

# PAINTBALL INDUSTRY

FROM THE PUBLISHERS OF PAINTBALL GAMES INTERNATIONAL & WHAT PAINTBALL GEAR?

## ADRENALIN EXPAND WEB PRESENCE

In a surprise move, Adrenalin Products Inc. has acquired PaintballCity.com and ProPaintball.info. With over 30,000 registered members, Paintballcity.com is one of the web's leading Paintball resources, while ProPaintball.info is a dedicated top-end tournament website.

Adrenalin's James Graley told *Pi*, "PaintballCity.com and ProPaintball.info should blend well with BuyPB.com, which is quickly becoming the premier online Paintball store. As part of the deal, James Murray will be retained as Chief Information Officer of Adrenalin Products and also serve as Head of Internet Development. Murray will handle the integration of the three sites as well as the enormous member database."

In the past, members were required to pay a monthly fee to enjoy services on PaintballCity.com, but Adrenalin has announced that they will provide all



James Graley on the field with Team Adrenalin

major online services free of charge. Graley states, "We want to provide a seamless Internet experience for all Paintballers. It's crazy to jump all over the Internet searching for Paintball-related needs. Our goal is to provide everything that today's players are looking for in one network of sites. PaintballCity.com and ProPaintball.info were the final acquisitions we needed in order to fulfill that goal."

## KINGMAN WIN IAO... AND LOSE \$50K



US Amateur team Brimstone Smoke won the IAO 5-Man event shooting Spyder E-99 markers - and took home \$50,000 for their troubles. Kingman International had announced via their website that it would pay the entry for any team shooting Spyders, and that if Spyder-shooters won their division they

would be awarded the biggest cash prize in tournament Paintball, \$50,000. The team intends to use the money to finance trips to play in the Millennium Series next season.

## NEW INTERNATIONAL PAINT MANUFACTURER ARRIVES

Having built a brand-new paintball manufacturing plant, International Paintball Manufacturing Corp. (IMPC) is now ready to make its presence felt on the market. Their 38,000 sq. ft. plant has 10 fully automated encapsulation machines, which will provide the plant with a monthly output of 153,800,000 paintballs per month, and *Pi* understands that Worr Game Products' new Worrpaint range is being produced by IMPC.

### FURTHER INFORMATION

- Contact IMPC president/director Bob Salveson on 727 592 0146 for more.

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**PLAY YOUR  
CARDS RIGHT**

Further proof that Paintball is breaking into the big time: The Upper Deck Company has reached an agreement with the NPPL to be the exclusive provider of personalized trading cards to Paintball players and fans.

"I'm excited at the opportunity to work with a major force in the sporting industry," commented NPPL President Chuck Hensch. "This agreement between the NPPL and Upper Deck is one of many steps the NPPL is taking to bring the sport of Paintball to the next level."

Under the one-year deal, Upper Deck will provide custom trading card templates for the more than six million players that

frequent the league's official website. The products will bear both Upper Deck and NPPL logos. The personalized trading cards will also be available through professional photographers who shoot Paintball events.

"Paintball is growing in popularity and we're very excited to provide the first personalized cards to players," added Brenton Demko, Upper Deck product manager.

The suggested retail price for the personalized card packs of nine is \$14.99 and \$24.99 for 18. Wholesale pricing is also available to photographers.

**FURTHER INFORMATION**

- Website [www.nppl.com](http://www.nppl.com)

**CONDOMS RECALLED**

Bukowski Design USA is voluntarily recalling about 6,000 barrel condoms manufactured between March 2002 and June 2002. The company received several reports of the barrel condom separating at the stitched corners, allowing a paintball to pass through. The recalled barrel condoms were sold under the thirtywodegrees and Paintball Junkies brand names, which is printed on the side of the barrel condom. Consumers should stop using this

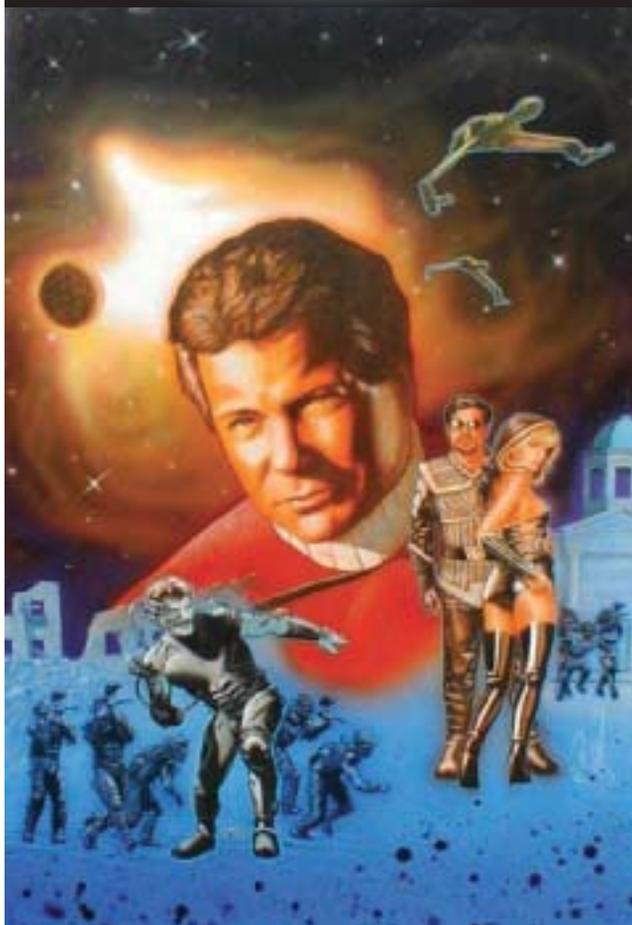
barrel condom immediately.

Bukowski, with the assistance of National Paintball Supply Inc., is offering a replacement barrel condom.

**FURTHER INFORMATION**

- Call Emily at National Paintball Supply, Inc. at (800) 346-5615, extension 248  
- Website [www.nationalpaintball.com](http://www.nationalpaintball.com)

## SPPLAT: THE FINAL FRONTIER



Captain Kirk beamed down to Challenge Park Xtreme on June 24th, 2002 to walk the fields and discuss the William Shatner Charity Big Game, put on by SPPLAT, which will take place at Challenge Park Xtreme on August 31st, 2002. Shatner will personally command one of the big game's three teams and

Paintballers from across the US will be able to play alongside or against Shatner and his team (radio DJ Mancow Muller and Tom Kaye of Airgun Designs will lead the other two teams).

On his visit to CPX, Shatner took notes and discussed the game with several Paintball experts including Forest Brown of Challenge Park Xtreme, JJ Brookshire of SPPLAT, Pacman and Mother of Mackz Xtreme Sportz, and Tom Kaye.

A spokesperson for Brass Eagle commented: "Mr Shatner announced plans to film the event for an hour-long broadcast television show and video/DVD release. Participants in the game will sign model releases and be encouraged to participate in the filming of the event. Anyone who is playing and brings a camera will be supplied with tape and then turn in the footage to the production company for possible use in the program, with full credits."

Along with the charity big game nearby there will be a Star Trek Convention complete with personalities from the show, contests, seminars, autograph sessions and much more. The event will benefit Ahead with Horses, a charity organization that Shatner has been involved with before, which gives physically challenged children the thrill of riding a horse.

In keeping with Paintball's acceptance as an extreme sport, several other adrenalin events are planned for the weekend, including a freestyle BMX contest and BMX race, a mountain biking 'bike 'n shoot' event, appearances on the skatepark by Freestyle BMX

### FURTHER INFORMATION

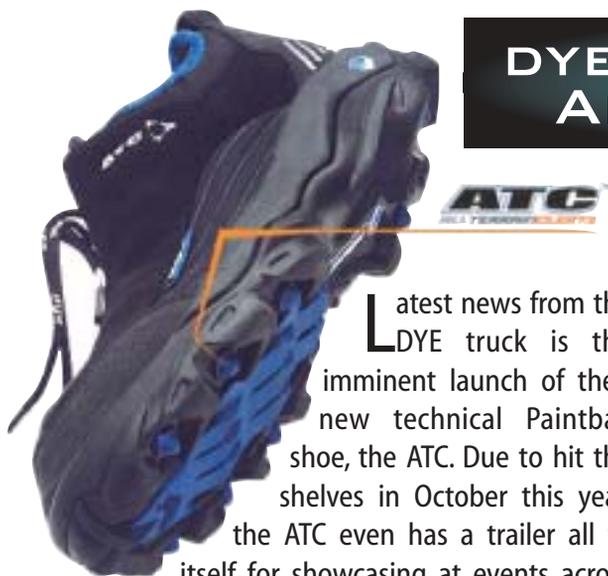
- Call 501 366 PLAY (7529)
- Website [www.spplat.com](http://www.spplat.com)

## SGMA SUPERSTUDY PUTS PAINTBALL 3RD

The annual Sporting Good Manufacturer's Association (SGMA) Superstudy placed Paintball as the 3rd most popular extreme sport, based on active participation figures garnered from across the US in 2001. According to the Superstudy, 7,678,000 participants played Paintball last year, some 557,000 more than in 2000. Other noteworthy statistics from previous SGMA reports include:

- Of the 6.4-million Paintball participants in 1999, 41% of them were playing the sport for the first time.
- 1,172,000 people played Paintball frequently (15+ days a year) in 2000
- Paintball equipment sales soared in 2001, increasing by 14.7% to \$195 million

## DYE PRECISION INTRODUCES ALL TERRAIN CLEATS



Latest news from the LDYE truck is the imminent launch of their new technical Paintball shoe, the ATC. Due to hit the shelves in October this year, the ATC even has a trailer all to itself for showcasing at events across the USA. You can expect to find the following features on the All Terrain Cleat:

**Comfort Sock:** Built-in for the ultimate ankle fit and provides a defense against debris.

**Pull Tabs:** Micro-injection tabs give you on and off ease.

**Reinforced Heel:** 180-degree vertical heel reinforcement for stability and superior support.

### PEV'S IN SEVENTH HEAVEN

Pev's Paintball Pro Shops will open its 7th location on September 3, 2002 in Manassas, Virginia. This 3,600 square-foot location will be the Washington DC area's largest Paintball showroom, and Pev's Paintball will continue to be the largest Paintball-only retail chain in the United States. Pev's Manassas is located at the Commerce Center, 12185 Balls Ford Road in Manassas, Virginia.

Mike Peverill, President and Founder of Pev's Paintball, told *Pi*, "We are always looking to expand. We study the markets and listen to the requests from parents and patrons who suggest a Pev's in their area. We take customer service to the next level by bringing our reputable service and selection closer to where people live." Mike is currently in lease negotiations for an 8th location, Fredericksburg, which is expected to open soon.

**Molded Eva Foam:** Traditional and durable EVA foam for light weight and comfort.

**Reinforced Toe:** Rubber coated polyurethane skin for long lasting durability.

**Dura-stretch:** Skin-like enclosure defends against the elements of dirt and water.

**Locking-zipper:** Rubber coated locking zipper allows easy in and out access.

**Cross Heel Stabilizers:** Extra wide heel provides the ultimate horizontal support and stability.

**Rubber Thread:** Designed to give more control, better traction and a firm grip for all terrains.

**Turf Studs:** Delivers maximum traction on varying terrain and grass like surfaces.

**Toe Tooth:** Wedge cut design for quick off-the-line starts.

#### FURTHER INFORMATION

- Call 858 536 5188

- Website [www.dyeprecision.com](http://www.dyeprecision.com)

### WARPED SPORTZ EXPANDS OUTLETS

Warped Sportz recently announced the opening of its first sub-station. This new initiative from Warped means that stores can get exclusive access to Warped goods without having to go as far as becoming part of a franchise. A retailer wishing to operate a sub-station will devote a section of their store to Warped products, which they will receive before other, non-associated outlets.

"We plan on having sub-stations in areas where we don't have franchises at this point," Marketing Director Dan Napoli told *Pi*. "With the sub-station idea we feel like we are giving players better access to our product, but are still flying the skate shop/indie record store creed of 'support your local shop', which we believe in."

Warped's first sub-station recently opened at East Coast Paintball in New Jersey. Call Warped Sportz on 888 235 9277.

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## ZAP PAINT, DIRECT TO YOUR STORE

Fresh from the factory, Zap Paintball is now selling its paintballs direct to game field and pro-shop operators. Zap has been a well-known producer and supporter of Paintball for over 12 years, manufacturing many paint brands that you'd recognize on the market today. Until recently, Zap-manufactured paint has only been available through distributors.

Zap's US Direct program offers a variety of paint geared to satisfy everyone from the highly competitive player demanding ultimate satisfaction to the field owner expecting value, convenience and reliability. Zap's selection of paint brands includes many colors under the Chronic, Amp, Tork and



Primer labels. Zap's portfolio also contains field markers, an electronic loader and many other accessories aimed at today's developing market. In addition, Zap has launched a regional event assistance program designed to encourage the growth of the sport.

To ensure timely delivery to your doorstep, Zap guarantees regular two-day delivery or less to the majority of the United States from its multiple distribution points located regionally throughout the country.

Customer pick-up is also available from all US centers.

### FURTHER INFORMATION

- To become a Zap dealer and place your order direct, call Zap Paintball at 1-866 ZAP TO GO (1-866-927-8646).

## PAINTBALL EQUIPMENT TO BE PROHIBITED IN BALTIMORE?

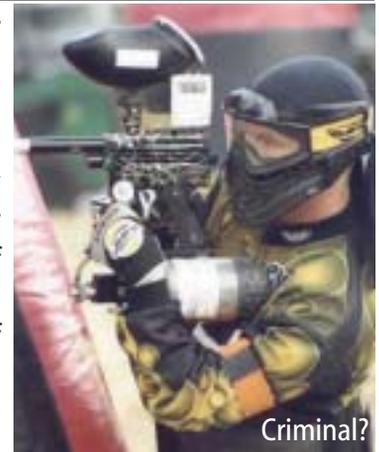
There is due to be a hearing on Thursday, September 12 at 1pm in the City Council Chambers at Baltimore City Hall for two bills that would establish a 90-day jail term for possession of Paintball guns in the City of Baltimore. This hearing is the public's opportunity to comment on the bill and seek changes. It is imperative that Paintball business owners, especially those in the Baltimore area, attend this meeting.

Attendees should be prompt and appropriately dressed. If you speak, introduce yourself, explain how the bills would impact you, be informative, and be prepared to answer questions. Baltimore City Council committee hearings are also generally broadcast on public access television.

The American Paintball Players' Association has drafted a petition in opposition to the bills. Various Paintball locations in the Baltimore area have agreed to carry copies of the petition. If you live in the Baltimore area, please visit one of these locations to sign the petition and be sure to include your full name

and address with your signature. Petitions will be collected and presented to the Public Safety Subcommittee by Phillip Craig of Landover, Maryland.

A complete list of locations carrying the petition, copies of the petition for stores and fields, contact information for the Baltimore City Council and other information related to these bills is available at [www.paintball-players.org](http://www.paintball-players.org).



### FURTHER INFORMATION

- General questions may be directed to Chris Raehl at [raehl311@yahoo.com](mailto:raehl311@yahoo.com) or (715)720-9131  
- Website [www.paintball-players.org](http://www.paintball-players.org)

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## X-Rocks the Spot



Brass Eagle has introduced a new consumer awards system involving coupons named XROCKS. Found on the packaging of both BE and Viewloader products, the coupons can be redeemed at the new on-line XTRM Sports Store for free field passes or rebates on merchandise.

The field pass is valid at Challenge Park Xtreme, Pursuit Park and Eagle's Nest locations. To be eligible for a \$5 rebate, 30 XROCKS need to be handed over with any purchase of \$25 or more.

Visit [www.brasseagle.com](http://www.brasseagle.com) for more.

## Katana Barrel



Ronin Gear has released a new barrel which can have its bore size altered to one of five different settings by twisting the tube and clicking it into position. The tubes work using a collapsible inner sleeve that ensures that the marker needn't be disassembled in order to achieve the correct bore-to-paint match. Made from Aircraft-grade Aluminum and Stainless Steel, they will have a MSRP of \$129.95.

Contact I&I sports on 800 815 6822.

## Kingman Seek Euro Sales Reps

Kingman is on the hunt for regional sales representatives to market its range in each European country. Only individuals or groups with an established buying network in sporting goods or the gun shop trade need apply, and Paintball knowledge and experience is a must.

Send your resume to [theliot@kingmaneuropa.com](mailto:theliot@kingmaneuropa.com)



## Kingman Spyder Imagine and Esprit

The Spyder Imagine and Esprit came onto the market in early June. These electronic markers include the following features: adjustable trigger pull; newly designed receiver and bolt; electronic firing modes - semi-auto, 3-round bursts and full auto; RT trigger; double trigger and an LED display format. The Esprit has a vertical set-up while the Imagine has a bottom line. Both markers come equipped with the IPI (intelligent push button indicator), which simplifies mode selection. The MSRPs for the Esprit and Imagine are \$189.95 and \$229.95 respectively both of which include a 9.6v battery.



Contact Kingman on 626 430 2300.

## Battle for a Cause

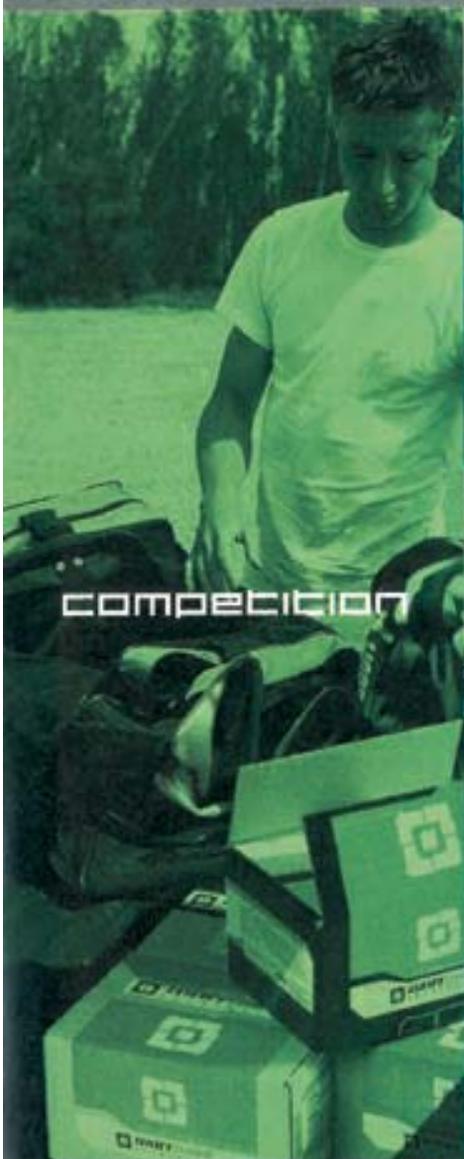
Picture this: Four teams, each comprised of four celebrity players from the film, television & music industries, are teamed up with and captained by a top professional Paintballer to play in a series of tournament-style games on concept fields. Even better, the all-day event is held at the awesome Great Western Forum in Inglewood, CA. Best of all, it's filmed live for a television audience.

Well, it's happening, and it's happening soon... Saturday, February 9 to be exact. Tickets are already on sale through Ticketmaster and the identities of the participants will be released in the near future.

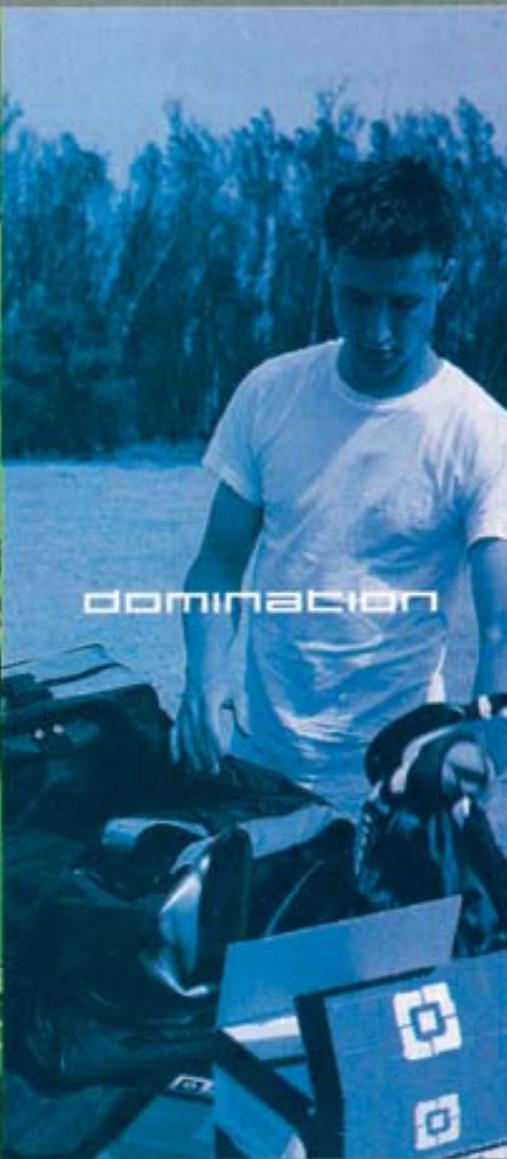
Along with the tournament, this all-day event will feature live musical performances and an interactive trade show. Each team will represent one of four charities and at the end of the event will present a check (\$25,000; \$10,000; \$7,500 and \$5,000 respectively) to these charities according to their final position.



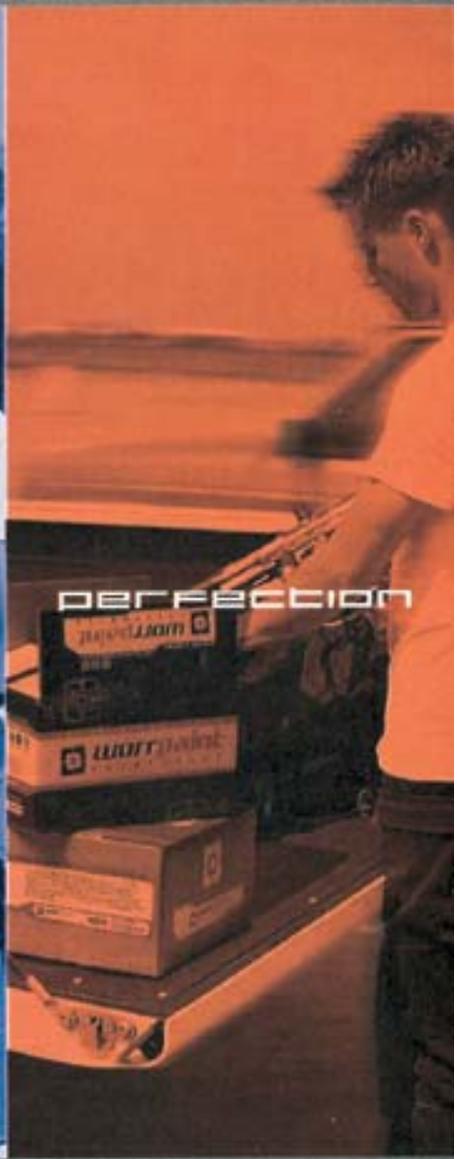
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# THINKING BIG

Owen in action at Heaven

**WDP's unorthodox marketing strategies have helped this British outfit leap to the forefront of the world Paintball scene. *Pi* asked Marketing Manager Owen Ronayne to explain the company's philosophy**

Marketing is a broad term: everyone markets their firm and their products...but this is looking at the small picture. The real issue is the marketing and direction of the sport itself.

It is about one goal. We have this goal in sight and we will not be deterred from achieving it. Everything we do, every dollar we spend, is devoted to getting there.

That goal is to watch Paintball tournaments on television and in sports stadiums, where players are paid to play, and spectators will pay to watch. Now of course this is everybody's goal, but most think on it's a pipe dream, or something that may happen at a time loosely referred to as 'the future'. This goal is not out of reach. We believe that it is achievable within three years - two if everyone was to pull together and make it happen. What has WDP done to get there quicker?

## PRO REFS

The best marketing tools the Industry has are the Pro teams. These are the guys that play ball better than anyone else, and are the most attractive teams to watch. The results of the games between these teams have to be legitimate, yet how can spectators or the media accept any result when these teams actually referee each other? The fact that this can happen makes a mockery of the sport. It is a serious obstacle to *the goal*, and WDP feel that its resources are better directed at removing this obstacle than offering prizes to the teams. This is the thinking that led to the Pro Ref Organisation. It is true that the tournament promoters and teams will not see immediate financial benefit from this form of sponsorship, but the support we are getting from both these groups indicates that this is

not an issue, and we are wholly supported in our decision to do this. The PRO judges, after a suspicious reception, have the backing of pretty much everyone in the game. The few people who don't like them are generally the players who realize that they cannot intimidate or bully a PRO ref into making the decision they want.

## HYPERBALL

The Hyperball events we ran in '96 and '97 were designed to get the game out of the woods and into a spectator arena. The World Hyperball Championships was the first event with grandstands and full spectator arenas, and teams were banned from wearing camouflage... some refused to play the event for this reason. We laid down a model that was taken up by Laurent Hamet and developed into his Sup'Air product. The portability of Sup'Air made it more suitable for Paintball and it has become, along with Hyperball, the standard of field expected at any respectable Paintball tournament today, some six years after the first Hyperball event. Tournament Paintball is now out of the woods, teams no longer wear camouflage. We made a loss on both Hyperball events, but we knew what needed to be done and were prepared to chalk the events down to marketing.



The Angel now has its own branded field

## HEAVEN

Paintball is not just a game played on the field, it is also a lifestyle sport that attracts spectators. Large events can attract as many fans as players and quite often there is nothing for these people to do at the event. To be honest, it is not easy for spectators to enjoy a Paintball tournament. Sure, many of the games are exciting, but there is never any real itinerary of when the best teams will be playing, and let's get real - the games worth watching are normally the semi finals onwards, which is normally only the last day of the event. We wanted to get people to tournaments and keep them there to watch the games and enjoy the atmosphere - Paintball will be successful if it remains a cool thing to do. There has to be more to an event than drifting from field to field hoping to see a good game. People get tired, they get bored, and they don't go to the next tournament because they have seen it all before. In this way the industry has been driving spectators away for years.

Heaven is an oasis where people can chill out. We publicize Heaven on our website and have people show up at events because they know that when they are not watching games they will be able to kick back and have fun, while DJ's and beautiful girls entertain them. Heaven is a huge expense, and something we will do twice per year, but it adds depth to every event we do it at. We would like to see Paintball tournaments expand into festivals, with live bands and X-sports drawing in thousands of spectators. This kind of show was organized in Miami this year: Music, skate, moto-X and Paintball combined for the first time to make an event that was truly worth going to. WDP supported it even though we knew it would not be profitable for us. What a pity other firms did not do the same, and what a pity many players slated the event because they did not like the judging...

## THE ANGEL

Making Paintball fun to watch is not as easy as it sounds. Even after you take the players out of the



The Angel: designed to make you play more aggressively

woods, get them out of camouflage, and give the spectators a reason to stick around, you still have to make the games exciting. Our contribution to this was to design a gun that made players more aggressive, that shot insanely fast and that had every ounce of available performance included as standard. One main difference between this new gun and the top level guns available back in the day, was that it would work out of the box. This was a new standard for high-end Paintball markers at the time, and it would set the standard for dozens of markers to come in the future.

## THE FUTURE

Like any other Paintball company, we want to promote and sell our products. But we always look for the opportunity to expand the market as a whole. The Angel is the last Paintball marker a player will buy - a newbie that comes into the game may buy four or five other markers before they get to ours, making us the last firm to benefit from an increase in the amount of people playing our sport. We know that we have longer to wait than anyone, and this inspires us to get started straight away, to push boundaries and increase expectations wherever we can. What surprises us is that firms who stand to benefit much sooner than WDP have not decided to put their promotional dollars to better use, to get together to launch our sport into the stadiums and onto the big screen. There are a lot of obstacles still to be removed and it will take more than good will and kind words to get us there. It'll take cash, and lots of it...



## INDUSTRY FOCUS MIKE PEVERILL

So how does a former Pro player end up running the largest chain of Paintball-specific stores in the USA? We asked the only man who could tell us, President and Founder of Pev's Paintball, Mike Peverill

**PI: What led you to run your first store?**

Mike Peverill: Basically, I had a room full of products I'd won from many events back in the day when teams only won prizes. So I started selling them out of my office in 1992. Word had spread I was selling stuff, so I expanded the office and opened up a Pro shop in Fall 1993. Since the only place to get stuff was mail order, and people always got screwed, they preferred to come where they could see and touch the product they were going to buy, and from there on it was a snowball effect.

**PI: What were some of the first products you sold?**

MP: Paint, goggles, and barrels. Smart Parts barrels were super-popular.

**PI: Did you always have a long-term game plan?**

MP: After my first two years in business, I had a plan that I wanted to have three stores some day - I just drew a triangle on the map. Now look what's happened! My staff say I get bored too easy, and that's why I keep opening stores and parks.

**PI: What do you think sets Pev's apart from other Paintball stores?**

MP: Service. I believe that if you take care of your customers, they will come back. I have fired people before - even a manager - for providing terrible service. It's my name on the sign, so it is important to me to make my customers happy.

**PI: Do you manufacture/customize/have exclusive deals on any products of your own?**

MP: Not really, we prefer to offer everything that's



Mike Peverill (left) gives directions to his new store: "It's that way...?"

quality. We do have our own goggle cleaner but that ain't nothing...

**PI: What sort of player mainly comes into the store?**

MP: Both tourney and rec-ball; however, most of them have swayed towards tourney since that's the style I played for so long. I also coach many teams and players, and lots of them have moved on to the Pros. I get customers who travel from all over cause they hear we HAVE STUFF IN STOCK, and we don't keep having to promise we'll order stuff in for people. And most of all, we back up the products we sell.

**PI: Do your customers generally have a lot of questions to ask before they buy something?**

MP: Questions galore! However, that's why we staff our stores with knowledgeable people. Usually, they spend 30 minutes to an hour comparing guns and getting the pros and cons. We get an idea of their desires and push them towards the gun we think they will be happy with, based on their questions.



Team Mission - one of the outfits in Pev's stable

**PI: What's the average spend per Paintballer per visit in your store?**

MP: I would say the average is about \$60 - but that's because everyone buys paint.

**PI: What does someone need to be aware of in order to become successful in the Paintball industry?**

MP: Avoid being under-capitalized! Little money start-up makes it hard to get the pricing to compete with mail order, and now the Internet. Never piss off a customer; Paintballers talk to each other like crazy and one bad story can end up all over the other Paintball parks.

**PI: What's the most popular item on your shelves?**

MP: Paint obviously, then barrels and nitro systems.

**PI: How do you decide where and when to open a new store?**

MP: I study the demographics of an area and find out which regions meet the criteria of my customers. That's all I am going to say, because the rest is considered

"company confidential".

**PI: Which industry leaders do you admire the most?**

MP: Probably Gino from National Paintball, cause he just keeps going! He has the same tenacity I believe I have, and the same enduring will to keep making Paintball more available to a worldwide audience.

**PI: What do you attribute the rapid growth of the sport to over the last three years?**

MP: Brass Eagle was key! They put Paintball in Wal Mart and Sports Authority. And most of all they got the Sporting Goods Manufacturers Association to accept Paintball as a sport. This was key to making Paintball more socially acceptable. I don't see it slowing down anytime soon...at least I hope not, I am opening two more stores in the next two months and a new Paintball park. I wouldn't be doing so if I thought it was going to change. As for outside interest, I see some evidence of it from time to time and then someone in the Paintball industry gets greedy and ruins it.

**PI: Do you sponsor any teams?**

MP: I sponsor six 10-Man NPPL teams (Justice, Driven, Mission, Shadow, Outcast, Too Crucial), and two 5-Man teams (Karnage and Superficial, an all-female team) They get discounts at the stores, play free at the parks, get free air fills and most importantly, I give them free unlimited paint to shoot at NPPL events. That's a lot of paint - at the Chicago NPPL, five teams shot an average of 35 cases each...do the math!



FURTHER INFORMATION

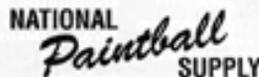
- To find out the locations of Pev's stores, visit [www.pevs.com](http://www.pevs.com).



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