



Wend

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Greenery

Featuring: Verve 10

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Osprey | Verve 10 Women's hydration pack

Owner, Founder and Lead Designer Mike Pfotenhauer

The Osprey Verve 10 women's hydration pack—like all Osprey products—is free of the chemical-laden plastic PVC, the chemical BPA and the antimicrobial agent triclosan, all of which are commonly used in consumer products containing plastic, and all of which, according to the Breast Cancer Fund, are linked to cancer. What makes the Verve 10 special is that \$4 of its purchase price goes directly to the Breast Cancer Fund, whose mission is to eliminate the environmental causes of breast cancer. According to Mike Pfotenhauer, who founded Osprey in 1974 and is still the company's lead designer, "Osprey has always been committed to an active, healthy outdoor lifestyle and an unspoiled environment." When it comes to working with the environment, Osprey doesn't stop there. Staff who carpool or commute to work using non-motorized methods earn \$0.50 per trip to put toward purchases made at Osprey's outdoors industry partners. And in 2003, a group of cross-departmental

Osprey staff formed the "Green Team" in order to implement "stepwise environmental initiatives," says its leader, Osprey Outdoor Marketing Manager Sam Mix. When asked what makes Osprey a so-called "green" company, Mix puts it like this: "Besides the clichéd answer of it being the right thing to do, which we entirely believe in as a company and as individuals, the product we create and our enthusiasm for the outdoors demands access to an unspoiled environment ... so we have made it a mission to do our part to keep it that way."

