



# OUTDOOR Trade & Industry

a KSA business to business publication    telephone : 0191 488 1947    e-mail: ksa@ksa-partnership.com

## BrandNew at Ispo - Sako the inflatable

The overall award of the 11th Ispo BrandNew Awards goes to American company Nemo Equipment, Inc. for their Sako tent. It is a 2-3 person shelter with a low-pressure inflatable structure rather than traditional poles or wands. This "airbeam" structure allows the tent to be set up in less than a minute. The two pairs of air beams can be inflated or deflated at a single point - even from inside.

The three door tent is entirely one piece, made of unique impregnated water-resistant/breathable fabric. The zippers are water-resistant to minimise the need for zipper flaps. BrandNew jury member Robert Schroots from Riri is deeply impressed: "This is by far the most outstanding and beautifully designed piece of outdoor equipment I've ever seen"

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## go on, dare you!

**Whichever way you look** at it there's profit in catering for kids. As the aw'05 kit comes on show there's plenty of new lines and new ideas to check.

As the fastest growing European family snowwear brand, dare2be has girls and boys in mind with their one-stop choice of jackets, snowpants, fleece and accessories. For adults too!

The dare2be Club jacket and pants for men, women and children follows from the strong culture of competitive ski clubs in Europe. The fashion styling is bound to exert wide implications for the skiwear market.

You read it here first - but check it at ISPO and Soltex!

## much better with a helmet

**Safety in Snowsports is no** new topic, it parallels concerns in other leisure activities - like cycling for instance. We went from the mid 19<sup>th</sup> century to the late 20<sup>th</sup> century before wearing a helmet while on a bicycle. Twenty years ago it was an unusual sight to see leisure cyclists with a *crash helmet*, but today it's a socially acceptable practice.

That trend is developing with Snowsports, but unlike with cycling, it hasn't taken 150 years to get

Snowboarding recreationalists have quickly accepted that it is 'cool' to wear a helmet, and sensible too, as they continue to push the limits of their sport.

there! First it was felt that it was only the kids who needed protection, but with high profile skiing accidents have accelerated the demand for an adult lid. But not any old lid!

Style and innovation matter, and with the only option for adults five to six years ago, being those styled on race helmets - heavy, hot and relatively expensive - the market was bound to change. The new product is lightweight, acoustically beneficial, air-conditioned and quite affordable. It is not a lot different from just wearing a hat! But safer.

At ISPO and then SOLTEX the SH+ SunHelmet will show where the market is going. The company once manufactured for major brands but launched their own marque four years ago and their innovation, style and value for money has seen the SH+ models take a large slice of the European market.

For snowsport helmets that give optimum protection without losing comfort and style visit the Mycoal-Skicare stand - ISPO Munich in Hall B3 and at SOLTEX on stand L1.

## Neil Kennedy leading new Karrimor moves

**Karrimor has announced** the appointment of Neil Kennedy as its new general manager. With around 25 years experience in the outdoor and sports trade, Neil's job is to build on Karrimor's heritage and develop a strategy that helps re-establish its position as a leading brand in the UK.

His reputation for successfully launching brands into new markets and product areas made Neil Kennedy the natural choice for Karrimor - he has held senior positions for high profile companies such as Asolo and Reebok, and latterly for Berghaus in the sales, marketing and product development sectors.

The company is looking to capitalise on his expertise in the outdoor market and the relationships he has established in the customer and supply bases.

"Karrimor is a great brand with a great heritage, which we now have to take into a new era and build a new business" says Neil. "Fortunately, we have a strong, committed team here and the support of a powerful parent company in Sportsworld. We are in the process of establishing exciting new partnerships globally, and I'm looking forward to realising the true potential of this brand."



Neil Kennedy and a new Karrimor badge



Visit us at  
**SOLTEX**  
**G-MEX Manchester**  
**20-23 February**  
**Stand H17**

## just 39 Munros left

**It's thinking time when Lewis Grundy** is on the hill, and the new top man at Berghaus has no doubts about where the company is going. "We've got a great design team here, the sales force and the background people, they are outdoor enthusiasts and ready to be involved." Lewis, who'd admit to being happy at E5 - "but cautious with it" rock climbs as often as he can. The tops call, too - with just 39 Munros left to be ticked off he expects to do some of those with Jane, his wife.

Lewis Grundy says Berghaus will continue the support of movements such as the John Muir Trust and rescue teams, guides and activists, including involvement with the backpacking fortnight, The Great Outdoors Challenge.



Berghaus have developed new showroom facilities in Sunderland.

## conference on Windermere

**The 2005 OIA Conference** is being held on March 10 at The Low Wood Hotel, Windermere. The title *Opportunities for Growth, Overcoming the Obstacles* promises a stimulating day from a quality team of speakers and presenters.

What does the future hold? Major trends that will affect the industry by Rohit Talwar, Fast Futures. Putting money and energy into re-generating the rural economy, Ed Beard, DEFRA. Bringing in more customers, presented by Katy Rodda of Visit Britain. Removing the barriers: getting world class efficiency into our businesses, by Dale Williams, SA Partners. Employment Update: the ins and outs

of the latest employment legislation, given by Jill Barlow, Croner Consulting. Insuring the risks of the Outdoors, James Willis, CTBS Insurance Solutions.

Young people: the future for the industry? Martin Hudson, PGL Ltd. And finally - Making strategy and marketing bear fruit In Store by Colin Foreman, Inside Out Training.

The conference costs £375 + vat and includes conference registration, lunch and refreshments, evening awards reception with three-course dinner, single occupancy room with breakfast.

call Pat Edwards at OIA  
on 020 8842 1111

## rangers needed

**Over 1500 Rangers** help to look after the Sustrans engineered biking and hiking route that crisscrosses Britain. On the National Cycle Network most rangers are working in groups, which are each co-ordinated by a volunteer Liaison Ranger. Help is needed.

Now volunteer rangers are being sought to help look after National Cycle Network Route 3 between Tiverton and Barnstaple. The team is needed to take on a few miles of the path between the Devon towns.

e-mail:  
rangersuk@sustrans.org.uk

the UK - enough to stretch along the Great Wall of China almost five times! "If yours is one of them, please drop into one of our stores and donate it to our appeal. If you use a printer with your home computer, or even in the office, we would gratefully accept your old cartridges too. "Phones can be worth up to £30 and cartridges can be worth up to £7.50 for the Marie Curie Cancer Care appeal."

**For more information:**  
[www.mariecurie.org.uk](http://www.mariecurie.org.uk)

when you click on SHOPS you'll get a list of shops across the land or call Lesley McIvor on 01324 678 907.

If you don't have a Marie Curie shop near you, please call the number to request your Marie Curie bag.

Eurosource, the company providing all 180 Marie Curie Cancer Care shops with freepost bags, is five years old, has an annual turnover of £3 million and employs 100 staff in the UK, Ireland, France and Spain. The company has recycled over 1 million kg of mobile phone and printer cartridges since 1999.

## a way forward

**AMG are set on expanding** the service to retailers department and are looking to appoint another retail trainer. "We believe this is the way ahead to support the retail sell through" says Alastair Moodie.

The company is also about to employ a new sales director, or may fill the post by an internal promotion.

## HAS LAPTOP and TRAVELS

*an answer for people who need to communicate*

**After launching** their BT Mobile service to corporates, the company has been encouraging customers to become truly mobile in the way they work and live with the BT Openzone wireless broadband system. This sees customers experiencing the benefits of wireless broadband technology when out of the office.

The special offer that gave up to 500 minutes of access to BT Openzone public wireless broadband came with a very significant introductory discount for new business customers and it's worth watching for news of any repeat of this cost-cutting offer.

Of what you get with the service, Chris Clark, ceo of BT Wireless Broadband, said: "Our business mobile customers are realising the need of being able to work anywhere, any time. At BT, we are continually looking at ways to offer our customers a completely flexible way of working and living. Being able to take advantage of the benefits of both the broadband connection speeds of Wi-Fi technology and the mobile phone network gives business workers comprehensive mobile access when they're out of the office".

BT Openzone customers have access to over 20,000 hotspots globally and by specifically tailoring a wireless broadband package for their mobile customers, BT say they are fuelling the growth of the Wi-Fi market and broadening the appeal of the technology. "This is certainly

towards providing customers with truly converged services." Chris Clark added.

Further to the recent Wireless Broadband Alliance roaming announcement, BT customers can log on to the Openzone service via their Wi-Fi enabled laptop or PDA when within range of over 20,000 hotspot locations across the world, from North America to Asia-Pacific to Europe. Within the UK itself, BT Openzone is one of the most accessible public wireless broadband services with thousands of hotspots in locations including British Airways customer lounges around the world, BAA Airports, Hilton Hotels, Ramada Jarvis Hotels, major UK railway stations, McDonald's flagship and drive-thru restaurants, PC World stores, and service stations.

Want to know more - then visit [www.btopenzone.com/locations](http://www.btopenzone.com/locations) for a full list of hotspot locations or SMS 81041 with your nearest town or postcode to find your nearest hotspot



did they say it's waterproof?

## caravanner's friend

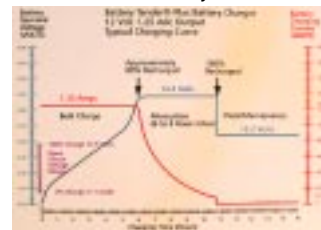
**Battery Tender is a range** of chargers - the Waterproof 12 volt 800ma unit, designed to help ensure long life from the battery, can save that time when nothing really works in the 'van on a cold, dark night.

Being fully waterproof means the unit can be left outside the 'van in all conditions when being used. It comes with a 3 year warranty, and will charge all size batteries up to 200 amp hour.

The makers reckon the Deltran pays for itself by increasing battery life by 3 to 5 years. Solid State two colour LED indicators keep you informed on the state of your battery during charging. The unit is polarity protected and sparkproof when leads touch together. The unit weighs only 1lb and measures 4.25 x 2.75 x 1.5 inches.

The Trade price for the unit is £18.00 + Vat. Call VE (UK) on 0115 946 2991 for details.

*for the technically minded*



**Is your name among the** entries flooding in for the Anatom LifeSupport newsletter competition? Winner gets two flights to the USA. Still time to enter as the prize is being drawn on March 3 - Anatom's 10th birthday

## camping & caravanning week

May 28 to June 3

**Promoted by the Camping and Caravanning Club**, this week long event generates ideas and enthusiasm for outdoor living. The opportunity is there for retailers to create in-store features and benefit from the very considerable press coverage that surrounds it. One idea from previous times is putting together a go-camping starter pack so campers can get a basic camping set-up for an introductory price.

The contact at The Friendly Club is Vera Davies on 024 7647 5212.

## SOLTEX

Manchester G-Mex Centre  
Sunday February 20th 9am-6pm  
Monday 21st 9am-6pm  
Tuesday 22nd 9am-6pm  
Wednesday 23rd 9am-4pm

## DON'T JUST BIN IT - GIFT IT the environment and families will benefit

*fundraising scheme for Marie Curie Cancer Care*

**Not throwing out your empty** printer cartridges or a discarded mobile phone can significantly help both your near neighbour along with the health of the environment at the same time.

There can be barely a family in the land who has not been touched by the scourge of cancer, and so many of these have been blessed with help from the Marie Curie Cancer Care operation. They provide high quality nursing, totally free, to give those who are terminally ill the choice of dying at home supported by their families.

There are thousands of Marie Curie Nurses nationwide who care for patients in their own homes for a full working day or night shift. The presence of a Marie Curie Nurse allows patients to remain at home when they might otherwise have gone into a hospital or hospice.

Eurosource is a recycling company who is now helping Cancer Care shops with freepost bags in order to help the charity raise money through the donations of recyclable goods. All that is needed is for you to join the link - and it's as easy as throwing things in the trash bin.

Marie Curie Cancer Care hopes that this new fundraising initiative will receive your full support and help raise funds for the people who

are terminally ill with cancer and at the same time raise awareness of the value of these items which are often discarded as rubbish.

Tom Weller, Marie Curie Cancer

### Mobile Phone Recycling

In the next four years, Europe could recycle 50,000 tons of mobile phones, the same weight as the Forth Rail Bridge. Nicad batteries contain Cadmium, a dangerous toxic and carcinogenic substance. The quantity going to landfill sites is significant, Cadmium leaking into the soil can cause kidney failure.

### Printer Cartridge Recycling

Costing more than champagne, manufacturers charge consumers around £1.70 per millilitre of printer ink compared to 23p per millilitre for 1985 Dom Perignon.

With remanufactured printer cartridges you can pay as little as 10% of the printer ink price. An inkjet cartridge takes hundreds of years to biodegrade. The 17 million laser cartridges recycled in 2002 resulted in the saving of 6 million litres of virgin oil. That would fill more than three Olympic swimming pools.

"Phones can be worth up to £30, cartridges up to £7.50 for Marie Curie Cancer Care."

Care's Corporate Development Executive, said: "An estimated 75 million redundant mobile phones are in cupboards and drawers across

(continues on next column)

press release slant is wrong "a mockery of the study"

**The Camping and Caravanning Club** believes the Highways Agency provides a distorted view of results obtained through its own study to assess the causes of congestion at Naish Hill on M5, near to Bristol, allocating blame on towing trailers, particularly caravanners.

The Highways Agency's own report states: "The pilot scheme had not observed effect on the level or duration of the congestion on summer weekends." It also states: "the video survey suggests that it may simply be the volume of traffic, especially cars that are the cause of the congestion on Naish Hill. Cars are observed to drive nose-to-tail not allowing space between them and the preceding vehicle for others to change lanes, and there was a tendency for cars to 'bunch' into Lane Three."

Peter Frost, Director of Communications for the Camping and Caravanning Club told us: "We have always supported this pilot study. Anything that contributes to road safety and the safety of all or our members is worthwhile. However, we feel the press release from the Highways Agency is a misinterpretation of the facts presented by the Agencies own report".

"It makes a mockery of the study."

X-free racing

backed by CamelBak

**During ten weekends in 2005** there is a series of outdoor competitions that includes trail running, mountain biking, off road duathlon, off road triathlon or the multisport raid with kayaking, climbing and orienteering.

The great atmosphere combines readily with the natural beauty of Europe's best outdoor locations to make the X-Free series quite unique on the adventure race calendar.

The event appeals to professionals as much as to leisure sports fans. Also little ones can imitate mum and dad on the X-kids race. It is reckoned that those who miss the original spirit of triathlon back in the eighties or who are fed up with racing on city concrete can feel free again - X-free in fact!

The adventure race series heads into its second year with twice as many events and CamelBak as the presenting company. Well-known athletes have already signed up to win prize money of 100,000 Euro and product prizes worth 120,000 Euro.

More Info on: [www.x-free.fr](http://www.x-free.fr)

it's far from bog standard

**Explorer Group marketing manager** Stuart

Hicks shows off the company's latest washroom victory - Best Washroom of the Year accolade at the Caravan Industry Awards. The award went to the bathroom of the caravan model Buccaneer Caribbean - one with "outstanding quality and design, and that 'home away from home feel'".



Watertight sales at SealSkinz

growth in all their market sectors

**Porvair International Ltd, owners of SealSkinz** waterproof socks and gloves, have announced a 36% increase in sales, year on year, for the brand. The company, which added another lamination line to their King's Lynn production facility in July, are delighted with this performance as it closes their first year of trading as a private company on a high.

Much of this growth can be attributed to the Winter Range, launched for the first time this year, but sales of their core socks and gloves have also been extremely strong with demand, yet again outstripping supply.

Giles Polito, Business Unit Manager said, "The profile of the SealSkinz brand continues to grow in all our market sectors. We are particularly pleased with the reaction to our new Winter Range and the uplift in sales that our new point of sale has generated. We look forward to similar levels of growth for next year."



Gaynor md Paul Gaynor (left) hands over a cheque to Gordon Sisson, chairman of the Ambleside Mountain Rescue Team

keeping the punters happy brings dosh for resuers

A fun & games week in Ambleside came good for the local mountain rescue team when leading experts from major outdoor brands joined forces with retailer Gaynor Sports for an activity programme.

There was a Country Walking/Vango walk led by Richard Baker, Trail's Graham Thompson with Leki walking poles, and the Lakeland Walker guided walk where each participant received a free pair of Bridgedale socks. The Regatta Kids Treasure Hunt was based around the cartoon characters of Creature Comforts, and Silva with Pete Hawkins' Navigation clinic proved popular. There were also evening events - a lecture by Barry Roberts on his Everest experience and the first of Alan Hinkes' 'Live & Uncut' Tour, raised over £1,200 alone.

**Coming up from Zeal Optics at Soltex** is new eyewear, and show-goers will get the first sight of The Driver. It's a versatile metal framed sunglass with Swap-Out Zeal Blend polarised lenses, perfect for low impact sports and everyday use. Suitable for all conditions, they cut out glare and give excellent visual clarity. Retail price is around £90. Zeal Optics are on 01761 410208



inside out, outside in - clever!

**Big is the magic word at White Rock** where all clothing now goes up to 4XL - whilst some even goes up to 7XL. For the big people have come out of the closet and said "I want to ski - I'm going to ski" and for short but broad snowboarders who've been couch potatoes for the past 50 weeks, they are all going to be pretty pleased, says John Walton.

White Rock introduced reversible ladies jackets last year, for winter '05 there's two reversible jackets to give eight colour ways. Then there are the reversible pants - unique in the market place, says John Walton.

**STORM WATERPROOFING**

**WHERE INNOVATION MEETS PERFORMANCE**

THE MOST ADVANCED TECHNICAL PRODUCTS

Storm Waterproofing products will ensure you and your outdoor equipment stay dry and comfortable whatever the elements throw at you.

Storm Waterproofing's unique one wash technology means you can now clean & waterproof in one easy cycle saving energy and time.

Working in hard & soft water areas without leaving any residual 'bloom' on dark fabrics, Storm's patented anti-abrasion technology makes cleaning, waterproofing and caring for your gear even easier.

Independent tests have shown that 'No other product to date exceeds STORM on any of the test treatments done on new, part-used & well used garments.'

Dendrimer Technology

**STORM** WATERPROOFING  
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For more information contact  
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e: sales@smg-outdoor.co.uk



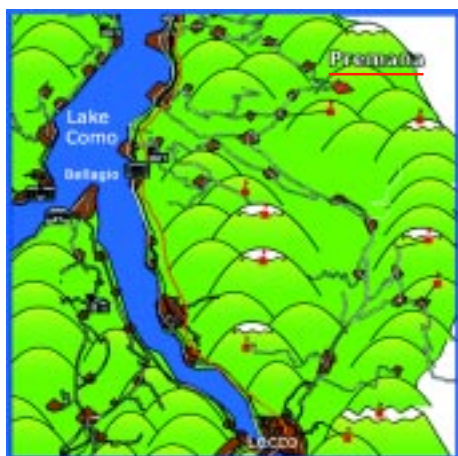
"It's a country with a lot of mountains and a lot of potential for us" said Eddy Codega. He was talking about China where C.A.M.P. is developing a true awareness of their brand. "We have been recognised as the first technical outdoor brand to come into that market". This was celebrated in June 2004 where the C.A.M.P. international distributor meeting was held.

Peter Lumley takes his camera and pen on a fact-finding tour in Italy. Here he reports from the town of Premana

# forging heritage with the future



like father, like son - Eddy Codega (right) is taking on the family tradition and the Premana heritage. Below: wouldn't you whistle while you work at this location!



the very location of Premana gives visitors a real connection to the wilds of a mountain region

**At Premana the road** doesn't go any further into the mountains that made this a place of work. Rock that had borne the iron ore to spawn a trade soon gets too steep for any form of transport other than on two feet. It's from these rocks that came the steel to be shaped and sharpened in a manner that brought fame and fortune to this little Italian town.

Today the craft driven artisans who live here still work their heritage in the high quality form that is appreciated right around the globe. There is something special about making mountaineering equipment while you are able to see all around you such heady terrain, the like of which is where that gear will end up being used.

This window on high places saw C.A.M.P. formed in 1889 when Nicola Codega began producing metalwork. Making their alpins and mountaineering equipment began in 1920 when the founder's son Antonio Codega started producing a new item for alpine use, the ice axe. That was 1920, the early development of mountaineering equipment had just begun. Twenty years on the company had grown to a workforce of twenty employees. Today about 85 people are connected to production in Premana, with another 60 in the exporting countries.

Over the years C.A.M.P went on to finely develop not only ice axes but also new items such as crampons, hammers, pitons and nuts. The C.A.M.P. range grew and its natural expansion has today stretched beyond Italy and Europe to an international market of over 60 countries.

In the 1950s Riccardo Cassin, the worldwide famous mountaineer with first ascents of the three unclimbed north faces of Grandes Jorasses, Piz Badile and Cima Ovest di Lavaredo, brought drawings of four different models of ice-axes, along with an order for fifty pieces. That led to Nicola Codega renewing the forging method that saw the evolution of the classic "Guide" model that was originally designed for the Italian army.

After that C.A.M.P. aimed for a complete service to mountain activists and first Yvon Chouinard and then Jeff and Greg Lowe contributed their thinking to equipment development. First came ice-axes with the tubular pick called Hummingbird, then the first rigid structure crampon The Foot Fang. After that came the mythical Lost Arrow piton and then the technological turning-point of alpine history, the metal handled ice-axe.

C.A.M.P. was the first company that used a metal handle, where the weight could be reduced by using an aluminium alloy derived from the aircraft industry. The first quick adjustment crampon dates at the middle of 1970s, the famous Top Universal. At this time C.A.M.P. knew the time was right, but the boot manufacturers didn't yet want to know anything about the more technical aspects that quick adjustment crampons needed.

But time doesn't stand still and the Premana operation has kept to the leading edge of technological advances in material and manufacturing. There is not wholly a hardware delivery today either, with nylon goods and the gear that climbers and outdoors people use in the high places all coming to life on the same steep streets of Premana town where artisan metal bashers have created their wares for decade on decade.



archive pictures (left) of the original C.A.M.P. smithy and today (right) where the craftsmen work to enhance the engineering.

The production floor at Premana (below) is where heavy machinery entices subtle shapes for mountaineering devices



Not just in the leisure field, but as business needs in the community change C.A.M.P. has started to work in the industrial safety sector. In Britain two companies operate with C.A.M.P. The mountaineering hardware from Premana has been handled by Allcord for 25 years, more recently Rosker added C.A.M.P. sleeping bags, tents and rucksack product lines to their listings. For more information and some special C.A.M.P. sounds log on to <http://www.camp.it>



the birth of the piton is like the making of rock itself



one of the four big hits



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## C.A.M.P. kit

**In the new Rosker catalogue** eight pages are devoted to outdoor accessories from CAMP, to address backpacking and trekking needs.

The Gamma 70 illustrated above is one of three covering the 60, 70 & 80l range. Hiking versions in 25, 40 & 50l are the Delta.

The tent collection is from Minima II, 1610g of tunnel style up to the three person Ganesh III, a traditional dome tent with two entrances and a large vestibule. Illustrated is the Superlite II, a one pole 2.51g two-person tent.



## the hardware

**Newcastle based Allcord** are celebrating 25 years in business this year, and from their beginning have distributed C.A.M.P. lines in the U.K.

Today they look after technical hardware out of Premana and among the new products is the Divax axe and hammer, an axe with a smaller shaft specially designed for women.



Divax axe and hammer

Bagheera harness is a light fully adjustable harness at £40 and Picto Karabiner the light, compact HMS krab.

Calypso Karabiner is a wide opening krab ideal for sport climbing.

The featherweight Nano Wire Karabiner is an ultra-compact wiregate krab that weighs in at just 28gms.

Allcord are pushing C.A.M.P. with on page advertising booked through Spring and Summer in the technical outdoor magazines and there are gear reviews in these publications. C.A.M.P. are also sponsors of the Ice Factor in Kinlochleven, providing axes, crampons, helmets and much of the other equipment for use on the indoor ice wall.



C.A.M.P. Startech



## more Alfreton filling capacity

**The new investment** by Tim Wilson to give him the majority shareholding in the company sees a name change to Alfreton based Storm Waterproofing (UK) Ltd. In 2004 the operation demonstrated continuing sales growth, and Storm has already achieved sales distribution on five continents. This year they expect to export over 50% of its turnover.

To back the product increases Storm has already contracted to improve and double the size of its Derbyshire fulfilment and production facility.

Rudolf Chemicals are continuing to support Storm with new technologies that are proven to be right at the forefront of product development.

New products being rolled out this month will provide an indication of the future direction of their product category, says Tim Wilson.

To support the Storm wash-in twin pack - the only complete DWR system that can be used in the same wash cycle - Storm now has an air-curing fluorocarbon wash-in proofer where no tumbling or ironing is required.

Storm Shield Wash-In comes with the instruction

to "just wash and proof in the one cycle and allow to dry naturally before wearing"

Another product that has been developed is a super absorbent, fast wicking wash, designed to transport moisture away from the wearer's body to avoid uncomfortable hot spots and make the most of breathable clothing.

The new Storm MVT Wash also contains silver based anti-microbial liquid to kill bugs and get rid of those nasty smells that can hang around.

in the outdoor sector AMG distribute all Storm products

**ask**

you may e-mail us to get further info on product & services or to locate a business featured in this journal.

[ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)

**ASK**

*Backpackers Club members in the Scottish Borders. below: Two cycle-campers spotted this summer on a campsite in Mulhouse, France*



## Haglofs brand push

**Haglofs report pre-orders** for Spring 2005 at a massive 21% over 2004! Since the company started exporting to the UK in 2001 the business has grown from a sales team of one to a current team comprising of Gus Sandeman (Scotland), Nick Anderson (South), Andy Williams (North) and David Hobson (Ireland). They are looking to double sales in 2005 over 2004.

The marketing strategy for 2005 will be to reach a broader range of consumers, and approximately 500,000 leaflets will be inserted into the leading outdoor magazines.

DOING IT FOR YOU

## the club spirit to fuel sales

**The Backpackers Club** was founded in 1972 and membership is spread right around the UK. Quarterly the Club publishes *Backpack*, their A5 journal to link local groups and cover important backpacking topics. Most issues carry several pages of product evaluation by members, a networking and information operation that is unique in its structure.

Cycle-camping is also a Backpackers Club activity, especially in the summer months, where the equipment that hill-goers use fits exactly the needs for people who can free-wheel their way to the bottom!

In *Cycle*, the February magazine of Cyclists' Touring Club, there is an eight page guide to cycle-camping, where key brands from the outdoor industry are listed.

[www.backpackersclub.co.uk](http://www.backpackersclub.co.uk) [www.ctc.org.uk](http://www.ctc.org.uk)

Kit coming from Haglofs this spring includes the LIM Ultimate in Paclite, it weighs just 247gms! A new revolutionary rucksack incorporating their Weight in Balance System is reckoned to give stability equal to that of frame packs.



**SUPERfeet**



THE HEALTHIEST  
THING YOU CAN PUT  
IN YOUR SHOES

For more product or retailer information or for a free copy of our 'Guide to Total Foot Health' please call 0131 221 2200 or visit: [www.anatom.co.uk](http://www.anatom.co.uk)

## 2006 being discussed!

**AMG organised a dealer trip** to Tignes for the Rossignol product launch and the twenty retailers who were there gave an overwhelmingly positive reaction, says Alastair Moodie. He's looking forward to a busy Soltex, after having just hosted a meeting of the Retail panel where product development for summer 2006 was on the agenda.

The company has seen a good response from dealers for the new Self-Inflating mats from Vango and the new mid priced expedition tent Baltoro, from Force Ten.

On Manchester's Soltex booth will be the Rossignol ski and snowboard hardware, apparel, the latest news on Teva, plus Trezeta and the Phoenix glove range.

The summer focus from AMG will be on rolling out the new promotional package of increased advertising with media involvement, new large format branded banners, and merchandiser stands for just about all brands they carry.

**Tsunami - the hardest times** are when the cameras stop rolling and the media focus shifts elsewhere. The Keela company, who have very close ties with Sri Lanka, have formed a partnership with the Women's Voluntary Charity in Sri Lanka and opened the Tsunami Srilankan Relief Fund account here in the UK.

## the aim is to raise £250,000

Keela are adopting a village in the south of the island and helping to rebuild an orphanage, school, medical centre and shelter housing. Not waiting to reach the target figure, Arlene Kidd reports that funds already raised are moving to the Women's Voluntary Charity.

The aim of their appeal, she adds, is to focus on the urgent need to reconstruct and help people begin to get on rebuilding their lives.

All funds donated go 100% to the project and is not diverted through government to which the victims could have wait for financial aid.

## taking on bad weather

**The new Alutian and Fusion** softshell jackets from Keela provide protection without bulk. Taped seams and waterproof zips are standard and they are matched with new overtrousers to give bad weather comfort.



The company has both at ISPO and Soltex where they'll be pleased to update you on 2005 Kela kit.

Soltex - J01



## bringing on the accessories

**To co-ordinate with the dare2be** outer wear selection the brand brings on a range of fleece and accessories.

For men, there is the Resonate zip neck microfleece which they offer as a great layering piece. The Dynamite is a chunky fleece backed knit jacket with full zip and 2 zipped pockets. The Ascend soft shell has a water repellent outer and a warm lining, it is both lightweight and packable and is a fleece alternative.

Co-ordinating accessories comprise a beanie hat, Rocket, in wool acrylic with a fleece lining, a new entry level glove called Caldera and a new waterproof and breathable glove with removable fleece inner called the Escalate.

The women's zip neck microfleece is called the Refresh and comes in three single colourways. In addition there is the Dazzle hoodie in Symmetry fleece with knitted arms and snowflake detail.

Co-ordinating accessories comprise the Frosted reversible beanie in wool acrylic and the Allure hat which has ear protection and pom pom trim. Gloves are following the men's style - Caldera and Escalate but with a women's fit.

Boys get the Cosmic lightweight 200 series Symmetry fleece with a zip neck and Black Hole hoodie in 250 series Symmetry fleece with a grown on jersey lined hood and 2 pockets. The Fireball beanie hat in wool acrylic with part fleece lining and water repellent, Thinsulate lined Flight gloves complete the boys offering.

For girls, the Cosmic Girl lightweight zip neck fleece comes in two tone colourways. The Oriole is a mini-me design of the women's Dazzle hoodie with a 250 series Symmetry fleece body and knitted arms, grown on hood and 2 lower pockets and snowflake detail.

all at ISPO and Soltex

## SOLTEX

Manchester G-Mex Centre  
Sunday February 20th 9am-6pm  
Monday 21st 9am-6pm  
Tuesday 22nd 9am-6pm  
Wednesday 23rd 9am-4pm

## new colours

**Bringing in their first 100%** welded, stitch free shell garment - the Virtue - Helly Hansen has a completely new collection to introduce Sonic Seam Technology, a laser cut and sonically bonded garment to improve the strength, durability and fit with a fully waterproof capacity.

Helly Hansen is also introducing their Component Insulation System with new jacket and trouser designs. These come complete with several unique features like removable track jackets and vests and are said to be extremely fun and functional. A stunning highlight from this line is the women's Leah Component Jacket with removable inner.

The Helly Hansen Lifa line is expanded with new colours and looks. A highlight from the LIFA collection is for women - the Dynamic 1/2 Zip available in dynamic raspberry, apple and tobacco as well as the popular classic colourways.

Stand A25 at Soltex



## Team Buff

**No matter what the challenge** will give it a go! Here they are all party Karting event, getting their inevitable consumption of vast quantities. Members of the team then went to Watson the overall winner. As well as, Iain had thrashed the leathers off his GSXR750 at a previous track day. They were Buffed up for the event - using liners of course.

See the full range of Buffs at Soltex



new at SOLTEX - see it all modelled!



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## celebrates

enge, the boys from Team Buff pictured at the Buff Christmas adrenalin rush prior to the quantities of calming liquid. about congratulating Iain well as champion on four wheels of his colleagues riding a Suzuki encounter. All team members ing Original Buff as helmet

of Buff products stand G01



## increasing the Lyons share

**La Sportiva distribution commenced from Lyon** last July and is now a substantial part of the turnover, says the Dent based operation. The success of the brand continues, and is expected to grow from March as the 05 season product starts shipping. For future sales and brand appeal La Sportiva are working in partnership with the Lyon sales team and its sponsored climbers to evolve and develop a rock shoe line for the 06/07 season.

In print support, the new Petzl catalogue launched for the Outdoor Retailer and Ispo shows - it'll be inserted with issues of *Climb* and *Climber*. Lyon are also creating a separate cycle catalogue for the growing Ortlieb cycle range, cycle Ortlieb sales have well exceeded expectations of sales forecast on the year to date from a strong base. The success is made up of Lyon's ability to hold excellent stocks of all Ortlieb items, the fast delivery, and also react to special products requirements with Ortlieb.



It's a success story, too, with the new T-Zip Shuttle bike and travel luggage which has sold well. It's the only lightweight polycarbonate moulded waterproof wheeled luggage on the market.

Jetboil has followed up the Crystal Award, from Outdoor Writers' Guild last autumn, with a BrandNew recognition award at Ispo (pictured left). It sees them highlighted at the Messe Munich event as most innovative product.

Soltex D14

## getting people to go camping

**The vowed intention of Gelert** is to get more people spending a night or a few outdoors. Their promotional drive last year was to show that living it up in a tent came easy when you had the right gear.

They've worked another ploy as the 2005 season gets underway. Price reductions on something over 400 lines and almost 120 new products will do wonders for till ringing says David Poyser. "And we've done quite a lot of restyling with lines which will give the dealers an extra selling point or two."

Gelert staff have barely had time to get used to their brand spanking headquarters building at Porthmadog before the construction crews have arrived to build more storage space and handling capacity. Work is progressing fast.

## signing on

**Karrimor has confirmed** it is in advanced stages of negotiation with Wynnster Outdoor Leisure to establish a sales and distribution partnership with Wynnster. It will give them the rights to sell Karrimor backpacks and apparel in the UK outdoor market.

## Yankz tie-up

**A new distribution agreement** for US brand of performance self locking laces sees Anatom tying up the Yankz brand. That'll link nicely with the company's footcare ethic, which brings us to - the Spring Anatom Academy.

Retailers will descend on Plas y Brenin, in North Wales for stimulating sessions on 19th April. The location is Rheged, Cumbria on 20th April. Nearly at home, Edinburgh, on 21st April. The West Country sees Anatom at Bristol on 25th April and then it is the NZ House in London on 26th & 27th April.

Details: call 0131 221 220.



## Ground and wall anchors stop things going walkies

**BWA2 Wall Anchor.** Hardened steel construction, complete with security screws. It can be used with locks and chain, cablelocks and 'D' locks. Recommended price £5.10 + VAT.

**GA1 Ground Anchor.** In hardened steel, Gold Sold Secure motorcycle approved. A formidable product that is concreted into the ground and can be used with locks and chain, 'D' locks or cablelocks. Recommended retail price is £34.03 excluding VAT.

**BWA1 Wall Anchor.** Hardened steel, smaller anchor with security screws. It can be used with 'D' locks and up to 12mm diameter cablelocks. The recommended retail price is £4.25 excluding VAT.

for further information contact Squire on 01922 476 711 e-mail: info@henry-squire.co.uk

## 225 years of effective security

**Security is a significant problem** for those involved in two outdoor activity - and especially where bicycles and other machines need to be locked to something that is itself immovable.

Every house, shop, lock-up and business also needs the means to keep things safe. Squire is a household name from Willenhall, cradle of lockmaking going back centuries.

Theft is a problem when in outdoor locations where the leisure activity is being undertaken, but the home, the garden shed or garage can be just as vulnerable. It is a fact that the majority of bicycle and two wheel thefts are from the home - which is where a ground anchor comes in handy. Outside it is always advisable to secure valuable items to a fixed point, for caravanners a U-lock through the looped foot of a steadier works well street furniture and gateposts come in handy. Squire is the company with product that will make this easier and more convenient.

Don't let winter freeze your sense of adventure

**REGATTA**  
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ISPO 6-9 February  
Hall B6, Stand 305

Footwear UK 20-22 February  
Stand J3

SOLTIX 20-23 February  
Stand C17

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the seamless performance

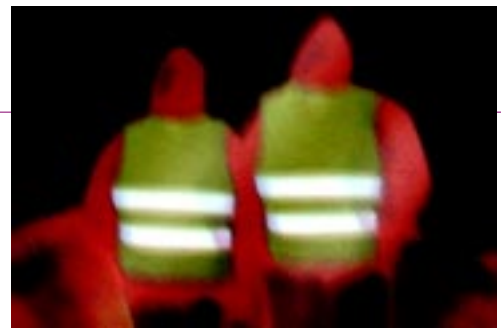
The new range of All Active performance clothing from Sub Zero Technology are designed specifically to perform day in, day out during warm to tropical temperatures, during times of very high activity and workload, in extreme endurance situations - anytime.

These garments induce the body's own cooling system to kick in and that allows perspiration to be quickly transported to the outer surface of the garment where it is able to disperse and evaporate.

Sub Zero products are manufactured from an exclusive dual texture, super light-weight polyamide fabric which is highly breathable, anti-bacterial and durable, yet ultra soft to the touch just like a second skin. Distinctive styling in the shape of oval and circular fine knit mesh zones are strategically placed on the chest, underarms and down the spine to accelerate the dispersal of perspiration and excess body heat. All this is aided by the tops unique and technically superior seamless construction.

Distinctively styled knitted stretch rib is employed to maximum effect in the undershorts to support the groin, side and rear thigh muscles while a fine knit mesh back panel accelerates the dispersal of sweat and excess body heat.

Sub Zero Technology  
- phone 0116 240 2634



for the dark side of the day

A long established Midlands operation is offering wholesalers a high quality range of be-seen accessories and clothing. Dillglove is an import and supply company with strong connections in the European two wheel business, they hold significant stocks of the brands they represent at a Sutton Coldfield base for distribution through the wholesaler network to retailers.

Neat snap-on reflective strips are one of the items that have very high impulse sale value. The device is almost alive, acting as a spring coil to wrap onto the arm or leg, or luggage on the machine. Other products include the robust safety garments that are produced with high quality 3M reflectives and range from bibs to overtrousers and jackets.

Dillglove director Richard Cross says that the company's big strength lies in having good stocks of the brands they represent in their warehouse - "we have built our reputation on being here to help the wholesaler streamline the marketing function. We'll also take enquiries from the retail sector and pass on the contact details to their nearest stockist".

Dillglove Ltd. telephone 0121 354 4127



dare to...

...create a storm in-store

ISPO - 6-9 February, Hall B6 Stand 305  
SOLTEX - 20-23 February, Stand C17

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ISPO FEB-9 HALL A3 STAND 510

SOLTEX Feb 20 - 23 HALL 2 STAND M02

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please mention us when responding to suppliers

## 2005 diary dates

### FEBRUARY

6-9 ISPO Winter, Munich, Germany  
 10-13 Bicycle leadership Course, Phoenix, USA  
 12-13 Bike Market. Future Congress, Bremen, Germany  
 19-23 Euroshop, Dusseldorf  
 19-27 National Boat & Caravan Show, NEC  
 20-22 Beta, NEC  
 20-23 Soltex, G-Mex Manchester  
 27-28 CORE, Moat House, Birmingham

### MARCH

4-7 Taipei International Cycle Show, Taipei, Taiwan  
 10 OIA Conference, Windermere.  
 14-17 ISPO, China, Shanghai, China  
 18-20 O.S. Outdoors Show, NEC

### APRIL

1-3 The Bike Show, Stoneleigh Park  
 15-18 Taipei International Sporting Goods Show, Taipei,

### MAY

4-7 China Cycle Show, Shanghai, China  
 31-3rd June VeloCity, Dublin, Ireland

### JUNE

11-19 National Bike Week  
 17-19 Urban Escapes Show, Lee Valley, London

### JULY

3-5 ISPO SUMMER, Munich, Germany  
 6-8 Outdoor preview, nec  
 21-24 Outdoor, Friedrichshafen

### AUGUST

11-14 Outdoor Retailer, Salt Lake City  
 17-19 KORS Outdoors, Kendal

### SEPTEMBER

1-4 Eurobike, Friedrichshafen, Germany  
 4-6 SPOGA, Cologne  
 16-19 EICMA Bicycle Show, Milan, Italy  
 15-18 IFMA, Cologne, Germany  
 18-20 Glee, NEC  
 25-27 OIA Show, Harrogate, N. Yorks  
 28-30 Interbike International Bike Expo, Las Vegas, USA  
 30-3rd Oct Salon International du Cycle, Paris, France  
 30-9th Oct Salon International de la Moto, Paris, France

### OCTOBER

12-16 Cycle 2005, ExCel, Docklands, London

You may wish to suggest other events for this Trade listing and we'd certainly be pleased to hear of amendments or alterations. Please contact us by e-mail to: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com) (put in subject line: Diary)

The KSA Partnership, 97 Front Street, WHICKHAM, Tyne & Wear NE16 4JL  
 office phone: 0191 488 1947 e.mail: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)  
 internet: [www.ksa-partnership.com](http://www.ksa-partnership.com)  
 advertisements & administration: Kate Spencer e.mail: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)  
 publisher & editor: Peter Lumley e.mail: [peter@ksa-partnership.com](mailto:peter@ksa-partnership.com)

### a rod for our backs?

**Want and need - two words that have quite different meaning.** It seems people trying to be clever with words have taken a want and kneaded it into something menacing. I'm referring to the introduction of EN13527, the new European Standard for sleeping bags.

Menacing? Just what other impression can there be when a company says that without the EN13527 rating, then a sleeping bag could turn into a killer?

I'm surprised that anyone with even a slight understanding of outdoors living could actually believe that. Anyway, they've said it, so let's take the case of something, where if you did get it wrong, then a person could die: a kiddie on a bike on the road. EN numbers apply.

Just as hikers carry their kiddies into the countryside, bike riders transport their precious bundle on a fitted child seat. Here the EN number is one that can be respected.

It took around 15 years hard work by many European cycle safety experts to formulate the Standard that drives child seat manufacturers.

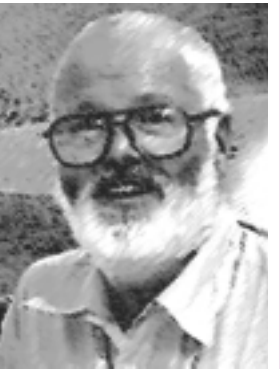
And what do the experts say about their EN number? "Don't expect this voluntary standard to be in use straight away. But over the next few months and years the Cyclists' Touring Club is confident that reputable child seat manufacturers will be ensuring that their products provide the highest certifiable levels of safety and will mark them accordingly".

What a mature and sensible attitude - time is the essence here, time to educate and explain. So why the rush of scare tactics with the sleeping bag Norm?

Does anyone - anyone - really believe that people may die in the outdoors just because they took the wrong sleeping bag with them? As for "killer sleeping bags" do you remember how the national press once talked excitedly of there being "killer mountains"? That gave them a field day and helped our Trade a lot didn't it!

To quote a marketeer, and you'll know who said it: "In 2005 all sleeping bag manufacturers will risk prosecution if they do not adhere to the new European Standard EN13537 for sleeping bags". The same prosecution for retailers?

The trade, and retailers especially, hardly needs menace to be adjunct to what started out as something that was perhaps wanted. So why did the marketing bods need to put such a slant on it? Is it that word which rhymes with need . . .



Peter Lumley - editor

BICYCLE  
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longest running trade journal for the sector, launched over twenty five years ago as the first UK bicycles-only Trade magazine.

SCOOTER  
 trade&industry

dedicated to urban transport topics and to developing awareness of lightweight powered two wheelers & trikes

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Outdoor Trade & Industry derives from the original outdoor business magazine Camping & Outdoor Leisure Trader

trade&industry Xtra

successful business builder for both the Supplier and the Retailer. Used to exploit existing synergies across the sectors

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### publications schedule

KSA journals are published towards the end of the month of issue. All editorial materials should reach us in the first week of the month - and the early bird is most likely to catch the worm. A comprehensive Media Pack covers full information to help businesses generate Trade and the publisher will be pleased to help you achieve broad coverage and market awareness.

Most recent issues can be found in the journal archives at [www.ksa-partnership.com](http://www.ksa-partnership.com) / editors desk for the reading matter

if you are reading someone else's copy why not contact us to register for your personal mailing e-mail your address to: [ksa@ksa-partnership.com](mailto:ksa@ksa-partnership.com)

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PATENTS - please read 2004

## no sore heads with these bears!

once there were three - now it's four

If you wonder how White Rock's catalogue comes to feature a real mean polar bear, then blame it on Chris Whitehead. After an interview with the Walton family in 1995 he'd just been told "right, you've got the job." At which point he turned to Rosemary, John and Justin and said "do you know, you are like the three bears - mummy bear, daddy bear and baby bear".

So there you have it! And if the Waltons had even the slightest moment of doubt then, they all laugh about it today as Chris and the rest of the team simply get on with life and help the company bear down on the job in hand. Sealing the profit opportunities for retailers.

The latest catalogue features "Boss Bear" - so soft, cuddly, lovable and warm. But just like White Rock he dominates his environment - the polar bear has landed.

Talking about this, John Walton confides that as time went by they all got to like the idea of being a family of friendly, clever, caring, bears, with Chris re-named as "Embryo Bear".

"We think of ourselves as an extended family of caring bears, watching the quality of all our product, caring for the performance

of it, the styling and value and for the future of our product lines. Above all we always bear the interests of our customers in mind".

You can meet Boss Bear at ISPO and Soltex, or if you think the postman could bear the shock of bearing a package to you, then give White Rock a ring and get your copy posted. Phone number is 01753 890 150.



Regatta's Headland Junior, the new leather boot for kids

## mini-me versions make their debut

Following their footwear launch which is now shipping in volume, Regatta has added a further eight styles including three junior styles for Autumn/Winter 2005. Across the whole range the company is using wicking linings, deep padded collars and tongues, dual density shock absorbing footbeds along with lightweight hiking carbon rubber outsoles.

With the Junior range, Regatta has taken three adult styles and created new junior mini-me versions. The addition of the Grassroots Jnr, Meander Mid Jnr and Headland Jnr, has meant that kids can now choose from a suede/mesh shoe and boot and a waterproof boot. The same quality materials and features carry through from the adult versions. Also introduced is the Headland Junior - the new leather boot for kids.

Headwater is the men's new leather version of the popular Excursion travel shoe, with rubberised toe and heel bumpers. The Headland and Lady Headland are the new water resistant Atl leather boots with sealed seams and a speed lacing system.

The new Outcrop and Lady Outcrop boots are made from water resistant Atl oiled Nubuck leather with sealed seams on the upper and an Isotex waterproof and breathable inner liner.

**POSTMASTER undelivered?**  
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97 Front Street,  
WHICKHAM, NE16 4JL.

## bringing in the jersey knit

There are eight different fabric choices in the collection of accessories and thermal underwear from Thaw by DB Leisure. You can see the whole range at Soltex where the Leicestershire based specialists in thermal underwear, are also launching additional new fabrics to their already extensive range - using Polartec Power Dry and Polypropylene with Merino wool, which has been especially developed for the outdoor activities market.

Thaw is also offering natural fabrics such as silk and Merino mix and pure Merino at very competitive prices. On top of that company boss Denis Broder has announced that Thaw Base Layer in Polypropylene has also undergone a change to a Jersey type knit. This has made the fabric more pliable and comfortable. New styling of a raglan sleeve has given the range, in both standard weight and heavyweight Polypropylene, a new look.

Thermal underwear for all seasons  
in  
silk, sof-tec & polypropylene

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## "it dries them quickly."

Scotland's Anatom are out and about showing retailers their range of exclusive kit they distribute here and across Europe. Alongside the SmartWool they've famous for, they've got new items from Superfeet, BCA and DryGuy.

Dampness Deterrent of The Year is the Dryguy Circulator selling at £20, it's has been selected by *Runner's World* magazine in their Products of the Year article. "While you can get used to squishing your feet into soaking trainers you don't have to. Stick a Circulator in each shoe and warm air circulates and dries them quickly."

get all the lowdown by contacting Anatom: phone - 0131 221 2200

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We have repeated here as it  
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a note from the publisher

## why Xtra?

When KSA produce a Trade journal it is to bring together market intelligence that will put people in danger of doing business. We have a Bicycle title, one for Outdoors and another for Scooters and lightweight urban transport. A long time ago we found that mixing Trade specifics alongside the credible alternatives gave readers the chance to broaden product awareness and open up the new market opportunities. That's what this composite Xtra is about.



## Team Buff celebrates

**No matter what the challenge**, the boys from Team Buff will give it a go! Here they are all pictured at the Buff Christmas party Karting event, getting their adrenalin rush prior to the inevitable consumption of vast quantities of calming liquid. Members of the team then went about congratulating Iain Watson the overall winner. As well as champion on four wheels Iain had thrashed the leathers off his colleagues riding a Suzuki GSXR750 at a previous track day encounter. All team members were Buffed up for the event - using Original Buff as helmet liners of course.

See the full range of Buff products  
at Soltex on stand G01



new at  
SOLTEX -  
see it all  
modelled!

