

paintballIndustry

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

ADDED VALUE WHAT YOUR CUSTOMERS REALLY WANT

**MAXIMUM
LOCKDOWN**
HOW SAFE IS YOUR
TRADE STAND?

**CREME DE
LA CREME**
WDP RELEASES
THE ANGEL 4

**NEW
PRODUCTS
FROM**

P8NTBALLER.COM
AIRGUN DESIGNS
WARPED SPORTZ
RUFUS DAWG
SMART PARTS
POWERLYTE
GAMEFACE
FREEFLOW
DRAGUN
HYBRID
SMOKIN
RATCO
DYE





Pi Editorial:

Added Value

Simply developing a great product and putting a 'For Sale' sign on it is never enough to guarantee you success in a market as competitive as Paintball. Sure enough it used to be, but that was back in the days when WGP's sole opponent was Airgun Designs and JT had the monopoly on goggle systems. Not to mention the Army Surplus store leading the way in the footwear department (but that's another story).

Nowadays JT - well, Brass Eagle - is one of at least five manufacturers of high quality goggle systems, Kingman has to contend with well over 30 companies that all specialize in producing affordable Paintball markers, PMI is a big fish, but is now swimming in an even bigger sea of other high performance air systems, and WDP's Angel is up against Intimidators, Matrixes, E-Blades and other tourney-grade newcomers.

So how do these four companies stay ahead of the game? Added value, that's how. Or at least it's a part of the equation, aside from working to continuously improve their products, offering decent after-market service and advertising in all the magazines (and on TV, if you're Brass Eagle).

X Rocks

For Brass Eagle, a public company with Wal-Mart distribution targeting much of their range at the entry-level end of the market, added value comes in the

form of X Rocks coupons, vouchers that work in much the same way as a reward card at your local supermarket. The more you buy, the more you save. You can redeem your X Rocks either for a rebate check for Paintball merchandise such as T-shirts, or for coupons to play at Paintball fields. "X Rocks is a great scheme," commented Brass Eagle's Nate Greenman, "but we haven't made much use of it yet. Expect to see all sorts of X Rocks deals coming out of Brass Eagle in the near future."

Freebies

PMI, who work to similar principles with their Piranha line of markers, go the simple route. Over the last three years they have offered a number of programs, including mail-in offers for free Piranha T-shirts, free gloves with various markers, free upsized tank in the PMI Completer Kits, and similar 'freebie' offers. Whereas the X Rocks is more angled towards encouraging long-term loyalty, PMI is hitting the impulse buying market in the hope that a positive experience with the product will inevitably lead to consumer loyalty. PMI's Mike Lukas told *Pi*: "The key is quick response to customer inquiries and making sure the incentive product is actually sent out or included with the item. Also proper marking of all items is a key to success. If your customer doesn't clearly realize they got extra value with their purchase it's unlikely it's going to be a successful program."

Car Dealers

Kingman likes to really push the boat out with some-

thing a little more extravagant. Giving away 10 cars to Spyder users, or a \$50,000 check to a team that wins a tournament using Spydres, could be seen as an unnecessary expenditure. But then, of course, it all depends on how Kingman makes this gesture work for them. If you read any Paintball magazine, you will likely spot a Kingman ad with a picture of Brimstone Smoke being presented with their giant check, or a Spyder owner sitting in his new Nissan Xterra. Something in this scheme must be working, because Kingman have written who knows how many checks, and the number of Spyder users driving around in brand new Xterras, Ford Mustangs and Mitsubishi sports cars seems to grow by the day. As we said, it's about how they market it. Wow the media, turn up at events with big shiny gifts, and, it seems, people will buy your products (as long as they work).

Buy the Lifestyle

WDP is operating at the more exclusive end of the market, with high-performance, high-price equipment that is your passport into the elite Angel club. Angel Heaven is WDP's take on offering added value to their customers. If you're cool enough to own an Angel, then you can join the party. Where else at a



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WDP lifestyle as well as the equipment they produce.

www.brassseagle.com
www.pminetwork.com
www.kingmanusa.com
www.wdp-paintball.com

Thanks for listening,

Handwritten signature of Anthony Jones.

Anthony Jones, Editor
editorial@paintball-industry.com



George Acoba & his new Kingman car

tournament could you walk through a smoke-filled tunnel to appear on a beach with free cocktails and fruit being served to you by bikini-clad hostesses? WDP knows millions won't buy their marker - it's simply too expensive - but they make pretty darn sure that those who *can* afford it *will* buy into the

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New Shocker Finally Shipping!

After much hype and months of tweaking and deliberation, Smart Parts have finally announced that they can begin delivery of their much-anticipated flagship marker, the 2003 Shocker. With over two years of intense research and development now completed, the new Shocker has emerged from the recesses of the Smart Labs in a package that promises to deliver some serious performance for the money.

Unlike those Shoe Box Shockers that we used to have to carry around on forklifts, the 2003 weighs in at a paltry 3lb 2oz and measures only six inches long - a superbly compact package in keeping with today's top-end equipment designed to allow freedom of movement with minimal fuss. Smart Parts also tell us that gas efficiency and rate of fire are two other areas where the Shocker has been pretty much redefined. The reverse polarity magnet trigger, they say, will enable the user to easily achieve and maintain a ludicrous 18+ balls per second without breaks, thanks to the Vision eye pioneered in the Impulse. We will, of course, be testing this for ourselves when the review model arrives.

This is a big year for Smart Parts. We've been promised that the 2003 Shocker 'is but the vanguard of things to come...' Expect to see an equally slim, trim and more consistent Max-Flo regulator line in the coming weeks. And this fall the equally long awaited Nerve arrives.

The 2003 Shocker is shipping now. Initial runs are available in Jet Black and Shocker Electric Blue. Contact your local Pro shop or Smart Parts directly.



www.smartparts.com
800 992 2147



The Matrix: Reloaded

Dye Precision and Generation E Sports recently announced an agreement giving Dye Precision the rights to develop, manufacture and distribute the Matrix Paintball marker. Both Dye and Generation E will maintain distribution and technical support for the Matrix. In addition, Dye is looking forward to continuing support of NXL teams Baltimore Trauma, New York Xtreme and the Los Angeles Ironmen, as well as other teams across the nation.

Dave Youngblood, president of Dye Precision Inc., commented to *Pi*: "We feel very fortunate to have been able to acquire the Matrix marker as a part of the Dye product line. The Matrix is the premier marker in the industry and is a natural extension of our company's current products. We are looking forward to further developing the marker with new technology and continuing to offer the Paintball player the highest performance product available. In addition, we feel fortunate to retain a partnership with Generation E Sports in the distribution and technical support of the Matrix, given their excellent commitment to the product and customer service."

Paul Sattler of Generation E Sports stated: "We

are proud to be associated with Dye Precision as a partner in the distribution of the Matrix, given Dye's excellent reputation of providing Paintball players worldwide with the finest Paintball products. We also feel that Dye is a leading company in Paintball product technology and can continue to develop and provide players with the best marker for years to come. Generation E will continue to support our current Matrix customers and future Matrix customers."

www.dyeprecision.com



LA Ironmen, soon to be representing with the new Matrix



WDP Launch The Angel 4

WDP launched a new Angel, the '4', in Stockholm, Sweden this month. Details have now been released on this new incarnation, which is billed as the straightest shooting, fastest, cleverest Angel ever.

The 4 uses the proven Speed engine, which has already established itself as being capable of incredible firing rates. Back is the LCD display with full menu options, and a host of new performance features are included. The bolt, 14-way, ram and trigger have all been modified to deliver awesome firepower with incredible accuracy. The features are as follows:

Hardware...

- New - Angel 4 is the lightest Angel ever made, at 2.29lb (gun only) making it a full 20% lighter than the Angel IR3.
- New - Angel 4 body length is half an inch shorter, and offers a substantially lower profile than any previous model.
- Angel 4 is easily capable of operating at pressures under 200psi, with the use of the color-coordinated 3Sum volumiser kit included with every Angel 4 as standard.
- New - Shorter stainless steel hammer, reducing ram

overhang by 30%

- New - Smaller, lighter, 4th Generation electro-pneumatic valve offers 20% increase in flow efficiency.
- New - Soft-touch bolt, reducing ball impact and breakage.
- New - Custom Angel back-plate with on/off indicator
- New - Twist-lock gated feed.
- New - Ergonomically shaped trigger with integral toe adjustment.
- New - Revolutionary vernier trigger wheels adjust trigger movement to 0.1mm (thinner than a human hair). The easiest and most precise trigger adjustment in the world?
- New - Low-profile, lightweight pressure indicator shows operating pressure of your Angel 4 in easy-read dual-display windows.
- New - Slide-fit top-plate, with single-screw lock, reducing profile and weight.
- Twin serviceable low profile ball detents
- 4.8 volt rechargeable metal hydride battery and charger
- Sculptured Space frame with Skin Grips.

Software...

- New - 12 modes of fire, including semi auto (31bps), full auto, ramp, bursts and programmable modes. Enhanced modes capped at 13bps.
- Sensi anti-chop system with self-test feature.
- Adjustable game timer with three vibe alarm profiles and 'first shot' activation.
- Infra-red communication capability
- Shot counter and rate of fire indicator.
- Intellifeed driver capability, with adjustable signal output at 0.5 second increments.
- New - ECOS (Electronically Controlled OpticalSwitch) - allows users to enable/disable switch bounce, adjustable from 1-20.
- New – User-friendly LCD interface with dual menu facility, providing basic and advanced user operating parameters/settings.

WDP assure us that the Angel 4 will cycle (that's feed and fire) 31 balls per second. Set your trigger up to your own exacting standards with the twin Vernier wheels, which offer a good range of trigger positions to suit any user. The Angel 4 is also the lowest pressure Angel ever. The Angel 4 will operate at pressures lower than 200psi. Out of the box the Angel will operate at around 350psi. A 3Sum Volumiser pack is included with the marker, comprising of three different volume chambers. The largest of these chambers will drop operating pressure down to around 175psi (operating pressures may vary depending on barrel and gas source). This incredibly low pressure, together with the 4's new 'Soft-touch' bolt, make this new Angel the most paint friendly one yet.

Word is that the 4 will not be available in any quantity until the end of August. WDP are only taking pre-orders so far, and apart from a few of their lucky sponsored players, we will not see many Angel 4's in action just yet. The Angel Speed already has WDP's Birmingham factory operating at maximum capacity, and the addition of another, even tastier Angel will be stretching their machines even further.

A WDP spokesman told us, "The '4' will send

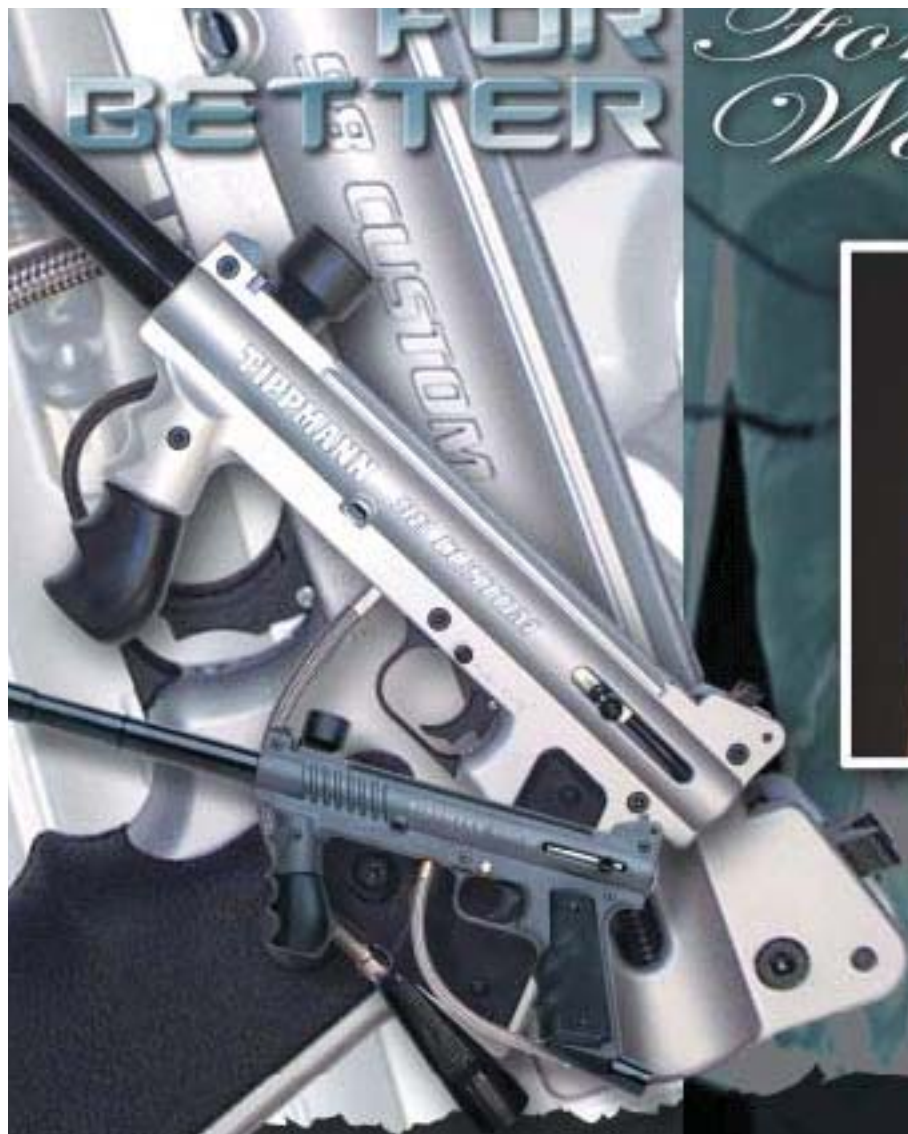
shockwaves though Paintball. It breaks with convention. The kind of accuracy this marker delivers should not be possible on a marker that shoots this fast. Those people that are able to get hold of a 4 are going to have high precision firepower that is unrivaled, a real edge that will win games, and deal out some serious medicine along the way."

www.wdp-paintball.com



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IAO Industry Conference a Monster Success

The International Amateur Open has been running for 11 years now, and, has developed into a must-attend event for many in the Paintball industry. It is true that the tournament doesn't attract the number of teams it has done in the past, and a downturn in sales from vendor booths reflected this. But there are other reasons to attend the IAO aside from retail opportunities.

First, despite the depleted customer base, the trade presence is still huge - this year over 60 separate Paintball companies made it out to Butler, PA - which makes this a great event to establish new contacts and consolidate existing ones. The IAO is still the place for striking deals.

The second motive for a Paintball trader to attend the IAO should be a good enough reason on its own: The Industry Conference. This annual event at the Four Points Sheraton hotel has grown fast in both size and reputation, and it's a reputation that's been hard earned. Guest speakers, open forums, tech classes and new product launches tend to fill the day.

This year's guest speaker was Jack Cohen, President of IAELI, a leading leisure and entertainment association, who explained the benefits of having an association for the Paintball industry. The model he put forward (IAELI, obviously) was a politics-free organization that is experienced in setting guidelines and a structure whereby Paintball can enjoy more success as a whole without having to deal with all the split loyalties, inconsistencies and other variables that come with being involved in an industry that has grown on its own, more or less without rules.

A regulating body will help eliminate many of the more provincial working practices that are irrele-



vant and destructive for a sport that has quickly become a huge international industry, allowing it to appear far more attractive to media and outside sponsors alike, and will also be able to assist in law and government issues. Whether it's IAELI, PMA or an entirely new organisation, Mr Cohen helped the industry to recognize that something needs to happen soon.

Event promoter Debra Kruschke commented: "I think this year's Industry Conference was the best one to date. We had 150 attendees and the keynote speaker was great."

Other features this year included an E-Mag tech class with Airgun Designs President Tom Kaye, Tippmann Target Shoot, product launches from WGP, Smart Parts and other major names in the sport, and a media forum with guest speakers including current *PB2Xtremes* Editor and former Ed of the now defunct industry darling, *PCRI*, John Amodea. Visit the website below for details on how you can get involved in next year's Industry Conference.

www.teameffortevents.com

P8ntballer.com V3... Live & Loud!

Maze Media recently relaunched its hugely popular P8ntballer.com website. The site, which gets roughly 1,000,000 page views per month and has a signed-up newsletter membership of 14,000 (and rising fast), has long been acclaimed as one of the web's finest Paintball resources, but Maze has gone a step further and introduced a whole new look and approach to the site.

New features include:

Live Newsfeed

All the latest news, as it breaks, delivered directly to readers' desktops.



Sports Desk

Thanks to the new Klipfolio technology, a team of 11 dedicated Paintball correspondents now deliver all the hot stories and product launches from across the world - and with pictures, too.

In addition to the cutting edge new features and design, Maze is offering a whole new range of options for businesses looking to spread their message to an increasingly media-savvy audience.

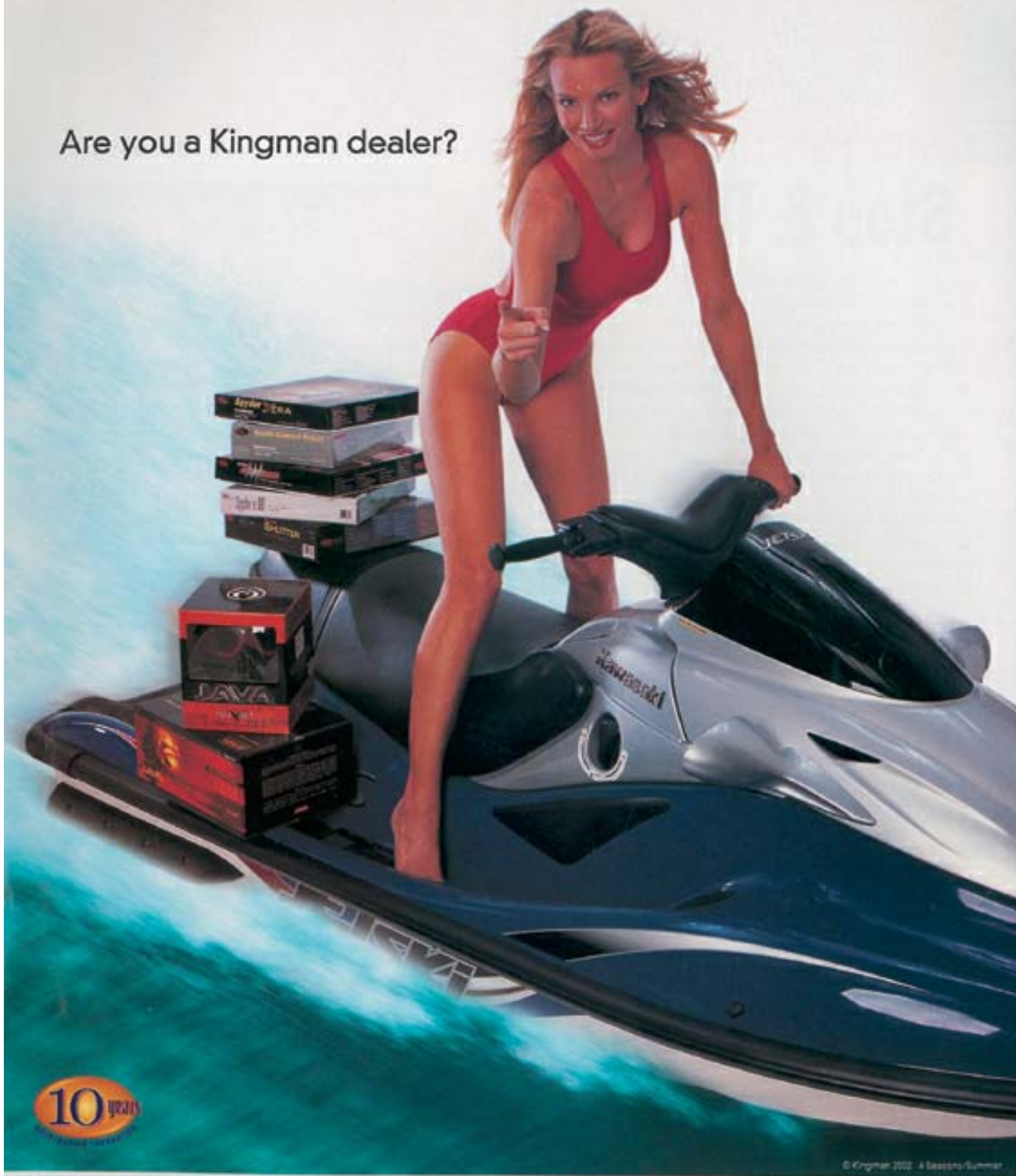
On-line Advertisement Director David Mason commented: "Whilst we're still offering traditional banner

and button advertising to our clients, we're also exploring new mediums and sponsorship opportunities. Whether companies want to deliver their message direct to readers' desktops, or to 14,000 active ballers on our HTML newsletter, or to combine a range of media, we can tailor a package to suit budgets of all sizes."

To find out how your company could benefit from working with P8ntballer.com, email david@aceville.com.



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Gameface Brings Down The Thunder

When Gameface first launched as a collaboration between Diablo and Crosman, it was as a manufacturer of budget to mid-range products such as the Bone Daddy marker, aimed at the entry-level tournament and recreational market. But things started to change for Gameface when they decided to purchase the franchise for a team in the National XBall League.

If you follow the NXL at all, you'll know that the Gameface team, Detroit Thunder, had a shaky start to say the least, but have now found their form and have some convincing wins under their belts to show for it. They're not in a position to make any challenges on the League title this season, but they would certainly win the prize for Most Improved Team over the last six months.

And with their new form comes a new strategy for Gameface. They recently came out with their first piece of Pro tournament kit, the Gameface Impulse - a custom version of this hugely popular marker from Smart Parts, and now is the time to start maximizing on all that money invested in the team.

We expect Thunder to be using the marker

exclusively before long, and we have also been informed that Detroit Thunder ads will soon be appearing in Paintball publications such as *PGI* and *What Paintball Gear?*. We have a new celebrity team in the making, under the captaincy of ex-Lockout captain Mitch Karn (who was a powerful driving force in the decision to begin marketing the team), but as they say, it's just business.

Other companies have been benefiting from the successes of their sponsored teams and players for some time - take NPS with Bob Long and Chris LaSoya, two of the biggest names in Paintball; or Dye and JT, who between them make more of their star players than any other companies. But is player endorsement the most effective way to market your products in Paintball? Do the players actually care who uses what equipment? We will be reporting back in the next issue with an interview with Gameface's team of execs to analyze the response to their new Detroit Thunder ads.

www.gamefacepaintball.com



Happy Birthday DraXxuS!

The makers of DraXxuS Paintballs celebrate their official fifth birthday this year! The coming of July 2003 marked five years since the launch of their original entry into the market with their victorious debut of the Diablo Paintball brand.

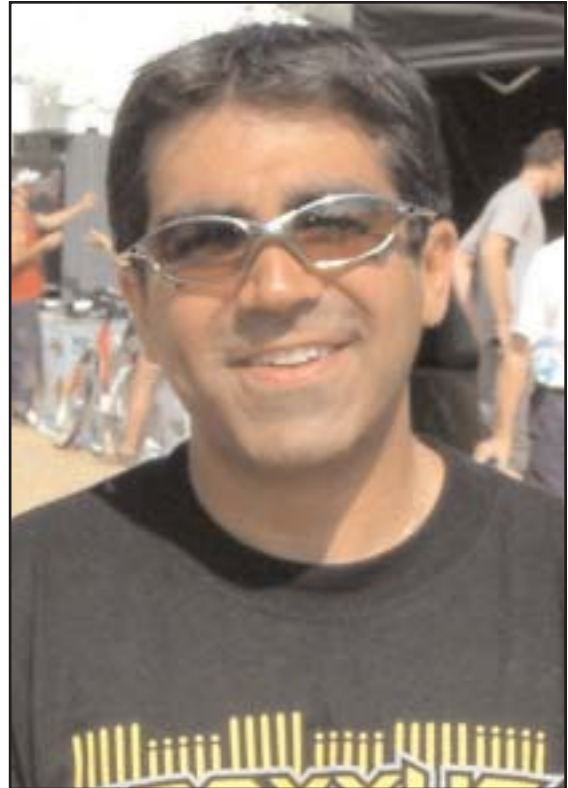
The first showing of the product at the July 1998 Millennium event in Toulouse, France delivered stunning results and unanimous praise, followed by a major victory by Team Revolution at the Chicago Open. Since then the list of victories, championships, and great results at tournaments, scenarios and big games is too long to list.

"All of the DraXxuS Paintball founders and distribution partners have enjoyed the intense challenges of the first five thrilling years, and they remain totally committed to continued innovation, research, development, and the creation of new ideas, methods, and products that will please the dealers, thrill the players, and challenge our valued competitors," commented DraXxuS CEO Richmond Italia.

He continued: "The partners and staff at DraXxuS would like to thank each and every player, team, field operator, retailer, promoter and parent who has supported our products and efforts with your purchases and suggestions over the years. We owe our

continued success, improvement, and ongoing development to the support and feedback we receive from you, our loyal customers, without whom none of this could be possible."

www.draxxus.com



Hunting for Bambi: Hoax

A promoter who made his name recently by offering to take men on "Hunting for Bambi" safaris in Vegas, where they could hunt down naked women with Paintball guns, finally admitted that it was a hoax and now faces misdemeanor charges.

"Promoter Michael Burdick could get six months in jail and a \$1,000 fine for operating without a proper business license," Las Vegas Mayor Oscar Goodman said. "I'll do everything I can to see this man is punished for trying to embarrass Las Vegas."

Burdick had originally told a Las Vegas TV station that he was selling reservations to men willing to pay \$5,000 to \$10,000 to hunt down naked women in the desert. After some investigation by Las Vegas officials, Burdick admitted that the safaris were just a hoax intended to promote the "Hunting for Bambi" videos that he sells. The videos follow the same scenario but use actors and actresses, and there isn't even the real shooting of paintballs. The first report on Burdick's "Hunting for Bambi" aired on July 10 on KLAS.

Rat Pack

New company Ratco completely sold out of their new line of soft goods at the IAO in July, led all the way by 17-year-old entrepreneur, Gino 'Kicker' Kalozdi. But how can such a young company with such a young leader become so successful overnight? We went to find out...

Pi: So what's Ratco all about?

K: Basically we've come up with a new product line. We showed it off first at the Mardi Gras Open and everybody loves it. We have several products including the Rat's Pack, which is a really tough durable bag with a tool case built onto the side, a mask bag, large and small tool holders and a some really cool micro fiber lens cleaning cloth.

Pi: What makes your products different to what's already on the market?

K: Well, our bag has more features than a lot of the others out there that are around the same size. We pay a lot of attention to the simple durability and quality of the bag. This won't rip apart.

Pi: How did you get involved in this?

K: I'm a rec-ball player and I was getting annoyed with the bags I was using; they didn't have any of the features I wanted, all they could do was just carry one gun. So, when we were designing the bags I went around and asked people what they wanted.

Pi: So how do you fit this all in? We take it you have school as well...

K: Well, I go to school and then I come home and answer emails from different companies. Then I come to shows like this. At school, I'm always drawing little pictures, coming up with new designs in classes that are really boring.

Pi: What's coming out in the future?

K: It's top-secret sort of stuff. I'd like to tell you what ideas we have but you know people are going to try and steal them. It's a ferocious business to work in.



Pi: How heavily is your family involved in Ratco?

K: Well my Dad's here helping me with the booth, and he helps a lot with the business stuff. I haven't learnt a lot of these business techniques yet. He helps with selling stuff to the big stores, organizing orders and stuff like that.

Pi: We hear you're into climbing - did you draw any design ideas from this area?

K: Mainly regarding quality. With a climbing harness, if it fails you die. With a Paintball pack, you don't want the strap to break when you're carrying your gear to a tournament because it might wreck your gear. Everything has to be done properly, right down to the little things like making sure you use the best quality thread you can find to sew the strap to the bag with.

Please note: Kicker's still at school, so you may end up talking to his mom if you call during the day. If you have any questions for him, email is by far your best bet.

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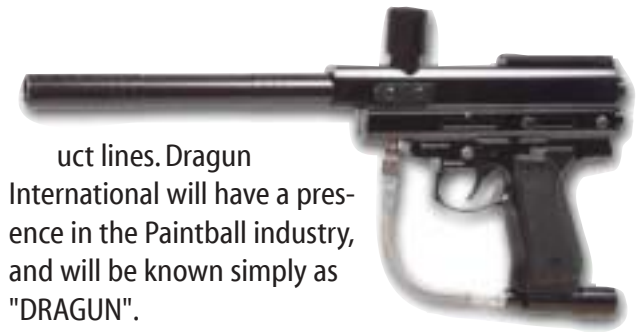
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Black Dragun Heads East

M3 Paintball Products, Inc, the Alabama-based corporation that achieved fame overnight with their amazing sub-\$100 electro marker, the Black Dragun, has just been acquired by a Taiwan based company called Dragun Empire International, effective July 1.

Former M3 VP George Spurlock spoke to *Pi* regarding the takeover: "On behalf of the entire M3 family, I would like to thank all of our dealers and customers for your loyal support of us during the past 18 months since our inception. It has always been our goal to bring quality products to you at the best possible price. I think for the most part we have done that. It has also been a pleasure meeting each of you at the tournaments and scenario games across the country. Each of us faces transitions in life. For us, one phase ends and another begins."

Dragun International has contracted One Group International, Inc.(OGI) as the worldwide exclusive marketing and distribution company for their prod-



uct lines. Dragun International will have a presence in the Paintball industry, and will be known simply as "DRAGUN".

DRAGUN will continue to offer some of the markers from the M3 line, as well as adding several new markers and accessories to the overall package. Spurlock continued: "The transition for the dealer should be smooth and prompt, as many of the M3 staff will be joining the OGI staff. All M3 dealers should be contacted in the next few weeks about the products and services available. Also, DRAGUN has agreed to honor all M3 product warranties."

The new contact information will be passed on via *PGI* and *P8ntballer.com* as soon as it is made available.

HammerHead Gets Thumbs Up From Top Team



HammerHead barrels 'burst' onto the scene in the fall of last year - we say burst, it was more of a low profile trickle. For the past three years the company (a sub-division of a very exclusive gun manufacturer) has been concentrating their efforts on getting the product right before any major launch. But now, with their Fin Kit (three backs and one front, choice of bore sizes and lengths), they are confident they've got it right. However, that wasn't until they had a world-class Pro team check it out.

Due to the current sponsorship loyalties of this

team we are unable to reveal who it was, but when they practiced with it a couple of weekends ago they decided they wanted to keep hold of it and use it again the following weekend. One anonymous player commented: "I was shooting at a paper cup at 30 yards and hitting it over and over and over. This is tight!"

HammerHead have promised to send over a Fin Kit for review in the next issue of *PGI*, so be sure to stay tuned and find out what the team at our sister title thought of it.

If you are interested in stocking the HammerHead barrel, or would like to get hold of one to try out, visit or call the number below:



www.hammerheadpaintball.com
800 908 9060

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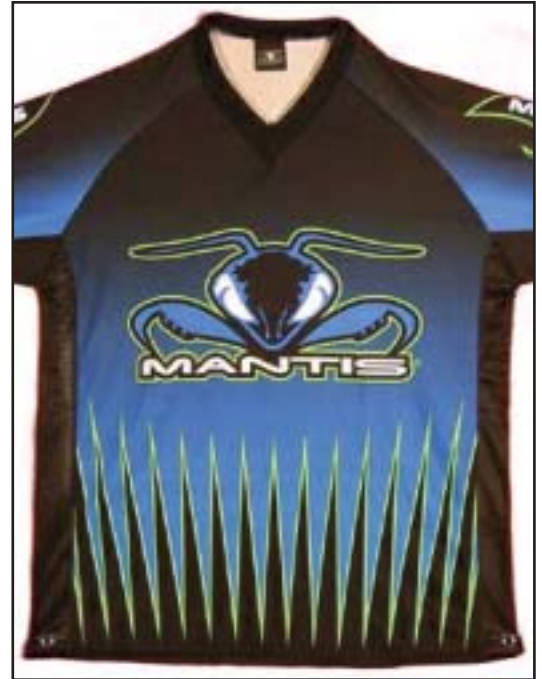
paintball

Mantis Hits Europe

Mantis, one of the new breed of manufacturers offering high quality Paintball gear at reasonable prices, recently took the plunge and crossed the Atlantic into Europe. It was a move they had been considering for some time, but the official launch didn't come until Toulouse. It had originally been planned for Amsterdam but the tradeshow there was something of a washout so response was weak.

Response to their gear in France was fantastic, and they now have a UK-based distribution hub at Phoenix Paintball, that is fully equipped to service retail and consumers throughout Europe. Mantis owner Nick Zander told *Pi*: "The expansion into Europe was always on the books; it was just a matter of finding the right people to represent me over there. I met with Phoenix CEO Barry Fuggle and realized he could offer me the support and the European hub I needed - and neither of us has looked back since.

Barry Fuggle commented: "Mantis produces some of the best made gear in the business, and I was truly stoked when he approached me for the distributorship."



www.mantisgear.com

734 449 5500

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Powered Up

We were lucky enough recently to get a sneak preview of Powerlyte's new marker, the Isis. It's currently still at prototype stage, but first impressions look very promising. Small, light and simple to use and maintain, the Isis is likely to be another no-bells-or-whistles, pure performance paint chucker. Official launch is said to be the World Cup.

919 713 4317

www.powerlyte.com

Miami Nice

Empire Paintball from National is on the verge of launching a whole new bunch of clothing and other gear, which will be endorsed and worn by Empire's flagship team, Miami Effect. Captain Chris LaSoya commented, "I've always wanted to wear the Empire's new clothes" ...

www.nationalpaintball.com

888 724 6822



They Made it Lighter Now They're Making it Faster!

In May 2003, Airgun Designs announced the release of the new Ultra Light Engineering (ULE) vertical feed mainbody for the AGD family of Paintball markers. The Warp Feed version of this mainbody is now available.

Designed specifically for use with a Warp Feed, this new Warp ULE mainbody dramatically lowers your profile and enhances your field of view by moving the feed neck from the top to the side of your AGD marker. This new all aluminum mainbody, part of the ULE series of parts from AGD, is compatible with the Automag, Minimag, RT Pro, and E-Mag markers. In addition, ULE mainbodies are now available in a dark green color.

The Warp ULE Mainbody, with an MSRP of \$145, brings some exciting changes to the AGD lineup:

- 54% Weight Saving - By moving to aluminum, they've achieved an astonishing 54% weight saving in comparison to a stainless steel Warp Feed mainbody.
- A Variety of Colors - Warp ULE Mainbodies are available in black, red, pewter, purple, blue, and dark green.

- Expanded Field of View - By moving the feed tube off to the side, the Warp ULE Mainbody removes any obstructions from your line of sight, making it much easier to see and keep track of the opposition.
- Smaller Profile - By moving the hopper off of the top of a marker, the Warp Feed/Warp ULE mainbody combination provides a much smaller target for the opposition to hit. If you've ever played against someone who knows how to use a Warp Feed, you know how hard it is to shoot them out.
- Threaded Ball Detent- The Warp ULE mainbody's ball detents are Angel threaded, allowing you to select from a wide variety of aftermarket accessories to personalize your AGD marker.
- Threaded Barrels - The Warp ULE mainbody utilizes one of the most popular barrel interfaces in the industry, Autococker threading.

For more information, please visit AGD at the addresses below. Automags.org is the Official Automags Owners Group. This site is owned and operated by Airgun Designs, and provides a place where Paintball fanatics can come together and interact.

www.airgun.com
www.automags.org



Super 7 Paintball Reaches 85 Million Homes

Back in June, millions of viewers from around the world tuned in to check out Paintball presented in a professional manner on Fox Sports Net. In the June 25th episode of Fusion TV, the NPPL Super 7 Huntington Beach event was presented to the world; the following week saw footage from the NPPL Super 7 Las Vegas event. Were you in Vegas in April? If so, your ugly mug may have been viewed in 85 Million homes around the world recently.

The NPPL and Pure Promotions have been spending countless hours and dollars filming each event in their tour. "We have done what has not been accomplished before... good quality footage on a good quality show... and it's on the right network," commented Ged Green of Pure Promotions. Pure has been out filming each of the NPPL Super 7 events; they produced the HB DVD, are releasing Vegas and Chicago DVDs this month and are now bringing the NPPL Super 7 not just to national television, but worldwide.

"It is a major piece of work - going out on a major TV station to 85 million homes introducing Paintball to people who would otherwise not see it at all," added Bart Walkerdine, Director of Pure Promotion's Operations. He continued: "It is not aimed at existing tournament players but at poten-

tial new players and potential new viewers, and should be reviewed as such."

Fusion TV had its pick of the litter when choosing which sports to feature in its show, and to have Paintball included is a real coup and a major feather in Pure Promotions' cap. Referring to the 85 Million homes Fox Sports Net reaches, Green added "The numbers are there. This is a positive step forward".

When asked what point he wanted most to get across to the industry, Green stated: "The success of this airing is in everyone's best interests. Consider this a 5-7 minute advert for Paintball every week on Primetime TV. The right images are being presented to the masses; quality has gone out in the homes".

For more information on air dates and times of Fusion TV, visit www.fusiontv.com. For any other information on the NPPL Super 7 World Series and Pure Promotions, follow the link or call the number below.

www.nppl.tv
714 536 9050



Texas Throwdown

Brought to us by PMI and MXS, the Texas Throwdown is a year-end, three-day Paintball extravaganza wrapped around a 26-hour Mackz Xtreme Sportz scenario. The event is to be held on December 5-7 at Paintball USA in Houston, one of the best scenario fields in Texas. The game is titled Countdown to Armageddon: T-3, an original story written in 2001 for Mackz Xtreme Sportz and promoted the entire season by virtue of The Chronicler narrations on the MXS website, so a huge turnout is expected.

This game will begin on Saturday at noon and end on Sunday at 2 p.m. Texas will host players from around the country; meet and greet the MXS Series Sponsors, explore a huge vendor tradeshow under the Big Top tent and welcome professional gun teching by Gunslingers.

Participants will enjoy Friday festivities to include: Bust*N*Balls Hospitality Suite with projection TV and hot tub; live music by the Texas Terraplanes; Man versus Machine RC truck races; Ultralight intro flights by Ultralight America; the Scenario News Costume Contest; Armotech Top Gun One-on-One Competition; free barbecue Texas style; free camping and more!

Industry and player-supported raffles and auctions to benefit the Kayleigh Wilkes cancer fund. An industry sponsored player prize package the likes of which Texas has never seen! Paintball industry poo-bahs have already signed on, such as Paul and Joyce Devane of PMI Southeast; the Evil product trailer; Tom Kaye of AGD; Ethan Wheeler and the



Bust*N*Balls distribution tent; Robb Lussier of Get Real/AT Systems; Mike Hanse of EMR and Blue's Crew; "Smokin' Joe" Stayback and Kevin "Joker" Wilkes of Shatner's Magnificent 7; Lawrence Wright of Scenario News; Z and Q from Paintballmaxx; body art and jewelry by Styles of Atomic Needles and many more as yet unannounced.

This is a great opportunity for any vendors or traders looking to make inroads into a huge new market within scenario Paintball. With the work that has gone in to promoting the Texas Throwdown, as well as the work that's been put into making this an event to remember, just be sure to bring along enough product. You don't want to sell out on the first day...

www.mxstexasthrowdown.com

MXS 281 565 9381

Paintball USA 713 768 0283

Email your questions to mxs@mxsportz.com

Proto Paintball

Dye's Xcel line of gear is to be phased out after the 2003 PSP World Cup to make way for their new range of support gear, Proto Paintball. From what we've seen of it, the Proto line features many more

products and has truly upped the ante in terms of quality, particularly considering this is mid-priced equipment.

858 536 5183

www.protopaintball.com

Warped Releases the Speed Demon

Those Angels of Darkness are at it again! Warped Sportz has just unleashed their custom version of the Angel Speed, the Speed Demon.

Speed Demons are available in three colors, pewter dust, red dust, and black dust. Red and pewter will be exclusive colors for the Speed Demon. Speed Demons will also feature custom Dark Angel milling, and include a gripper, a volumizer (allowing the marker to shoot at very low pressure), redesigned Dark logo backplate, and the usual Warped Sportz Lifetime Labor Warranty.

The Speed Demon will carry an MSRP of



\$1,200.00. Visit or call as below, or call the Warped Sportz franchise in your area for more information.



Cross Breed

Lil John Marques (aka Oakland Assassin killing machine), Chris Corcino (former owner of Paintball Junkies) and Mike D'Egidio (aka prodigal son of SC Village's Giovanni D'Egidio) have recently joined forces to launch Hybrid, a brand new custom

Paintball manufacturing company.

In actual fact they've haven't only just joined forces, since over the past two years they've all been busy developing products for X Enterprises. But after several differences of opinion with the powers at X Enterprises, they set about researching and designing their own product range in their spare time. The trio then went into joint ownership and christened their new baby Hybrid Technologies.

Hybrid's flagship project is the Quest marker, which was built from the ground up by Oakland Assassins' Lil John. But the Quest isn't the only product that Hybrid has to offer. Bolt-on goodies for the Cocker, Matrix and Intimidator are already available, with frames, regs, volumizers, bolts and eye covers all in the offing.

714 854 7871



Maximum Lockdown

As the crowds gather to watch Paintballers go to work on each other, so security at tournaments has to become more of a priority than ever before. But are the event promoters making it a priority?

Imagine you have a fat stack of crisp one thousand dollar bills. Now picture yourself in a field full of people, putting the money down on the floor and sauntering off for five minutes to buy a coke. You just wouldn't do it. You're probably clutching your wallet in a cold sweat just thinking about it. But for some reason, when it comes to Paintball, we've all been guilty of leaving our expensive gear lying around unguarded at one time or another.

At tournaments, it's impossible for anybody to keep hold of all their gear 24/7. It's just not practical. This means that tournament organizers have a responsibility to keep security as tight as possible for both players and vendors attending their events. Sadly, as anyone whose gun has been stolen at an event will know, this isn't always very well taken care of.

Security at this year's IAO was a classic example of bad planning. The lack of precautions taken by the event organizers contributed to both Planet and Dye

losing a large amount of gear. We talked to both companies and although they knew the IAO was not entirely to blame, they were angry that the event committee hadn't done enough to protect their booths overnight - even though they had said they would be taking care of security. In Dye's case, the thieves actually drove a car to the booth and took their time to load up before making their escape with around \$10,000 worth of gear. Not all that surprising when you consider security that night consisted of "an old man who had to stay in a golf cart in order to approach anything near walking speed," to quote Dye's Gary Shows.

DIY Security

Following the theft, the IAO actually suggested to both Dye and Planet that they pool funds and hire their own security guard. Both companies felt slightly insulted by this suggestion as it should have been the responsibility of the tournament organizers to provide extra protection, especially since they had already told all those with trade stands that they would be taking care of security.

If hiring more guards would have greatly increased their costs, then the IAO should have charged vendors higher prices up front - rather than



letting people believe that security had been taken care of when, in reality, it hasn't. At least that way companies would have known in advance what measures they would need to take in order to help prevent theft.

The problem at the IAO, as both Planet and Dye saw it, was that vendors were too spread out and thus left open to theft. Although dispersed layout makes an event look larger and more impressive, it really isn't practical. The ideal set up, from a security point of view, is to have all the vendors in a tightly enclosed area.

But, as Julian Davenport of Planet conceded, "At the end of the day, although security was well below what you should expect, it was still our own stupid faults. We're from Manchester - if you don't nail stuff down it will get nicked. Why should we imagine things would be any different in Butler, PA?"

Stay Tight

Security is something that the NPPL has been working hard at improving, and so far this year it has proved to be largely successful. It's hasn't been rocket science either. They've simply kept the trade stands together, put up a fence surrounding the perimeter and then hired adequate security to cover the whole area. London's Campaign Cup, where the stadium is emptied at the end of the day so the entire arena can be locked up, also has good security records for similar reasons. And this is in Crystal Palace, one of London's more notorious districts.

As far as we're aware, the NPPL Super 7s was also

the first event to introduce an enclosed players' area with security checks on the door.

We talked to Chuck Hendsch about security at his events and he told *Pi* that, although this system has worked well so far, the staging area could still be more tightly monitored. By and large only team members have been allowed into the players' area, but it still remains a relatively simple matter for friends and hangers-on to slip through the entrance unchecked.

We've been assured that soon this will no longer be the case. As of next year the rule will simply be, if you do not have a player's pass you will not be able to enter. But our question is, how closely will player passes be examined? The loaning of a player pass could easily amount to a pretty easy inside job if someone had the inclination. Let's hope admission will be strict enough to deal with this possibility.

The PSP was quick to catch on to the enclosed players' area this season, and straight away went the extra step in requiring that player passes be checked. We even had to argue our way in in Vegas this year to take some photos, despite having valid media passes. This is the way it should be, and security around the vendors' area was also fairly good.

As the trade presence at events increases, so must promoters' efforts to ensure the safety of vendor's products. As Dye's Gary Shows commented to *Pi*: "If promoters want the larger companies to attend, and to have large set-ups that bring credibility to their events, they need to offer more than a patch of grass, asphalt or dirt for the vendors."