

# Give 'em A Hand

*There's More to Gloves Than Four Fingers and a Thumb*

By Paul Wahl, Editor



*Schaefer Outfitter*

*Schaefer Outfitter's calfskin RanchHand glove features a keystone thumb set for freedom of movement and is constructed with naturally supple leather. A model of the glove is also available with Thinsulate.*

Ed James has been an integral part of the equine gloves scene for more than a decade. His company, SSG Gloves/Fargo Trading, provides retailers with roughly half of all gloves sold into the industry.

Toady Merry has been part of the equine glove scene for less than a year. The company she works for, Foxgloves Equisport, offers just one model at this point in its evolution.

Both have unique perspectives on the topic of gloves and helping retailers do a better job of getting rich selling them.



James has built his company on a policy of asking retailers what their customers want and then trying to supply it. The company works with four contract factories and tries to be as innovative as possible.

"We have three new products coming out for 2005," said James, whose company is based in North Boston, N.Y. "It's a way to prevent boredom and to assure you always have something to talk about."

James, 73, and his wife are the force behind the company. They can often be seen working in tandem at industry trade shows both in the United States and overseas.

SSG's products have found their way into such far-flung countries as Turkey, Japan, the Middle East and Hong Kong with forays planned into South Africa and other localities this coming year.