

## BEING WRITTEN ABOUT IN MAGAZINES

Wiggys has been manufacturing sleeping bags since Oct. 1986 utilizing LAMILITE as its insulation. I started advertising in both Backpacker and Outside magazines in Dec. 1986. The ads stated from the very beginning that the LAMILITE was superior to the best qualities of down. After about 6 months of advertising I called the equipment editors from each publication inquiring as to why they had not contacted me to find out about my product, after all I was making a bold statement. I should add that as an advertiser you receive a copy of each issue; I would otherwise not purchase them; and would read about a variety of new products or see a review about some other brand of sleeping bag. The fellow in the employ of Backpacker at the time told me that I was a small operation and didn't yet deserve any recognition. The fact that the parent company at the time did about 3/4 of a million dollars a year and occupied a 32,000 sq. ft. building made little difference. Backpacker at that time was not owned by Rodale Press. They were as we know sold twice, the second time to Rodale. I don't recall his name, but if he is still in the outdoor business, I would like him to know Wiggys is the largest single producer of quality sleeping bags in the country and has been since 1991. Outside simply doesn't do reviews and that is good.

The reason for the background is to help answer a very often asked question of me, why doesn't specifically Backpacker do a review of the Wiggy bag? After all, at least once a year they review sleeping bags. The easy answer is that I will not give them a bag, and they do not want to buy one. They tell me all the manufacturers GIVE them bags; they can't afford to purchase them. After using these bags they return them. I always ask what I am supposed to do with a used bag? Seems that we are at an impasse. Regardless, the real reason I chose not to give any publication a product to test is simple, they are publishers not sleeping bag manufacturers. If they were in the sleeping bag manufacturing business they would have or should have done research into the various components necessary to manufacture a sleeping bag, determine which are best and then construct a bag, just like I did. But they are as stated, in the publishing business.

In addition, these publications are advertiser oriented. What that means is they are more concerned about their

advertisers than they are about their subscribers. As an example, there are two products that have been used by manufacturers for 19 years, neither has performed as advertised. Product number one is known as Thinsulate. Thinsulate and all of its off shoots such as LiteLoft are unacceptable materials for use as insulation!!!! They didn't work when they were put on the market and they don't work today. The only reason some manufacturers use the stuff is because of the advertising allowance they receive. In the sleeping bag marketplace, the failure of the LiteLoft product has been a resounding success, return of product has been substantial. Product number 2, if you haven't already guessed, is Goretex. It is at present impossible for man to manufacture a product from inanimate material that will have the capability to breathe and also be waterproof. This is what is commonly known as a contradiction in terms. In order for a fabric to be considered waterproof, it must not allow water in its liquid state to penetrate through it! If water can get through the fabric, that action is known as "deleterious water action". Under these conditions the fabric is not waterproof, and the Goretex does allow for deleterious water action to occur. In order for a fabric to be considered breathable it would need lungs and therefore it would be a living entity. To date I have never seen a fabric that has lungs.

Both 3-M Co. and Gore Co. are significant advertisers in Backpacker as well as other outdoor magazines. Do you think that Backpacker or any other magazine wants to lose advertising dollars? Of course not! Therefore, they, the publications will not ever write anything that is of a detrimental nature about these products even though the evidence is clear, they don't work as advertised. Backpacker for one has on staff several writers who are also very knowledgeable outdoorsmen. They have no doubt had identical experiences with these products as the hundreds or thousands of outdoor activists have had. But I am sure their hands are tied with respect to how much the publisher will allow them to say that is in fact true, and negative about these products as to their inability to function as advertised.

All of this leads one to question the validity of what is published by these magazines. Keep in mind that the trade publications do exactly the same thing. They publish the same inaccurate information for the retailers to read. Is it any wonder that retailers lose business to mail order companies?

If you have any questions you are welcome to call me at 1-866-411-6465



J.N. "Wiggy" Wigutow