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**T**his month Hub City Outdoor, a new company headed by outdoor and ski industry veteran Curt Geiger, will launch a new product that is the direct result of a competition held by city of Ogden, UT to encourage innovation and product development in the recreational product business.

The product is called the Geigerig, a hydration device that uses patent-pending technology that allows athletes to squeeze their liquids out of a device rather than to have to suck it out. The technology was created by Pressure Products, which markets the product under the name of Ogwa. The technology came to the attention of Geiger more than a year ago when he was an executive at Descente and part of a committee judging the innovation contest sponsored by the city of Ogden.

Ogden started the contest about two years ago as part of a long-term strategic plan to attract companies and jobs to the area. The plan began about 10 years ago, according to Ogden Mayor Matthew Godfrey, and there are now some 24 “outdoor-high recreation companies” with operations in the city.

The “Concept to Company” contest was started with the help of a local venture capitalist Alan Hall to encourage innovation and present new ideas to the growing number of ski and outdoor companies doing business in Ogden, a city in northern Utah with a population of more than 80,000. “We have marketed it broadly,” the mayor told *Outdoor Insight*,

“we’ve seen a lot of really cool ideas and we expect big things as a result.”

The contest is judged by a committee that includes industry execs, engineers, retailers and college professors. Two years ago, Geiger, who has worked in the ski and outdoor business for more than 40 years, was a senior executive at Descente who was sitting on the judging committee as an industry veteran. Geiger saw a presentation on a product that used a double bladder system that resembled

## Geigerig, a new hydration device, will debut to retailers this month

the blood pressure tester in a doctor’s office that used air to pump liquid out of one of the bladders. “I thought it was brilliant and brought it to Descente,” Geiger says, “but they couldn’t wrap their heads around it.” Geiger parted ways with Descente shortly

after that and since then has set up Hub City Outdoor with his son Robert to help bring these new innovative ideas to market.

The new Geigerig, powered by Ogwa, will be introduced to sports specialty stores starting this month. Hub City has already assembled 15 reps to call on retailers and introduce the product. Hub City has the exclusive license of the Ogwa technology for the recreational sports business, although Agwa is seeking licensees in the military and medical categories. ●