



For Spring & Summer 2011 Dare 2b have introduced their Cycle Range, with cycle specific jerseys, legwear, windshells and waterproofs. Staple pieces include the Scramble jersey for men and Zippidee jersey for women. It's a product range that will appeal to the off-road rider - people who are so like hillwalking types that they are quite difficult to tell apart. The cycle camping, bike travelling tourist is another breed that is looking for such gear.

website: www.dare2b.com
or call 0161 749 1251.

it's there in the name

Terra Nova translates to 'new ground' - and the Alfreton tent maker knows all about getting there in a lightweight way

Those who've got it should flaunt it, and even let others do it for you I spend enough time peeking out from under a flysheet to realise that in the world of the self-propelled traveller the mantra is for lightness, please. Now something rather akin to the gossamer wings that loft a summer butterfly across the pitch is about to alight beside the likes of me. Those of us, who once considered the sub-3lbs Lite Hike solo tent was the virtual bees-knees, can but marvel that similar outdoor accommodation comes in at well under half that weight - 1lb 3oz, 560g, in fact. The Laser Ultra 1 is more than anyone expected, I guess, *writes long-term lightweight travel advocate Peter Lumley.*

These things are not an accident that blows in on the wind, of course, you have to love your mission and diligently work and search to discover the makings of something that breaks the mould, and breaks records on the way. Terra Nova are tent making masters who realise just how far people will have them go on the task, and this dragonfly wings of a hill home is a step towards an ether-like structure that confirms British ingenuity is alive and kicking.

Terra Nova aren't just making it lighter, their mission also makes it easier to identify what the buyer is looking at and what the retailer is selling. As simple as changing the labelling, in fact, where the tent badge tells all.



happy birthday!

Glenrothes was on a high in July

when clothing manufacturers Keela and Ardmel Automation - who are world leaders in the complete package of machinery for fabric preparation and tape selection for garments - took to partying. It all went with a swing after HRH Prince Andrew opened the morning proceedings leading to a brunch.



Prince Andrew, Tony Taylor, Christine Brown in a serious mood! below: Prince Andrew watches Allan Muller at work on Ardmel taping equipment, Rube Fernando is watching the action too!



Prince Andrew, Christine Brown, Lesley Brown.



Rube Fernando with HRH Prince Andrew



The Laser Ultra 1 is built with Terra Nova's Ultra 3000m fabric, the gossamer finish has a transparency and markings that give it a unique style. It will win hearts.

www.terra-nova.co.uk

a Karrimor pop up

Karrimor is putting a new collection of camping equipment and accessories into the world market, amongst it their Rapid Pitch tent. It can pop out of the bag and be in shape in seconds. There's also the X-Lite tent series based on the needs of outdoor event aspirants, which matches neatly with Karrimor's X-Lite series of sleeping bags.

Tents such as Marathon Mk II have previously been a happily received Karrimor offer yet the Trade will talk of them for the design input embodied in their rucksack collection. The Alpiniste 35+10 (shown right) is an introduction for the 2011 season.

more Karrimor news inside



the timing and numbers for emission targets

- or, when will the lights be going out?

In June it was reported that the EU would be holding "months of dialogue" before reaching a decision on increasing emissions targets across Europe. Jos Delbecke, Director General for EU Climate Action says that the Commission itself is pushing for a 30% cut by 2020, while the UK Energy and Climate Change Secretary Chris Huhne, ahead of speaking at a European Future Energy Forum, reckons that "climate change is the greatest threat to our common future. We must now go further and faster to turn climate change targets into real action".

According to Ben Caldecott of Climate Change Capital, who is to chair a 'Low Carbon Financing Across Europe' session in October, "moving from a 20% to a 30% emissions reduction target by 2020 is absolutely essential if Europe is to stimulate the investment required to effectively tackle climate change and create the green jobs and industries of the future. It will ensure that Europe's emissions reduction target is in-line with the urgency of the task and that Europe can retain its position as a global leader on these issues."

Broadly, the UK government has expressed commitment "to implement a full programme of measures to fulfill our joint ambitions for a low carbon and eco-friendly economy". These measures include: The full establishment of feed-in tariff systems in electricity - as well as the maintenance of banded ROCs, the establishment of a smart grid - and no new runaways at Heathrow, Stansted or Gatwick.

With one of the most hotly anticipated domestic policies surrounding nuclear energy in the UK, the Liberal Democrats are (were?) strongly opposed to nuclear energy - and certainly for submarines! That means Liberal Democrats are expected to abstain when plans for the replacement of existing nuclear plants come before Parliament so when the lights go off - and then some bright George Osborne or other blames Cleggy for it - remember the words they've all been muttering together about "all for the good of the country".

For a reliable power supply to homes and businesses, the UK is still committed to the construction of new nuclear power plants and all parties involved have been assured that plans that were in progress in the UK should be continued. There is a growing consensus amongst the UK public that building new nuclear power plants is imperative to diversify on energy supply.

Or it's likely to be lights out time for many, and not only for the Cleggy character sitting in on the Coalition?

Samphire Hoe is sixth time winner

The 30 hectare site at the foot of the famous Shakespeare Cliff at Dover has again figured in a scheme to recognise the best managed green spaces in England and Wales. On the sixth consecutive occasion The Green Flag Award goes for Samphire Hoe, the site is owned by Group Eurotunnel after it was created at the beginning of the Nineties during the tunnelling work to build the Channel Tunnel.

The site was reclaimed from the sea using almost 5 million metres of chalk marl extracted from below the Channel. Limiting the environmental impact of the construction works, in the UK as in France, was a preoccupation for Eurotunnel from the outset and led to the creation of Samphire Hoe as nature reserve; today you can find 200 different plant species (including 12,000 orchid specimens), 30 butterfly species and more than 200 bird varieties.

The day-to-day management of this natural space has been entrusted to the White Cliffs Countryside Partnership, with the support of many volunteers from Kent. The Hoe is open to the public from morning till dusk and in 2009 there were more than 110,000 visitors.

The best managed green spaces in England and Wales scheme is judged by a consortium comprising Keep Britain Tidy, BTCV and GreenSpace. Nick Hawley, Eurotunnel UK Public Affairs Director says: "Eurotunnel is proud that its commitment to protecting the environment is being recognised and thanks the organisations which confer the Green Flag Award for this latest tribute.

Year on year Eurotunnel has increased their green initiatives - halving its carbon footprint, building wind turbines, and the hybrid works train project, among them - to make the operation of the Tunnel and its transport system by far the most environmentally friendly across the Channel.

pine cone country

attracting visitors into the forest

The man instrumental in creating the hugely successful offroad trails at Coed Llandegla is riding out to help forest owners who want to offer recreational activities on their land. Forestry tracks and trails are at the heart of the project initiated by UPM Tilhill, who are reckoned to be the UK's leading forestry and timber harvesting company.

Simon Miller, who has been a senior forest manager for six years is based with UPM Tilhill at Bala, in North Wales, and he helped build the first mountain biking centre in a privately owned forest. Coed Llandegla, around 650 hectares of forestry was planted in 1972/73, and now welcomes 150,000 visitors a year. Having been featured as the best mountain bike trail centre in the UK by MBUK magazine, the facility is also being used by British Cycling, the national body for cycle racing in the UK, as a mountain-bike training venue.

This new role taken on by Simon Miller is designed to help establish UPM Tilhill as a serious player in the industry and will involve him travelling the UK to talk to forest owners about how financial, ecological and amenity sustainability is achievable by introducing recreational activities such as mountain biking and other trail-user happenings.

With new trail centres and mountain bike projects currently planned across the UK, Simon Miller aims to use the experience of the company's mountain bike trail-building team, to grow this area of business. He will look at mountain bike trail building opportunities, upgrading trails and trail design. An additional service is available to companies with existing mountain biking facilities which includes an audit to check safety procedures and minimise risk to staff and visitors.

What has been achieved at Coed Llandegla is now regarded with wide admiration, being cited by the Scottish Development Agency as an example of how to diversify. The whole project is important in terms of wildlife and the environment and the conservation value of the forest. Locally there are over 40kms of mountain bike trails across the forest. "What I am really looking forward to is to mirror what we have created in Wales, expanding and developing the potential in other parts of the UK" says Simon Miller. "We want forests to buzz with life, with people mountain biking, walking, horseriding and cycling with their families. We also have environmental, youth and university groups visiting, along with police and military groups training, as well as the CTC."

Not just a centre for mountain biking activities, Coed Llandegla Forest was the first privately-owned forest in Wales to be recognised as a source of sustainable timber and to carry the Forest Stewardship Council logo. Wood from well-managed forests is environmentally-friendly and renewable. It reduces the threat of global warming as trees and wood products act as carbon sinks and, even at the end of its cycle, wood can be used as a bio-fuel. The renewable resource of Llandegla's timber is increasingly being used in building products such as roof trusses, pallets, fencing and chipboard. The forest grows at a rate that allows the harvesting of 7,000 cubic metres of timber per year without affecting the total volume of timber in the forest.

Simon Miller, UPM Tilhill's Bala office: 01678 530206.

it's greener than on the waves up above

What amounts to half the population of the European Union has now made a trip through the Channel Tunnel since commercial services began, 16 years ago, in June 1994. That includes car and coach passengers on board Passenger Shuttles, Truck drivers and their companions travelling on Truck Shuttles and passengers on Eurostar trains between London, Paris and Brussels. It amounts to 43,000 people going through the Channel Tunnel every day - for comparison, that is the population of the City of Canterbury, or Arras in France. Eurotunnel celebrated the 250 millionth person through the Channel Tunnel on July 17 in its passenger terminal building in Folkestone.

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a drinker could...

for a lasting taste of Germany get to know your wines

According to German wine law, those who sip a Liebfraumilch at home in Britain are drinking a glass of wine that is a bare step above the lowest category of German table wine. As for Liebfraumilch, nowadays the word has more or less disappeared from the bottles on wine store shelves, yet equally rare is a British shop shelf with a fine run of German wines you can sample when you are Trade show travelling. How we can miss out for the remaining months of the year!

The truth about German wines is that you'll find a lot of local grown vintage is at hand for people dining out during one of the Messe events - even if many people may think a frothy topped, golden liquid filled tankard is the thing to accompany the meal. The wine from the slopes beside the Rhine are famed - and who hasn't tasted Rheinhessen at some time or other - as with as a goblet of those light, often fruity Reds that mark so well the techniques of the Bodensee region growers. My own preference is for a bottle from the northern part of the country, the Ahrtal, a place that is near to lots of business action yet peaceful.

The Ahr region is Germany's northernmost wine-growing area, no more than about 525 hectares of vines making it the third smallest in the country. It's a short distance down country from Cologne, the severe sloped, volcanic Ahr valley carrying the river of the same name to meet the Rhine at a place where the Ludendorff Bridge entered the history of Remagen, and even made it in film fame. The Ahr valley road in the other direction eventually takes you to where the Nürburgring motor race circuit lies.

The winemakers of the Ahr are reckoned to follow the philosophy that quality instead of quantity is the best way to do things. Introduced the local nectar when dining at the Sanct Peter restaurant in Wolporzheim, our family adopted the produce from Werner Schrier as the home tipple. Herr Schrier made not only good wine, but his daughter we first met as a young lass helping to translate between us, became a local and regional Wine Queen, reigning over wine festivals in the autumn. The towns in the valley celebrate in style, and with corks pulled aplenty the winemakers of the Ahr attract attention to their award-winning habits: red wine of the year, winemaker of the year, region of the year and other such accolades.

As to the wines of Germany, it is almost a sin that the wrong words often come to mind among so-called wine-buffs. That the country has been associated with cheap, thin and rather flavourless wines with quite incomprehensible labels is a silliness that means Germany's fine wines have been overlooked by many. It is the case that the sheer difficulty of growing grapes in what is really a marginal climate, with vines clinging to the steepest slopes, as along the Ahr, has a cost factor which can deter buyers. To their loss. The best German whites have unrivalled complexity and depth, being quite capable of longevity too, and with these wines you can gain the most rewarding drinking against a nbottle from anywhere in the world.

It is important, though, to appreciate that no other wine producing country classifies their wines in the same way as happens in Germany. Labelling comes in a way that can cause confusion, being set among a mass of terminology and description. The natural sugar content of the grapes when harvested determines the quality classification of what goes into the bottle. Best wines are Qualitätswein mit Prädikat (QmP) and that means you drink a wine of superior quality. There are other chapters and verse, too: the Kabinett is from grapes picked at normal harvest, tending to be light and delicate. The Spatlese comes with late harvested grapes having an extra ripeness that leads to more flavour and complexity.

The classification Beerenauslese shows the wine comes from individually selected grapes, ones that have been left on the vine for a longer time. The noble rot is a state attained by grapes that go on to produce drinks such as Sauternes, quite deliciously smooth and sweet. It is said that in the 17th century a delay in the harvest saw fungus growing on some grapes, these were kept those separate just to see how the wine turned out - with exceptionally pleasing results. And there you have it!

When grapes are picked during heavy frost and then separated from the melted water, the resulting Eiswein is a special viintage. There are other variations that change the tone of the bottle contents - thirteen

anbaugebieten - growing areas - bring great differences in quality and only a few of these make fine wines. Grape variety is also very important, with the Reislina a grape that many find to their taste. A classic Riesling can offer tones of ripe, intense, opulent fruit with honey and pears, with a grand acidity.

My penchant for red wine is well suited to Ahrtal offerings, and after Werner Schier moving from Wolporzheim I luckily discovered Erich and Margarete Kilb, at their place in the main street of Altenahr, knew exactly what would drink well. It does!

Peter Lumley



this table offering may suggest beer is best . . . but here (below) the roadside alert says you are about to get very close to wine . . . this is east of Worms, in the Odenwald



spotting frogs playing music may mean too much drinkies!



it's big and free to watch

The cycling event that puts millions of pounds into the local economies of towns on the race route is soon to happen again. Race enthusiasts and tourists alike will head for stage towns and vantage points as the Tour of Britain sets out on Stage One from Rochdale to Blackpool on September 11. After the first stage it is the Stoke-on-Trent Stage; then Newtown to Swansea; followed by Minehead to Teignmouth; Tavistock to Glastonbury; King's Lynn to Great Yarmouth; Bury St Edmunds to Colchester and then finally the TfL London Stage in the capital.

The Tour of Britain is partnered with The Prostate Cancer Charity, there's an opportunity for the public to follow in the wheel tracks of the professionals and ride three stages from The Tour of Britain and tv gets in on the act with ITV4 broadcasting daily highlights from the race.

for your backwheel ride go to www.tourofbrtain.co.uk



a tell all tales time

experts give lowdown on high skills craft

After the biggest names in mountain biking reveal the secrets of their success, a new book features how world champions Gee Atherton, Greg Minnaar and Steve Peat go about their mountain biking business. Steve Peat, regarded by many within the MTB world as a living legend, gave his endorsement by writing the foreword to the book authored by Professional MTB coach Chris Ball (pictured above) is himself a former Scottish champion who competed in over 30 world cup events.

Giving the right sales message for shop counter jockeys to work with Steve Peat said: "From the first timer on a mountain bike to a fully-fledged racing snake, there is knowledge here for all. The Manual will show you the fundamentals, the in-between bits and the moves to make your family proud of you. You will all be better riders for it."

The 255-page book is published by Wavefinder Ltd in mid August and carries chapters on equipment, training and preparation that help augment the detailed analysis of riding techniques. Each section is backed up with insiders' tips from those whose skills have taken them to the top, and illustrated with stunning images from specialist photographers.

Edinburgh-born Chris Ball owns and runs Dirt School, a dedicated training school for mountain bikers, and also works with mountain biking's governing body, the Union Cycliste Internationale as a technical delegate for the World Cup events.

Mountain Biking: The Manual by Chris Ball
ISBN: 978-0-9775569-9-1 Retail Price: £19.99,
US\$34.95, AU\$39.95 wave-finder.com

Kiel Canal sunset on the way between
the Baltic and the Elbe estuary



on three wheels across Germany

There's nothing quite like

being able to lay down on the job . . Tilmann Waldthaler is crossing Germany to Friedrichshafen and Eurobike in trike style on his HP Velotechnik Scorpion. In an exchange about my taking a purler, unplanned of course, his advice to me was to try the trike . . "you won't fall off that - and it's so comfortable to ride." Already a trike liker he has journeyed a lot in Australia before this world trip began.

On the German lag of his journey that started in May at the very top of Norway, he has kept steadily wheeling off the miles towards Destination New Zealand, opting for the Flensburg to Eurobike leg for his Scorpion. "I'm looking forward to meeting friends at Eurobike, where I will change again to my Koga Signature". After Eurobike he heads towards Italy, another country ticked off from the many that front him on a journey to celebrate a lifetime of cycle - and trike - touring.

With his trip planned around plenty of camping the Scorpion offers a suspended luggage rack for carrying 56lbs of equipment, and with proper mudguards to keep the rider and gear out of road spray and dirt. The Kriffel based company made their first tricycle with full suspension back in 1991 and since then have focussed on two-wheelers to make their Street Machine the most successful touring recumbent around. Now the new Scorpion trike combines long distance riding comfort with the very top performance. *below: the HP Velotechnik Scorpion in action*



new! fun on bikes cycle range

A capsule range of cycle specific jerseys, legwear, windshells and waterproofs is coming to clothing racks from Dare 2b, the Manchester based clothing company that already delivers a mountain brand offering innovative and fashionable ski and sports-wear to those who are all about having fun on the mountain. Now it's fun on bikes too!

The Scramble jersey for men and Zippidee jersey for women are made from stretch elastane fabric, carry anti bac treatment in a style with 3/4 long autolock reflective zip and long back scooped hem and reflective detail for enhanced visibility. The Dare 2b Fly-By-Me Wind Shell for men and Swept Away for women are engineered to be super lightweight and wind resistant. Long back-scooped elasticised hem and a Teflon water repellent treatment, mesh overlays for ventilation, stretch bound cuffs with elasticated thumb loops, along with a handy stuff sack. Another new development for the season is the inclusion of the Dare 2b Youth Range. The collection of multi sports and and cycle specific jerseys, legwear and waterproofs designed for 7-12 year olds is just as stylish and functional as the grown-up collection with additional funky fashion twists.

The Dare 2b collection is supplied with customer service terms that include blanket call off orders, staff training and fast UK delivery. www.dare2b.com or call 0161 749 1251.

does what it says on the palm

The Swiss company Hirzl AG specialises purely in sports gloves - the quite essential piece of kit in a lot of sports disciplines. "We believe in Glove" is their slogan, and with the company putting continuous research and development, plus the use of innovative technologies and high-end materials, this makes Hirzl renowned suppliers. They launch a market push with bicycling gloves in finest kangaroo leather at Eurobike, from booth 502 in Hall B4.

A special treatment guarantees Gripp Tour SF and FF gloves offer up to 3 times more grip in dry conditions, and up to 5 times more grip in wet conditions.

Features such as the breathable membrane on the back of the hand, the extremely light gel padding system, form-fit inlays in the palms, a low-wrist design and Hirzl's unique removal system make these gloves the perfect choice for on and off road biking.

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spring & summer 2011 in a nutshell

"Hello sunshine" is the way they say it

"We are on a mission to encourage everyone everywhere to come out and play" says the Regatta Team. And to give your customers plenty to play with the Urmston company has unveiled their new SS.2011 range of top quality outdoor gear to suit all activities and pursue strings. From top spec, highly engineered performance garments that laugh in the face of the elements to the great value all-weather wear perfect for weekend adventurers.

Regatta Softshell XLT Stretch garments are ideal for active outdoor use, combining the latest lightweight and stretch technologies. The products come light in weight - easy to wear and carry, they have active fit stretch - great for comfort and mobility, and eliminate wind chill through superior windproof performance material that also comes water repellent. This creates modern, technical garments ideal to be worn as both an outer or mid layer.



The Men's Gravitator and ladies Adelina are both made from Softshell XLT Stretch and feature in the X-ert Performance range, Regatta's pinnacle range for technicality. They both feature grown on hoods, 2

zipped lower pockets, articulated sleeves and adjustable shockcord hems.

All over interest print now feature in several of Regatta ranges to add greater levels of choice in product design. The women's Adventure-tech range features Isotex 5000 Daydreamer waterproof jacket with floral print design, which can also be found on the Softshell Starcrossed. The men's Wild Shore range features the men's Isotex Pluie jacket and Hakka Softshell, which have a modern tonal check design. This also features on the mini-me Happy Daze jacket for boys. Performance Outdoor Footwear From Regatta

The average person takes around 10,000 steps a day. Over a lifetime, that's the equivalent of circumnavigating the globe more than 4 times over. So when it comes to footwear comfort, durability and performance - Regatta delivers.

The new SS11 range includes sandals, travel shoes, waterproof and breathable trail shoes and walking boots that are all produced to the highest standard whilst remaining excellent value for money.

Key products in the range are the Softshell Apocalypse X-LT and Apocalypse Mid X-LT, with a new kids version available for SS11. Regatta Softshell is a waterproof, breathable, lightweight, wind resistant and stretch fabric. www.regatta.com or call Sales on 0844 811 2322

pitch and sleep easy

Vango will pitch into their Stoneleigh Tent Show time with a collection of outdoor homes that offer kit for Duke of Edinburgh aspirants or families on the big adventure of a holiday that can take them anywhere they please. The hillwalking backpackers who will chance a stormy night is also well catered for by the company.

The striking look of Aura will appeal to families and groups searching for an easy to pitch weekend tent, with a technical design aesthetic. Vango's light-reducing inner tent will keep the morning sunshine at bay to ensure everyone can sleep on if they want. The living area is maximised in a tunnel structure, giving height and space. Powerflex fibreglass poles, a fully sewn-in groundsheet, 'Crystal Clear' pvc windows, large venting panels at the front and rear of the tent to give a straight-through flow of air. Colour coded poles for easy pitching, pre-attached guy lines with guy ties. Available in a 200, 300 and 400 size.

The Samara is a tent for families and friends who want plenty of living space to house tables and chairs, spacious sleeping compartments, plenty of head height too. With the Vango easy-pitch tunnel pitching, the Samara is easy to erect. The Samara has the Vango 'lights-out' inner tent, a roll-back inner divider for flexible sleeping arrangements, mesh doors, 'Crystal Clear' PVC windows, and a canopy over the side door.

The Chinook mountain tent (illustrated above) is new for 2011 and comes as a 2 and 3 person tent in the vibrant Grasshopper colour. Semi-geodesic, cleverly structured alloy poled tent is easy to pitch, giving spacious sleeping accommodation and sufficient headroom to sit comfortably in the tent. It is Duke of Edinburgh expedition listed.

Free standing, light and durable, this tent makes a good base for walkers and climbers, with porch space at the front and back. Made with Protex SPU 5000 ripstop polyester, the flysheet is tough and low in weight, with a siliconised coating for water repellancy and protection against UV degradation.

The Chinook has a high density nylon groundsheet coated to a hydrostatic head of 6000mm with all seams fully taped. Powerlite 7001-T6 alloy poles are lightweight, flexible and resistant to corrosion. The semi-geodesic construction provides an excellent compromise between weight and stability and with rain stop flysheet doors, designed so that rain will not drop into the inner when the zip is opened.

HELP STAMP OUT BREAST CANCER

"lets encourage more people to get active, whilst supporting the Breakthrough Breast Cancer ethos and its work"



An impressive list of companies form an official partnership with Breakthrough Breast Cancer, the pioneering charity committed to fighting breast cancer through research, campaigning and education. Latest to join is Merrell, the outdoor footwear and apparel company

Research shows that regular exercise can help reduce the risk of breast cancer, and the alliance with businesses such as Merrell represents a natural progression where both sides of the partnership champion the various benefits of pursuing an active lifestyle. The statistics surrounding breast cancer are quite alarming, with nearly 1,000 women dying each month from the disease: the fact to take in, though, is that one in every nine women will develop breast cancer at some point in their lifetime.

There is a brighter side to that statistic, though - more women than ever in the UK are surviving breast cancer owing to better awareness, screening and treatment. A personal awareness and resolve also contributes very much to fighting the scourge and with Merrell is creating an integrated marketing campaign that will envelope Breast Cancer Awareness Month in October, will help communicate the charity's key messages.

Launching in September, Merrell will leverage its official outdoor partnership with an in-store campaign that will focus on selected pink styles from the women's Siren footwear range, when 10% of the retail price will be donated to Breakthrough Breast Cancer with every purchase. To further harness the campaign's key messages, a research-backed PR campaign will be rolled out nationally across all media channels, supported by targeted Merrell and Breakthrough media promotions.

Breakthrough Breast Cancer is committed to the prevention, treatment and the

ultimate eradication of breast cancer and has partnered with a select number of companies to bring the issue to the top of the public's consciousness. Jonathan Pennington, the UK marketing manager for Merrell, commented: "we are proud to partner with Breakthrough Breast Cancer because it's a charity that shares our firm belief that an active outdoor lifestyle helps stimulate wellbeing. The statistics surrounding breast cancer are alarming, however we believe our partnership campaign will help not only to provide valuable financial support but perhaps more importantly, help communicate vital breast cancer messaging to new audiences."

Adam Colling, head of the corporate partner programme at Breakthrough Breast Cancer, is equally positive that working with Merrell this year will encourage more people to get active, whilst supporting the Breakthrough Breast Cancer ethos and its work. "The money raised through the sales of the Merrell products will enable us to continue with our life-saving research, campaigning and education work. Through this work we believe passionately that breast cancer can be beaten and the fear of the disease removed for good"

info@breakthrough.org.uk phone 020 7025 2400
http://breakthrough.org.uk/contact_us.html

a styled loose fit for comfort

The new collection from Swedish sportswear specialist Craft

is an entire programme of bike shorts with a loose cut and high function. The elastic panels and the ergonomic cut offer a freedom of movement in and out of the saddle. The Loose Fit Shorts made with four different materials are reckoned to guarantee a comfortable ride on any terrain, a wide Velcro adjuster gives a comfortable, secure fit, say the makers. The removable inner short is made of what are described as cooling hexachannel fibres, with gender specific, laminated, and antimicrobial pad. There are two open pockets and one zippered pocket. www.craft.se



how a little goes a long way

£3 a month could buy 20 flasks used by our scientists to grow breast cancer cells in the laboratory, helping them to understand how cancer cells work, and to develop new treatments.

£5 a month could buy 100 microscope slides every month needed to look at cells in great detail under a microscope—enabling scientists to better understand breast cancer and develop new treatments.

£10 a month could buy storage containers for the blood samples used in the 'Breakthrough Generations Study' so that they can be kept safely for 40 years or more. These samples will help scientists discover the causes of breast cancer.

<http://breakthrough.org.uk/donate/?gclid=ClavsOSPtqMCFc792AodcFhudg>

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**PACIFIC MARKET INTERNATIONAL APPOINTS BURTON
McCALL EXCLUSIVE UK DISTRIBUTOR
FOR ICONIC ALADDIN AND STANLEY BRANDS**

aladdin.



as the exclusive distributor of these innovative food and beverage container brands Burton McCall will accelerate the brand growth and market penetration.

"We are extremely enthused about this new partnership with Burton McCall" says PMI President and CEO Rob Harris.. Their market penetration with compatible brands gives them the ability to leverage their market presence and experience at retail for the benefit of our customers. This allows us to focus on what we are good at, brand building and the creation of new innovative products for the marketplace. Our customers and our consumers will benefit from this new and exciting relationship"

Welcoming the partnership with PMI, Steve Davey, Managing Director of Burton McCall is delighted to take on the Stanley and Aladdin brands. He believes they will add considerable value to Burton McCall's existing brand portfolio. "One of our major considerations when working with partner companies is compatibility of brand positioning. Burton McCall is associated with well known global brands that are leaders in their categories. Any product or brand we consider must be at this level. PMI's Aladdin and Stanley brands are and we look forward to playing our part in their continued success within the UK."

Both parties confirm that the transition period would be seamless and that consistency and continuity of product supply and service will be of paramount importance. To aid the transition Burton McCall's Area Sales Managers are contacting all existing stockists.

from today your orders and enquiries regarding the Stanley and Aladdin brands should be directed through Burton McCall. on 0116 234 4644 or sales@burton-mccall.co.uk

The Outdoor range includes: Vacuum Food Jar (.59L) - Double wall stainless steel vacuum insulation keeps food hot or cold for 24hrs. Steel fork and spoon also included. Mug and Bowl (.47L/.59L) - Cup and mug interlock, volume markings mean this can double as a measuring cup. Mug with Clip Grip (.47L) - Stainless steel double wall insulation, handle has an integrated clip to allow attachment to a backpack. 100% leakproof. Vacuum Flask (1L) Double wall stainless steel vacuum insulation keeps drink hot or cold for 24hrs. Durable rust proof finish and dual cup lid for sharing. Vacuum Drink Flask (.47L) Closed like a bottle, drinks like a mug! Keeps beverages hot or cold for 6 hours, leak proof and fits in car cup holders.



top left:
1 ltr bottle.
top right:
Mug and bowl.
above left:
Mug & Clip grip.
left:
Vacuum food flask, 0.59 ltr.
right:
Vacuum flask. 0.47 ltr



Burton McCall
To contact Burton McCall
phone: 0116 234 4611
sales@burton-mccall.co.uk

Available to order now - sales enquiries to Burton McCall on 0116 234 4611



I INTERMOT

International Motorcycle, Scooter and Bicycle Fair
Cologne, 6-10 October 2010

INTERMOT has already established itself worldwide not only as a leading trade fair but also as an international trend show and ordering event for the motorised two-wheel segment. In 2010, the event of the year can for the first time celebrate its new status as the ultimate meeting place for all two-wheeler fans. INTERMOT in Cologne brings together what belongs together on a future-oriented business platform. Be it press representatives, specialists or fans — everyone comes here to check out topics ranging from lifestyle and high-tech to urban trends. Come and talk to specialists and exhibitors from around the globe. Experience sensational world premieres. Discover all the latest innovations associated with alternative drive technologies, such as electric motors and LEVs. Whether you're looking for contacts, expertise or shows — you'll find them here, where the future begins. At INTERMOT 2010 in Cologne. For more information, go to

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HEADLAMP SILVA NINOX / OTUS



NINOX

OTUS



ALL WRAPPED UP... NEW SILVA NINOX and OTUS HEADLAMPS

The new 'FALL 2010' additions to the Silva Intelligent Light headlamp range **NINOX** and **OTUS** were recently launched at OutDoor Friedrichshafen 2010, where the **NINOX** received the coveted **OutDoor Industry Award** for its innovative design and product quality, with both models featuring the comfort and protection of our new COCOON™ storage system.

Read more about our headlamps at: www.silva.se



for beaches and everywhere wear



going the Gelert way for Spring Summer 2011

The brand is based in Snowdonia and Gelert strive to live by the values that provides outdoor technical performance, quality and contemporary design, with great value prices. That has led the 35 years old business to work at developing an extensive new apparel range for this Spring Summer 2011 Season. They have defined the collection to meet the criteria of three key themes. First comes the Explore Range packed full of aspirational products with bags of technical features giving credibility to the outdoor apparel range. Building on the Gelert Essentials range, Explore garments are products with an active fit and clean silhouette for a myriad of outdoor activities. This is a technical performance range as the title Explore suggests - ready for the outdoor enthusiast to look great in whilst wearing the best technical performance clothing wherever they explore. Careful detail is in the product, key to this range with technical fabrics such as 3 layer jackets, insulation fleece and 4-way stretch fabrics. The Explore garments have pockets streamlined and discreetly positioned with waterproof zips for that high-tech feel. The Essentials Range is key to the Gelert business, that is the company's

message: products have been especially chosen that are already trusted by Trade customers and consumers alike. The colour palette and fit retains its traditional feel. So whether your customer is walking the dog on a cold frosty morning or hill walking at the weekends, the Essentials collection gathers together all the products they need and trust. Styles with a more classic fit and favoured designs and colours are seen in a clothing range which shouts "value for money".

The Escape Range from Gelert is a capsule of technical apparel for the discerning consumer who wants a contemporary look but who demands the best in technical features. The products are full of design trends seen on the catwalk and high street mixed with the technical performance expected from an outdoor brand. Taking its influences from the European Market where fashion, style and performance go hand in hand, these Gelert products look good wherever the travel destination.

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Meet Gelert
August, the Tent Show at Stoneleigh.
September at OTS, Stoneleigh.

making use of magnetic action

Sugoi Performance Apparel

is introducing the Versa Jacket that features magnetic connections for the removable raglan sleeve. This quickly turns the jacket into a vest and vice-versa so offering versatility that helps adaptability to the environment, and especially for variations in temperature.

That means after getting warm after some minutes into the outing, the wearer gives one gentle tug and both the sleeves and the connecting back piece comes off. In place of zippers that often won't work the way you want them to, there are ten magnets that grip the sleeves into place.

The garment is available in a woman's and in a men's version. The Versa Jacket is perfect for any activity where some threatening weather looms, and is made in a brand new light-weight Argon fabric treated with a weather resistant finish. The microfibre construction has a high air permeability rating, and with vents, pockets and other details in all the right places, it makes a truly functional garment for going outdoors.



the Versa comes in several colours. below: pop-off detail of the jacket



Boots and Shoes that Just Make Sense.

Boot shown: Quatro

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