

OIA | **MADE IN AMERICA**

PRODUCT SHOWCASE



**OUTDOOR
INDUSTRY**
ASSOCIATION

OUTDOOR
RETAILER

Outdoor Industry Association & Outdoor Retailer Summer Market 2016

MADE IN AMERICA PRODUCT SHOWCASE

The American spirit – adventure, entrepreneurialism, and an appreciation for our heritage – all drive the outdoor industry. These same values reflect the spirit of the outdoor industry and are embodied by domestic manufacturers. “Made in the U.S.A.” is more than just a label; it is a lifestyle, a tie to our vivid outdoor history. Domestic manufacturing has evolved with the industry to meet many of the needs of consumers while supporting local economies and staying true to the values of the industry.

The showcase is located at the upper concourse area of the Salt Place, next to the New Product Showcase.

“Made in the U.S.A.” outdoor products continue to evolve and diversify in an increasingly global economy. OIA and Outdoor Retailer have partnered once again to bring the Made in America Product Showcase to Outdoor Retailer Summer Market to feature some of the great apparel, footwear and gear being created in communities across the United States. It is designed to educate retailers, exhibitors and all show attendees about the benefits of U.S. manufacturing and the progress domestic manufacturing has made over the years.

OIA Made in America Working Group

The OIA Made in America Working Group is made up of over 200 companies and was established in 2009 to provide a forum for outdoor companies who manufacture in the United States to connect, share resources and communicate their needs and challenges to OIA.



PRODUCT SHOWCASE

CARHARTT, INC.

B01 Firm Duck Double-Front Work Dungaree

BOOTH: #16013
Hanson, KY



Croakies



CROAKIES

**XL Croakies
Eyewear Retainer**

BOOTH: #23027
Bozeman MT

DANNER

Mt. Adams

BOOTH: #32177
Portland, OR

Danner
SINCE 1932



**DURANGO
DOG
COMPANY**

**Roving Watering
Bowl**

BOOTH: #PV2012
Baltimore, MD



MADE IN AMERICA

ENERPLEX

Kickr IV

BOOTH: #BR617
Denver, CO

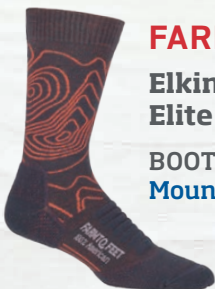


FARM TO FEET 100% AMERICAN

FARM TO FEET

Elkin Valley Elite Hiker

BOOTH: #BR621
Mount Airy, NC



GERBER

US-Assist

BOOTH: #21001
Portland, OR



KEEN

Rialto 3 Point

BOOTH: #32183
Portland, OR



PRODUCT SHOWCASE



LIFETIME PRODUCTS

Kayak

BOOTH: #38096
Clearfield, UT



new balance



NEW BALANCE

M990GL4

BOOTH: #36167
Lawrence, MA

NATURE NATE'S HONEY

Nature Nate's Honey on the Run - Single Serve Packets

BOOTH: #PV1083
McKinney, TX



PEET SHOE DRYER

Propane Peet Dryer

BOOTH: #PV2219
St. Maries, ID



MADE IN AMERICA



PELICAN™

PELICAN PRODUCTS

**Pelican Elite
30 QT Cooler**

**BOOTH: #24007
Torrance, CA**



RICHER POORER

Clark Sock - Navy

**BOOTH: #V02167
Los Angeles, CA**

R

RICHER POORER

Quality Cotton
DESIGNED IN CALIFORNIA

UNITED BY BLUE

UBB Graphic T-Shirts

**BOOTH: #BR517
Philadelphia, PA**



VAPUR

**1.5L Shades
Translucent Blue**

**BOOTH: #BR309
Missouri**

vapur





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