

Spyder Edge

4th Quarter, 2000

www.spyderco.com

Marketing

Updates

Dealer Catalog Comes Home

Just in time for the new millennium the Spyderco Dealer Catalog 2001 will be available November 2000. It's chock full of technical information, specs, new models and a dash of Spyderco history. Also coming January 2001 is the new PDR (Product Description Reference) consumer catalog for your customers. This year's catalogs have a sunrise/sunset theme in bright vibrant colors. Guess someone here needs a vacation, whatcha think?

That's a Banner Idea

Did you know Spyderco has disposable 3'X5' vinyl banners? They're perfect for your outdoor promotions and events. The background is white and the name Spyderco runs the full length in Reflex Blue. Ask your rep or sales person for more information and availability.

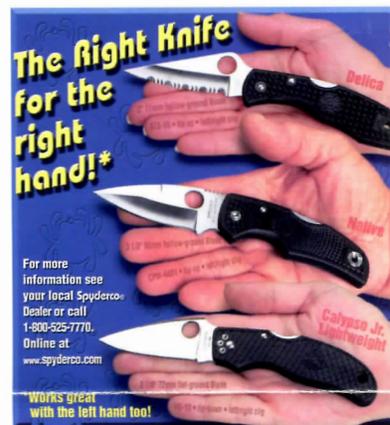


The C65
Chinese Folder

C65 Bob Lum Chinese Folder

Who the heck is Bob Lum? You may not have heard of him yet, but you will. A custom knifemaker of Chinese heritage, Bob takes traditional Asian knife designs infusing them with all things modern. Case in point is the Spyderco C65 Bob Lum Chinese Folder. The blade is tapered like a leaf. Broad, flat and razor thin along the edge. This venerable leaf-shape has been around for centuries found on serviceable everyday cutting instruments in China. It's a definite winner for general utility, hunting and tactical applications. The C65 has a $3\frac{3}{16}$ inch (80mm) flat-ground blade made of VG-10 stainless steel. Paired up with an Imperial-green Almite coated aluminum handle, it's hard to say which reigns supreme, performance or eye appeal. The handle's curvature ergonomically fits your hand for high-grade cutting control. A nested LinerLock® enhances lock strength, granting peace of mind while muscling down on a cut. The pivot pin is eccentric and adjustable for wear. Overall weight is 2½ ounces (77 grams). The Chinese Folder is a high-tech version of a time proven design.

Print ads Hit the Streets



New ads in the hole for the coming months are:

A ½ page four-color ad featuring our new C68 Bram Frank Guntung, another third pager for the C63 James A. Keating Chinook model and a long awaited 204 Tri-Angle Sharpmaker ad. Look for these advertisements to make their debut in cutlery magazines throughout the year.

Spydercollection.com



CT02/CT03 Large/small knife stands

Little jewels. An attractive and original way to display your Spyderco or other knives. Each gem is multifaceted in a diamond shape, created out of sparkling clear Lucite that catches and reflects prisms of light. The Spyderco logo bug is engraved on the underside and is visible through the stand. An open knife blade fits into a slot propping the knife up at a 45° angle for eye appealing presentation. They come packaged in boxes of 24, available in two sizes: Small (2 1/2 inch) \$26.50 per box, large (3 1/2 inch) \$28.50 per box. ❁



Our Warranty

If you have not seen our warranty policy for awhile or would just like an update...read on.

We make high-performance quality products. If you have problems with any Spyderco product, we would like to know about it. Your input and questions are important to us.

Knives are designed as cutting tools. Use of your knife for any purpose other than cutting is considered abuse. As with any tool, you may exploit their value prematurely or they may fail to perform if not used or cared for properly. **Spyderco warrants that all of our products are free from defects in material and workmanship. Spyderco's warranty does not cover damage caused by abuse, misuse, improper handling, alteration, accident, neglect, disassembly, or improper sharpening.** If a knife fails to function as it was designed we will examine its condition upon its return to us, identify why it failed and respond in an appropriate manner. If we determine that there is a defect in the manufacture or materials we will gladly repair, or replace that product with the same model or one of equal value. If the problem is determined not to be caused by defects in manufacture or materials we will inform you of the cost for repair. Upon agreement and payment we will perform the repair. If we are unable to improve the condition of the knife, we will return it to you with the recommendation that it be retired from use.

Please direct all inquires regarding warranties to our mailing address, toll free number, fax, email or URL. Packages directed to Spyderco should be sent UPS or registered mail (for tracking purposes should your knife fail to arrive at our offices). Please include your complete name, UPS deliverable street address (no P.O. boxes please), daytime phone number and a description of the concern. All costs associated with the shipment of the product are the responsibility of the knife's owner. ❁

Contact Spyderco

Spyderco Inc.

Attention:

Warranty and Repair

20011 Golden Gate

Canyon Road

Golden, Colorado 80403

Phone: 800-525-7770

or 303-279-8383

Fax: 303-278-2229

or 303 277-1429

Email:

custsvc@spyderco.com

http://www.spyderco.com

All Hail to the Forum

The Spyderco Forum that is. Did you know that we are hosting a forum where you and your customers can ask question or join discussions with other Spyderco knifenuts? Check out the Spyderco homepage at www.spyderco.com

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

Introduction of new SKUs

C53 Peter Herbst CLIPIT

Wunderbar! Spyderco's first German collaboration is reintroduced with some minor modifications. Peter Herbst integrates high tech components with Old World craftsmanship. With its Linerlock®, lightweight aluminum and drop-point ATS-55 stainless blade the **C53** is utilitarian but non-menacing when taken out and used in a crowd. A stylish combination of European tradition and sleek modernism.

C60 Massad Ayob CLIPIT

Massad Ayob is one of the nation's premier authorities on firearms and knives. The most unusual feature on this CLIPIT is that the handle feels like an extension of the blade. Similar to the concept of snap shooting in firearms, wherever you point your wrist is where the blade goes. This takes away the necessity of using valuable moments while you position/line up the blade. The handle is black Almite. The blade is made of premium VG-10 high carbon steel.



The C60 Massad Ayob

C12 Civilian Carbon Fiber

Because you asked...we'll be making a batch of our **C12 Civilian** model with a carbon fiber handle. The run will consist of 225 PlainEdge, 225 SpyderEdge, 25 left-handed PlainEdge and 25 left-handed SpyderEdge. We are expecting delivery in early January 2001.

Ciao C01 Worker

The **C01 Worker** was Spyderco's first CLIPIT and a little piece of history in the cutlery industry. It's with regret that we will be discontinuing it in 2001 but its demise is necessary to make way for new models. In commemoration of this milestone CLIPIT we will produce a Limited Edition C01 Worker. The commemorative version has an Almite coated handle tinted in a titanium color. The run is limited to just 1200 pieces and comes packaged in a presentation collectable box.

Catcherman Catches a New Blade Steel

Our much-adored **C17 Catcherman** model is getting an upgrade, fishermen everywhere rejoice! We are changing the blade steel to MBS-26. MBS-26 is the steel we currently use on our Pro Culinaire line of kitchen knives. It's high performance stainless steel offering increased flexibility and corrosion resistance for filleting the big one that didn't get away.

The Almighty Almite Navigator

You like our **C62 Navigator** model. We think you will like the new Almite Navigator as well. The handle is aluminum covered in a micron-thick coating of gunmetal blue Almite. Almite is a type of anodizing that affords scratch and ding resistance to the knife handle, and it looks great. The Almite Navigator has GIN-1 stainless steel blade and a pocket clip that lets the knife carry tip-down in your pocket. It also makes a great money clip.

Pro Culinaire Kitchen Line

Our kitchen line will be receiving a packaging face-lift in order to assist you displaying and selling it. Watch for the entire line to become available in clam packaging in 2001!

Sales Department

Ever stood back and took a really good look at yourself? This past summer we did. The conclusion was that there were many ways to improve our service to you, our valued customers. We will keep on reviewing our performance, making procedural changes to refine our level of assistance wherever possible. One of the improvements decided upon was the difficult transition from having inside sales representatives, to working with outside representatives. In doing this we will increase our ability to get out and meet/work with you, take in your suggestions and work together for improvement. We've been busy finding the top rep groups. They're good people and we've been training with them and providing them with information to develop and ensure a high level of service to you. Here is a list of the representatives and their areas. Contact information for each group member is provided for your reference. Please don't forget! We have sales administrators and crew members in-house who'd be glad to assist in any way possible. Call us anytime with questions or concerns. Also included here is a list of our internal staff and how to reach them. Many thanks for your patience while we grow and for your continued support. We look forward to providing you with great service in the upcoming year.

CREW MEMBER

Sonya McBeth ext. 104

Pam Nall ext. 111

P.J. Winkelman ext 128

Michelle Espinosa ext. 103

REP/TERRITORY RESPONSIBILITY

Mike Wieck Sales, Mike Hale Company, Gary Grant Sales and Quest Sales and Marketing

Export customers, J & J Marketing and Kolder Canada

CO, NM, WY, MT, ID, NV, CA, AZ, UT, HI

Sales Manager

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Ontario North

Alain LeClerc

Quebec

Don MacDiarmid

Saskatchewan,

Manitoba, Lakehead

Wayne Pretty

Alberta

Ian Shearer

British Columbia

Todd Flynn

Maritime Provinces

Mike Wieck Sales

Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Dakota, Ohio, Pennsylvania, Rhode Island, South Dakota, Vermont, Wisconsin,

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2001 Pricing

It's hard to believe that 2000 is almost over! That means it is time for the 2001 Spyderco Product Price List to hit the streets and make it to your door. New 2001 Price Lists will be mailed by October 15, 2000. Contact Spyderco or your sales representative if you need additional copies or if Mr. Postman doesn't bring you one.

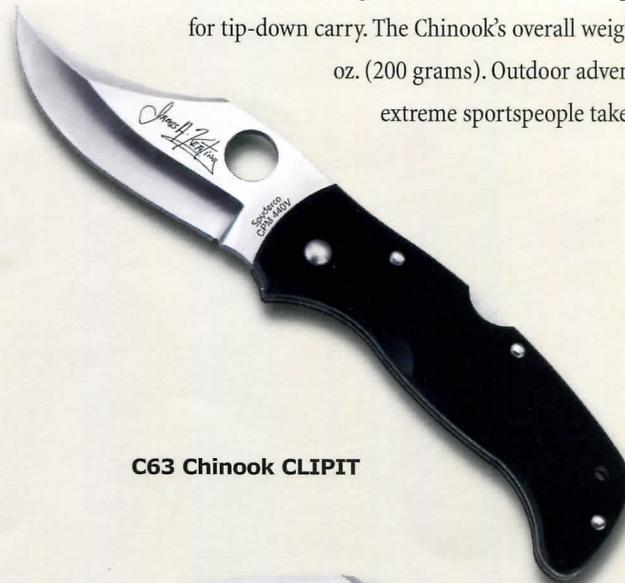
Engraving Ability

Did you know Spyderco is now the proud owner of a laser engraving machine? Having this machine in-house enables us to offer you custom engraving on your order, in a shorter amount of time. Do you have a company logo or other artwork you'd like to see on your knives? We can engrave on the blade and on stainless steel handles. Call your sales specialist for a quote!

Custom Design Feature

C63 James A. Keating Chinook CLIPIT[®] by Spyderco[®]

Years back James A. Keating (master at arms) visited Spyderco with an interesting knife design in hand. His design entered the Spyderco R&D Department. There it underwent various tweaks and refinements emerging as a new CLIPIT, dubbed the **C63 Chinook**. Keating's design is capable of handling a gamut of strenuous cutting chores. Spyderco uses a mid lockback with strength beyond industry standards. Originally developed for Martial Bladecraft and tactical applications, the Chinook effortlessly transforms into a field knife, filling the varied requirements for a hard-use hunting/camp knife. The upswept modified Bowie-style blade is made of CPM440V steel and is 3¾" (81mm) long with substantial belly and breadth for skinning and field dressing. Included is a substantial pocket clip for tip-down carry. The Chinook's overall weight is 7.04 oz. (200 grams). Outdoor adventurers and extreme sportspeople take notice. 🦋



C63 Chinook CLIPIT



Discontinued

Discontinued list for 2001

It is time once again to plan for the upcoming year. We have reviewed our current SKU selection and determined that the following items will no longer be offered in 2001.

C01 Worker

C16PSBK & C16PBK
Wayne Goddard

C22PSBK & C22PBK
Michael Walker
lightweight

C38PSBK & C38PBK
Jess Horn Lightweight

C26SBK Snap-It
(with the skinning-style blade.
We are changing it to a
Sheepfoot blade)

C50GS & C50GP
Frank Centofante

C25GS & C25GP
Frank Centofante

C51S & C51P Rookie

C46P & C46PS
Bob Lum Titanium Tanto

We will continue to have ample inventory of the above items throughout the remainder of 2000.

On the Road...

January 11-14

S.H.O.T. Show 2001

New Orleans, LA

February 14-16

Sports Inc. 2001

Phoenix, AZ

March 9-12

Spydercollection.com

Nuremberg, Germany



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

Spyderco's Website Gets a Fresh New Face

Long overdue, the Spyderco homepage is getting a facelift. New features will include: An area for new products and their press releases, an active and colorful new look, and a link to the Spyderco forum. All the images and written descriptions here will be available for dealers and distributors to download and use at their leisure. If you are looking for images of Spyderco products, we encourage you to use this source and please let us know if you have suggestions or input so that we may make it easier to use!

www.spyderco.com

CHINOOK
 NEW FROM
Spyderco
 Reliable, High Performance

Spyderco is pleased to introduce a new design by James A. Keating. Solid & Tough, it is perhaps the strongest lockback folder ever produced anywhere!

Chinook C63	
Blade Steel.....	CPM440V
Blade Thickness.....	5/32 4mm
Edge Type.....	PlainEdge, Combo
Handle.....	G-10
Liners.....	2 Stainless Steel
Weight.....	7 1/4oz 204g
Blade Length.....	3 3/4" 95mm
Cutting Edge.....	3 7/16" 84mm
Overall Length.....	8 1/2" 217mm
Length Closed.....	4 7/8" 123mm
Hardness.....	Rc 56-57

For More information see your local Spyderco Dealer or call 1-800-525-7770 or 303-279-8383. Online @ www.Spyderco.com

Spydercollection.com