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# **BRAND NEW: AN EXPLORATORY STUDY INTO THE ROLE OF BRANDING ON MILITARY CLOTHING ACCEPTABILITY**

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14. ABSTRACT A series of exploratory studies was conducted between September and December 1997 that consisted of a quantitative survey, a qualitative focus group, and a laboratory experiment. Inherent in these studies were issues relating to the purchase of commercial clothing and equipment, the improvement of soldiers' acceptability of military issue clothing, and the potential for introducing the concept of "branding" within the U.S. military. A sample of 242 personnel from the 82nd Airborne Division, U.S. Army, answered a survey questionnaire concerning purchase and use of commercial items. Twenty-one Marines from the 7th Marine Regiment at 29 Palms, CA comprised three focus groups that addressed questions of Marines' perceptions of military issue clothing, the use of commercial products and specific brands, and their own reactions to a series of hypothetical military brand logos. Finally, 31 civilians and 32 military subjects took part in a laboratory experiment at Soldier Systems Center, Natick, MA that investigated the potential influence of branding on clothing acceptability. This series of studies confirmed a general preference on the part of soldiers for commercial over military clothing and equipment, but more research is needed to further clarify the exact impact and implications on soldiers' purchase behavior.					
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## **PREFACE**

This report describes the results of an exploratory study involving a laboratory experiment, a quantitative survey and a qualitative focus group. The purpose of these research investigations was to address a number of issues relating to the purchase of commercial clothing and equipment, to improving the acceptability of military issue clothing, and to the potential for "branding" in the U.S. military. Research was conducted by Richard Bell of the Product Optimization and Evaluation Team, Supporting Science and Technology Directorate, Soldier Systems Center, U.S. Army Soldier and Biological Chemical Command; and by David Marshall, Visiting Scientist, Department of Business Studies, University of Edinburgh, Edinburgh, Scotland.

## **ACKNOWLEDGMENTS**

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## SUMMARY

- This exploratory study addressed a number of issues relating to the purchase of commercial clothing and equipment, to improving acceptability of military issue clothing and to the potential for “branding in the US military.”
- Branding provides the customer (buyer or user) with a shorthand device for evaluating products in relation to the competitive offering. For companies it allows them to differentiate their product from the competition and to build customer loyalty by meeting the customers’ needs in terms of quality and service.
- Given the limited information available, a range of market research methods was used in the study. A quantitative survey examined the purchase behavior of a sample of US soldiers and their general ratings of military versus commercial items. Qualitative focus groups provided the methodological flexibility to explore and investigate the attitudes of a sample of US Marines to military issue items, compared to commercial items, and to get their opinions regarding several logo designs. An experimental study was designed to look at the impact of branding on acceptability of sock products.
- Almost half of the soldiers surveyed claimed to have purchased commercial clothing, and almost eighty percent claimed to have purchased commercial equipment. If money were not a limiting factor this propensity to purchase would increase. The general belief was that commercial items were better.
- Military clothing scored well on suitability for field use and appropriateness for use, but it was rated much worse than commercial clothing on a number of key criteria such as weather protection, value for money, and comfort. Gloves, boots, and cold weather clothing were rated much worse than commercial items.
- Subjects were asked for general ratings on military and commercial clothing across a range of criteria. Military clothing fared much worse than commercial clothing. There was general agreement with the statements, overall, that military clothing could be improved, is expensive, and should be the same for all military personnel. Respondents disagreed that it was designed primarily for comfort, was better than commercial clothing, and used the latest technology and materials. In contrast, commercial clothing was generally rated more highly for its latest designs, technology, comfort, and quality.
- In the focus groups the general perception of military issue clothing was that it was of poor quality. This perception was related to the soldier’s belief that the current procurement system, in offering the contract to the lowest cost bidder, placed an emphasis on quantity not quality. There was confusion in the focus groups over who actually manufactures clothing items for the military. The failure to keep abreast of latest developments and innovations was believed by the focus groups to be directly related to a lack of commercial competition in the



public (military) sector. Moreover, the interviewees believed that they were seldom consulted, as the end users, and were somewhat skeptical of effecting any change. They had limited opportunity for redress if commercial clothing items were more suitable. The majority of Marines were fully aware of what new products were available on the commercial market and were resigned to the fact that the military was always “one step behind” the commercial sector.

- The idea of a “military brand” met with mixed reaction. It was considered feasible and generally believed to be a good idea if it leads to an improvement in product quality and performance (on a par with the commercial sector). Co-branding, with a reputable manufacturer and established credible brand name, was seen as a good idea.
- The “Warrior Wear” logo was nominated as the best design for development and rated as the most acceptable, mainly because it looked like a commercial brand.
- It should be stressed that these were exploratory studies that should serve as the basis for a more extensive research project.

**BRAND NEW:  
AN EXPLORATORY STUDY INTO THE ROLE OF BRANDING  
ON MILITARY CLOTHING ACCEPTABILITY**

**INTRODUCTION**

This research was conducted at U.S. Army Soldier Systems Center (Natick) in the fall of 1997 as an exploratory investigation into user acceptability of military issue clothing. A number of meetings were held with researchers and project managers in the Science and Technology Directorate (S&TD) and Survivability Directorate (SurD) who identified a number of research questions which might be addressed in the study. These questions are concerned with three major issues:

- Why are military personnel purchasing commercial clothing and equipment products for use when on duty?
- What can be done to improve acceptability of military issue items with the end users (warfighters)?
- What is the potential for co-branding or developing a military clothing brand?

**BACKGROUND**

Branding was originally used as a means of identifying ownership. For example, the branding of cattle or the stamping of a manufacturer's brand name on food at the turn of the century commonly addressed the problems of food adulteration and poor quality control. Brands became marks, or guarantees, of quality which buyers could use to identify goods. In today's commercial marketplace a brand can be broadly defined as "a name, term, symbol, design or combination of these which serves to **identify** a product, **differentiate** it from the competitors and **add value**." Successful brands are built around four key principles: prioritizing quality, offering superior service, stressing differentiation, and, in many cases, being first to the market (Doyle, 1989; Aaker, 1996). Brand loyalty has become a key objective for many commercial companies as they strive to build up long-term relationships with their customers. Those companies that succeed in meeting customers' needs in an increasingly competitive marketplace are rewarded with improved return on investment and larger profit margins. While the public sector is not necessarily motivated by profitability as a major objective, meeting users' needs is of central concern and is explicitly stated in the U.S. Army Soldier Systems Command (SSCOM) mission statement (1997). There are differences between the commercial and military sector in terms of the competitive nature of the market and the procurement process, but both ultimately seek to meet the needs of their end users. While many of the clothing items used by the military have commercial equivalents, military items offer no indication of source of manufacturer and provide no information other than sizing. As Levy (1996) notes, "*Even if no special claim is*

*made, we are still inclined to think that the least brand may be better than a product that does not boast of its source.*” Successful brands are more than simply labels (Aaker, 1996): they represent powerful symbols which offer more than functionality (Uncles, 1997) and denote affiliation with particular social groups, their lifestyles and values.

## **METHODS**

The methods used in this exploratory study were chosen from a range of predominantly marketing research methods (Chisnall, 1997; Marshall, 1995) and provided the opportunity to access information relevant to research questions outlined earlier. The question about why military personnel are purchasing commercial items required some substantiation in the light of what was primarily anecdotal evidence and field observation. That is not to devalue the worth of this information, but there was, and remains still, limited information on the magnitude of this preference for commercial items and the extent to which this preference varies across the different clothing items.

### *Survey Questionnaire*

A series of questions designed to examine purchase and use of commercial items were incorporated into the Operational Forces Interface Group (OFIG) survey conducted at the Joint Readiness Training Center (JRTC) with the 82nd Airborne Division, U.S. Army, in October 1997. The questions related to respondents' previous purchase of commercial clothing and equipment, military versus commercial items, across a range of products and clothing attributes (see Appendix A).

### *Focus Groups*

Three qualitative focus groups were conducted with the 7<sup>th</sup> Marine Regiment at 29 Palms, California in November 1997. Focus groups provide the flexibility to probe individual and group responses in a research environment which encourages participants to openly discuss and respond to questions raised by the moderator and other respondents. This method allows the researcher to investigate and probe issues that are important to the participants and to fully explore the underlying rationale behind their responses (Gordon & Laingmaid, 1988). A discussion guide based on five pilot individual interviews with soldiers stationed at Natick was developed prior to the study. This identified key areas for discussion, notably the primary perceptions of issue clothing, the use of commercial products and specific brands, and the marines' reaction to a series of brand logos designed by the Visual Resources at Natick (Appendix D).

Each of the discussion groups comprised 5-8 males with 2-4 years of service and an average age estimated at between 21 and 23. No demographic data was available, as the discussions were conducted as part of battle dress uniform (BDU) issue, and participants were “volunteered” by their commanding officer. The discussion groups lasted up to one hour, and all respondents proved enthusiastic contributors to the discussion. It was not reasonable to extend the time beyond sixty minutes due to the limited facilities on site. (Discussions were conducted

with participants sitting on the floor in the corridor of an issue hangar with background noise from air-conditioning units making audio recording problematic!)

### *Laboratory Experiment*

The third piece of research was conducted at Natick with civilian and military personnel. An experimental study was designed to investigate the potential influence of branding on clothing acceptability and to determine how the military brand compared to both a leading commercial brand and to the unbranded condition. The study involved a complete block design with samples of socks (standard military issue socks, excluding coolmax liner, and a commercial hiking sock which had been previously evaluated for military use (Robertson, T.W. & Christopherson, M. S., 1994) under three conditions: unbranded, commercial brand 'Thorlo,' conceptual military brand "Warrior Wear". The presentation order was randomized, and 31 civilians and 32 military were recruited from Natick. Each pair of socks was presented to the subjects individually for assessment. Each subject evaluated a total of six pairs of socks. Subjects were instructed to examine the socks as they might do in a retail store but were not permitted to try on the socks. This laboratory 'feel test' allowed them to feel the socks and examine the packaging in those conditions where it was included.

## **FINDINGS**

### *Survey*

The OFIG survey involved 242 males. The sample comprised infantry (46%), engineers (combat) (6%), armored vehicle crewman (4%), communications/signal men (16%), and vehicle operators/mechanics (6%). Those remaining were not classified by job description. Mean age of respondents was 23 years of age. Mean period of military service was 42 months (20 months with the 82nd Airborne). Respondents had spent an average of 16 days at JRTC.

### *Purchasing Commercial Items*

The following responses relate to questions 1,2,3,4 in the "Commercial Items" section of the questionnaire and give an indication of the extent to which the soldiers are purchasing commercial items for their own personal use (Table 1).

Just under half of those surveyed claimed to have purchased commercial clothing, and up to eighty percent had purchased commercial equipment. (A full list of the items mentioned can be found in Appendix C.) If money were not a limiting factor, over four-fifths of those surveyed claimed they would buy commercial items for field use. Overall, commercial items were perceived to be better than army (military) issue items.

**Table 1.**  
**Purchase, Use and Overall Attitude Towards Commercial Items**

---

1. *Have you purchased any commercial clothing items (boots, socks, gloves, etc.) for field use?*
    - 43%, n=105 YES
  2. *Have you purchased any commercial equipment (camelbacks, leatherman, flashlights, etc.) for field use?*
    - 84%, n=204 YES
  3. *If money were not a factor, are there commercial items that you would buy to use in the field?*
    - 79%, n=191 YES
  4. *Overall, do you feel there are commercial items that are...*
    - a. *better than Army issue?* 67%, n=163 YES
    - b. *not as good as Army issue?* 15%, n=35 YES
-

### General Comparison of Military versus Commercial Clothing

Question 7 asked the soldiers to compare military issue clothing to commercially available alternatives. General ratings were collected on a number of key clothing characteristics, most of which had been identified previously in clothing research studies conducted at Natick (Cardello & Schutz, 1997).

Military issue clothing fit scored well on its "appropriateness for use" and "suitability for field use," but was rated "worse" than commercial clothing on a number of key criteria such as weather protection, value for money, and comfort (Table 2).

**Table 2.**  
**Comparison of Military versus Commercial Clothing on Key Clothing Criteria**

---

*Q7. Please rate military issue clothing on the following characteristics compared to commercially available alternatives. The scale below goes from 1 ("much better than commercially available clothing") to 5 ("much worse than commercially available clothing"). Circle one number for each.*

	<u>X (mean scores)</u>	<u>sd</u>	<u>n</u>
Weather protection	3.37	.98	236
Value for money	3.25	1.21	235
Comfort	3.24	.98	236
Fit	3.23	.91	237
Feel of material	3.22	.92	233
Laundering qualities	3.20	1.09	237
Quality	3.13	1.01	237
Appearance	3.00	1.00	236
Image	2.95	.92	233
Overall acceptability	2.92	.88	235
Durability	2.86	1.01	234
Appropriateness for use	2.74	1.04	236
Suitability for field use	2.64	.99	236

---

### Comparison of Select Military Items versus Commercial Available Alternatives

This question looked at respondents' general perceptions of a number of military items found in the military clothing bag and asked them to compare these items with commercially available alternatives.

Most of the military issue items were not rated as highly as commercial equivalents (Table 3). The mean scores, above 3 on the 5-point scale, reveal lower rating scores for gloves, boots and cold weather clothing compared to other issue items. Polypropylene underwear and BDUs were rated better than commercial items.

**Table 3.**  
**Comparison of Military and Commercial Items**

*Q8. Please think about each of the military issue items listed below and compare them to commercially available alternatives. The scale below goes from 1 ("much better than commercially available items") to 5 ("much worse than commercially available items"). Please indicate where no commercial equivalent exists and/or you have not been issued with the item. Circle one number for each.*

	<u>X</u>	<u>sd</u>	<u>n</u>
Gloves	3.66	1.08	232
Issue boots	3.42	1.27	229
Cold weather clothing	3.41	1.10	232
ALICE pack	3.39	1.24	225
Socks	3.35	1.10	232
T-shirts	3.32	1.03	234
Sleeping bags	2.94	1.40	236
Polypropylene underwear	2.64	1.08	230
BDU	2.43	1.00	219

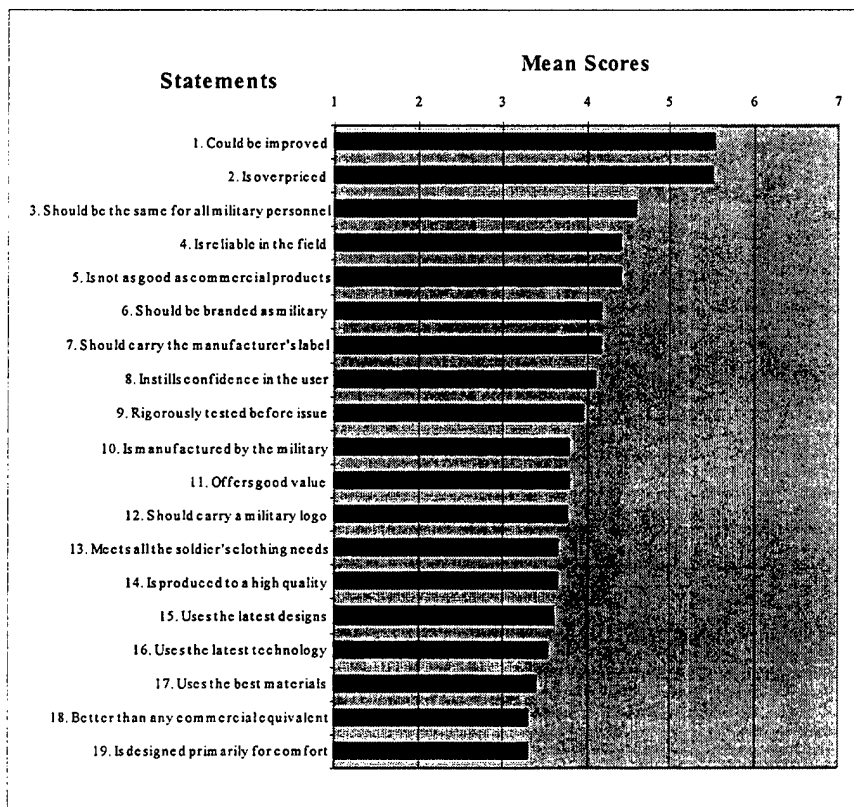
### **General Perceptions of Military Issue Clothing Items**

Several questions examined general perceptions of military and commercial products on a range of statements derived from previous research, internal discussions, and pilot interviews with soldiers stationed at Natick. These statements covered a broad range of considerations, which included the incorporation of latest clothing technology and design, value for money, user confidence in the products, and suitability for branding. On a 7-point scale, (1=very strongly disagree to 7=very strongly agree), there was general agreement with the statements that military issue clothing items could be improved, were overpriced, should be the same for all personnel (regardless of rank), and were reliable in the field (Figure 1). However, military issue clothing items were not generally considered to be as good as their commercial equivalents, and the respondents disagreed that military issue items were designed for comfort and that they used the latest designs and technology. Furthermore, military issue items were not considered high quality nor were they perceived to meet the soldier's needs. The responses to the branding questions revealed some ambivalence towards the idea of branding.

### General Perceptions of Commercial Clothing Items

In contrast, general perceptions of commercial items reveal a much more positive response to commercial items, which were seen to elicit stronger agreement with the statements relating to the incorporation of the latest technology, design, and high quality production (Figure 2). Interestingly, these products are believed to instill confidence in the user and to be designed with comfort in mind. The only statement that evoked any disagreement was the claim that commercial items were not as good as military products.

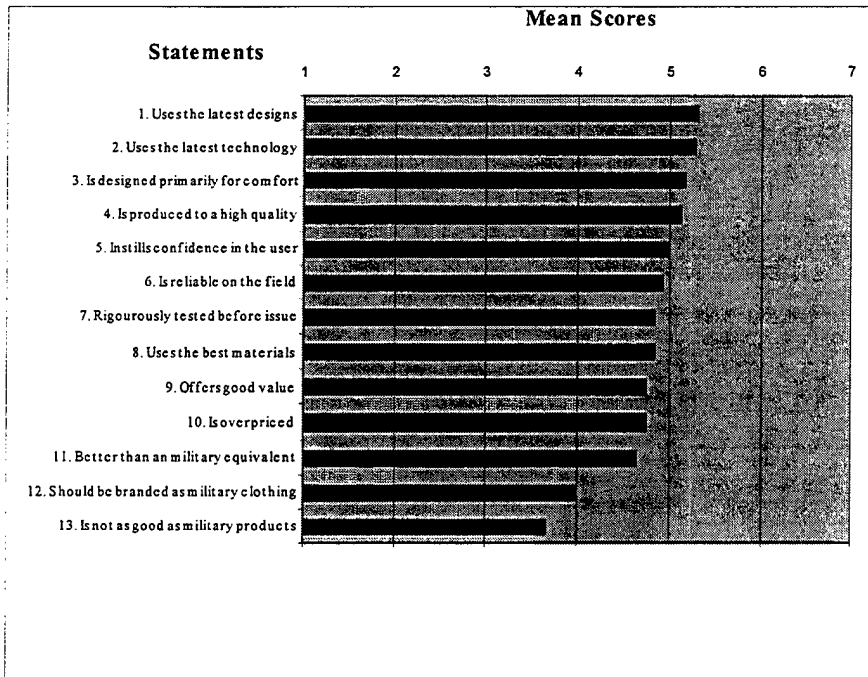
Q9. Please indicate how much you agree or disagree with the following statements relating to MILITARY ISSUE clothing items provided in the clothing bag.



**Figure 1.**  
General Perceptions of Military Issue Clothing



Q10. Please indicate how much you agree or disagree with the following statements relating to COMMERCIAL clothing items. Use the scale provided below and circle one number for each.



**Figure 2.**  
**General Perceptions of Commercial Clothing Items**

### *Focus groups*

In addition to the survey questionnaire administered to soldiers, a series of three focus groups was held with Marines to gauge their opinions concerning the issues of military issue clothing, commercial clothing and equipment, and the concept of "branding" within the U.S. military. A number of themes emerged from the focus groups reflecting general attitudes towards military issue clothing, procurement and issuing procedures. There were a number of criticisms ranging from the lack of priority that the military gives to the U.S. Marine Corps, with specific comments on the issuing of clothing and equipment, to comparisons between branded commercial and military issue products.

### **"Second-hand" citizens**

There was a general feeling among the Marines interviewed that the U.S. Marine Corps was under-funded, which had direct implications for expenditure on clothing and equipment. Consequently these young Marines claimed that they often had to make do with equipment which was no longer required by the army, and there was a general belief that the army was better equipped and had access to newer equipment:

*"The Marine Corp does not take after the Army ... the Army's got all the high speed equipment, they have a department of research."*

This, it should be stressed, was not something which these Marines complained about, but there was a sense that they were being treated as second-hand citizens and that the military could provide clothing of higher quality and performance. However, they believed that there was little to be gained from trying to change what they regarded as a relatively unresponsive system, as the following quotes illustrate:

*"We have to make the best of what we've got."*

*"Complain for a while when you first come in but you just gotta learn - you get no choice you gotta live with this, what you get and you get out there and you get freezed, soaked, drenched - you get miserable"*

It was almost as if this was an accepted part of military life and something which marines could do little about. One alternative is to go out and purchase commercial products that offer the fit, performance and comfort they require. The problem with this solution is the expense.

### **Quantity Not Quality**

There was a general feeling in the focus groups that the military awards contracts to the lowest bidder and there is little attention paid to product quality. Consequently there was a perception that major clothing manufacturers were unlikely to supply military clothing. The lack of any trademark or recognizable brand name makes it impossible to identify the product source. Discussants were uncertain as to who actually manufactured military clothing items.

### **Contrasting Commercial and Military Issue Markets**

While the commercial marketplace was seen as competitive and innovative, the military purchasing was believed to be somewhat noncompetitive, with fewer firms competing for the various contracts to supply the military and with the sale guaranteed to the lowest bidder. The discussants believed that the military should be up to date with what was happening in the commercial sector where most of the product innovations originated in an increasingly competitive commercial environment. In contrast, the military was not seen to be at the cutting edge in design or materials innovation but rather as an organization struggling unsuccessfully to keep up with a rapidly changing commercial sector. (One should add that the free market does not always guarantee success for the technically superior products.) While commercial products are branded, promoted and marketed in a way that is informative and promotes particular aspects or features, this does not happen in the military where products are not labeled, or branded. While there may be some dispute over the technical advantages of commercial over military products, the important point that emerged from these discussions was that these Marines **believed** that the commercial products were better products on a number of criteria, most notably fit, comfort, and style; although there was some question over the durability of commercial items for field use (a point borne out in the Army survey).

While commercial companies have to meet their (targeted) customers' demands through talking to customers and conducting appropriate market research, these Marines believed that they were not consulted by those agencies responsible for procuring the products. Discussants believed there was little or no incentive to innovate in the military sector; examples cited from the commercial sector included the development and incorporation of breathable waterproof materials such as Gortex and the development of lightweight rucksacks and sleeping bags. It should be noted that there is developmental work being carried out in all these areas, but the commercial sector is believed to be far ahead and to already have products on the market, as the following quote illustrates:

*"The Marine Corps are one step behind - they're in the right direction, but there's always going to be something better."*

Of course, in the commercial sector the users have some choice in what is purchased, including the price, the quality and the fit. This choice, within income constraints, is not available to the Marine, whose choice is restricted to what someone else has chosen to provide. There is limited communication between the user and the buyer in military settings, primarily via Operational Forces Interface Group (OFIG). Because OFIG cannot reach the majority of military personnel, this lack of communication often can lead to problems with product acceptability. In situations where Marines are not satisfied with the military issue clothing and equipment, they have little opportunity for redress or product exchange. This represents a major difference between the military and the commercial sector, where consumers are free to exchange faulty, poor fitting or unwanted goods for credit, direct exchange, or full refund, within a stated time period. This consumer "right" is not available to the Marine, who is provided with issue clothing and equipment. If the issued clothing and equipment is not acceptable, comfortable, does not fit, *etc.*, there is little that the Marine can do about it; such problems seem to be a part of life in the military. In the commercial sector, after-sales service is a key element of success, as

companies recognize the need to retain customer loyalty and satisfaction after the initial sale. The same could not be said of the military.

### **A Military Brand**

One main aim of the focus groups was to investigate the reaction of the Marines to commercial branding and to consider their views on either co-branding or the development of a "military brand." What emerged from the discussions was that these individuals firmly believed in the branding concept and that names and logos formed an important part of their purchase considerations in civilian life. Brand image represents an important aspect of their civilian "lifestyle." Leading brands stressed quality, design, and excellent after-sales service, and these Marines discussed the merits of a number of established clothing brands such as Nike®, Reebok®, Ralph Lauren®, Tommy Hillfiger®, Nautica®, *etc.* The suggestion of co-branding, that is, identifying the manufacturer on the military product, was generally believed to be a good idea as long as the manufacturer was an established, reputable and respected manufacturer.

*"Everyone wants something they know will go the distance."*

When asked about the idea of a military brand there was a mixed reaction. Some Marines believed it was inappropriate in the military and seemed to go against the military ethos, which emphasizes uniformity and discourages individuality. Alternatively, others believed that there was an opportunity to overcome some of the problems with military issue clothing, such as improving product quality and performance to a level comparable with respected commercial manufacturers. However, all recognized that simply putting a label on the existing products without addressing product quality would be insufficient to improve product acceptability, and few believed that the military would ever provide the commercial equivalent of after-sales service.

### **Brand Logos**

A number of logos were tested (Appendix D), and "Warrior Wear" proved the clear favorite across the three focus groups. Further investigations revealed that this logo design was more favorably associated with good quality, commercial, clothing brands. The design, with its blue and grey colors and rugged mountain range, was associated with durable, hardwearing, outdoor equipment that was suitable for harsh terrain; yet it was perceived as comfortable, incorporating the latest and best designs and materials. The more obvious "military" logos such as "Devil Dog," "Grunt Gear," and "Leather Neck" were simply too obviously military and evoked the old negative associations of poor quality and fit. Besides a new label no other changes were expected with the "military" logos. The "Devil Dog" logo was the most well received of the three "military" logos and was widely recognised as a symbol of the U.S. Marines, but interviewees believed that while it might appeal to new recruits it would have limited appeal as a brand to experienced Marines. In contrast, "Warrior Wear" was not associated with the military and was seen as refreshingly new and carrying no "baggage." It was generally agreed that it could succeed, if the products could deliver, as evidenced by the following comments:

*"Efficient, reliable, durable--that's all we want."*

*"Marines are on MTV and they were in the movies--we might as well have our own brand, but it has to be durable, just what the name tells you; it would have to be something tough."*

### **Laboratory Experiment**

In order to test the effect of branding it was necessary for researchers to select a clothing item that permitted a comparison between military and commercial items under blind and branded test conditions. Socks, part of an on-going research program, were selected for this experiment. A military and a commercial sock were tested under three conditions: unbranded, commercial brand "Thorlo," and the concept military brand, "Warrior Wear" (Appendix E). Results of these tests can be found in Figure 3.

The analysis revealed a significant difference in the overall rating for the military and commercial sock, with both civilians and military subjects giving a higher rating to the commercial sock on overall acceptability, quality and expected comfort. There was no statistically significant effect of branding on the ratings, although the military sock received a higher quality rating from military subjects when branded as "Warrior Wear."

Although this rating was not statistically significant the socks branded as "Warrior Wear" received a lower rating on expected comfort. The results of the experiment revealed a preference for the commercial sock over the military sock irrespective of how it is branded. In this experiment branding had no effect on the acceptability ratings. However, it should be noted that the presentation of two pairs of socks under three conditions might have resulted in a learning effect whereby subjects recognized that only two different socks were being presented. The findings confirm the need to do more than simply add a label in order to improve acceptability ratings. The clear preference for the commercial sock suggests that further research might be conducted to determine which particular features of the commercial sock contribute to the preference in both the civilian and military subjects for the commercial socks.

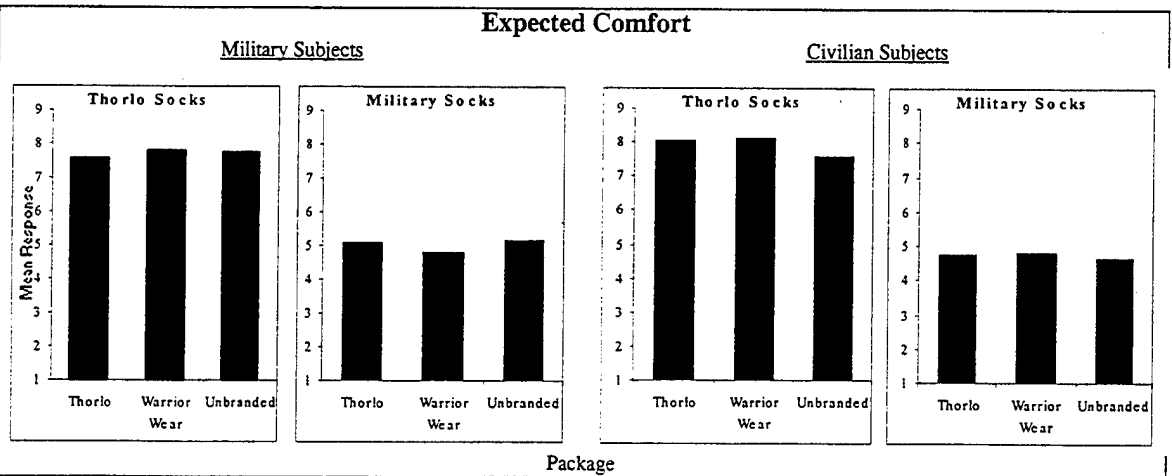
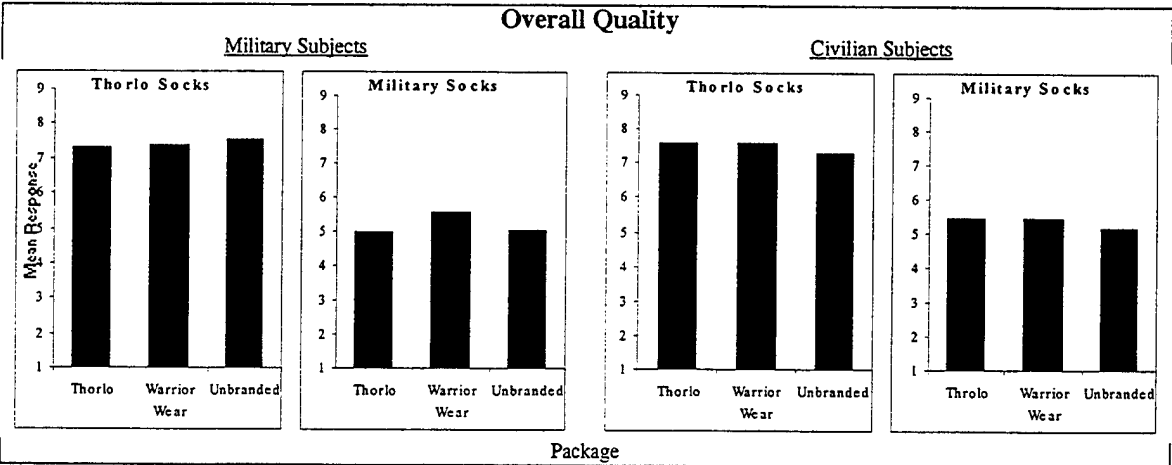
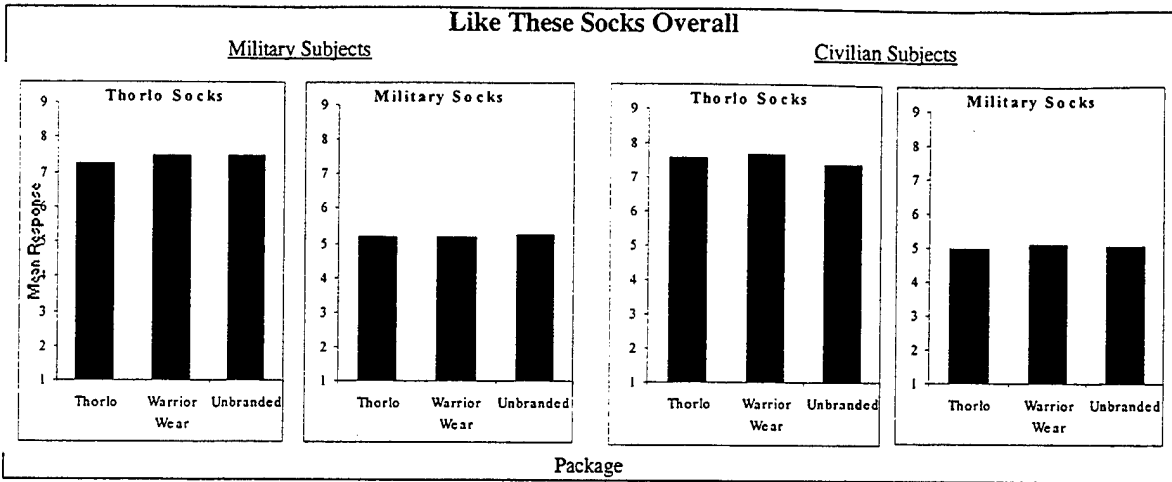


Figure 3  
Military and Civilian Acceptability, Quality, and Expected Comfort Ratings  
for Military and Commercial Socks

## THE WAY FORWARD

This exploratory research has begun to shed some light on the complex buying behavior and motives of military personnel. While it confirms the general preference for commercial over military clothing and equipment, there is little information on the precise way in which these preferences are manifest in purchase behavior. Further research is required to determine which items of clothing and equipment are being purchased by military personnel, when they are purchased, from where and by whom. Until such information is available it is difficult to determine the nature and extent of purchasing commercial items. The qualitative research and experimental work has confirmed the willingness of a sample of military personnel to purchase commercial equipment, although this expressed preference for commercial clothing and equipment needs to be examined across a broader sample of military personnel. Further research might be undertaken with the end users to identify the key qualities in leading commercial brands. This information could be used to assist in developing military products and to provide some commercial benchmarking for the military development program. While the preliminary findings on branding within the military are mixed, more extensive research into branding in the military is required.

This document reports research undertaken at the U.S. Army Soldier and Biological Chemical Command, Soldier Systems Center, and has been assigned No. NATICK/TR-201022 in a series of reports approved for publication.

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**APPENDIX A**

**“Marketing” questions included in OFIG survey**

**conducted at JRTC October, 1997**

**Appendix A: 'Marketing' questions included in OFIG survey conducted at JRTC October, 1997**

INSTALLATION VISIT QUESTIONNAIRE #3-98: JRTC

The Soldier Systems Command is responsible for developing and managing all of the rations, clothing, equipment and shelters used by U.S. military personnel. We need you to tell us how these items perform in the field. By completing this questionnaire you can provide valuable information directly to the engineers and administrators who are responsible for these items. We take this information seriously, so please take this questionnaire seriously and answer as fully as possible. Your answers are completely confidential. This is your chance to be heard.

\* Unit \_\_\_\_\_

\* What is your rank? E-\_\_\_\_ O-\_\_\_\_ WO-\_\_\_\_

\* What is your... \* MOS? \_\_\_\_\_

\* gender? M F

\* age? \_\_\_\_\_years

\* How long have you been in the military? \_\_\_\_\_years \_\_\_\_\_months

\* How long have you been at this duty station? \_\_\_\_\_years \_\_\_\_\_months

\* What was your most recent field exercise? Location: \_\_\_\_\_  
Month/year: \_\_\_\_\_  
Number of days: \_\_\_\_\_

**COMMERCIAL ITEMS**

1. Have you purchased any commercial clothing items (boots, socks, gloves, etc.) for field use?  
YES NO

If YES, list them and tell us how they performed.

2. Have you purchased any commercial equipment (camelbacks, leatherman, flashlights, etc.) for field use? YES NO

If YES, list them and tell us how they performed.

3. If money were not a factor are there commercial items that you would buy to use in the field?      YES      NO

If YES, please list them.

4. Overall, do you feel there are commercial items that are...

a. better than Army issue?      YES      NO

If YES, list them:

b. not as good as Army issue?      YES      NO

If YES, list them:

5. Of all of the clothing items you have been issued (excluding body armor), which is the best one?

6. Of all of the clothing items you have been issued (excluding body armor), which is the worst?

QUESTIONS 7 THROUGH 10 ASK YOU ABOUT YOUR PERCEPTIONS OF MILITARY AND COMMERCIAL CLOTHING. PLEASE READ EACH QUESTION CAREFULLY AND ANSWER THEM AS COMPLETELY AS YOU CAN.

7. Please rate military issue clothing on the following characteristics compared to commercially available alternatives. The scale below goes from 1 ("much better than commercially available clothing") to 5 ("much worse than commercially available clothing") Circle one number for each.

	much better than commercially available clothing	better than commercially available clothing	equal to commercially available clothing	worse than commercially available clothing	much worse than commercially available clothing
a. Overall acceptability	1	2	3	4	5
b. Comfort	1	2	3	4	5
c. Durability	1	2	3	4	5
d. Weather protection	1	2	3	4	5
e. Fit	1	2	3	4	5
f. Appearance	1	2	3	4	5
h. Suitability for field use	1	2	3	4	5
i. Quality	1	2	3	4	5
j. Value for money	1	2	3	4	5
k. Image	1	2	3	4	5
l. Feel of material	1	2	3	4	5
m. Appearance	1	2	3	4	5
n. Laundering qualities	1	2	3	4	5
o. Appropriateness for use	1	2	3	4	5

8. Please think about each of the military issue items listed below and compare them to commercially available alternatives. The scale below goes from 1 ("much better than commercially available items") to 5 ("much worse than commercially available items"). Please indicate where no commercial equivalent exists and/or you have not been issued with the item. Circle one number for each.

	much better than commercially available clothing	better than commercially available clothing	equal to commercially available clothing	worse than commercially available clothing	much worse than commercially available clothing	no commercial equivalent
a. BDU	1	2	3	4	5	n/c
b Issue boots	1	2	3	4	5	n/c
c. Cold weather clothing	1	2	3	4	5	n/c
d. Gloves	1	2	3	4	5	n/c
e. Polypropylene underwear	1	2	3	4	5	n/c
f. T-shirts	1	2	3	4	5	n/c
g. Socks	1	2	3	4	5	n/c
h. ALICE pack	1	2	3	4	5	n/c
i. Sleeping bags	1	2	3	4	5	n/c

9a. In this question we are interested in your general impressions of a range of sock brands. In the first part of the question we would like you to indicate (1) whether you are aware of this brand and (2) if you have used one of their products. You will be asked to rate these same brands in question 8b.

	1. Have you heard used this company		2. Have you ever used their products?	
a. Acorn	YES	NO	YES	NO
b. Bridgedale	YES	NO	YES	NO
c. Dahlgreen	YES	NO	YES	NO
d. EMS	YES	NO	YES	NO
e. Eagle Mills	YES	NO	YES	NO
f. Fox River	YES	NO	YES	NO
g. Klima Wechsel	YES	NO	YES	NO
h. Nike	YES	NO	YES	NO
i. Patagonia	YES	NO	YES	NO
j. REI	YES	NO	YES	NO
k. Smartwool	YES	NO	YES	NO
l. Thorlo	YES	NO	YES	NO
m. Trake	YES	NO	YES	NO
n. Wigwam	YES	NO	YES	NO

9b. Please rate the sock brands listed below based on any information that you have about their reputation for the quality of their products. Use the scale provided below and circle one number for each. Only rate the brands that you know something about, however, it does not matter if you have ever used or bought the products. If you have never heard of a certain brand, circle N/A.

VERY BAD 1	MODERATELY BAD 2	SLIGHTLY BAD 3	NEITHER BAD NOR GOOD 4	SLIGHTLY GOOD 5	MODERATELY GOOD 6	VERY GOOD 7			
	a. Acorn	N/A	1	2	3	4	5	6	7
	b. Bridgedale	N/A	1	2	3	4	5	6	7
	c. Dahlgreen	N/A	1	2	3	4	5	6	7
	d. EMS	N/A	1	2	3	4	5	6	7
	e. Eagle Mills	N/A	1	2	3	4	5	6	7
	f. Fox River	N/A	1	2	3	4	5	6	7
	g. Klima Wechsel	N/A	1	2	3	4	5	6	7
	h. Nike	N/A	1	2	3	4	5	6	7
	i. Patagonia	N/A	1	2	3	4	5	6	7
	j. REI	N/A	1	2	3	4	5	6	7
	k. Smartwool	N/A	1	2	3	4	5	6	7
	l. Thorlo	N/A	1	2	3	4	5	6	7
	m. Trake	N/A	1	2	3	4	5	6	7
	n. Wigwam	N/A	1	2	3	4	5	6	7

10. Please indicate how much you agree or disagree with the following statements relating to MILITARY ISSUE clothing items provided in the 'clothing bag.' Use the scale provided below, circle one number for each.

	very strongly disagree	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	very strongly agree
a. Uses the latest technology	1	2	3	4	5	6	7
b. Is produced to a high quality	1	2	3	4	5	6	7
c. Rigorously tested before issue	1	2	3	4	5	6	7
d. Uses the best materials	1	2	3	4	5	6	7
e. Better than any commercial equivalent	1	2	3	4	5	6	7
f. Is manufactured by the military	1	2	3	4	5	6	7
g. Offers good value	1	2	3	4	5	6	7
h. Uses the latest designs	1	2	3	4	5	6	7
i. Is designed primarily for comfort	1	2	3	4	5	6	7
j. Is not as good as commercial products	1	2	3	4	5	6	7
k. Meets all the soldier's clothing needs	1	2	3	4	5	6	7
l. Should carry a military logo	1	2	3	4	5	6	7
m. Could be improved	1	2	3	4	5	6	7
n. Is overpriced	1	2	3	4	5	6	7
o. Instills confidence in the user	1	2	3	4	5	6	7
p. Should be branded as military	1	2	3	4	5	6	7
q. Is reliable in the field	1	2	3	4	5	6	7
r. Should carry the manufacturer's label	1	2	3	4	5	6	7
s. Should be the same for all military personnel	1	2	3	4	5	6	7



11. Please indicate how much you agree or disagree with the following statements relating to COMMERCIAL clothing items. Use the scale provided below and circle one number for each.

	very strongly disagree	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	very strongly agree
a. Uses the latest technology	1	2	3	4	5	6	7
b. Is produced to a high quality	1	2	3	4	5	6	7
c. Rigorously tested before issue	1	2	3	4	5	6	7
d. Uses the best materials	1	2	3	4	5	6	7
e. Better than any military equivalent	1	2	3	4	5	6	7
f. Offers good value	1	2	3	4	5	6	7
g. Uses the latest designs	1	2	3	4	5	6	7
h. Is designed primarily for comfort	1	2	3	4	5	6	7
i. Is not as good as military products	1	2	3	4	5	6	7
j. Is overpriced	1	2	3	4	5	6	7
k. Is overpriced	1	2	3	4	5	6	7
l. Instills confidence in the user	1	2	3	4	5	6	7
m. Should be branded as military clothing	1	2	3	4	5	6	7
n. Is reliable in the field	1	2	3	4	5	6	7

**APPENDIX B**

**Interview schedule for focus group discussions**

**conducted at 29 Palms, November, 1997**

**Appendix B: Interview schedule for focus group discussions conducted at 29 Palms, November 1997.**

**INTERVIEW SCHEDULE (29/09/97)**

**INTRODUCTION**

1. SELF
2. *SOLDIERS VIEWS ON MILITARY ISSUE CLOTHING*
3. CONFIDENTIAL

**TELL ME A LITTLE ABOUT YOUR STANDARD ISSUE CLOTHING**

- GOOD POINTS/ THINGS YOU LIKE
- BAD POINTS/ THINGS YOU DISLIKE ABOUT ISSUE CLOTHING
  
- THE BEST ISSUE ITEM
- THE WORST ISSUE ITEM

**DO YOU BUY ANY ADDITIONAL COMMERCIAL ITEMS**

- WHICH PRODUCTS
- WHICH BRANDS (WHY THESE BRANDS)
- WHY? EXPLORE REASONS FOR BUYING

**EXPLORE VIEWS ON COMMERCIAL CLOTHING (OUTDOOR/EXPEDITION ETC.)**

- WHERE DO YOU BUY THEM FROM?
- WHAT ARE THE MAIN THINGS YOU CONSIDER IN MAKING A SELECTION

**INTRODUCE THE BRAND NAMES**

- TEST FOR AWARENESS/ASSOCIATIONS
- ANY SUGGESTIONS FOR NAMES
  
- TEST FOR PREFERENCES
- LOGO ASSOCIATIONS (WHAT TYPES OF PRODUCTS?)
- APPLICATIONS

**WHAT DO YOU THINK ABOUT THE IDEA OF A MARINES BRAND**

**DISCUSSION ON SOCKS**

- GOOD BRANDS/MANUFACTURERS
- WHAT ARE SOLDIERS WEARING
- WHAT FEATURES DO YOU LOOK FOR IN A SOCK?

**APPENDIX C**

**Responses to open questions on OFIG survey**

**conducted at JRTC, October, 1997**

**Appendix C: Responses to open questions on OFIG survey conducted at JRTC October, 1997**

Question 1 - List of Commercial Clothing Items Purchased  
Com 1 - JRTC

15 1 RESOLEED JUNGLE BTS-GREAT EXCEPT BONDING;POLY PRO GLOVES-GOOD  
20 1 FLIGHT GLOVES  
23 1 NOMEX GLOVES-PERFORMED EXTREMELY WELL  
24 1 BDU'S  
25 1 CAMELBACK-WORKS GOOD,EVERYONE SHOULD BE ISSUED ONE!  
26 1 GORTEX SOCKS  
27 1 NEW JUNGLES (FIELD USES),NEW SOCKS,GLOVES  
29 1 BLACK GORETEX GLOVES - VERY GOOD  
31 1 GRN JUNGLE-VERY GOOD;STRETCH FLEECE PATAGONIA-BEST WARM OR WET  
32 1 SOCKS & NOMEX GLOVES BOTH PERFORMED GOOD BUT GLOVES WORE OUT QCK  
33 1 JUNGLE BOOTS-GREAT,FEET GET MORE AIR AND THEY'RE LIGHTER  
35 1 CAMELBACKS-BEST WAY TO CARRY/DRINK WATER  
37 1 HITEC BOOTS-MORE COMFORTABLE WHEN ROAD MARCHING  
0 1 BOOTS (JUNGLE BOOTS) NI  
43 1 COTTON SOCKS-DID NOT KEEP MY FEET AS WARM  
47 1 GORTEX GLOVES-KEEP HANDS A LOT WARMER  
48 1 FIELD JACKET LINER,KEPT ME TOASTY WARM  
52 1 JUNGLE BOOTS-GREAT  
53 1 SOCKS, VERY WELL  
56 1 COTTON SOCKS-FEEL BETTER THAN WOOL  
57 1 GORTEX SOCKS, NOMEX GLOVES, BLACK SOCKS  
58 1 BETTER THA ISSUE  
61 1 AMERICAN EAGLE SOCKS-TOO THICK TO MOVE IN BUT KEEP FEET WARM.  
62 1 SOCKS:BATTERY OPERATED-NOT VERY WARM  
63 1 GORTEX SOCKS - VERY WELL  
69 1 I BOUGHT NEW BOOTS FOR FILED & NOW I HAVE TO BUY MORE  
71 1 BDU CAP, WORKED WELL  
72 1 SORBOTHANE BOOT INSOLES-GREAT  
74 1 NOMEX GLOVES,GORTEX SOCKS,CAMEL BACK  
77 1 WATER PROOF GLOVES W/ HEATER TABS  
81 1 GORETEX SOCKS-WORKED GREAT  
84 1 THEY PERFORMED VERY WELL  
86 1 CRACKERS,FRUIT AND BUG SPRAY  
92 1 GORTEX HEAT PADDED GLOVES  
95 1 WEDGE SOLES-VERY WELL.MORE TRACTION IN ALL WEATHER,BAD FOR ASPHA  
96 1 NOMAX FLIGHT GLOVES  
98 1 BLACK GLOVES,OLD JUNGLE BOOTS,BLACK WOOL SOCKS,PADS FOR RUCK SCK  
99 1 KOREAN JUNGLE BTS-FELL APART IN 2 WKS.AMERICAN JUNGLE BTS-COMFOR  
102 1 SOCKS, POOR  
103 1 THERMAX COLD EXTREME WEATHER GARMENTS-KEEPS WARM AND DRY  
0 1 GREEN JUNGLE BOOTS-GREAT. COTTON SOCKS-HOLD UP BETTER  
110 1 HI-TOP JUNGLE BOOTS  
111 1 TANKER BTS-MORE TRACTION & STRPS MAKE TAKING BTS OFF/ON EASIER  
115 1 SOCKS-HOLD UP A LOT BETTER THAN THE ISSUE STUFF  
118 1 HOT WEATHER PATROL CAP, KEVLAR FOAM INSERTS.  
119 1 THORLO SOCKS-EXCELLENT.NOMEX GLOVES-MORE DEXTERITY THAN BLCK GLO  
121 1 HIKING SOCKS, NEOPREME GLOVES

122 1 ALTIMA GREEN JUNGLES- VERY UNCOMFORTABLE  
 123 1 BOOTS AND UNIFORMS - DECENT  
 124 1 BOOTS-OK  
 161 1 RAIN JACKETS, SOCK LINERS-BOTH EXCELLENT.GLOVES-OKAY  
 162 1 REPLACE MY JUNGLE BOOT SOLES W/ VIBRANT SOLES-MORE COMFORTABLE  
 167 1 COCHRAN II JUMP BTS-GOOD.POLYPRO SOCK LINERS-GOOD.  
 169 1 GLOVES-WORKED BETTER THAN ISSUE B/C I DIDN'T WORRY ABOUT INSERTA  
 175 1 SOCKS-GOOD PERFORMANCE  
 226 1 NOMEX GLOVES - GREAT  
 228 1 COLD WEATHER GLOVES-GET JOB DONE.NECKOVER-FREQUENTLY USED  
 229 1 FLIGHT GLOVES W/ EXTRA LONG WRIST-LETS -GOOD  
 230 1 ODOR EATER SOCKS - KEPT FEET DRIER  
 233 1 BOOT SOLES (VIBRAM) , SOCKS- HELD UP WELL  
 235 1 COMMERCIAL WOOL SOCKS-COMFORTABLE AND OUTLAST STANDARD ISSUE  
 236 1 THERMOSREST-BEST ITEM;NOMEX GLOVES-GOOD EXCEPT FOR WIRE  
 238 1 NOMEX GLOVES - EXTREMELY WELL  
 240 1 THORLON SOCKS- VERY WARM  
 241 1 COTTON SOCKS-MORE COMFORTABLE.NOMEX GLOVES-VERY GOOD  
 242 1 NOMEX GLOVES,GORTEX SOCKS,MOSQUITO NET FOR FACE,WIDER BELT- GOOD  
 243 1 GLOVES - KEPT MY HANDS WARMER  
     1 1 HI TECH BOOTS-VERY COMFORTABLE  
     7 1 THICKER SOCKS,GLOVES BECAUSE BLACK LEATHER ISN'T WATERPROOF.  
     8 1 BOOTS-GOOD,BDUS-WASTE OF MONEY IN THE FIELD  
     12 1 GREEN JUNGLE BTS-EXCELLENT,GLOVES-GOOD,BELT(RIGGER) -DURABLE  
 127 1 WHITE COTTON SOCKS-PERFORMED MUCH BETTER THAN ISSUED SOCKS.  
 128 1 VIBRAM SOLES-WORK GREAT,DIFFERENT SOCKS FOR DIFFERENT ENVIRONMNT  
 131 1 A SAW AMMO POUCH TO KEEP STUFF IN-VERY WELL.  
 132 1 GORTEX SOCKS-EXCELLENT AND LESS BULKY.  
 135 1 THICKER SOCKS-MORE DURABLE,GRAY "SNIPER GLOVES"  
 136 1 ALTAMA BOOTS-WELL  
 139 1 BLK BURLINGTON SOCK,BLK POLYPRO INSERT&POLYPRO SKIMASK,ALL-GREAT  
 140 1 GLOVES-MADE ALL THE DIFFERENCE.  
 141 1 SOCKS  
 145 1 SOCKS, GLOVES  
 147 1 NOMEX GLOVES-OUTSTANDING;GORTEX SOCKS-OUTSTANDING,SHOULD ISSUE.  
 148 1 GORTEX GLOVE,WOOL HUNTING SOCK,JUNGLE BOOT-ALL BEETER THAN ISSUE  
 149 1 MOSQUITO NET  
 150 1 GORTEX GLOVES-KEPT HANDS DRY AND WARM.  
 154 1 GLOVES-ISSUE RIP TOO EASY,BOOTS-SOLES ARE VERY HARD ON BACK&SHIN  
 155 1 SOCK LINERS ARE THE BEST THING I EVER USED.  
 157 1 THICKER SOCKS,FLIGHT GLOVES, LONGJOHNS,THICKER CARGO STRAP BELT  
 202 1 SOCKS-GOOD  
 209 1 COMPASS  
 211 1 WATERPROOF GLOVES&SOCKS, GREEN JUNGLE BTS, BALICLAVA, FIELD JACKET  
 212 1 SOCKS GLOVES-EXCELLENT  
 213 1 JUNGLE BOOTS-COMFORTABLE, DURABILITY.  
 217 1 HERMAN SURVIVOR BOOTS-KEEPS FEET WARM,SKI GLOVES-KEEP HANDS WARM  
 222 1 COLD WEATHER BOOTS  
 223 1 GORTEX SOCKS,ROCKY BOOTS-THEY WORK MUCH BETTER THAN MILITARY ISS  
 225 1 GORTEX SOCKS-GREAT-FEET DRY AND WARM.  
 176 1 VIBRAM SOLES WORK EXCELLENT  
 182 1 NOMEX FLIGHT GLOVES GOOD, BUNGEE CORD, GOOD, LEATH. MANY USES  
 190 1 UNDERWEAR MORE COMFORTABLE  
 191 1 PONCHO, LINER, ZIPPERS TO FORM SLEEPING BAG ALL PERFORMED GREAT

196 1 RESOLED ISSUE BOOTS TO MAKE THEM SOFTER AND AID IN TRACTION  
197 1 IF BOOTS ARE COMFORTABLE YOU CAN WORK LONGER AND BETTER  
198 1 INDIVIDUAL TENT, GREAT SHOULD BE ISSUE

Question 2 - List of Commercial Equipment Purchased  
Com 2 - JRTC

- 14 1 FLASHLIGHT, GERBER
- 15 1 LEATHERMAN-FANTASTIC,MAG FLASHLIGHT-BETTER THAN MILITARY
- 17 1 CAMELBACK-EXCELLENT; GERBER-MODERATELY WELL
- 18 1 LEATHERMAN, FLASHLIGHT-BIG HELP IN THE FIELD
- 19 1 LEATHERMAN-GOOD
- 20 1 CAMELBACK,LEATHERMAN,FLASHLIGHT
- 21 1 LEATHERMAN-VERY WELL
- 22 1 LEATHERMAN-WORKS GREAT; MINI MAG LIGHTS-WORK GREAT
- 23 1 CAMELBACK AND LEATHERMAN -EXCELLENT
- 24 1 LEATHERMAN
- 25 1 EXCELLENT
- 26 1 LEATHERMAN, FLASHLIGHT
- 28 1 CAMELBACKS,LEATHERMAN,FLASHLIGHT,BOOT KNIFE
- 29 1 UTILITY TOOL(GERBER)-VERY GOOD;FLASHLIGHT/MAG LIGHT-VERY GOOD
- 30 1 FLASHLIGHT-WORKED EXTREMELY WELL
- 31 1 LEATHERMAN,MAGLIGHT,STOVE,THERMA REST - ALL GOOD
- 32 1 GERBER GATOR KNIFE-EXCELLENT BUT WISH BLADE STAYED SHARP LONGER
- 33 1 CAMELBACKS & LEATHERMAN-EXCELLENT,FLASHLIGHT-SMALLER,MORE DURABL
- 34 1 LEATHERMAN-GOOD, FLASHLIGHT-GOOD
- 35 1 CAMELBACK,GERBER TOOL,MAG LIGHT(2 AA BATTERIES)-ALL EXCELLENT
- 36 1 LEATHERMAN AND FLASHLIGHT-OUTSTANDING
- 37 1 CAMELBACKS,LEATHERMAN,MINI MAG LIGHTS,CAMMO PAINT
- 39 1 CAMELBACK-GOOD,LEATHERMAN & MAGLIGHT-LOST THEM BOTH!
- 40 1 GOOD
- 41 1 CAMELBACK-GOOD FOR ROAD MARCHES
- 0 1 CAMELBACKS
- 43 1 LEATHERMAN, EXTREMELY HELPFUL
- 45 1 LEATHERMAN - GREAT
- 47 1 MAGLITE-SMALLER & MORE DURABLE;LEATHERMAN-HANDY TO HAVE
- 48 1 LEATHERMAN,IT HAS LOOSENED UP WITH TIME
- 52 1 FLASHLIGHT,LEATHERMAN - CAME IN HANDY
- 53 1 LEATHERMAN,MINI MAG LITE,BUNGEE CORDS-ALL VERY WELL.HAMMOCK-BAD
- 54 1 CAMELBACKS,FLASHLIGHTS-BOTH OK. LEATHERMAN-VERY GOOD.
- 55 1 CAMELBACK,LEATHERMAN,FLASHLIGHT
- 56 1 LEATHERMAN AND SMALL FLASHLIGHTS - GREAT
- 57 1 CAMELBACK-GREAT,LEATHERMAN-HANDY FIELD TOOL,FLASHLIGHT-MAG LIGHT
- 58 1 CAMELBACK
- 59 1 CAMELBACKS ARE A VERY IMPORTANT TOOL IN STAYING HYDRATED,EASY TO
- 60 1 MAG LIGHT, LEATHERMAN
- 61 1 CAMELBACK AND LEATHERMAN-BOTH ARE GREAT AND SHOULD BE ISSUED
- 62 1 LEATHERMAN & CAMELBACKS-GREAT
- 63 1 MAG LIGHT-SMALLER/EASIER TO USE; GERBER-GREAT
- 64 1 LEATHERMAN SUPER TOOL-PERFORMS GREAT
- 65 1 LEATHERMAN AND KNIFE - PERFORMED EXCELLENT & CAME IN HANDY
- 66 1 LEATHERMAN/EXTREMELY WELL
- 67 1 FLASHLIGHT-PERFORMED EXCELLENT,DURABLE
- 68 1 LEATHERMAN
- 69 1 LEATHERMAN-WORKS GREAT, FLASHLIGHTS
- 71 1 MAGLIGHT-EXCELLENT,550 CORD-WORKED WELL,PRESSURE SENS ADHESV TAB
- 72 1 LEATHERMAN,FLASHLIGHT,HOT POT-ALL GOOD
- 73 1 CAMELBACKS ARE AWESOME.EVERYONE USES LEATHERMEN.



74 1 CAMELBACKS, LEATHERMAN, FLASHLIGHTS, NOMEK GLOVES, PENS, GORTEX SOCKS  
75 1 MINIMAG FLASHLIGHTS ARE THE BEST; LEATHERMEN ARE GREAT FIELD TOOL  
76 1 MAGLITE: SMALL AND EFFICIENT  
77 1 LEATHERMEN, CAMELBACKS, ASSAULT PACKS  
78 1 FLASHLIGHT - VERY WELL  
79 1 MINIMAG FLASHLIGHT-GOOD, BLUE STOVE-GOOD, LEATHERMAN-OK  
80 1 CAMELBACK-EXCELLENT, LEATHERMAN-GREAT, MINIMAG LIGHT-GREAT  
81 1 THERMOREST, CAMELBACK, MINI MAGLIGHT-EXCELLENT; GERBER-ADEQUATE  
82 1 LEATHERMAN AND MILITARY LOOKING WATCH  
83 1 LEATHERMAN AND FLASHLIGHT-GOOD, EFFICIENT  
84 1 FLASHLIGHT, GLOVES, SOCKS, CLD WEATHER BOOTS - VERY GOOD  
89 1 MINI FLASHLIGHT-VERY WELL, LIKED IT BETTER THAN BIG L-SHAPED ONES  
91 1 GERBER AND FLASHLIGHT - VERY USEFUL  
92 1 LEATHERMAN, MAGLIGHT, GERBER  
93 1 GERBER MULTIPLIER TOOL-WORKS WELL AND USED OFTEN  
95 1 SUPERTOOL, LEATHERMAN-CAN'T DO WITHOUT THEM!  
96 1 CAMELBACK, LEATHERMAN, MINI-MAGLIGHT-ALL EXCELLENT  
97 1 LEATHERMAN, FLASHLIGHT-EXCELLENT  
98 1 LEATHERMAN, HEAT TABS, MINI MAGLIGHT  
99 1 GERBER, GREEN FINGER LIGHT, -GREAT. RIGHT ANGLE FLASH LIGHT  
101 1 MAGLITE-PERFORMS BETTER THAN FLASHLIGHT  
103 1 GERBER-GREAT, CAMELBACK-WELL, MAG LIGHT-EASY TO HANDLE  
0 1 LEATHERMAN, SPIDER CO KNIFE, MAG LITE, CAMMO FACE PAINT  
106 1 GERBER MULTI TOOL-VERY USEFUL IN FIELD  
107 1 LEATHERMAN'  
108 1 GERBER MULTI TOOL, GERBER GATOR, SPEC PLUS CONTACT KNIFE-ALL WELL  
109 1 FLASHLIGHT, GERBER - GREAT, VERY NEEDED  
110 1 SHRADE TOUGHMAN MULTI TOOL-VERY WELL AND DURABLE  
111 1 LEATHERMAN  
113 1 LEATHERMAN SUPERTOOL - WORKS GREAT  
114 1 LEATHERMAN-HANDY/DURABLE; MINI MAGLIGHT-SMALLER W/ SAME LIGHT  
115 1 MINIMAG & GERBER TOOL-CAME IN HANDY, BETTER THAN ISSUED STUFF  
116 1 SMALL MAGLIGHT-EASIER TO HOLD  
118 1 GERBR TOOL, MAGLITE, WET CAMMO IN TUBE, G-SHOCK WATCH, CARGO WEB BLT  
119 1 LEATHERMAN-EXCELLENT. MINIMAG LITE-GOOD. GERBER, BENCHMADE KNIFE-GD  
120 1 LEATHERMAN & MINIMAG LIGHT -BOTH PERFORM WELL  
121 1 SOG PLIERS  
122 1 GERBER SUPERTOOL-EXCELLENT  
123 1 CAMELBACKS-NOT ALLOWED TO WEAR, LEATHERMAN-GOOD  
124 1 CAMELBACK, LEATHERMAN-GOOD  
125 1 MAGLIGHT - BETTER BECAUSE IT'S NOT SO BIG  
161 1 PERFORMED EXCELLENT  
162 1 CAMELBACK-NOT AUTHORIZED TO USE. QUICK FASTENER FOR RUCK & BUTT P  
163 1 GERBER MULTI PLIER, COMMERCIAL GLASSES, MAG MINI LIGHT-GOOD  
167 1 MINIMAG LITE-GREAT; GERBER GATOR-EXCELLENT; GERBER MULTIPLIER-EASY  
168 1 MAGLITE-LASTS LONGER ON BATTERIES THAN OTHER TYPES  
169 1 MAGLIGHT-SMALLER AND MUCH EASIER TO USE  
170 1 STOVE- HEAT WATER FOR COFFEE  
171 1 LEATHERMAN, MAGLIGHT FLASHLIGHTS, - PERFORMED SATISFACTORILY  
172 1 CAMMO ALOT BETTER THAN ISSUE  
173 1 LEATHERMAN  
175 1 MAGLIGHT-GOOD, SOG LEATHERMAN- GREAT  
226 1 CAMELBACK - GREAT  
227 1 CAMELBACKS/ PERFORMED WELL

229 1 "SOA" W/ PERFORATED BLADE - GOOD  
 230 1 LEATHERMAN-VERY USEFUL, COMES IN HANDY  
 231 1 LEATHERMAN - OUTSTANDING  
 232 1 LEATHERMAN - VERY WELL  
 233 1 CAMELBACK, LEATHERMAN, MAGLIGHT - BEST INVENTIONS FOR INFANTRY  
 234 1 LEATHERMAN, MAG LIGHT  
 235 1 CAMELBACK--EASIER THAN CANTEEN; SOG-USEFUL; MINIMAGLIGHT-EASY AND  
 236 1 CAMELBACK AND THERMOSREST -OUTSTANDING  
 237 1 MAGLIGHT AND GERBER - EXCELLENT  
 238 1 CAMELBACKS-BOTH ARE A MUST HAVE FOR INFANTRY. LEATHERMAN  
 239 1 CAMELBACK-EASY TO USE. THERMOSREST-BETTER THAN SLEEP PAD  
 240 1 CAMELBACK, LEATHERMAN, MINI MAGLIGHT - OUTSTANDING  
 241 1 CAMELBACK-EXCELLENT; LEATHERMAN-PRACTICAL; MINI MAGLIGHT-CONVENIENT  
 242 1 CAMELBACKS, GERBER, MINI MAGLITE, BUNGI CRDS, ROCK CLIMB D-RING-GOOD  
 243 1 FLASHLIGHT - LIGHTER AND SMALLER  
 244 1 LEATHERMAN, FLASHLIGHTS,  
 245 1 CAMELBACK-GREAT  
     1 1 LEATHERMAN, FLASHLIGHTS  
     3 1 SOG POWER TOOL, WORKS GREAT, SHOULD BE ISSUED.  
     4 1 CAMELBACK, MAGLIGHT, GERBER, SPYDERCO KNIFE, OFF MOSQUITO REPELLANT.  
     5 1 LEATHERMAN (DIDN'T GET ISSUED ONE), FLASHLIGHT (YOURS IS TOO BIG)  
     6 1 CAMMO, CAMELBACKS, LEATHERMAN  
     7 1 CAMELBACKS BECAUSE YOU ALWAYS RUN OUT OF WATER.  
     8 1 LEATHERMAN-GREAT, FLASHLIGHT-GOOD  
     9 1 CAMELBACK-GOOD FOR HYDRATION, LEATHERMAN, FLASHLIGHT  
    10 1 CAMELBACK-I STAYED HYDRATED  
    11 1 LEATHERMAN, CAMELBACKS-DON'T WEIGH DOWN YOUR HIPS, CONVENIENT.  
    12 1 FLASHLIGHT, LEATHERMAN, SLEEPING BAG-ALL EXCELLENT  
    13 1 GERBER MULTIPLIER-EXCELLENT, FLASHLIGHT-VERY GOOD.  
 126 1 LEATHERMAN-COMES IN HANDY, MAGLITE-SMALL, YET VERY USEFUL.  
 127 1 CAMELBACK, LEATHERMAN, PROPANE STOVE  
 128 1 CAMELBACKS, LEATHERMANS-LIFESAVERS, MINI MAGLITES-SMALL, EFFECTIVE  
 129 1 CAMELBACKS, LEATHERMAN, FLASHLIGHT-SMALL LIGHT FOR WEAPON  
 130 1 SUPER LEATHERMAN-CAN'T BE BEAT-USE IT FOR EVERYTHING  
 131 1 LEATHERMAN/GERBER, ALWAYS USE MEDICAL SCISSORS ISSUED TO MEDICS.  
 132 1 SMALL FLASHLIGHT-CAN BE WORN EASILY ON LCE, LEATHERMAN  
 133 1 LEATHERMAN-JUST PLAIN NECESSARY, MAGLITE-WAY BETTER ALL AROUND  
 134 1 CAMELBACK, LEATHERMAN, FLASHLIGHT-ALL WORK WONDERFUL  
 135 1 CAMELBACK, LEATHERMAN, MAGLITE-EXCELLENT FOR FIELD USE.  
 136 1 MAGLIGHT-WELL, GERBER-WELL  
 137 1 GERBER-EVERY INFANTRY SOLDIER SHOULD BE ISSUED ONE.  
 138 1 CAMELBACK-GREAT, LEATHERMAN IS A NECESSITY.  
 139 1 CIVILIAN AIR MATTRESS-WORKED GREAT.  
 140 1 CAMELBACK-GREAT, MULTI TOOL-GREAT, KNIFE-WONDERFUL  
 142 1 LEATHERMAN-VERY HANDY AS KNIFE, SCREWDRIVER OR PLIERS  
 143 1 LEATHERMAN-ALWAYS VERY HANDY-USE IT FREQUENTLY IN THE FIELD.  
 144 1 CAMELBACKS, GERBER, MINI MAG RED LENS FLASHLIGHT.  
 145 1 LEATHERMAN, FLASHLIGHT, CAMELBACKS  
 146 1 LEATHERMAN, FLASHLIGHT, BATTERIES, KNIFE, 550CORD, TAPE, HOT POT  
 147 1 CAMELBACK-WELL, GERBER TOOL-OUTSTANDING, MAG LIGHT-OUTSTANDING  
 148 1 LEATHERMAN SUPERTOOL-SUPERB, BUCK KNIFE-GOOD  
 149 1 LEATHERMAN  
 150 1 LEATHERMAN-COULDN'T LIVE WITHOUT IT.  
 151 1 GERBER TOOL, FLASHLIGHTS, POCKET KNIFE WITH SHEATH.

153 1 GERBER KNIFE,GOOD STRONG BLADE  
 154 1 LEATHERMAN-GOOD, FLASHLIGHT-GOOD, THERMAREST-VERY GOOD.  
 155 1 CAMELBACK, LEATHERMAN, MAGLITE, CAMO CREME-ALL VERY GOOD.  
 156 1 ALL LEATHERMAN TYPE TOOLS BREAK TOO EASILY, PLYER TOOL-TOO SHARP.  
 157 1 CAMELBACK, SUG PLIERS, GERBER GATOR, MINIMAG, WATERPROOF PAPER  
 158 1 CAMELBACKS SHOULD BE ISSUED, LEATHERMAN-ALWAYS NEED FOR SOMETHING  
 159 1 CAMO PURCHASED IN SPORTING GOODS STORE WORKS BETTER.  
 160 1 GERBER TOOL, GERBER GATOR, GERBER LMF-ALL EXCELLENT  
 201 1 GERBER HAND TOOL, CAMELBACK, GERBER KNIFE-ALL EXCELLENT  
 202 1 MOSQUITO NET-GOOD, HAMMOCK-FAIR  
 203 1 CAMELBACK-EXCELLENT, SUPER LEATHERMAN-EXCELLENT, MAGLITE MICRO-EXC  
 204 1 LEATHERMAN-EXTREMELY HANDY, SMALL MAGLITE-EXTREMELY HANDY  
 205 1 LEATHERMAN-VERY GOOD  
 207 1 LEATHERMAN, FLASHLIGHT, 550CORD, CANDLES, WALKMAN, BATTERIES, VITAMINS  
 209 1 CAMELBACK, LEATHERMAN, FLASHLIGHT  
 210 1 LEATHERMAN-WORKED GOOD FOR SMALL PROBLEMS.  
 211 1 CAMELBACK, LEATHERMAN, FLASHLIGHT-ALL EXCELLENT.  
 212 1 CAMELBACK, LEATHERMAN, FLASHLIGHT-EXCELLENT  
 214 1 CAMELBACK-EXCELLENT, LEATHERMAN&GERBER-HANDY, MAGLIGHT  
 216 1 CAMELBACK, LEATHERMAN, MINI MAGLITE  
 217 1 LEATHERMAN, PERFORMS VERY WELL BUT BULKY.  
 218 1 REALLY LIKE CAMELBACK, GERBER TOOL FOR CUTTING, MINIMAGLITE-EASIER  
 220 1 CAMELBACK-NEEDS TO BE STANDARD ISSUE), LEATHERMAN, FLASHLIGHT  
 221 1 GERBER MULTIPURPOSE TOOL-PLENTY OF USE FOR IT IN THE FIELD.  
 223 1 LEATHERMAN & MAGLITES ARE GREAT-THEY SHOULD BE ISSUED.  
 224 1 CAMELBACK-OUTSTANDING, LEATHERMAN SUPER TOOL-BEST TOOL.  
 225 1 LEATHERMAN-GREAT, MAG LITE-GREAT-BETTER THAN ARMY FLASHLIGHT.  
 176 1 CAMELBACKS, LEATHERMAN, FLASHLIGHTS  
 177 1 GERBER PERFORMED GREAT  
 178 1 LEATHERMAN WHEN THEY DON'T BREAK THEY WORK VERY WELL  
 179 1 LEATHERMAN WORKED EXCELLENT  
 181 1 MAG LITE, EXTREMELY WELL  
 182 1 LEATHERMAN, SHOULD MAKE STANDARD ISSUE, AND GERBER TOOL  
 183 1 LEATHERMAN IN THE FIELD NEED TO CUT AND STRIP SOME WIRE  
 184 1 CAMEL BACK GAVE US WATER, GREAT, MAGLIGHT, HIGHQUALITY AND DEP.  
 185 1 MAGLIGHT, KNIFE KEY LABOR, SWISS ARMY ALL PERFORM WELL  
 190 1 FLASHLIGHT EXCELLENT, KNIFE, VERY USEFUL, LEATHERMAN, GREAT  
 191 1 CAMELBACKS, LOVE THEM, MAG LIGHTS OUTSTANDING, INSECT NETTING TO  
 194 1 SOG-MULTITOO, SPEC PLUS COMBAT KNIFE, VERY WELL, GERBER TOOL  
 195 1 VERY WELL  
 196 1 MINI-MAG EXCELLENT, AND GERBER  
 198 1 LEATHERMAN ALL AROUND TOOL  
 199 1 LEATHERMAN GREAT CAN'T GO WITHOUT  
 200 1 LEATHERMAN GREAT, MAGLIGHT GREAT, FINGERLIGHT GREAT

Question 3 - Purchase of Commercial Items if Money were not a factor  
Com 3 - JRTC

- 14 1 CAMELBACK, BIVY SACK
- 15 1 GORTEX SLEEPING BAG,LARGER RUCK
- 17 1 THERMOREST, LIGHTWEIGHT GORTEX SLEEPING BAG
- 18 1 GORTEX SOCKS
- 19 1 CAMELBACK,KNIVES,MORE PONCHO LINERS & FIELD JACKET LINERS
- 20 1 DIFFERENT SOLE FOR BOOTS
- 23 1 THERMO REST
- 25 1 SPACE BLANKET,CAMEL BACK,GLOVES, SOCKS
- 26 1 GORTEX BOTTOMS, SOCKS
- 27 1 PONCHO WITH LINER, CAMELBACK
- 28 1 TENTS, STOVES
- 29 1 GORETEX SOCKS
- 30 1 CAMELBACK, SLEEPING BAG
- 31 1 BETTER SOLES FOR BOOTS;MODIFY RUCK;INTERNAL FLAME
- 33 1 CAMELBACK,FLASHLIGHT,LEATHERMAN
- 34 1 BETTER SOLES FOR BOOTS
- 35 1 BETTER BOOTS
- 37 1 BOOTS:HITEC OR GORTEX LIGHTWEIGHT,BETTER ALICE PACK,CMLBCK,GLOVS
- 38 1 STOVE, FLASH LIGHT
- 39 1 TENT,TRUCK,BATH TUB,WASHER,DRYER
- 40 1 HEATER
- 41 1 CAMELBACK, GERBER TOOL
- 43 1 CAMELBACK
- 45 1 BOOTS, SOCKS, LONG UNDERWEAR
- 46 1 CAMELBACK,SOG POWER PLIERS,NEW BOOTS-COMFORTABLE SOLE
- 47 1 GORTEX GLOVES,GORTEX SLEEPING BAG,MAG LITE
- 48 1 SURVIVAL KNIFE,BUNGEE CORDS,550 CORDS
- 49 1 BUG NETS
- 50 1 PERSONAL TENT, SLEEPING BAG (INTERCHANGABLE WEATHERS/WETTNESS)
- 51 1 DANNER BOOTS,GORETEX RUCK,WARMER GLOVES
- 53 1 A BETTER HEATER FOR WINTER TIME USE
- 54 1 MINI STOVE,SPACE BLANKET,POCKET OR HAND WARMER
- 56 1 SMALL FLASHLIGHT, LEATHERMAN
- 58 1 TOO ANY TO LIST
- 60 1 CAMELBACKS
- 63 1 GORTEX GLOVES, BETTER KNIVES
- 65 1 CAMELBACK,LEATHERMAN,INDIVIDUAL SLEEPING TENT
- 69 1 FLASHLIGHT, LEATHERMAN
- 70 1 GORETEX BOOTS, BETTER SOCKS
- 71 1 HANDHELD 2-WAY RADIOS;PERSONAL MILITARY ISSUE-TYPE COMPASS
- 72 1 ADD ON POUCHES FOR RUCK SACK
- 73 1 KNIVES,GERBERS (LEATHERMEN),CAMELBACKS
- 77 1 CAMELPACKS,ASSAULT PACK,BUNGGIES
- 78 1 HEAT TABS, STOVE, GLOVES
- 79 1 BETTER NIGHT VISION,MORE COMFORTABLE LCE,THICKER PONCHOS
- 80 1 CAMELBACK
- 81 1 THERMOREST,CAMELBACK,LIGHTWEIGHT/COMPACT COLD WEATH SLEEPING BAG
- 82 1 LIGHTER KEVLAR, GORTEX SOCKS
- 83 1 EXTRA KNIFE, COMPASS
- 84 1 GORTEX BOOTS, SOCKS, GLOVES
- 85 1 GORTEX SOCKS

87 1 SLEEPING BAGS, WATER-PROOF BOOTS  
 89 1 SMALL TENT FOR PERSONAL USE, WATER-PROOF SOCKS AND LINERS  
 91 1 HEAT TABS-SMALL COMPACTED SLEEPING BAG  
 92 1 GERBER, GREEN JUNGLES  
 93 1 PERSONAL DOME TYPE TENT  
 95 1 SELF WARMING GLOVES, GORTEX SOCKS  
 96 1 GORTEX SOCKS/BOOT LINER/GLOVES, ASSAULT PACK  
 97 1 KNIFE, LEATHERMAN, PORTABLE SHOWER BUFFALO, FLAMELESS HEATER  
 98 1 CAMELBACK, MORE FOOD, ONE-MAN TENT, AIR MATTRESS  
 99 1 GORTEX RUCK, A NEW HIP PAD FOR RUCK  
 102 1 MORE COLD WEATHER ITEMS, WARMER BOOTS  
 103 1 EUREKA PUP TENT  
 104 1 LEATHERMAN AND TENTS  
 106 1 BOOTS  
 107 1 TENTAGE  
 108 1 PORTABLE GAS STOVE, WORK GLOVES, INSOLES, FLD SHAV MIRRO  
 109 1 BETTER GLOVES FOR WARMTH  
 111 1 GLOVES, SWEATERS  
 112 1 JUMPBOOTS  
 113 1 LEATHERMAN  
 115 1 HIGH QUALITY BUCK FIELD KNIFE  
 116 1 JUNGLE BOOTS, SMALL MAG LIGHT, LEATHERMAN  
 117 1 LEATHERMAN, BLCL JUNGLE BTS, BROWN T-SHIRT W/ UNSTRETCHABLE NECK  
 118 1 GERBER TOOL, MAGLITE, CARGO WEB BLT, G-SHOCK WATCH, WET CAMMO IN TUB  
 119 1 SLEEPING PADS, RUCK SACKS, SOCKS  
 120 1 DIFFERENT ALICE PACK FRAME, SM SHOWER BAG, SCOPE, SAFETY GLASSES  
 121 1 MULITFUEL STOVE FOR COFFEE  
 122 1 AIR MATTRESS  
 123 1 CAMELBACKS, LEATHERMAN, SOCKET SETS  
 124 1 LEATHERMAN  
 125 1 CAMMO, SOCKS, BOOT SOLES, KNIFE  
 161 1 THEY ARE MORE COMFORTABLE AND DURABLE  
 162 1 BIGGER RUCK. GOOD KNIFE, LEATHERMAN  
 163 1 BETTER FITTING, MORE DURABLE, COMFORTABLE RUCKSACK.  
 164 1 ALL OF THEM  
 165 1 LEATHERMAN, CAMPING HEATER, WATCH  
 168 1 CAMELBACK, GERBER PLIERS TOOLS  
 169 1 CAMELBACK, MORE HOT WEATH BTS, KNEE & ELBOW PADS, MORE SOCKS  
 171 1 USE DIFFERENT RUCK SYSTEM THAT'S MORE DURABLE, COMFY AND SPACIOUS  
 172 1 BOOTS AND SOCKS, RUCK SACKS  
 174 1 BETTER RUCK SACK STRAPS, BETTER PADDING FOR LCE RUCK  
 175 1 CAMELBACK - IF ALLOWED  
 226 1 GORTEX SOCKS, UNDER UNIFORMS GORTEX  
 227 1 GORTEX SLEEPING BAG  
 228 1 MAG LIGHT, CAMELBACK, LEATHERMAN SUPERTOOL  
 229 1 GORTEX JACKET SUBSTITUTE, SOMETHING MORE WATERPROOF; GLOVES  
 230 1 COMPASS WATCH  
 231 1 CAMELBACK, GERBER KNIVES, LEATHERMEN  
 232 1 CAMELBACK, BETTER BOOTS  
 233 1 STOVE WITH FUEL, MORE FOOD  
 234 1 GORTEX SOCKS, COLEMAN HEATER  
 235 1 RAINSUITS AND PONCHOS  
 236 1 BETTER LBE SYSTEM  
 237 1 CAMELBACK

238 1 TARPS  
 239 1 SPACE BLANKET  
 240 1 "H" SUSPENDERS FOR LCE THAT ARE CAMELBACK COMPATABLE  
 241 1 GORTEX SLEEPING BAG AND INDIVIDUAL TENTS  
 242 1 MINI HEATER FOR FOOD, ANOTHER CAMELBACK  
     2 1 CAMEL BACKS, LEATHERMAN  
     6 1 BUNGY CORDS, CLEANING KITS, NOTHING MAJOR  
     7 1 GORTEX EVERYTHING TOP, BOTTOM, SOCKS, GLOVES  
 11 1 AIR MATTRESS, CAMELBACKS, FASTEX CLIPS ON RACKS & BUTTPACKS  
 12 1 GREEN JUNGLE BOOTS, GLOVES, CAMELBACKS  
 13 1 CAMELBACK, THERMAREST  
 126 1 SLEEP PAD, GORTEX SOCKS, RUCKSACK, WWGEAR, MORE COMFORTABLE BOOTS.  
 127 1 CLEANING KITS, PONCHOS  
 128 1 KEROSENE HEATERS, FLASHLIGHT, CAMELBACK, GORTEX UNDERGARMENTS  
 129 1 BOOTS FOR COMFORT  
 130 1 COLEMAN RUCK FRAME  
 131 1 CAMELBACKS, A BETTER PONCHO  
 132 1 MOSQUITO NET FOR HEAD & COT THAT WORKED, MORE COMFY BALLISTIC HELMET  
 133 1 BIVEY OR SMALL TENT-LIGHTER, SMALLER PACK THAN OTHERS.  
 134 1 BUTANE STOVES  
 135 1 LEATHERMAN-GERBER-MAGLIGHT-CAMELBACK  
 136 1 BOOTS, KNIVES, RUCKSACK, UTILITY TOOLS (E TOOL, WIRE CUTTERS, ETC.)  
 137 1 BETTER WET WEATHER GEAR.  
 138 1 RESOLE BOOTS, BETTER RUCK  
 140 1 CAMMO TARP, COOK STOVE, HEAT PACKETS  
 141 1 BDUS, GLOVES, BOOTS  
 142 1 LEATHERMAN, GORTEX SOCK LINERS  
 145 1 TENTS, ALICE PACK-POCKETS THAT CLOSE, ZIPPERS, VELCRO, BETTER FRAME.  
 146 1 LEATHERMAN, FLASHLIGHT, BATTERIES, KNIFE, 550 CORD, TAPE, HOT POT  
 147 1 GORTEX BOOTS, GORTEX SLEEPING BAG, PORTABLE STOVE, SHOULDER PADS LCE  
 148 1 GORETEX BOOTS, GORETEX SOCKS, CAMELBACKS  
 149 1 GORTEX SOCKS  
 150 1 GORTEX SLEEPING BAG, MATTERHORN BOOTS  
 152 1 DEPENDS ON HOW LONG FIELD PROBLEM IS & WHAT TYPE OF EXTRA EQUIPMENT  
 154 1 SMALL STOVES, LIGHTWEIGHT, THERMAREST  
 155 1 GORTEX SOCKS, CAMELBACKS  
 156 1 REGULAR HIKING BOOTS, COMFORTABLE RUCKSACK AND LBE.  
 157 1 BETTER RUCKFRAME & LCE & ALICE, HI TEC OR JUNGLE BTS, 4 POWER SCOPES  
 160 1 100 RND MAGS, DAY SITE OPTICS, CAMELBACK, LASER SIGHTS, PAINTBALL  
 202 1 ONE MAN TENT, AIR MATTRESS, LIGHT KITS  
 203 1 GERBER KNIVES-BETTER QUALITY THAN BAYONETS  
 204 1 BOOTS, SOCKS, LEATHERMAN, MAG LITE  
 205 1 TENT  
 206 1 SNACK AT MY DISCRETION.  
 207 1 PERSONAL SCOPE FOR WEAPONS, BOONIE HATS, ANOTHER LEATHERMAN, HANDGUN  
 211 1 A WATERPROOF SLEEPING BAG COVER OR A SMALL 1 MAN TENT.  
 212 1 STOVES, CAMELBACKS  
 213 1 GLOVES, BOOTS, CAMELBACKS  
 215 1 GERBER, LEATHERMAN, FLASHLIGHT, ALL PURPOSE KNIFE  
 216 1 BUCK TOOL, GERBER GATOR KNIFE, DURABLE TOOL BOX.  
 217 1 BUT UNIT WOULD NOT ALLOW ANY USE IF NOT GOVT ISSUED.  
 218 1 CAMELBACK, LEATHERMAN, FLASHLIGHTS, PONCHO LINER WITH ZIPPER.  
 219 1 LEATHERMAN, GERBER, CIGARETTES, CAMELBACK  
 220 1 AIR MATS, AIR PILLOW, THICKER WOOL

221 1 GERBER, 1 OR 2 MAN POP UP TENT.  
222 1 CAMEL BACK AND BETTER GLOVES  
223 1 CAMELBACKS, COMMERCIAL GORTEX, LEATHERMAN, MAGLITE, ARCTIC GLOVES  
224 1 RUCK STRAPS, KIDNEY PAD, AIR MATTRESS, CAMELBACK, RUCK FRAME, POUCHES  
225 1 GORTEX SOCKS, LEATHERMAN, MAG LITE  
176 1 ALL KINDS OF KNIVES, CAMPING EXTRA'S AND SOLES  
177 1 LEATHERMANS, GERBERS  
179 1 WET WEATHE GEAR, SWIVEL GEAR IN GENERAL  
181 1 BOXERS, CAMEL BACK  
182 1 PONCHO LINERS SHOULD BE ISSUED WITH ZIPPERS IN THEM  
183 1 GLOVES, USE A LEATHER WITH THIN LINER  
184 1 MAGLIGHT, LEATHERMAN, CAMELBACK  
185 1 WEIGHT IS A FACTOR, A HUMVEE  
188 1 RUCK SACKS  
190 1 BOOTS, GLOVES, COLD WEATHER GEAR  
191 1 BOOTS, SOCKS, SLEEPING BAG, FASTTECH CLIPS FOR BUTTPACK  
192 1 AIR MATTRESS WE NEED LIGHT WEIGHT  
193 1 NIGHT VISION GOGGLES, MAGLIGHTS, GOOD DURABLE GLASS FRAMES  
194 1 NIGHT SCOPE FOR RIFLES  
196 1 BACK PACK RUCK SACKS  
197 1 CAMELBACK LEATHERMAN  
198 1 INDIVIDUAL TENT, GORTEX SOCKS AND LEATHERMAN

Question 4a - List of Commercial Items that are better than Military Issue Items

Com 4a - JRTC

- 14 1 BACK PACK, COLD WEATHER GEAR, BOOTS, GLOVES
- 15 1 MAG FLASHLIGHT, LEATHERMAN
- 17 1 SLEEPING BAGS
- 18 1 GORTEX SOCKS, CAMO PACKS
- 19 1 SLEEPING BAGS
- 21 1 FLASHLIGHTS, SLEEPING BAGS, LBE
- 23 1 THERMOREST, LEATHERMAN, CAMELBACK
- 24 1 CAMELBACK
- 25 1 CAMEL BACK, SPACE BLANKET
- 31 1 THERMA REST, MAG LIGHT, PATAGONIA STRETCH FLEECE
- 33 1 EVERYTHING
- 34 1 FLASHLIGHT BECAUSE THEY ARE SMALLER
- 35 1 BOOTS, GLOVES, RUCKS, PARACHUTES, SOCKS, VEHICLES
- 0 1 BOOTS
- 47 1 GORTEX GLOVES AND SLEEPING BAG, MAG LITE
- 49 1 COLEMAN PRODUCTS
- 51 1 GORETEX: RUCKS, GLOVES AND INSULATED BOOTS
- 52 1 LEATHERMAN
- 53 1 DUE TO COSTS, ARMY HAS BID SYSTEM THAT DOESN'T GIVE TOP QUALITY
- 56 1 COTTON SOCKS
- 59 1 CAMELBACK
- 60 1 CAMO PACKS, BDU'S, SOCKS, T-SHIRTS, UNDERWEAR, WET WEATHER GEAR
- 61 1 RAINJACKETS, CANTEENS
- 62 1 RUCK FRAMES, RUCK KIDNEY PAD
- 63 1 GORTEX GLOVES, GORTEX SOCKS, MAG LIGHT, GERBER KNIFE
- 66 1 TENTS
- 71 1 MAGLIGHT, OLIVE DRAB JUNGLE BOOTS
- 72 1 BOOT INSOLES, COLD WEATHER SOCKS, WET WEATHER GEAR, PARKA, PANTS, PON
- 73 1 MANY
- 77 1 CAMELBACKS
- 79 1 SLEEPING BAGS, PONCHOS, BOOTS, GLOVES, SOCKS, POLY PRO, NIGHT VISION
- 80 1 LEATHERMAN, MINI MAGLIGHT
- 81 1 SLEEPING BAGS, AIR MATTRESSES
- 82 1 GORTEX SOCKS
- 83 1 CAMELBACK
- 84 1 GLOVES AND BOOTS
- 85 1 GORTEX SOCKS AND GLOVES
- 86 1 FLASHLIGHTS
- 91 1 RAIN GEAR
- 92 1 TOO MANY TO LIST
- 93 1 TENTS, HAND TOOLS (GERBER)
- 95 1 GORTEX SOCKS, CONCERTINA GLOVES
- 96 1 GORTEX SOCKS, BOOT LINERS, GLOVES, ASSAULT PACK
- 98 1 CAMELBACK, ONE-MAN TENT, AIR MATTRESS
- 99 1 VARIOUS EXTERNAL FRAME PACKS, CAMELBACKS, MATTERHORNS, CPOGS
- 102 1 BOOTS, GLOVES, COLD WEATHER JACKET
- 103 1 PUP TENTS, MAG LIGHTS
- 104 1 COMMERCIAL TENTS ARE LIGHTER AND EASIER TO SET UP
- 0 1 GORTEX GLOVES W/CUFF, COTTON SOCKS, JUNGLE BOOTS
- 106 1 BOOTS, THERE ARE MORE COMFORTABLE BOOTS



108 1 JUNGLE BTS, PERSONAL SOCKS, CLEANING KITS  
109 1 GLOVES, UNERWERAR, SOCKS  
110 1 JUNGLE BOOTS NAD MULTI TOOLS  
111 1 COLD WEATHER EQUIPMENT  
114 1 IN GENERAL  
115 1 SOCKS, FLASHLIGHTS, RUCK SACK SYSTEMS  
118 1 CAMMO PACKS, BOOTS- "WOLVERINE-DURA SHOCK" BRAND  
119 1 T-SHIRTS, SOCKS  
121 1 SOCKS, STOVE, GLOVES  
125 1 CAMO, SOCKS, BOOT SOLES, KNIVES\  
161 1 WATER/COLD PROTECTANT; DURABLE  
163 1 VARIOUS RUCKS AND SLEEPING BAGS. FLASHLIGHTS BY MAG LIGHT  
164 1 ALL OF THEM  
165 1 SOCKS  
167 1 SLEEP MATTRESS, CAMELBACK  
169 1 BOOTS, FLASHLIGHT, SOCKS  
170 1 NOT GIVEN STOVES  
171 1 ALMOST EVERYTHING IS BETTER  
172 1 BOOT SOCKS  
174 1 THINGS TO HELP MAKE EQUIPMENT MORE COMFORTABLE  
175 1 CAMELBACK, LEATHERMAN, SOCKS-GORETEX  
226 1 RUCK SACKS  
229 1 GLOVES  
233 1 RUCK SACKS, WET WEATHER GEAR, MAGLIGHTS, CAMELBACKS  
235 1 PONCHOS, RAINSUITS, WET WEATHER BAGS  
236 1 SOCKS, T-SHIRTS, BOOTS, LBE'S  
238 1 SIZE-SOME ITEMS ARE SMALLER OR USE COMMERCIAL BATTERIES  
240 1 LCE, RUCK SACKS  
241 1 CAMELBACK - 2QT  
242 1 CAMELBACK, GERBER TOOL, MINIMAGLITE  
245 1 SOLES FOR BOOTS  
7 1 GORTEX SOP  
11 1 AIR MATTRESS, CAMELBACKS, FASTEX  
12 1 FASTTEX, SLEEPING PADS, RUCKSACKS (ALICE PACKS)  
126 1 TOO MANY TO LIST.  
127 1 PONCHOS, RUCKSACKS, SOCKS  
128 1 MOST COMMERCIAL UNDERCLOTHES  
129 1 COLD WEATHER GEAR  
130 1 RUCKSACK AND FRAMES, ECW GEAR  
131 1 LEATHERMAN, CAMELBACKS (VS. 2 QT CANTEEN), WET WEATHER GEAR  
132 1 FT LEWIS SPECIAL BOOTS  
133 1 LIGHTS "MAG," "SOME TENTS AND BIVEY SET-UPS, FIELD GLOVES: BETTER FIT  
134 1 BOOTS, SOCKS, JUST ABOUT EVERYTHING  
135 1 LEATHERMAN, GERBER, MAGLIGHT, CAMELBACK  
136 1 RUCKS, PISTOL BELTS & SUSPENDERS & UTILITY TOOLS  
137 1 COMPASS  
138 1 ANY CIVILIAN HIKING BOOT, RUCKS, LBE  
139 1 POLYPRO GLOVE LINERS FOR THE SHELLS, AIR MATTRESS  
140 1 FLASHLIGHTS  
141 1 BOOTS  
145 1 TENTS, RUCKS, BOOTS, LBES, MATERIAL THE CLOTHING IS MADE OF.  
146 1 SLEEPING BAG, FLASHLIGHTS  
147 1 RUCK SACKS, SOCKS, SLEEPING BAGS  
148 1 SOME BOOTS, TOOLS (LEATHERMAN)

153 1 ALMOST ANYTHING  
155 1 CAMOFLAUGE  
156 1 BOOTS, TA-50 OVERALL  
157 1 FLASHLIGHT,BOOTS,SLEEPING BAG,RAINGEAR,SNINLE? ON HOT GEAR  
159 1 CAMO FACE PAINT,GLOVES,UNDERWEAR  
201 1 GERBER KNIFE AS OPPOSED TO BAYONET.  
202 1 TENTS,COTS,BACKPACKS  
204 1 LAST LONGER AND ARE MORE COMFORTABLE  
205 1 TENT, WET WEATHER GEAR  
206 1 CIVILIAN FOOD IS BETTER-DEBBI SNACKS,CHIPS,COKE  
207 1 LEATHERMAN,SCOPES  
209 1 ALICE PACK  
211 1 GLOVES,PONCHO LINER  
212 1 TOO MANY  
213 1 BOOTS,GLOVES  
215 1 FLASHLIGHTS,BIG AND BULKY, CAMO  
216 1 SOCKS,SLEEPING BAGS  
217 1 ANY FLASHLIGHT,ANY KNIFE,ANY PERSONAL SIZE TENT  
218 1 CAMELBACK,LBUS  
219 1 BOOTS,WET OR COLD WEATHER GEAR  
222 1 CAMEL BACK  
223 1 CAMELBAKCS,COMMERCIAL GORTEX,LEATHERMAN,MAGLITE,ARCTIC GLOVES  
224 1 BOOTS,PC'S-HOT WEATHER PC IS BETTER.  
225 1 GORTEX SOCKS,LEATHERMAN,MAG LITE  
176 1 BOOT SOLES  
177 1 LEATHERMANS, GERBERS  
179 1 RAIN GEAR  
181 1 MAG LIGHT FLASH LITE  
182 1 CAMPING PACKS, NON LEATHER BOOTS  
184 1 MAGLIGHT, LEATHERMAN, CAMELBACK  
188 1 RUCK SACK  
190 1 UNDERWEAR, GLOVES, LINER, WET WEATHER GEAR  
191 1 BOOTS, HIGHTECH, SOCKS GORTEX W/LINER, SLEEPING BAG  
196 1 MOST COMMERCIAL BACK PACKS  
197 1 BOOTS, SOCKS,

Question 4b - List of Commercial Items that are not as good as Military Issue  
Items

Com 4b - JRTC

19 1 BOOTS  
28 1 COLD WEATHER CLOTHES  
29 1 CANTEENS, BOOTS  
38 1 SLEEPING BAG, CANTEENS, GORTEX CLOTHING  
47 1 LARGE RUCK  
60 1 GORTEX (COLD WEATHER)  
76 1 RUCK SACKS, CANTEENS  
82 1 JUNGLE BOOTS  
85 1 GORTEX GLOVES, SOCKS  
93 1 SOME TYPE OF BOOTS  
98 1 GORTEX TOP, BOTTOM & GLOVES, COLD WEATHER BOOTS  
103 1 NON-CONVENTIONAL BOOTS  
108 1 WEB GEAR, UNIFORMS/DURABILITY  
114 1 DEPENDS ON THE ITEMS  
117 1 WORKING GLOVES  
119 1 ALTAMA BOOTS-CANNOT BE RESOLEED  
163 1 FIELD JACKET LINER  
229 1 SOCKS  
238 1 SOME DON'T STAND UP TO FIELD CONDITONS AS WELL AS ARMY ISSUE  
133 1 GORTEX JACKET  
157 1 OLD STYLE HOT WEATHER BDU.  
202 1 TEMP. BDUS  
206 1 CIVILIAN FOOD IS BETTER-DEBBI SNACKS, CHIPS, COKE  
224 1 SOME BOOTS, RUCKSACK ITSELF, CANTEENS, CHEAP PONCHO LINER IMITATION  
190 1 BDU'S  
198 1 BOOTS

Com - 5 JRTC

14 POLY PRO  
15 GORTEX JACKET  
16 GORTEX JACKET  
17 GORTEX RAIN COAT  
18 GORTEX JACKET  
19 FIELD JACKET LINER  
20 BOOTS, DURABLE  
21 PONCHO LINER  
22 MY BLACK COMBAT BOOTS  
23 PONCHO LINER, GORTEX TOP  
24 BOOTS  
25 UNIFORMS (SUMMERS), PATROL CAP BERET  
26 GORTEX TOP  
27 GORTEX, NEED TO BE WATEPROOF  
28 GORTEX JACKET  
29 OLD STYLE QUILTED FIELD JACKET LINER  
30 GORTEX JACKET & PANTS  
31 LARGE RUCK  
32 GORTEX JACKET  
33 BDU'S: NEED MORE ISSUES  
34 COLD WEATHER GEAR  
35 GORTEX JACKETS  
36 POLY PRO, BEAR SUIT, GORTEX OUTFIT  
37 ORIGINAL BDU SUMMER  
38 GORTEX  
39 POLY PRO  
40 WOOBIE  
41 POLYPRO ŷ  
43 HOT WEATHER BDU'S  
44 COLD WEATHER GEAR  
45 BOOTS  
46 RUCK  
47 GORTEX JACKET  
48 PONCHO LINER  
49 BODY ARMOR  
50 NEW SUMMER BDU'S  
51 GORETEX PANTS  
52 BOOTS  
53 TEMPERATE BDU'S, POLY PRO UNDERWEAR  
54 GORTEX JACKET  
55 PONCHO LINER  
56 NEW SLEEPING BAG  
58 NINJA MASK  
59 GORTEX  
60 GORTEX (COLD WEATHER GEAR)  
62 PONCHO LINER, POLYPRO TOPA ND BOTTOM, JACKET LINER  
63 SLEEPING SHIRT  
64 BLACK KNIT CAP, PONCHO LINER  
65 GORTEX JACKET AND TROUSER  
66 NEW SLEEPING BAG  
67 GORTEX GEAR, JACKET TROUSERS  
68 GORTEX JACKET

70 GORETEX JACKET AND PANTS  
71 GORTEX JACKET  
72 NEW SUMMERS BDUS-IN SUMMER.WOOL SWEATER/GORETEX JACKET-IN WINTER  
73 GORTEX JACKET  
74 PC  
75 NEW SLEEPING BAGS/PONCHO LINER  
76 BDU ( HOT WEATHER )  
77 DON'T HAVE ONE  
78 PONCHO LINER!  
79 FIELD JACKET LINER, ROCKY COLD WEATHER BOOTS  
80 NECK GAITOR, PONCHO LLINER  
81 PONCHO LINER  
82 FIELD JACKET LINER  
83 GORTEX JACKET  
84 LARGE RUCK  
85 FIELD BOOTS  
86 SUMMER BDU'S  
87 BDU'S  
89 GORTEX JACKET  
90 BOOTS, SOCKS  
91 POLY PROS  
92 SUMMER BDU'S  
93 SUMMER BDU'S  
94 GORTEX JACKET  
95 GORTEX  
96 BDU'S  
97 BDU'S  
98 PONCHO LINER (WOABI)  
99 PONCHO LINER  
100 GORTEX  
101 GORTEX JACKET AND PANTS  
102 COLD WEATHER SWEATER  
103 FIELD DURABILITY-WINTER WEIGHT BDU  
104 BOOTS  
106 GORETEX  
107 GORTEX TOPS AND BOTTOMS/POLYPRO  
108 GORTEX  
109 GORETEX  
110 GORTEX JACKET  
111 NOMEX UNIFORMS  
112 SLEEP SHIRT  
113 BOOTS - COMBAT  
114 GORTEX SUIT-KEEPS YOU WARM & DRY AT THE SAME TIME  
115 GORTEX TROUSERS AND PARKA - GOOD STUFF  
116 T-SHIRTS  
117 COMBAT BOOTS,WOOL SOCKS,PONCHO LINER,FIELD JACKET LINER,ENTRENCH  
118 BLACK WOOL SOCKS  
119 NECK GAITOR, NOMEX GLOVES  
120 COLD WEATHER BOOTS  
121 GORTEX SLEEPING BAG  
122 PONCHO LINER  
123 GORTEX  
124 LEATHERMAN, CAMELBACK  
125 COTTON BDU

161 GORTEX JACKET  
 162 GORTEX JACKET  
 163 PONCHO LINER AND SLEEP SHIRT  
 164 NONE  
 165 BOOTS, BINNY  
 167 COLD WEATHER BDU'S-STILL HAVE FIRST 2 PAIR THAT WERE ISSUED TO M  
 168 BROWN T-SHIRTS-MAKE A LONG SLEEVE ONE FOR COLD DAYS  
 169 POLYPRO UNDERWEAR! NEW SLEEPING BAG IS FANTASTIC  
 170 NEW BDU'S  
 171 GORTEX ANYTHING  
 172 PC  
 173 PONCHO LINER  
 174 T-SHIRTS  
 175 GORTEX PARKA  
 226 POLY PRO  
 228 BOOTS  
 229 BDU'S-LIGHTWEIGHT, DURABLE, EASY & FAST DRYING  
 230 GORETEX JACKET  
 231 BDU'S  
 232 PONCHO  
 233 GATOR NECK AND SLEEP SHIRT  
 234 POLY PROBES  
 235 BDU'S  
 236 FIELD JACKET LINER  
 237 GORTEX SLEEPING BAG  
 238 PONCHO LINER -MUST HAVE FOR THE FIELD.  
 239 GORTEX TOP AND BOTTOM  
 240 PONCHO LINER  
 241 NECK GATOR  
 242 OLDER BDU  
 243 PONCHO LINER, NECK GATOR, SLEEP SHIRT  
 244 RUCK SACK, SLEEPINGBAG  
 2 BDUS  
 3 BEAR SUIT  
 4 PONCHO LINER  
 5 BDUS  
 6 GORTEX  
 7 PONCHO LINER KEEPS YOU WARM NO MATTER WHAT.  
 8 GORTEX JACKET  
 9 BDUS  
 10 GORTEX TOP  
 11 GORTEX  
 12 HEAD GEAR  
 13 ORIGINAL HOT WEATHER BDUS.  
 126 NECK GATOR, NOMEX GLOVES  
 127 GORTEX, POLYPRO'S, PONCHO LINER  
 128 FIELD JACKET LINER  
 129 PONCHO LINER  
 130 POLYPRO UNDERWEAR  
 131 BLK HOT WEATHER BOOTS, GORTEX SLEEPING BAG WITH LINER.  
 132 LIGHTWEIGHT LONG JOHNS-NOT TO BULKY BUT INCREASE PERSONAL WARMTH  
 133 GORTEX JACKET: FIT GOOD, WARM, WATERPROOF BUT COULD USE MORE.  
 134 POLYPROS  
 135 PONCHO LINER & FIELD JACKET LINER

136 SOCKS  
137 PONCHO LINER  
138 POLYPRO  
139 BDUS  
140 SLEEPSHIRT  
141 GORTEX  
142 GORTEX PARKA  
143 POLYPRO THERMALS  
144 PONCHO LINER  
145 PONCHO LINER, MORE WATER RESISTANT GLOVES  
146 GORTEX  
147 GOTTEX SYSTEM, NECK GATER  
148 GORETEX JACKET/PANTS, POLYPROPELENE  
149 NECK GATOR  
150 GORTEX JACKET, PONCHO LINER  
151 GORTEX, PONCHO LINER, POLYPRO TOP  
152 NECK GATOR AND PONCHO LINER.  
153 NECK GATOR  
154 BDUS  
155 GORTEX JACKET  
156 GORTEX  
157 NECK GATOR, POLYPRO SLEEP SHIRTS, PONCHO LINER, SMOKING JACKET  
158 ANYTHING GORTEX, PONCHO LINER (LIFE SAVER)  
159 GORTEX JACKET  
160 NEW HOT WEATHER BDUS AND GORTEX  
201 SOCKS  
202 GORTEX JACKET  
203 PONCHO LINER  
204 BDU TOP  
205 GORTEX JACKET  
207 BROWN T-SHIRT  
208 BOOTS  
209 T SHIRTS  
210 GORTEX JACKET  
211 GORTEX JACKET AND PANTS  
212 BOOTS  
213 BOOTS, WINTER BDUS  
214 GORTEX SET  
215 BUTT PACKS VERY HANDY  
216 GORTEX SUIT, PONCHO LINER  
217 FIELD JACKET LINER  
218 GORTEX TOP AND BOTOMS  
219 PT SWEATS  
220 GORTEX  
221 WINTER BDUS  
222 LBE  
223 POLY PRO  
224 GORTEX TOP AND BOTTOM, PONCHO LINER  
225 GORTEX TOP AND BOTTOM  
176 PONCHO LINER, SLEEP SHIRTS, ECT  
177 GOTEX CLOTHING.  
178 GORTEX  
179 PT'S  
180 COLD WEATHER GEAR

181 GORTEX JACKET BUT COULD BE EXTREMELY WELL  
182 POLYPRO UNDERSHIRT  
183 GORTEX JACKET AND POLYPRO  
184 ORIGINAL HOT WEATHER BDU'S  
185 PONCHO LINER, MUST BE USEFUL  
186 T-SHIRT  
188 GREEN SOCKS NOT BLACK  
189 BOOTS  
190 BDU'S  
191 GORTEX PARKA  
192 COLD WEATHER BOOTS, BDU NEED TO BE MORE DURABLE  
193 WINTER BDU'S MORE DURABLE  
194 MY NEW SLEEPING BAG, TWO LINER AND GORTEX SHELL  
195 NEW SLEEPING SHIFT  
196 GORTEX SOCKS AND PANTS  
197 BDU  
198 BOOTS  
199 BDU  
200 GORTEX AND SLEEPING BAGS



Com 6 - JRTC

- 14 PONCHO, STANDARD WET WEATHER GEAR
- 15 2-QT, REG ISSUE BTS, COTTON CLOTHING, POLYPRO/MOISTURE REPELLING CL
- 16 WOOL SWEATER
- 17 UNDERWEAR
- 18 PONCHO
- 19 BERET
- 20 GLOVES, KEVLAR
- 21 WET WEATHER GEAR
- 22 GORTEX GLOVES
- 23 PONCHO, LEG BOOTS, SLEEP PAD
- 25 WINTER BDU'S, MOPP SUITS CLASS A'S AND B'S
- 26 KEVLARS
- 28 T-SHIRTS
- 29 PONCHO
- 30 PONCHO LINER
- 31 GORTEX, NOT VERY WATERPROOF
- 32 GREEN PARKA TYPE WET WEATHER GEAR
- 33 PONCHO-NEVER PUT ONE ON AND STAYED DRY; BAD MATERIAL.
- 34 BOOTS-BAD SOLES
- 35 BODY ARMOUR
- 36 WET WEATHER GEAR
- 37 BOOTS
- 38 INSOLES OF GLOVES
- 40 RUCK SACK
- 43 BERET-DUE TO SHAVING & SHAPING THE BERET BUT, IT'S OVERALL COMFOR
- 44 BROWN T-SHIRT
- 45 RAIN GEAR
- 46 BOOTS
- 47 BOOTS
- 48 PONCHO
- 49 FOOT GEAR
- 50 UNDERWEAR
- 51 BOOTS
- 52 BROWN SHIRTS
- 53 ORIGINAL HOT WEATHER BDU AND NEW HOT WEATHER BDU
- 54 UNDERWEAR
- 55 WET WEATHER TOP
- 56 GREEN WET WEATHE SUIT
- 58 GLOVES
- 59 FIELD JACKET
- 60 RAIN PARKA
- 61 EVERYTHING
- 62 RUCK SACK LEFT AND RIGHT ARM STRAPS AND RUCK FRAME
- 63 BEAR SUIT
- 64 LCE RUCK SACK-HARD & TIME CONSUMING TO ADJUST; SHOULD VARY W/SOLD
- 65 AMMO POUCHES
- 67 NBC SUIT, MASK
- 68 PONCHO
- 71 BLACK COLD WEATHER BOOTS
- 72 ALL LEATHER BOOTS-BAD FEET
- 74 SOCKS
- 75 SLEEPING MAT

76 PO;YPRO  
77 NONE  
78 GLOVES  
79 WET WEATHER GEAR  
81 GLOVE INSERTS  
82 RAIN GEAR  
83 LCE BELT  
84 BOOTS  
85 LEATHER GLOVES  
86 UNDERWEAR AND SOCKS  
87 WET WEATHER GEAR - (DOESN'T WORK)  
89 WINTER P.T.'S  
90 BDU'S  
91 RAIN JACKET  
92 WINTER BDU'S  
93 5 BUTTON SWEATER-TOO MUCH WOOL  
94 WET WEATHER JACKET  
95 PONCHO  
96 SOCKS  
97 OD GREEN SOCKS (ITCHY)  
98 WET WEATHER TOP & BOTTOM, PONCHO  
99 CPOG'S TOO HEAVY, BULKY. WET WEATHER BOOTS NEED BETTER SOLE  
101 METAL FRAME RUCK SACK  
102 COLD WEATHER ITEMS  
103 TEMPERATE BDU. THE RIP STOP STITCH DOESN'T PERFORM LIKE IT SHOULD  
104 GLOVES-DON'T SEEM TO KEEP MHANDS WARM WHEN IT'S COLD OUT  
106 UNDERWEAR  
107 EXTREME COLD WEATHER/BEAR SUIT  
108 SOCKS  
109 COLD WEATHER GEAR LIKE THERMAL-DON'T KEEP ME WARM  
110 MOPP GEAR  
111 COLD WEATHER GEAR-DOESN'T KEEP YOU WARM  
112 UNDERWEAR  
113 UNDDERWEAR  
114 BROWN T-SHIRTS B/C THEY STRETCH OUT EASILY  
115 PONCHO  
116 BDU'S  
117 BROWN T-SHIRT, UNDER GARMENTS, POLY PROS, MILES GEAR, GORTEX PANTS  
118 KEVLAR BRAND AND WEB  
119 PONCHO WITH GEAR IN GENERAL  
120 DRAWERS-IT HURTS MY WAIST AFTER A FEW HOURS  
121 WOOL SOCK\  
122 WET WEATHER TOP  
125 BOOTS  
161 THE LINERS  
163 "BEAR SHIRT", IT'S BULKY, HEAVY & DOESN'T HOLD HEAT WELL  
164 KEVLAR  
165 SOCKS  
167 HOT WEATHER BDU  
168 KEVLAR-HEAD BANDS-GOUGE HEAD. WORK GLOVES (BLACK LEATHER) -SIZE STR  
169 KEVLAR IS TOO HEAVY AND UNCOMFORTABLE (ESP W/ MILES GEAR!)  
170 GLOVES  
171 BOOTS, LACK OF CUSHION  
172 BOOTS

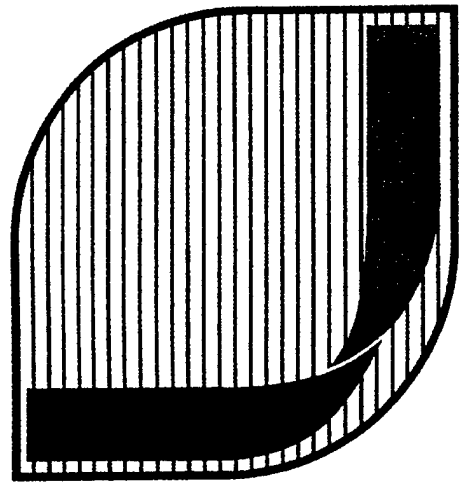
174 SOCKS  
175 LEATHER GLOVES  
226 COLD WEATHER BDUS  
227 KEVLAR BALLISTIC HELMET  
228 UNDERWEAR-ISSUE BOXER SHORTS  
229 MILES-THERE'S GOT TO BE A BETTER SUBSTITUTE  
230 WOOL SWEAT  
231 BOOTS  
232 WET WEATHER BOTTOMS - HARD TO USE  
233 WOOL SWEATER, IT ITCHES!  
234 GORTEX  
235 RAIN GEAR AND COLD WEATHER  
236 WET WEATHER TOP AND BOTTOM  
239 WET WEATHER TOP AND BOTTOM  
240 UNDERWEAR  
241 BEAR SUIT  
242 SOCKS  
243 BOOTS  
245 BOOTS (SOLES ARE BAD ON FEET)  
2 BERETS  
3 WET WEATHER TOP AND BOTTOM.  
4 HEAVY (WINTER) BDUS  
5 SOCKS  
6 LBE  
7 BODY ARMOR  
8 LCE  
9 BLACK COMBAT BOOTS  
10 RUCK SACK  
11 SLEEP SHIRTS  
12 ALL LEATHER BOOTS  
13 NEW HOT WEATHER BDUS.  
126 WET WEATHER GEAR.  
127 SOCKS  
128 SOCKS AND UNDERWEAR (BRIEFS & POLYPRO)  
130 GORTEX JACKET AND PANTS (MAKES WAY TOO MUCH NOISE).  
131 PONCHO, WET WEATHER TOP AND BOTTOM  
132 MOPP SUIT-BULKY, HOT  
133 FIELD GLOVES-SLOPPY FIR, SOCKS-MORE DURABLE, BRIEFS-MORE DURABLE  
135 BOOTS, T-SHIRTS, UNDERWEAR, SOCKS  
136 UNDERWEAR  
137 WET WEATHER GEAR  
139 ARMY AIR MATTRESS-POPS TOO EASILY, HOLES ALONG SEAMS.  
140 GLOVES  
141 WET WEATHER  
143 NOTHING REALLY STANDS OUT AS BEING EXCEPTIONALLY BAD.  
144 MOPP GEAR  
146 BOOTS  
147 RUCK SACK FRAME.  
148 LCE  
149 KEVLAR  
150 RAIN JACKET/PANTS  
151 BROWN COTTON BRIEF  
152 PONCHO, KEVLAR, BDU BELT  
153 KEVLAR HELMET, BLACK GLOVES

154 GLOVES  
155 TSHIRTS  
156 WOOL SWEATER  
157 SLEEPING BAGS-WHEN WE MUST CARRY THEY ARE HEAVY.  
158 BOOTS  
159 UNDERWEAR, WET WEATHER GEAR  
160 CPOGS  
201 WET WEATHER SUIT-TOP AND BOTTOM.  
202 SLEEP PAD  
203 PONCHO  
204 BDU TROUSERS FADE MUCH FASTER THAN THE TOPS.  
205 PONCHO  
206 RUCK SACK  
210 WOOL SWEATER  
211 WET WEATHER GEAR/PT SHORTS  
212 SOCKS  
213 GLOVES AND BOOTS  
214 PONCHO  
215 KEVLAR-DOESN'T LET YOUR HEAD BREATHE AND GETS TOO HOT.  
216 BDU BELTS AND BUCKLES, BALLISTIC HELMET, PONCHO, RUCKSACK  
217 RUBBER OVERSHOES.  
219 PT SWEATS-DON'T LET US WEAR THEM WHEN IT STARTS TO GET COLD.  
220 KEVLAR, LBE  
222 RUCK SACK  
223 FIELD JACKET  
224 WET WEATHER PARKA AND PANTS.  
225 GLOVES  
176 THEY ARE ALL TOLERABLE  
177 WET WEATHER PARKER AND PANTS  
178 WET WEATHER GEAR  
179 UNDERWEAR  
180 SUMMER BDU'S,  
181 BOOTS  
182 RUCK SACK AND ALICE FRAME NOT AS COMFORTABLE AS CIVILIAN  
183 PONCHO DOESN'T KEEP YOU DRY IN HOT WEATHER  
184 ORIGINAL LIGHT WEIGHT BDU'S AND BLACK NYLON JUNGLE BOOTS  
186 JACKET LINNER  
188 BDU'S SUMMER, FADE AWAY TO QUICK  
189 SOCKS  
190 DRESS UNIFORMS  
191 FIELD JACKET  
192 BROWN T-SHIRT AND GLASSES  
193 GLOVES TO EXPENSIVE TO REPLACE AND RIP EASILY WHEN WORKING WITH  
194 WET LEATHER PANTS  
195 GLOVES  
196 RUCKSACK/BACKPACK  
197 WET WEATHER BOOTS  
198 BDV UNIFORM AND T-SHIRT  
200 WET WEATHER GEAR

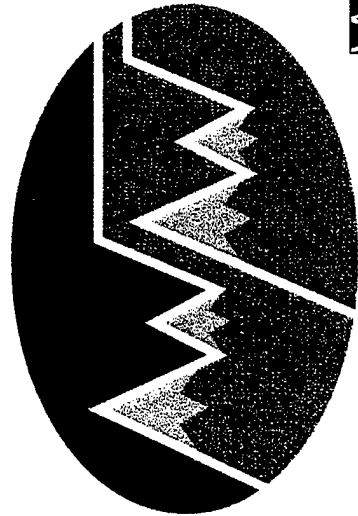
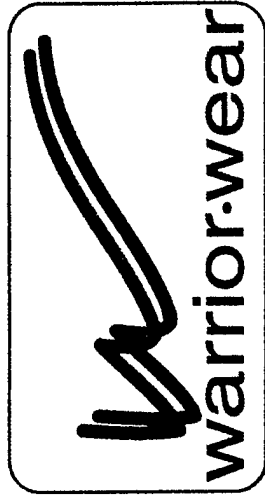
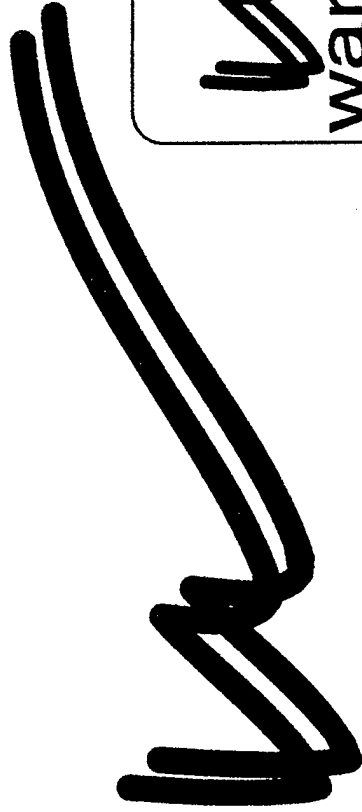
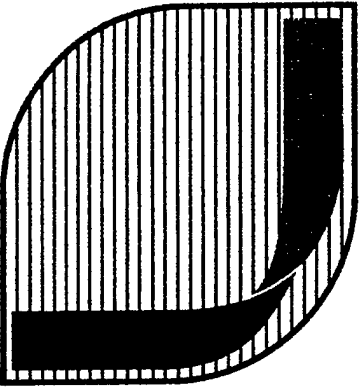


**APPENDIX D**

**Logo Designs**



leatherneck



Warrior  
WEAR

Warrior  
WEAR

**APPENDIX E**

**Warrior Wear Package Design for Sock Experiment**



**LARGE**

Content: min. 50% wool  
max. 50% cotton

12-13  
TOP-LEG  
Made in USA

Sock sizes	Men's shoe size	Women's shoe size
S	4-6	
M	5-8 $\frac{1}{2}$	6 $\frac{1}{2}$ -10
L	9-12	10 $\frac{1}{2}$ -12
XL	13-15	



**Combat Boot sock design features:**



Cushion heel and foot  
min. 50% wool  
max. 30% nylon  
max. 20% cotton