

Flying Circle Unveils New Logo, Redesigned Website

Flying Circle, supplier of field, tactical and travel bags to U.S. military forces, announces its new logo and the launch of its newly redesigned website.

The new logo and website are the culmination of months of work on Flying Circle's rebranding. The company's redesigned logo is a modern take on its previous logo, which represented owners Jim and Joy Chittim's ranch brand of a circle with a horizontal bar on each side. The new logo preserves the heritage of the company while emphasizing strength and adventure, according to the company's news release.

"The Chittims were making show coats for livestock animals when they decided to take the leap to manufacturing bags for the military nearly 30 years ago. As we've expanded our product lines into other categories like gun cases, our customer base has grown to include outdoorsmen who appreciate gear strong enough to take on the great outdoors. We

needed an updated image to convey the quality and strength our customers value in our products," said Flying Circle's marketing director Adrienne Ehler.

As a result of the broader spectrum of products available, Flying Circle has dropped "Bags" from its name and URL.

"We've been more than just bags for a while now. The new website URL, www.flyingcirclegear.com, better reflects our product assortment," Ehler added.

The website now has a contemporary design with bright colors, subtle textures, large photos and easy-to-access navigation. The site includes an opt-in newsletter and links to social media channels.

"If we have learned anything over the last 26 years, it's that we have to be innovative and flexible to grow and succeed," said Jimmy Chittim, Flying Circle president.



Visit www.flyingcirclegear.com

Spyderco Updates MAP



Spyderco announces a new Minimum Advertised Pricing (MAP) policy for retailers went into effect Jan. 1. It means retailers cannot advertise Spyderco products online or in print at a price lower than 40 percent off of MSRP. Spyderco officials also say they're not raising prices on most of the company's product line at this time.

"We are consumers too; we understand buying products based on important factors like product quality, price, business reputation, customer service and other factors, and we understand the value of finding that great deal and knowing that you are purchasing a great product from a reliable source," the company's news release said.

"We plan to continue growing our innovative product line, finding creative ways to fight counterfeit products in the marketplace and continue strengthening our relationships with those who are committed to the same goals," Spyderco's statement added.

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