

Marketing

Updates

Okay We're Human

Yep we're human. It has been brought to our attention that in the 2001 dealer catalog we have the C53 Peter Herbst listed as having a titanium handle and weighing 13 grams. While that might be pretty slick, the facts are that the handle is Almite coated aluminum and on the scale the math shows us it weighs 113 grams. Sorry for any inconvenience! Pobody's Nerfect!

Speaking Of Dealer Catalogs

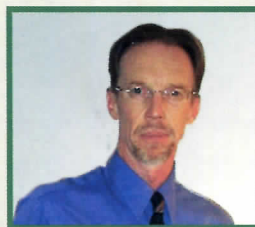
Construction of the new 2002 Dealer Catalog has begun. These will be completed and mailed to you mid-October. 🐞



The C63 Chinook

James A. Keating: C63 CHINOOK

Funny how when you're a kid you want to be anything but like your parents. You consciously strive to develop your own tastes, political leanings and personality. Suddenly you reach maturity and wake up one day realizing you've actually been positively influenced by your parents and it's rather a good thing! James Keating has had a lifelong curiosity with sharp things. This is certainly one of those influenced things. In the '50s his father took up knifemaking, and sharp things became part of everyday life in the Keating home. James went on to devote himself to a lifelong study of martial arts, making this his career and included knives in his training. A few years later he came up with his own knife design.



The Spyderco Chinook was developed by James to be a multi-purpose do-it-all tool, an effective martial arts implement, and welcome addition to any

JAMES KEATING continued page 2

Private Dealer Forum

Many of you are familiar with the Spyderco Forum on our webpage. It's an active, very enthusiastic platform for the public to discuss our knives. We are considering adding a private (password protected) forum solely for you, our dealer. It would provide an avenue for you to post questions, exchange and share ideas with other dealers, and for us to post updated sales information as it becomes available. If you have an interest in seeing this forum developed please let us know via email to sales@spyderco.com or call your sales representative. We welcome your suggestions and ideas. If you'll use it, we'll build it! 🐞

active person's lifestyle.

Over other defensive modes of actions, this design excels in the "backcut". The backcut is a fast, whiplike motion much like the movement a scorpion uses when defending itself. In the human world this works amazingly well with little practice. Most importantly, it is a deterring action rather than solely a lethal one.

James and his family own and operate a company called Combat Technologies. There you'll find a treasure trove of world-class training opportunities and products related to his unique martial arts curriculum. Other knife designs James is working on (not associated with Spyderco) are a large fixed-blade design known as the Crossada Mach III and the Combat Telson; (his own design, a derivation of a Chinook melded with a Civilian). For more information on the C63 James Keating/Spyderco Chinook model contact your sales representative. For additional information on Combat Technologies check out James' website at www.combattech.com 🌿

R&D at SPYDERCO UNIVERSITY

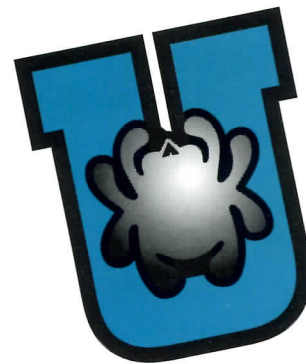
Spyderco is unusual in that we have a comprehensive in-house R&D department. Since making high performance knives is paramount, it's perfectly logical we test, beat up, abuse, and demolish our models for the sake of science. The data and discoveries are then used to improve, improve some more, and ultimately improve forever our models and designs.

Steel is the most important part of the knife. It's ability to get sharp and stay sharp make a knife a "Yugo" or a "Ferrari". Testing and refinement are done in a multitude of ways. Spyderco owns a CATRA machine, one of just eighteen in the world. The CATRA has the knife cut continually through card stock material that's impregnated with measurable and high levels of abrasives (silicon) over extended time. The machine is scientifically calibrated to generate a computer readout of collected data. Each steel is tested and we then select the best-suited steel for a model's intended purpose. Corrosion resistance is tested by a government-approved process called Q-Fog in which a salt spray prohesion covers the blade in a fine mist at regular (short and long-term) intervals. We work very hard attempting to grow rust. From there we determine corrections/adjustments to blade steel components, heat treating and finishing processes.

Spyderco is known for folding knives. If it folds, it needs to lock. If it locks it has to have a strong lock. We measure two aspects of every lockback we manufacture: reliability and ultimate strength. We do this with a CNC (computer numerically controlled) machine fondly call the "Destructor". We've developed a 4-tier rating system and our own in-house standards by which all our knives are rated: Light Duty Rating, Medium Duty, Heavy Duty Rating, MBC Duty Rating. Minimum standards are set for all sizes and differing functions of our knives. We then engineer and manufacture each model to our standards.

Other tests at Spyderco University include Rockwell testing our blade steels for hardness standards, examining every model to determine the torque required to open the blade one handedly, Goniometer testing to ascertain our edge angles are consistent and properly ground, and analysis of all materials and parts that make up a Spyderco folder right down to the liners used in lanyard holes.

CQI or constant quality improvement is imperative and research never stops at Spyderco. This keeps our R&D team and quite a few customers pretty happy. 🌿



On the Road...

September 5 - 9

NBS Fall Market

Fort Worth, TX

September 7 - 9

Hunting & Outdoor Show

(Spyderco will be represented by Kolder Canada)

Toronto, Ontario Canada

September 27 - 29

Spirit of Steel

Mesquite, TX

If you are attending any of these shows call us! We welcome the opportunity to schedule an appointment to greet and meet you, and would love to show you Spyderco's newest models.

Spydercollection.com

product updates

Parts is Parts

It's amazing sometimes what turns up during spring cleaning. This year we hit the jackpot finding something much better than loose change in the reception area couch. We uncovered parts! (no, not body parts). If you have a long memory you might remember Spyderco's **C23 Renegade** and **C24 Blackhawk** models from the '90s. Both were made briefly in our Golden facility and featured an upswept Bowie-style blade of G-2 stainless steel with a black G-10 handle. The Renegade had a blade length of 3½" (89mm) the Blackhawk blade 2½" (67mm). We've decided to put those components together, redesign the handle and are offering both models again till we run out of parts! Call your Spyderco contact for pricing and more info.

Fixed-Blade Raid

Did you ever wear bellbottoms? Have a pet rock? Drive a K-car? Trends come and go. Folding knives took the cutlery world by the hair in the 20th century and now there seems to be a rekindled interest heading back in the direction of fixed blade knives. A couple of designs have been simmering on Spyderco's front burner for the past 24 months and will be ready for the table soon. The **FB03 Bob Lum Fixed-Blade Tanto** and **FB04 Fred Perrin Clip Bowie Fixed-Blade** that we featured in the last SpyderEdge are serving up this fall. Get'em while they're hot!

Bob Lum Chinese Folder in Blue

If you like the **C65 Bob Lum Chinese Folder** with the Imperial Jade green Almite handle, check out the same knife with the blue/grey Almite handle. They're limited in number and are being produced for a short time only.

Lil' Temperance

They are here! If the **Lil' Temperance** folding knife were a living thing it would be a power-packed, no-nonsense Pitbull with a towering attitude. We featured this one in the SpyderEdge a while ago but here's a reminder of the details:

1. Designed with Martial Blade Craft in mind, it makes an exceptional everyday carry piece because it feels like a large knife in the hand but the 3 inch blade is legally acceptable most anywhere.
2. The blades are CPM440V and 3 inches long in a trailing-point or spear-point style.
3. The opening hole is enlarged to 14mm.
4. Three dimples are machined out of both the handle and clip to position the finger pads for indexing.
5. The pocket clip is fitted for tip-up/down carry.



Lil' Temperance

Production Prototype Pictured

new products

Meerkat

This one is no mere cat. The Spyderco **C64 Meerkat** folding knife rates high on the “fidget-factor” scale. You’ll pick it up once, then mysteriously find it in your hand all the time without reason, explanation or remembering how it got there. It’s fun, addictive and has *claws* (Spyderco’s trademarked sharpness). The ergonomic handle is deeply textured black fiberglass reinforced nylon (FRN) that offers exceptional grip. Tucked inside the handle is a pressure release locking system. The opened blade unlocks by placing your thumb on one side of the handle, fingers on the other, then simultaneously scissoring the handle scales in opposite directions. The mechanics of the lock are unusual; adding greatly to that earlier mentioned “fidget factor”. A heavy-duty wire pocket clip fastens on either side of the handle offering a left or right-hand carry option and is positioned so the knife rides tip-down in the pocket. There are two blade style choices: initially Spyderco will offer a modified drop-point style blade followed in 2002 by an “S”-style (Cricket-like) blade. Both are 2 inches (51mm) long and available fully serrated or PlainEdged. From snout to toe the opened Meerkat is 5.3 inches (135mm) long, weighs in at 2.3 oz. (64 grams) and retails for around \$50.00 U.S. It’s small, social and makes for an enviable everyday carry piece or an excellent money clip.



product updates

PRODUCT UPDATES from page 3

Bugging the Vesuvius

The shell inlaid **C66 Vesuvius** has been on the market for several months. The second version is now arriving. It too features an FRN (fiberglass reinforced nylon) handle but with grooves machined out of the handle for added grip and a Paladium Silver Spyderco logo bug set into the handle. Both the shell inlay and grooved “bug” models are available now.


C10 Endura and C11 Delica

Our **C10 Endura** and **C11 Delica** have undergone many evolutionary changes since we introduced them in the early 1990s. The next growing and changing step in Darwin’s direction includes switching the blade steel to VG-10 and slightly altering the tip of the blade’s grind. The new grind is a subtly morphed flat-grind for enhanced tip strength. The changes will be implemented by the end of 2001.



Rep Rap

Gary Grant Sales Company



Spyderco works with a variety of rep groups specializing in a broad range of industries. It's pretty safe to say in terms of sales, the outdoor market is our backbone. We've covered the hunting, shooting, fishing, archery and camping markets worldwide with a crack-shot group of reps. Gary Grant Sales is one of these incredibly successful groups who promotes our knives in the southern US, including: Texas, Louisiana, Arkansas and Oklahoma. A grassroots organization, Gary opened the business in 1985 after deciding to make a living at what he liked doing best, outdoor things! He rolled up his sleeves and began doing it all from being the CEO, the secretary and probably even the janitor. Things have grown and today Gary has a workforce assisting him and the business is a member of nearly every major outdoor association both in the southern US and worldwide. Because Gary Grant Sales' goals and interests are long-term they are actively involved in all aspects of the industry. As Gary puts it **"We believe in giving back and not simply taking."**

Thank you Gary and Company for your superior service over the years!

Respectfully,

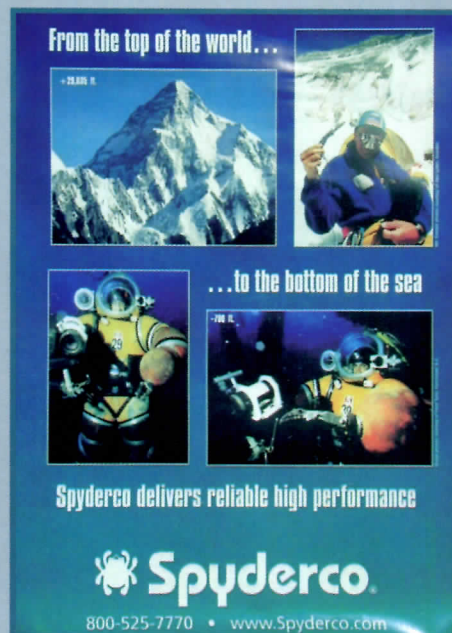
The Spyderco Crew

New Sales/Marketing Manager

It's been said that the only thing constant is change. Michelle Espinosa has been with Spyderco for many years, most recently positioned as our sales manager. The end of August Michelle decided to take on new and different challenges and move to a position in a different industry. We wish her the best of luck and our heartfelt congratulations! Consequently, we will soon be announcing a new Sales /Marketing Manager who will oversee both departments. In the interim, if you have questions you normally would have posed to Michelle, feel free to contact your outside sales representative, your sales person in-house here at Spyderco, or call Kelly Williams (extension 219).

Interior Decorating, Spydie Style

Would you like to brighten your walls and promote Spyderco at the same time? Posters and banners are in, and they cost you nothing, zilch, nada. Two new posters and a banner are available from your sales representative. The posters are: 1. A blade steel element/property chart, 16" X 20" which lists steels used by Spyderco (and others in the industry). 2. A "Top of the World, Bottom of the Sea" 18" X 24" color poster of a Delica that made it to the top of Mount Everest and a Harpy attached to a robotic deep-sea cable cutting suit. The banner is 2' X 3' white, long-lasting vinyl embellished with a gold Spyderco bug and contact/website text in black lettering.



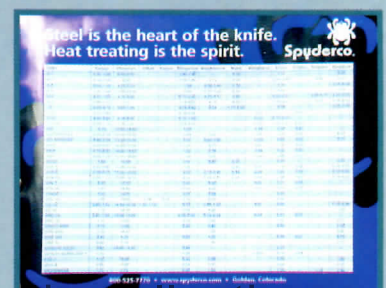
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Steel is the heart of the knife.
Heat treating is the spirit.

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www.Spyderco.com

Gunting C68	
Blade Steel	CPM440V
Blade Length	2 7/8" 74mm
Overall Length	8" 202mm
Edge Type	S, PS
Weight	5.9oz 168g
Hardness	Rc 55-56

Gunting Trainer C68TR	
Blade Steel	GIN-1
Blade Length	3 1/16" 77mm
Overall Length	8 1/16" 205mm
Edge Type	N/A
Weight	5.7oz 161g
Hardness	Rc 56-57

(Bram Frank Design acquired from REKAT)