



# BICYCLE <sup>year 31</sup> trade & industry

longest running bicycle business journal in Britain



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## battlefield momentos

AT THE MUSEUM OF LIVERPOOL the gloves, boots and WBC title belt of famed pugilist John Conteh will be on display in a gallery celebrating Liverpool's creativity and sporting achievements, when it opens in 2011.

There, too, will be Chris Boardman's famous self-modified Lotus Sport super bike and his first Tour de France yellow jersey from 1994.

Also showing will be a piece of Manchester Velodrome where he broke the World Hour record in one of his tussles with Graeme O'Bree. That was before the UCI declared war on the UK track scene.

Perhaps they'll also have a Mars bar to mark the Verbruggen part played in that skirmish.



Chris Boardman with MoL curator of contemporary collecting, Paul Gallagher photo (c) Mills Media

# and they call this work?



### line up for the gold star bike opportunities

The bike trade and industry works differently to other sectors, with a high degree of personal identification allied to product, that means many bike dealers are more than just dedicated salespeople; they're enthusiastic riders too. Which turns Friedrichshafen's Eurobike Demo event into a real red letter day for trade insiders. So August 31 promises to be a busy day of involvement for suppliers and riders alike in the scenic surroundings of the Allgäu Alps, a bit down the road from the Messe itself.



The bike testing course is in shaded woods where superb single trails for mountain bikers feature every level of difficulty - *oh! ease please!!* in terms of challenging climbs, daring descents and laid-back cross-country tours. Uniquely all this is on the doorstep of Eurobike, and what a stroke of luck that the whole shebang happens to be right in the three nation Lake Constance region, making it more than a must-go destination.

left: time to be there, and in among the action



at York there were "try me" sessions and a lot of help for people to get into the bicycle habit



## camping it up on the racecourse

### bike meets the hike in CTC expectations

Getting the tyro and the activist together, along with some stalwarts from the Trade, all moving the networking along, that's what the York experience has brought to cycling over several decades. It's an occasion where two wheel tourism defines being "green" and outdoor living comes on strong. Lightweight tents, caravans and motorhomes, here the bike is the common link that bonds users and sellers alike.

Talk that the Show, which is still the rally for so many, may find a new pitch in Harrogate, sows both seeds of doubt yet an overpowering argument that, just perhaps, this may be a wise move on the table.

That won't happen next year - when the event will fall a week later than this time, when the 2010 gathering on Knavesmire found both a sunny Sunday and a chilly Saturday, yet it was at least dry. The York Weekend has the reputation for inviting a dampening of the very grass that becomes home for a tented city of wheel people who come there just to be alongside the bicycle tourism story in its glory.

As a venue change for this venerable CTC gathering, Harrogate can offer a lot of facilities already in place that makes show organising an easier task, and after all it is the birthplace of the Cyclists' Touring Club as a national body. The Spa Town also still carries some rusty memories of Festivals of Cycling, remembered as something like an un-trued wheel, yet perhaps, come 2012, then cycling may well be coming home there. Before such a move then a lot of talking is bound to ensue.

Betty's for tea, anyone?

just because cycling styles are developing doesn't mean old style names are forgotten. Claud would be proud!



## very well wrapped!

On the road in the cold, after long planning for the route, but now Tilmann Waldthaler is well dressed in Vaude warmwear and leaving Nordkapp. The Rohloff kitted Koga is carry-all for the Vaude tent and rest-stop sleeping bag, as he heads to a New Zealand finishing line, two years away.

"So far it has been an incredible journey with not a spot of rain right across Norway and Finland, and so very unusual," he wrote us last week. "However it was damned cold during the first two weeks". The route has taken him to Flensburg, 2,600 km through Norway, Finland (and wall to wall trees, below) to St. Petersburg, Estonia, Sweden and then Denmark.

top picture: at North Cape, Nordkapp to the locals, a cape on the island of Magerøya in northern Norway



EDITORS DESK

## route reading skills wanting

**It's a whole new world we're facing**, and those who want to stand up and be counted here in Britain have quite a fight on their hands. In Europe too.

Forgive me for having a penchant towards the *green travel* way of life, of bike & hike and relying little on sterile corporative leisure provisions that Councils elaborately engineer for "the good" of the country. I prefer my dose of medicine for a wellness feeling to come from countryside trails, from some pastures new mixed with places and challenges that open the mind.

Our un-elected Coalition, with the lippy turncoats plugging governance gaps and joining in the blame culture ethos, have promised the hard path we must follow, and that opens the mind.

Yet there's a bright light at the end of the tunnel, "built over wasteful years of indulgence" - and it all hinges on our ability "to export". (Check the plan!)

Now is the time, though, when surely indulgence is really quite necessary - a day in the country will help those who reckon *rubbish* to the mantra of Boy George Osborne's "we're all in this

together". A classic map-reading error as far off route as was the Thatcher-led ruination that beset the manufacturing base - and heart - of Britain. *Right?*

Still, Boy George is confident that exports will save Britain (Check the plan!) and that in five years time we'll all realise his isn't fanciful imagination.

So we will (*must?*) now all tighten our belts whilst *making it better in Britain* than anyone else who is out there chasing the export market - and that includes those brands supplying us.

As the time of new season product comes around at the hike and the bike fairs, the way forward in the business of getting people into the fresh air is quite paramount. Every one of your end-user customers is a tourist, they *travel* and they - *mostly* - want to be *green*. No doubt just like us, you are watching for the UK businesses who are taking on the challenge that Boy George has set.

Whatever happens though, you can be sure that politics - of any hue or flag of convenient self-indulgence - has not even one jot of influence on how the weather will treat your day in the country. Time to plan for cloudy days, though. It's all written in the script!

Peter Lumley *editor*  
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Britain's longest running trade journal for the UK bicycle business was launched as the first bicycles-only Trade magazine by the current owner-publisher Team.

OUR YEAR 31

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OUR YEAR 10

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# Crunch. And it's not just the potholes . . .

*poor roads, rather than driving habits, are blamed. Things could easily be better*

**The A-roads network in the UK carries an unacceptably high risk factor**, half of all fatal collisions occur in one-tenth of Britain and the most persistently dangerous road is the A18 Ludborough-Lacey route. Scotland has the highest average risk rating of all regions, whilst West Midlands is the safest region, with the lowest average risk rating, says the Road Safety Council.

A Peak District road has been labelled a killer, even when road conditions are not harsh for the user. The A537 road between Macclesfield and Buxton is known nationally as the Cat and Fiddle, but cats with even nine lives can be fiddling with disaster on this 50mph single carriageway, with its severe bends, steep falls from the carriageway and dry-stone walls or rock faces edging the route for almost all of its length. Popular with tourists, traversed by heavy goods vehicles, all in a mix that includes high-powered leisure motorcyclists the logbook of fatal and serious collisions on this section have risen by 127% in the last 3 years. Most crashes are at weekends during the summer in dry, daylight conditions. Police records tell that the vast majority of casualties were motorcyclists, from outside the local area, male, and with an average age of 35.

Consultation with road authorities on improvements show that simple, relatively inexpensive engineering measures can pay dividends. Improvements to signing and markings, resurfacing, particularly the use of high-friction anti-skid treatments, and the layout and signing of junctions are common ways to make life safer for road users. Dr Joanne Hill, director of the Road Safety Foundation says that as the road budget becomes tighter, emphasis must be on saving lives with less. It means systematic attention to detail, prioritising treatment of the highest risk routes most likely to benefit from low-cost, high-return countermeasures. "Too often we pay for emergency services, hospitals and care for the disabled rather than taking easy steps to put road design faults right".

The Road Safety Foundation is a charity advocating road casualty reduction through simultaneous action on all three components of the safe road system: roads, vehicles and behaviour. Several of its published reports have provided the basis of new legislation or government policy. For more information visit [www.roadsafetyfoundation.org](http://www.roadsafetyfoundation.org).

## wheeling the round

*going North to South for two years*

**Talk to people who love sun, sand and sea**

and they'll shudder when you mention time spent in the Arctic. How come then that here's a guy with a short sleeve shirt enjoying a quiet evening after a day on the road from Nordkapp and standing just north of that magical, although invisible, line called the Arctic Circle. Tilmann Waldthaler is on a mission, he's pedalling south and can expect to see plenty of sun, sand and sea before getting to the southern tip of New Zealand in his two year spell on the road.

The Arctic Circle crosses through the top end of Finland, and from Oulu he mailed a postcard to *Trade & Industry*, that showed a street scene with just one lone cyclist on a shopping trip. Tilmann Waldthaler knows all about being a lone cyclist - having crossed the Arctic Circle several times in Norway, Sweden and now Finland. Previously he'd wheeled over this magical line in Alaska and Canada. Denmark's Greenland is the only Arctic Circle country where he's not - yet - ridden on a trip.

The sun is a big feature of life north of the Arctic Circle, a place often referred to as the "land of the midnight sun". As the sun is above the horizon for 24 continuous hours it's easy to appreciate that short sleeve shirts and shorts are a wardrobe essential. Not that Tilmann Waldthaler has an expansive wardrobe - there is only so much you can pack into four panniers and a racktop, and he adapts by layering up - or wearing it light. Vaude is a preferred clothier.

On the Arctic Circle and beyond, the it-always-happens 24 hours of the sun shining means rocks pick up the heat, water gets warmer in the streams that run into the lakes and earth that was once rock solid through the big freeze now nurture plants and flowers, the mosquito too. Something you'd not notice is that the Arctic Circle is actually moving, through the effect of the Earth's axial tilt it is currently drifting northwards at a rate of about 50 feet every year. The about turn operates on a 40,000 years or so cycle, and that's not got anything to do with a bicycle wheel!

Tilmann Waldthaler rides a Koga Miyata, and writes in a very telling sales support booklet that comes with the Globe or World Traveller models, how he has adjusted his wants and his needs to passively fit into the life that comes with riding the world. "Remember" he points out, "as a tourist travelling by bike, it means packing things a little differently than if you were going on holiday". He recommends you keep an open mind, without preconceived ideas about people, places or traditions, and try to adapt to an innocent perspective.

"There are few vehicles that can transport many times their own weight, and the bicycle is supreme. Cycling is the way we can contribute to a better environment, to friendliness and to understanding other people better". The bicycle has come a long way since it was first born, he muses, and of the more recent decades would point to the way the mountain bike has changed the look and the feel of biking, leading to more people wanting to be much more adventurous in the routes they will choose, and follow".



*Midnight Sun time in Finland, June 2010. Journey memories for Tilmann Waldthaler, who took both the pictures seen here.*

at the hub of record making

**Equipment matters** to people who do things that are considered a bit out of the ordinary, just as with mountaineers or ski-racers and often there's a pattern that shows the same brands will be popping up regularly among the awards.

That's the story with the hub gear that Tilmann Waldthaler favours on his Koga for global ventures. He is not alone, for sure.

The World record for bicycle circumnavigation of the globe by Mark Beaumont in 2008 and James Bowthorpe a year later featured Rohloff, and getting to altitude is also in the record book for the brand - that World bicycle record for being a long way from sea level stands at 6,085m. Kilimanjaro reaches to just over 5,982m, for reference.

The Rohloff Speedhubs gear system is distributed by Ely based Ison Distribution, who also carry the special spokes needed so a wheelbuilder can complete the job. People with those skills build wheels to the requirements of global travellers and even the wheels for a World Moonbuggy Championship - Rohloff came out winners in the rarified atmosphere of that special competition this year.

As for Rohloff almost getting you to lay down on the job - it was in 2005 that for the recumbent category in the the 24hr World Race, Christian Von Aschenberg avoided the great urge to sleep and came out winner.

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## rider tuned intros

expected to be popular  
amongst a wide range of  
mountain bikers

**New Shimano XTR components come** in an attractive design that is reckoned will raise the bar in mountain bike components. Appealing to a wide variety of riders, the XTR components will set a new benchmark in terms of a super lightweight design while offering a further improved smooth and effortless handling. Developed with a hard core usage in mind, design focus is on rigidity and extra brake power for example.

Highlight of the new group is the 10-speed Dyna-Sys drivetrain system with triple and double crankset options. Finally an efficient and functional 3 X 10 drivetrain will be available that will for sure be popular amongst a wide range of mountain bikers. Dyna-Sys, introduced earlier this year at Deore XT and SLX level, creates real added benefits to the rider.

XTR will include two types of SPD pedals. One model has been developed for Cross Country usage focusing on a super lightweight design. The other model is targeted to All Mountain riders, with a wider platform for an improved grip.



"over 120 million Gelert products sold so far"

## the 35 years **gelert** outdoors since 1975

2009 sales increased by 30% and to date in 2010 overall sales have increased 35%.

For 2011 there's a new Corporate ID for the company which firstly builds on their heritage - being outdoors since 1975 - and gives the brand a new contemporary look that is co-ordinated across products, packaging and communication material, delivering a new and impactful Gelert consumer proposition into the bargain. The total portfolio has been fully merchandised in the new 30,000 Sq ft

showroom that presents the offers in a merchandising manner to demonstrate how all the kit for family weekends and holiday trips can look in the outlet.

For retailers looking to opportunities, there's much in the product collections here that will appeal to the widest audience. With the showroom conveniently based in Haydock, this all gives regional Trade customers a clear indication of how Gelert sets out to support their entire ranges with maximum appeal in stores.

From 2011 Gelert have set themselves ambitious growth targets for both the UK market and Europe, that following the way the company has grown from strength to strength having sold over 120 million Gelert branded products to the consumer. That makes them one of the largest and most successful suppliers of outdoor products in the industry and one of the most recognised consumer brands.

Cycling, as part of their leisure market offer, helped 2009 Gelert sales increase by 30%. To date in 2010 the overall sales have increased 35%, across the board.

"We are confident that our approach of taking the starting point for new developments with the consumer, will continue to enable us to develop products that support our brand values and strengthen our consumer proposition in key existing and new product categories".



bringing bike into the hike and camping promise that is gripping Britain - the new 30,000 sq ft showroom is conveniently based in Haydock

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### Meet Gelert

The Outdoor Show, Friedrichshafen.  
**Contact Point at Friedrichshafen:**  
Dick Renzenbrink, Director, Gelert Europe)  
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## cycling on the up & up, fatalities down

3.1 billion miles cycled in the UK - some say safety in numbers

**More miles were cycled in Britain in 2009 than in the past 20 years** - but cyclist fatalities are still going down. Two reports from the Department for Transport revealed that the number of motor vehicle miles in 2009 dropped to 313.2 billion, from 316.2 in 2008 (? had you actually noticed that) and the number of cyclists seriously injured in 2009 rose by 6% to 2,606, total casualties among pedal cyclists rising by 5% to 17,064.

*Road Statistics 2009: Traffic, Speeds and Congestion*, reports that 3.1 billion miles were cycled in the UK in 2009, compared to 2.9 billion in 2008 - an increase of 5% in just the one year. In comparison, the number of motor vehicle miles in 2009 dropped to 313.2 billion, from 316.2 in 2008.

The statistics in *Reported Road Casualties Great Britain Main Results: 2009*, tells of a fall of 10% in cyclist fatalities in just one year, it was 104 in 2009, down from 115 the year previously, and continues a downward trend. Overall road fatalities are also down 12% since 2008, to 2,222, a decrease likely linked to the lower levels of vehicles on the roads.

From the cycling front, CTC policy officer Chris Peck says that whilst the rise in cycle casualties may seem a bad thing, there is no greater risk than previously, because levels of cycling have also gone up. Adding "in fact, the more cyclists there are, the safer cycling becomes. We know from countries and cities experiencing cycle growth that places with higher levels of cycling have a lower risk of injury from cycling. This is the Safety in

Numbers principle, where more cyclists circulating means that drivers are more aware of cyclists. Many are now more likely to be cyclists themselves, and therefore more likely to understand how their driving may affect other road users. In addition, more people cycling leads to greater political will to improve conditions for cyclists.

There is the very good argument that it's more dangerous to not cycle than to ride - "life expectancy of non-cyclists tends to be two years shorter, cycling can help reduce the risk of a range of health problems, including heart disease and cancer" affirms Chris Peck.

"For the bicycle market, CTC membership levels have always been a barometer of cycling popularity. The record numbers of new members each month reflect this latest report of cycling growth" reckons John Storms, who is CTC's business development manager.

"As CTC grows, our campaigning voice gets stronger, helping us to lobby for better rights and conditions for all cyclists - better road design and lower urban speed limits. And as conditions improve, cycling becomes more attractive to new and returning cyclists and the habit continues to grow".

The two Department for Transport reports can be viewed at <http://www.dft.gov.uk/pgr/statistics/>  
The CTC report 'Safety in Numbers' can be downloaded from <http://www.ctc.org.uk/safetyinnnumbers>

## "the bicycle and the rickshaw banned"

**When the world-renowned Indian** environmentalist and philosopher Vandana Shiva and the EU Commissioner Connie Hedegaard stepped up to address the topic of *Cycling as Democracy, Freedom and Prosperity* at the Copenhagen conference, delegates heard the argument that we still have the choice of liveable cities rather than polluted and noisy ones.

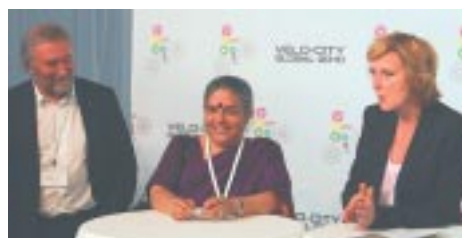
Alternative Nobel Peace Prize winner Ms. Shiva shared her childhood memories of India as a cycling friendly country, and thereupon criticised the current development in India, and generally in Asia, of the growing "auto-mobility culture". "The automobile is like a violent metal prison that distances people from each other."

"The bicycle and especially the rickshaws are banned from the streets, but they are the backbone of the local transport and the local economy - 80% of local transport is done by bike. The automobile culture does not leave space for people in a city and wastes oil and steel." She concluded with a plea for the bicycle: "A bike spills no resources; it does not steal your land for highways and parking. The bicycle favours the locality, starts local economy; there is no distance between people. For me the Bicycle is an expression of Freedom and Democracy!"

Ms. Hedegaard, former Danish Minister for Environment and current EU Commissioner for Climate Action, addressed the impact of transport emissions on climate change: "In Europe Transport is the only sector where the greenhouse gas emission is still increasing, almost balancing the efforts made by the other sectors. Therefore we need to increase the shift to public transport, cycling and walking. The bicycle has a huge potential for taking over the car trips shorter

than 5km and needs to be an integrated part of urban traffic systems. We still have the choice between polluted and noisy or liveable cities."

Ms Hedegaard presented briefly the measures taken by the EU to support cycling by promoting its daily use, facilitating best practice exchange, and financing research and development projects related to cycling. "We have to change the current



(from left to right) ECF President Manfred Neun, Dr. Vandana Shiva and EU Commissioner Connie Hedegaard during the press conference after the plenary session at Velo-city Global 2010

conditions towards safe conditions to get more people to cycle," Ms. Hedegaard added.

ECF President Manfred Neun was as impressed with the two speeches as the entire audience: "Thanks to these two strong ladies, who are coming from two very different positions, representing civil society and high level policy, in India and Europe respectively. Both consistently target the shift to a more liveable and sustainable world. They inspired the audience to go on with promoting cycling as a necessary part of the solution for global challenges, even for global justice."

coming: Our Correspondent in Copenhagen gives a personal insight to the 2010 Conference

## more space needed

**Increased interest from international** and returning exhibitors brings demand for more booth space at just under three months before Interbike's International Bicycle Expo 2010. Nett-sold, square-feet exhibit space at the Sands Convention and Expo Center has surpassed the 2009 show, with only limited amount of exhibit space still available. The trade-only events begin with OutDoor Demo on September 20-21, in Boulder City, followed by Expo, September 22-24 at the Sands Expo and Convention Center in Las Vegas.



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**It was a near-classic York Cycle Show weekend** - superb ambience, big crowds and just a regular or two missing from among exhibitors. The best summer cycling, camping and join-in outdoor weekend of the year happened on sunny Knavesmire. *pictured above: Paul Hepworth - Chairman CTC York Cycle Show Committee; The Rt Hon The Lord Mayor of York Cllr Mrs Susan Galloway and John Taylorson MBE - Show secretary. below: a well wheeled camper does it in a laid-back style.*



*when you bike it or hike it the bugs like it! parasites are there to be beaten*  
**threat to health lurking in the undergrowth**

**Pedal uphill frantically, and a health warning that few people realise actually means them** is that it is no longer safe to flop breathless onto a roadside verge. And for the wandering walker it is more or less the same message. There are hungry mouths and weapons of mass destruction just waiting for the opportunity to get nasty with you. Some lurk in the undergrowth of sheep and deer nibbled grass while others fly aimfully in the direction of the landing strip that is your skin. No squeal of rubber and backburning jets announce their arrival. The quiet bump of their landing will probably only show long after their take-off, possibly after burying a timebomb as a reminder that they have visited.

Probably, and at least in the interest of avoiding hate mail from people who just love creepy crawlies, it's worth mentioning that the nasties that are ready to ambush you in this manner are actually only doing what they came into this world to achieve. Luckily there are some boffin types who have got to work to offer up some protection, although when it comes to flopping down for a rest

**Ticks are second only to mosquitoes for carrying disease to humans.**

Tick Borne Encephalitis leads to an annual average of 10,000 cases needing hospital treatment. Two in every 100 TBE sufferers die from the disease. Global warming along with changes in agricultural practices, mean there are now more ticks in the European countryside, including many holiday destinations for outdoor tourism - for example Austria, Germany and Switzerland.

Those participating in outdoor activities such as camping, hiking and trekking, cycling, even climbing, are at risk.

*Would some-one please run that bath for me . . . I could be staying home!*

there is nothing that beats having a plastic type mat between your bum and the jungle of greenery you once would have thought of as a nice patch of turf. It's also fair to tell you that the British Isles isn't a TBE (Tick Borne Encephalitis) stronghold, even though ticks can afflict in as many of the counties as you can find ferns growing. The midge and the mossie, gnats and other irritating tinies that can creep up on you may not actually be life-threatening, but that doesn't make them any more welcome. Right!

Just look at ticks, nowadays they have become a realised threat to health - see <http://www.tickalert.org/tbe-advice-information.html> on the internet and you'll realise that one of the rare, safe place to avoid such threats is being with a book and a bottle of something quite intoxicating whilst lazing up to your neck among soapy bubbles in the bath. The list of countries close to our shores where you daren't flop aimlessly onto the grass is a worrying compilation that includes just about every land on the European side of the Channel, or North Sea - 27 in all at the last count. That's the same number of countries currently in the EU!

Among the ways to give a clear-off message to the unwelcome nasties is to wear bug-proofed cloober, or use lotions and potions. In the fabrics field is where considerable progress has been made to make life bearable, or more so, than any of us needing to retreat to that bubbly bath, booze and a book scenario. One operation that is showing how their boffins have devised some answers to pests is Schoeller Textil AG. Their new Inzectic finishing technology is reckoned to provide protection from parasitical predators. The company's answer promises to be safe for the skin as the effective substance is applied only to the outer side of the fabric.

Schoeller Textil say comfort is offered by the proven 3XDRY hightech technology, which means those who play or work outdoors or like to spend their leisure time out in the open can counter the an incident that leads to Lyme



disease and tick-borne encephalitis. Malaria, which can be transmitted by winged nasties such as the African tiger mosquito can already be encountered in some southern European countries.

Safe for the skin and resistant to washing, Inzectic ensures that when a tick comes into contact with a fabric surface treated with it then it quickly becomes paralyzed and dies. A bonus is that the treatment can cut down the number of mosquitoes landing on the fabric, which helps stop you being eaten alive. Although *eaten* is an exaggeration - well that's what I'm told anyway, as they can't really eat you. Can they?

**rescuers get Active**

**Mountain Rescue Ireland** has taken on board the Satmap Active 10 after putting the handheld GPS sytem through stringent tests. MRI members will now be able to navigate to rescue incidents using Ordnance Survey mapping. Seamus Bradley, chairman of Mountain Rescue Ireland says that after a year long session with the Active 10 it's impressed them as something that will make a real contribution to the life saving work their rescue teams do every day. "We can now focus on the task of locating, accessing, stabilising and transporting a casualty to safety in the shortest time possible."

The Active 10 has won many awards in the UK including the Channel 5 Gadget Show 'Top rated GPS', *Trail Magazine* 'Best in Test', *The Sunday Times* 'Best Buy GPS' and *What Mountain Bike* Best GPS winner. European awards include the *Outdoor Magazine* 'Editor's Choice' (Germany) and an *Oppad Outdoor Award* (Netherlands).

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## NEW SLEEPING BAGS, TENTS AND TRAVEL ACCESSORIES FOR 2011

**Top British sleeping bag manufacturer, Snugpak** is set to launch a number of fabulous new products at The OutDoor show at Friedrichshafen. Products include a new range of tents and sleeping bags, as well as new additions to its highly successful travel accessory range.

Following last year's successful launch, the brand's Travel Accessory range has been expanded with a number of new products for 2010, with a greater choice of water bottles and Microfibre Travel Towels, in addition to new self-inflating sleep mats and roller-duffle travel luggage to complement the range.

Snugpak's outstanding collection of British-made sleeping bags is further enhanced with the brand new Softie Technick range and the entire collection of sleeping bags will be available to view at the exhibition. Also on display will be Snugpak's comprehensive range of quality insulated clothing, which includes a new technical soft shell jacket and tactical gloves.

Snugpak is proud to be the last company producing low pack size performance synthetic fill sleeping bags in the United Kingdom and is one of the few left producing insulated cold weather clothing in Europe. With a dedicated production team at their West Yorkshire factory, Snugpak uses a combination of state of the art computer controlled quilting machinery and hand sewing techniques.



The Bunker - introduced at Friedrichshafen

## RECORD GROWTH FOR UK MAKER

**Despite the ongoing recession**, Silsden based Snugpak has reported a record 10% growth across its markets for the last financial year. Best known in the UK for its sleeping bags, however Snugpak also manufactures and exports insulated cold weather clothing and specialist sleeping bags to both the general camping market and armed forces.

Snugpak exports to 28 countries worldwide, with overseas sales increasing by 77% since 2006 and over 50% of Snugpak's total production exported. Says Sales Director Darren Burrell: "We are thrilled with our performance in the last year. Being a difficult season for retailers, our results show the commitment our customers have to our products and how they value the high quality materials and attention to detail we put in our manufacturing process. Our range extension has also proved very successful and we are committed to continue to offer products and services second to none."



Their production base is in a listed canalside mill, built in the 1800's on the edge of the beautiful Yorkshire Dales. There Snugpak uses a combination of state of the art computer controlled quilting machinery and hand sewing techniques to bring ideas to life.

Snugpak are on 01535 654479 [www.snugpak.com](http://www.snugpak.com)

## how do you read this wellness thing?

*diet is one thing, but can the clothes you wear bring the difference? Yep!*

**The business you are in has a close affinity to health, to being out there, of being active** and the foundation of your success is built on people getting out of bed in the morning and *wanting* to do something energetic. Often they'll be doing things that too many people find difficult, even impossible - and the surgery waiting room at your local GP is accommodating sufferers and near sufferers alike. There's a lot of *want* sitting there, for many it's actually *need* - and that is my definition of where wellness matters, writes *Trade & Industry* editor Peter Lumley.

It's no good just *wanting* to do something, when the mind is actually telling you it's a *need* that niggles in your skull: and you would or could do it, if only a more well feeling was upon you. Every broken down athlete encounters that soul destroying dilemma, and nowadays *recovery* is the name put to their task. It's no different to those who are less the athlete, more the hopeful and simply wanting wellness in their lives. Who would believe there is a quite easy answer!

Several years ago I was introduced to a strange idea - infrared would change my life: and the key word there is *would*. What was an accepted penalty in my lifestyle *would* change said the man. Sceptic - cynic even? that I am - his first entreaties that there was a *wellness habit* fell on doubting ears. The argument I heard - even myself offered initially - was this was just mumbo-jumbo, a placebo. The people with the *wear-this* product retorted that the system "even works on animals". Well, ok, this animal in question can argue a point, may even be persuaded, but other animals? Can your dog read, and what about a crickety old nag - of the four legged kind, mind - how do they get hooked into wellness? They do, without having to ask, and we simply can. When we want. Put it this way: infrared is a radiant heat so is able to heat a target object without unnecessarily raising surface temperature. The body itself can actually work at helping the body gain wellness. Don't ever doubt it.

Today you'll hear top players - professional sports workers, even? - in all sorts of activities, talking about their essential recovery time. Many will often keep the secret of how they do it to be better than rivals. Andrew Geere, of North East based Accapi UK, doesn't want his secret kept: the infrared system embodied in Accapi is - as their slogan says - the winning wellness. The science captures natural happenings in the body, it taps the merits of the inner person and is as easy to do as slipping into a piece of base layer. It's a no brainer to buy, retailers will get till ringing wellness results!

Selling the Nexus Energy Source system means you deliver to consumers what is reckoned to be a revolutionary performance fibre that uses ultra fine particles of platinum, titanium and aluminium. Combined, these precious elements make Photon Platinum and emit Infrared energy at a wave length of 4 - 14 microns, quite safely absorbed by the human body. Infrared energy vibrates water molecules within the body, it narrows their shape and assists in clustering, increasing their hydration capacity. Combining this with heat expanded blood vessels (infrared is a radiant heat so is able to heat a target object without unnecessarily raising surface temperature), it results in thinned body fluids, increased circulation and an accelerated toxin removal.

Accapi have the exclusive rights to the Nexus fibre for sportswear, and these garments are reckoned the most advanced in today's market, an athlete's product of choice. Yet there is more to it than that - being able to stay healthy and fit is the big wish of everyone.



## wellness people who know

**Team Katusha is the Russian UCI Pro Tour status** road cycling team, and they have Accapi in their kit lockers, and on their bodies. Filippo Pozzato is riding for stage wins at the Tour de France. The race team Katusha use Photonizer, Nexus underwear and pyjamas as part of their training, recovery and race routines. see: [www.velonation.com/News/ID/4595/Filippo-Pozzato-extends-contract-with-Team-Katusha.aspx](http://www.velonation.com/News/ID/4595/Filippo-Pozzato-extends-contract-with-Team-Katusha.aspx)

**And to read about for people who go really fast on two wheels**, see the news on an Italian motorcycle road racer from the Repsol Honda team. visit: <http://www.accapi.co.uk/Andrea-Dovizioso/>

Accapi UK. Suite G3, Tanfield Lea Business Centre, Stanley DH9 9DB  
telephone: 01207 291 247 [www.accapi.co.uk](http://www.accapi.co.uk)

Clean up with Granger's New Merino Cleaner

Over the last few years there has been a vast increase in the amount of Merino garments available, led by the popularity of Icebreaker®. Many consumers already appreciate that extra care is required to look after these items and often expect to purchase a specialist cleaning product.

Granger's new Merino Cleaner is the ideal add-on sale for these customers. Specifically formulated for Merino garments, it maintains the garments wicking properties, is pH balanced, and contains a Natural Cedar extract that helps repel moths.

For more information please contact Burton McCall  
Tel: 0116 234 4646  
email: [sales@burton-mccall.co.uk](mailto:sales@burton-mccall.co.uk)  
[www.burton-mccall.co.uk](http://www.burton-mccall.co.uk)

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**Come and see the complete Granger's range in Friedrichshafen on stand B5-308**

## easy rider: coast to coast

*customer try-out for a holiday or introduction to cycletouring*

**The Trans Pennine Trail** is celebrating its 21st year. The route is part of

Sustrans National Cycle Network which starts at Southport, then heads south through the suburbs of Liverpool, through Widnes, Warrington, Stockport and Hadfield, passing close to a lot of bicycle shops along the way. Putting the idea in the minds of your customers can

*"running largely along disused railway lines and canal towpaths, entirely on surface paths and only gentle gradients"*

south deviations that bring in other opportunities for shopping in Leeds, or along

the Dearne Valley area, in Sheffield and Chesterfield. A side trail linking Selby and York is also on offer, and retailers close to any of these sections has a ready-made plan of action for customers who want to take the first stages of cycle touring trips.

[www.sustrans.org.uk](http://www.sustrans.org.uk)

**Limited-edition Dahon bicycles and bags** feature as part of a special sales and promotion campaign titled "Urban MobiLEETy" in Lee urban boutiques across Europe. Profiling the bicycle habit, co-branded Vitesse D7s and Jetstream P8s are on display, "Lee wanted to emphasise the modern, sophisticated, urban image that they have in Europe, so given our brand experience in urban commuting, their partnering with Dahon made perfect sense," said Joshua Hon, vice president of Dahon. "It helps show that aside from being environmentally friendly, urban cycling is increasingly being viewed as progressive and fashionable." Consumers purchasing a pair of jeans can enter a draw to win a special edition bike and carrying bag.

*a ready-made plan of action for customers who want to take the first stages of cycle touring*

be a business builder for all the add-value shopping they can do at your counter!

Across the Peak District, up the Longendale valley and along the Longendale Trail riders first reach Woodhead, then go down through Dunford Bridge and Penistone, Doncaster, Selby, Hessle, Hull and Hornsea.

In total, as a holiday project, it's about 205 miles or so and although scaling heights in places its on a pretty flat gradient, ideal for first time bike tourists.

There are also north and

## bmX chase

**People in London** are being encouraged to grab a bike and join in with a thrilling BMX chase around the streets of North Kensington for a unique performance combining theatre and bicycle choreography. The idea is to re-discover Kensington and Chelsea during July.

The InTransit Festival on the streets of west London will have BMX bike chases, a life-sized monkey and bear parade, along with promenade opera, dance and quite site-specific performances. More! - promenade theatre on bikes and foot, artist-led walks, dance and opera from some of the UK's most exciting new artists promise to animate the borough's streets, parks and open spaces. The performances, specifically commissioned for the festival, are linked by the theme of movement and each will take their audience on an intimate journey of the area.

Lights may be required at the end of the evening. And whatever you do - no riding on the pavement!

[www.rbkc.gov.uk/intransit](http://www.rbkc.gov.uk/intransit)

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