

With saddle trends moving toward people investing in trail saddles, it might be time to reexamine your inventory. Trail saddles are made with new technology that makes riders and horses comfortable when hitting the trails, making it possible to spend hours upon hours in the saddle. Rest assured, all those hours are far from wasted from your customer's point of view.

"People are recreational weekend riding," said Anne Fordyce, marketing media director for Tucker Saddles and Circle Y. "And saddles are being designed for trail riding."

Why trail saddles?

The popularity of trail saddles is being seen more and more within the saddle making industry. It seems more riders want to relax and take a leisurely ride on the trails, compared to competing in the ring. An aging population of riders ("The Baby Boomers") are helping create this market for trail saddles. These riders have more time on their hands to ride for pleasure and at their own pace. Empty nesters, whose children have grown up and moved out of the house, are finding more time and money to spend on the activities they enjoy. These people don't necessarily want to jump and compete anymore, and they're looking for an all-purpose, comfortable, more secure type of saddle. The trail saddle is what they're turning to and demanding.

"We have an aging population, and this group often wants to engage less in competition and more in pleasure and trail riding," said Nancy Temple of Duett Wide Saddles.

Technology and comfort

Comfort is what trail saddles are known for. Many trail saddles have extra padding on the seat that makes the rider comfortable when sitting in the saddle. Some manufacturers take comfort to a new level with the technology they put into the seat. Big Horn's Infinity Trail Saddle features Sil-Cush. Sil-Cush is an ultra-durable, anti-microbial silicone foam that is put into the seat of the company's trail saddles. The Sil-Cush technology benefits the horse as well, by managing heat and moisture levels on the animal's body and molding itself to the horse's shape for a better fit.

Reinsman provides comfort for the horse with the use of their Equi-Fit Evolution Flex tree. This technology slowly gives pressure allowing the saddle to settle and conform to the horse's back.

> CONTINUED



Reinsman's Elite Trail saddles have a hand-tooled border, grain out seat, engraved silver slotted conchos and easy-to-adjust fenders. www.reinsman.com



This Gen II "South Pass" saddle from Tucker Saddles has Gel-Cush and V-Foam padding for extra comfort. The new golden color is available on all Tucker saddles. www.tuckersaddles.com