

paintballIndustry

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

**NATIONAL PAINTBALL
SUPPLY GOES GLOBAL**

**LEARN HOW THE PAINTBALL
MERCHANTS ASSOCIATION
CAN IMPROVE YOUR
BUSINESS**

**PREVIEW:
THE SPORT'S
LARGEST
TRADESHOW**

**CREATED
FOR THE MASSES**

WDP ENTER THE MID-PRICE MARKET



NEW PRODUCTS FROM

**HYPER SPORT WORKS
AIRGUN DESIGNS
WARPED SPORTZ
PLANET ECLIPSE
EQUATION USA
BATTLEPAINT
BLACKSTAR
TOPSTITCH
KENWOOD
SITE MFG
MACDEV
HI-TEC
TOXIC
WGP
ANS**

bigger and better (than the competition) ...

Times have changed, and showboating (intended in the nicest possible sense) seems to be the popular theme for the movers and shakers of the Paintball industry these days. With potential outside investors sniffing around, vastly increased numbers of regular participants year on year, plus new Paintball businesses launching almost daily - or so it would seem - the industry has morphed into a frantic race to get noticed in the crowd. Of course, it's not really as simple as all that. Anyone with half a brain looking for long-term success in any business will understand that *getting noticed* is only half of the equation, and unless it's followed closely by the *ability to deliver* on whatever wild promises you've made, success will be short-lived.

I know I'm teaching you to suck eggs and even your three-year-old kid is probably skipping to the next page, but you should stick around awhile, because as you are about to find out, there are many ways to skin a cat. Whether you're Crosman supporting the grass roots players, National focusing on providing a huge supply network and broad product ranges, or Team Effort Events hosting the world's largest tradeshow, it all about proving what you've been telling folk all along: that your product is bigger and better than the next man's. And that's what we hope to help your company do with this, the latest issue of Paintball Industry.



Anthony Jones

Editor

editorial@paintball-industry.com

Life in the *Fast* Lane

WDP releases their no-frills, pure guts 'n' glory monster machine, the Angel Speed. But every bit as good as its performance is the price...

When a company like WDP announces that they are releasing a new gun, it's impossible not to sit up and take notice. And when that new gun has a price tag of \$800 then you really have to find out what's going on. The latest incarnation of WDP's famous marker is the Angel Speed.

Regardless of the new gun's performance, the main point is the price. At \$800, many players who previously couldn't stretch to buying one of the game's most expensive markers will now find the Angel within their price range. WDP's decision to go in at this price is a reflection of current market trends, with many high class guns, like the Intimidator and the Matrix, already on sale at this level.

A few months ago WDP released a limited edition series of their LCD model, also priced at around \$800, which now, it would seem, was the perfect way for them to test out the market for the Speed. The signs have been positive, as WDP sales manager Owen Ronayne commented to *Pi*: "Initial response is



overwhelming, and we have sold out at every trade show we have attended so far this year."

Cosmetically, the Speed resembles the IR3 almost identically - apart from the LCD display that has been replaced by a colorful arrangement of LEDs that register the user's firing rate, and the new textured body coating. Internally, though, only 16 parts have been left unchanged. The Speed is gentler on paint than its predecessors, running at 180-300psi, whereas the IR3 shoots at 500. The new ram is 50% more efficient and valve dwell has been reduced by 60%, allowing the Speed to shoot at 30 BPS. There's also a smaller battery, heavier bolt and a redesigned 14-way; the list goes on. All this makes for a marker which is basically an IR3 in its rawest, most powerful form.

speedy delivery

Other more serious issues have also been addressed. WDP realized that previous versions of the anti-chop C.O.P.S system required too much input from the player. To set it up efficiently required a lot of patience and fine-tuning. The C.O.P.S system on the Speed, however, is automatic. It works by sensing the load of the paintballs waiting to be fired from the breach. The heavier the load, the faster the gun fires. Without having to do anything, players can shoot at high speeds without having to worry about breaking paint.

The Angel Speeds are available as of now, and WDP will be running tech courses for companies wishing to become official gun techs.



+44 (0)121 328 2228
www.wdp-paintbal.com

**FOR
BETTER**

*For
Worse*



Thinking of starting a long-term relationship?



- World's best for field use
- Hang & hose cleaning
- No thread construction
- Sealed valve system
- Paint friendly
- Xtra reliable
- All weather operation
- Fun to shoot
- Value for money



Exclusive European distributors of
+44 (0)121 328 2228 wdp-paintball.com



Editorial Team

Anthony Jones
Tel: 44 (0)1206 505922
ant@aceville.com

Joe Carter
Tel: 44 (0)1206 505925
joe.carter@aceville.co.uk

Steve Duffy
Tel: 44 (0)1206 505920
steve_oth@aceville.com

Fax: 44 (0)1206 505929

Got a story for Paintball Industry News? Contact a member of our editorial team now!

Want to advertise in Pi?

Contact

Anthony Jones
Tel: 44 (0)1206 505922
ant@aceville.com

Design & Web Site

David Mason
Tel: 44(0)1206 861985
david@aceville.com

Oliver Partridge
Tel: 44(0)1206 861985
oliver@aceville.com

Publisher

Matthew Tudor

Published Bi-monthly By

Maze Media (2000) Ltd
Castle House
97 High Street
Colchester
Essex
CO1 1TH
England

Copyright ©
Maze Media (2000) Ltd



National Goes Global!

National Paintball Supply tells us they have recently formed "a strategic partnership with a vendor in Canada" to distribute their full line of Paintball equipment. Details of the deal are still being negotiated, but if there's one thing we can be sure of, those moguls at NPS will always be looking at ways to continue expanding upon their commitment to global distribution.

Look out for NPS Canada to launch sometime this month. For more info and future updates on NPS Canada check www.national-paintball.com; if you are interested in becoming a NPS Global Partner visit the Global Partners section on the website.

But that's not all; EMID Inc. has just been appointed as National Paintball Supply's Global Partner to distribute Paintball game supplies and equipment throughout Mexico, South America, Central America and the Caribbean. EMID's President, Paolo Dezi, told *Pi*: "EMID owns and operates five distribution locations throughout Latin America and it is our intention to stock each one of them with National's products."

Specific locations for the distribution warehouses have not yet been released.

800 346 5615

www.nationalpaintball.com





Outward Bound

When Paintball is all but illegal in your own country, you have to look to sell elsewhere. Australia's MacDev Paintball talk about how to run a business built on exports...

PI: What are the difficulties with the domestic Paintball market in Australia?

MacDev: The Australian Paintball scene suffers because of the tight restrictions placed upon us by the government - all Paintball markers must have a permit. Paintball is illegal in some states, and it is illegal to import markers in any state. The government is so strict on this that it is rumored the federal government is even prepared to start international law suits against individuals or organizations who send Paintball gear into Australia.

PI: What attracted you to move into an area of business without a large domestic demand when you knew most of your trade would have to be international?

MD: Ninety-five percent of MacDev Paintball products are exported. MacDev has always dealt with overseas companies (particularly the USA), so a small

domestic market was not a difficulty. In fact, we have felt that success overseas may help our company to improve domestic Paintball.

PI: You have been involved in many areas of the engineering industry. How has doing jobs for organizations like NASA influenced the way you conduct international business?

MD: The experience of dealing with the heavyweights of engineering and technology has taught the staff at MacDev plenty of professionalism. The MacDev directors expect that this same professional code of practice be carried over into the Paintball branch.

PI: What are the difficulties of running a company that mainly deals in exports?

MD: The main difficulty is the lack of direct exposure to our customers - we are halfway round the world from our main customer base. Due to this distance, MacDev places more emphasis on customer service to ensure that the products are supported.

PI: Who are your main dealers and where are most of

them situated?

MD: MacDev runs a network of dealers covering the USA and most of Europe. These dealers are supplied by either our US distributor - in California - or from MacDev in Australia. Most of our dealers are very happy with this arrangement; it means that they can deal directly with the factory.

PI: How do you go about sourcing your dealers and what are you looking for in potential outlets?

MD: MacDev has never actively sourced dealers - all dealers have approached the company to carry MacDev products. Each application is considered separately on its own merits.

PI: How can a Paintball outlet go about becoming a MacDev dealer?

MD: Any store can contact us on our email address (info@macdev.net) to obtain the dealership forms. Once the store agrees to our terms, they can join our network.

PI: What are the difficulties in keeping up with the rapidly growing US market when you are situated so far away?

MD: We need to keep in constant contact with the movers and shakers in the USA, and it is difficult without going to each tradeshow/tournament.

PI: How do you keep up to date with the Paintball market in countries like the US?

MD: MacDev sponsored teams play a large role in keeping our finger on the pulse - we use sponsored teams to get a feel for exactly what's going on. Magazines and advertising shows us what our competitors are doing.

PI: What legalities do you have to be aware of when trading overseas?

MD: It is important to ensure that the restrictions and laws of each country are obeyed - it is inappropriate to do otherwise. This means thoroughly

researching the requirements for air bottles and Paintball imports before sending gear.

PI: Are there different product restrictions in other countries - what are they?

MD: There are many restrictions in different countries, mostly to do with the HPA bottles - for instance USA requires DOT certification, Canada requires TC and UK requires HSE.

PI: Are there taxes to pay and export duties?

MD: The Australian government is encouraging exportation, so it makes things very easy for us at this time.

PI: How do sales received through your online shop compare to sales through your global retail outlets?

MD: Online shop sales are very small compared to over the counter sales. In fact the MacDev website exists more for an informative purpose than to make sales.

PI: What products are currently available from MacDev that Paintball outlets contact you about stocking?

MD: Currently the 03 Conquest (adjustable air system) and 03 Sonic AC (marker) are generating the most interest, but there continue to be strong stocks in Autococker and Bushmaster upgrades.

PI: Do you have any future plans of setting up head quarters in a different country?

MD: Not at this time. Every member of staff here loves the country that we live in and does not want to leave. We also take a lot of pride in the fact that MacDev is Australian.

Contact MacDev on +612 9531 5055 or visit their website at www.macdev.net

ON TRACK

Battlepaint, Inc, designer of the IN-Trak System wireless player positioning and real-time game scoring, has just been awarded United States Patent no. 6,569,011 and United States Patent no. 6,561,809 for its system and method of player tracking and virtual battlefield simulator system. The inventors of the patents are Randal and Christie Lynch of Battlepaint, Inc.

The patented inventions can enhance the excitement of Paintball games and also military training exercises for both players and observers. Using the inventions, it is possible to determine the position of players and trainees during games/exercises in real-time in order to provide the game or exercise with after-action review, top-down view of game/exercise being played in real-time, real-time game scoring, system interaction for game/exercise enhancement using special effects such as simulated explosions from grenades or bomb-type weapons, statistical information gathering to show number of eliminations, time played, roles played, etc. and increased safety on and off the field using devices

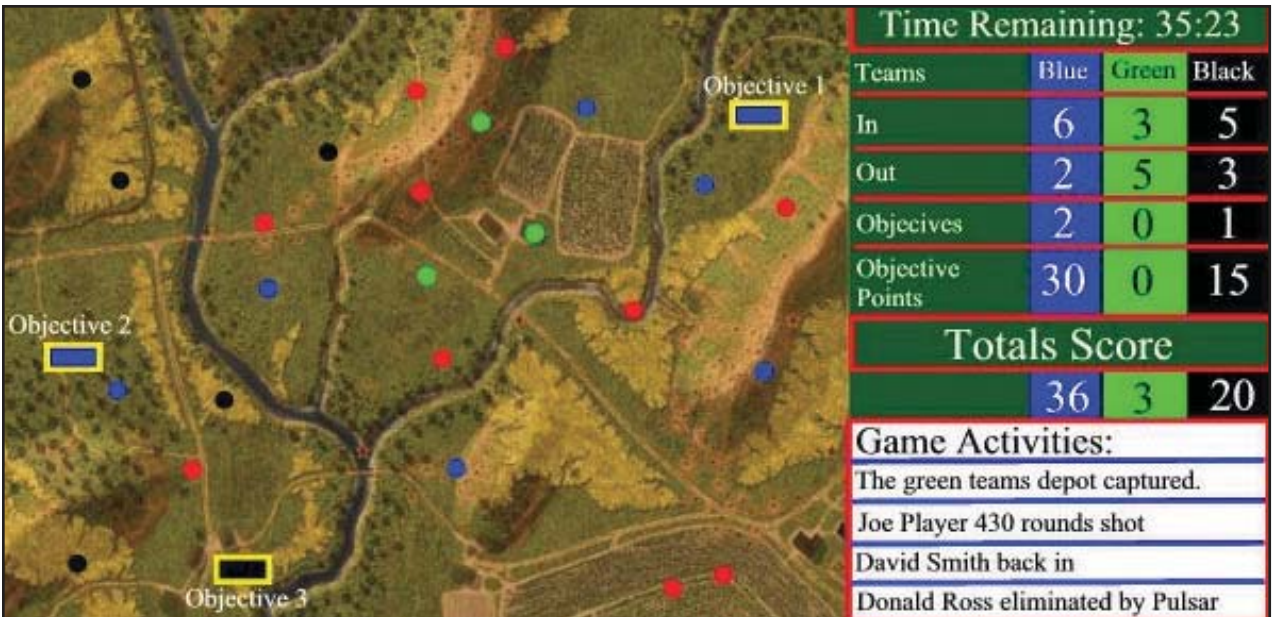
that interact with the system.

Designed in 1999, these major innovations offer the keys to increased media exposure and safety for the Paintball industry.

"Battlepaint provides a potentially effective, simple, low cost/low overhead alternative to National Guard force-on-force training for Military Operations In Urban Terrain (MOUT) and Peacekeeping Operations/Stability Operations," commented Ron Munden of Camber Corporation.

Battlepaint CEO Randal Lynch told *Pi*: "With the integration of the IN-Trak System(tm), the Paintball industry can expand its viewing audience to include new media sources such as television and Internet video streaming. Thus, allowing spectators to better understand the game and find a greater interest to play and play more often."

If you are interested in learning more about the Battlepaint patent portfolio and licensing opportunities, contact the Battlepaint corporate headquarters on (214) 724-7015, by email at info@battlepaint.com or on the web at www.battlepaint.com.



*The red circles represent players that are currently eliminated from play.

**The boxes represent objectives. The ownership of the objective is displayed in the teams color. (The PAD or Flag device is represented in this example)

We stand behind our netting * ...
(but even we're smart enough to back up a few feet)

Who buys our netting?

Only those concerned about safety!

NPPL 2002 Series • Mardi Gras 2002

Sky Ball 2002 • International Amateur Open

Pan Am Series 2002 • WPF Series 2001

Paintball Long Island • EMR Paintball...

We're Worldwide too, Japan, Puerto Rico,

Canada, Argentina and Mexico

****Use! SAFELY at hundreds of fields.***

You should always wear approved paintball masks around paintball fields.



(864) 297-9727

www.warriorsportsgear.com

Who takes center stage on YOUR jersey?



**Anthony Moreno
"Boston Creme"**

**Not just a customized jersey...
Personal Performance Apparel**



CUSTOM SPORTS GEAR, INC.
www.customsportsgear.com TEL 724.522.1505

The ANS-wer to Everything

The ANS user-group forums were buzzing this month following the hushed release of the GX-E; the latest ANS Cocker fitted with their new electronic upgrade, the E-Frame.

As with other electronic frames for the Cocker, the E-Frame greatly increases the marker's rate of fire. The electronics are fully programmable through the frame's data uplink cable, which gives players almost unlimited control of the way their gun fires.

A two-hour charge is said to be good for 50,000 shots and any player who is planning on putting that volume of paint through the gun in a short space of time will be grateful of the optional anti-chop eye upgrade.



805 527 5661

www.ansxtreme.com

www.ansusergroup.com

Wide Boy

Although they'll tell you they're just big boned, there are still many Wendy's-powered players involved in Paintball. So many, in fact, that Top Stitch has released a pack that caters specifically to players with a larger waistline, as company owner Richard Linebarger informed us: "This pack isn't for boys; you have to be a real man to wear it."

The pack we received had space for a colossal 18 pots. Anyone choosing to wear the pack is unlikely to ever run out of paint, but we would suggest that it only comfortably fits those players with waist sizes of 38 inches and up.



530 244 2220

www.topstitch.net

Magnum: Pi

International shoe manufactures Hi-Tec are looking into Paintball. Their Magnum series of tactical footwear is popular amongst scenario players, and king of the scenario game, Mike 'Blue' Hanse, has just secured sponsorship for all 30 members of his

Paintball team.

With its aggressive look, Magnum's tactical footwear lends itself particularly well to woods play thanks to sturdy ankle support, supple waterproof leather and shock-absorbing soles. Anyone interested in stocking the boots can call Magnum on 800 521 1698.



Jion The Club

Paintball finally gets its own support group, in the shape of the Paintball Merchants Association

As a sport barely out of diapers, it's hardly a surprise that the industry that surrounds it is still very fragmented. And with no real framework for industry members to look to for support or advice, we're still operating to an extent within an environment of 'every man for himself'. But recently a group of likeminded businessmen made the decision to try and rectify this with the creation of the PMA (Paintball Merchants Association). The founders describe the new project as "a self governed group dedicated to assisting Paintball merchants in marketing, promotion and to serve as a central location for information and to respond to inquiries and issues on behalf of its members." This is a service offered in some form within the vast majority of industries.

The key driving force behind the PMA is owner of the Pev's chain of Pro shops, Mike Peveril, who has taken on the role of Chairman of the Board, and will be serving an initial four-year term at this post. In addition, the board of directors has 15 seats, 11 of which are divided into specific geographical areas, and the remaining four as designated 'At Large' seats. The current board consists of the following members:

Zone 0: Anthony Vitale, Boston Paintball

Zone 1: Paul Fogal, Skirmish USA

Zone 2: Nick Gilani, New Generation

Zone 3: Larry King, Paintball World

Zone 4: Mike Miller, CO Paintball/Splatterpark

Zone 5: Open

Zone 6: Forest Brown

Zone 7: Open

Zone 8: Open

Zone 9: Dennis Bukowski, Hollywood Sports/SC Village

Canada: Robert Lee, PBL Action Sports

At Large 1: Al Iba, I & I Sports

At Large 2: Open

At Large 3: Open

At Large 4: Open

*For information on the geographical breakdown of these zones, please visit www.paintballmerchants.com/Board.htm

The PMA is still in early developmental stages, but if the objectives they have laid out can be realized, this could quickly become a vital resource for Paintball merchants across the USA, and something well worth offering your support to for a meager \$300 a year. Don't worry, if you're wary of throwing cash at something that hasn't been road tested, we will be bringing you regular updates on their progress, with case studies to boot. Objectives for the PMA include:

- Providing marketing and promotion assistance including demographic information
- Providing cost savings to members relating to services and product purchases other than Paintball

goods for resale

- CO2/Nitrogen discount with nationwide supplier
- Travel Discounts (Hotels, Car Rentals, etc...)
- Office Supplies & Software
- Outside Services (Web hosting, Credit Card Service, Insurance, Long Distance, Advertising, etc...)
- Creating and managing a "Dealer Only" Trade Show
- Creating a database driven dealer locator section of PaintballMerchants.com
- Providing safety guidance to members regarding field and store operation
- Representing members at ASTM, PECC and other such group meetings
- Establishing an entity that serves as a central point for communication within the membership group as well as representing members and Paintball to the "outside world" such as media queries and zoning hearings.
- Lobbying on behalf of members
- Quarterly Newsletters to all members containing items such as:

- ASTM updates
- Member to Member tips
- Event Calendar
- Letters to the Editor
- Safety Bulletins
- Insider News

Monthly statements will also be provided to all board members, with an annual statement provided to all members.

If you are interested in getting involved with the PMA, please visit their website at www.paintballmerchants.com and follow the link to sign up.

If you have any comments on the PMA and their objectives, please let us know by emailing us at editorial@paintball-industry.com

We asked Chairman of the Board Mike Peveril for his comments on the new association:

What is the PMA?

It's not completely set up as yet, but to help you get to grips with what we're about, the PMA is an organization that is supposed to represent the Paintball dealers and to assist dealer in growth, and issues that affect dealers in Paintball.

What is your role as chairman?

Let me preface this by saying that I am a volunteer; I get paid no salary or benefits. Well, my role is to guide the PMA in the right direction, but that is not happening too well right now. I have been so busy with the growth of Pev's I feel I haven't followed through with the PMA as I should have. When I accepted the role I felt I would have more support so I could offer my expertise for guidance, but it wouldn't require me to make it a full time job.

What are the roles of the 15 directors?

The directors are going to assist me in reaching the goals set by the PMA to benefit dealers worldwide. We have not officially filled all the directors seats as of this date.

Why were these particular people chosen?

The thought process was to select dealers who have been successful in their Paintball ventures so that we could collectively have a group who could be a voice for different issues relating to dealers.

Who came up with the idea?

JJ Brookshire (SPPLAT) and myself spoke about this topic for some time and felt there was a need. Every year I speak at the Am Open to dealers to help them grow their business. This spawned the concept that we can offer more if we had an organization to represent the dealers.

CROSSFIRE[™]
Inc.

ActionVillage, Inc.

PaintballGEAR.com

Crossfire Nitrogen Systems, one of the best selling systems in paintball are available on a variety of cylinders: 47ci Alum., 72 ci Stub, 68ci Steel & Fiberr Wrapped and 88ci Fiber Wrapped

**Buy Paintball Junkies
@ PaintballGEAR.com**

Prices Subject to Change. Visit Our Site to See Current Prices.

Order Online 24 Hours A Day @ www.paintballgear.com

What Paintball Gear 2003 Hits Barnes & Noble

Paintball Games International (PGI) Magazine has announced that its annual equipment bible *What Paintball Gear?* is now on-sale at Barnes and Noble stores across North America. Group Editor Steve Duffy told us, "*What Paintball Gear?* was previously only available by mail order, through www.p8ntballer.com and at specialist Paintball stores; however, after a successful trial last year, Barnes &



Noble has placed a major order for the title to sit alongside *PGI*, so players who have not yet ordered a copy can now pick it up at their local B&N."

Featuring 37 paintgun tests and reviews of the entire spectrum of Paintball equipment, the 196-page full-color title is the only magazine of its kind in the Paintball world, in that each and every paintgun was tested and graded by the magazine's team of writers. If you wish to stock *WPG?* email steve_oth@aceville.com

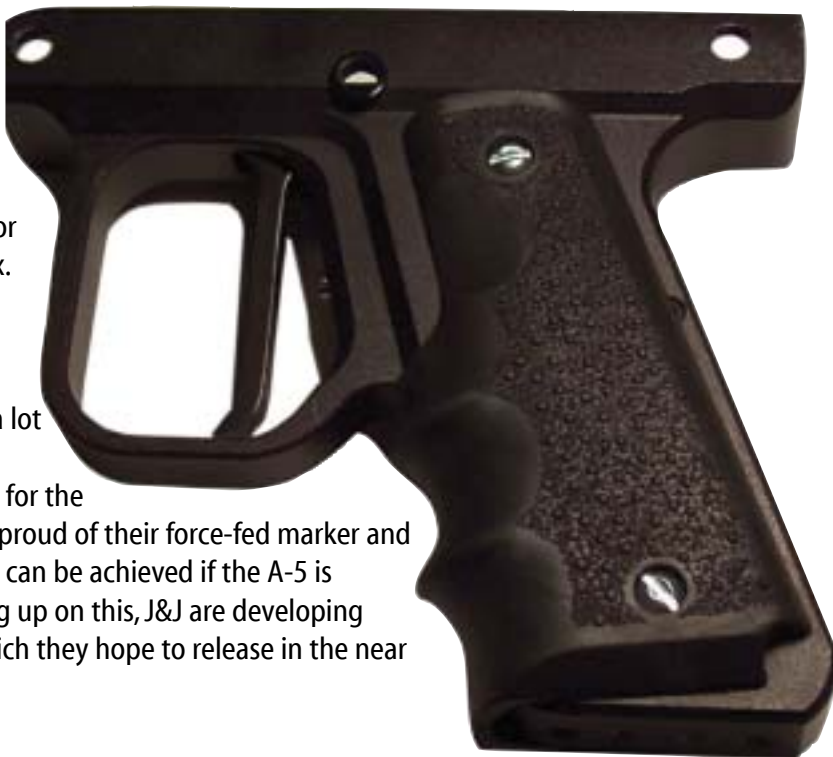
www.p8ntballer.com

Trigger Happy

Pi can reveal that some revolutionary new trigger frames for the Matrix, Intimidator and Tippmann A-5 are currently being designed.

Hyper Sport Works are making versions of their fantastic I-Frame for both the Intimidator and the Matrix. The I-Frame, characterized by its mouse click trigger, was a much sought-after optional extra for the Impulse and will no doubt receive a lot of attention in its new forms too.

J&J is the company responsible for the A-5 conversion. Tippmann are very proud of their force-fed marker and say that incredibly high rates of fire can be achieved if the A-5 is equipped with an RT trigger. Picking up on this, J&J are developing their own RT frame for the gun, which they hope to release in the near future.



Hyper Sport Works: 717 306 6686
J&J Performance: 330 567 2455

Tubes and Treads

Warped Sportz' marketing director Dan Napoli has informed *Pi* that two new products are scheduled for release in the summer. Recently, much of Warped's time has been devoted to restructuring their number one marketing tool, Pro team Avalanche, after most of the team's star players departed to form the NXL's Miami Effect. Since owner Ed Poorman has obviously been channeling so much energy into rebooting his team, it's good to know he has still found time to further expand his product line.

Warped's first release is called the Lucky 15 barrel kit. In recent years, it has been common for players to buy barrels sets with many different bore sizes in an effort to make sure that the correct paint-to-barrel match is always attainable. But now, more and more players are finding that many of these bore sizes are redundant. As a result, Paintballers now tend to bring fewer barrels to the field, which has prompted Warped to bring out the Lucky 15.

The new barrel kit will include just three different bore sizes, which Warped Sportz say is all a player will ever really need. As the name suggests, each barrel will be 15 inches long and all three come packaged in their own compact carry case. Because the set includes fewer barrels, the whole lot will retail at under \$200.

Warped's second summer release, a new pair of cleats called the Dark FTs, also follows a more recent Paintball trend.

Paintballers now want to play in smaller, lighter footwear, as demonstrated by the immense popularity of Dye's ATCs. Although Warped already produce a pair of Paintball boots in conjunction with

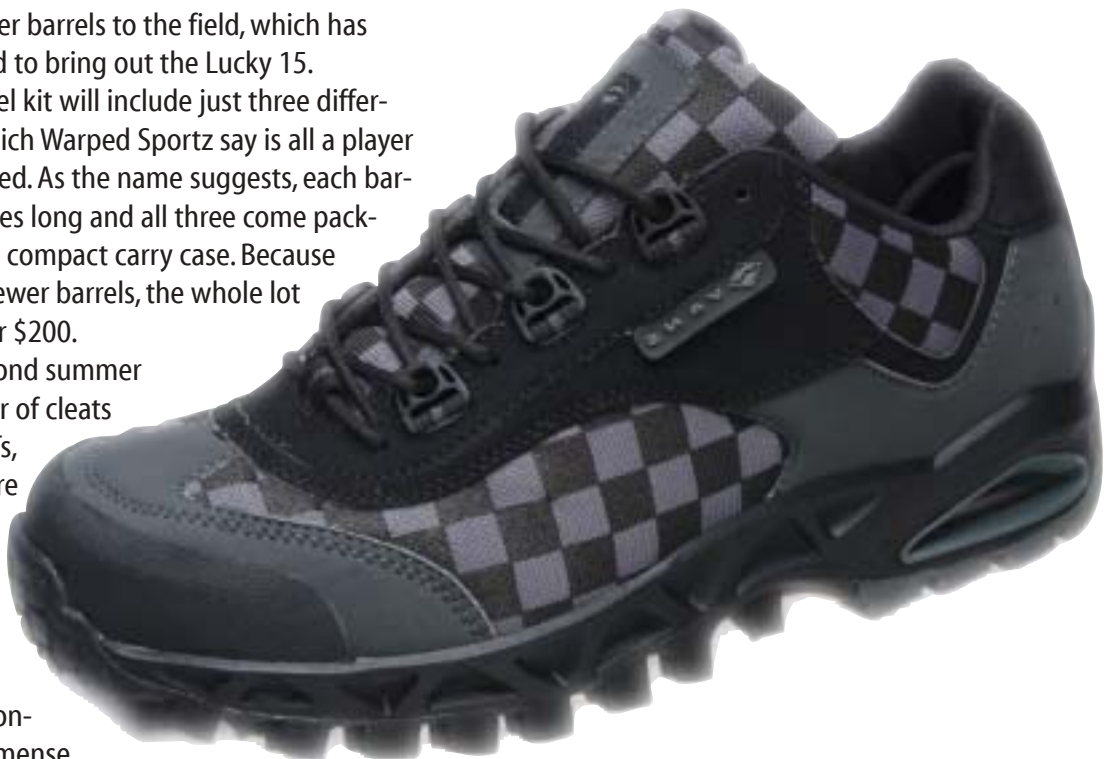
fashionable skate shoe company Vans, the boots have been available for quite some time now and are beginning to look dated. The new shoes, which also bear the Vans logo, aside from having a better look, are far more compact and therefore better suited to today's game.

Being associated with Vans is sure to give the Dark FTs instant popularity, but it won't just be the namesake that'll encourage players to buy a pair, as the shoes have plenty of performance-enhancing features. Many deep set lugs grace the underside of each cleat, greatly increasing traction; an air pocket is set into the heel to absorb shock and the upper is made from Nubuck, which is both durable and waterproof.

Although both products are scheduled for summer releases, Warped is already taking orders.

888 235 9277

www.warpedsportz.com



NEXED PAINTBALL

2 0 0 3



The Nexed Life

Jerseys Pants Gloves Bags



Nexed

paintball

INTOXICATING

Considering they operate out of the same building as Generation E (the people who designed the Matrix), it's no surprise that Toxic Performance has come out with their own custom version of the gun. Since the basic Matrix package is already popular with players who require the very best in terms of accuracy and high rates of fire, the Toxic Matrix is sure to be in high demand.

Toxic has furnished the marker with a fully custom cut and carved body coated with a distinctive fade anodizing job. Each separate anodizing run will only include 20 markers, after which colors will be altered to further ensure the exclusive status of each marker.

The standard trigger frame has been replaced in favor of TP's own magnet frame that employs a

magnet instead of a spring to aid the trigger action. Other parts upgraded on the gun include a PBC LPR and an inline reg from Centerflag.

There have been some small problems with the Matrix in the past, and some owners have complained that rate of fire has been hampered by incidents of bolt-stick. But Toxic has overcome this glitch by installing an anti-bolt stick program in the gun's electronics.

631 580 4377

www.toxicperformance.com



Razor Sharp

There are still no signs of any let-up in demand for Planet's famed Eclipse E-Blade eight months on from its release last October. In fact, Planet has received so many orders for this electronic Cocker frame that their production capabilities are beginning to be outstripped. This is not surprising considering Planet is primarily a custom house, specializing more in developing new technologies for high-performance upgrades than mass-manufacturing hard goods.

So, to make sure that no potential E-Blade customer goes without, Planet has signed a licensing agreement with WGP that allows the makers of the Cocker to produce their own electronic grip frame based on the Eclipse design. The two companies have already worked closely together on another

joint project, the E-class Orracle, and this latest collaboration will no doubt lead to similar success, with Worr's manufacturing clout greatly increasing product availability.

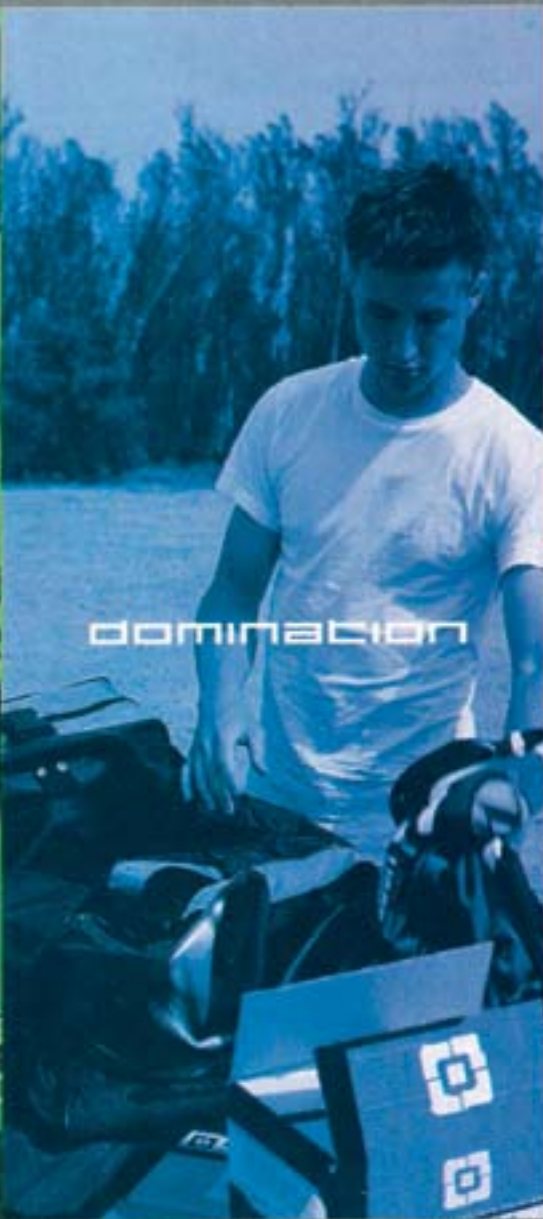
Worr has already begun developing their own version of the E-Blade, which they have revealed to Pi will be called the Worrblade. The internals will be the same as the E-Blade's, but Worr will be using their own external frame and trigger. As well as giving the product a different look, WGP will be selling the Worrblade as part of a kit. The whole package will include a delrin bolt to help eliminate the bounce experienced with heavier materials, and a new hammer with an insert that will prevent the lug from vibrating too much at high rates of fire.

800 755 5061

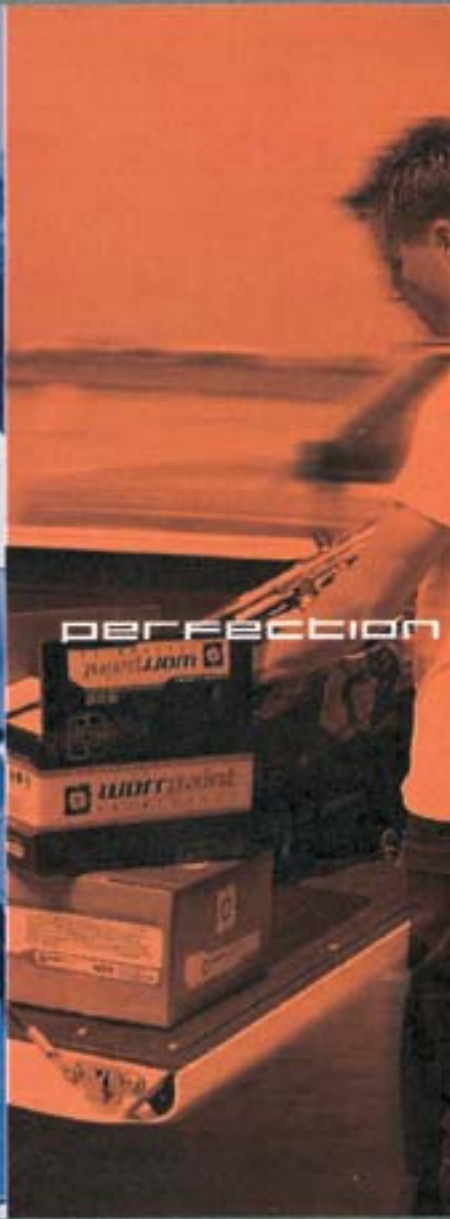
www.worr.com



COMPETITION



DOMINATION



PERFECTION



worr*paint*

P R I N T B A L L S

WORR GAME DISTRIBUTING, INC.
12517 ALONDRA BLVD.
SANTA FE SPRINGS, CA 90670
CUSTOMER SERVICE (800) 755-5061
FAX (714) 670-7773
www.worr.com

See the Light

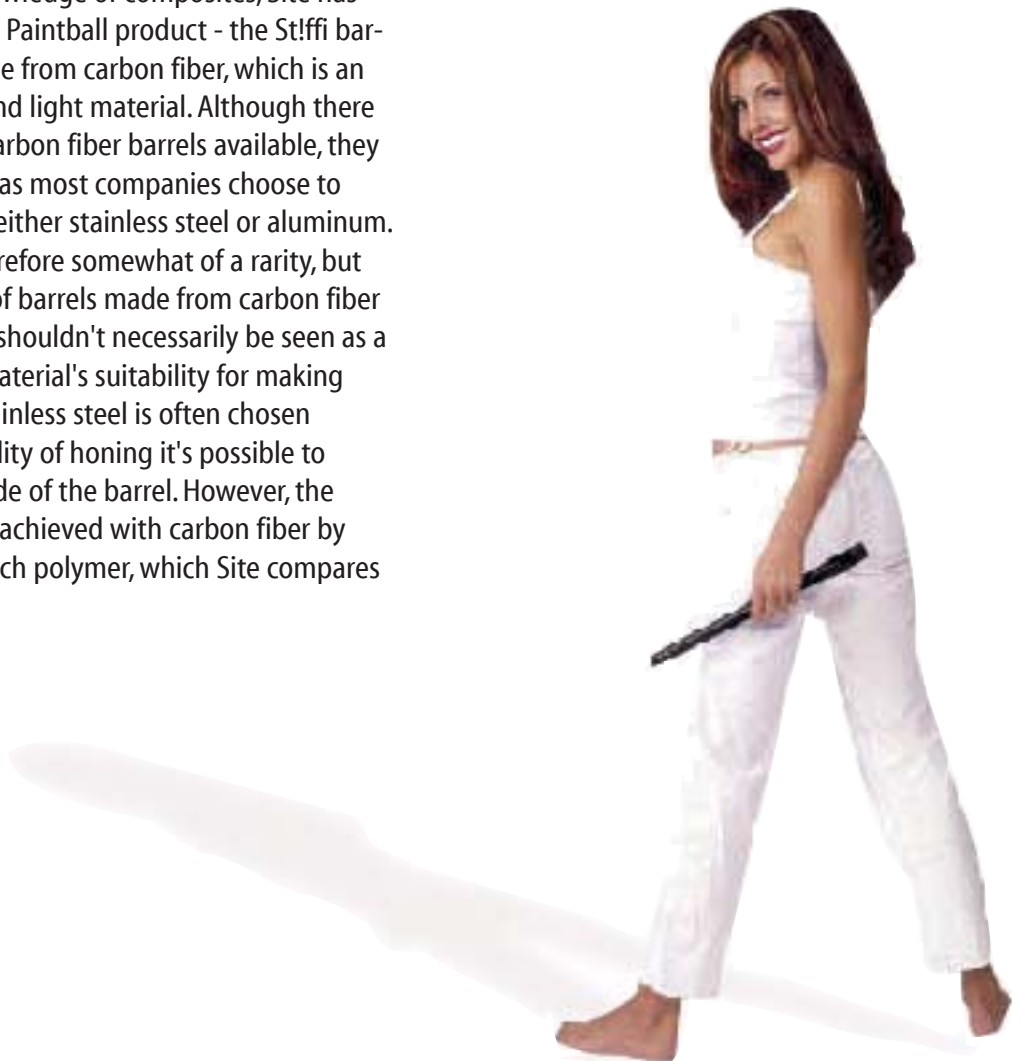
The lucrative Paintball trade continues to tempt outside companies onto the market, especially those that already have the necessary resources in place for manufacturing Paintball equipment. Site Manufacturing is the latest such company to get in on the act. They work with composite materials and are involved in a broad range of projects including high performance autos and aerospace equipment - easing their crossover into Paintball.

Using their knowledge of composites, Site has produced their first Paintball product - the St!ffi barrel. The St!ffi is made from carbon fiber, which is an incredibly strong and light material. Although there are already other carbon fiber barrels available, they are in the minority as most companies choose to make barrels from either stainless steel or aluminum.

The St!ffi is therefore somewhat of a rarity, but the small number of barrels made from carbon fiber currently available shouldn't necessarily be seen as a reflection on the material's suitability for making premium tubes. Stainless steel is often chosen because of the quality of honing it's possible to achieve on the inside of the barrel. However, the same result can be achieved with carbon fiber by using a glossy hi-tech polymer, which Site compares

to the smoothness of glass.

Due to its light weight properties, the St!ffi is sure to appeal to players who are concerned with the overall weight of their marker setup, and Site say the barrel will gain a large following because of its quiet operation. Anyone interested in stocking the St!ffi should contact Site's Alex Morgan on 530 222 1910.





Facts about the *Steffi* Barrel:

- made from advanced Aerospace Material – **Carbon Fiber**
- at 53 grams is **3 to 5 times lighter** than metal barrels
- is the only **All Carbon Fiber Barrel**
- hi-tech **Polymer Bore** has a glass like finish
- **Zero** co-efficient of Thermal Expansion
- proven to be the **Quietest** Barrel on the market
- makes for the **Most Accurate** shots in the game
- gram for gram the **Stiffest** Barrel on the market

DO you have your
Steffi yet?



Site Manufacturing, Inc. | 1-877-719-SITE | www.sitemfg.com

Steffi
BARREL



Packed Out

A new version of Planet Eclipse's long established Jacko pack is now available. Called the Eclipse X Series pack, the updated model has undergone a couple of significant changes. The basic durable Nylon structure remains, but whereas previous Jacko packs came in different sizes for larger and smaller Paintballers, the new Eclipse X version can be tailored by the player to an appropriate waist size. The pack has lines of double stitching that run across the width of the belt at regular intervals. Players can cut down these lines to shorten the belt, as the double stitching prevents the ends from fraying.

The other major innovation comes in the form

of additional pod modules called X-Loops. Each X-Loop can be strapped onto the main pack in the spaces between the main pod holders. This means that players can take a maximum of 13 pods onto the field if they own a seven-pot pack. Each X-Loop fits securely and appears as though it were stitched onto the original pack.

As you'd expect, the new harness has a slightly different look with Planet's E logo very much in evidence. Standard sizes, without the addition of X-Loops, range from three- to seven-pot packs.

44 (0)161 872 5572
www.planeteclipse.com

Light Relief

A product that's sure to grab the attention of the huge army of existing Automag owners is the aluminum Mag body released this month. The new receiver, part of the ULE (Ultra Light Engineering) series, is exactly that - ultra light.

All Mag bodies except for the X-Mag are made from stainless steel. AGD say that replacing the existing main body with the ULE version makes for a significant (54%) weight saving.

The threading on the receiver is perhaps the most universally compatible combination, with Angel threads on the vertical feed and Cocker threads for the barrel.

Anodizing colors currently available for the new bodies are black, red, pewter, purple and blue. MSRP is \$145.

847 520 7507
www.airgun.com



Radio Ga Ga

Electronics specialists Kenwood have been testing out the Paintball market lately with an ad campaign in *PGI* magazine. The company ran ads for their FunKey 446 two-way radios to try and gain the attention of refs and scenario players: Long distance communication being important for both these groups and a vital factor in running a successful Paintball field.

The radios themselves are small, easy to use and have a range of 3km, which should be sufficient to cover all but the largest of Paintball sites. On a basic level, operating the radios is a simple matter of pressing a button and talking into the receiver. However, there are other options available if you need to communicate more precisely. Any one of 38 channels can be selected to make sure you're not sharing your conversation with other users in the same range. For the exceptionally paranoid, a secrecy option gives out a scrambled signal that can only be decoded by other members of your group.

Both players and refs can benefit from having full use of both hands, and for this purpose Kenwood also sell hands-free microphone attachments that

can be fitted to the inside of any mask.

Kenwood have informed *Pi* that they are currently looking for stores to stock their product, and are particularly interested in online outlets as they feel FunKey has a strong Internet appeal.

+44 (0)1923 655294
www.funkey446.com



Travel Lite

BlackStar has been steadily increasing its product range over the last year, and with releases like the Pull gloves and Bouncer head protection they are close to completing the full complement of field apparel.

Their latest product, the Litespeed pack, adds another string to their bow. Although it's not quite finished yet, BlackStar gave us a sneak peak at their prototype design. And very promising it looks.

The inside of the pack is lined with bio foam and has a centrally placed lumbar cushion, which makes for optimal comfort. The pot holders are laid out in a 3+8 formation making it easy for player to carry however much paint they need onto the field. As with most packs, the main body and belt of the harness are constructed from hardwearing Nylon.

At \$75 dollars the pack is well priced, especially when compared to other ball haulers fitted with bio foam backing.

909 371 1700

www.blackstarusa.com



Do the Math

Paintballers like their gear to be individual... the less likely they are to turn up at a field and find that someone else is using the same kit, the better. This is why Equation's new barrel is sure to be a winner.

It's a three-piece tube with each section coming in a variety of designs. This means that once a player has picked out their perfect trilogy they could have selected any one of 80 different combinations. This greatly increases their odds of never encountering another player with the same combination!

Some sections are even tailored for different styles of play, meaning a customer can buy a selection of parts and have the option of setting up their barrel to suit a particular field or scenario.

All the Equation's back sections come in one of

two designs: Standard and professional. Standard back sections are fixed bore while the professional version use an insert system.

480 705 7390

www.equationusa.com



The Silencer Muzzle in Red

Are you a Kingman dealer?



10 years
OF SERVICE

© Kingman 2002 4 Seasons/Summer

Kingman will provide you with the most desirable brands, backed by unsurpassed service, for your entire paintball needs.



KINGMAN
THE ONLY CHOICE



• Kingman U.S. West Coast Headquarters: 14010 Live Oak Avenue, Baldwin Park, CA 91706 USA • East Coast Distribution: 380 Water Street, Wilmington, DE 19804 USA • www.kingmanUSA.com
• Kingman Europe: Steck's Parc d'Activites du Coudrier, 95650 Boissy l' Allier, France tel: 01 54 42 61 58 • www.kingmaneurope.com • U.S. toll free 877.4.SPYDER tel: 626.430.2300

Paintball's Biggest

Trade Show ... is back in town!

Last year the Draxxus International Amateur Open boasted over 1300 players, over 70 booths and 25 semi-tractor trailer show trucks. Not only that, this five-day Paintball festival also had an industry schedule packed tighter than the spectator gallery at your local trampolining club's annual nudists-only day. From the Industry Conference, where many companies have for years chosen to launch their latest products, to your best chance for an executive schmooze at the NPS Industry Party, to the wholesalers-only Megasale, there was much more on offer here for traders beyond just the event tradeshow. And even that was pronounced to be the largest tradeshow in Paintball.

But that's all ancient history. This year promoters Team Effort Events have promised all the same great attractions, but of course, all bigger and better. Thanks to the Big Butler Fairgrounds location, which you will be familiar with if you were in attendance last year, the IAO offers the space, walkways, parking, vendor facilities, fields, bleachers and an atmosphere that will guarantee industry members the kind of media and customer attention you would expect from an event of this size. And in an effort to assure maximum attendance from the right demographic, Team Effort Events have laid on such side attractions as a motorcycle demolition derby and a truck show. See below for a full diary of industry events.

More information is available at www.team-effortevents.com, or by calling 724 775 8299.



IAO INDUSTRY SCHEDULE:

Saturday July 12th - Monday July 14th
Show Trucks set up

Monday and Tuesday July 14 & 15th
Vendor tent set up

Wednesday - July 16th
Industry Conference: Four Points Sheraton (724-776-6900)
Tournament begins
Tournament Vendor Tent Open

Thursday - July 17th
7PM - Industry Party sponsored by National Paintball Supply, North America. "Viva Las Vegas"! Open to all IAO vendors, sponsors, media and NPS guests - RSVP's essential

Friday - July 18th
Tournament Vendor Tent Open
International Awards Ceremony

Saturday - July 19th
Tournament Vendor Tent Open
Free Evening

Sunday - July 20th
Tournament Vendor Tent Open
Awards ceremony at 4PM

THIRTEENTH ANNUAL

WE OVER DID IT... Then We Over Did It Some More!



DRAXXUS

July 16 - 20, 2003
Pittsburgh, PA USA
BIG BUTLER FAIRGROUNDS

THE GREATEST PAINTBALL SHOW ON EARTH!

**3 - 5 - 7 player divisions in: ROOKIE NOVICE AMATEUR OPEN CLASS
Young Guns International Players Party Industry Conference
Over \$200,000 in prizes New Product Roll Out**

LARGEST TRADE SHOW IN THE WORLD!

251 Westvue Road, Wexford, PA 15090

TEAMEFFORT

Phone: 724-775-8299

Fax: 724-775-6493

E V E N T S

www.teameffortevents.com

Fresh Faced



Game Face is a relatively new name in Paintball, but Crosman, the company behind Game Face is anything but

Crosman has been in existence since the early 1920's when they started out as an airgun and airgun ammunition manufacturer. Since then they have branched out into Paintball, setting up Sheridan PGP in 1986, which in turn has been re-launched as Game Face

This year, Crosman gained everyone's attention when they bought an XBall franchise for their team, Detroit Thunder. *Pi* spoke to product manager John Mooney about the recent changes; here's what we found out...

Since Crosman's Paintball division was already established under the name Sheridan, when the company switched over to Game Face the obvious question was, why did they bother with the brand change? John explained that this was a very deliberate decision. Crosman believed that the best way to increase their presence in the sport would be re-launch themselves with a more up-to-date image.

The new look certainly has more of an edge, which is something that could, in part, be attributed to the influence of Procaps - who helped supply Crosman with products for the Game Face range.

The collaboration with Procaps has been a vital part of the re-launch. Mooney told us that Procaps provided "a wealth of information and support as Game Face established its position." By using existing products such as the Skul mask, Crosman was able to make sure it hit the ground running.

give and take

Procaps also benefits from its association with Crosman. The two companies formed Diablo Marketing back in November 2001, with Crosman taking on the role of managing partner and selling both companies' full ranges of products to the non-conventional big-box retail market.

Crosman's familiarity with the larger market place is one of its big advantages. Although the company makes products for all levels of players, there is an emphasis on entry-level Paintballers who are likely to encounter the game for the first time in larger, mainstream outlets. Crosman's experience with the airgun market has taught it the importance of building an industry up from grass roots. "In the airgun industry," commented Mooney, "we support many different groups that introduce shooting to young people with products like our BB and pellet guns. We are now doing much the same thing in Paintball."

Crosman believes that it should be as easy as

possible for new players to get into and begin playing a sport. The accessibility of products has been key to its success in the airgun industry and is something the company is keen to carry over into Paintball. To this end, Game Face has started to produce a disposable air system called the AirSource. This is a pre-filled, disposable CO2 tank that can be used straight off the shelf, helping newcomers to start playing as quickly as possible.

Considering the company's emphasis on the entry-level market, it was surprising to see Crosman become involved with the new NXL league, which is more commonly associated with the elite, high-end Paintball market. As John rightly pointed out, though, "More visibility means more Paintball players. As the sport's overall water level rises, so too will Game Face." The hope is that XBall will become televised, which will in turn put the Game Face products in front of a national audience. If this does happen,

the company's efforts to grow the sport will pay off in a big way.

Crosman has been using its involvement with the NXL as an opportunity to develop a tournament-level range of gear. As a result, Detroit Thunder's custom version of the Impulse is now available through Game Face, as is the redeveloped Skul mask, which has been upgraded both in terms of design and functionality.

The Game Face range has recently been expanded with the addition of the E-Rex, an electronic marker. This joins the existing line of mechanical Bone Daddy guns, Dusk paintballs and field apparel. Anyone interested in stocking any of these products can call 800 724 7486 and customer services will provide prospective dealers with all the information they need to join the Game Face retailer network.

