

Spyder Edge

2nd Quarter, 2002

www.spyderco.com



Marketing

Updates

New POP Materials Available

Spyderco is experimenting with several new Spyderco Point of Purchase display props. They are: a 1½ foot round hanging mobile with a dangling Spyderco bug, shelf talkers/tents adorned with the Spyderco name and logo (for knives displayed on glass shelving) and vertical and horizontal mini posters (5½" X 8½"). The samples are richly-colored, printed on thick, coated stock, and feature a Rocky Mountain motif, the name Spyderco and the recognizable bug.



Mini poster



Shelf talker



Mobile



Massad Ayoob

When the movie *Peter Pan* made its debut, Massad Ayoob was just a child. Two hours of swashbuckling pirates and notable sword-fights, Massad Ayoob was captivated and found a willing wooden-sword sparring partner in his father. Several years later Dad carried on the long-standing family tradition of 'giving your son a pocketknife' and Massad was hooked. First lesson, "a knife is always a tool *first* and a tool for self-defense *last*."

Mas joined the career ranks in law enforcement, flying up the ladder eventually becoming a notable police instructor and esteemed writer. He teaches firearms classes, emphasizing safety and self-protection (primarily to law enforcement officers but also civilians). For the past 21 years at his academy, The Lethal Force Institute (check out www.ayoob.com) he's been instructing the crème-de-la-crème in law enforcement personnel. The expansive curriculum includes classes for officers on "what to do if confronted with a knife wielding suspect". Since you "can't defeat what you don't understand", experiencing this situation firsthand got Mas out pounding the pavement, meeting with and studying notable martial art and knife experts: Paul Vunak, Remy Presas, Graciella Casillas-Boggs, Hank Rienhart, Jim Maloney and Paul Pawela. Designing his own knives seemed the logical next step—the outcome, collaborations with knife manufacturers. Spyderco's collaboration resulted in the C60 Massad Ayoob Folder.



Marketing

continued

Do You Deal With the Media?

The Winter 2002 Press Kit is now available for magazines, writers and media promotion. Inside the packet are new product press releases and their images on CD. A great way to promote Spyderco knives to the media, contact your sales person for more information.

Images on CD

In our computer age more and more of our dealers are creating their own catalogs and advertisements. Images of Spyderco's entire product line are available to you through your sales specialist, rep group or distributor. The images are on a hybrid CD and usable in a Photoshop program. Request yours while they last. 

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MASSAD AYOOB continued page 2

Kelly Williams

Executive Assistant to the Vice President

Kelly started with Spyderco in September 1997 as a member of the Sales Department. In sales, things get going at high-speed and rarely slow down. Good thing for Kelly because she thrives on balancing several projects at



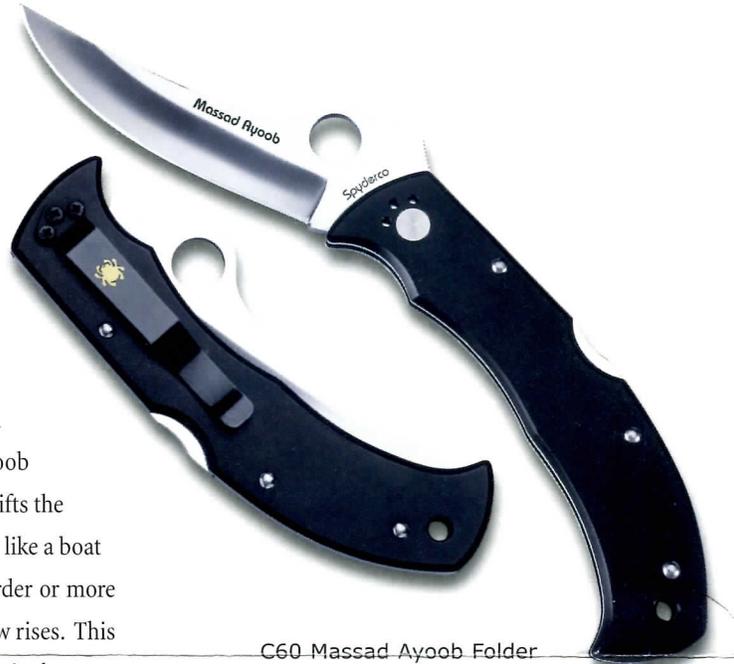
once, performing them with great attention to detail and determination. Taking that talent, she moved into the position of Executive Assistant to the General Manager in 2000. In this position she fulfills duties related to the General Manager, now Vice President, Jeff Bar Hoover, coordinates and attends trade shows in which Spyderco exhibits, administrates the Spyderco numbered Collector Program, and for the past few months has been assisting our new Sales/Marketing Manager to learn the ropes at Spyderco. Outside of Spyderco Kelly rides her Harley (yea, don't mess with her) with her family and spends time with five year-old Casey and his father. Thank you Kelly for five years of dedicated employment and sunny disposition! 🌻

Featuring:

the C60 Folder

The C60 Massad Ayoob CLIPIT comes with a PlainEdged blade of VG-10 stainless

steel featuring a deep belly to maximize slicing potential. Its' upswept point makes it effective for thrusts delivered straight-forward, particularly on an upward angle. Most obviously unusual is the radical angle of the handle to the blade. Ayoob explains: "With a typical knife, thrusting lifts the blade's point above the line of the forearm, like a boat prow going through water. The faster, harder or more resistance encountered, the higher the prow rises. This deviates the blade off course from its original target, mitigating the depth of the cut and can cause the blade to literally 'skid' when a resistant surface is hit." The C60's radical angle brings the blade into line with the long bones of the forearm, channeling the body's force directly behind the line of the puncture or the cut. This results in minimizing blade deviation and maximizing accuracy. Because of the revolutionary blade to handle angle, The Massad Ayoob C60 has the shortest opening arc of any tactical folder now available, meaning... *fast opening!* Other features include: A notably strong lock-back with a David Boye style release lever that can only be released intentionally and deliberately, tip-down carry, a bead-blasted aluminum handle coated in black Almite, and an ergonomically shaped thumb rest at the rear of the blade for utmost control and accuracy while slicing or thrusting. Blade length is 3 5/8" (92mm) and overall weight is 4.3oz (122g). 🌻



C60 Massad Ayoob Folder

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new products



FB08 SPOT

S.P.O.T. is an acronym for **Self Protection Option Tool** and is Spyderco's inaugural offering to the neck knife market. Designed by Sal Glesser, its shape and size are inspired by the French knife designer Fred Perrin. The S.P.O.T. is a striking accessory. A palm-sized all-steel fixed-blade with a skeletally cut-out handle, it can be categorized as a dynamically functional unisex tool for men and women alike. Unique to the model is the index finger hole, a Perrin feature. Placing the index finger through the hole and gripping the angled handle situates the thumb atop the blade's spine for precise cutting control. Curved into a reverse S-shape, the blade slices like a demon and is ground to an incisor-like tip for craft projects and other meticulous cutting jobs. A line of graduating-sized holes are drilled out of the blade lessening overall weight and adding to its 'spotty' appearance. Two S.P.O.T. models are available in 2002 both having a 1 $\frac{3}{8}$ " (35mm) cutting edge. One is made entirely of AUS-6 stainless steel, the other VG-10 stainless steel overlaid with Micarta edging along the handle's rim for added grip. Since it's made of a solid piece of stainless steel, the S.P.O.T. has no moving parts to catch, break, or wear-out over time. Combined with a lightweight Kydex neck sheath, the sheath/knife combination carry discreetly and confidently flat under clothing or workout gear. The all steel SPOT weighs 1.2 oz (34g) and the Micarta trimmed version 1.3 oz (37g).



C72 Pride

Many countries of the world do not legally allow the carry of a folding knife with a blade that *locks* open. Prompted by this restriction Spyderco unveils the **Pride**, the first one hand open *non-locking* folder. Similar in function to traditional pocketknives of the 19th century, the 2 $\frac{1}{4}$ " (57mm) blade opens with a click and offers 10–20 pounds of resistance to closing. All resemblance to old-timer penknives ends there as the Pride blade has a modern modified-skinning shape, is made of premium AUS-6 stainless steel and is available in a Plainedge configuration. The blade comes paired with a handle of brushed aluminum that has an embedded cloisonné enamel flag. Aptly named, the Pride is a showpiece of patriotism and available with flags from different countries. It is in the works for Spyderco to offer special order Pride models with personalized cloisonnés representing company and group logos. Handgrips in the handle offer ergonomic comfort and manipulation over the blade while cutting. A framed 3-screw clip, positions the folder for tip-down carry. Overall length is 5 $\frac{3}{8}$ " (143mm), overall weight just 1.5 oz (43g).

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new products



JBK Jester

The **Jester** is evolutionary King in the kingdom-world of small knives. In reality, small knives are more often than not hard to grip comfortably and difficult to use with any precision. Rather than simply shrinking down a full-sized folder to key-chain proportions, Spyderco's research team *designed* the Jester from the bottom up to be diminutive yet ergonomically unprecedented. The handle is fitted with an arrangement of jutting angled points, filling the hand and aiding grip. The lightweight handle of FRN (fiberglass reinforced nylon) comes in lime green, fuschia or traditional black. Hollow-ground and made of AUS-6 stainless steel, the blade spine is textured with a series of serrations above the opening hole and again near the tip providing decisive control for intricate/detailed cutting. The tip itself is thick at

the point and snub-nosed in design for strength at the end of the blade where it's most useful. Overall length of the knife open is 4 ¹³/₃₂" (112mm), blade length is 1 ¹⁵/₁₆" (49mm) and it weighs a slight 0.6 oz (16g). An anomaly to Spyderco's CLIPIT line, the Jester is 'clip-less' sporting a lanyard hole that slides onto a key-chain or rides comfortably in the bottom of a pocket or a purse. Manufacturers Suggested Retail price is \$31.95.



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Sales Department

Spyderco Announces New Appointment



Jeff Bar Hoover has been appointed Spyderco's new Vice President. Since 1999 Jeff has held the position of General Manager and this move to Vice President will have him overseeing all aspects of Spyderco's business including manufacturing, business/finance and domestic/export sales. Reporting to the owner and CEO Sal Glesser, his appointment puts Spyderco in an excellent position to grow and we are fortunate to have a very talented and capable crew to assist with the growth. *Congratulations Jeff!* 🌟

The Finishing Department

Here's a little known fact within the cutlery industry, every Spyderco knife manufactured in our Golden facility is finished by hand.

Our three-man finishing department is made up of Sean Armenta, Tim Irelan and Mikey Vellekamp. Fueled by caffeine, these gentlemen produce some of the best cutlery in the industry. All three are creative and social personalities. Their years of experience combined add to 20 years in finishing and sharpening savvy.



Left to right: Sean Armenta, Tim Irelan and Mikey Vellekamp.

A loose blade comes out of heat-treating and makes a short trip through a computer-driven machine, hollow-grinding it.

It then finds its way to Finishing where Sean, Tim and Mikey do their stuff. The first step is surface finishing (by hand) the flat portion (sides) of the blade left by the hollow-grinder. The cam and blade's spine are then polished guaranteeing smooth open/closing action on Burr-King and Baldor bench-mounted buffers. Then our blade is satin finished on a ScotchBrite wheel. At this point blades are segregated with plainedges going to assembly, ready to meet the handle they'll be paired up with and serrated blades take a trip to a CNC serration machine for the addition of teeth. Serrated and plainedged blades (once assembled with handles) make a return visit to Finishing. During visit number two, the handle and blade return to the ScotchBrite wheel again for extensive overall polishing. The final step in the journey is creating a sharpened edge. Plainedged and serrated knives both have a 15°-17° (30° inclusive) edge angle. Both edge configurations are touched with a felt or cloth buffing wheel to remove burrs to create a razor-sharp edge. One more overall buff removes all previous high-buff lines from the blade and spine and the finished knife says goodbye to Finishing moving next to Quality Control. 🌟

Finishing:

A Day In The Life of a Spyderco Blade.

Sales update:

Two New Sales Specialists Join Spyderco

Todd Durkin and Travis Quaas have joined Spyderco's sales department as Sales Specialists.

Todd Durkin

Phone Extension: X128
Email: tdurkin@spyderco.com

Todd came from the High-Tech industry and was formerly a marketing manager for multiple tech companies. Todd is into anything high-tech, minored in Fine Arts, was formerly a Milieu Therapist for children, enjoys the outdoors and has an American Bulldog named Matilda. A native Chicagoan, Todd came by way of California before making his way to Colorado.

Travis Quaas

Phone Extension: X105
Email: tquaas@spyderco.com

Travis joins Spyderco after working for many years in a retail capacity in the outdoor industry. A former Navy veteran, he has a background in teaching secondary education History and is an outdoor enthusiast who bikes, hikes, and flyfishes in his spare time. 🌟

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Show update

May 31–June 2, 2002

Blade Show

Atlanta, Georgia

June 15–July 4, 2002

Del Mar Fair

Del Mar, California