

paintballIndustry

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

KINGMAN & WGP
COME DOWN ON CLONES

BEA YOUNGS HOLDS
MEDIA TOUR

PAINTBALLGEAR.COM
BRANCHES OUT

STARTING OUT INSIDE SIRE PAINTBALL



NEW PRODUCTS FROM
NATIONAL PAINTBALL
DYE PRECISION
BRASS EAGLE
SMART PARTS
DRAXXUS
TITANIUM
PMI INC
RAVEN
ACI



KINGMAN & WGP CLAMPING DOWN ON CLONES

The manufacturers of two of the most widely imitated Paintball markers, the Autococker and the Spyder, have recently begun their own respective campaigns to try to eliminate the practice of copying their designs and put a stop to the damage this is causing to the companies. WorrGame Products (Autococker) and Kingman (Spyder) have taken different routes to achieving the same ends, but both have been unequivocal in stating that these "knock-offs" not only harm their interests, but also affect the Paintball industry as a whole. Poorer imitations passed off as the genuine article can all but destroy the reputation and good name of a respected brand, which can consequentially leave the customer with the impression that this lack of quality control characterizes the Paintball manufacturing industry across the board.

Kingman's reaction to the counterfeiting was

announced in mid-March, marked by a statement informing *Pi* that in recent months, knock-offs of Kingman Spyder markers have been boldly advertised. In one instance, according to the statement, manufacturers of a Spyder E-99 look-alike even designed their product packaging and advertising to resemble those from Kingman. "On the surface, these knock-offs resemble authentic Spyders nearly exactly," Kingman commented. "But look closely and one will find that they are made of cheap material and/or recycled parts and are made to simply look like a Spyder."

"We will continue our ongoing battle against counterfeiters of our products because such activities hurt consumers, our retail accounts, and the employees of Kingman," Arthur Chang, Founder and CEO of Kingman International Corp told *Pi*. "The general public needs to know that Kingman has not

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authorized any of these counterfeits to be made and understand that if they buy a knock-off, they are buying a cheaply made imitation."

Kingman products are patent and trademark protected and Kingman plan on pursuing a program to detect and intervene with the advertising and sale of infringing products. It has coupled that program with continuous support and cooperation with the US Customs Services and a willingness to litigate as necessary.

WGP chose the route of protecting possibly their most valuable asset and arguably the biggest brand name in Paintball - the name "Autococker". It was a long time coming, but at the beginning of 2003 WorrGames finally announced trademark ownership of the words "Autococker" and "Cocker".

WGP Executive Director Sonny Lopez commented to *Pi*: "Autococker" and "Cocker" are both trademarks registered at the US Patent and Trademark Office and owned by WGP Inc. The use of either term without written consent from WGP is prohibited. Only markers that use authentic and genuine bodies manufactured by WGP may bear the trademarks "Cocker" and "Autococker". WGP bodies are made to the highest standards of quality. We take pride in our products. Our bodies are precision milled for excellence in craftsmanship."

So how do you tell if your marker is a genuine WGP Autococker? One way is to check if the body has Angel feed port threads; if it does, then it is not a WGP body.

Mr Lopez's final statement was clear: "Any entity which may be using the trademarks "Autococker" and/or "Cocker" on a marker body - or related products - which has not been manufactured or authorized by WGP should immediately cease and desist from doing so. WGP considers its trademarks and names to be an extremely valuable asset and will take all legal steps necessary to enforce its rights and protect these assets from infringement."

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BRASS EAGLE'S 2002 RESULTS EXCEED EXPECTATIONS

Brass Eagle recently announced their reported results for the fourth quarter and fiscal year ended December 31, 2002.

Brass Eagle reported net sales for the fourth quarter increased 5.8% to \$36.2 million versus \$34.2 million for the same period last year. Net income for the three months ended December 31, 2002 increased 147.4% to \$4.7 million or \$0.63 per diluted share, compared to \$1.9 million or \$0.25 per diluted share for the corresponding period in 2001.

For the fiscal year ending December 31, 2002, net sales increased 14.1% to \$104.9 million versus \$91.9 million for the same period last year. Net income increased 149% to \$9.7 million, or \$1.30 per diluted share, compared to \$3.9 million, or \$0.52 per diluted share, for the year ended December 31, 2001.

Lynn Scott, Brass Eagle President and CEO stated, "We are pleased with our sales and earnings in 2002, despite a sluggish retail environment around the Christmas holiday season. We were particularly excited by gains with the specialty sporting good chains and dealers achieved during the year."

For the 2003 fiscal year, Brass Eagle expects an increase in both sales and earnings over 2002. The company estimates sales will exceed \$112 million for 2003, and earnings per share will exceed \$1.38.

Mr. Scott concluded, "Brass Eagle enters 2003 with a strong portfolio of brands, a wide range of products and broad distribution. We provide markers, paintballs, apparel and accessories to all enthusiast levels, from beginner to expert, in a variety of channels ranging from the mass market to specialty sporting goods chains and dealers. It is this and the good work of our people that makes Brass Eagle unique in the industry and helps us maintain our leadership position in the market."

Brass Eagle was named one of the "Top 100" Hot Growth Companies by Business Week magazine in 1998, 1999 and 2001, and one of the IW Growing Companies 25, America's Most Successful Small Manufacturers by *Industry Week* magazine.

877 877 4263

www.brasseagle.com

NEKEDPAINTBALL

2 0 0 3

So asks the infamous tagline that's appeared enigmatically in various Paintball publications over the last few months. And so we also come to ask...

Nexed apparel company started out in hockey, but soon realized the potential that their hi-end competition gear had for use in Paintball, modified it specially for the task, and have been sweeping the tournament scene ever since World Cup 2002. Their line of apparel consists of pants, gloves, jerseys and bags - some of which one of our sponsored teams tested and found to perform very well in the heated environment of their last team practice session. The pants come in three different lines - Fusion, Driven, and NX Pro. The main difference between the Driven and NX Pro pants and others on the market is the four-way stretch material that flexes with you as you play your game, and the gloves are constructed with a tacky grip palm designed to deliver the greatest amount of grip possible. Nexed jerseys are made of a lightweight material and are very comfy, but the grand centerpiece - in our opinion - is Nexed's line of bags, ranging from very large to Tardis. If you have Paintball equipment, you'll find a use for at least one of their superbly designed gearbags.

An extra service offered by Nexed is their Drop Shipping program. If you have your own website with an online store but do not have the facilities for stocking and shipping products, they can offer a service that will fill in this blank for you.

Email janderson@nexed.com to find out more on this. Nexed also offers free product if you link to their website with their two-tier referral system, or Affiliate Program.



Driven Pants



NX-Pro Pants



NX-Pro Gloves

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www.nexedlife.com

WHO THE HECK IS NEXED?



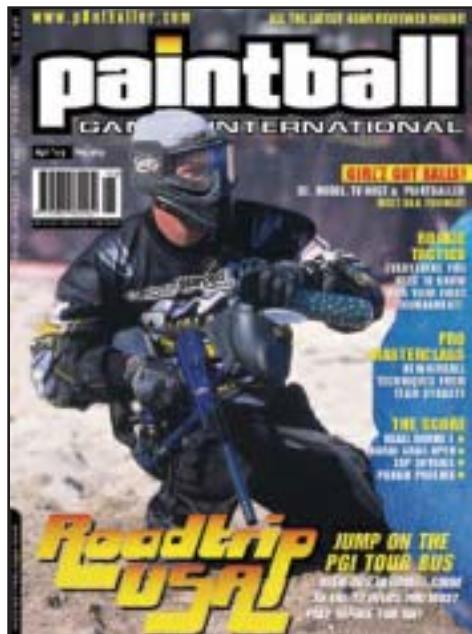
PGI REACHES OUT TO NEW READERS

As part of their ongoing campaign to reach the widest audience possible throughout the United States and the rest of the world, the publishers of *Paintball Games International* have invested in several mainstream newsstand promotions this year to complement their already impressive distribution in bookstores, newsagents and sports stores. The latest promotion, taking place on the May issue, will see several thousand additional copies of PGI taking pride of place in Barnes and Noble stores across the USA.

Circulation manager Mick Orrin commented: "We are always striving to get PGI into the hands of as many new readers as possible, and this year we have upped the ante by specifically targeting several large chains with huge promotions to ensure a continuing increase in our presence across the board."

For more info on advertising opportunities in PGI or any of its sister titles, please call 011 44 1206 505 922 or 011 44 208 304 3465.

www.p8ntballer.com



DRAXXUS TO RELEASE NEW PAINT AND GOGGLE SYSTEM?

Unofficial news just in: Craig Miller, VP of ProCaps has accidentally let slip to *Pi* that DraXxus is soon to be releasing several new products onto the market, in the shape of one or two fresh VForce masks, and some major updates and upgrades to the DraXxus line of paint. There will be a second version of their top-end Hellfire paint, which Craig tells us will be less brittle so somewhat friendlier to a wider range of markers, will be less staining, and will also come in at a less exclusive price. There will also be a major upgrade to the Inferno line of paint, but all we can reveal right now is that it will involve a 'special effect'!

Finally, DraXxus plans to release a glow-in-the-dark paint called Dark Legion, and this will be available through National Paintball Supply in the very near future.

514 337 1779

www.draxxus.com

www.nationalpaintball.com



PMI - BANG UP TO DATE

PMI's basic Piranha has been around for a while now, but each year new versions are added and each existing gun is remolded and improved. This year's 2K3 Piranhas are the most impressive yet; the EXT Pro's superb finish is impossible to ignore: The thick, smooth black lacquer of the Teflon coating offsets the sleek curves that are all too rare on markers in the EXT's price range. Cosmetically, the 2K3 guns look like a much more expensive product.

Piranha markers are now also available in electronic versions capable of 12+ balls a second.

800 334 0502

www.buypmi.com



Also from PMI:

Above - EForce Core

Below - Evil Omen



Piranha EXT Pro

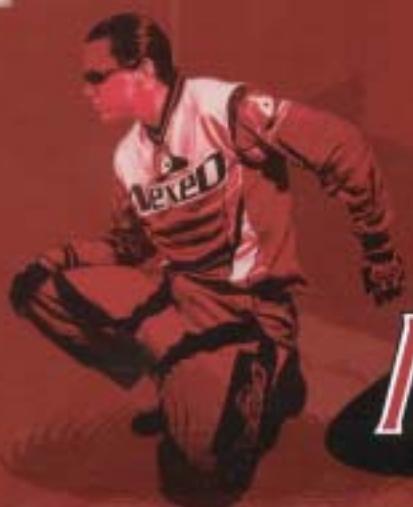
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The Nexed Life

Jerseys Pants Gloves Bags



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KAPP ENTERS EUROPE

KAPP has finally found a suitable partner to make the jump into the European market - Andy Piper of Extreme Rage Europe has now become the European Distributor for all things "Kick Ass". KAPP is widely known for their Flame Autocockers, Flame Matrixes, Reflex 45 frames and Drop Zone cradle systems. KAPP also produces a large range of products that include accessories for the Autococker, Matrix and Impulse, along with their new barrel system, the KXS Series. They just released their newest gun, the 03 Reflex Autococker, which has already been a huge success. Other products from KAPP can be viewed on their website kickasspaintball.com.

"The European market offers enormous potential for Paintball companies, and we plan to expand our product lines even further to take full advantage of this new business prospect."

President of KAPP Products, Chris Haggin commented to *Pi*.

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BEA YOUNGS

HOLDS MEDIA TOUR

Paintball athlete Bea Youngs has just completed a media tour in the Chicago area in support of the sport of Paintball, women in Paintball and her role in an upcoming Paintball video release.

Bea, a widely known Paintball player and reporter, has appeared on such television shows as a Paintball-related episode of the immensely successful series *Junkyard Wars*, and has been featured in several international Paintball magazines and websites. She was in Chicago filming her segments for the upcoming video *Challenge Park Xtreme 2k2*.

Bea was featured in several Chicago area newspapers and made appearances at multiple radio stations to promote the sport of Paintball in general, and to talk about women playing Paintball. In addition, she also promoted her role in the soon to be released Video/DVD *Challenge Park Xtreme 2k2*. She capped off the tour with an autograph signing at Challenge Park Xtreme, which attracted over 75 fans - even in the colder than normal Chicago winter. "The tour was a lot of fun and I think we raised people's awareness about Paintball and the fact that women

can enjoy it also," Bea told *Pi*.

The video covers events held at the CPX extreme sports theme park during 2002, such as the Challenge Cup Paintball tournament, the Shadowbreed scenario game, Mat Hoffman's CFB freestyle BMX Finals as seen on ESPN2, Tony Hawk's tour playing Paintball (also seen on ESPN2), mountain biking races, freestyle BMX contests, Paintball tournaments, and other extreme sporting events. It will also cover the William Shatner Spplat Attack with new, never-before-seen game and behind the scenes footage. The DVD edition will feature many extras and special features such as deleted scenes, bloopers, gnarly skate park wipeouts, and much more. *Challenge Park Xtreme 2k2* will also feature killer music from established and up and coming acts from major and independent record labels, and is scheduled to be released in early 2003.

www.beayoungs.com
www.challengepark.com
www.cpx2k2.com

RAVEN HITS THE MIDDLE GROUND

Raven made some big changes to its marketing strategy this year by dropping all sponsored teams save one, Bad Company, the most successful squad in their stables. This could have been seen as a sign that Raven were cutting back, but they have just launched a brand new product called the Nexion, proving that they are still looking to expand.

The Nexion is a mid-range Paintball marker with an MSRP of \$499. Previously there was little need for Raven to release a mid-range Paintball marker since parent company Kingman already produced one of the largest ranges of entry-level guns on the market. But Paintball guns selling in the \$500 range are becoming increasingly popular, and it was essential for Kingman to come up with a prompt reply to stake their claim on this section of the market - and they've done it in style.

The Nexion is slightly reminiscent of the Spyder body, but it has more than enough mods to give it the custom look that players require for the \$500 price tag. The most obvious changes have been made to the body, with complex milling along the top ridge of the receiver. Other important additions that make the Nexion a more refined Paintball gun are an adjustable blade trigger, which is very popular amongst tournament players and a foregrip with expansion chamber along with a regulator and gauge.

The Bad Company players are already sponsored by the complete set of Raven apparel and it will be interesting to see if they trade in their Spyders for the Nexion in the near future.

877 467 2836
www.ravenusa.com



Nexion features:

- LCD modes: ball counter, count down timer, low battery indicator
- 4 firing modes: semi-auto, three round burst, six round burst and full-auto
- Aluminum receiver with custom milling
- Vertical feed with adjustable feed port
- 12 inch competition barrel
- Aluminum blade trigger
- Adjustable trigger pull
- Advance quick release pin
- Custom machined drop forward
- Expansion chamber with foregrip
- Regulator and gauge
- Tournament velocity adjuster
- Anti-double feed
- Low pressure chamber
- Stainless steel hard line hose
- Operates on CO2 or compressed air

SMART THINKING

With innovative products like the Shocker, Freak and the Impulse, combined with a strong presence both in Europe and America, Smart Parts have already conquered the Paintball world...but now they're out to do it all over again.

While Smart Parts has never been lax in pushing themselves forward, competition in the Paintball industry is escalating all the time. Following the release of the Impulse, Smart Parts went relatively quiet, but now things are hotting up again.

Three exciting and very important products are scheduled for release this year. Although each item is new, two of the three are actually re-workings of Smart Parts classics - the Shocker and the Max-Flo - while the third is a completely new project called the Nerve.



Take it to the Max

In a similar vein to the updated Shocker, the new Max-Flo has been re-engineered to be around half the size of its predecessor. Whereas the Max-Flo has always been a reg of the highest quality, it has in the past suffered slightly from its noticeable bulk - but this is no longer a problem. It still has the self-adjusting output pressure, which eliminates the need for double regulation of the marker, but it's now an in-line reg (the manifold has gone) and has an integrated dovetail mount.



Shock Tactics

An old family favorite, the Shocker has now been redesigned as a smaller, sexier and faster machine.

Held next to the original, it is almost unrecognizable. Practically half the size, everything has been nipped and tucked to fit within the smaller frame. Changes have been made to the internals as well. Whereas previously the Shocker ran with dual solenoid timing, the latest version makes use of a single solenoid, which is self-timing, making the gun capable of more shots. A reverse polarity magnet also assists rate of fire and installation of a vision board is optional.

Nervous Wrecker

The Nerve, is a more closely guarded secret. What we have seen of it suggests that it will be similar in many ways to the new Shocker, although the suggestion of a higher price tag means that it will more than likely be packing an extra punch.

We expect that once these markers are released into the mainstream, the level of change that they have undergone will make them an instant hit with tournament players, so stock up your shop while supplies last.

The release of all the products will also coincide nicely with the success of Smart Parts' premier team, the Philadelphia Americans, in the NXL league. Having struggled in the league last year, the Philadelphia Americans have once again risen to the top to become a dominant team on the circuit. This upturn in results will not escape the attention of the players and will generate a great deal of interest in what Smart Parts has to offer.

800 992 2147

www.smartparts.com

BRASS EAGLE VS THE HALO

Brass Eagle Inc and Odyssey Paintball Products LLC of Garland, Texas, recently jointly announced the settlement of Brass Eagle's lawsuit against Odyssey, alleging violation of one of Brass Eagle's loader patents that was pending in the United States District Court for the District of South Carolina.

Odyssey Paintball agreed to pay Brass Eagle an undisclosed sum of money and both parties have agreed to dismiss the suit.

John Flynn, Vice President and General Counsel of Brass Eagle, commented to *Pi*, "We reserved the right to re-litigate this matter if necessary. However, at the present time we are satisfied with the results of this litigation. Brass Eagle will continue to vigorously enforce its intellectual property rights."



PAINTBALLGEAR.COM BRANCHES OUT

You wouldn't know from the name, but Paintballgear.com sells a great deal more than just, well, Paintball gear. For the last two years they have been aggressively tackling markets such as skate, video gaming, apparel and go karting, and are currently looking into getting involved in motocross. We spoke to Paintballgear.com owner and President Bob Schubert, who was keen to emphasize that, while the company is branching out into other areas and sports, they have been very careful to ensure that these industries serve a similar demographic to that of Paintball. Namely, youth culture with an attitude.

Aside from Paintball, the most significant of these projects has been the skate business. This was a very natural progression for Paintballgear.com to make, as the customers fit an almost identical profile to those involved in Paintball - in fact, there is quite a large overlap with kids who are into both sports,

and there were already several staff members who were extremely knowledgeable in this area when they launched into skate two years ago.

This hasn't been an easy road, though, as companies within the skate industry are highly protective of their product lines and will not allow a saturation of the market with online stores and discount wholesalers. Paintballgear.com coming in under both categories, they are still finding it difficult to gain significant business in this area - which is why, at the two-year point of their three-year plan, Bob is still waiting to see if they will make a worthwhile return on their investment. Of course, what makes it worth striving to succeed in such a self-preserving industry is the fact that, with less competition, you can hold onto larger profit margins.

Bob commented to *Pi*: "While these other areas are certainly of interest to us, we are first and foremost a Paintball store. Paintball is what we know and have always been passionate about, and we will never lose our focus on that."

www.paintballgear.com

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NATIONAL'S NEW ODYSSEY

Over the last two months National Paintball has continued to expand its already colossal market share. It was only a short while ago that they set up Empire Paintball, a division of National which offers high-end barrel sets, loader feed systems and a range of field apparel, but since then they have acquired two more companies in quick succession.

The first is Psychoballistics, the makers of the Aradus barrel who had, until recently, almost completely faded from view. Now that National has picked them up, Psychoballistics has been revitalized and the Aradus is back on the market along with a selection of gun accessories that include cradles, triggers and foregrips.

Psychoballistics already produce a custom version of the Tippmann 98 called the Psycho, but we have been informed that there's a good chance a new mid-range marker will go into production later on this year.

The other company, whose future has been uncertain of late, is Odyssey. But speculation that the company might go under has been quashed now that the famous HALO loader - made by Odyssey

Paintball - has appeared on the National website and is being promoted by NPS in the media. To date, no official statement has been made about the nature of the relationship between the two companies, and whether NPS is now sole distributor - or indeed owner - of Odyssey remains to be seen.

Moving back onto the Empire range - which is now being promoted by Chris LaSoya - reports are coming out that a line of casual streetwear is being considered. Other organizations such as Dye and JT have already experienced some success in this area and if Empire does move in this direction it is rumored that the focus may be on girlwear, which, by all accounts, is surprisingly popular amongst Paintballers. The latest bunch of other gear to come out of National is as follows:

Icon-E

The Icon-E will be popular with entry-level players. The electronic grip frame has three different firing modes for players to utilize, and whilst firing on full-auto the marker is said to be able to reach speeds of up to 13 balls per second.

The foregrip and drop forward make the Icon-E easy to handle and inclusion of an LPR, expansion chamber and rear velocity adjuster will ensure good shot to shot consistency. At a price of \$150, it will be very hard for any aspiring Paintballer to ignore.

Silver Bullet

The shine on the Silver Bullet will no doubt attract a lot of attention whilst on display in Paintball outlets. The body is perhaps the most extensively milled available for under \$200. Again National has upped the stakes on the number of features players should expect to find on a marker in this price range, and other companies will be forced to follow suit.

Chris LaSoya Intimidator

Having moved over from Warped Sportz-sponsored team Avalanche, Chris LaSoya now plays on Draxxus team Miami Effect. The new NXL squad are using National's most prestigious marker, the Bob Long Intimidator and NPS has even developed a custom version named after LaSoya himself.

The Chris LaSoya Intimidator will be available to buy through National Paintball Supply, and whereas the high price will rule out many Paintballers, there will still be plenty of customers ready to buy into the image of one of Paintball's most prolific icons.

www.nationalpaintball.com

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IN YOUR FACE ON YOUR SCREEN

Mirus Productions, LLC, has finally announced the release of the world's first ever full-length feature film about Paintball, aptly named *In Your Face*, on DVD. Digitally remastered and remixed with 5.1 Surround Sound, the DVD is packed with over 90 minutes of bonus features and extras.

The movie itself is an action-packed story of winning against all the odds, and is suitable for all ages since it contains no gratuitous adult situations. If you're a dealer and would like to have a customer-

friendly DVD to play in your store, you can either run the movie all day long or set it to loop pure action footage continuously. Profit margins are also high with price breaks starting as low as six units and free shipping with select packages.

www.paintballmovie.com



WILDEST MARKER EVER?

And now for something completely different. You may be blinking and rubbing your eyes, but yes, this is a real marker, yes, it is field-legal and yes, you can sell it in your store. Armotech USA are rapidly making a name for themselves in the production of extraordinary Paintball markers 'with everything'. From the insane-looking WG-65 semi-auto - designed for police and military training - to the compact 10-shot, 12-gram Zeus series, you can get a whole range of markers with varying degrees of accessories, including red dot and telescopic sights, removable magazines, collapsible stocks and much more.

But if that seems too militaristic to appeal to

your customer base, Armotech does also produce a line of electropneumatic 'speedball' style markers that are very competitively priced at an MSRP of \$249.99.

They are currently looking for more stores to sell both their lines of products worldwide, and their website provides all the info you need if you're interested in signing up as a dealer. Check them out at www.armotech.com if you're looking for something a bit unusual to offer to your customers.

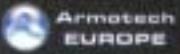
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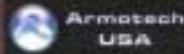
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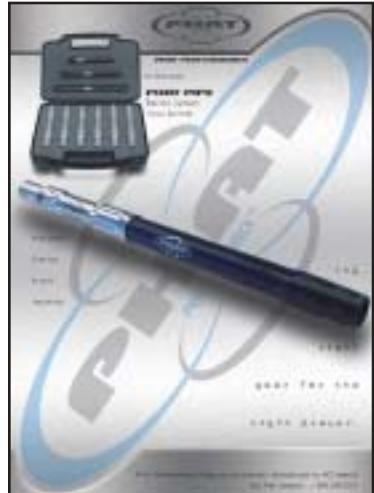


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FAX: 61 3 3592172

IT'S PHAT!

One of the newest barrel systems on the market is ACI's PHAT Pipe kit, which the company claims to be their most innovative product to date. The system provides players with an assortment of different sized screw-in tips and base pieces for you to mix and match to create the ultimate self-custom barrel of your choice, giving you a tight, comfortable fit no matter what size or type of paint you shoot. Multibore barrel systems are without doubt the way of the future, and with the PHAT Pipe, ACI is sitting right up there with the best of them.

877 832 6224
www.airconcepts.com



REDZ HITS EUROPE

The beginning of this season saw Redz Paintball sign a distribution deal for Europe with a sole dealer, Paint Xtreme in Germany. Redz is known for their high quality gear, but specialize particularly in the soft equipment range. Thanks in part to sponsored teams such as Triple-Crown champions Dynasty, who won using Redz Dimension Packs, the brand already has a strong rep across the US market, and now Europe is looking to closely follow suit.

Paint Xtreme was one of the first distributors for Redz Paintball on the east bank of the pond. The company has been in existence since 1998 and owner Lars Herzig is one of the best known Paintball players in Germany. Lars told *Pi*, "I've believed in all Redz products since I met the mastermind behind them, Greg 'Red' Hastings, when I was living in NY in the late 90s." As a Premium Sponsor of the



Millennium Series for 2003, increasing Redz Products' presence in Europe shouldn't really be a problem for Paint Xtreme. If you wish to become a Redz dealer or place an order, please contact Martina or Lars at +49-69-65009910 or by mail at info@paint-xtreme.com.

www.redzcomfort.com
www.redzeurope.com

WORR ONLINE

WGP has given its website a new look. This website is not Flash so now everyone with dial-up modems can access it without a long wait. The site is user-friendly and will provide retailers with up to date information on new WGP products and news.

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800 755 5061



LAZERBALL SIGNS ON AS A PANAM GOLD SPONSOR

The makers of Lazerball, one of the latest products to hit the Paintball market, have just signed on as a PanAm Circuit 2003 Gold sponsor.

Lazerballs are patented soft-foam .68 caliber paintballs without the paint. They work in any standard Paintball marker and are reusable hundreds of times. Their texture makes them safe, fun and clean. The fact that they are reusable makes them ideal for team practice. The Lazerball experience includes playfields, lazerballs, scoring systems and masks.

The PanAm Circuit has four levels of sponsorship including the Gold Sponsorship level, which allows the sponsor extra large booth space at PanAm events, logo placement on PanAm materials, full-page feature advertisements in conjunction with the PanAm, and many other benefits. PanAm opens its sponsorship program to any interested Paintball



company.

The PanAm Circuit offers competition for 3-, 5- and 7-Player Rookie, Novice and Amateur teams as well as 3-Player stock and young guns teams. The PanAm 2003 season consists of six major events and three big games in California, Oregon, Washington, Nevada and Arizona.

www.panamcircuit.com
www.lazerball.com

BAGS OF STYLE

The latest thing to emerge from Dye's R&D room is a new gear bag, and even at first glance, Dye's appreciation of style is very much in evidence. But the bag isn't all style and no substance - venture beyond the good looks and you'll find a very practical and well-constructed piece of equipment.

Perhaps the bag's main selling point is that the whole unit can be split into two parts - each serving a different purpose. The lower half is a more general storage container and can hold the bulk of day-to-day luggage, while the upper section splits off to become a rucksack that can be carried to the Paintball site itself.

Each segment contains specialized compartments. The bag's hull includes a waterproof compartment, which is extremely useful when you consider that most players will return from playing Paintball with damp and muddy clothes. The rucksack caters for individual pieces of Paintball equip-



ment, with a central compartment for three markers protected by an air-pocketed cushion, along with storage for goggles, pods, spares and anything else you might think of.

The whole thing is mounted on two heavy-duty wheels, great for long trips that may well involve airports.

www.dyeprecision.com
858 536 5183



STAY IN TOUCH

Bad reffing can dramatically reduce a customer's enjoyment at a walk-on or rental day, and occurs for many different reasons. But the simple fact is that

refs are only human and they can't be expected to see everything that takes place on the field.

One way to tighten up your field's reffing abilities is to make sure all your judges are in communication with each other all the time. You can be more organized and efficient if refs are able to feed each other vital information during a game. Buying two-way radios is a good way of accomplishing this, but as masks must be worn at all times during play, standard radios can be too awkward to use effectively.

JT has found a way around this by designing radio link-ups that fit into the ear- and mouthpieces of the Proteus goggles. Not only is this a safer way for refs to communicate, but it also allows for freer movement, making it easier for them to be in the right place at the right time. The system is designed to work with multiple users and can even be linked to an MP3 or CD player to keep your boys entertained while they're off-duty.

www.jtusa.com
619 421 2660

NU METAL

Titanium Paintball, makers of the Longbow barrel, have released a direct dealer program that helps retailers maintain decent profit margins on their sales. Dealers often find that they make unacceptably small profit margins on high-end products because competition drives prices down to a bare minimum. Dealers choosing to buy barrels from Titanium Paintball, however, will find that prices are kept in check by a MAP (minimum advertised price) pricing system. With MAP, prices are prevented from dropping below a preset level, which means that dealers who stock the Longbow always know exactly how much profit they stand to make, without having to worry about players being able to find the products cheaper elsewhere.

If you're interested in becoming a Titanium Paintball registered dealer please contact them at

the number below. Dealer forms are also available at their website.

www.titaniumpaintball.com
973 412 1300



MURDER INC MAKES A KILLING

Murder Inc is one Paintball company on the way up. Having started out three years ago with just one store, they now own five, as well as an online shop, a field where they run tournaments; custom gear and their very own Pro team. Quite a little empire - and it just keeps on getting bigger.

The company's success boils down to two basic things: Efficiency and a willingness to expand. Four of Murder Inc's current stores are situated in New Jersey, but they've recently opened a fifth in Florida - a move that has greatly strengthened their East Coast presence. MI attributes a lot of the popularity of its stores to a conscious effort on their part to try and move away from the type of 'flea-market' environment that pervades so many Paintball retailers. Stores are all located in large plazas, are a minimum of 1000 square feet, provide service seven days a week - including gun repairs -and are always clean and well stocked.

Expansion hasn't been limited to their retail outlets, however, as the move into Florida has coincided with the company's decision to start up its own Pro team. Having a high profile squad of players has proved to be a very successful strategy for many big companies to draw attention to their products. Perhaps the most obvious example of this is Warped Sportz' promotional success with its Pro team, Avalanche. MI hope that their new squad will help increase sales of their own custom products like the

MI BKO, MI Impulse and MI Cocker.

The BKO is one of Murder Inc's most successful custom products. The company chose to use the Bushmaster because the low price allowed them to produce a custom version - something very desirable to Paintballers - at an uncharacteristically affordable price. The BKO was aimed at entry-level tournament players, and while there has been a big demand from this section of the market, Murder Inc has found that many more experienced tournament players have also purchased the gun.

Because the MI BKO retails at \$475, it provides the opportunity for many players to have a personalized piece of Paintball gear without having to pay over \$1000.

The final string to Murder Inc.'s bow is its involvement with Paintball tournaments. Currently, they organize individual events hosted at other sites, such as Top Gun Paintball - where, incidentally, they have begun work on their upcoming film *10 Seconds*. But MI has plans to build on this and has been involved in talks with Cousins Paintball about setting up a tournament series.

Murder Inc's ultimate ambition is to own a store in every state, which, while possible, is still a long way off, but for the moment MI still offers franchises to other well-established outlets across the US, and there's no doubt they're heading in the right direction.

www.murderincpaintball.com
732 222 1900





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COLORS...



E-CLASS OF THEIR OWN

Anyone thinking of purchasing WGP's latest hit product, the E-Class Orracle, will be pleased to know that four new fade anodizing colors are now available.

www.worr.com
800 755 5061



FIRE IT UP

Brass Eagle has extended its Aegis series with the addition of the Afterburner, a semi-automatic marker that is sure to prove both durable and cost effective for entry-level players and field owners.

The main body is constructed from aluminum and features the now popular high rise feed, which is welded to the marker for extra strength. The cocking bolt has also been redesigned and is now placed on the top instead of the side of the marker.

New paint, also marketed under the Afterburner name, is now available too. The reformulated fills come in fluorescent colors that will be easily identifiable, and Brass Eagle's Dry Gel quick-drying system has also gone through further advancements.

Afterburner Specs:

- Aerospace grade aluminum/alloy receiver
- Newly designed field strip pin
- Self-locking velocity adjustment
- Welded hi rise vertical feed
- Two panel custom grips
- Double trigger
- Polished, ported barrel
- Top cocking bolt
- Bottom line adapter
- Operates on C02, Nitrogen or compressed air

Afterburner paintballs are available in 200, 500, 1000 and 2000 round packaging.

www.brasseagle.com
877 877 4263



GRIPPED

Bringing the electro-trigger to the masses, Brass Eagle's Prodigy E-Grip will soon be lining the shelves at Wal Mart. Fitted with an electronic trigger frame, it is possible to fire the marker at up to seven paintballs every second, a rate of fire more easily obtained thanks to the double trigger.

In addition, the Prodigy also makes use of other important modifications like a Volumizer and bottom line that improve the marker's consistency and balance. Both new markers from Brass Eagle can be bought as part of a player kit.

Prodigy E-Grip features:

- Aerospace grade aluminum/alloy receiver
- Field strippable pin
- Self locking velocity adjustment
- Hi rise vertical feed port
- Custom contour grips
- Electronic grip frame with double trigger
- Volumizer
- Bottom line adapter
- Operates on C02, Nitrogen or compressed air

www.brasseagle.com
877 877 4263



SMALL... BUT PERFECTLY FORMED

How does a two-man operation compete within the cutthroat environment of the Paintball industry, particularly when the odds are stacked against them in the form of huge corporate organisations? This is one of the questions we put to Chris Spann and Dustin Williams, the co-owners of a small clothing company named Sire Paintball...

Pi: How did Sire Paintball start?

Dustin: Sire Paintball was started in a garage about five years ago by Chris Spann. Chris felt that there was a need for lifestyle clothing so people could express themselves on and off the field as Paintball players. A form of individuality I suppose.

Chris: Yeah, I had started a clothing company in high school and college kind of took over that. After playing Paintball for a year or two and talking about the idea for Sire, I finally printed the first shirts and took them to a local tourney. Things started from there. It was slow but it moved forward. In my senior year I took an entrepreneurship class and wrote a

business plan for the company. I presented to investors who couldn't get past the idea of Paintball. So it was kind of a hard kick in the face. Things slowed down after I graduated and had to find a real job. That took over two years. In the meantime I just kept developing the company and playing Paintball.

What a lot of people don't know is that things really got moving around the end of 2002. My mom was diagnosed with cancer earlier in the year. I took care of her with my family until finally the cancer won that winter. During that time my involvement with Sire almost ceased and I was no longer playing, just taking care of my mom. After her death I guess Sire became my life. It kept me busy enough to handle everything I had been through and seen. It's a solid commitment now; I gotta make my mom proud.

Pi: What's your background in Paintball?

Dustin: My background is more of trying to get out more and enjoy Paintball as much as I can since Sire takes up a lot of our time.

Chris: I have been playing for about eight years now. I got involved when a friend of mine took me out to play and, like most people, I was hooked. It was something I couldn't get enough of so I started Sire.



Pi: What were the first steps?

Chris: First products were T-shirts. Nothing near what we have today. I have been a printer for about 12 years now so production was not the problem. Trying to tell an artist what I wanted and how I wanted it to look never worked. So I had to break down and become a graphic designer. Dustin got me started in that direction, he taught me a lot very quickly. That was about four years ago.

As for amusing stories. Well, Jon got threatened in LA last year for wearing a "Paintball Sucks" shirt. I won't mention the team but it was funny. I have had to explain that shirt so many times. For all of those that don't get it - let's say you play on a team. You practice your ass off every weekend. So you pay the entry for a big tourney. Your whole team flies in. You pay for 20-30 cases of paint and you don't even make the semis. If that doesn't suck, then what does? It doesn't mean you hate Paintball. Just because you don't win a tourney doesn't mean you didn't have the time of your life. But you have to pay your dues in this sport.

One time I had an investor tell me that he runs decathlons and that decathlons are a very extreme sport and that Paintball was politically incorrect and couldn't be considered an extreme sport. I just stood there silent, thinking, there is nothing I can say to this guy without pissing him off.

Pi: What's the company philosophy?

Dustin: We try to be true to ourselves and everyone else.

Chris: I would have to agree with Dustin. Staying true to ourselves. We would love to see Sire blow up into the largest company in Paintball but if it doesn't happen I don't think we will miss any opportunities to say it was worth it. Of course it is a business and we want to make money, but not to the fact of just selling any crap we could create. We put hours and hours into our designs. Each one has a story and means something different to us, even the simple ones.

If you can change it then change it, but don't waste time complaining about things, especially the ones you have the ability to change. And do not make apologies for doing what you do. Unless it's something you shouldn't be doing.

Pi: Do you see parallels between Paintball and other extreme sports?

Chris: Yeah, and I think it will become more apparent over the next few years. What really puts Paintball into its own is the team-based aspect. And Paintball is one of the most aggressive sports out there. I think the next generations are really going to put Paintball closer to other extreme sports. The trick has always been spectators. Hopefully XBall will take care of that.

Pi: Who's involved in the company now?

Dustin: Chris started Sire. He saw the opportunity and took a stab at it. He has brought Sire a long way. Then I became a part of Sire about a year and a half ago just to help Chris out with the website. He knew that I was doing web development at the time and asked me to help him out. I was stoked on the idea





matt "matty" schultz



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and was very willing to help him out. Later on I became a lot more familiar with Paintball. One day Chris asked me to become a partner in Sire. I actually declined to become a partner at the time, because I felt that Chris had worked so hard to make it what it was. I looked at it as his 'little baby' and I didn't want to spoil anything about it. Of course I wanted to become much more involved than just as a web designer, and I finally became a partner.

Chris: Right now Dustin and I are the main people doing all of the business operations. That includes the designing, marketing, media, web development - everything. It's a lot of work but we enjoy it. Ben "The Mooch" Harvey is Sire's photographer. He took all of the pics for the new website and for the upcoming catalog. Jon Vickers is also heavily involved with the company. His involvement goes all of the way back to day one. Jon is currently going to grad school in Colorado.

Pi: Is it a full time thing?

Dustin: This is definitely a full-time thing while we both work full-time jobs. Chris and I are very dedicated to Sire. I work for a web development firm as a tech-head. I have been doing that for the past five years. I also do networking, online marketing, and all that nerd stuff. I also have experience in screen printing from what Chris has been teaching me. He is an awesome screen printer and I am learning a lot from him. We both cross over into each other's skill sets too.

Chris: Yeah, Sire is a full time job on top of our full time jobs. It doesn't leave a lot of time for anything else. My ex-girlfriend loved it... My background is in screen printing and marketing. Both of us are extreme-



ly multi-faceted when it comes to Sire.

Pi: What teams do you support and why?

Chris: Currently we are sponsoring The Cartel. I had watched the Cartel for a while during 2002. The sponsorship started after they won the Novice division at the World Cup. I really like the way this team operates on the field and off. They have long-term plans and so does Sire, so I think it is a good combination. We are involved with another team right now, but until everything is finalized we are keeping it low key.

We will be looking for new teams to sponsor this year. The main reason we do not sponsor a lot of teams right now has a lot to do with my experience with sponsors I have had through playing. Some have been really good and some have jacked the team around. We wanted Sire to sponsor teams that really wanted to wear the stuff, not just have another sponsor. We also didn't want to sponsor teams without being able to fully sponsor the team. Our philosophy in sponsorship is that you have to commit yourselves to the team.

Pi: Future plans?

Chris: Sire will be moving into a new location in a few months. We are starting a custom screen-printing company this year known as Process33 (www.process33.com).

Pi: What new products have you got coming out?

Chris: Mainly new clothing, and some other things.

Pi: Where do you see a place for smaller companies

now that Paintball is going mass-market?

Chris: I think the barriers to entry are slowly closing for the industry. The more mass-market larger companies that enter, the harder it's going to get for smaller companies. Companies are going to have to really differentiate themselves in the future. There are a lot of new clothing companies as well.

Everyone thinks it's easy to start a clothing company, and from the standpoint of printing some cool shirts and selling them, this is true.

But the key is longevity. How do you go from some cool shirts to a competing company in the industry? We know how we are planning to do it and so far it's working. We enjoy the fact that there are a lot of people that don't take us seriously. Just like Paintball, never underestimate the smaller guys. They are usually the ones who want it more and have something to prove. I like a lot of the newer companies and I'm hoping that they will help to keep the corporate attitude out of the sport. A company can have solid business practices but if they don't care about their customers and their teams or the quality

of product they produce, then it's only hurting Paintball. The same thing happened in the BMX/freestyle industry when a lot of major bike companies turned their direction on mountain biking. The smaller guys stepped up and took over. Ten years later and look at the industry. The companies driving it are sincere about their market. The same with skateboarding. It just has to be that way, in my opinion.

Pi: Where can people get your products other than at events?

Dustin: Everyone in the world can get our products via the web at www.sirepaintball.com or email us at sales@sirepaintball.com. We just released our 3rd generation website on March 3rd, showcasing our 2003 product line. We are very excited about it.

Chris: We have some dealers set up for 2003. They will be listed on the site when it's time. Any dealers interested can sign up through the website.

www.sirepaintball.com

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