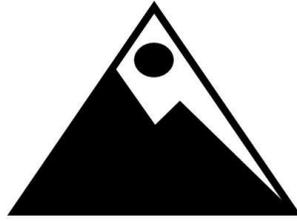


Outdoor



Loyalty

## The National Park System and The Outdoor Supply Chain

Lately, we have been inundated with the term “Supply Chain”. What does that really mean in the real world we live in? The Outdoor Industry, like all industries, is made up of 3 basic components:

**Raw Materials-** The basic components utilized to build the finished outdoor product.

**Manufacturers-** The Research, Design and Production of outdoor products to ultimately be used by outdoor consumers.

**Retailers-** The place most of us go (either on foot or via the internet) to purchase for personal usage.

These 3 components are the parts of the supply chain. Most of us experience the last link in the chain which is our favorite store or site where we purchase the products. The Outdoor Industry is a classic system in this process. The Manufacturers and Retailers have been, from the beginning of commerce, the source for marketing and selling of outdoor products. We as consumers have always been the most critical element in this chain, but the least to influence the process.

That influence has been changing rapidly over the last 20 years. Loyalty/Rewards programs have as their “raison d’être” to maximize communications with customers to get metrics of trends and interests of consumers. OutdoorLoyalty.com has a vested interest in this process. Rewards for retail customers, who purchase products and participate in outdoor adventures, is a more comprehensive program to consider in the Outdoor Industry.

There is one caveat in this process. Outdoorists are motivated to protect and preserve the environment they so cherish as a major element in their lives. There is an interesting shift in priority for the Outdoor Manufacturer’s culture. They are aware of their responsibility to support Sustainability of the environment and the need to invest in Public Lands that offer continued outdoor activity for all Outdoor Enthusiasts. The National Park System is in great need of replacement and expansion of the infrastructure and enhancing the outdoor experience for all of us.

One such program is being introduced by the Iconic Manufacturer of Outdoor Products. Woolrich is titled “The Original Outdoor Clothing Company” and they were established in 1830 (That is the 19th Century!!!) They have put together a program of woolen blankets made in the USA in their original Woolen Mill located in of all places, Woolrich,

**PA. This program will support the 3 major and longest hiking trails in America: Appalachian Trail, Continental Divide Trail and Pacific Crest Trail.**

**Woolrich is teaming up with the 3 organizations responsible for supporting, through volunteer services, these 3 Iconic Hiking Trails, AKA “The Triple Crown” of outdoor hiking adventures. The 3 organizations of each hiking trail is:**

- 1) Appalachian Trail Conservancy**
- 2) Colorado Divide Trail Coalition**
- 3) Pacific Crest Trail Association.**

**A portion of the sales of the 3 Woolrich Woolen Blankets will go to each trail agency. The three blankets have a unique design on one side. The other side of each blanket has an additional pattern representing the nature of that trail and a unique color scheme for each. These blankets will easily become a cherished treasure and remembrance for everyone who hikes these trails, whether it be a section or the complete trail.**

**The continued support of public lands by Woolrich should become a template for all Outdoor Manufacturers whose products are utilized by Outdoorists Worldwide, and who appreciate and enjoy the Outdoor Journeys available to all who venture into our National Park System. The Outdoor Industry Supply Chain needs to encourage all links to give forward to reclaim the wild lands of America for now and towards the future generations of Outdoorists.**

**Below is a link to how this program will benefit the American Outdoor Experience for all.**

**<https://woolrich.com/blog/2015/07/trail-blanket-series/>**

**Remember our tagline: Reward...Outdoor...Activities [www.outdoorloyalty.com](http://www.outdoorloyalty.com)**

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