

# SGI WEEKLY INTELLIGENCE

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## INSIDE:

Nike easily beats forecast on big gains in North America, Emerging Markets.

John Horan's Deep Intelligence looks at The Sports Authority.

Finish Line has strong BTS, sees \$200-250 mm opportunity in specialty running.

Holiday forecasts are reined in as economy stalls.

Bass Pro is sued by EEOC over hiring practices.

Vail Resorts sees double-digit gains in retail, sees growth this year.

Tackle football, soccer, basketball show participation gains in team report.

SGMA calls for access to sport at WTO Forum.

Senate passes GSP renewal but adds Trade Adjustment Assistance.

Judy Spies: RYU, SportsArt Fitness.

Cabela's • Canadian Tire • Fitness Resource • Retail containers • Sports Authority • Billabong • Columbia • Derby Cycle • GTX • Head • Under Armour • Adidas America • e-Bay • Smartfit Solutions • Specialized Bicycle • Bridgeway Intl.

Respect Your Universe, a new company dedicated to producing performance apparel and gear for Mixed Martial Arts athletes and enthusiasts, is launching its first-ever product line that will hit retail in Spring '12. To help spread the word, RYU appointed combat sport expert and MMA veteran Rocky Bice as Brand Ambassador. For complete details, visit the new product department. *Photo by Alden Wallace, courtesy of Respect Your Universe.*



INDUSTRY NEWS AND ANALYSIS FOR RETAILERS  
From the Editorial Team of *Sporting Goods Intelligence*

## SPORTSART FITNESS POWERS UP GREEN SYSTEM EQUIPMENT

The former OEM fitness equipment maker, which began with its own brand of products for commercial markets in 1996, is aiming to spark widespread interest in a patent-pending technology that harnesses the human energy created on cardio fitness pieces and feeds it back into the power grid as useable energy.

**SportsArt**  
**FITNESS**

The Woodinville, WA-based company, which unveiled its Green System at two recent fitness trade events, is aiming to get the products into a test location by year-end before beginning distribution in 2012. Green System, two years in the making, is a natural follow-up to the brand's ECO-POWR commercial treadmills introduced five years ago that use 32 percent less energy than traditional club treadmills. The company also offers completely self-generating ellipticals and cycles that don't require outside power to operate.

The Green System pod of products includes an elliptical machine, a recumbent cycle and an upright cycle. (Suggested retail pricing is not yet available.) The pod is wired to a 208-240VAC power supply, and once the users begin exercising, power is generated and fed back into the power grid to offset other power consumption in the facility. According to SportsArt, the Green System power inverter is about the size of a stereo receiver and connects directly to the electrical grid for safety. To operate the system, a user merely has to start exercising. Each inverter can be attached

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to as many as 20 Green System products. When running at full capacity, the inverter can provide up to 2,000 watt-hours of power from exercisers every hour. (That's enough juice to run a clothes washer for six hours, a laptop for 40 hours, or a VCR/DVD for 133 hours.)

So how much money can be saved? SportsArt estimates that if a health club were to replace all ellipticals and cycles with the Green System, it could save upwards of \$3,000 annually on electric bills. According to a green calculator on the company's website, the installation and use of 10 Green

**The Green System from SportsArt Fitness is a "pod" of fitness products attached to an inverter that harnesses human-generated power from exercisers and feeds it back into the power grid as useable energy.**



System units for 10 hours daily would save a facility \$1,280 annually in electric costs, or \$6,402 over five years.

In addition to amping up savings, SportsArt sees the Green System as a potential marketing tool to exercisers, whether they are working out in their own facility, a hotel gym or on a college campus. To that end, the company has teamed with a digital display firm that will enable Green System users to see first-hand how much energy they generate during each workout.



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