



OURAY SPORTSWEAR CELEBRATED ITS 50TH ANNIVERSARY IN 2015!

1965...Out of his garage in Englewood, Colorado, Bill Musselman establishes Ski Country Imports, a ski accessory business servicing ski resorts and retailers throughout the Rocky Mountains.

1970's...Ski Country Imports, or SCI, continues to grow and expands its offerings to include gloves, knit headwear, ski tuning products, packs and most importantly, bota bags.

Whatever a skier or ski shop needs, SCI provides.

1980's...The decade of headwear! SCI purchases its first embroidery machine and begins to decorate baseball caps. Cotton, nylon, wool, neon and of course, foam front mesh back truckers! The creation of the unstructured, cotton twill, 6 panel cap with Velcro closure propels the company to greater heights.

It sounds simple but it was revolutionary.

1990's...The decade of apparel! As the headwear business expands, SCI begins to source clothing to meet the demands of the marketplace. Fleece vests, jackets, anoraks. Sweatshirts, tee shirts, turtlenecks. By the second half of the 90's, it becomes clear the company needs to design and build a unique and proprietary apparel line which compliments the headwear offering. In 1998, SCI launches its new brand; Ouray Sportswear.

2000's...The "new" company, Ouray Sportswear, expands quickly and in 2002 enters the College Bookstore market on its way to becoming a major contender. The Destination/Resort division continues to be the backbone of the company. In 2007, ownership of the company transitions to Jalex Holdings, LLC, a private equity firm based in Denver. Shortly after, the company moves into its current headquarters in Englewood and embarks on a strategic plan that focuses on improving operational performance. By the end of the decade, Ouray Sportswear's ability to ship on time and fast reorders matches its excellence in apparel and headwear design.

2010's...The company grows quickly and more than doubles in revenue while entering the Corporate Market in 2012 and the Golf Market in 2013. Poised for continued expansion, Ouray Sportswear invests heavily in capital expenditures and human resources to meet the ever-increasing demand from our customers.

TODAY...Ouray Sportswear is proud to employ over 225 valuable team members and has partnerships with over 75 independent sales representatives. Our product line includes over 80 apparel styles for Men, Women and Youth, plus 45 headwear styles!

HOW DO YOU SAY IT? We get asked every day, "How do you pronounce Ouray?" We wish the answer was simple but it's not. The origin of the word comes from the great Ute Indian Chief, Ouray, which in his language is pronounced "Ooo-ray". The local townspeople of Ouray, Colorado, say it "you-RAY" or "yer-AY", while here in the building we tend to pronounce it "your-AY". No matter how you say it, we will not be offended!!! We know it is Hard to Say but Easy to Wear.

Thanks for your business and continued support of Ouray Sportswear!

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