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Snowballs: Moseley & Duofold, Centerstone & Vans, Plus the Egans at Targhee

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November 28, 2006



Image: HEAD Skis
 Moseley Warms to Duofold
 Vans Signs w/Centerstone
 Ski Clinics at Targhee

Winston-Salem, NC (Ski Press)-Duofold and Olympic

skiing champion Jonny Moseley are joining forces to help prepare skiers for the upcoming winter season. Duofold and Moseley today announced the launch of the "Master the Mountain" campaign with tips on making this ski season fun, safe and memorable.

Duofold and Moseley will visit popular ski destinations across the country with ski tips and Duofold gear giveaways. In addition, in each market ski enthusiasts can enter a special contest to win a "ski experience of a lifetime" with Moseley and three of their friends the very next day.

"As winter approaches, it is never too early to start thinking about all of the elements that can help make ski season the best that it can be," said Jeanne Wilkinson, director of marketing of Duofold. "The 'Master the Mountain' program is designed to give skiers of all levels the information and gear recommendations they need to have a great experience out on the slopes. Duofold is thrilled to partner with Olympic champion and skiing icon Jonny Moseley as he shares his unique insights and expertise with ski enthusiasts across the country."

"I've been skiing since I was a child and I have always understood that the key to having fun out on the slopes is keeping warm and dry - Duofold's base layer delivers that better than any other product that I have tried," said Moseley. "It is great to be able to share my ski season preparation tips with skiers around the country, and I am excited to travel across the country meeting the fans and skiing with the lucky local winners and their friends."

Vans Signs w/Centerstone

Denver (SP)-CenterStone Technologies, Inc., announced that Vans has selected the company's iVendix software application for business-to-business (B2B) online ordering for their retail dealers and sales reps. When the application goes live, Vans dealers will be able to place their pre-season orders and all their re-orders through this successful B2B tool. iVendix is accessible 24/7 via the Web. Dealers will also be able to check on the availability of product as well as track and monitor the status of their orders.

"We are truly appreciative that the VF Outdoor Coalition has decided to roll out our iVendix application to the Vans brand. Now the VF Outdoor Coalition will be able to leverage a common platform across multiple brands. The North Face started with CenterStone several years ago, we added JanSport last year, and we are excited that Vans has been selected as the next brand to launch with iVendix," said Tom Detmer, CenterStone Technologies' chief executive officer. "The North Face invested in the CenterStone solution several years ago, and it has been well received by their dealers and sales reps. Since then, CenterStone has rapidly become an industry standard for B2B, online ordering in action sports and outdoor recreation, so it was only logical for Vans to launch a similar initiative. With thousands of specialty retailers currently using the CenterStone application, we are confident that Vans dealers, as well as their sales reps, will quickly adopt CenterStone's iVendix solution. As a specialty retailer said to us, 'it's like Amazon.com on steroids, but for B2B.'"

Daily News

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