



**SWATLines May 08**

What do the following have in common?  
 Oil reaches \$120 per barrel.  
 New labor laws are introduced in China, bringing in a 40 hour work week, time and a half on Sat. and double time on Sun.  
 20% of shoe factories have shuttered their doors during the last year.  
 The U.S. dollar sinks to its lowest level vs. the Chinese currency, losing almost 30% in 2 years.  
 The price of rice has risen 30% in 6 months.  
 The above random looking list of facts have combined together to create the "Perfect Storm" in the world of footwear production. Individually, these facts are not startling. But the synergistic impact will see prices rise by 4 – 8% this year and next year by a similar %.  
 Most of the causal effects of this "perfect storm" can be related to the fall in the value of the U.S. currency vs. almost all other cur-

rency. This is particularly difficult for countries who have traditionally pegged their currencies to the \$, like China. As a policy it is a bit like a Skoda, works OK up to the point of inevitable failure. In simple terms U.S. policy has been to let the \$ go into free fall, in the hopes of stimulating exports and so avoid a recession. To a point, this has worked, particularly on multi- million dollar deals like aerospace, software, financial services, etc. However, our cover is blown as we have now partially solved our problem by reducing debt as a % of GNP by 30%. But in the process, we have exported galloping inflation to the countries that have their currency pegged to the U.S. \$. Prices in those countries have nowhere else to go but UP, if they are to survive. And let's be quite clear: we need "cheap" production of commodities like footwear and clothing, to say nothing of low cost electrical and household goods. However, "cheap" will be a relative term for the next few years.  
 So... what to do?

Certainly, there is very little that we can do to affect fiscal policy. Even our precious vote is unlikely to result in much differentiation between the parties, and how they will manage this situation. But on a day-to-day level, some things would seem to make sense. For the first time in many years it could make sense to carry higher levels of inventory. It would also be unwise to enter into long term contracts with no price adjustment opportunities or overly competitive pricing. Inevitably, there will be shortages. So keep in touch with your vendors and your reps and try to look ahead and place forward orders where possible.  
 From our point of view, I do not anticipate an increase in pricing before October. We will certainly do all we can to remain the best value boot on the market, and we will certainly not look to reduce content in order to maintain our prices. That is a promise!

Volume 25  
 May 1, 2008

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- Special Points of Interest:**
- New Products catalog insert now available.
  - What's New Flyer inserted in all outgoing dealer orders.
  - 1150 Sage available this month!
  - New Give-Away Item: Original SWAT Hand Sanitizer, Item # CLEANHANDS

**Where In the World is Original S.W.A.T.?**

**Got an expo coming up? Please send us your show calendar, including the same information as listed here. Email to: [ecabezut@originalswat.com](mailto:ecabezut@originalswat.com)**

- |   |   |
|---|---|
| NY Tactical Officers Assoc<br>NYTOA Conference<br>Poughkeepsie, NY<br>May 6-7 | Florida SWAT Assoc. FSA Conference<br>Miami, FL<br>June 2-3   |
| Feria Integra<br>Zaragoza, Spain<br>May 21-23                                 | National Patrol Rifle<br>Conference & Competition<br>Center Mass, Inc.<br>Detroit, MI<br>June 1 - 3 |
| IALEFI Conference<br>Reno, NV<br>May 4 - 5                                    |   |



New Promo Item!  
 OSWAT Hand Sanitizer #CLEANHANDS

# New Terminology: “SWATTING”

# Belgium-Luxembourg SWAT

Thank you Marc Pierard, our Belgian distributor, for providing these photos of his own mobile unit, and of the the SWAT Team he supports. Thanks for getting us out there!

## 3 years for fake 911 call

SANTA ANA — A computer hacker was sentenced to three years in prison for placing a phony 911 call that led a SWAT team to storm a family home at gunpoint. It marked the first prosecution in Orange County for a prank known as “swatting” that involves sending SWAT teams on wild goose chases, county district attorney’s spokeswoman Farrah Emami said Thursday. Randal T. Ellis, 19, pleaded guilty Wednesday in Orange County Superior Court to five felony counts, including computer access and fraud, false imprisonment by violence, and falsely reporting a crime. He was given prison time and ordered to pay \$14,765 in restitution, most of which will go to the Sheriff’s Department.



## Henry’s Back!

Recently, we got this update from our friend Henry, who’d been deployed to Iraq last year. We are happy to report that he is home and safe. Here’s his letter:  
HEY EVERYBODY!!! GOOD NEWS !!!

JUST WANTED TO LET EVERYONE KNOW THAT I AM BACK IN THE STATES!!! I WILL BE AT CAMP LEJEUNE FOR ABOUT THE NEXT THREE WEEKS BEFORE COMING BACK TO LITTLE ROCK!!  
I WANT TO THANK EVERYONE WHO SENT CARE PACKAGES CARDS AND LETTERS. I

AM TRULY THANKFUL AND LOVE EACH AND EVERY ONE OF YOU, AND I LOOK FORWARD TO SEEING YOU AND MAKING UP FOR LOST TIME!

MOST OF YOU KNOW THE PAST MONTHS WERE VERY STRESSFUL FOR ME AND I COULD NOT HAVE DONE IT WITHOUT YOUR PRAYERS, LOVE, AND SUPPORT!!!  
HENRY

Gunnery Sergeant **Henry Moore**  
United States Marine Corps

There is no fear in love. 1 John 4: 18

# Original SWAT In The News

Original S.W.A.T. - second lightest  
"work" boot featured

Footwear News  
April 14, 2008

**WEIGHT WATCHERS**

**1 lb. 8 oz.**  
Durable, with shock absorber and built-in air shock.

**1 lb. 12 oz.**  
Cushioning, shock absorber, shock absorber, shock absorber.

**1 lb. 13 oz.**  
Shock absorber, shock absorber, shock absorber.

**1 lb. 12 oz.**  
Waterproof, shock absorber, shock absorber.

**1 lb. 10 oz.**  
Shock absorber, shock absorber, shock absorber.

**1 lb. 7 oz.**  
Shock absorber, shock absorber, shock absorber.

**1 lb. 16 oz.**  
Shock absorber, shock absorber, shock absorber.

**1 lb. 3 oz.**  
Shock absorber, shock absorber, shock absorber.

**1 lb. 14 oz.**  
Shock absorber, shock absorber, shock absorber.

**1 lb. 18 oz.**  
Shock absorber, shock absorber, shock absorber.

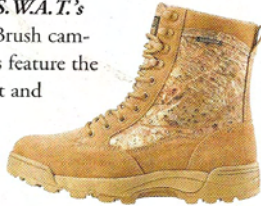


**Original S.W.A.T. Footwear**

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 4213 Technology Drive  
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**Camouflage boots**

*Original S.W.A.T.'s*  
 Mossy Oak Brush camouflage boots feature the same comfort and performance characteristics for which



Original S.W.A.T. is known. The 44-ounce boot is built upon the same foundations as the Classic product category. The boot upper is made from waterproofed leather and Mossy Oak Brush camouflage nylon with an internal waterproof, breathable membrane. The footbed foundation consists of a lightweight, riveted steel shank sandwiched between two flexible lasting boards for superior lateral stability and torsional strength, then topped by a removable molded orthotic sock liner. The waterproof Camo boot is available in Coyote Brown with Mossy Oak Brush Camo in D-width sizes 7 to 15 and EEE-width sizes 8 to 15. Both come in half sizes up to size 11 1/2.

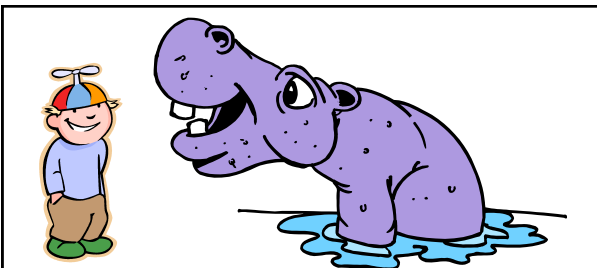
Circle **123** for more information

**Law Enforcement Product News March/April 2008**

**Some Guy Who Went on an African Safari & Wore Our Boots.**



We met this gentleman at the SHOT Show this year and he told us about his African Safari, where he wore his 1150 Coyote Classics. We can't remember his name, but we know he is an associate of Sal LaCova's. He also told us this great story about how he and his buddy were walking on vegetation with 4-inch long thorns. His buddy apparently got thorn punctures on the bottom of his feet, while our Original SWAT advocate remained injury-free. How's that for a great testimonial? Sal, can you remind us who he is and what his name is? And our kids want to know, "Why did he kill Pumbaa?"



**A hippo can open its mouth wide enough to fit a 4 foot tall child inside.**

**Brandi's Useless Facts**

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(this is NOT a typo)

**NOW AVAILABLE FOR PURCHASE!**  
**72" Round Laces in SAGE and COYOTE.**  
 To order, use style # **A1158SAGE** and **A1158COY.**