

### JPC, Equine Couture Combine Forces

Equine Couture Products announced it has inked a deal with JPC Equestrian Inc., under which JPC will purchase its trademark and stock and ship products from its Pennsylvania-based warehouse.

The line began as saddle pads and matching polo wraps, but now includes fashion quilted vests, sun visors, hats and even show shirts and tote bags. Laurie Rockwell, founder of Equine Couture and designer, will be working with JPC to further the line and expand product selection.

### Greeley Consolidates Locations

Having your production facility separated from your retail store isn't ideal if you're a hat maker. Trent Johnson of Greeley Hat Works in Greeley, Colo., recently combined his two operations, which have been a couple blocks apart for some years. He has relocated to a 5,000 square-foot building two miles outside of downtown. Johnson has owned the 97-year-old business since 1996.

### Farnam Boosts U.S. Team

A portion of Farnam's proceeds from the sale of its popular fly control products will help send the United States team to the World Equestrian Championships in August and September in Germany.

As an additional incentive to customers, the company is holding a sweepstakes through which it will offer airfare, hotel accommodations for seven nights, daily event tickets and \$500 spending money to one winner. Entries must be received by July 14. Details are available at participating retailers or on the company's Web site at [www.farnamhorse.com](http://www.farnamhorse.com).



### Alpharma Purchases Extend-A-Cool

Extend-A-Cool, a product line previously owned by Smart Drug Systems Inc., has been purchased by Alpharma, a global specialty pharmaceutical com-

pany. Extend-A-Cool offers an innovative way to aid in the prevention of tendonitis and provide therapy to help reduce the onset and need for equine acute care.

*IN continued >*



Stop by our booth to preview our new exciting 2007 sandal collection.



*"Sandals for every walk of life."*