

TnT: What are the top two innovations you have seen in ropes?

CB: The first was when nylon was added to a polyester rope to give it a little more weight without increasing the size of the rope. The second was the introduction of the four-strand rope. The four-strand was revolutionary because it is more resilient to use, allowing it to last longer. It has more surface area so the roper can feel it in his hand better with a smooth feel. It isn't affected by temperature as much as traditional three-strand ropes and many ropers think it is easier to swing.

TnT: How have innovations improved the rope making process and ropes for the customer?

CB: I think the single biggest factor with all the innovations is that it has raised the level of competition of the vendors, and that has improved the product for the customer. The competition continues to push us to produce the highest quality ropes and keeps us focused on coming up with ways to make better products. I think the exploration of new and different colors makes it fun for the manufacturers and customers too.

TnT: What are the most recent changes you have seen that affect customers?

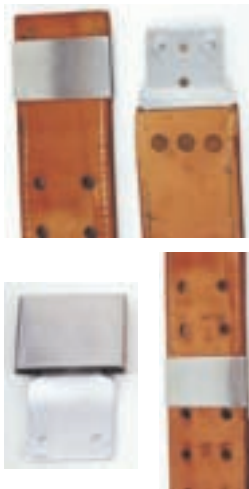
CB: I think size has been the biggest thing we have focused on in recent years. Speed Williams really started a push for a smaller rope and we have all listened to customer demands for these ropes.

TnT: What new innovations do you see in the near future?

CB: We have something in mind, but I can't tell you right now!

WEB EXTRA!

View a slide show about the rope-making process in the video section at www.tacknogs.com.



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