

## Introduction

**TEN80 Design Inc.** represents a full circle approach to the three key disciplines of product design: creative use of color, innovative design and quality development. Together these 360° perspectives create a full “1080 view” covering all aspects of delivering the very best product to market.

We interpret the fashion mood today, and forecast the product directions for tomorrow. TEN80 Design can help you to imagine the future, create the product, give sense to it and ensure its proper development.

Linda Poetsch, Creative Director and Designer, has considerable experience in the Sports and Fitness Industry—spending 20+ years working for such brands as Speedo, Nike, White Stag, Britannia Jeans, Avia, adidas and Fila in both footwear and apparel. She has extensive skills in the areas of design, development, production and marketing of product.

## Client List

- AQX
- Ariat International
- Bearpaws
- Cloggens
- Columbia Sportswear Inc.
- Costco
- Fat Bishop
- Faytex
- Gravis
- Grenade Gloves
- Heelys
- Keen
- Korkers
- LaCrosse
- Lazy Town
- LCI Gloves
- Magic32
- Montrail
- Newton Running
- Savier
- Sorel
- Spira
- Thorlo

Various color consulting for other design studios.

## Awards/Media

2005 British Equestrian Trade Association Innovation Award for Ariat ULP Boot and ULP Half Chap

KOIN/CBS News 6: Portland TV News, OR, 3/5/05  
AQX, Inc. Unveils New Deep Water Running Shoe



Linda S. Poetsch  
Owner/Designer

PO Box 401  
Clackamas, OR 97015  
cell 503.515.2423

[linda@ten80design.com](mailto:linda@ten80design.com)



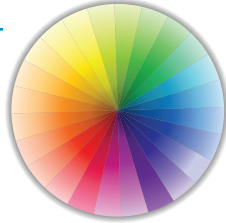
Design Studio Specializing  
in  
Color and Trend Forecasting  
Product Design and Development  
Materials Development and Sourcing

## Color

**TEN80 Design** recognizes the importance of color as it applies to all aspects of product design. We specialize in providing custom color palettes and coloring product specifically to enhance a brand's identity.

### Our Color Services

- Color and Trend Forecasts
- Brand Specific Color Palettes
- Color Merchandising
- Home and Office



*"Color is our omnipresent companion. We are driven by an increasing awareness of color and its effects upon us. In the natural world we move and breathe in a sea of color. We are constantly reacting to it both at a conscious level and a subconscious level. As we become more aware of this truth, we will continue to see and use more color and use it more consciously."*

— Jule Kowarsky, Chief Color Editor



## Design

**TEN80 Design** views creativity and innovation as key aspects of design success. This provides the brand strength, personality and a unique position in the marketplace.

### Our Design Services

- Design Concepts and Inspiration
- Computer Line Art
- Presentation and Merchandising Boards
- Full Line of Graphic Services

We work in the world of fashion, and have extensive experience in design of new models of footwear, apparel and accessories to meet specific athletic use and function. Addressing improved technical components, comfort, fit and user benefits.



**TEN80 Design** will research, present and recommend advanced concepts and new technologies to enhance brand identity and strength in the marketplace.

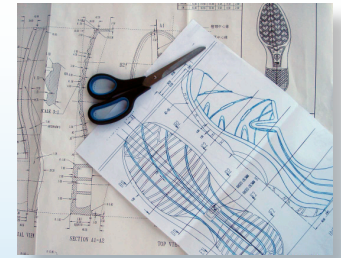
## Development

**TEN80 Design's** core belief is 'do it right the first time.' Develop and manage the product as accurately and timely as possible from the start and you will have excellence coming off the production line.

### Our Development Services

- Technical Product Specifications
- Product Management
- New Materials Development and Testing
- Fit and Wear Testing Program
- Establish and Manage Timelines for Development

On the production side, we have created and implemented development systems, timelines and processes where they previously did not exist.



We have been at the forefront of materials development and have many alliances with suppliers.

Our staff travels to Asia regularly to work with factories and material suppliers on new concepts, designs and materials development.

**TEN80 Design** combines a creative use of color, an innovative approach to design and expert development skills, to ensure the best product possible.

We are confident you'll benefit from working with us.