

Spyder Edge

3rd Quarter, 2000

www.spyderco.com

Marketing

Updates

Three New Print Ads from Spyderco:

Scheduled for release this summer are several new 1/3 page, four-color ads from Spyderco. In order of which they'll appear:

- the first ad features the T01 SpydeRench multitool,
- the second pictures the credit card knife (SC01 Spyder-Card),
- a third ad highlights our three most popular lightweight knives (C11BK Delica, C41BK Native and C52 Calypso Jr.)
- and a fourth touts several custom collaborations.

These are slated to run in a variety of cutlery magazines throughout 2000. Tell us what you think.

Coming this August

The PDR or Product Description Reference is the small consumer catalog that Spyderco produces for the end-line-user. Look for a new and up to date PDR coming in August 2000. ❄



The C68 Gunting



C68 Bram Frank "Gunting"™

In the world of martial arts there are some interesting tools of the trade. The C68 Gunting (I know, you're thinking "what's a Gunting?") is a new model from Spyderco. It's also a maneuver used in Filipino martial arts. In a nutshell, Gunting is a series of moves used to disable an opponent by striking their weapon and body and targeting various non-lethal pressure points. The Spyderco Gunting design sprang from the mind of Martial Arts "hall of famer" Bram Frank. Most noticeable is the appendage on the blade. The ingeniousness of this blade shape is apparent in two ways:

- 1 The appendage allows for Kinetic Opening™ (patent pending) of the blade by leveraging it against an object or opponent. In the closed position it can be used like a Yawara Stick with the appendage being applied to various pressure points on an opponent's body for non-lethal control. Are you listening law enforcement, military and rescue personnel? Spyderco opted to use CPM-440V stainless blade steel.
- 2 Also new and noteworthy is the Spyderco Compression Lock™ (patent pending). The lock release is set into the top of a G-10 handle. It's

Spyderco dealer video

Imagine this scenario...

You run a retail store. It is Saturday and you have a new employee starting. That person joining your sales team has no prior knowledge of pocket knives, especially of a specialized brand of pocket knives like Spyderco. It is up to you to inform this person about Spyderco so that he/she can help your valued customers make an informed purchase. Spyderco has released a new dealer information video chock full of information about Spyderco and our products. You'll see what it takes to produce a quality knife, how to sharpen a serrated knife, as well as, how to easily handle the SpydeRench. Even the most seasoned veteran will find something useful in this video. The videos are available now. Each dealer will be offered one video at no charge. Additional videos are \$3.50 each. Contact your Customer Service Representative for more details.

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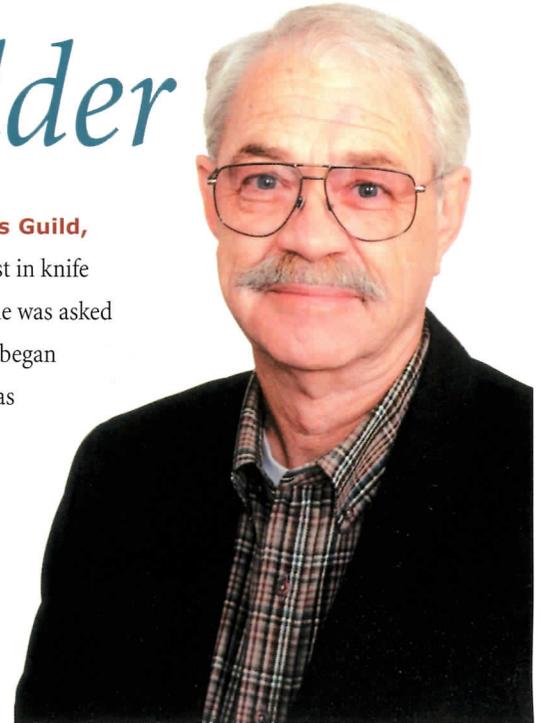
204MF

Are you selling the 204MF, Tri-Angle Sharpener to your customers? If not, you should be! It is the recommended sharpener for our SpyderEdges. Model 204MF is by far the BEST sharpening system on the market for SpyderEdged and other serrated knives. The base holds the ceramic stones at the proper angle, enabling even a novice to obtain professional results in just a matter of minutes. A variety of keyed holes and slots in the polymer base create multiple angles for the ceramics allowing for the sharpening of most any edged tool in your household or shop. The sharpening of items such as scissors, shears, nail clippers, vegetable peelers, straight razors, router bits, and carving tools, in addition to PlainEdged and SpyderEdged knives, is made easy by this tool. The kit contains two medium grit ceramics for beveling or reshaping your blade and two fine grit ceramics for honing to a razor edge. The 204MF kit is accompanied by a comprehensive instruction booklet as well as an indexed video tape. The suggested retail price is only \$64.95. Call your account manager today to order! 🌟

Featuring:

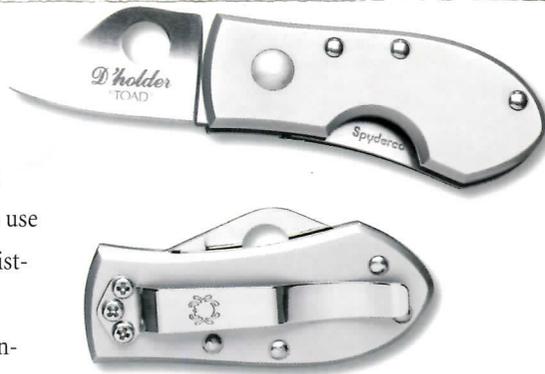
D'Alton Holder

Former president of the Knifemakers Guild, D'Alton Holder, actually developed an interest in knife making through his gunsmith hobby when he was asked to make a knife for one of his customers. He began making knives part-time 34 years ago and has been a full time knife maker for the last 12 years. Not only has D'Alton been a member of the Knifemakers Guild since 1973, he is also a current member of the Arizona Knife Collectors since 1988. When asked about his greatest accomplishments, D'Alton mentions two: being elected to the NSSF Legion of Merit in 1983 and winning the Red Watson Memorial Friendship Award that same year. Currently, D'Alton lives in Arizona with his wife of 38 years. They have 3 children and 3 grandchildren.



D'Alton's knifemaking has been most influenced by Dan Dennehy, Jimmy Lile and Don Wieler. He prefers to use tough, corrosion resistant blade steels that offer good edge retention. For handle materials, D'Alton favors the warmth of natural materials like amber and burl woods. The drop point hunter is his favorite blade style because of its functionality. As for special options, D'Alton likes to incorporate filing as well as his wife's engraving skills in his knife designs.

D'Alton thinks custom collaborations are a terrific idea that gives the maker a chance to put his work in the hands of the public at a price they can afford. In the next five to ten years, D'Alton thinks the custom knife market will continue to grow, but the buyers' will become more selective. As for future goals for the industry, he would like to see it clean up the fringe element. 🌟



In 1999 Spyderco introduced D'Alton Holder's very popular custom collaboration model, the **C57 Toad** which continued our trend of developing compact and powerful cutting tools. The 1 7/8 inch blade made of AUS-8 stainless steel makes this our smallest Spyderco knife, but you can be sure that this little guy carries as much cutting power as a full sized pocket knife. The handle is made of lightweight aluminum and the overall length is 4 inches. This model features a LinerLock and is available in both plain and SpyderEdge blade configurations. The suggested retail price is \$104.95.

product updates



FB02 Bill Moran Featherweight



C63 James Keating Chinook CLIPIT



TC07S — Tie Clip (production prototype)



C44 Dyad



Mouse Knife

Featherweight

The new **FB02 Bill Moran Featherweight** by Spyderco shares many of the same technical features of the FB01. The drop point blade however, is new and should be very popular with hunters and campers alike. The Moran / Spyderco collaboration still has the same great VG10 blade steel with a satin finish and a flat grind. The TecLock Kydex sheath system designed by BladeTech, which is included with the knife, allows for multiple carry positions. The ergonomic Zytel handle features kraton inserts to help keep a good grip even in slippery conditions. The blade length is 3 7/8" and overall weight is 3 oz. The suggested retail price is \$89.95.

Coming soon...

The **C63 James Keating Chinook CLIPIT** will be a USA made model featuring an upswept modified Bowie-style blade. Watch your mail for an official introductory flyer.

Now you have a reason to get dressed up!

The **TC07S** tie clip is here – it's light, compact and of course it's sharp! With a stainless steel handle, an actual working lock, ATS-34 blade steel, and a SpyderEdge serrated blade, this Mini Police Tie Clip knife is sure to be the hottest accessory on the fashion runway. This tie clip is only 2" long when closed and is just over 3 1/2" in overall length. The TC07S is available now with a retail price of \$76.96. Order yours today.

"Everyone likes a sharp dressed man."

The C44 Dyad is now available.

This full sized knife with a black linen Micarta handle offers both a PlainEdge, flat ground, clip-point style blade and a SpyderEdge, hollow ground, sheepfoot style blade. Suggested retail is \$152.95. Call your Customer Service Representative to place your orders today.

Mouse Knife

The **Mouse Knife**, an exclusive new Spyderco-Wegner design, can only be purchased directly from Blade-Tech. They can be contacted at:

3060 South 96th Street • Tacoma, WA 98499
Ph: 253-581-4347 • Fx: 253-589-0282 • www.blade-tech.com

Spydercollection.com

important news

FYI

Just a reminder...we still carry the **G.Sakai** "Backpacker" and "Bird & Trout" knives. They are available at the following net pricing. For more details see page 36 in the dealer catalog or contact your account manager.

Backpacker Series

GS103P.....	\$18.98
GS103S.....	\$18.98
GS104P.....	\$20.98
GS104S.....	\$20.98

Bird & Trout Series

TA101.....	\$38.98
TA102.....	\$45.48
TA103.....	\$50.98

The following Spyderco models have been **discontinued**, please make note when placing your future orders: C52BM Calypso Jr (Micarta), C54BM Calypso, C49G Tim Wegner Jr, C51G Rookie (G-10), C05G Standard (G-10), C20PS Baby Wayne Goddard, C14S Rescue (stainless steel), and C35SBKPRCA "Q" model (PRCA version).

There has been a production delay on model C42, the **Howard Viele collaboration**. Refinements to the design are being implemented and the blade steel will be changed. These changes have constituted a price increase effective on orders placed after July 1, 2000. This model will be on back order until further notice. We apologize for the inconvenience. Beginning early fall, we will fill the back orders in the order they were placed.

Monthly statements are no longer being mailed out. Please remit your payment with the yellow copy of the invoice you receive by mail after each shipment.

Acrylic knife stands are now available to aid in displaying your Spyderco knives. The stands are available in two sizes, each size will be pre-packaged in minimum quantities of 25 pieces. Your cost for the small size, CT02 is \$26.50 and your cost for the large size, CT03 is \$27.50. Contact your account manager today to add these to your next order!

Please note, the following **PlainEdge** variations are available:

C09P **CoPilot**

Sugg. Retail — \$67.95

C16PBK **Wayne Goddard Ltwt.**

Sugg. Retail — \$71.95

C08PBK **Merlin (Ltwt. Harpy)**

Sugg. Retail — \$66.95

C13PBK **Pro-Grip**

Sugg. Retail — \$64.95

C41P **Native (stainless steel)**

Sugg. Retail — \$89.95

In the kitchen

Spyderco is reintroducing the following **kitchen knives**. Order soon, quantities are sure to go fast!

K01SBK

(10.5" SpyderEdge Bread Knife)
Sugg. Retail — \$46.95

K02PBK

(10" PlainEdge Chef's Knife)
Sugg. Retail — \$49.95

K03SBK

(8" SpyderEdge Carving Knife)
Sugg. Retail — \$39.95

K04PBK

(6.5" PlainEdge Kitchen Utility Knife)
Sugg. Retail — \$24.95

K05PBK

(4.5" PlainEdge Kitchen Utility Knife)
Sugg. Retail — \$18.95

On the Road...

August 11 - 14

Outdoor Retailer Show
(visit booth #5914)

Salt Lake City, UT

September 9 - 11

NBS Fall Market

Fort Worth, TX

September 29 - 30

Texas Spirit of Steel

Mesquite, TX

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Trainers

Spyderco is going to begin making “trainers” sometimes called “drones”. A trainer is a replica of an existing knife that is produced without an edge or point. Sometimes trainers are made out of wood or plastic, although in our opinion the best trainer is one that simulates an actual model in size, weight and function but has been ground so that the point and edges are safe to handle. It is very difficult to turn an actual knife into a trainer because dulling the edge is a lot different than never having created an edge. Keeping the edge at full thickness with a rounded tip at full thickness is far safer than simply trying to grind one down.

The primary reason for trainers is for Martial Blade Craft (MBC), although trainers do serve a variety of other functions as well. Martial Blade Craft is a term that Spyderco uses to describe bladed combat arts. The term “knife fighting” is not only negative but quite unrealistic since “knife fighting” rarely occurs in reality and is used more for Hollywood glamour. Martial Blade Craft is an art form that will eventually find Olympic presence as does Judo and Fencing, especially if we in the knife community are more realistic in our approach to Martial Blade Craft.

Spyderco will begin with trainers for the Endura and Delica in addition to the trainer for the new Gunting model designed by Bram Frank. All of Spyderco’s trainers will be made with bright red handles. We will not be using red handles in the future for any other purpose except on the red Ladybug, model LRD. This will help to avoid confusion between a trainer and a “live” knife. We believe that there has been a need in the marketplace for such a tool for sometime and we hope to be able to effectively serve this market. Pricing on the trainers will be similar to that of the actual knife. ❁

In addition to MBC practice, trainers can also be used to teach people to open and close a knife with one hand without the fear of cutting oneself. Trainers can also be used as a manual dexterity tool during physical therapy.



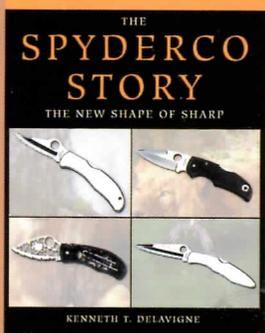
Red-handled trainer versions of Spyderco’s **Endura and Delica**



The Spyderco Story

The New Shape of Sharp

A BOOK BY KENNETH DELAVIGNE



Got a stumper of a question? If so, then we have the book for you! A fascinating account of a company that is recognized the world over for high quality knives on the cutting edge of innovation.

Discover the history and inner workings of the company whose design innovations have redefined the shape of the modern folding knife and taken high-performance cutting to a new level. Find out how Spyderco’s odd-shaped knives with the hole and the hump in the blade have made opening and carry more efficient, as well as how individual models have met the specialized needs of

EMTs, police officers, hunters, soldiers, survivalists and more. Each product is covered in detail—from CLIPIT folders and fixed-blade knives to custom collaborations to sharpeners—including how it was developed and why, what real-life problem it solved and design elements that make it unique. Ken Delavigne also explores the technical frontiers where Spyderco has made so many inroads and previews what’s on the drawing board for the new millennium. Finally, he offers insight into the uncommon business philosophy and management style that have allowed Spyderco to achieve such legendary success. Suggested retail price is \$69.95 and is available through Paladin Press at www.paladin.com or through Spyderco at www.spyderco.com. For more information please contact your account manager. ❁

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functional simplicity and unquestionable strength are poised to take the cutlery industry by storm. Testing shows the lock exceeds 900 inch/pounds of force. The front side of the handle and back-side of the clip feature divots/indentations for Indexing (a controlled rotation of the knife during martial arts applications). For the first time, Spyderco will offer an equal weight, fully-functional trainer. The Gunting Trainer features a factory-dulled safety blade and a red G-10 handle. A training video demonstrating various techniques by Bram Frank will be included with each trainer. The suggested retail price for both the Gunting and its training counterpart will be announced soon and will be available this fall. Watch your mailbox for a detailed flyer! 🕷

SPYDERCO Ratchet
 Grip
 Screw
 File
 Cut
 Ratchet

For more information see your local Spyderco Dealer or call 1-800-525-7770 Online at www.spyderco.com