

Dealer
Manual



1976

Dealer Information and Policies

Credit Information

GENERAL

All orders to be shipped on open account are subject to credit approval by HINE/SNOWBRIDGE, Inc. Orders by new dealers may be delayed slightly while credit is being approved.

HINE/SNOWBRIDGE, Inc. reserves the right not to ship orders on open account to dealers who are past due on their payments. Payment in advance may be required from dealers who do not maintain a satisfactory account or to whom open account status cannot be given. Orders may also be shipped C.O.D. to such dealers.

CREDIT TERMS

The standard credit terms extended by HINE/SNOWBRIDGE, Inc. are 2/10, net 30. To qualify for the 2% discount, payment must be mailed within 10 days of the invoice date. The discount does not apply to shipping charges. Complete payment must be mailed within 30 days of the invoice date. Invoices are mailed by HINE/SNOWBRIDGE, Inc. shortly after shipment.

Discounts will not be allowed on any invoices when there is an unpaid past due balance and all payments will be applied to the

oldest past due amount before application to discount eligible balances.

The 2% discount applies only to dealers who are on open account status. Pre-paid and C.O.D. orders do not qualify for the discount.

SERVICE CHARGE

All past due account balances are subject to a service charge of 1-1/2% per month (18% annual rate).

PAYMENTS

Payments should be made directly from invoices. Statements will be sent only upon request.

Ordering

GENERAL

Orders should be mailed to HINE/SNOWBRIDGE, Inc., P.O. Box 4059, Boulder, Colorado 80302. Phone 303-449-8080. Phone orders will generally be accepted. Please be sure to include your purchase order number if available.

COLLECT PHONE CALLS

Because most orders received by HINE/SNOWBRIDGE, Inc. are for relatively small dollar amounts compared to industry standards, we cannot afford to accept collect phone calls. Thus, collect phone calls **will not** be accepted.

MINIMUM ORDERS

In the past, HINE/SNOWBRIDGE, Inc. has not maintained a formal minimum order policy and has usually shipped orders of any amount. However, because of the paperwork costs involved with small orders, we reserve the right not to accept orders for less than \$100.00 wholesale value.

Shipping Charges

Orders are generally shipped pre-paid and insured. Dealers are then billed for these shipping charges on their invoices. All shipments are F.O.B. Boulder, Colorado. HINE/SNOWBRIDGE ships all packages UPS unless specified otherwise. We have found UPS to be economical and fast.

UPS does not offer Blue Label service out of Colorado. We can send shipments by Air Parcel Post though, if requested.

Pricing

HINE/SNOWBRIDGE, Inc. makes every effort to maintain its prices for as long as possible. However, it is sometimes necessary to adjust prices to reflect changing costs. Prices are thus subject to change without notice.

In the event of price adjustments, dealers will be billed at the prices in effect at the time of shipment unless otherwise specified in writing by HINE/SNOWBRIDGE, Inc.

Returns

Items returned for credit will not be accepted without prior written permission and are subject to a re-stocking charge of 10%.

Repairs

Items returned to HINE/SNOWBRIDGE, Inc. for repairs should be shipped pre-paid and are sent at the dealer's risk. Repairs which, in our opinion, fall under the terms of the guarantee will be sent back to the dealer at no charge. Dealers will be invoiced for repairs which, in our opinion, are not covered under the guarantee.



© 1976, HINE/SNOWBRIDGE, INC.

Another quality pack line by:
HINE/SNOWBRIDGE INC.

Mail to: P.O. Box 4059, Boulder, Colorado 80302
Located at: 3275 Prairie Avenue, Boulder, Colorado 80301
Telephone: (303) 449-8080

DM-2

Guarantee

All products manufactured by HINE/SNOWBRIDGE, Inc. are guaranteed against defects in workmanship and materials for their useful lives. We will repair any defect which is not the result of misuse or normal wear and tear.

Dealer Status

All new dealer openings are subject to approval by HINE/SNOWBRIDGE, Inc. Prospective dealers will be asked to provide credit references and other information about their shops. New dealers will not be given open account status until sufficient credit information is submitted and approved.

HINE/SNOWBRIDGE, Inc. reserves the right not to ship orders to dealers who do not meet and maintain the qualifications of our credit and sales departments.



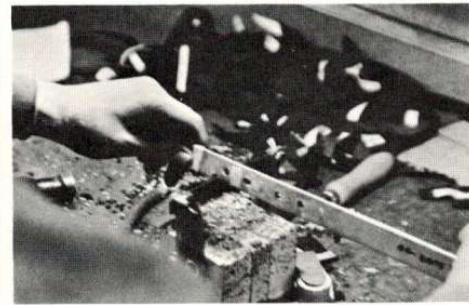
We Do A Better Job Because We Specialize

HINE/SNOWBRIDGE specializes in making packs. We feel that by specializing we can do a better job of making our products and a better job of servicing our dealers.

Because we make only one product line, our employees are specialists. They know what to do, and more importantly, how to do it right—the first time. Each pack is sewn together from start to finish by one seamstress so that she can take pride in her work and do a better job.

By making only one product line we can order our raw materials in more depth and therefore have the right materials on hand when we need them. This cuts backorders. When it comes time to put a pack model back into production, we can do it quickly.

Our employees pride themselves in doing a good job and we take pride in our products. Doing a better job is what HINE/SNOWBRIDGE, Inc. is all about.



Sales Aids

Catalogs:

All dealers are supplied with the HINE/SNOWBRIDGE four color catalog. A sample of the catalog is bound in the center of this dealer manual. You should be receiving your first group of catalogs approximately the same time you get this manual. When you run out of catalogs, drop a card in the mail or request more with your next order.

Advertising:

HINE/SNOWBRIDGE INC. supports you with National Advertising, effective ad slicks for your own local advertising, and product shots, if desired.

National Advertising:

Here's an overview of this year's HINE/SNOWBRIDGE National Advertising campaign. Where possible, use this as a guide to help plan your own ad program:

Publications:

Backpacker
Wilderness Camping
Mountain
Off Belay
Backpacking Journal
Sunset/Western Campfire
Guide
Nordic World

In 1976 we will be running product ads. The Serex will be

featured in the fall and winter months, the Tamarak in the spring and summer months. As in the past, our ads are designed to entice the buyer into your shop. We give them just enough information in our ads to "wet" their interest, then offer them a free catalog and our dealer list.

Ad Slicks:

Advertising Slick pages are available to all our dealers. These pages are designed to make effective advertising easy for you, the dealer. If you need copies of our ad slick page, just request them.

Dealer Support

Our total marketing and manufacturing effort is designed to make you, the dealer, profitable. Our advertising shows the product, informs the prospective buyer, and offers a FREE catalog and dealer list. Our catalog is designed to interest the buyer in the activity as well as our product, and our dealer list is designed to get him in YOUR store.

Our dealer support is demonstrated in two other ways:

1. Many companies will run national advertising to benefit their own mail order department. WE DO NOT HAVE A MAIL ORDER

DEPARTMENT. We are not trying to undermine your market by selling direct. WE SEND ALL OUR CUSTOMERS TO OUR DEALERS.

2. The most important factor facing any small business is cash flow, the ability to have cash available to meet obligations. Lack of cash causes bankruptcy. One way to reduce cash outflow problems and consequently cash risks is to order on a frequent basis, holding your inventory exposure down.

At HINE/SNOWBRIDGE, we try to keep a large in-house inventory of every item we sell. Al-

though occasional backorders do occur, we strive to get you the items you want when you need them. We don't require large pre-season orders, and the subsequent large invoice due all at one time. We prefer that our dealers order often, turn their inventory, and pay the smaller invoices regularly.

At HINE/SNOWBRIDGE INC., we deliver: the catalogs, the advertising, the promotional material, the quality products and the customers you need to make yourself profitable.

About Hine/Snowbridge Packs

The Serex: The Serex is a very stable carrying expedition grade pack. The three major features of this pack are its inherent stability, its variable volume, and its adjustability.

The Serex is stable because of the way the suspension works. The two upper straps triangulate off the aluminum stays and, when used with the chest strap, make an extremely well balanced pack which follows the movement of the upper body instead of fighting it. This is extremely important DM-4

for mountaineering, climbing and cross-country skiing where a shifting pack creates unacceptable balance problems.

A variable volume pack is important for expedition work. By utilizing the compressor straps on the sides and the adjustable top flap tie downs, the volume of the Serex can be diminished from more than 4500 cu. in. to less than 2000 cu. in. This allows the pack to be used after base camp has been set up, or in the case of long expeditions, the volume can be reduced

as consumables such as food are removed from the pack. The ability of the Serex to handle smaller amounts of equipment eliminates the need to take along an assault pack for those above-base-camp climbs.

The adjustability of the suspension system allows the Serex to be carried by a variety of people. Especially important for expeditions, the pack can change hands during the trip and fit two entirely different shaped people equally well.

(continued on DM-5)

To Adjust The Serex Suspension System first have the wearer put the pack on and tighten the waist belt. Check the height of the shoulder straps. The chest strap should be high on the chest. If adjustment is needed, remove the pack and adjust the height of the shoulder straps with the 2" slide where the shoulder straps meet. Then put on the pack again and tighten the waist belt. Adjust the shoulder straps snugly over the shoulders with the down straps and finally tighten the stay straps through the buckles over the shoulders until the pack pulls in snugly up against the wearer's back. The chest strap can now be connected for maximum stability.

The suspension system allows for almost infinite adjustment—so experiment. We find that on long trips the pack is most comfortable when a variety of wearing configurations are alternately used.

The Alpha and Alpha/Special: The Alpha packs are designed to fill the void between the TAMARAK and SEREX, our other two internally framed packs. The ALPHAS are designed for mid to long range summer trips, mid-range winter endeavors.

The top compartment in the ALPHA is separated by a vertical divider, helping to keep the pack's thin profile. A winter grade down sleeping bag will easily fit in the bottom.

The difference between the ALPHA and ALPHA/SPECIAL lies in features. The ALPHA/SPECIAL has the unique H/S cross chest strap to help stabilize even the heaviest loads. It has a removable vertical divider and the false bottom between the upper and lower compartments unzips. By removing both dividers a big open sack can be created.

On the outside of the pack, the ALPHA/SPECIAL has the SEREX top flap tie down system, compressor straps on the bottom compartment and an extra pocket under the top flap.

The combination of the H/S modified yoke suspension with

good compartmentalization makes the ALPHA a truly outstanding pack.

The Tamarak: The TAMARAK is the "hatch back" (panel opening) pack from HINE/SNOWBRIDGE. It was designed for a variable use pattern concentrating on mid-range backpacking, hitch-hiking and general travel including flying on airlines. The major advantage of the "hatch back" design is access into equipment.

In the past a draw back with this type of pack has been load control. The pack was loaded lying flat, then carried upright causing the load to slowly shift downward. HINE/SNOWBRIDGE has virtually eliminated this problem with load control tie downs located inside the pack and "D" Rings behind the side pockets near the front.

Heavy load items such as stuff sacks full of food, climbing hardware etc. can be secured inside near the top of the TAMARAK by threading accessory straps around the "hold open" bar at the back of the pack and then the "D" Rings about 2/3rds the way up inside. This positions the heavier items where they should be; at the top, near the back of the pack. On the outside of the pack, accessory straps can be run through the "D" Rings behind the side pockets compressing the load. We have supplied "D" rings instead of permanent straps on the outside of the pack because the TAMARAK often needs to be slid into tight places (i.e. under jet liner seats) where straps would create hang-up problems. The second set of "D" rings behind the side pockets afford an accessible tie on system for long coil ropes, skis, etc. when used in conjunction with the first set.

Although it measures a little large by airline standards, the TAMARAK will fit under jet liner seats.

The Cirques: The CIRQUES are versatile packs with a design emphasis on serious rock climbing and ski touring. Their construction features high sided leather bot-

toms, 11 oz. Cordura cloth, the H/S snap clip, quick access into the main compartment and a 1/2" foam back panel in a zippered pocket.

The CIRQUES have 13 accessory patches (even two under the top flap) and are compatible with the H/S optional pockets which can be strapped on with accessory straps (not included).

The CIRQUE'S shoulder straps are made from the 8 oz. Parapac, like on the larger internally framed packs, for greater comfort.

The high sided leather bottom, 11 oz. Cordura cloth and strategically placed accessory patches give the CIRQUES the best abrasion resistance of any HINE/SNOWBRIDGE pack.

The Mountaineers: The Mountaineers are probably the most versatile packs currently available. They are large enough to be used for light overnight trips, yet small enough to be used around town or for short day trips.

The Ski Mountaineer differs from the Mountaineer by having ski slots behind and tie downs above and below the pockets. Although cross-country skis normally don't need to be strapped to the pack, we recommend strapping down anything heavier to protect the pockets. We also recommend that downhill skis be carried tip down. This gets more of the ski below the pack since generally the toe piece on downhill skis is mounted about in the middle of the ski.

The Mountaineers and the Chinquapin both have aluminum stays primarily for two reasons. They triangulate with the leather bottom to hold the shape of the pack, and they keep hard items away from the wearer's back. The stays are removable so the pack can be taken along and used as a summit pack.

The Chinquapin: The Chinquapin is cut just slightly smaller than the Mountaineers. It doesn't have the side pockets or the accessory strap holders but keeps the big top flap pocket, the aluminum

stays and the full leather bottom. The slim design is perfect for cross-country skiing and the pack is also great for just hiking or carrying books around campus.

One thing often overlooked is that both the Mountaineers and the Chinquapin can be used as carry-on luggage on airlines. They are just the right size to fit under the seat of today's jetliners.

The Slant Lines: There are basically three advantages to the slanted zippers in these packs. First, with two sliders on each zipper, the user can get into the bottom as well as the top of each of the two compartments. This is highly advantageous if the pack is being used as a hand bag because keys, change, or whatever that shifts to the bottom of the compartment can easily be retrieved.

The second advantage of the slanted zipper is that, especially with the top compartment, the longer zipper allows fantastic access. This means no more tugging with the pack trying to get a down vest or sweater in or out of the compartments.

The third advantage of the slanted zippers is that they allow the pack to come with contrasting zipper flaps so popular with bicy-

clists and fashion conscious buyers.

The Day Pack: The Day Pack has a semi-teardrop shape (the best for bushwacking) with a square cut bottom for carrying books. The 16" zipper around the front is perfect for easy access in and out of the pack. The pack also has the H/S swing mounted shoulder straps and removable waist belt. A great pack for cross-country skiing, hiking, or around campus.

The H/S Basic: The H/S Basic is an inexpensive pack but look at these features: Top flap pocket, double sewn zippers, a place for a waist belt, 8 oz. urethane coated pack cloth, cord lock closure, and a hang loop. It's also triple sewn near the bottom corners where the web goes through the seams. A fantastic book bag, it's also great on the trail.

The Powell Pack: The Powell Pack was originally designed for Ed Powell, a ski ranger with the National Park Service, Yosemite. Ed needed a pack so that, as he said it, he could "boogie." He needed a pack to carry necessities such as cross-country waxes, radio, first aid kit, down sweater, head lamp, etc. so that when he was

looking for lost skiers he could really move, without having his shoulders restricted in any way. In the summer Ed had occasion to horse pack and wanted a "saddle pack" that easily strapped on his western saddle. The Powell Pack was the answer. It's a great ski touring pack, climbing pack, and scrambling pack and it is light enough to fit into a frame pack for those side trips where a frame pack is too bulky.

The Belt Pack: The Belt Pack can be summed up in one word. Useful. It's a great sorter, a great cross-country wax pack and also a great "under the seat" bicycle bag. Perfect for going on the waist belt of any pack to carry small necessities and have them quickly at hand.

The Cargo Bags: The H/S Cargo Bags come in two sizes, medium and large. We've made them from the 11 oz. Cordura because a Cargo Bag is the kind of item which gets thrown into the trunk of cars, "chewed" on by airport conveyor belts and is generally abused.

Our Cargo Bag has two sliders on the #10 coil zipper so that the zipper can be secured with a pad lock. Each bag has an extra pocket in one end.

Materials

FABRIC:

- 8 oz. urethane coated nylon pack cloth.
- 8 oz. urethane coated nylon CORDURA.
- 11 oz. urethane coated nylon CORDURA.

HINE/SNOWBRIDGE packs are made from either the 8 oz. Parapac, 8 oz. Cordura, or 11 oz. Cordura pack cloth.

The 8 oz. Parapac pack cloth was chosen because of its light weight, great strength, resistance to mildew, and long wearing life. Packs made of this material are waterproof, although as is the case with any pack, some moisture can seep through the stitch holes or zipper openings. The H/S line provides generous zipper flaps to minimize this problem.

DM-6

The Serex, Alpha, and Alpha/Special are made from 8 oz. Cordura; the Tamarak, Cargo Bags, and Powell Pack are of 11 oz. Cordura.

Cordura has most of the advantages of the standard pack cloth while being about 40% more abrasion resistant.

LEATHER:

- 7/8 oz. Chrome Tanned: shoulder straps, accessory strap holders.
- 5/6 oz. HH Grade, Chrome Tanned: pack bottoms and bottom strips.

We use only the highest grade top grain leather available. In areas of high stress such as shoulder straps and accessory strap holders we use 7/8 oz. chrome tanned leather. 7/8 oz. means that the leather is at least

7/64" in thickness and not more than 8/64". We chose chrome tanned leather because tanning with chromium compounds makes a strong, water resistant leather. We found that the 5/6 oz. leather was better for the pack bottoms and bottom strips. In this area tensile strength is not as important as protection against abrasion and resistance to water penetration. The bottom leather was chosen because it has been "stuffed" or impregnated with "oils" which enhance these qualities.

Choosing the leather is not the only consideration when making items out of leather. Cutting the leather is also very important. The phrase "all leather is not created equal" is an understatement. This is particularly true on different parts of the hide. The

back has the most strength while the belly has the least. If we had, for example, shoulder straps cut from the bellies, they would be less desirable because of stretch.

After trying several outside leather cutters we found that we could not get our leather consistently cut to our standards of quality. Therefore, we now have our own "clicker" press and do all our own leather cutting on our premises. This insures that every piece of leather will meet our quality standards.

Occasionally a white powder develops on the surface of the leather during storage. This is due to a slight evaporation of the residual tanning chemicals. The white powder is called "spew" and is easily wiped off. Spew is a normal occurrence in chrome tanned leather of this type and in no way affects the quality of the leather. To return the leather to its natural sheen, wipe the powder off with a damp cloth. The natural sheen of the leather will also increase as the pack is used.

ZIPPERS:

- YKK #5 and #10 Ziplon Coil with "SRL" Slider.
- YKK #5 Delrin with "SRL" Slider.

We have chosen nylon zippers for a variety of reasons. They are strong and easy running. Also they have long lives and the coil zipper is self-repairing. The Ziplon zippers turn corners well while the Delrin shows a surprising resistance to icing in cold weather.

We like the YKK coil zipper over several others because YKK double sews the coil to the tape and places an additional strip of cloth (called code) inside the coil to insure strength.

THREAD:

- 3 ply nylon, 690 denier, bonded, high strength.

After extensive research into thread, we decided upon a nylon thread originally made for the

shoe industry. We chose the 3 ply nylon over several others because of its high strength and clean stitch.

ALUMINUM:

- 6063-T5, 1/8" x 5/8" aluminum bar (Mountaineers and Chinquapin).
- 6061-T6, 1/8" x 1" aluminum bar (Serex, Alpha/Special, Alpha, Tamarak).

Some of our models have aluminum stays to give added support and comfort to the pack. We use these two types of aluminum because they can be bent to conform to the wearer's back, but retain the right amount of spring for the function for which the pack was designed.

HARDWARE:

- Nickel or Zinc plated.

We use only the highest quality hardware and all pieces have a rust resistant finish. A conscious effort was made to acquire the strongest and most durable hooks, snaps, buckles, and clips available.

ACCESSORY STRAP HOLDERS:

We have three sizes of accessory strap holders, standard, large and extra large. The standard one is for regular uses like strapping on ice axes, ponchos, etc. We discovered, however, that for larger items, such as parkas and skis, the smaller accessory strap holder just wasn't practical, so we developed our larger models. By slipping the strap through the proper combination of slots, items of various widths can be accommodated. This is particularly useful for items such as a sleeping bag or down parka where four point suspension will reduce swaying.

LEATHER SHOULDER STRAPS:

- 7/8 oz. Chrome Tanned Leather, fully padded.

All H/S leather shoulder straps are swing mounted from two separate pins. We have two "models" of these leather shoulder straps, the Model "A" and the

Model "B". Both are easily adjustable while the pack is being worn.

The Model "A" system incorporates a lower leather strap, non-slip buckle, and a spring snap (for easy in-out access), and comes on the Mountaineer models.

The Model "B" system uses a "ladder" buckle and web strap combination and comes on all models using our leather shoulder straps except the Mountaineers.

OTHER SHOULDER STRAPS:

The Serex, Alpha, Alpha/Special, Tamarak and Cirque packs utilize a foam padded nylon shoulder strap and waist belt system. Although, all these packs are built from the Cordura cloth, the shoulder straps and waist belts (excepting the Cirque's 1" web waist belt) are made from the less abrasive 8 oz. pack cloth. We feel that foam padded shoulder straps are more in keeping with the intended loads which these packs were designed.

The H/S Basic is made with shoulder straps of 2" webbing. We order special soft nylon webbing to make the most comfortable webbing strap available.

WAIST BELTS:

- 3/4" or 1" nylon web
- Removable.

The removable waist belt is a standard feature on all HINE/SNOWBRIDGE day packs (except the H/S Basic). If the user feels that the waist belt might be in the way for a particular use such as a short bike trip or while using the pack as a hauling sack, the waist belt quickly comes off and can be placed inside the pack out of the way.

- 4" Foam Padded.

All the internally framed HINE/SNOWBRIDGE packs have 4" wide, fully padded waist belts. In all the internally framed packs (except the Tamarak), the waist belt is permanently attached to insure the positive weight transfer. The Tamarak has its waist belt pinned into the pack's stay bars, giving the positive weight transfer, while allowing the waist belt to be removed, if necessary.



HINE/SNOWBRIDGE, INC.
Box 4059
Boulder, Colorado 80302



Dealer Manual

PHOTOS: (Front cover) 1975 Reality Ridge McKinley Expedition
Western Southeast Spur Ascent, 1500 feet from summit,
east side, Peter Metcalf photo; (Page 4) Reality Ridge ascent
above Camp III, Angus Thuermer photo; (Back cover)
Fixed rope on Reality Ridge, 11,500 feet, H. Florschütz photo.
Serex packs from HINE/SNOWBRIDGE were there.