

Quality packs for the
serious touring enthusiast

kirtland
 **tour**
pak



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.



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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

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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 KIRTLAND/TOURPAK 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 KIRTLAND/TOURPAK National Advertising campaign. Where possible, use this as a guide to help plan your own ad program:

Publications:

Bicycling!
Bike World
Bicycle Dealer
Showcase
Wilderness Camping
L.A.W. Bulletin

In 1976 we will be running product ads. Generally, our best selling S/T ELITE models will be featured. 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 OUR DEALERS AT NO COST. 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. Although 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.

Replacement Parts

Replacement parts for the KIRTLAND/TOURPAK line are available from HINE/SNOWBRIDGE, Inc. You should receive an Accessory Items Price List along with each current KIRTLAND/TOURPAK Price List.

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In an emergency, or when there isn't enough time to order the replacement parts directly from us, acceptable substitutes for items such as the springs, shock cords, "D" Rings, and "S" hooks are available at any hardware store.

Suggestions

Dealers can help their customers prolong the useful life of the web on the Elite model panniers carrying handles by suggesting that the customer remove the handles and wrap a piece of tape (adhesive tape or electrical tape will work well) around the slots in the upper hook plates and re-snap the handles back through the slots. This will avoid excessive wear at the point of junction of the handle and the plate.

If the panniers are only partially filled for a tour, take a piece of shock cord and stretch it horizontally around each bag attaching it to the carrier leg or frame behind the bag. This will prevent shifting of the load.

With a little imagination on the part of the user, K/T panniers can be attached to a backpack frame using the many holes, slots, and springs found on the back of each pannier.

An over the shoulder carrying strap (not available from HINE/SNOWBRIDGE, Inc.) can be made and attached to the Elite Panniers through the extra slots in the upper hook plates next to the slots used for the web carrying handles.

Sales Hints

Effective sales of the KIRTLAND/TOURPAK line depend upon effective in-store merchandising of the individual items as well as the image.

1) Display panniers and handlebar bags in context with their usage. Mount the complete set on a good touring bicycle, stuffing the bags to give them shape and body. Show the buyer how they're mounted, how they ride and how they look on the bicycle.

2) Position the bicycle adjacent to a high traffic zone on your sales floor to gain the best benefit from your mounted display. Once a serious bicyclist easily removes and mounts the panniers and has seen the mounted handlebar bag, the K/T line will sell itself.

3) If you have the space, place a second set of panniers snapped together next to the bicycle to demonstrate their carrying convenience.

4) Avoid displaying the panniers and handlebar bags in a "static" environment, e.g. peg board displays, counter-top layouts. The customer may be misled into thinking you have added luggage to your line.

Display on the bicycle is important—and in a location where your customers can see and try the packs. Properly displayed, the K/T line sells itself.



Elite Pannier Instructions

Mounting the Panniers

Generally speaking, there are two kinds of bicycle carriers. Your K/T panniers will fit both kinds.

If you have the type of carrier with one leg extending to the rear dropout of your bicycle (Pletscher for example), first attach the two hooks provided with each set of panniers to the bolts which hold your carrier to the rear dropouts. The hooks should be facing up and away from the bicycle. (See photo A).

For rear carriers with two legs extending to the rear dropout and having a small ring where the two legs meet, the enclosed hooks are not needed.

To mount each pannier, hold the web handle in one hand and with the other hand mate the hook between the springs on the pannier to the hook (or ring) located near the rear dropout of your bicycle. Then pull up on the web handle and snap the upper hook plates over the top

of your rear carrier. (See photo B). The plastic spring covers can then be positioned as desired to prevent abrasion between the bicycle and the pannier.

With a little practice you will be able to mount and remove your panniers in seconds.

On pannier models with front and rear pockets, the small pocket should be mounted such that it faces forward on the bicycle to allow maximum foot clearance when pedaling.

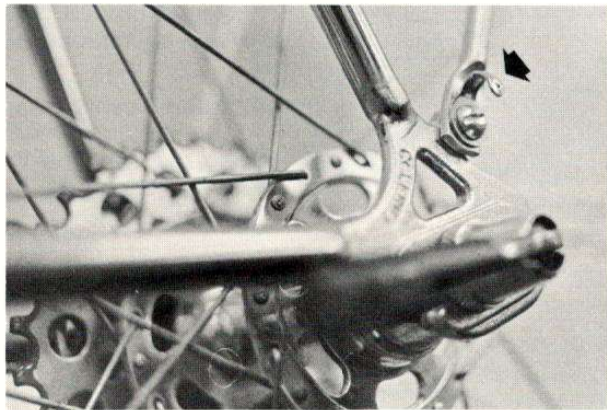
Positioning and Adjusting the Panniers

The K/T Elite Twin Spring Suspension system (patented) has been designed to give you the maximum position and tension adjustability possible.

Since the distance from the top of the carrier to the dropout varies depending on the type of carrier and the size of the

bicycle frame, the spring tension has been designed to be easily adjustable. To change the tension simply remove the spring ends from the holes in the spring attachment plates and move them up (for more tension) or down (for less tension) until the desired amount of tension is obtained. (See photos C,D)

When carrying any set of panniers on the back of a bicycle it is desirable to carry the load as far forward as possible without interfering with your foot clearance. The K/T Twin Spring Suspension system is adjustable to allow the panniers to stay positioned where you want them without letting them shift backward or forward on the carrier. This "fore-aft" positioning is accomplished by two means, either in combination or independently depending on the type of carrier and the needs of the individual. First, the springs can be adjusted at an



A. Attachment of hook to carrier bolt at rear dropout of bicycle.



B. Mounting of the pannier.
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C. Suspension system in normal position.



D. Springs moved up for greater tension.



E. Suspension system adjusted in one of many other possible positions.

angle (photo E) thus providing tension which tends to hold the pack forward or in back of its normal position. Secondly, the position of the upper hook plate can be easily adjusted by loosening their bolts, sliding the hook plate forward or backward, and tightening the bolts (photo E).

After a little fooling around with these adjustments, the proper "fore-aft" positioning and tension of the panniers can be found for almost any type of rear carrier and size of bicycle frame.

Materials

FABRIC: 8 oz. urethane coated nylon pack cloth.

All KIRTLAND/TOURPAK models are made from this fabric. It was chosen because of its light weight, great strength, resistance to mildew, and long wearing life. Packs made of this material are waterproof, although some moisture can seep through the stitch holes and zipper openings. K/T provides generous zipper cover flaps on each pack to minimize this problem.

ZIPPERS: YKK #5 Ziplon Coil with "SRL" slider.

"Nylon" coil zippers were chosen for a number of reasons. They are strong and easy running. They turn corners well, have a long life, and are self-repairing. We like the YKK coil zippers because YKK double sews the coil to the tape and places an additional strip of cloth (called code) inside the coil to insure strength.

Carrying the Panniers

When not being carried on the bicycle, your K/T panniers are easily snapped together to form one piece of luggage. This feature has obvious advantages for flying to and from a tour, walking in and out of hotels, or carrying your panniers from your bicycle to your tent. Not all the snaps need be used depending on your carrying requirements.

Care of Your Panniers

K/T panniers are constructed of durable waterproof nylon pack cloth. Though

rugged in construction, your panniers will last longer if you follow a few simple suggestions: Whenever possible, place hard or sharp objects so that they will not puncture or cause excessive abrasion to the pack cloth. **TO CLEAN:** Use warm water, mild soap, and a damp cloth or sponge. **CAUTION:** Test spot removers on an inside seam as some petroleum distillates may slightly discolor the pack cloth or harm the urethane weatherproofing. Do not machine wash.

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 3 ply nylon over several others because of its high strength and clean stitch.

ALUMINUM STIFFENERS: 6061-T6 sheet aluminum.

This is a hard, tempered, springy, and high strength grade of aluminum. Aluminum is preferable over plastic or fiber board for stiffeners because of its strength and resiliency. Our aluminum won't break, crack or warp, and is extremely hard to permanently bend.

We rivet or bolt all our suspension system hardware directly to the aluminum assuring the most securely riding panniers and handlebar bags possible.

HARDWARE: Nickel or Zinc plated (upper hook plates and spring plates).

We use only the highest quality hardware and all of our hardware has "rust resistant" finishes.

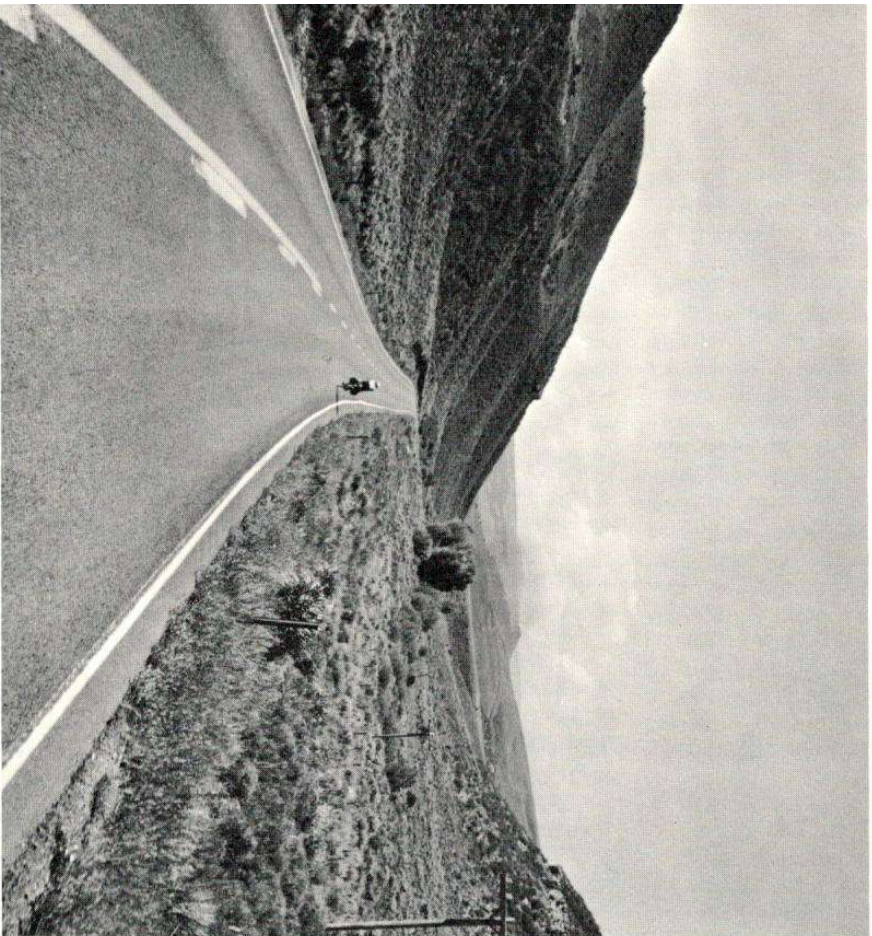
LEATHER: Chrome Tanned, Top Grain.

All KIRTLAND/TOURPAK models use only top grain, chrome tanned leather. Top grain refers to the outside of the hide and chrome-tanning is a chemical process which results in a tough, high grade leather.

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.

Kirtland Bike Tour Pak

Another quality product line by
HINE/SNOWBRIDGE, Inc.
P.O. Box 4059
Boulder, Colorado 80302



Dealer Manual

BIKECENTENNIAL 76 is a non-profit organization devoted to awakening America to the need for good, safe bicycle touring. They have put together a transcontinental bikeway, tours on that bikeway, but more importantly, a constructive program to keep the American public and our local, state and federal governments aware of the needs of cyclists. BIKECENTENNIAL 76 needs your help. Support BIKECENTENNIAL 76. For more information concerning their trail, tours, and programs, write:

BIKECENTENNIAL 76
Box 1034KT
Missoula, MT 59801

SUPPORT

BIKECENTENNIAL