Top snow sports retailers, buyers and professionals

TOP TRENDS | TRAVEL BAGS

EVERYTHING IN ITS PLACE

Consumers seek smarter bags; brands respond. By Bevin Wallace

1.

GET SMART

"Consumers want organization. They want lightweight. They want features. And they expect quality," says Kulkea Founder David Abramowitz. It's no longer enough for a snow-sports travel bag to provide space for gear. New bags are designed to organize everything a skier or snowboarder needs, keeping gear easy to find and access. Most bags include several internal and external pockets of various sizes, and even removable systems for more customized functionality. Check out Dakine's new modular travel system. New bags also feature easy-to-access compartments and have foldout flaps to use as mobile changing areas.

2.

WARM BOOTS, WARM FEET

"Start your day with warm and dry boots. Warm boots are softer and easier to put on and adjust to correct size," says Gene Klot of Transpack. Warm feet are obviously a bonus, too. The trend of heated boot bags has evolved from formless duffels to highly organized ski-boot backpacks. Many of the new bags feature multiple heat settings and use thermal conduction (as opposed to relying on radiant heat transfer) to efficiently warm boots. Check out new offerings from Kulkea, Sportube and Transpack.

3.

INVESTMENT-QUALITY GEAR

"Winter-sport consumers want quality products. Rather than risk the safety of their equipment or need to purchase a new bag every year, skiers are willing to invest in a product that will protect their gear for years to come," says Taylor Lower of Sportube. Look for lighter yet more durable fabrics, quality padding, thoughtful features and sturdier construction from most of the brands in this category. In particular, Marker is using a durable water-repellent PVC tarpaulin fabric throughout its new bag line, and Sportube and Athalon also focus on building strong, durable travel bags.



▲ SPORTUBE FREESTYLE JR.

▲ ATHALON WHITEOUT

▲ DAKINE BOUNDARY SKI ROLLER BAG

▲ TRANSPACK HEATED BOOT PRO XL

AT THE SHOW

Athalon

Athalon is designing luggage to appeal to younger, more fashion-conscious consumers. The Everything Boot Bag in the company's new "WhiteOut" print is lightweight and features extra padding on the back and backpack straps, ventilated boot compartments, bungee cords, clips and velcro ports. **Booth #4121**

Dakine

For travelers, the Boundary Ski Roller Bag holds two pairs of skis, one pair of boots, poles and outerwear using removable external bag attachments. The interior features a modular organization system that is removable. **Booth #2510**

Kulkea

The Thermal Trekker was designed based on the company's highly organized backpack Trekker Line and features a custom-designed thermal conduction heat-transfer system for expedited boot warming. **Booth #2423**

Marker

The new Access Boot Bag features a waterproof foldout change station. The 22" by 16" area allows for plenty of room to change in and out of boots while standing in a wet parking lot. It's made from durable, water-repellent 500D PVC tarpaulin to help protect gear against the elements. **Booth #4225**

Sportube

The Freestyle Gear & Boot Bag is a junior version of the company's popular Freestyle, complete with two boot compartments and one main central compartment to fit up to a size-25 boot plus a helmet, goggles and gloves. It's made from high-quality polyester for durability and comes in several new prints and colors. **Booth #2700**

Transpack

The Heated Boot Pro XL Glen Plake Edition Backpack features three heat settings, a p12 volt plug for the car, easy-access side-hinged boot-storage system, an expandable helmet pocket, and two additional storage pockets. **Booth #2839**

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VERMONT
SPORTS

March 14, 2017

Audience: 1,740

Sidecountry-Sweet: The Latest Off-Piste Gear

If you're someone who has a long drive to the mountain and you're not one to go into the lodge to put your boots on, (or you are nowhere near a lodge) you will



love the **Transpack** Heated Boot Pro (\$199).

We do, and not just for the fact that we can plug the bag into the 12-v outlet (formerly known as the cigarette lighter) to keep boots warm on the drive. You can also charge the pack at home and it has three heat settings. Best, it has a snug, low-profile but enough pockets and straps to hold all your gear.

<http://vtsports.com/sidecountry-sweet-latest-off-piste-gear/>



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