



Ear Mitts® Bandless Ear Muffs
February/March 2007

EarMitts®
Bandless Ear Muffs



PUNXSUTAWNEY PHIL HAD IT WRONG!

Winter is here...As a blizzard roars across the Midwest and into the Northeast, bringing snow and ice and sleet...snow piling up to the rooftops...

**This February has reminded us that
winter always comes!**

Hopefully, now everyone will realize why Ear Mitts® with 100 Gram Thinsulate Insulation is winter's MUST HAVE accessory. Remember, Ear Mitts® are tested to minus 60 degrees Fahrenheit!

"When your ears are warm, your entire body is warm!"SM

Thinsulate Insulation

Inch for inch, no other insulation keeps you warmer than Thinsulate Insulation. In fact, when you compare equal thicknesses, Thinsulate Insulation provides twice the warmth of other high-loft insulating materials and nearly one-and-a-half times the warmth of down.



Fall Fashion Forecast 2007

What's New For 2007



NEW PACKAGING

To be unveiled at the upcoming trade shows, the new packaging will include new graphics, new photography and a new clamshell.

**Ear Mitts® with 3M
Scotchlite Reflective
Material**

For better visibility at dawn, dusk or night when outdoors.



New Smaller Sizes!



According to early fashion reports, Ear Mitts® is **ON TREND**, and the "must have" accessory to compliment next Fall's wardrobe.

- SHINE:** Ear Mitts® Black Sparkle (Item #100-10)
- REGAL HUES:** Ear Mitts® Eggplant Faux suede (Item #100-91)
- THE SKINNY:** Ear Mitts® are sleek and understated
- HATS ABOUND (Fall's chicest accessory):** Ear Mitts® are great WITH hats, in Mink faux fur and faux suede
- GREY is the new black:** Ear Mitts® Heather Grey fleece (Item #100-93)

WHOLESALEERS!

THANK YOU to everyone who visited us in January at the SHOT show in Orlando, SIA in Las Vegas or OR Winter Show in Salt Lake City.

Ear Mitts® almost sell themselves! The special inside frame now has the capability to mold itself to your particular ear shape. The more you wear them, the more comfortable they become!

To order Ear Mitts® click on one of the links below:

- [Order Form](#) (PDF)
- [Order Form](#) (Excel)

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Contributions and Samplings



EAR MITTS® DOES ITS BEST TO KEEP THE COUNTRY WARM THIS WINTER!

partnering with the

OIWC, a non-profit women's organization, the **Outdoor Industries Women's Coalition**, (OIWC) raises awareness of women's products and the companies that are committed to them.

at SIA WINTER 2007 in Las Vegas, Nevada



Ear Mitts® now makes 13 of the most popular colors and fabrics in smaller size. These smaller bandless ear muffs are 10% smaller in circumference of ear opening and 10% smaller in size to maintain appropriate proportions. Made with superior quality "Anti-Pill" fleece, Thinsulate Insulation by 3M and Teflon® fabric protector, these smaller bandless ear muffs are great for anyone with smaller features, petite or smaller frame.

[Click here for more info](#)

Ear Mitts® embellished with SWAROVSKI Crystals



A selection of Ear Mitts® are now available with Swarovski Crystals. These crystals are imported from Austria and applied by hand in the United States.

[Click here for more info](#)

for new SIA 2007 OIWC members, Ear Mitts® were included in the Goodie Bags as a welcome gift to the newest members.

for attendees at the Selling to Women Luncheon held on Tuesday, January 23rd where a panel of experts answered questions about marketing and selling to women. Black fleece, red fleece, and novelty faux furs Ear Mitts® were distributed. Again, raves and thanks for keeping their ears fashionably warm.

at OR WINTER 2007 in Salt Lake City, Utah

for new OR 2007 OIWC members, Ear Mitts® were included in the Goodie Bags as a welcome gift to the newest members.

for the Scavenger-HER-Hunt kick-off in conjunction with Womenspecific.com. A treasure chest was prominently displayed in our booth, and OR participants filled out forms for a drawing to win the Ear Mitts® of their choice!

for attendees of the OIWC Leadership Seminars

for the OIWC Gathering and Award Presentation held Sunday night, January 28th at Abravanel Hall, next to the Salt Palace. The leopard faux fur were definitely "Award Winners"...gone before the show began.

for the Backcountry Betties at Backcountry Base Camp

partnering with the Outdoor Winter Retailer Market 2007

for the BBC SWAG. 500 Backcountry Base Camp participants at Outdoor Retailer chose from an Ear Mitts® assortment of fleeces and novelty fabrics in short order! Gone in no time, Ear Mitts® were a hit with these sports enthusiasts!

partnering with High Peaks Cyclery

for the 25th Anniversary Lake Placid Loppet 25KM & 50 KM Cross Country Ski Races at the Olympic sports Complex (OSC) in Lake Placid, NY on February 10, 2007. Ear Mitts® were there!

More to come in March...Watch for Ear Mitts® on TV worn by the Outdoor Divas of Dallas!

[Ear Mitts® International News](#)

ISPO 2007

Munich, Germany

February 4-7, 2007

Ear Mitts® partnered with the US Department of Commerce, exhibiting in the U.S. Commercial Service US Embassy booth.

Website Links

[Fabrics and Colors](#)

[Swarovski Crystals](#)

[How To Wear](#)

[Ear Mitts Video](#)

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below

SLIDE Actionsport & Streetwear Retailer Show Winter 2007

Manchester, England

February 18-20, 2007

Ear Mitts® was a proud finalist in the first annual SLIDE Awards for new product innovation. The new Slide Awards recognizes the hottest, most talked about products at the show, the ones that get buyers excited and have real "I want one of those" potential with customers. Ear Mitts®, featuring DuPont Teflon® fabric protector, was honored for demonstrating the repellency of snow, sleet, and oily-based stains on Winter White and Pink Fleece.

READY FOR OUR CLOSEUP!

The Ski Club of Great Britain filmed the demonstration for their new product ideas section of their website!

Next Trade Show**SWISSPO 2007**

Where: Fair center Zurich

Zurich, Switzerland

When: February 25-27, 2007

Booth: [CONTACT](#)[Click here for more info](#)**USA Sales Representatives**

Ear Mitts® is proud to announce our new Sales Representatives.

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