



Zappos
com

Trammell & Associates

TECHLITE | Columbia
Sportswear Company

TECHLITE | Columbia
Sportswear Company

TECHLITETM

 **Columbia**



Zappos.com- Techlite

The Dollars and “Sense”

Dollars By Gender

- Men's = \$15,534
- Women's = \$18,928
- Youth = \$5,885

Styles By Gender

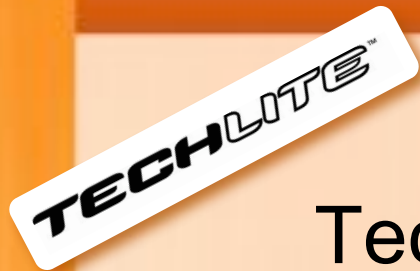
- Men's = 9
- Women's = 6
- Youth = 2

Total Techlite Dollars
= \$35,347

Total Techlite Styles
= 17

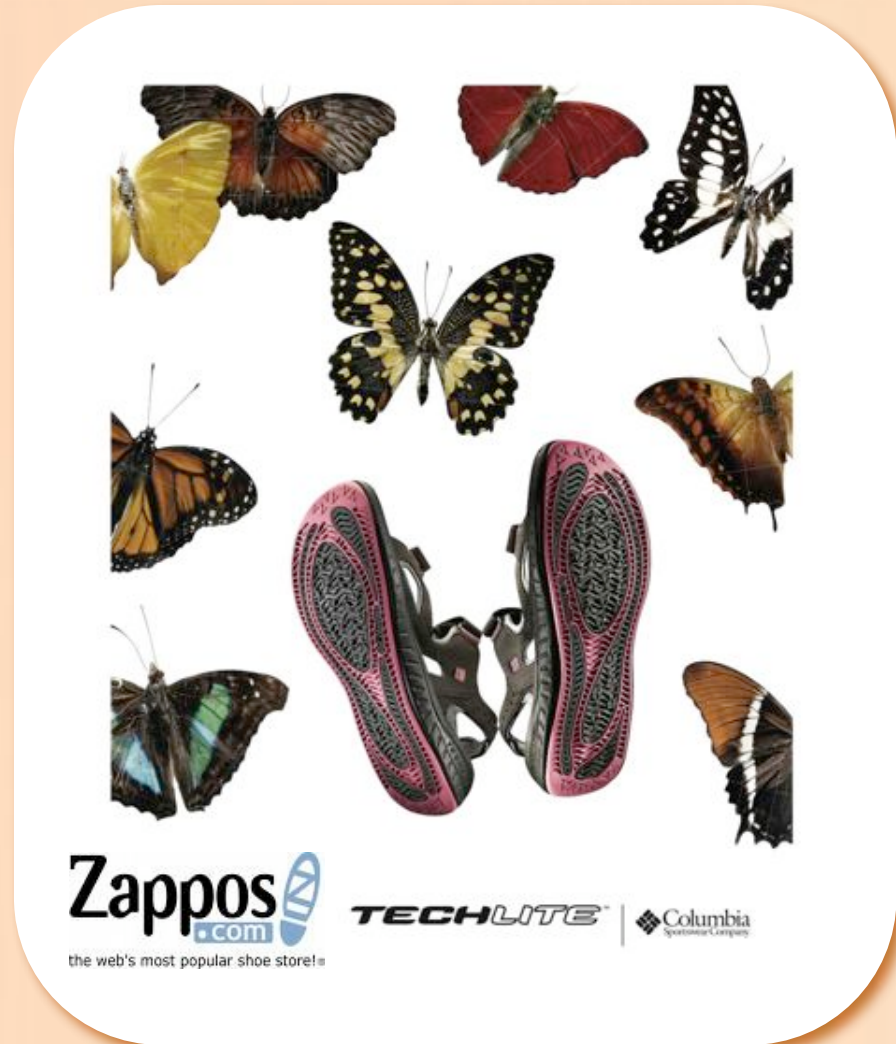
% of Total Buy:
24%

Zappos.com – Columbia Web Boutique Page



Techlite
specific
imagery on
Columbia
boutique
page.

Launch Date:
March 1, 2008



Trammell & Associates



Zappos.com – Columbia About Bubble

TECHLITE™



Columbia boutique page
“About Text” highlights new
Columbia technologies:

Techlite and Omni-Shade

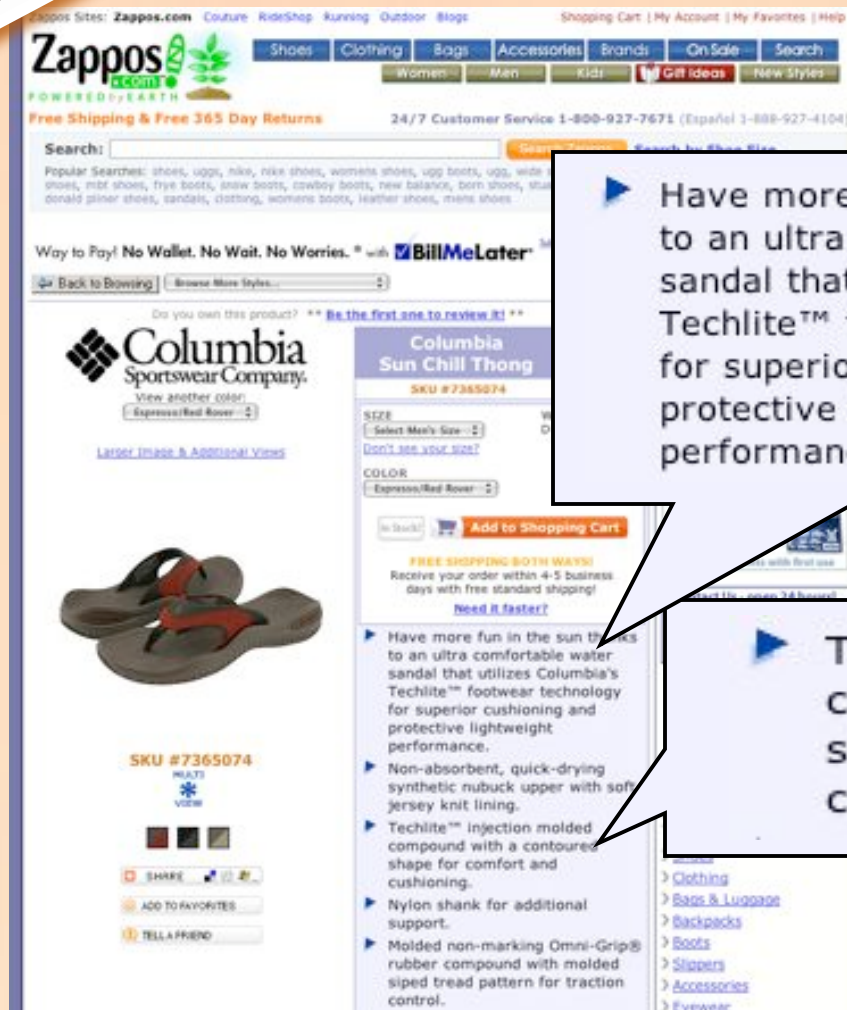
New innovations include Omni-Shade®, sun protective fabric recommended by The Skin Cancer Foundation, which is featured in performance and casual shirts, pants and accessories for men, women and kids. Techlite™, a new lightweight footwear cushioning technology, is available in Columbia's sandals and other summer shoes. Durable and functional bags and packs, help support your search for adventure. Get outdoors and get after it.

Trammell & Associates



Zappos.com – Techlite About Text

TECHLITE™

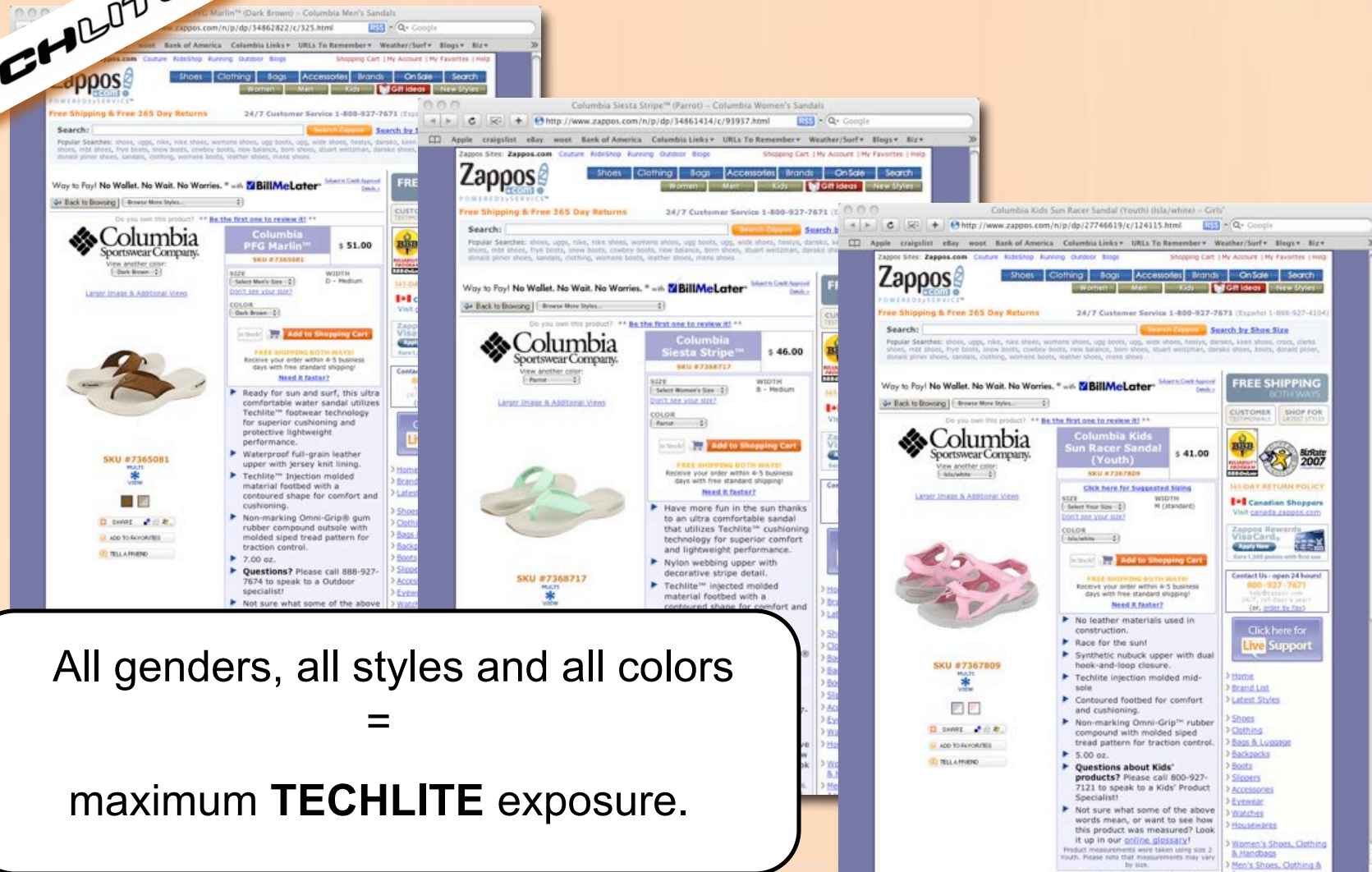


▶ Have more fun in the sun thanks to an ultra comfortable water sandal that utilizes Columbia's Techlite™ footwear technology for superior cushioning and protective lightweight performance.

▶ Techlite™ injection molded compound with a contoured shape for comfort and cushioning.

Zappos.com – Columbia Exposure

TECHLITE™



Trammell & Associates



Zappos.com – Columbia Customer Review

TECHLITE™

Instant Nationwide Customer Feedback



2008-02-26 07:56:30 Columbia Sun Trax

Reviewer: from Chicago, IL

Overall: ★★★★★ Comfort: ★★★★★ Look: ★★★★★

Shoe Size: Felt true to size

Shoe Width: Felt true to width

Shoe Arch: Excellent arch support

Finally a soft, lightweight walking sandal - I have been waiting years for someone to again come out with a walking sandal for women that doesn't have straps off to the side. Hated that look! Instead they are in the middle like a normal sandal. These are super soft and give great support. Not since Niki has there been a sandal that has it all.

2008-03-03 06:25:33 Columbia Sun Trax

Reviewer: R. H from Texas

Overall: ★★★★★ Comfort: ★★★★★ Look: ★★★★★

Shoe Size: Felt true to size

Shoe Width: Felt true to width

Shoe Arch: Moderate arch support

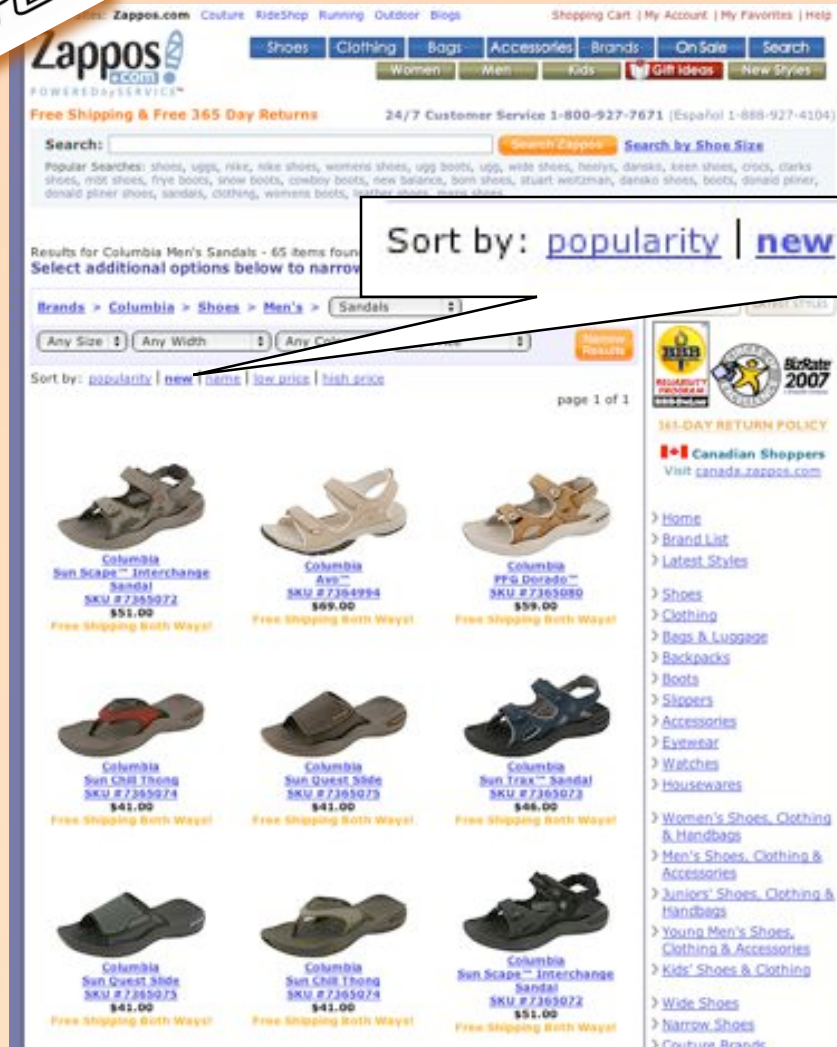
Shoe Review - This was a purchase for my wife. We were headed to Jamaica for a vacation and she needed a couple of different colored shoes for the beach. The Columbia's that I purchased for her were great. They were comfortable and the colors were exactly what she was looking for. The delivery was exceptional and we both thank you.

Trammell & Associates

 **Columbia**

Zappos.com – Columbia New

TECHLITE™



Early January
delivery with bi-
weekly color
introductions
ensured

TECHLITE

styles at top of
sandal search for 8
weeks!

Trammell & Associates



Zappos.com



OMNI-SHADE™

 Columbia

OMNI-SHADE™

Dollars and “Sense”

O.S. Dollars Booked

- Men's = \$
- Women's = \$
- Youth = \$

O.S. Styles Booked

- Men's = 22
- Women's = 18
- Youth = 25

Total Dollars Booked

= \$

Total Styles Booked

= 65

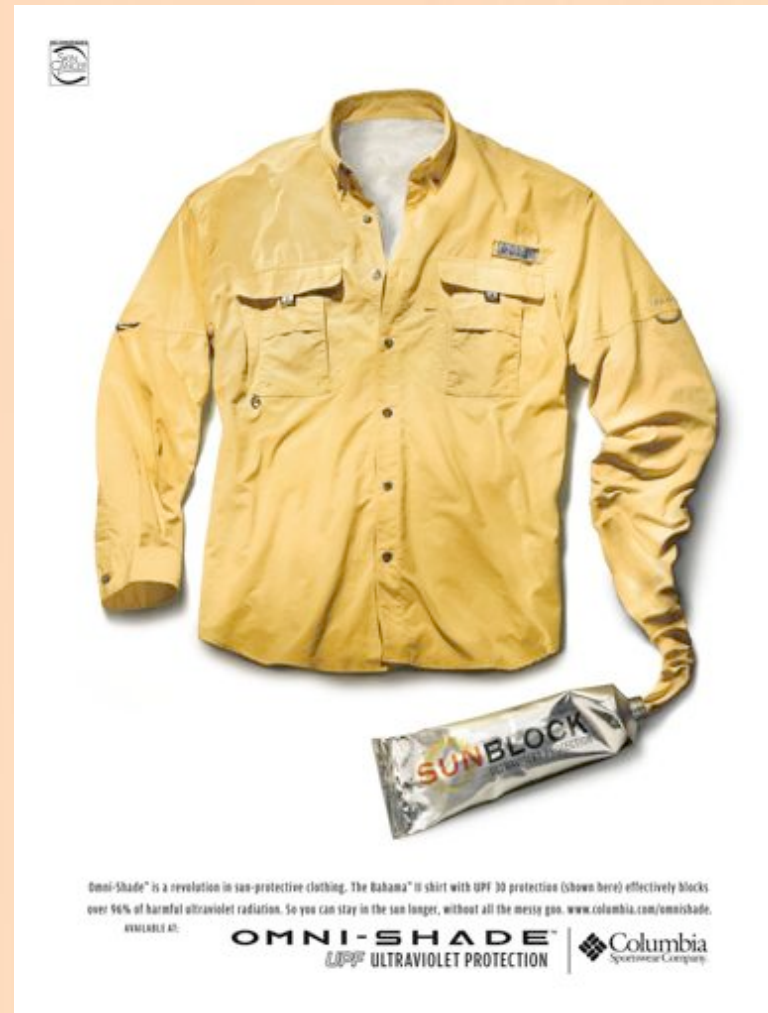
O.S. % of Total Buy:

65%

OMNI-SHADE™

Omni-Shade
specific
imagery on
Columbia
boutique
page.

Launch Date:
May 1, 2008



Omni-Shade™ is a revolution in sun-protective clothing. The Bahama™ II shirt with UPF 30 protection (shown here) effectively blocks over 96% of harmful ultraviolet radiation. So you can stay in the sun longer, without all the messy goo. www.columbia.com/omnishade.

AVAILABLE AT:

OMNI-SHADE™
UPF ULTRAVIOLET PROTECTION

Columbia
Sportswear Company

Zappos.com – Omni Shade about text

OMNI-SHADE™

The screenshot shows the Zappos.com website interface. At the top, there's a navigation bar with links to Zappos.com, Couture, RideShop, Running, Outdoor, Blogs, Shopping Cart, My Account, My Favorites, and Help. Below this is a category menu with links to Shoes, Clothing, Bags, Accessories, Brands, On Sale, and Search. A search bar is also present. The main content area features a product listing for the Columbia Omni-Dry® Silver Ridge™ Long Sleeve Shirt. The product is shown in a blue color, with a size selection dropdown set to 'Select Men's Size'. The price is listed as \$46.00. Below the product image, there are links for 'Larger Image & Additional Views', 'SKU #7364965', and 'MULTI VIEW'. There are also social media sharing options (SHARE, ADD TO FAVORITES, TELL A FRIEND) and a 'Columbia Sizing Chart' link. To the right of the product image, there is a detailed description of the shirt's features, including its 100% nylon Omni-Dry® fabric, moisture management process, and convertible sleeve tab system. The description is preceded by a small blue arrow icon.

Popular Searches: shoes, ugg, nike, nike shoes, workwear shoes, ugg boots, ugg, wide shoes, heels, dunks, keen shoes, crocs, clarks shoes, riot shoes, hyle boots, snow boots, cowboy boots, new balance, born shoes, stuart weitzman, dansko shoes, boots, donald p. donald pinner shoes, sandals, clothing, womens boots, water shoes, mens shoes

Way to Pay! No Wallet. No Wait. No Worries. * with **BillMeLater**

Do you own this product? ** [Be the first one to review it!](#)

Columbia Sportswear Company.
View another color:
[Night Train]

[Larger Image & Additional Views](#)

Columbia Omni-Dry® Silver Ridge™ Long Sleeve Shirt \$46.00
SKU #7364965

SIZE
Select Men's Size
[Don't see your size?](#)

COLOR
[Night Train]

[In Stock!](#) [Add to Shopping Cart](#)

FREE SHIPPING BOTH WAYS!
Receive your order within 4-5 business days with free standard shipping!
[Need it faster?](#)

- ▶ Get out and stay out with a shirt that offers protection from the sun.
- ▶ 100% nylon Omni-Dry® Minim Rip™ nylon fabric.
- ▶ Part of the Titanium collection, which offers advanced fabrics and technologies for all-weather performance and protection during demanding outdoor action.
- ▶ Omni-Dry® is Columbia's exclusive high-performance moisture management process that's engineered to keep the body comfortable and dry by drawing moisture to the fabric surface (wicking) where it can quickly evaporate.
- ▶ Convertible sleeve tab system gives flexibility and convenience by securing long sleeves when they're rolled up, but remains hidden when sleeves are down.

[Home](#)
[Brand List](#)
[Latest Styles](#)
[Shoes](#)
[Clothing](#)
[Bags & Luggage](#)
[Backpacks](#)
[Boots](#)
[Slippers](#)
[Accessories](#)
[Eyewear](#)
[Watches](#)
[Hosiery](#)
[Women's Shoes, Clothing & Handbags](#)
[Men's Shoes, Clothing & Handbags](#)

- ▶ **Omni-Shade®:**
- ▶ Technology and clothing that are specifically designed and tested to be comfortable while offering protection from the sun in the hottest conditions.
- ▶ By ensuring that all clothing with Omni-Shade® meets UPF 30 or higher, Columbia Sportswear was the first global apparel producer to earn the seal of recommendation from The Skin Cancer Foundation.

Trammell & Associates



**IT'S NEVER TOO EARLY TO START
TALKING TO THEM ABOUT PROTECTION**

Employee Education

Zappos.com - Employee Training

TECHLITE™

Employee Education

CLT Training

- Held on March 12 & 13
- 7 tech seminars attended by over 70 employees

Techlite Focus

- What is it?
- Features and Benefits of Injected Molded EVA
 - Style breakdown
 - Why ours is better!
- S08 Marketing Campaign



Zappos.com - Employee Training

OMNI-SHADE™

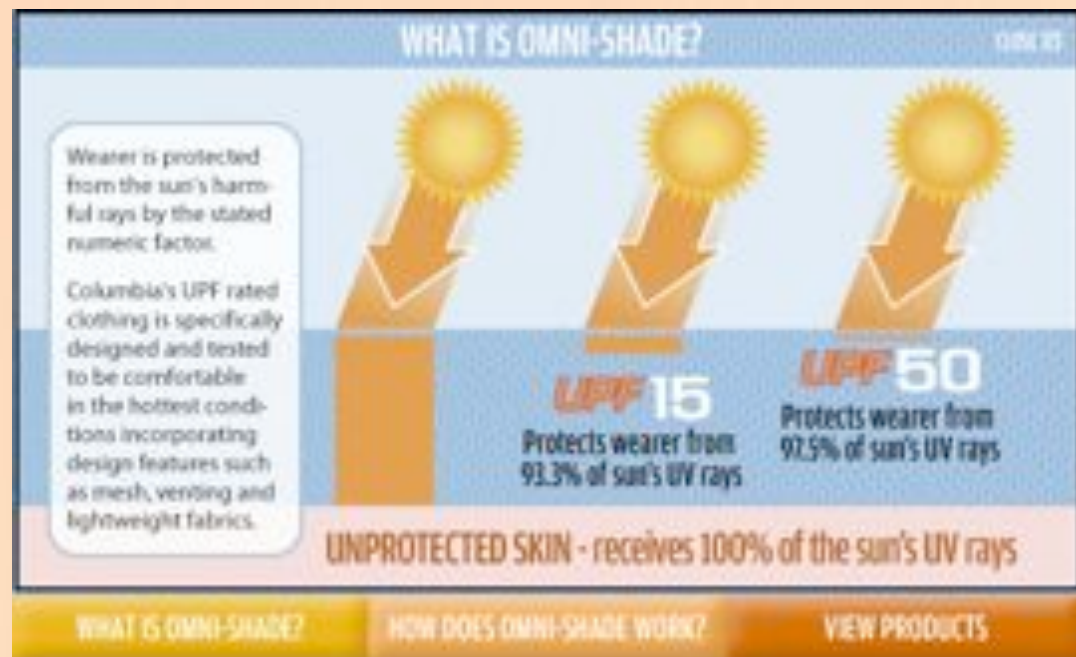
Employee Education

CLT Training

- Held on March 12 & 13
- 7 tech seminars attended by over 70 employees

Omni-Shade Focus:

- Skin Cancer terminology / basic facts
 - Standardized ratings
 - Fabric construction vs. chemical application
- Skin Cancer Foundation
- S08 Marketing Campaign



Zappos.com - Employee Training

OMNI-SHADE™
TECHLITE™

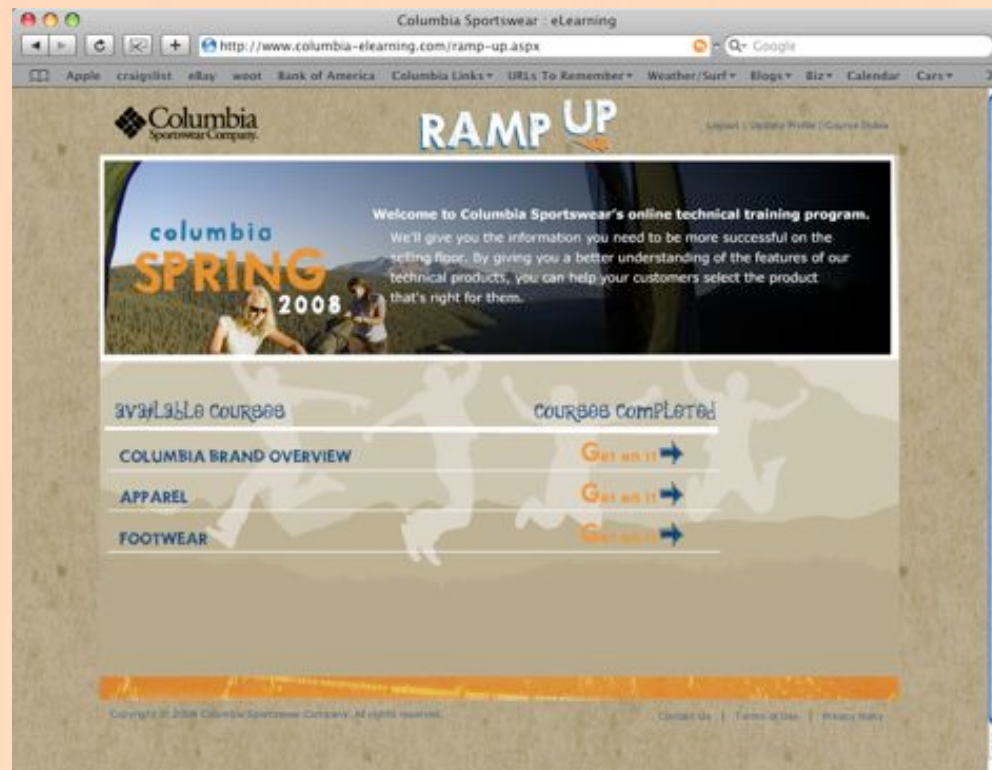
Employee Education

Product Seeding:

- Silver Ridge Shirts and SunTrax Sandals awarded to raffle winners during CLT Tech Seminar

E-Learning:

- Introduced to CLT Staff April 2008
- Over 150 CLT members eligible to register



OMNI-SHADE™
TECHLITE™

Zappos.com – P2P Link

Sales by state
verbage



Sales by
state
verbage

Internet

Color	State	Items	% of Total Items
	CA	469	10.10 %
	NY	371	7.40 %
	FL	273	5.16 %
	IL	202	3.68 %
	TX	190	3.35 %
	PA	184	3.14 %
	OH	165	2.74 %
	NJ	156	2.52 %
	VA	150	2.37 %
	MA	122	1.89 %
	WA	120	1.82 %
	MI	108	1.62 %
	MD	94	1.39 %
	AZ	92	1.34 %
	NC	90	1.29 %
	CO	86	1.22 %
	GA	83	1.16 %
	WI	74	1.03 %
	CT	71	0.98 %

Trammell & Associates

 Columbia

Zappos.com – Techlite & Omni-Shade Summary



Summary

O.S. % of Total Buy (\$)

60%

O.S. % of Total Styles (#)

65%

T.L. % of Total Buy (\$)

24%

T.L. % of Total Styles

21%

Numbers of Employees Trained

70+