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From the publishers of Paintball Games International & What Paintball Gear?



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Paintball Expo 2003

Scheduled for the weekend of February 8-9 next year in Pomona, CA, the second annual Paintball Expo is looking likely to become the trade show of the year. Here's why Expo should be penned into your 2003 diary...

According to event organizer Ravy Samia, customers who attended last year's Paintball Expo covered every aspect and level of Paintball enthusiast: "We had visitors ranging from newbies, to rec players, to more experienced players, and the age demographics ranged from 10 to 50 years old," he told *Pi*.

A large part of the Expo's success was down to aggressive promotion. Samia continued, "We marketed the show in the Greater Los Angeles area with a radius of 200 miles, and to our surprise, we had people come from Nevada, Arizona, and as far east as Cleveland - that's 1000 miles away from the show!"

Total attendance for both days of the trade show was 2,000. This was a great result for a first-year show with no tournament attached, and traders were ecstatic. Having 2,000 potential customers in attendance, purely to spend money, meant that some vendors even managed to sell out their inventory on the first day.

But there was more on offer to the visitors than just trade stands. Customers also got to test selected high-end markers at the target range. Last year people were lining up to test paintguns such as the Evolution Cocker from Smart Parts, Excalibur from AKA, EMag

from Airgun Designs and a few other markers from companies such as Palmer's Pursuit and Paintguns International. So manufacturers were able to cut out the hard sell and let the equipment do the talking.

2002's exhibitors included manufacturers, several local fields, the NPPL (plus guest players from Dynasty and Avalanche signing autographs), and even the Los Angeles Sheriff's Department, who use Paintball for part of their training.

Looking ahead

Thanks to the high rate of success, 90% of the traders who exhibited last year renewed for the second year. Samia was delighted, commenting, "We have quite a few newcomers signed up for the next Expo, such as ACI, Rhinotech USA and KAPP. There are also start-up companies who are hot for the show. And not only did the bigger companies renew their spots, they signed up for bigger spaces. Three companies are bringing in their 48-footer trailers for the show. Now that's exciting!"

New highlights to ensure even larger attendance numbers are the Splatter Gear fashion show and the Splatter Game. Splatter Gear is an apparel show where manufacturers can sport their new clothing on the catwalk, while the Splatter Game is a 3-on-1 exhibition game, hopper-ball format, where three visitors get to play against a tournament-level player. Expo (or a

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sponsor - see the options online) provides the markers, the goggles and the paint. This is a great way for new players to see and experience a fast-paced game as well as the perfect opportunity to showcase the concept of operating a small field that could possibly generate revenues to non-Paintball companies such as fun centers. Paintball gun manufacturers will be pleased to note the return of the Splatter Range - the target range for people who just want to test the markers without getting dirty.

Samia and the team also plan to promote the show by inviting the decision-makers of fun centers and outdoor family entertainments: "We now cater to consumers and provide opportunities for traders to do business-to-business to non-Paintball industry," he concluded.

The Show

Feb 8 10am - 4pm
Feb 9 12pm - 4pm
Feb 9 10am - 12pm (dealers only)

Both days: Splatter range open
11.30am - 1pm & 2pm - 3pm

- Bigger and better than last year
- More products on show
- More special prices on products
- Giveaways
- More markers to test out
- DJs on hand to provide the tunes
- Exhibition game: you play against guest Pro
- Splatter Gear fashion show

Sponsorship Packages

Be sure to check out the website at www.paintballexpo.com to find out which level of sponsorship would best suit your budget and promotional strategy. Opportunities range from Splatter Game sponsorship at \$3000, right down to bag branding at \$500 - with a whole range of options in between.

Further Information

- www.PaintBallExpo.com
- 800 590 4989

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Evil Arrives

After months of cryptic advertising in the Paintball press, Evil finally arrived at the NPPL/PSP World Cup.

The ad campaign, featuring members of Aftershock and Shocktech tournament teams, was believed to pertain specifically to Evil paintballs, long-used by Team Aftershock. However, the Evil range unveiled in Florida included barrels, gloves, aftermarket accessories and a closed bolt electro paintgun called the Omen.

Distributed by PMI, the Evil marketing campaign is likely to be spearheaded through a factory team, something which the major companies once again seem to

regard as an effective marketing tool. PMI's Jon Dresser told *Pi*, "There is a good chance that there will be a completely new Evil team next year. Whether that team is a brand new team or an established outfit remains to be seen. Several teams from all levels have already expressed interest in using the new Omen and other teams have inquired about using specific Evil upgrades to boost their current gear."

Call: 800 334 0502

Web Site: www.evil-paintball.com

Ed Poorman and Matt Hoffman Hook Up!

Paintball. Skateboards. Music. Apparel. Now add BMX to the list of action sports and lifestyle aspects that fall under Warped Sportz' broadening range of interests. Beginning this Christmas season, Warped Sportz will be carrying the Hoffman Bikes line of BMX products in the showroom of its spacious new corporate headquarters.

"We've wanted to carry BMX for a while, but we never had the room in our old facility," says Warped CEO Ed Poorman. "Plus, we've known some of the guys at Hoffman Bikes and their riders for a while now. We hooked up [X-Games bronze medallist] Chad Kagy with some Dark products a few years ago."

"We just really embrace every aspect of action sports culture," said Warped Marketing Director Dan Napoli. "We have friends in BMX and most of our guys here follow that industry. We all were just amazed after

Hoffman's no-handed 900 at the X-Games this year. Over the next several months you may see some of our other franchises and www.warpedsportz.com featuring Hoffman product as well."

"BMX is just another thing our new facility is allowing us to do that we've always had an interest in," added Poorman.

In addition to gear for Paintball, skateboarding, apparel, music, and now BMX, the showroom at the new Warped HQ will also have a tattoo shop inside it. The area is slated to open in January. Warped Sportz headquarters is located at 1206 Avenue M, in Kearney, Nebraska.

Call: 888 235 9277

Web Site: www.warpedsportz.com



Return of the COPS

WDP launched a new piece of Angel software the World Cup called COPS2. This is a modified version of the original COPS anti-chop system used by the Angel IR3. Angel designer, WDP's technical Guru John Rice, told Pi, "While the original COPS system guaranteed the player that they could not chop a ball many IR3 users were not using COPS because they felt that their firing rate was interrupted. We have been continually working on the COPS system and have now released COPS2. This new version is over 12 times faster than the old system. The Fire command is dictated by the presence of a paintball. Should the fire command be interrupted the processor will calculate the time required for the next paintball to be ready to fire. This greatly reduces the risk of a pinched or chopped ball, while maintaining a very high rate of fire with no dead spots. COPS2 is unaffected by debris, paint residue, light conditions or the color of the ball you shoot, all problems encountered with optical systems used on some other markers.

The new COPS2 has been continually tested on full-auto at 20bps and it did not chop or skip a beat. We have been continually evolving the IR3 all year. The Opto trigger and COPS2 again re-affirms the Angel's position as the fastest paintball marker on Earth, with or without paint."

WDP are establishing an upgrade program that allows IR3 owners with the original COPS version to upgrade to the new enhanced version. For details check out the news page on the WDP web-site at www.wdp-paintball.com.



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Factor has been put in a holding pattern, and will not air this winter.

Leonardo Ugalde, the show's Executive Producer, told *Pi*, "We are buying the air time because we believe so strongly that Paintball will be a hit on television, but the mainstream media does not believe, not yet at least. But Splatter Factor is far from being over, and we still have the opportunity to air on a later date on TNN; the network has put us on their website under the New Shows/Sports and Entertainment section but we don't know for how long. It may be they want to see what type of buzz will be generated.

"We need the entire Paintball industry to tell their customers about Splatter Factor being on TNN, and get them to email the website asking when Splatter Factor is going to air. We have to prove to the networks that there will be an audience who will watch a Paintball TV show regularly."

If you want to do your part to help, go to www.thenewtnn.com/shows/splatter/ and click on the section where it says email us.

Fox Holds Fire on Splatter Factor

Throughout the year we've heard the buzz about Splatter Factor and the promise of Paintball on television, first on Fox Sports and now on the new TNN. Unfortunately, due to delays in raising sponsorship in time to complete the remaining episodes, Splatter



Chuck Hendsch Quits National Paintball Supply

Chuck Hendsch, VP, Sales and Marketing, West Coast for National Paintball Supply has officially resigned to pursue his position as President of the National Professional Paintball League (NPPL). The NPPL is sanctioning a new Super Seven World Series that requires his full attention. Chuck Hendsch expressed regret at having to leave National Paintball Supply to run the League, and commented: "National Paintball Supply is a progressive company that contributes a tremendous amount of support to the Paintball

Industry. It is my goal to continue to work with Gino Postorivo and the National Paintball Supply staff along with other industry leaders to grow the sport at the highest level."

Chuck Hendsch went on to further say that leaving National Paintball Supply has been one of the toughest decisions in his career, but informed us that he looks forward to further growing his relationships and developing new ones as he embarks on a quest to take tournament Paintball to the next level.

Further Information

- For the latest information on the upcoming tournaments and events, please refer to the website at www.nppl.info



Sonic Boom

The current demand for electronic triggers is now so great that there are few companies left that no longer include an electro-marker in their range. The prominent Australian company MacDev is known for producing the high end Sonic Autococker and, in line with the

current trend, has added an electronic frame to their flagship gun.

Dubbed the Sonic E-Racer, the new marker has been adjusted to ensure it keeps pace with its enhanced rates of fire. The standard 3-way on the front of the marker has been replaced by a solenoid, which allows the gun to be electronically timed and thus eliminates short stroking; and a Sonic 2k2 LPR with its high flow rate and large volume has been made use of to provide smooth operation at high speeds.

The electronic frame itself comes with a PC interface cable so that players can download software and play around with firing modes. The E-Racer can be set to semi-auto classic, semi-auto standard, full-auto and sniper modes. Other factors, such as ball loading times, can also be controlled via the cable through a PC.

Web Site: www.macdev.net

Animal Magnetism

Animal Paintball has just released its new range of 2003 Paintball wear. Following the success of their original Voodoo competition jerseys, they have come up with a redesign for the new season. The latest version has been dubbed the Voo-Deux, which looks a little like its predecessor, using the same ribcage effect, but this time flames and skulls have been added to good effect. The jerseys debuted at the World Cup in Florida; made from breathable polyester that is Velcro resistant, so they should stay in good condition for the duration, the design comes in both Fire and Ice color schemes.

Other Animal clothing products include pants, a

full range of casual female clothing called Grrrl Wear and other items, including tank

covers and headbands.

Call: 956 753 8272

Web Site:

www.animalpaintball.com



Bit Parts

Interesting news for Bushmaster retailers: Indian Creek Design has developed a new range of products called the Hard Line. These aftermarket parts can be incorporated into the Bushmaster to enhance its performance. There are two items, which players usually buy together; a volume chamber, to aid the gun to run at a lower pressure, and a high-pressure reg, which has a higher

flow rate than the previous version. Also available is an incredibly good-looking LPR, milled to perfection and easily adjustable with an Allen wrench and an adapter, which moves the reg further forward for a more comfortable feel.

Call: 208 468 0446

Web Site: www.icdpaintball.com

Killer Grips

Here's a slightly different product for dealers searching out innovative custom lines...Grips featuring molded intricate renderings from pewter. The designs, which feature skulls, eagles and scales, are available as inserts for .45 frames or whole grips that will fit .45s or Angel LCDs. The inserts are priced at \$39.99 and Killer Grips range from \$49.95 to \$94.99.

Call: 617 367 1918

Web Site: www.killergrips.com



Golden Fury Intimidator

North Carolina's Paintball Kingdom has been fiddling around with the Intimidator and come up with its own custom version, called the Golden Fury. The marker gets its name from the gold plated parts that are incorporated into the dusk black clamshell body. The advantage of the clamshell body is that, as the name suggests, it opens up, making repair work a simpler task. The gun is made using Paintball Kingdom's own parts, such as the PBK Scorpion trigger and the PBK Snatch grip. One of the main alterations to the gun comes in the form of the PBK back knob with Allen wrench socket, which they claim speeds up bolt cycle time and cures eye detect problems. With only 250 Golden Furies being produced the gun is limited edition and they retail at \$1300. Paintball Kingdom also do a range of custom products for the M3 Black Dragon.

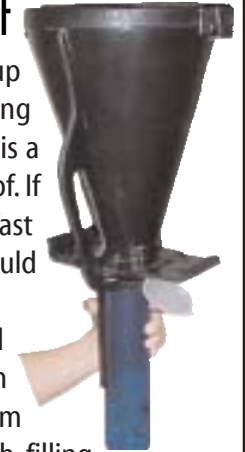
Call: 704 624 4115

Web Site: www.paintballkingdom.com

Rock It

It soon gets tiring scooping up paintballs and carefully guiding them into pots, especially if time is a commodity you don't have a lot of. If you're a field owner living in the fast lane then the Paintball Rocket could be just the solution.

Up to 1000 balls can be held in the Rocket's funnel, a pot can then be pressed against the bottom to release a sprung loaded hatch filling the tube almost instantly. Not only is this more efficient but it prevents paintballs getting sticky from handling and from dropping on the floor...pretty good when you consider that the Rocket costs less than a case of paint.



Call: 866 762 5384

Email: rocketman@rocketpaintball.com



J&J Performance is well known for producing quality, well-priced barrels; to date they have released the acclaimed Full Tilt, Pro 1 and Ceramic ranges. Their latest addition is the Edge Kit; a precision-machined barrel system. J&J informed us that each back half is measured three times for accuracy and engineered to reduce friction, which they claim increases the precision of the marker tremendously.

Livin' on the Edge

Call: 330 567 2455

Web Site: www.animalpaintball.com



The Odyssey Continues

The latest in Odyssey's line of loaders is the Halo TSA. Unlike their last product, the Halo B, the new hopper is not force fed but agitated. The distinguishing feature of the TSA is that the agitator is sound operated, meaning that the paddle now moves in conjunction with the sound of the trigger pull.

Sound activation isn't the only development on the TSA as a mercury sensor has also been added. This

detects the angle at which the hopper is being held and adjusts the direction of the paddle spin accordingly to ensure that paintballs are always being brought towards the marker feed. Odyssey claims the new loader should be able to feed at 12-14 bps.

Call: 214 202 7408

Web Site: www.odysseypaintball.com

In the Buff

There are many 'outside' companies choosing to become involved in Paintball of late, and one of these is Buff - whose product of the same name has already made waves in the surf, skate, rock climbing and mountain biking industries. What is a Buff? Well, to quote the company in question it's, "Not a bird or a plane and it isn't faster than a speeding bullet, but there is not much you can't do with a Buff." Basically it's just a tube of cloth, but this is its main selling point as it can be adapted to serve many different purposes. It can be a scarf, bandanna, headband, balaclava, beanie, wristband, facemask and neck gaiter - the list goes on.

The Buff is ideally suited to protect its owner from the elements. Made from a microfibre it is wind resistant, breathable and wicks away perspiration. The material is also colorfast and will dry in minutes after washing, retaining its elasticity.

A vast number of designs are available so there should be something for everybody, and the company will do custom runs should your business require them.

Call: 44 (0) 1707 852244
Web Site: www.buffusa.com





Action!

The new AM-4 is a custom marker fashioned in a rec-ball styling which should appeal to dealers and field-owners alike.. Made with an aluminum receiver the gun is relatively light. It's also built to withstand rough treatment, with an especially hardened sear and hammer along with a high durability steel hose. Action Markers, who make the gun, claim that the AM-4 has excellent efficiency and an un-freezable (patent pending) all-weather valve system. The barrel is hand honed and ported for greater precision, and the marker comes ready equipped with a stock, which players can rest against their shoulders to gain accuracy whilst firing.

Also made available recently is the AM-P Illusion pump marker. Designed for the serious stock class player, Action Markers have made every effort to make their pump as smooth as possible, with twin pump

rods and a slinky trigger action. Paint can be attached in 10 and 15-shot tubes or loaded into a hopper and connected using AM's very own vari-grip vertical adapter. If the classic black doesn't appeal, the AM-P is also available in a custom fade.

Call: 866 478 2255

Web Site: www.actionmarkers.com

Scepter Barrel

Another innovation that looks to improve marker accuracy comes from Powerlyte in the form of the Scepter Barrel. Many barrels now use insert sleeves to accommodate different sized paintballs. The problem is that by using an insert, imperfections are created on the inside of the barrel that could affect a paintball's trajectory. Powerlyte claim that the Scepter eliminates this problem by making use of a self-aligning insert system that creates a perfectly smooth surface for the ball to travel over. The bore sleeves are designed to load from the front and lock in place with a compression fit. As a result they should not become displaced

whilst firing.

Scepter barrels are currently available for Autocockers, Angels, Impulses and Spydres in stainless and aluminum rears. There's a choice of either 12" or 14" lengths and barrels come in single, three or five bore systems.

Call: 919 713 4317

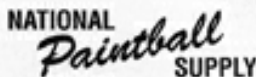
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AKA Unlimited

Anyone buying a Viking or Excalibur marker from AKA will now find that they are no longer restricted to 13 BPS. Previously, both markers were restricted in the factory in order to honor a self-imposed ban: Now, in light of increased safety standards and the decisions of other companies involved to ignore the restriction, AKA has decided to listen to the demands of the consumers and lift the cap. Although the ROF will no longer be restricted the markers will remain semi-automatic and thus will continue to be tournament legal.

Older markers can also be derestricted by downloading the latest software from AKA's website, www.Akalmp.com. Users will need to take their marker to a certified AKA technician or purchase a data cable from AKA to adjust settings on the marker's cir-



The Viking - faster than ever

cuit board. The old data cables are compatible with the new software, but are unable to read the current setting on the marker.

Call: 317 631 7200

Web Site: www.akalmp.com

Tough Tubes

As more and more people become aware of how potentially lucrative the Paintball market can be, many manufacturers are looking to see how their facilities can be used to get a piece of the pie. And Titanium Paintball has done just this: Their parent company, QL Engineering inc., has decided to apply its expertise to making barrels. Their first effort is a tube made from titanium, a high quality metal known for its lightness and strength. Both the titanium control bore and the aluminum tip are coated with TP's Hardbore finish. They claim that this will not wear or flake off, making the barrel scratch resistant. Also, the smooth surface that the finish creates reduces ball friction, which should allow a better ball to barrel match and provide better velocity consistency. Different gauge control bores are available, which can be bought as a set or one at a time; aluminum tips come in a variety of different colors. Barrels can be bought to fit most existing markers.



Call: 973 412 1300

Web Site: www.titaniumpaintball.com

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It's a fact of life that if you develop a great product but don't take measures to protect it, imitations are going to crop up all over the place. And the WGP Autococker is a prime example - at least it was until a couple of months ago. We asked WGP Marketing Director Sonny Lopez to fill us in on Paintball's copycat story of the decade

Pi: When did the first Autococker come off the production line?

Sonny Lopez: 1989... wow, that's 13 years ago.

Pi: Who produced the first custom version?

SL: The Cocker was a custom marker so the first person was Bud himself.

Pi: What made the Cocker such a popular marker?

SL: The Cocker, over a period of years provided the opportunity for many people to start their own business by modifying or creating parts for the Cocker. People asked Bud why he didn't do the same back then. Bud's answer was, "The Autococker provided jobs for many people and I didn't want to take those jobs away from them." You can change out most parts for a truly custom marker.

Pi: What is unique about the Cocker's operation?

SL: It is closed bolt which yields excellent accuracy, it has numerous parts that are upgradeable and it is made in the USA.

Pi: Which marker(s) have been your biggest rivals for business over the years and why?

SL: Early on Tom Kaye's Automag was the rival. Back then Bud and Tom wanted people to own both markers. Today it is the rip-off fake Cockers. Some people can't design something of their own; they think it is the American way of doing business, just copy someone else's idea. We have seen so many rip-off Cockers out there it is amazing these people are content with themselves. You can do the math and see which company gives back to the players. Rip-off companies selling fake Cockers or WGP? We all know Bud gives back more money to players and tournaments than all the rip-off companies combined. Bud Orr supports all the players and numerous tournament series.

Pi: Companies like Smart Parts and WDP have all sorts of patents preventing people from copying their ideas, and yet we've probably seen over 20 different companies build gun bodies and pass them off as Cockers. What's the deal there? Why have you let that happen?

SL: In the early Paintball days everybody respected each other's ideas and hard work. WGP couldn't afford to patent the ideas. Today you have to protect yourselves because there are a lot of thieves around. Because the

Cocker wasn't patented back then, many people who wanted to copy the marker have copied an idea that was thought of over 10 years ago.

Pi: You've just had some deal signed that means non-Worr 'Cocker' bodies can no longer be called Cockers. What are the details and how did this come about?

SL: We have the word 'Autococker' trademarked. So if you buy the body from us you can call it an Autococker. If you buy a Cocker-type body from a different company it cannot be called an Autococker in advertising or in its name. So you know you are getting the real thing when you buy an Autococker! All the companies that buy bodies from us and customize them can call their custom markers Autocockers. These are honorable companies that respect Bud's hard work and willingness to give back to the players. Anybody with the Internet can check our website to see the companies that buy from us to make sure they are getting a Bud Orr certified body!

Pi: How much damage has been done to your business by fake Cocker manufacturers?

SL: The fake Cocker didn't hurt us. We just stay ahead of the game and they copy what they want. What does suck is the kids' situation; they think they are getting the real thing and then they find out later they didn't. Most players know which company supports them and makes great products. Because we make our parts in-house we can make changes in a day, the fake Cockers can't keep up.

Pi: Which custom Cockers are the genuine article?

SL: Wow, a lot. Here's a list of honorable companies that make custom Cockers: DYE, P&P, Shocktech, Planet, KAPP, Mac Dev, Belsales-Evolution, Meteor, Warped Sportz, Pro Team Products, there are more, I just can't remember all of them right now.

Pi: Some companies build imitation bodies because they need slight differences at the building stage in order to make the mods they wish to make. Why don't you make more versions of the Cocker body to allow for a wider range of machining designs?

SL: Like what? Check out our website to see how many bodies we offer.





Pi: Where next for WGP? What's your game plan for the next year or so?

SL: We will provide high quality products for a reasonable price and as always stand behind the products we sell. We will also have lots of fun.

Pi: We see you're now selling the Oracle with the E-Blade on it. This is unusual, isn't it? Surely you would prefer to come out with your own electronic trigger frame than just buy someone else's?

SL: Not when it is already done correctly. Planet produced an excellent product. We are also designing our version of that same frame, basically their internals with our design on the frame, aesthetics, and features. That company came out with a great product and we will not take away from it. After all, they did the R&D. We also went with Planet Eclipse cause they are old friends of Bud, straight-up professional, and easy to work with. No matter how our co-op frame comes out the idea will always be Eclipse's.

Pi: Overall on average, how many Autocockers do you sell a month? Are you always backed up with orders?

SL: We sell a lot. But it is fewer than everyone thinks. The market is small for high-end markers but we are always trying to get orders out. The market is different every month so maybe from 1000 to 3000 a month.

Pi: Apart from Budd Orr, who are the people that come up with designs and ideas for new products?

SL: The real behind-the-scenes superstar custom design

guy is Jeff Orr. Period. He did the Ultralight Cocker which was sold before the STO, he did the STO, he designed the hinge frame, the Oracle 3-way, the pool valve, the cam adjuster... the list goes on and on. He knows how to make things work right. Performance and reliability are his main concerns. The other people that submit ideas are myself, Mario I, Chris N, George G, and obviously Bud.

Pi: How many new products are you coming out with for the start of 2003? Which are your biggest hitters?

SL: Lots... The E-Class Oracles are amazing, they are fast and accurate. Expect more high-end Cockers - maybe even a Naughty Dogs E-Class.

Pi: Do you have any plans to get involved in X-Ball at all? Are you interested in having a WGP team in there?

SL: I wish the best of luck to X-Ball, I believe the new formats will help the sport go mainstream. I created penalty box Paintball about two years ago and took a chance to see if people would react positively to new formats, and the response was incredible. I want all the ideas to blow up and go big. Doesn't matter, 3-Man, 5-Man, 7-Man, X-Ball, whatever. They all let us shoot at each other and have fun, that's what matters! The bigger the Paintball events get, the better for the sport. We haven't finalized our plans for next year so I don't know yet if there will be an X-Ball WGP team yet. By the time this hits the press, we should know.

Call: 800 755 5061
Web Site: www.worr.com



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