

Spyder Edge

4th Quarter, 2001

www.spyderco.com

Marketing

Updates

This one is Fresh

Fresh off the presses, fresh new models, fresh information for 2002, and a back-ground theme of fresh water. All that is included in the 2002 Dealer Catalog which was released October 15th. Included with the new catalog is the 2002 dealer price sheet. Call us if you need copies or to request additional copies.

'Ol Blue Bug to Retire

Since Spyderco's inception our packaging has featured some form of the blue Spyderco logo bug (frequently and sometimes affectionately referred to as the Rocky Mountain Tick). In 2002 Mr. Bug goes on the table for a major facelift. The drawing table that is. New packaging will reflect a more contemporary, high-tech look. Mr. Bug will still be in attendance but now on black sliderboxes, new company letterhead, business cards and POP displays. More information will be released as it becomes available. ❄



FB04 Fred Perrin Fixed-Blade

Fred Perrin Custom Knifemaker

French knifemaker Fred Perrin drafted the Spyderco/Perrin Fixed Blade to be utilitarian, uncomplicated and capable. Perrin's background is multi-faceted. A former French Army Commando, he has a slew of European martial arts titles, conducts training seminars for elite police units, is exceptionally talented at making knives and is a dedicated husband and father.



The fixed-blade Perrin knife is a workhorse for hardcore chores. Shaped somewhere between a Bowie-style and clip-point style, the blade is 5 inches (127 mm) of flat-ground, 4mm thick VG-10 stainless steel. The handle is molded of high-impact fiberglass reinforced nylon (FRN) with rubbery Kraton side panels which put the skids on your hand slipping around while cutting. An index-finger notch on the underbelly of the handle positions the forefinger at a spot where the knife is perfectly balanced. So precise is the 'sweet spot', the knife balances on your finger and draws and retrieves quickly without obstruction or hang-ups. A subtle down-

Knives on the Hot Seat

Spyderco is committed to producing quality cutting tools in a responsible manner. Many of you asked, "after the events of September 11, 2001 will the knife industry be changed?" We've seen no indication of that happening other than the new restrictions placed on carrying a knife while traveling by air. In fact, many knife manufacturers (including us) have received positive feedback and inquiries coming from government agencies (including the new US Sky Marshall training program) and requests for rescue knives needed by the tireless workers at Ground Zero during the anticipated extended clean up. Thank you everyone who supports our industry and for your responsible actions and reactions as time passes. Our hats are off to all of you.

Next up...

Consumer Catalog 2002

Arriving January 1st 2002 is the PDR (product description reference). The consumer brochure your customers will want, it's replete with four-color images of Spyderco knives and accessories, product information and useful tidbits. ❄

FRED PERRIN continued page 2

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ward curve to the butt end of the handle aligns the wrist and forearm bones in a natural thrusting position. Comfort is the key here! It clips to your clothing by way of a Kydex belt sheath. Overall the knife spans 9 3/8 inches (238 mm) and weighs 3.67 oz (104 grams). Made specifically for outdoorsmen, military types and divers, it may not take home the crown at a the beauty pageant, but unquestionably scores top marks as an impressive package of no-nonsense, comfortable, cutting power.

It may Take Longer

The recent events in America have effected our shipping abilities slowing down shipment of items overseas for export. The FAA (Federal Aviation Administration) stopped commercial passenger airlines from carrying cargo allowing just freight companies to move parcels. In addition, all freight companies/handlers involved in getting our products to you now must undergo heightened security and background checks before being allowed to. Please keep in mind when ordering, shipping may take longer. Thank you for your patience. 🌻

Manufacturing explanations



Steve Oge and his Laser Skills

Spyderco uses a C₀₂ laser cutter. Why? This machine (close in size to a small delivery truck) produces a laser beam, which precisely cuts metal, G-10, and plastics to within 1/1000 of an inch tolerance. Having this equipment in-house allows Spyderco to control our level of quality to an amazing degree and go from a design idea in the mind, to a complete prototype knife in a single workday. External (blade and handles) and internal (locking bars) parts remain concordant in size and shape from the first run of a knife to the thousandth run. Twenty-five hundred pieces can run through the laser in a single shift keeping parts ready and on hand for assembly. The laser's ease of use and versatility allow it to jump from making Military Model parts to producing Guntung components in about thirty minutes.

Who runs this machine? Two forces actually, one human, one machine. Steve Oge joined Team Spyderco last year. As our Laser Technician he brings the experience of 26 years as a machinist with him. Steve controls/programs a CNC (computer numerical control) device driving the laser with digital direction and data. Steve may be a master of quality control but he's also an avid car enthusiast and antique fanatic. He and the manufacturing team have elevated Spyderco's American manufactured products to a level of quality that sets a standard in the cutlery industry.

Take A Turkey To Lunch

A handful of Spyderco rep groups sell product lines other than cutlery, some of these items are quite unique. Take for instance the deep frying turkey pot. Sharp and hungry rep groups have taken to marketing turkey fryers and Spyderco kitchen knives as a package to the backyard barbecue enthusiast. We were skeptical but decided to try it out October 19th. Spyderco management led by Chef Jeff Bar Hoover planned a company luncheon, brought in turkey frying pots and 'crisped a few birds'. Using **K04** and **K05 Spyderco kitchen knives** the birds were prepared and the jury was in. Incredible! Even cholesterol counters admitted the birds were non-greasy, crispy golden brown and juicy inside. A good lunch was gobbled (okay! I know that's bad) by all and a new market for kitchen knives established.

On the Road...

November 2-4

New York Knife Show
New York, NY

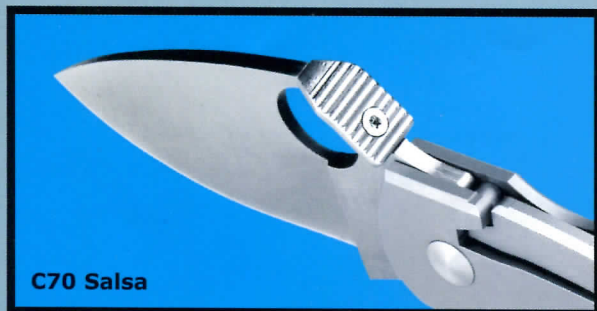
February 2-5 2002

SHOT Show
Las Vegas, NV

We look forward to seeing all of you at the SHOT Show. Contact your Spyderco representative and make a meeting appointment soon.

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product updates



C70 Salsa

What's a Cobra Hood?

The name inspires wacky visuals but no, a 'Cobra Hood' is not headgear for, venomous snakes. It's a machined flange of steel positioned over the round opening hole on a blade. The flange is textured along the top for better thumb grip and it directs/positions your thumb over the hole for rapid and precise opening of the knife blade. It's one of those slap my forehead "why didn't I think of that" uncomplicated designs which improves upon the simplicity of the opening hole. The name Cobra Hood is apt since it *does* physically resemble the shape of a ready-to-strike cobra's head. In coming months you'll see this feature on the **C70 ATR** and **C71 Salsa** model CLIPITS.



204 Tri-Angle Sharpmaker

Diamonds *Can* Be a Guy's Best Friend?

You ask, we listen. In year's past we've offered diamond coated speed sleeves as an accessory to our original sharpening system, the 203 Tri-Angle Sharpmaker. The 203 retired in 1998 making way for the **204 Tri-Angle Sharpmaker** and the diamond-coated sleeves were discontinued. We've since had numerous requests to bring them back. We'll again offer a diamond coated sharpening accessory, scheduled to arrive mid-2002. The new hollow metal rods are triangular and coated with microscopic diamond particles, perfect for aggressive sharpening. They fit into the existing 204-sharpener base and are sold separately from the 204 system. Contact your sales representative if you'd like more information.



C64 Meerkat

The Phantom Lock—A Meerkat Mystery?

The new **C64 Meerkat** has a secret... Its pressure release blade-locking system baffles many people handling the model for the first time. To release the locked open blade, position your thumb on the butt end of the handle over the Spyderco bug. Put two fingers on the backside of the handle and scissor the two handle scales in opposite directions. This releases the locking mechanism, letting the blade close into the handle. Funny thing, once you've mastered the new lock you'll find you can't put the knife down.

new products



C70 ATR
Production Prototype Pictured



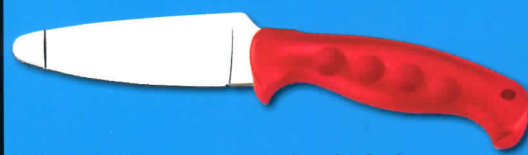
C71 Salsa
Production Prototypes Pictured



Jester JBK



FB05 Temperance Fixed Blade



FB05TR Temperance Fixed Blade

C70 ATR: At-The-Ready

Always ready. Spyderco introduces the **At The Ready** or A.T.R. Designed by Sal Glesser it's loaded with high-tech features. It has an integrated Compression Lock and a 3 1/2" blade of VG-10 or BG-42 stainless steel (blade steel will be decided upon once we're closer to production). A snub-nosed blade tip is thicker at the end amplifying strength and inviting hard use. Round holes in the titanium handle and clip lessen the overall weight and position the hand/fingers for 'indexing' the folder. This is one of our first models to feature the new Cobra Hood. The hood (cap) above the round hole guides the thumb precisely where it needs to be for quick opening of the blade. More details such as weight, overall length and MSRP will be announced soon. Call your sales person for more information.

C71 Salsa

Sort of a spiced-up overfed Navigator; the **Salsa** is a mighty-mite small knife that *thinks* it's a big blade. There are two Salsas actually. One version has colored anodized aluminum handle scales that house a Compression Lock inside, available in green, blue and khaki. It's complete with a heavy-gauge wire clip which rotates/ fastens to either side of the knife for left and right handers alike. The second Salsa has a natural, titanium colored handle with an integral Compression Lock. Both flavors have a Spyderco Cobra Hood for rapid deployment of the blade. Blade length is 2 1/2". The blade steel on the aluminum colored handle version will be AUS-8, the titanium version blade will be made of ATS-34. ¡Este es caliente!

Jester JBK

Same size and stature as the Ladybug the **Jester** includes a couple new features. Texturing along the top of the blade above the round hole and at the tip favor intricate cutting by offering a grip position for your thumb and forefinger. The hollow-ground blade is AUS-6 steel, 1 15/16" long and available in a PlainEdge or SpyderEdge. The Jester is one of the few 'clip-less' knives Spyderco produces and is designed to go on a keychain or inside a pocket. Available with a FRN (fiberglass reinforced nylon) handle in black, lime green or fuchsia, it'll be available mid-February 2002. A limited 1000 pieces of Jesters with a burgundy Micarta handles will be produced and available mid-January 2002 in a PlainEdge only.

FB05 Temperance Fixed-Blade/Trainer

The **Temperance Fixed-Blade** is a serious entry into the fixed-blade market. It's flat-ground 4 1/2" blade is at home hunting, camping or in the kitchen. The FRN handle is molded with four dimples for indexing and rotation. Here's the dirt... Blade steel: VG-10, available PlainEdge or SpyderEdge, it's clip-less, accompanied by a Kydex belt sheath. Also available is a red handled trainer that is unsharpened and the same weight and size for realistic training.

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Getting to Know Your Spyderco Sales Department...Just Who Are These People?

Here's the official bio on your favorite sales person.

Warren Rose - **Title:** Fearless Leader and Sales Department Chief-Honcho. **Sex:** Male. **Age:** Grown-up. **Likes:** 20 mile runs and cheese. **Dislikes:** Lazy people. Phone Extension: X103.

Linda MacQueen - **Title:** Domestic Customer Service Representative. (Deity of Female Divinity) **Sex:** Female. **Age:** Young heart, face and mind. **Likes:** Love those BIG orders. **Dislikes:** No fresh coffee in the morning. Phone Extension: X114.

Dave Maxson - **Title:** Domestic Customer Service Representative. (Light-speed Order Entry Wizard) **Sex:** Male. **Age:** Ageless and ancient. **Likes:**

Motorcycle enthusiast, avid reader, hiking, camping, outdoors. **Dislikes:** I hate it when people lose my place in a book. Phone Extension: X105.

Pam Nall - **Title:** Domestic Customer Service Representative. (Sales Force Spiritual Leader) **Sex:** Female. **Age:** Somewhere between new school and old school. **Likes:** Hiking, animals, spiritual life and plants. **Dislikes:** Dishonesty. Phone Extension: X111.

Celia Simon - **Title:** Administrative Support/Export Sales. **Sex:** Female. **Age:** Timeless. **Likes:** Celebrations, winning and kids. **Dislikes:** Dirty fingernails. Phone Extension: X128.

Spyderco Email Directory

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Spyderco Welcomes New Sales/Marketing Manager

Welcome Warren Rose.
September 24, 2001

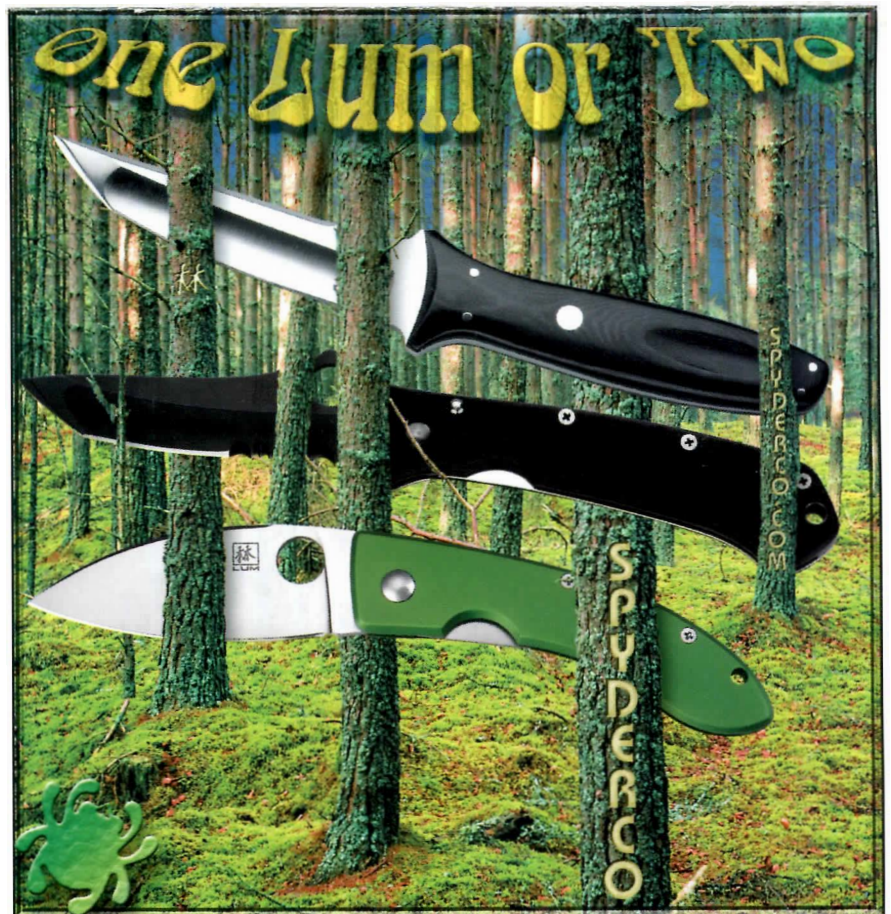
Warren joined Spyderco, filling the position of Sales/Marketing Manager. He brings with him



21 years of successful and innovative sales and marketing expertise with a special capacity for hard-line product marketing. First up is developing new programs for our internal sales personnel and getting to know and listening to our extensive group of dealers, distributors and rep groups. Please help us in making him feel at home.



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