

1st Quarter  
January - March  
1997

# Spyderco® Worldwide Network

**First there was a National and International Sales Department...  
now we are Spyderco's  
WORLDWIDE SALES DEPARTMENT**

Perhaps you have noticed a change when calling to place an order. By combining departments our management was in hopes that our efficiency and customer service would better serve the needs of our customers. Often in our business we have sales staff that travel to a variety of trade shows, this can leave several sales' desks empty at one time. We want to assure our customers a quick response to their questions and concerns. We currently host two managers, two assistant managers, five sales specialists, a show coordinator and support staff to help us get the daily tasks done.

Most who come to visit our Spyderco operation are amazed that we distribute to over 40 countries worldwide and have over 5,000 dealers and distributors. Although we try to keep our staff to a minimum, our ultimate objective is to provide you, the customer, with the best service possible. As Spyderco has journeyed down the road of change, the sales staff has helped to ease the frustrations often caused by restructuring, controlled growth and production "bottlenecks". As with many companies today, policies and procedures at Spyderco are continually being examined. This kind of scrutiny makes it necessary for your sales specialist to keep in regular contact with you. New products being introduced, price changes, discontinued product SKUs, and sale items: as a customer of Spyderco we want you to feel free to contact a sales specialist at anytime.

The department has divided the U.S. geographically, each area covered by a particular sales specialist. When your specialist is on the telephone or away at a show, the sales crew will do all that it can so that you may speak with a "live" person. Your business is very important to us and better communication with you keeps us in touch with our end line users: your customers.

Your regular input regarding Spyderco products is invaluable to us. How you market and display Spyderco successfully could benefit others. If you have an effective suggestion that you would like to share with the knife world, please jot down your ideas so that we might use them for a future Network.

Spyderco would like to thank you for your patience through all of the transitions this past year and we ask your continued support as we become the Worldwide Sales Department.

## When Will We See Those New Knives??

Spyderco is continually developing and releasing new products. Unfortunately for our dealers, distributors and customers, we cannot do this as quickly, or as predictably, as we would like to. New products go through years of development, and then are rigorously tested and re-tested. Remember the saying "good things come to those who wait"? This is our philosophy at Spyderco and we have set a standard of producing only the best knives available.

In the last issue of the Network we previewed many items that will be coming out in 1997. These anxiously awaited knives include a new lightweight knife called the **Native™, model C41**. There will be a lightweight version of our popular **Cricket™, model C39**. Look for a small knife with a G-10 handle, **Experimental model CX02**. We will have a new custom collaboration with knife-artist **Jot Singh Khalsa, model C40**. Watch for the **"Q"™, model C35**, with a thinner handle. All of these new models will be available in 1997!

Our Sales Department would be happy to answer any questions you may have about these new SKUs and we are taking pre-delivery orders. We thank all of you for your patience concerning the release of new Spyderco knives. Our dealers are important to us and we will continue to provide only quality pocket cutlery. Look for our new additions soon. Spyderco wishes all of you a most prosperous and successful 1997.



*Jot Khalsa,  
C40P*

*Experimental  
Model,  
CX02GP*



# SHOT Show

**Las Vegas here we  
come!!**

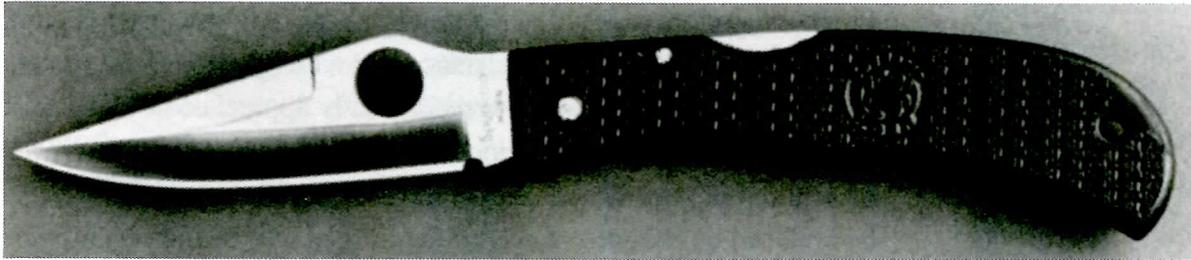
**The show attire at Spyderco has changed! You will now see a uniform look. This should easily assist our customers in identifying a member of the Spyderco team.**

**This year we will again have many prototypes on display at the Spyderco booth. Among these protos we will have the following: a Centofante with G-10 scales, a Goddard Lightweight, the Tim Wegner, Bob Lum and Peter Herbst collaborations, and the CX02. We will also have a selection of knives that will be available for exclusives. Come by and take a look, we will be in booth #5859. We look forward to seeing you there!**

# NEW

## Jess Horn Lightweight

Due to the popularity of both the original Jess Horn, model C27, and Jess Horn II, model C34, Spyderco and Jess Horn have completed yet another collaborative project. Model C38, the Jess Horn Lightweight, features a unique black handle formed of Zytel®ST only by DuPont which incorporates a grip created by the name Jess Horn spelled out in a continuous pattern across the front scale. The precision front lock and smooth opening action combine with Spyderco's trademarked round hole for easy one hand operation. A black steel clip featuring our gold bug (Spyderco logo), offers secure carry and compliments the handle color. The hand finished, spear point blade of premium AUS-8 stainless steel, offers 2 7/8 inches (74mm) of cutting edge. This high tech gentleman's folder weighs a mere 1 3/4 ounces (49 g). It is available in a PlainEdge™ or a PlainEdge™/SpyderEdge™ combination blade, with a suggested retail of \$69.95. The C38 is sure to be a hit!



### Did You Know...

**1997 Price Sheets** ~ were sent out in November, if you haven't received one yet, please contact your Sales Specialist.

**Experimentals** ~ We have already received the first production runs of the CX01, KX01 and KX02 models that were introduced in the last Network. We should see the CX02 model in the near future. The experimental designs are being produced in batches of limited quantities and will only be produced again if there is customer demand for them.

**Accounting requests your help** ~ The Spyderco Accounting Department needs your help! When a company takes a credit or a charge back we have to justify the credit/charge back to our own invoice number. Often there is no reference made to a Spyderco invoice. Please reference the specific invoice that you are applying the credit or charge back to, this will save the department a great deal of time. Thanks in advance for your assistance with this!

**Don't dull your knife** ~ Do not use Scotch Brite™ or similar type pads that are used for washing dishes to wash the edge of a knife. The Scotch Brite™ pad is very abrasive, in fact we use Scotch Brite™ wheels and belts to buff the handles and blades of knives. When washing the edge of a knife with a Scotch Brite™ pad, you are effectively dulling the blade.

**Moran Sheaths** ~ Spyderco has had some requests for an alternative sheath for the FB01, Bill Moran Featherweight. Spyderco will at this time, continue to produce only the original leather cross draw sheath. However, if you are interested in receiving more information on these alternative sheaths, please contact one of the following:

Tim Wegner  
8612 S. 222nd St.  
Kent, WA 98031  
Tel: (206) 872-4883

Bob Dozier  
1804 Lowell Road  
Springdale, AR 72764  
Tel: (501) 756-0023

# 1997 Shows

## January

Shot Show

Las Vegas, NV

1/30 - 2/2

## February

Sports, Inc.

Phoenix, AZ

2/5 - 2/8

## Hardware/Houseware

San Juan, PR

2/7 - 2/9

## Variety Merchandise

New York, NY

2/15 - 2/18

## Nation's Best Sports

Ft. Worth, TX

2/20 - 2/24

## Worldwide

Reno, NV

2/24 - 2/27

## March

IWA

Nurnberg, Germany

3/14 - 3/17

## And Now A Word From Customer Service...

The Customer Service Department at Spyderco has really firmed up its policies during the past two years. There are three people handling returns and questions and they do a phenomenal amount of business on a daily basis. The department has really taken extra steps to stay on top of any warranties or repairs that are sent to us, but they do have suggestions for our dealers to consider.

Spyderco prefers to handle all warranty work in house through our Customer Service Department. Any assistance that a dealer can offer a customer in shipping a defective product to us is greatly appreciated. The department is glad to ship the returned product directly to your customer or the product can be sent to you, the dealer. It is in the best interest of all, that the product not be replaced on the spot. Each knife returned will be individually inspected by Spyderco's Customer Service Department. At Spyderco's option returned knives may be repaired and then shipped to the dealer or retail customer. We cannot guarantee replacement of a knife without first examining it. Please do not replace a "defective" knife with product from your stock without first talking to our Customer Service Department. We welcome your calls to clarify our warranty policy when your customer is actually at the counter. Dealers who elect to replace items directly to retail customers may incur the cost of replacement.

Customer satisfaction can only be achieved by knowing and understanding customer problems, therefore, please direct all customer inquiries regarding warranties to our toll free number or to our mailing address. Packages sent to Spyderco should be sent UPS or registered mail with a complete name, street address, daytime telephone number, and a description of the problem.

**Spyderco, Inc.**

**Attn: Customer Service Department**

**4565 North Hwy 93**

**Golden, CO 80403**

**Tel: (800) 621-1065 or (303) 279-8383**

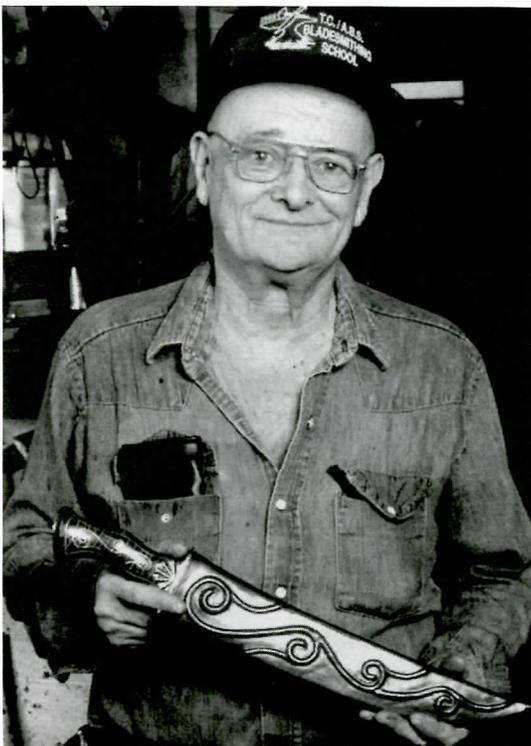
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## Custom Knifemaker's Corner Featuring Bill Moran

Bill Moran, Master of the Forge, has nearly 60 years of knifemaking experience. He made his first knife from a crosscut saw blade around age 12. Bill grew up on a dairy farm in Maryland, where he made and sold knives locally. He also sharpened knives, scissors and various farm implements. In the 1940's Bill experimented with many different blade materials. He made a number of knives for servicemen. Bill's exquisite, totally forged knives have been the subject of newspaper and magazine articles as well as a couple of books. No two Moran knives are exactly alike and they have been acclaimed by some leading authorities as being the finest handmade knives available.

Bill has been accredited as being the first maker of Damascus steel blades in the United States. As founder of the American Bladesmith Society and the ABS School of Bladesmithing (first of its kind), Bill teaches the art of forging blades and lectures on the ancient methods of bladesmithing and steel work. Bill Moran is a wealth of knowledge concerning the history of knifemaking. When attending a knife show, don't pass up the opportunity to visit with Bill and his lovely wife, Margaret. It will be a truly memorable experience.

In 1995, Bill Moran teamed up with Spyderco to develop our first fixed blade knife, the FB01, Moran Featherweight. This ultra lightweight knife features a razor sharp, VG-10, fine grained, stainless steel blade with a mirror polish. This steel is considered by many experts, to be the best stainless steel available, having a rockwell rating of Rc 61-62. A comfortably contoured Zytel® ST only by DuPont handle inlaid with KRATON® insures secure grip and durability. The FB01 fits snugly in a high quality, leather crossdraw sheath. This camp style utility knife has a suggested retail of \$159.95.



## Feature Sale Item: C33PSBK Pro-Grip™

Hey! Have you tried Spyderco's Pro-Grip, model C33PSBK? If not this would be a great time to check it out! The Pro-Grip is our lightweight version of the Pro-Venator™ model. It features a handle made of Zytel® ST only by DuPont. The handle is inlaid with KRATON® providing premium grip. There is also a small section of KRATON under the nub of the sturdy clip, insuring secure carry in active situations. The 2 1/2 inch PlainEdge™/SpyderEdge™ drop point, skinning style blade, also makes a very dependable, heavy duty work knife. The C33PSBK touts Spyderco's famous GIN-1 (G-2) workhorse steel which has gained notoriety over the last 15 years for great edge taking abilities and excellent edge retention. The Pro-Grip has a suggested retail of \$61.95. Take advantage of our additional 5% discount on the Pro-Grip, model C33PSBK between February 1- February 28, 1997 (*while supplies last*).



## Marketing Update...

Spyderco's good fortune has allowed us to collaborate with some of the world's most famous knifemakers. The result has been the meshing of incomparable custom designs with the uniqueness and quality of Spyderco. Our Marketing Department is working on an ad campaign that will showcase each of these custom knifemakers individually in a 1/3 page, four color ad. The first in our new series of collaboration ads will be featuring the Bill Moran Featherweight, FB01. Look for the ad series to be run in several publications throughout 1997.

Our advertising efforts are aimed at many different and individual markets. Spyderco is proud to announce that we will be entering into two new venues for advertising this year, the Western market and the Hardware/Home Improvement market. Our in-house ad agency is developing ads specifically targeted to these areas to enhance your sales. The new "Western" ad is pictured on the last page.

Look for a new, full color dealer catalog highlighting Spyderco products and answering those frequently asked "knife questions" that your customers may have. Over the years, many of you have expressed an interest in having a Spyderco poster. A multi-color poster has been made and will be available to you in the ensuing months. Both the dealer catalog and the poster are wonderful sales tools and a colorful way to draw customers to your business and Spyderco products. Stop by and see the new dealer catalog and poster at this year's S.H.O.T. Show. We will be at booth number 5859, just look for the 15' tall balloon.

# Ad Placements for the First Quarter

Title of Ad	Knife (Knives) Featured in Ad	Magazine	Actual Cover Date	Date Magazine Hits the Stand
Bon Apetit Ad	C25 Frank Centofante	Tactical Knives Blade	1/97 2/97	12/96 1/97
Cable Ad	C19 Bob Terzuola	Blade Knives Illustrated	1/97 1/97	12/96 12/96
Critters Ad	C38 Jess Horn Lightweight C41 Native C43 Delica II	S.H.O.T. Show Directory  Blade Trade (S.H.O.T. Show issue)	1/97  1/97	Available at the S.H.O.T Show 12/96
Distinctive Ad	C37 Michael Walker Lightweight FB01 Bill Moran Featherweight C35 "Q"	American Trucking on the Road Tactical Knives Blade	1/97  3/97 3/97	12/96  2/97 2/97
Knives, Knives Ad	C14 Rescue C10 Endura C11 Delica C28 Dragonfly LBK LadyBug	S.W.A.T. Magazine  Fishing & Hunting News (S.H.O.T. Show issue)	1/97  1/97	12/96  12/96
Pure Performance Ad	C28 Dragonfly C07 Police Model	Tactical Knives	3/97	2/97
Silver Feather Ad	MK520 Moki Silver Feather	National Knife	1/97	12/96
Snap-It Ad	C26 Snap-It	Tactical Knives	1/97	12/96
Star Ad	C07 Police Model C11 Delica C10 Endura	American Handgunner Guns & Ammo Guns Magazine Guns & Weapons Western Horseman	1/97 1/97 1/97 3/97 12/96	12/96 12/96 12/96 2/97 11/96
Tool Ad	C23 Renegade	American Survival Guide Guns Magazine Combat Handguns	2/97 2/97 3/97	1/97 1/97 2/97
Western Ad	C13 Pro-Venator	ProRodeo Sports News Western Horseman Knife World	1/97 1/97 1/97	12/96 12/96 12/96

We *will* be advertising in the following publications. Ad selection has not yet been determined.

**Knife World 2/97**  
**Knife World 3/97**  
**Special Weapons Annual 1/97**  
**Masaad Ayoob's Complete Book of Guns 2/97**  
**National Knife 2/97**  
**National Knife 3/97**

P.O. Box 800  
Golden, CO 80402-0800



**Spyderco Worldwide Network**

*[Faint, illegible text]*

**ATTENTION**  
  
**Look for this ad  
as well as other  
new ads in up-  
coming 1997  
publications!**

**WANTED**  
**A Legend In Knife Performance**

Combination PlainEdge™/ SpyderEdge™ on GIN-1 premium stainless steel for a clean cut, even through 1/2" hemp rope

*The Spyderco Round Hole™ for easy opening with one hand (with or without gloves)*

**C13 Pro-Venator**

Grip on pocket clip and handle for quick access and a secure hold

**REWARD**  
**Spyderco.**  
**Won't Leave You Hanging**

For More Information Call 1-800-525-7770

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Spyderco, Inc. \* P.O. Box 800 \* Golden, CO 80402-0800 \* Tel (800) 525-7770 \* (303) 279-8383 \* Fax (303) 278-2229

[Spydercollection.com](http://Spydercollection.com)