

Marketing

Updates

Martial Blade Craft Class Schedule

To compliment our line of Martial Blade Craft (MBC knives) and promote the ethical use of knife skills in self-defense, Spyderco is now offering MBC Training Classes at our company headquarters in Golden, CO. Taught by noted personal protection expert Michael Janich, there are Four Levels available. Here is the class schedule for our interested dealers and their customers. For more information contact SFO@Spyderco.com or Call Patti Rose 800-828-1925 X106.

Instructor: Michael Janich
Cost: \$200.00 (per 8-hour course)

Time: 8:30 am to 5:00 pm
Special offer: Take both Levels 1 & 2 or 3 & 4 on the same weekend and get a special rate of \$350.00.

September

(Registration ends on: 9/4/2002)

Saturday 9/14/2002

Martial Blade Craft...Level 3

Sunday 9/15/2002

Martial Blade Craft...Level 4

November

(Registration ends on: 10/30/2002)

Saturday 11/9/2002

Martial Blade Craft...Level 1

Sunday 11/10/2002

Martial Blade Craft...Level 2

Custom Knifemaker's Corner

Michael Janich

Two things fascinated Michael Janich as a youngster, the martial arts craze of the early 1970s and Asian culture. His interest in knives began while practicing empty hand defenses against knife attacks in a martial arts class. When he complained that none of the techniques taught seemed to work very well, his instructor commented, "If you want to learn to defend against a weapon, first learn how to use that weapon". Taking that advice to heart developed into a long time fascination with martial knife use.



Mike's twenty-five plus years of training in the martial arts, along with his desire to understand the specific functions of various styles of knives, give him a good insight into knife design. As a decorated U.S. Army veteran and former Intelligence Officer he has years of experience actually carrying knives as primary personal defense weapons and a solid understanding of what constitutes a functional, user-friendly Martial Blade Craft design. He has collaborated in several knife designs including the development of the Tempest design for the Masters of Defense line and the new FB09 Spyderco Ronin fixed-blade neck knife.

Now for the question this humble writer had to ask and you may want to know too, "What the heck is a Ronin?" Translated literally it means 'wave man'. Rendered understandable to the western world, it is an ancient masterless Samurai Warrior. Often wandering about unemployed, masterless Samurai were called "Ronin" and pursued martial arts and other art forms as a means of self-preservation.

Michael's future goals are to establish Martial Blade Craft as a responsible,

Marketing

continued

Give Us Ideas... We'll Give You A Catalog

Hard thinking ahead to falling snow and holidays while summer is blazing but Spyderco's Marketing Department has started gearing up and getting ready for next year's Dealer Catalog, due January 2003. And we want your feedback. Help us answer these questions: What would make this catalog more usable for you, our dealer? Do you like a specific format and what information would best serve you—to serve your customer? Email Joyce Laituri at jlaituri@spyderco.com with your suggestions and ideas.

Spyderco's Dealer Catalog Wins Award

Denver based printer A.B. Hirschfeld and Boulder based Complete Creative Services owned by Eric May recently won the "Best Catalog" and "Judges Choice Award" with Spyderco's 2002 Dealer Catalog. This prestigious award was presented by the Rocky Mountain Area Printing & Imaging Association and moves Spyderco's catalog onto the next level, a nationwide printing competition.

MICHAEL JANICH continued page 2

Spydercollection.com



Get To Know Spyderco...The Accounting Department

Spyderco's accounting team is made of four people with one thing in common; they understand numbers and are here to be of service to our dealers and distributors. The team members are:

Jack Botbyl:

Controller

Phone Extension 257

Email: jbotbyl@spyderco.com

Christy Shorey:

Accounting/Payroll

Phone Extension 220

Email:

cshorey@spyderco.com

Pat Palmer:

Analyst/Accounts Receivable

Phone Extension 129

Email:

ppalmer@spyderco.com

Lisa Underwood:

Accounts Payable/Payroll.

Phone Extension 222

Email:

lunderwood@spyderco.com

Four thousand Spyderco wholesale customers have direct contact with this department. Their goal is to assist you with your account, paving the way to make your purchasing power efficient as possible. If you ever have questions regarding your account let us know. Questions regarding a specific order or for product inquiries please contact your sales representative. ❀

Featuring:

the FB09 Ronin

In the knife world the Ronin is a fixed-blade neck knife designed by Michael Janich. Mike Janich took the design to custom knifemaker Michael Snody who for several years sold a custom version.

By virtue of its short 3" (76mm) blade length it is lawfully acceptable for carry most anywhere. The blade has a modified Wharncliffe-shape and is crafted of VG-10 stainless steel. Available plain edged only, the cutting surface is flat-ground, honed thin and fiercely sharp. Made out of an imposing 3mm thick slab of steel, the blade comes pressed between two black linen Micarta slabs, like lunchmeat in a sandwich. Texturing along the spine provides a location to place the thumb and offers extra gripping ability when choking up on the blade. On the bottom side of the handle a yawning index finger choil situates the hand for quick retrieval and responsive control while cutting. Three dime-sized holes drilled out of the handle knock out a few grams of weight and give the Ronin a 'retro-look'. Gripped in the hand, the stout little blade and curved handle feel rock solid goading you to put it to hard use. The Ronin carries splendidly light around the neck, encased in a downward drawing Kydex neck sheath strung with a bead-ball chain covered in black paracord. The molded thermoplastic sheath has a horizontal tube at the top where the chain draws through. This prohibits the knife from flipping over; out of draw position, while keeping it flat at mid-chest level. The manufacturer's suggested retail price around \$159.95. ❀



**Prototype
Pictured**

Custom Knifemaker's Corner from page 1

ethical, and universally respected form of personal defense. By teaching the right people the right skills, the image of knives in society can be improved and establish edged-weapons training a respectable martial arts form.

"I feel that the leaders of the cutlery industry, like Spyderco, will always be a direct reflection of the interests and needs of real knife users. In my opinion, having the courage and insight to understand and serve those needs is the key to succeeding in this industry. The MBC program is an excellent example of that approach and a strong indication of current trends."
— Michael Janich

To learn more about Michael's civilian and law enforcement MBC training courses, take a look at www.spyderco.com and www.martialbladecraft.com also see page 1 of this SpyderEdge for a class schedule. An extensive collection of Michael Janich instruction videos and books on self-defense can be viewed at www.paladin-press.com. ❀

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new products



Three New G. Sakai Designed Models Available Exclusively Through Spyderco

Out of Japan comes some of the highest quality cutlery manufactured in the world. Spyderco is the exclusive American distributor for cutlery designed by G. Sakai from Seki City, Japan. Sakai makes high-performance knives with their product development based on the traditions of Seki, a centuries-old town of swordsmiths. Recently they made available to Spyderco their new Clutch Lock models. The Clutch Locks are medium-sized folders with 3" (76 mm) modified clip-point blades. They are available with a plain, flat-ground cutting edge and crafted from AUS-8 stainless steel. Made of lightweight titanium colored indigo blue, the handles come in three unique patterns: The **GS02CL** model features an earth-tone geometric pattern inscribed into the titanium handle. The **GS03CL** has a panel of rich Cocobolo rosewood and the **GS05CL** a shard of opalescent white mother of pearl. What stamps these models as unusual is the blade locking mechanism. The Clutch Lock releases the blade by placing your thumb over the thumb stud and applying forward and downward motion. It works by dropping a piece of steel into a receiving slot set within the handle locking the blade open for safe use. A tapered pocket clip positions the folder for tip-up carry. Small examples of fit and finish and attention to detail commemorate all G. Sakai products. For example, the blade's pivot pin is cut geometrically, circled by a highly polished golden ring while all rivets and components are buffed to smoothness and fitted precisely. The GS02, GS03, and GS05 each weigh 2.3 oz (66g) and manufacturing suggested retail cost for each is \$69.95US.



Spyderco Celebrates 25 Years With the C76 25th Anniversary Knife

An anniversary is a milestone, especially a 25th anniversary. Spyderco celebrates a quarter century of knifemaking by releasing a limited edition version of their classic C11 Delica Model. Spyderco traditionally manufactures knives for function with appearance relegated to the second seat. The Anniversary knife is a different approach; designed for outward show it is destined to be solely a collector piece. Limited to 500 pieces, a most notable feature on this knife is the handle's remarkable bolsters. Formed of mosaic Damascus stainless steel, they're covered with marching Spyderco bugs. Each bug is hand-forged into the steel by master knifemaker Ed Schempp of Ephrata, Washington. The bolsters are then mounted onto a stainless steel handle and the remaining handle area is plated with natural honey-colored jig-boned panels. Vibrant, opulent and warm in color, no two knives look exactly alike due the organic nature of the jig-bone and the variance of the hand-made bugs. The blade is 3 inches long (76mm) and constructed of VG-10 stainless steel, available with a plain cutting edge. Overall weight is 3.9 oz (110g). Each knife is housed in a presentation case crafted of Cocobolo rose wood, lined in posh black fabric. The Spyderco bug is laser engraved on the wooden lid and there's an informational plaque inside. The **C76 Anniversary Delica** is without question Spyderco's most collectible knife to date. Manufacturers suggested retail price is \$529.95US.

new products



C75 Kiwi
Production Prototype Pictured

C75 Kiwi

Meet the **Kiwi**. It's not a fruit, bird, or slang for a New Zealander but a gentlemen's lock-back folder, soon to be released by Spyderco. An affable two-inch long (59mm) VG-10 stainless blade bears an almost comic 'bump' just forward of the opening hole. Placed on an otherwise classically shaped Wharncliffe blade, the bump makes the Kiwi look animalistic, almost hunchbacked, but offers a clever slip-resistant site for thumb or index finger while cutting with precision or intricacy. The blade opens with the round hole and locks snugly via a back-lock. Bitten out of the underbelly of the grip are two deeply cut finger choils. Choil number one positions the index finger, choil number two (cut just behind the first) accommodates the middle finger. While gripping the handle, the choil pair jogs the hand into proper position so it's comfortable and conveys the feeling of a much larger knife in the palm.

Reminiscent of old-timer jackknives made with natural handle materials, both sides of the Kiwi's handle are inlaid with amber jugged-bone slats set into brushed stainless steel bolsters. Also in keeping with the old-time folders the Kiwi is clipless. A curious fusion of techno-futuristic and old-world, it's at home in weekend or Wall Street clothing and is a real looker and amazing performer. The overall weight is 1.8 oz (51g), the blade comes exclusively in a PlainEdge and the manufacturer's suggested retail price is \$139.95.



C74 Trakk'r
Production Prototype Pictured

C74 Trakk'r (Tim Wegner Design)

Tim is well known in the cutlery market, firearms industry and notably the hunting business. The new Spyderco **C74 Trakk'r** is Tim's idea of an idyllic hunting folder. We agree with him. The C74 has a deep, full belly for skinning and caping game and a faintly drop-pointed tip. Blade length is 3 1/4" (82mm) and it's made of premium 154CM stainless steel. Medium in stature, the blade crosses smoothly from sport and field to a 'carry-in-your-pocket-everyday' folder by virtue of its sociable size and high performance materials. A three-dimensionally molded, woodland green FRN (fiberglass reinforced nylon resin) handle fills in the contours of the palm. It comes textured with black, etched cat prints or 'pugs'. These pugs stick to the hand imparting tactile resistance even under adverse outdoor conditions like cold, water or oil. Equipped with a Compression Lock on top of the handle (Spyderco's strongest locking mechanism to date), the Trakk'r opens/closes straightforwardly with one

hand. A stainless steel pocket clip positions the folder to carry tip-down and reverses for left/right-handers. Steel lined, the lanyard hole on the butt end of the knife accepts a cord/thong for secondary attachment in the field or around water and underbrush. Available in a PlainEdge or SpyderEdge blade configuration the Trakk'r weighs in at 3.1 oz (89g). M.S.R.P. will be announced shortly. A must have for hunters and outdoorsmen. 🐾

sales department

New Person Joins Spyderco's Sales Department

Joan Parson: Sales/Marketing

Administrator/Coordinator — Joan joins Spyderco having been a customer service professional nearly a decade in the retail outdoor business. Her career in the outdoor industry has developed into a passion for all things outside including: running, snowboarding, backpacking and gardening. A Colorado Native with two teenage boys, if she's not at Spyderco she can be found outdoors with her family.

Monthly Special Information Zapped to Customers

Spyderco has begun offering monthly specials on specific products via fast-faxes and email. Please take advantage of these great buys. If you are not currently receiving our updates and would like to, call or email sales@spyderco.com or your sales specialist. 🌿

Spyderco Changes Shipping Address

Here's a weird one for you...Spyderco has a new physical address but never physically moved the home office. Due to the booming building trend in Golden and around Spyderco, we were allowed to choose the name for the road in front of our building.

Our new **shipping** address is:

**820 Spyderco Way
Golden, Colorado 80403 USA**

Phone, fax, P.O. box and email addresses all remain the same. 🌿

product updates

A Sharp Tip On Collecting

Do you know about Spyderco's Collector Club Program? The first 200 pieces of all new models are serial numbered with each member 'owning' a number. The rules for membership: You choose from one of the available numbers, then agree to purchase all new models released in the calendar year with your number engraved on the knife. It's a great way to own everything manufactured by Spyderco for your own use or as an investment and definitely more fun than collecting beanie babies. Several numbers are available. For more information contact the program administrator Joan Parson at 800-525-7770 or jparson@spyderco.com.

C14 Rescue Model — Gets Remodeled

"Saving and Serving Professionals" want specific features in a folding knife. Emergency cutting requires these experts have a readily accessible knife for quickly separating a variety of materials and a design that safely cuts around people in hectic surroundings. Spyderco's new **C14 Rescue 93mm** model



C14 Rescue 93mm
Production Prototype Pictured

was built with these needs in mind. A remake of the landmark C14 Spyderco Rescue, the Rescue 93mm has a 3 1/16" cutting edge made from VG-10 stainless steel. The blade is mostly serrated with a PlainEdged inch at the tip covering a

far-flung range of cutting needs. The blade's tip is a rounded sheepfoot design (no sharpened point) that slides safely under seatbelts or clothing. A unique feature is the wave-shaped portion of steel bitten from the blade's spine in front of the hole. While cutting, the wave provides a positioning spot for the index finger giving perfect control over the blade's tip. Behind the round hole a row of textured furrows position the thumb for command over the entire cutting edge. Both positioning points are further refined by a finger choil cut from the underbelly of the handle where the handle and blade meet. Blade and handle shape collectively create first-rate control and ergonomic comfort over the entire knife. Made of fiberglass reinforced nylon resin the handle is indigo blue, textured with a palm grip-sticking waffle pattern. A tip-up pocket clip fastens to either side of the handle for both right and left-handers and doubles as a lanyard. A half-moon of steel removed from the locking lever (called a David Boye indent) makes the knife impossible to accidentally close when gripped very tightly. Safe and smart, the Rescue 93mm weighs 2.6 oz (74g) and sells at retail for \$72.95. 🌿

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Spyderco, Inc.
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On the Road...

August 8-11, 2002

Outdoor Retailer Summer Market

Salt Lake City, UT

August 16-18, 2002

PKA Show (Professional Knifemaker's Association)

Denver, CO

August 24-27, 2002

NBS Fall Market

(Spyderco will be represented by Gary Grant Sales)

Fort Worth, TX

Discover the Secret of the
MEERKAT
by
Spyderco™

For more information see your local Spyderco Dealer or call us
at 1-800-525-7770 or 303-279-8383. www.Spyderco.com

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