

20/21 BUYERS GUIDE WESTERN CANADA

msd
Mountain Sports Distribution

COVER: LOGAN THIBODEAU
PHOTO CREDIT: VALHALLA.ADVENTURE



We know it can be challenging to forecast what's going to sell and to predict what will be popular for the next season. In an order to help you place your booking order to maximize revenues, we hope that you'll utilize the following charts and insights. All numbers here (except the 20/21 Projection) are based off actual sales numbers in Canada for 2019/2020.

The numbers here are generated explicitly from **Western Canadian Provinces (Saskatchewan and West)**. Please see the accompanying document for Canada-wide numbers.

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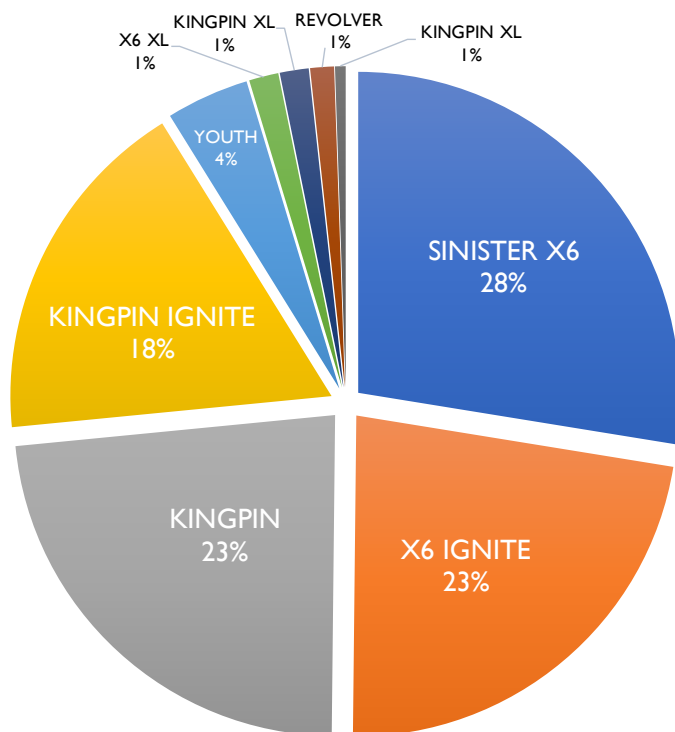
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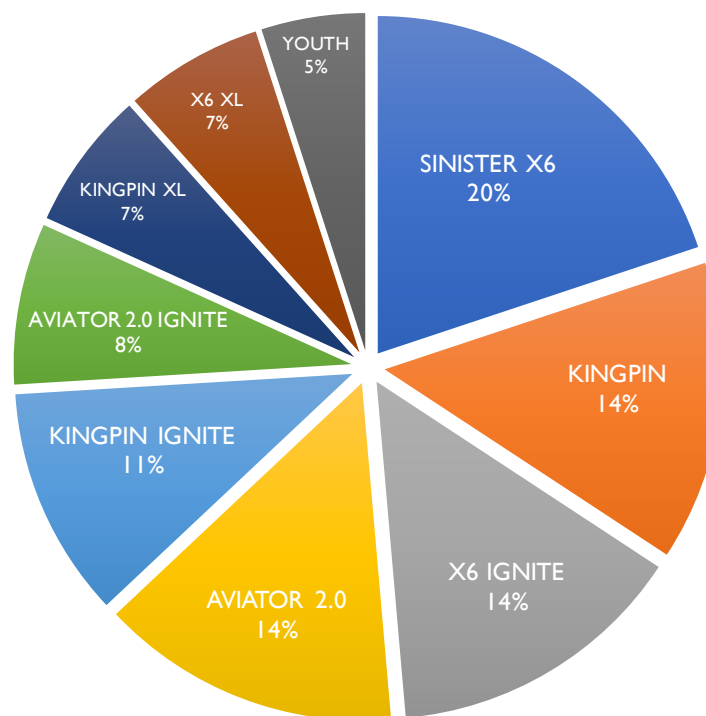
509 GOGGLES

Ignites are a significant portion of Western Canada goggle sales, with these models making up 41% of 509 goggle sales this year.

The premiere **X6 Goggle** is the clear winner of 509 models (Ignite and standard). We expect these trends to continue into 20/21 but advise dealers to incorporate the new **Aviator 2.0** into the mix, making up 20% (ish) of their order. We have some excellent experience with the **Aviator Goggle** from the 1.0 days and know it will be a strong seller. For 20/21, 509 expects a significant jump in **XL Goggles**, due to their ideal fit with an increased number of helmets. We recommend **XL models** making up at least 10% of your order.



Sales Data 19/20



Sales Projection 20/21

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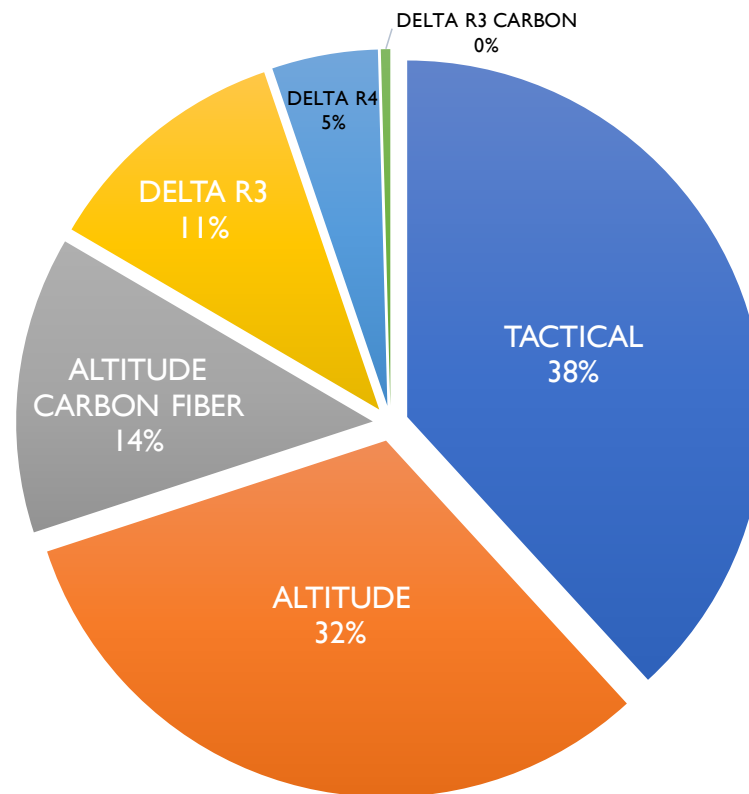
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509 HELMETS

The premium **Altitude Helmets** (both **Carbon Fibre** and non) make up 46% of sales and we expect a sharp uptake for 20/21 with the introduction of the **Altitude 2.0 helmet** – new colours, a new shape and a new reason to get into a 509 helmet. The entry-level price point **Tactical Helmet** should make up at least 30% of your order as you offer your customers an amazing opportunity to get a premium helmet. Sales data as proven that the **Delta R3 Helmet** sells extremely well in the Prairies for the crossover crowd.



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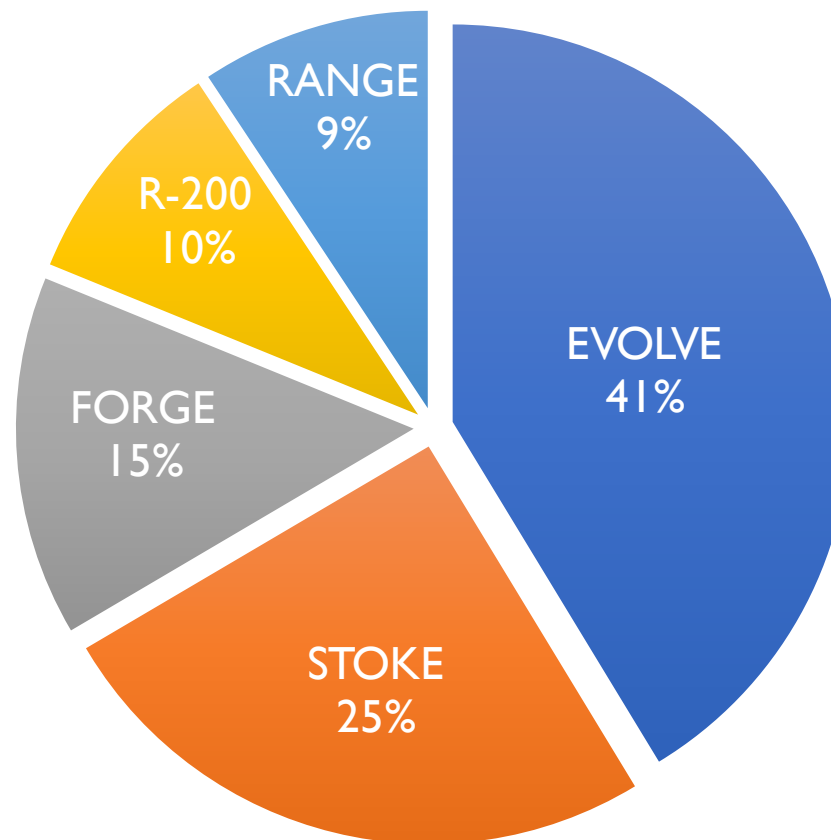
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Sales Data 19/20

509 OUTERWEAR

New colours in the best-selling **Evolve** mean that this strong seller should keep its top spot but keep an eye on the **Stoke** line-up. This stretch material is gaining a good following and reputation and the new **Stoke** monosuit should encourage even more to try something new.



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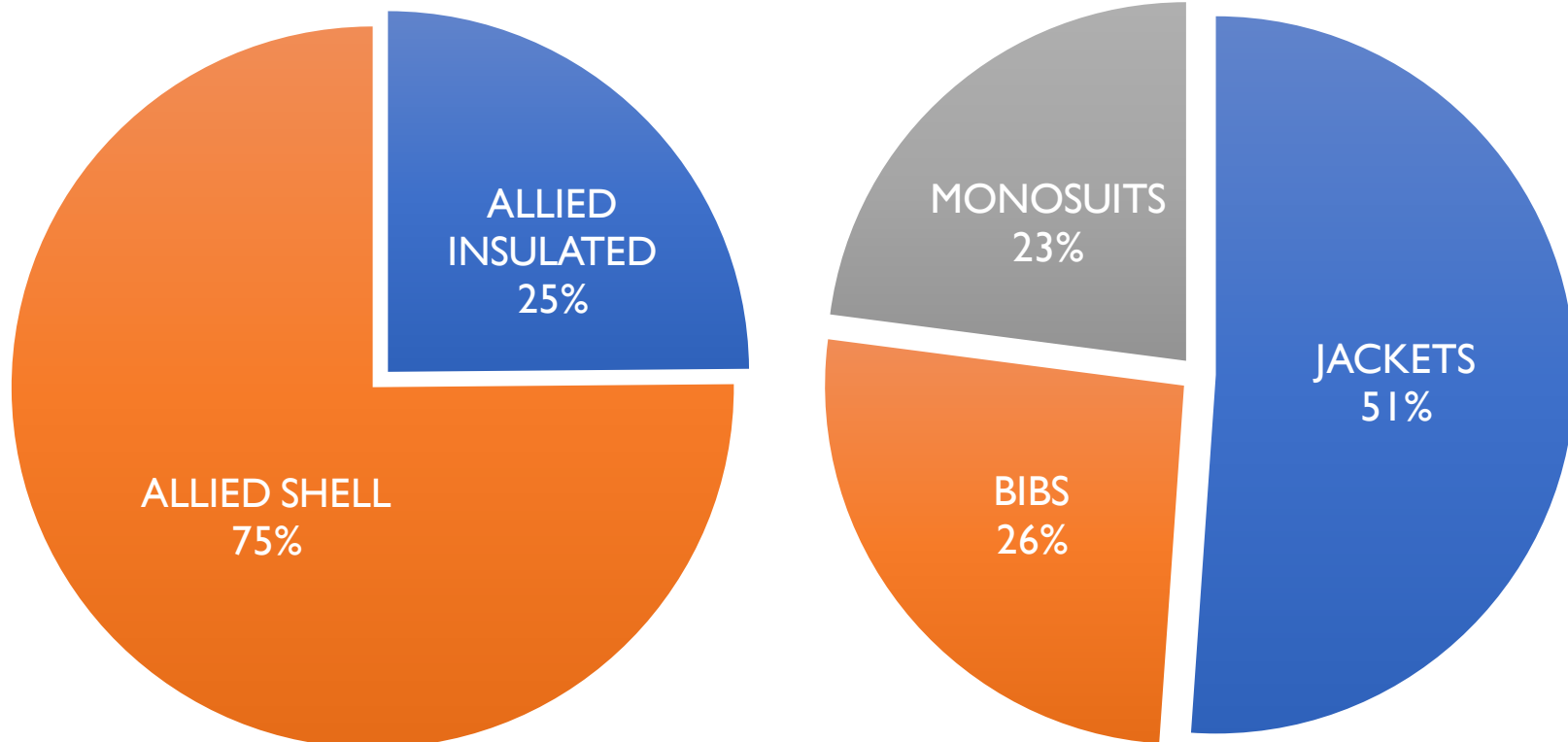
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Sales Data 19/20

509 OUTERWEAR MONOSUITS VS. JACKETS/BIBS

Exactly the opposite of the East, 74% of 509 monosuits sold in the West are **non-insulated**. We recommend having your order reflect that. About a quarter of all 509 outerwear sold is **monosuits**.



Sales Data 19/20

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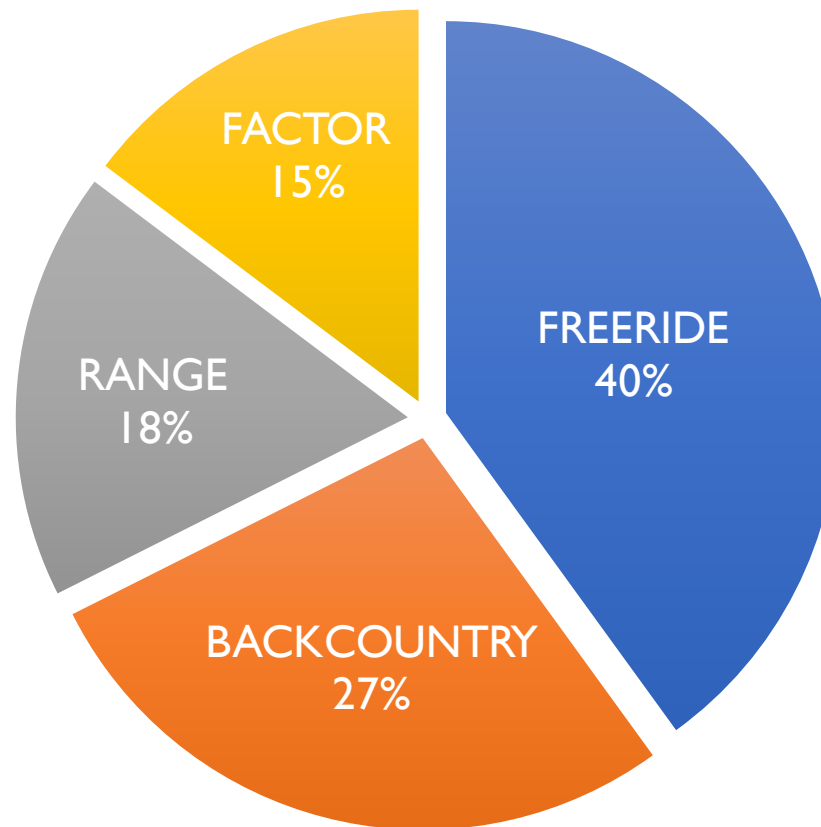
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509 GLOVES

Performance is a key buying feature for customers, making the ultra-conforming **Free Ride glove** the top-seller in the West. However, there's still a huge demand for **over-cuff gloves** and with the introduction of the **Ignite (heated!) Backcountry glove** for 20/21, this is one to keep on your list.



Sales Data 19/20

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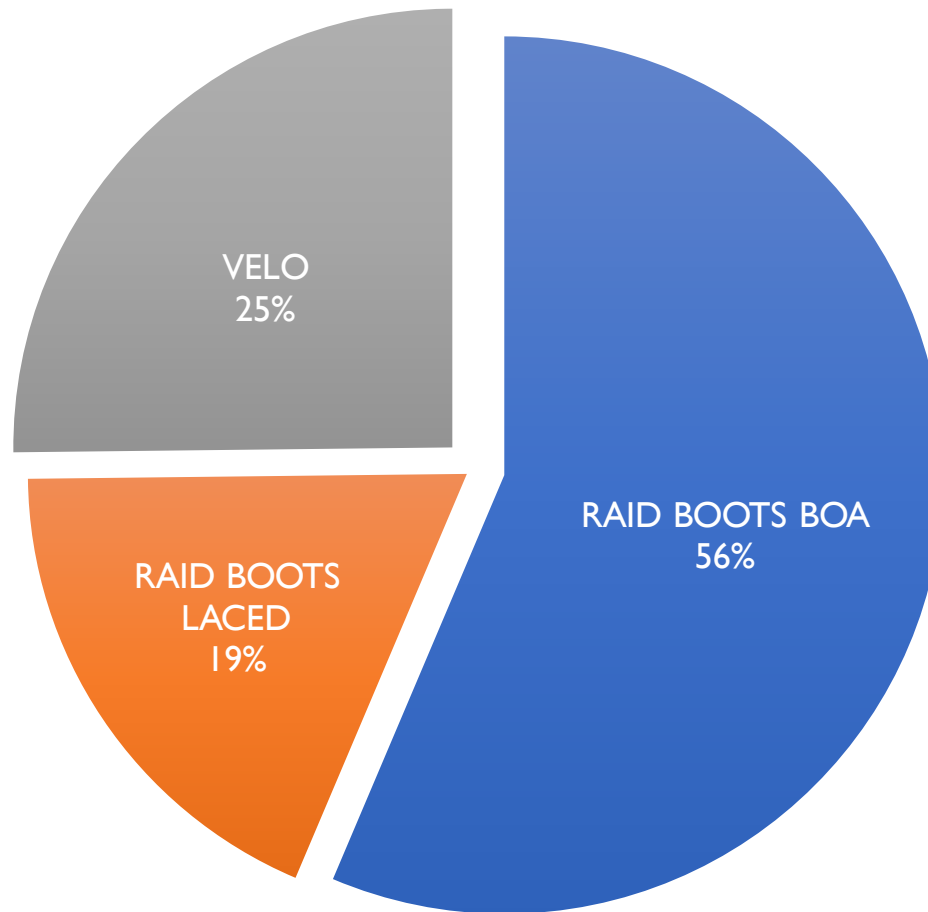
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509 BOOTS

Though laced boots offer a decrease in price for your customers, the majority of boots sold in the West all feature the **BOA system**.



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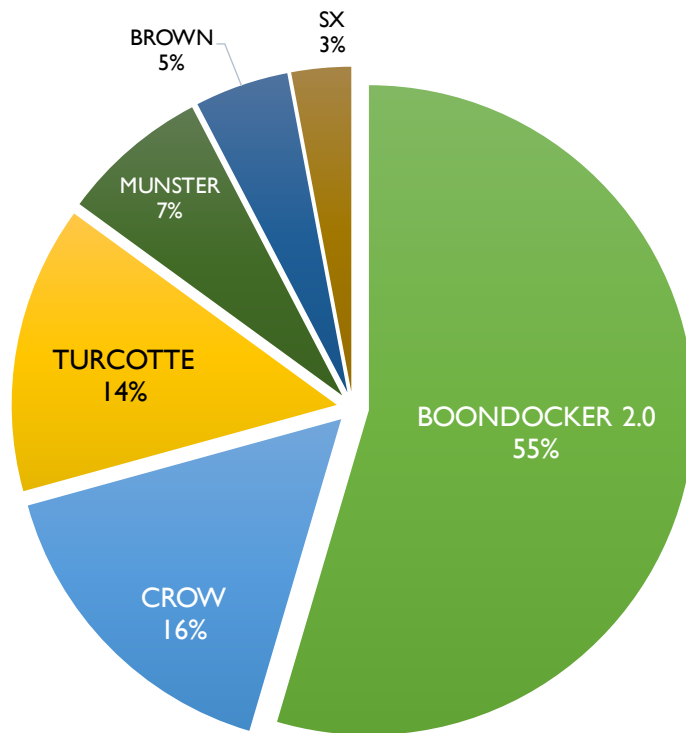
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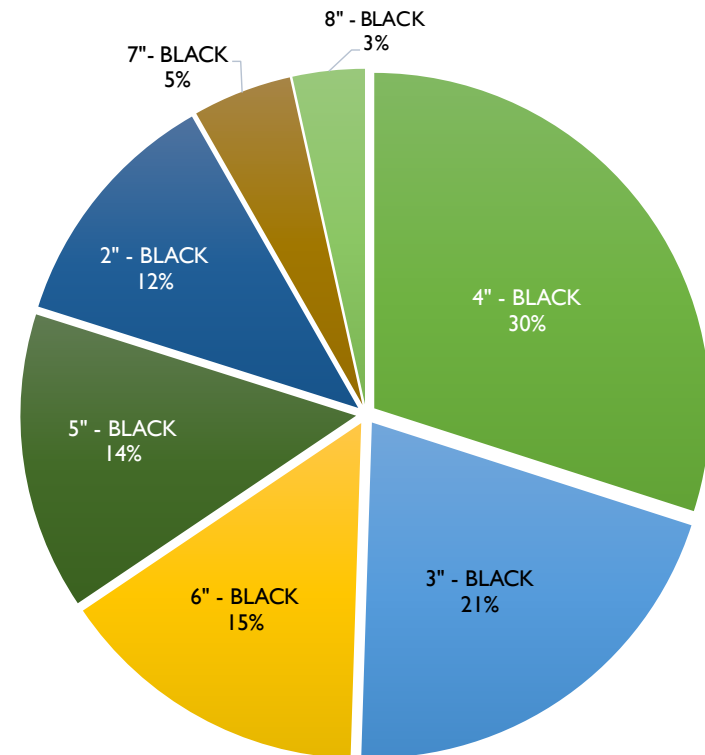
CFR BARS & RISERS

Sorting through this extensive line can be a challenge, so we'll make it easy for you – make up half your order with **Boondocker 2.0s** and then round out the rest of it with a variety of models and colours.

All the top sellers of **Knucks Risers** are black (though other colours are available). We recommend making up half your order with **4"** and **3"** models and rounding out the rest with **6"**, **5"** and **2"**.



CFR Bars Sales Data 19/20



CFR Risers Sales Data 19/20

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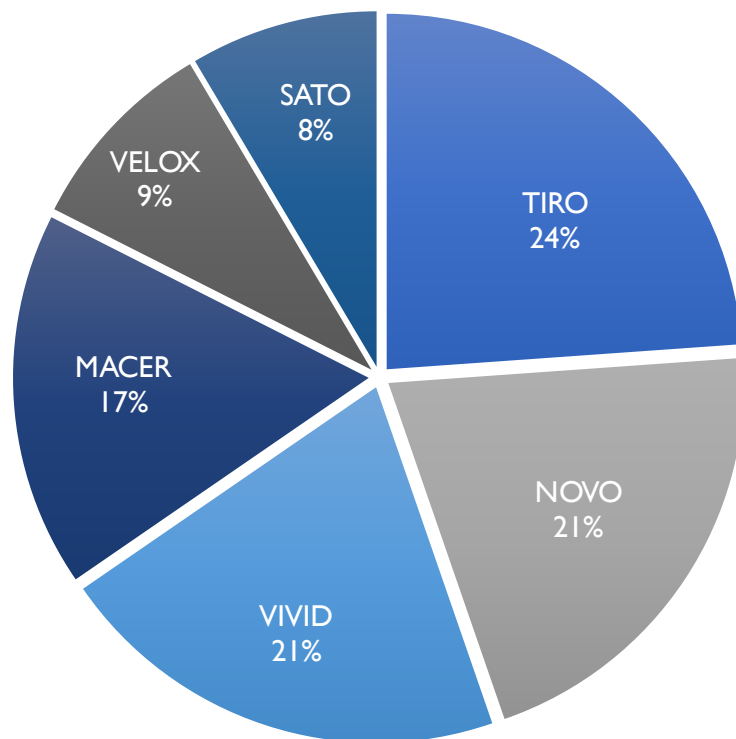
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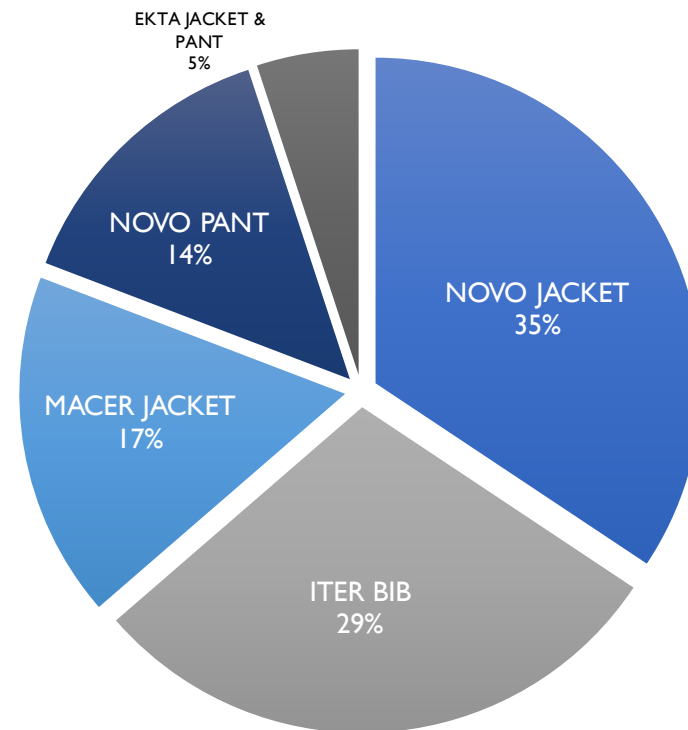
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TOBE MONOSUITS

A mix is the name of the game here! In Western Canada we see a demand for the entire line of TOBE, from the entry-price point through to the premium **Novo** and **Vivid**. TOBE continues to make strides in the **jacket/bib world** and as trends shift, having TOBE stock in your high-end jacket and bibs is a must. The **Novo Jacket** returns to Canada for 20/21 and will be the premiere piece. New for 20/21 is the **Iter** line, which offers feature-rich gear with unmatched durability.



Sales Data Monosuits 19/20



Projected Sales Data Uninsulated Jackets & Bibs

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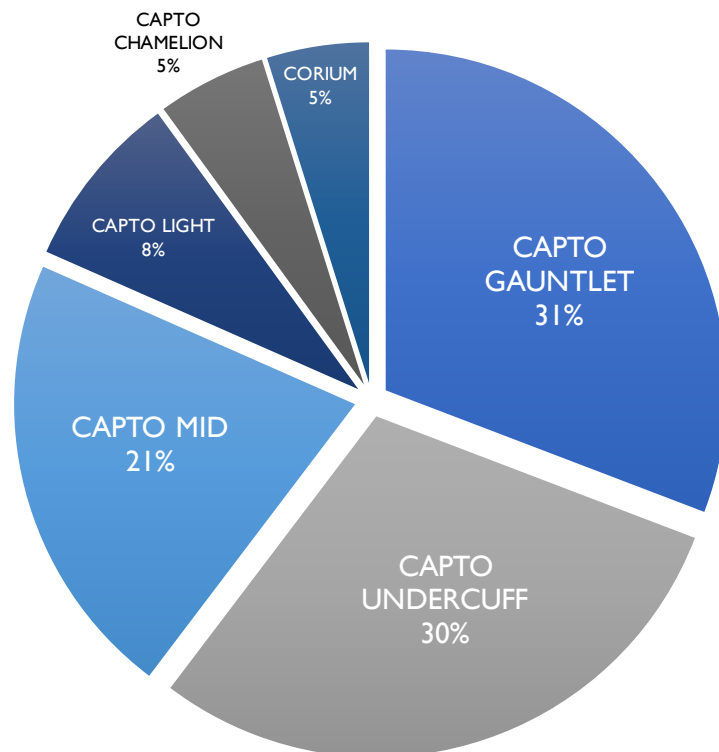
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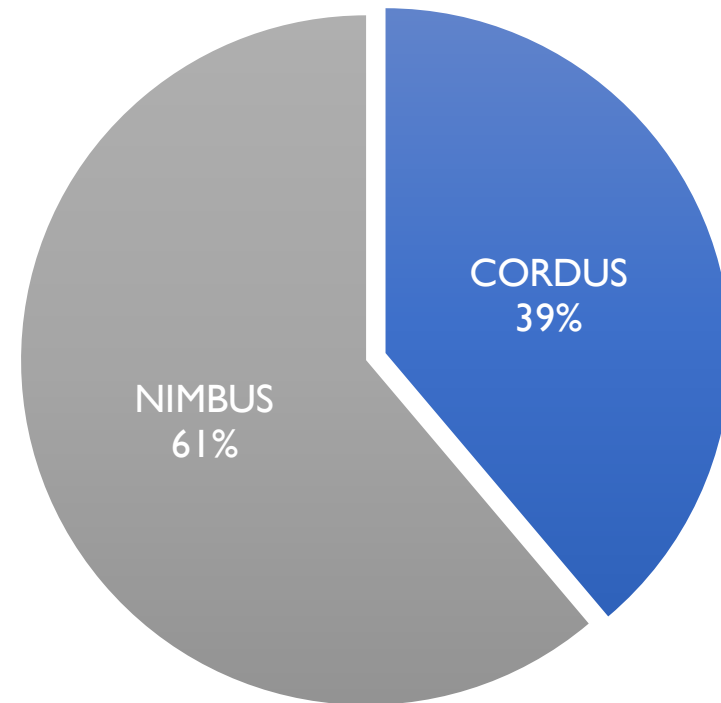
TOBE GLOVES & BOOTS

For Gloves, variety is the name of the game. Over cuff and under cuff both sell well and customers are eager to get into both a **heavy-weight** and **mid-weight glove**. Luckily, all the gloves for 20/21 are black or grey, making it easy to go heavy on these evergreen styles.

The **Nimbus boot** is a top-seller as a fully removable liner boot with optimum warmth and durability. For a stand-out boot, this is a premium choice.



Gloves Sales Data 19/20



Boots Sales Data 19/20

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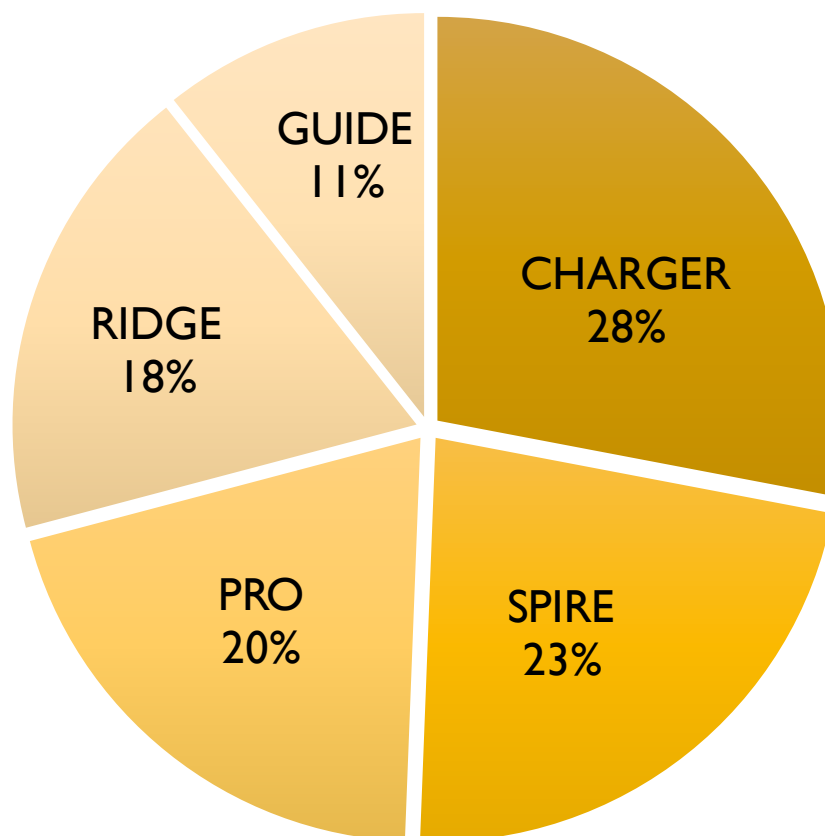
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HIGHMARK AIRBAGS

The **Charger Vest** was a huge hit for 19/20, offering a full front-zip along with chest and kidney protection. Vests make up half of Highmark sales. **P.A.S. Packs (Spire, Guide, Pro)** make up 50% of sales. A mix of each is recommended.



Sales Data 19/20

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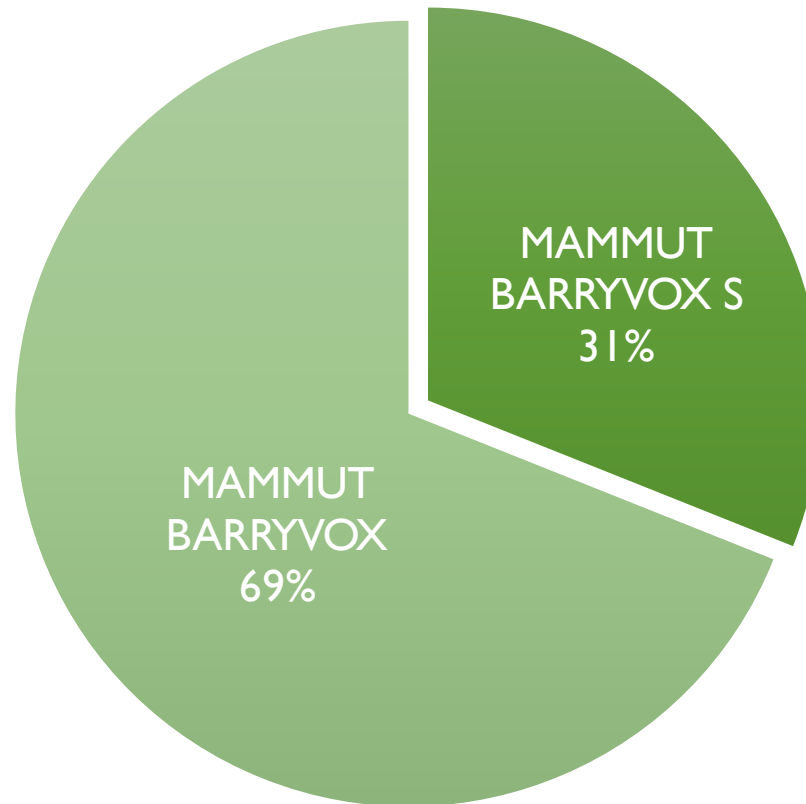
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MAMMUT TRANSCEIVERS

Known for being the best on the market, Mammut transceivers are an easy sell with a little education. Though a \$600-transceiver can make recreationalists a bit wary, the **Barryvox S's** reputation as the Best Transceiver on the market helps it make up 30% of sales.



Sales Data 19/20

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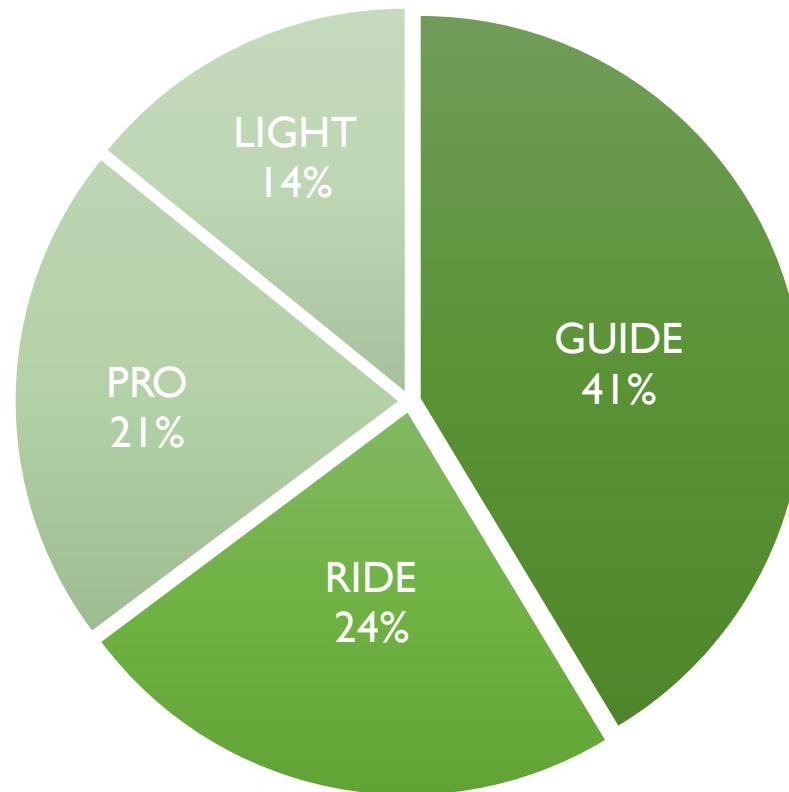
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MAMMUT SHOVELS

Customers are looking for all the features – a hoe function, d-handle and an awesome price point. For 20/21, this shovel will be the **Alugator Ride Hoe/Shovel**, which replaces the Guide in the Mammut catalog. We recommend making it 40%-50% of your order.



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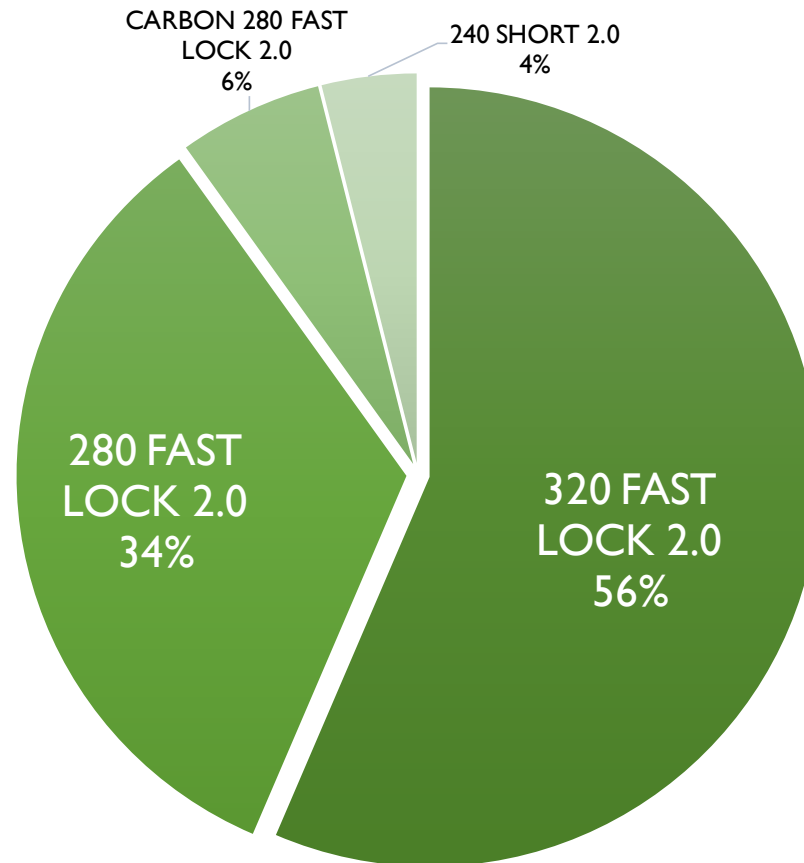
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MAMMUT PROBES

Bigger seems to be better. Make sure at least half of your order is the new **320cm Speed Lock** and round out the rest with **280cm Carbon** and **Aluminum** models.



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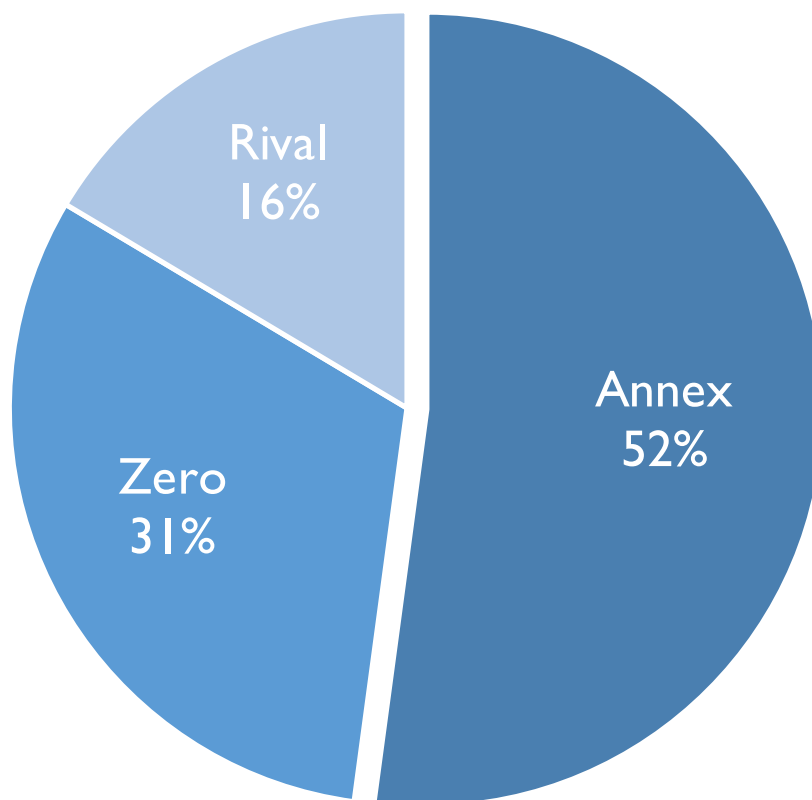
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SEVEN MX PANTS

The entry-level **Annex** pant makes up about half the sales of Seven Pants in Canada, but note the introduction of the **Vox Line**, which hits a lower price-point than the **Annex** and should take some of these sales. Note the premium **Zero** should make up 1/3 of your sales.



Sales Data 19/20

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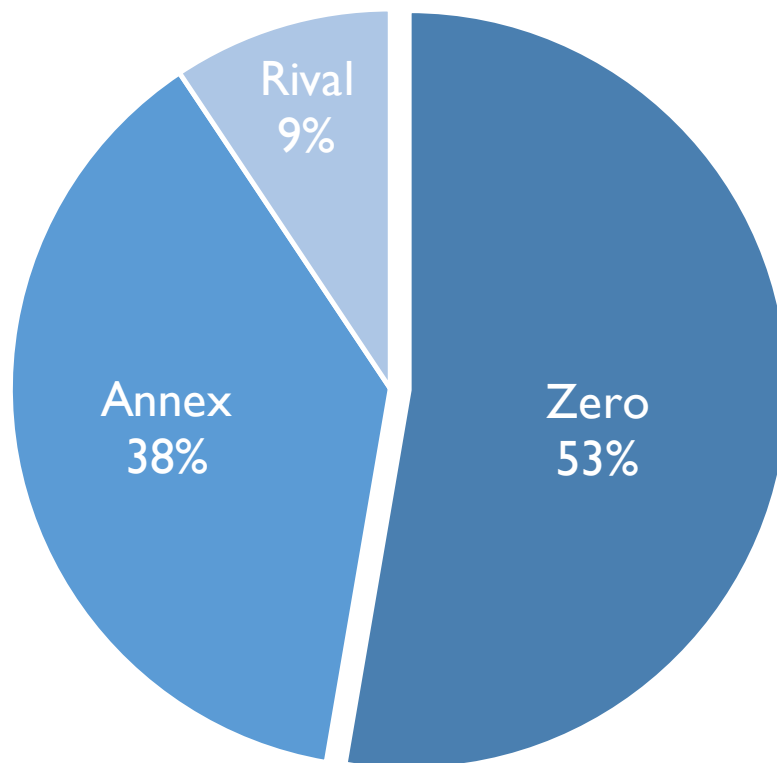
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SEVEN MX JERSEYS

Zero sale make up the majority of Jersey sales, but this is mostly because of the range of products and the **Compression + Over Jersey** combo - a great way to increase sales.



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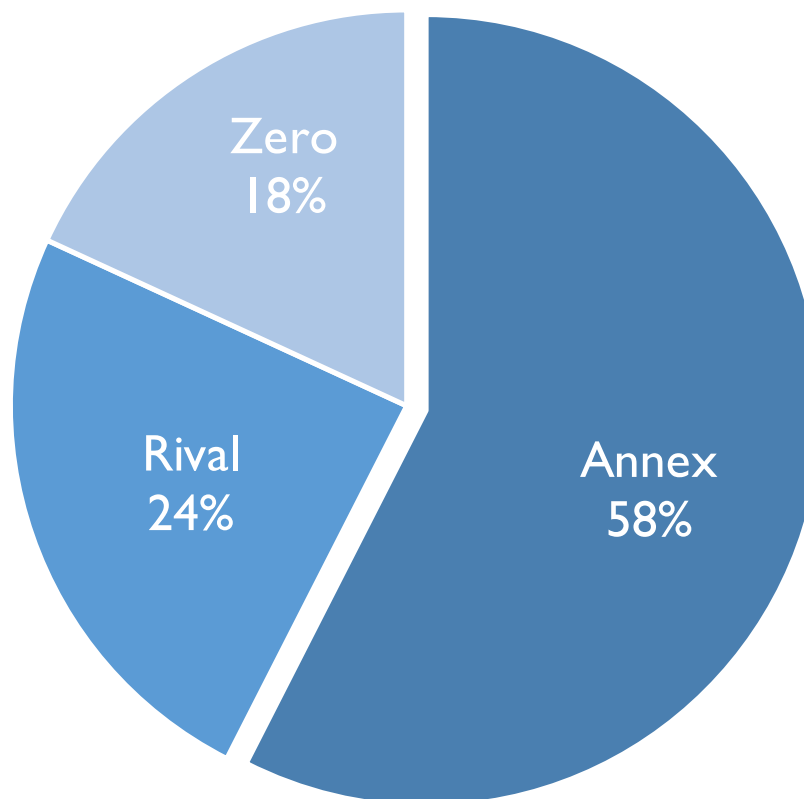
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SEVEN MX GLOVES

A good mix of all lines is recommended, but if you're looking to stock deep on all colours and sizes, look to the **Annex line** which offers 6 colourways and Adult and Youth sizing.



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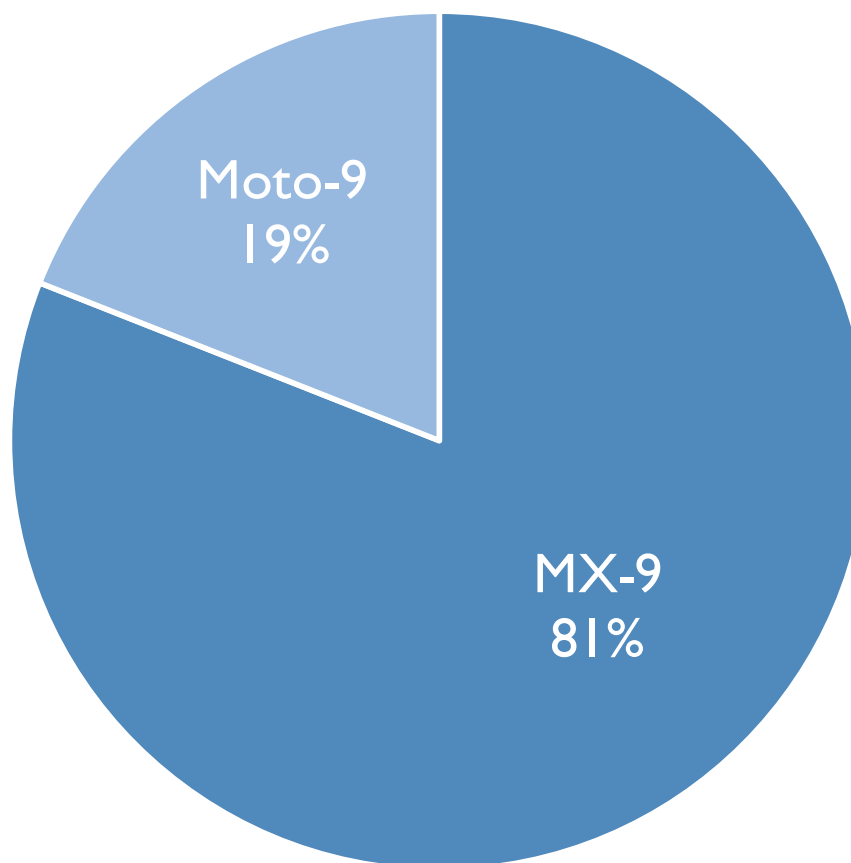
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SEVEN MX HELMETS

Though the **MX-9** dominates sales, note the high price point on the desirable **Moto-9**, which will drive revenues.



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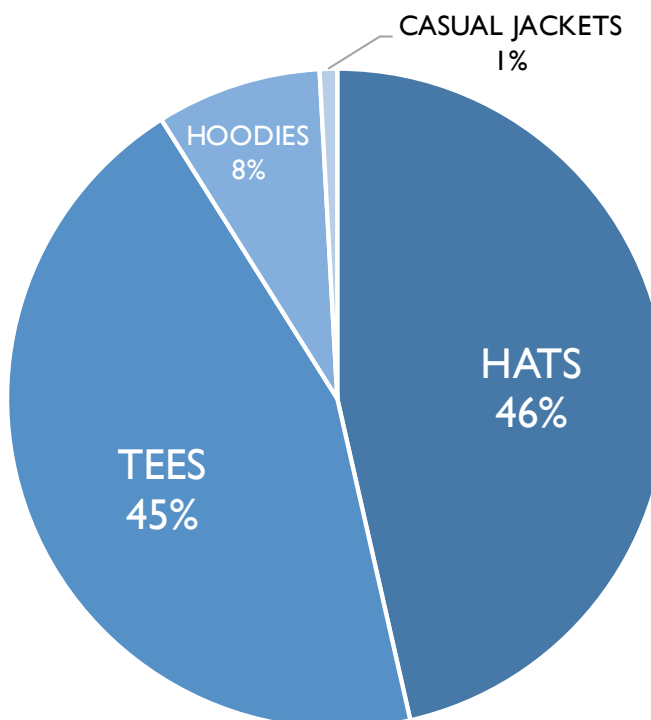
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SEVEN MX CASUAL

Seven brand-wear dominates in the USA and is growing strong in Canada. Fresh hats and tees are a must have for Seven dealers.



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