

COMPANIES IN THE NEWS

■ Montana Silversmiths Announces Potzman Retirement

Dennis Potzman, president and Chief Executive Officer of The Montana Silversmiths Company, has retired effective November 11 after 22 years of service. Potzman joined the company in 1988 as national sales manager and served as president and Chief Executive Officer since 1994.

"I have decided to retire and take some time while I am still energetic enough and healthy enough to do some of the important items on my 'bucket list,'" Potzman said.

"Dennis Potzman led the Montana Silversmiths team admirably for many years and we wish him the very best in his retirement," said Wil Garland, Montana Silversmiths chairman of the board. "Dennis helped change the way Montana Silversmiths markets its brands by focusing on retail environments and implementing superior in-store merchandising programs."

■ Gypsy Soule, Gypsy Cowgirl Partner with American Hat

Gypsy Soule and Gypsy Cowgirl, designers of distinctive shoes, jewelry and accessories, are partnering with American Hat Co. to create a new line of men's and women's hats that are fashion-forward alternatives to traditional Western hats.

"We are privileged to partner with such a respected company," said Gypsy Soule co-founder Amy Moorhouse. "It was an exciting challenge to design a line that reflected both the attention to workmanship that American Hat Company is famous for, as well as the innovative fashion that defines the Gypsy Soule and Gypsy Cowgirl brands."

The company's signature rock 'n roll-inspired graphics will be tattooed onto American Hat Company's premium straw and felt hats in a revolutionary new process. The Gypsy Cowgirl line features classic vintage hat shapes punched up with genuine recycled metal conchos, whip-stitch lacing, bold colors and lace edges.

The hats, along with new designs in shoes, boots, accessories and jewelry, will be available for bookings to retailers at the Denver Merchandise Market in January.



■ Herbsmith Hires Panella for International Sales

Herbsmith, Inc., a rapidly growing equine herbal supplement company, welcomes Dana Panella as its new International sales manager. Panella comes with a strong background in corporate sales and service and brings her lifelong equestrian experience to Herbsmith. As a competitive rider who shows professionally in AQHA competition and as a carded horse show judge, Panella understands the needs of the modern equine athlete. She has also worked in several tack stores and is very in tune with what the typical horse owner is looking for. She is excited to share her knowledge and experience with her customers.

Herbsmith Inc. makes formulas for calming, discomfort, joint support, and more, bringing Chinese herbal blends into the hands of the horse owner that is seeking a better way to approach wellness.

■ ThinLine Products Now Available World Wide

ThinLine, a company known for its technologically advanced, shock-absorbing saddle pads, now has distribution channels in countries such as New Zealand, Australia, France, the Czech Republic, Sweden, United Kingdom, Puerto Rico, and Singapore.

ThinLine has also expanded its lines to include products that range from saddle pads and boots to a complete line of tack. The ThinLine foam that is used in the manufacture of its products is made in the United States and is supple, lightweight, and breathable, according to company president Elaine Lockhead. She added that the foam features no-slip, pressure-distributing properties with multiple benefits and no drawbacks.

■ Curvon Acquires Clever Fox

Curvon, America's oldest horse clothing manufacturer, is pleased to announce its recent acquisition of the Clever Fox division of Tally-Ho Products. The Clever Fox line, made of high-tech fabrics with custom colors will be integrated into Curvon's traditional offerings, which include the world-famous Baker Blanket. According to Blake Banta, president of Curvon, the Spring 2010 line will be launched at the American Equestrian Trade Association's International Trade Fair in Oaks, Penn., Jan. 30-Feb. 2, 2010

■ R.J. Matthews to Distribute Banixx

Banixx Wound & Hoof Care announced that R.J. Matthews Company has been named as a distributor for Banixx products.

"R.J. Matthews has an excellent reputation in the industry and this arrangement will be a win-win situation for both companies" said Banixx president Bob DeMeulemester. "Banixx maintains its commitment to the distribution system and dealers. Banixx does not sell direct." The company's products are currently carried in more than 1,000 retail stores and are also available through

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