



ARC'TERYX

Arc'teryx: Pursue Perfection

Listening Questions 1:

1. Where and when was Arc'teryx founded?
2. What kind of animal is Arc'teryx's logo based on?
3. What kind of outdoor activities are their products usually associated with?
4. What was the company's original name?

Listening Questions 2:

1. What does LEAF stand for?
2. Who is their target market and what products are mentioned?
3. Who can and can't buy LEAF products?
4. Where does Arc'teryx have flagship stores?

Transcript 1:

Arc'teryx is an outdoor clothing and equipment company founded in Vancouver, Canada. The Arc'teryx name and logo are based on the *Archaeopteryx*, the earliest known bird and the first reptile to develop feathers for flight.

The company was founded in 1989 by two local climbers. The company started out as Rock Solid, but they decided to change their name to Arc'teryx two years later. Arc'teryx designs and makes products for outdoor activities such as climbing, skiing, snowboarding, and hiking. In Japan, perhaps their most frequently seen product are backpacks. The company's first products included climbing harnesses and chalk bags and later backpacks and outerwear. The Vapor climbing harness is one of their best known products.

Arc'teryx products have won a number of awards from several magazines since they've been in business.



Transcript 2:

LEAF is the **L**aw **E**nforcement and **A**rmed **F**orces division of Arc'teryx.

LEAF products are designed for the military and law enforcement markets. Their product line includes camouflaged combat uniforms and backpacks. Not everyone can buy LEAF products. People who can include active duty service personnel and law enforcement officers. Examples of those who cannot are EMTs (Emergency Medical Technicians), search & rescue personnel and firefighters.

In 2001, Arc'teryx was purchased by the adidas-owned Salomon Group and four years later Amer Sports acquired the Salomon Group from adidas. Arc'teryx has flagship stores in Vancouver, Washington, D.C., London, Shanghai and Tokyo.