

1st Quarter
January - March
1998



Spyderco Worldwide Network

**S.H.O.T. Show
Issue**

Introducing the New C35 USA "Q"



We are proud to introduce our latest design of the C35 "Q". Since the "Q"'s inception to world markets, its popularity has only continued to increase.

The "Q" has unique appeal to knife collectors and the public in general. It has been used as a business card, as a gift with purchase, employee award or gift and also in conjunction with magazine subscriptions. With this interest escalating, Spyderco is considering a new design to begin with each new calendar year.

The first in our series will be a rendition of the United States Flag. This blade design will be produced in SpyderEdge only. The new model features the same patented high-tech offset SpringLock and also includes the patented offset SpringClip which can be removed and repositioned on the handle for left hand, right hand, tip up or tip down carry. Our original C35 "Q" with the Spyderco bug logo will continue to be available as well.

This 1998 Spyderco design can be located on your new price list as a C35SBK USA. Suggested retail will be \$51.95.

Stop by our booth #3758 at the S.H.O.T. Show this year and see this model as well as several other prototypes and new models. Spydercollection.com

New Product New Product New Product



Mini Dyad C39P&S

Blade Steel.....ATS-55
Blade Length.... 2 1/4" (57mm)
Weight.....1.6oz (45g)
Handle Mat.....Micarta
Edge Type.....Clip Point - PlainEdge
 Sheep's Foot - SpyderEdge
Hardness.....Rc59-61
Suggested Retail \$85.95



Bob Lum C46

Blade Steel.....ATS-55
Blade Length.... 3 13/16" (97mm)
Weight.....5.1 oz (145g)
Handle Mat.....Titanium
Edge Type.....PlainEdge, 50/50
Hardness.....Rc59-61
Suggested Retail \$TBA



Rescue Jr. C45SBK

Blade Steel.....ATS-55
Blade Length.... 3 1/8" (79mm)
Weight.....2.1 oz (60g)
Handle Mat.....Glass Reinforced Nylon
Edge Type.....SpyderEdge
Hardness.....Rc59-61
Suggested Retail \$62.95

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New Product New Product New Product

Peter Herbst C53

Blade Steel.....440 C
Blade Length.... 3 1/16" (78mm)
Weight..... 4 oz. (113g.)
Handle Mat..... Titanium
Edge Type..... 50/50
Hardness..... Rc59-61
Suggested Retail \$169.95



Rookie C51

Blade Steel.....ATS-55
Blade Length.... 3 1/8" (79mm)
Weight..... 3.3 oz (94g)
Handle Mat..... Stainless Steel
Edge Type..... PlainEdge, SpyderEdge
Hardness..... Rc59-61
Suggested Retail \$84.95



Rookie C51G

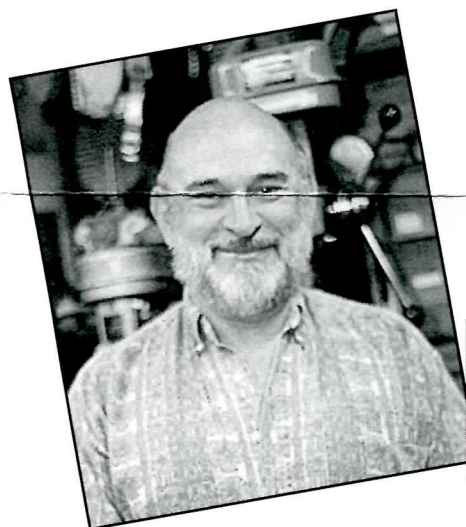
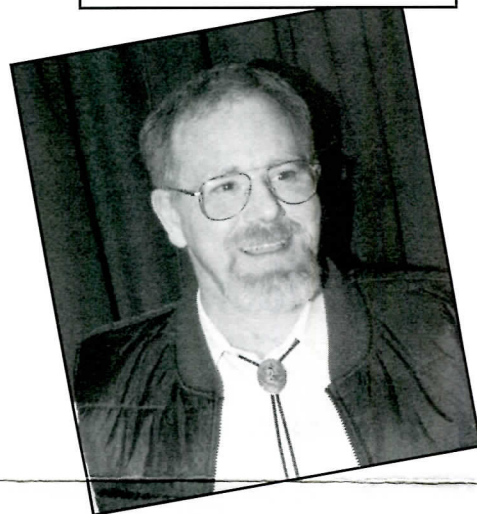
Blade Steel.....ATS-55
Blade Length.... 3 1/8" (79mm)
Weight..... 1.9 oz (55g)
Handle Mat..... G-10
Edge Type..... PlainEdge, SpyderEdge
Hardness..... Rc59-61
Suggested Retail \$99.95

Meet the Custom Knifemakers...



Bob Terzuola
Santa Fe, NM
C15GPS, C15GPSL
C19GPS, C19GPSL

Michael Walker
Eugene, OR
C22P, C22PS
C37PBK, C37PSBK



Wayne Goddard
Eugene, OR
C16PS, C18PS
C20PS, C16PSBK



Jess Horn
Florence, OR
C27P, C27S, C34P
C34S, C38PBK, C38PSBK

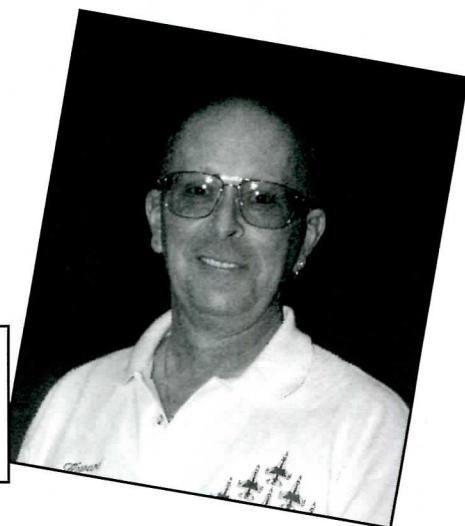


Frank Centofante
Madisonville, TN
C25GP, C25GS
C50GP, C50GS

Bill Moran
Braddock Heights, MD
FB01



Howard Viele
Westwood, NJ
C42P, C42S



Tim Wegner
Tacoma, WA
C48GP, C48GPS
C49GP, C49GPS



**Jot Singh
Khalsa**
Millis, MA
C40P, C40S



Bob Lum
Eugene, OR
C46P, C46PS



1998 Shows

JANUARY

S.H.O.T. Show
Las Vegas, NV
1/27 - 1/30

FEBRUARY

Sports Inc.
Phoenix, AZ
2/11 - 2/14

NBS
Fort Worth, TX
2/13 - 2/15

MARCH

World Wide Dist.
Reno, NV
3/2 - 3/6

IWA
Nurnberg, Germany
3/13 - 3/16

JUNE

Blade Show
Atlanta, GA
6/12 - 6/14

Did You Know...

Liner Lock Safety: The new C50 Centofante will have an updated safety feature for its liner lock. This innovative locking mechanism located on the handle will securely lock the blade in the open position only and prevent it from closing even under extreme pressure.

We've moved! Please keep in mind that our mailing address, phone and fax numbers have remained the same. Our new physical address is:

Spyderco, Inc.
20011 Golden Gate Canyon Rd.
Golden, Colorado 80403

We are proud to announce that Spyderco is now an official licensed product of the PRCA (Professional Rodeo Cowboys Association). All selected models will have the PRCA logo engraved on their blade. The following models have been approved as the official knives: Calypso Jr. C52, Delica C11, Endura C10, Pro-Venator C13, Native C41, Rescue Jr. C45, and the "Q" C35. Contact your Sales Specialist for further details and availability.

Product & Pricing

Although a price increase went into effect January 1st, Spyderco held the 1997 pricing on backorders for the following models: Military Model C36, Native C41 and Delica II C43. Orders had to be placed prior to November 1st for the pricing to remain the same. Backordered C36s delivered after March 1st and backordered C41 and C43s delivered after June 1st will reflect 1998 pricing only.

Just a reminder, there will no longer be a discount on COD accounts.

Starting January 1, 1998 packages returned with no RA numbers will be refused. This policy will be enforced, check with your Sales Specialist if you have questions.

Product Updates

Attention Dealers and Retailers: You will be receiving a point of purchase counter top display for the Calypso Jr. C52 that will hold our newly designed consumer brochures.

More information from the display front: we are working on the prototype for our new acrylic counter top display. In addition, we will be designing some sales packages to offer in conjunction with the displays. Call or fax for further information or stop by our booth at S.H.O.T. Show.

Please note that the Solo models are discontinued and will not be listed in our 1998 price list.

Just a reminder, the C05G Standard, the C07G Police Model and the C08G Harpy with G-10 scales are being produced as batch knives and are delivered in limited quantities.

Spydercollection.com

Marketing Update

Our new consumer brochure is here! This is a four color booklet for you and your customers that shows our product line in detail with technical information about each knife. One of these will be enclosed in each slider box. The brochure features a tropical fish theme in the background that is colorful and eye-catching to interest your customers!

Several of our models are now officially licensed products of the PRCA. Seven different models are available with the PRCA logo engraved on the blade and Spyderco's Marketing Department has made a four color tri-fold flyer to show off these official products. For more information about adding PRCA CLIPITs to your product line and how to obtain these brochures, call your Sales Specialist today.

Spyderco has long been renowned for making custom collaboration knives with some of the world's most famous knife-makers. To promote these specialty knives,

Spyderco has started an ad campaign featuring a separate ad for each custom collaboration. The ads display the particular custom knife set on top of a book. A series of ads will be running in all of the major knife publications nationwide. The first ad spotlighted custom maker Bill Moran, the next will focus on world-famous custom maker Jess Horn and the third ad, master bladesmith Wayne Goddard.

Look for all three ads to break in early 1998 and continue throughout the year.

The Spyderco Marketing Department has completed a plan for our print advertising strategies for 1998.

To assist your sales efforts, we commit to and place a large number of ads per year worldwide. Our commitment to advertising in every issue of cutlery industry publications will continue. Those magazines include BLADE, KNIFE WORLD, KNIVES ILLUSTRATED and TACTICAL KNIVES. Spyderco is planning to advertise in several different western and rodeo related publications this year as well as placing ads in a new market for us: the adventure travel industry. Look for Spyderco ads to appear in various magazines and publications geared to the consumer and also trade related. These will include the following markets: The Gun/Shooting Industry, Outdoor Sports, Western/Rodeo, and Ski/Rescue.

We will have a presence in many trade show directories. The largest trade show that Spyderco attends in the U.S. is the Shooting Hunting Outdoor Trade show or S.H.O.T. Show, held each January. Appearing here, is the new ad that will make its debut at the show!

Evolution (ev' ū-loo' shōn) *n.* the process of changing into a different and more highly effective form

Spyderco (spī' dūr-kō) *n.* the company that accelerates evolution in the knife industry

SPYDERCO

★ CLASSIC MODELS WITH AN EVOLUTIONARY TWIST ★

- Premium ATS-55 stainless blade steel debuts as a knife industry exclusive
- More pronounced Volcano Grip™ handle pattern provides enhanced control
- New stainless steel pocket clip is reversible for left- / right-hand carry

See us at booth #3758
or call (800) 525-7770 or (303) 279-8383

Visit our website at
www.spyderco.com

Spydercollection.com



Spyderco®

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

Spyderco Worldwide Network

**Deliver to
Purchasing Agent
Immediately!**

Spyderco.
Large enough to tackle substantial chores but small enough for daily carry, these pocket cutlery tools feel like a natural extension of your hand.

Calypso Jr. CLIPIT.. Model CS2
Stainless Steel
Micarta®

Advantages

- Blade Hole =** Best option for one-hand opening
- Spyderedge.. Serrations =** Superior cutting power
- Ergonomic Shape =** Comfort in the hand
- Premium Fine-Grain Stainless Steel =** Exceptional sharpness and edge retention
- Clothing Clip =** Convenient carry and easy access
- Blade Hole =** Efficient one-hand closing

Look for the Spyderco Trademark Round Hole.. as a symbol of high quality and craftsmanship

Designed for tip-down carry

Available worldwide - For more information on this and other Spyderco products, ask your local retailer or call (800) 525-7770 or (303) 279-8383 - See us on the Web at www.spyderco.com

**Look for
this ad as
well as other
new ads in
1998
publications!**

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