

OUTDOOR Trade & Industry



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



seamless management take over at Snugpak

February began with Mick Dobson and Susan Parrish taking full control of the future for Snugpak. They have now completed their management buy out of the Silsden business as Brett and Bryony Harris move to Australia.

The Bretts, who were company founders, had handed over the reins of the business in 2001, when Mick Dobson was appointed md and Susan Parrish company secretary of the business which specialises in sleeping bags and insulated clothing. Before taking on the md role, Mick Dobson was production director and has been with the company 21 years. Susan Parrish worked in a variety of accounting roles before joining Snugpak in 2000.

Apart from Mick and Susan now becoming the company owners, the internal company structure and commitment to UK manufacturing remain the same.

"We see a long term future for British manufacturing" says Mick Dobson "purchasing the company will secure the future for the fifty manufacturing employees at our West Yorkshire factory and end speculation that we will be concentrating more on our expanding importing and distribution activity."

team building - experience and versatility their key

Gelert in staffing moves designed to boost brand awareness and sales

With 30 years of trading behind them Gelert are making it easier for customers, with their stronger HQ sales office in Porthmadog and a field sales force of a dozen sharing the UK territories. The restructured sales team aims to offer the very best in service to existing, long established customers and help open up opportunities for development of new business both at independent and national level. There are also moves to further develop a marketing department team that will see the Gelert brand going forward with structured promotional activity to help retailers achieve greater sell-through.

Appointments to the sales team sees Andy Wigg joining Gelert from Burton McCall, where he had been business development manager then key accounts manager. He has worked with Famous Army Stores and had a variety of roles and locations for Blacks Leisure Group over a 12 year period.

Angus Lochtie has also joined Gelert, after 18 years with AMG/Vango as national accounts manager. His retail experience over a 25 year spell saw him at Tiso's in Edinburgh and J & R Leisure in Leicester. Fraser Crawford comes to the company as territory manager for Scotland, after having been at AMG as a footwear manager for Scotland and Ireland and for outdoor product in the Lake District. Alan Welch has rejoined Gelert after four years at AMG in regional sales, where he developed camping and outdoor distribution, maximising point of purchase and tent displays, he also worked in caravan retailing for six years. Ed Hill, who comes in as an account manager in the south east is a qualified kayaking instructor and has a degree in adventure tourism management.

hot hand Thaw

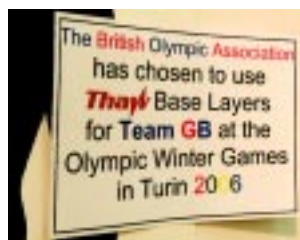
Leicester based Thaw Ltd took a new leather version of the Heat Glove from Zanier to a new-to-them market opportunity recently.

Thaw were exhibiting at Motorcycle Expo at Stoneleigh Park last month, and the warming battery driven glove that's made a name with skiers has been revamped to keep fingers warm for the motorcycle rider.

The company also showed their base layer garments in pure silk, polypropylene and sof-tec - and we spotted a little tip that the Thaw range will not only be on the aisles at Soltex in February but be doing a good job in Turin too.

The company is celebrating their 25th year in 2006.

pictures from Stoneleigh Park



blast from the past

- with the touch of modern thinking and design

Backpacking gear from the mid-70's has helped inspire Berghaus product that is being marketed as part of the company's 40 year celebrations. Kit dug out from the storeroom of *Trade & Industry* editor Peter Lumley is playing a part in it, too - a well-used Cyclops rucksack was displayed on the Berghaus Ispo stand. Another item - his welded seam Gore-Tex jacket, shoulders the Anniversary 40 among the 2006 rucksacks displayed in the Cheviot Room at their Sunderland headquarters.

The celebration rucksack has Retro styling, linking yesteryear with modern materials such as Esura 600 D RS and Ardura 1000 D with an EVA breathe back system, it also features a removable Cyclops frame. The Berghaus logo on the Anniversary 40 is a copy - *seen here* - of the original branding.

left: James Hodgson, Equipment Designer at Berghaus, with the new Anniversary 40 rucksack and an original welded seam Gore-Tex jacket



right: the 70s Cyclops rucksack, carried on many a Backpackers Club weekend trip, was a feature of the Berghaus display at Ispo in Munich





angel faced little devil

The company has a reputation for supplying attractive soft-goods and especially headwear that can be a little on the cheeky side but very useful with it. Arctic Fox product comes in Flexfit, denim, and there are many cotton baseball caps as well as bush hats - all in sizes from tots upwards. There are delightful new faux fur materials in window stopping styles, and these include hand and ear muffs, belt pouches and some new and delightful hats

All the Arctic Fox hats and accessories will be available in the 'New Seasons' High Street - fashion colours where appropriate - so it is worth checking through the just ready 2006 catalogue.

There you'll find a range of high-tec CE marked sunglasses in shatterproof polycarbonate, styled for all ages - and, of course, ski goggles. Added to that list are five designs of rucksacks and backpacks made to very high specifications, yet competitively priced.

phone for details: 01923 210 646



The multi-purpose Koolknit Ignition T is quick drying, lightweight, has flat lock seams reflective patches for safety sightings and comes with athletic fitted cut. Now this Mountain Hardwear garment also has the added benefits of HealthGuard Hygiene Protection.

That means users get anti-odour and anti-microbial benefits no matter what the activity and it's reckoned that even after prolonged periods of rigorous use, the Ignition T offers peak odour-free performance.

The benefits of HealthGuard Hygiene Protection are also available for the first time on the Wicked T, an equally versatile garment, also available in men's and women's cuts. Ignition T has an RRP of £30, the Wicked T £25.

visit www.mountainhardwear.com



The world famous Dahon folder bicycle range is now exclusively distributed by Fisher Outdoor Leisure plc in the UK. Their just published 2006 catalogue shows the complete range that includes not just regular style models of small wheel bicycles but other new models that give users car-boot packing facility or public transport accepted sizing. It all makes travel that much easier.

www.fisheroutdoor.co.uk



A serving of just 12,000 packets of a 'limited edition' Lamb Curry have been cooked up by Wayfayrer for 2006. They are offered as a '3 for 2' promotion available to retailers.

The decision to launch a new Wayfayrer main meal was taken following consumer demand for spicier outdoor meals, and with over 9,000 curry houses in Britain, Lamb Curry was a natural choice. This is the first new addition to the menu since 2004. Wayfayrer meals are sealed in a robust foil pouch which is easy to carry, simple to prepare using hot water and can be served hot or cold and can be eaten direct from the pouch.

For information about the Wayfayrer range contact AMG Outdoor Ltd on 01475 746000.

For use with small digital cameras, web cams and the like anywhere, any time. The Ultrapod Mini sells at around £16, in three "edge glow" colours, as here.

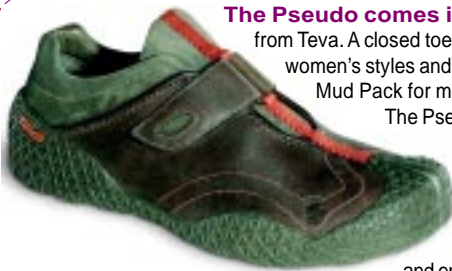
Mostly made from polycarbonate, it's like the UltraPod I, except the legs are slightly shorter and trimmed at an angle like the UltraPod II. The strap is coloured Velcro "one wrap" and designed to be easily removable.

This cool looking tripod attracts the attention of everyone that sees it. It comes blister packaged for shop sales.

Rosker details 0239 252 8711



Ultrapod mini



The Pseudo comes in the FW 2006/07 Nomadic collection from Teva. A closed toe shoe, it will be available in both men's and women's styles and in a variety of colour-ways including Black/Mud Pack for men and Mud Pack/Dark Brown for women.

The Pseudo features a new outsole and upper sole design and represents new directional styling from Teva. Combining both style and function with a waterproof leather upper, a moisture-wicking mesh lining, adjustable hook and loop webbing V-strap moulded and encapsulated Shoc Pad in the heel. rrp £65.00
AMG Outdoor Ltd on 01475 746000



The type of clothing to keep people alive in places like Everest will prove just as effective at lower levels - and Sub Zero have a range of good gear that comes well packaged for easy-sell. It's a well-known, easily recognised brand, that caters for both sexes and comes in just about every size.

Sub Zero Factor 1 and their Factor 2 are high-performance thermals that keep the wearer warm from top to toe.

more information - phone 0116 240 2634



The spray-on waterproofing for leather clothing

and accessories from Nikwax is a product reckoned to rejuvenate the water repellency of tired, worn leather clothing and accessories. It can replace water repellent finishes and will condition leather so that the problems of gear 'wetting-out' are minimalised because it optimises performance in wet weather.

The makers say it is ideal for leather clothing and garments that incorporate breathable membranes. Users simply clean the surface first with a damp cloth or rinse under running water to remove surface dirt. Spray Nikwax Leather Restorer from 15 cm (6 inches) from the item and apply evenly to the outside of the item paying attention to seams and stitching Rub in well with a lint free cloth Wipe surface with a clean damp cloth. Done. Nikwax Ltd are on 01892 786 400



Ideal for lesiure rides in the park, for beach trips on hard sand and even for popping to the shops, the new taxi-style 2-Rider from Taiwan producer Pacific Cycles is a well designed, engineered and crafted pedal power 4 wheeler. Carrying capacity is 200 kg made up of 2 adults and 2 children. Large hard sunroof and the large and multi functional luggage tray are made in vacuumed formed plastic. The linked handle-bars will allowing both riders to steer.

With next production planned for April, orders received before end of February will enjoy a pre-order discounted price, units sell for about US\$3000 retail and would be shipped FOB Taiwan in May for minimums of ten units. More details from george@pacific-cycles.com



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Bicycle . Outdoor . Scooter
www.tradeandindustry.net
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COUNTER INTELLIGENCE: *things to sell* is the suppliers to retailer link that opens up product and brand awareness to regular customers *plus* new market opportunities.

Suppliers - contact us and profit from the experience



making it for the kids, too

Ski Sport and Contemporary is the way dare2be see the 2006 route to consumer demand as they make their a strong bid to becoming a major player in the European snowwear apparel market. The new Contemporary range takes a modern approach to snowsport styling with single colourways or subtle colour blocks in jackets and knits.

The Ski Sport range uses distinct colour blocking and has been designed with an athletic fit. Children have not been forgotten with dare2be making it as a snowwear brand for all the family, with increased options all round.

footwear to see

There are more boot options for children as Regatta bid to capture more business in the outdoor footwear frame. Now entering their fourth season there are more waterproof options, plus an increased lifestyle range including a warm winter lined boot.

In the Trail shoe range there are two new waterproof options - the seam sealed budget option Groundwork and Isotex lined Watershed X-LT, Regatta's new top of the range Isotex waterproof and breathable trail shoe.



Where and When @ Soltex
G-Mex, Manchester . 19-22 February
Exhibition opening times:
Sun 19th - Tues 21st 9am-6pm
Wed 22nd 9am-4pm

Dakar bound

Riders on the Dakar went equipped in a special Buff - modelled here by Jools Peppit. Charley Boorman, Simon Pavey and Matt Hall were the riders - there's to be a tv film later. In the meantime you can order Buff from 01707 852 244.

Rob Neillands . RIP

An outdoors activities communicator, turned publisher, turned novelist who's very first book became the film *Fourth Angel*, has died. Rob Neillands was 70 and had been ill for some time, his funeral was in Swindon on February 10. Rob Neillands founded the Outdoor Writers' Guild, after inviting journalists to his trade Spur Books stand at a COLA show.

The Spur Books Venture Guide series he had launched became a beginner's route to everything from knots and how to tie them, walking, camping, jogging, backpacking and hill activities, plus other interests for people going outdoors. Hit Google today, they still show! Spur Books had quickly become a "must-have" series for inspiring as well as educating the newcomer.

On the backpacking and travel front it fell to Rob Neillands to invite a party of UK backpackers to inaugurate the Robert Louis Stevenson Trail in France. Retracing the author's 1878 steps from the classic book *Travels with a Donkey in the Cevennes*, one hundred years to the day after Stevenson had arrived in St Jean du Gard we reached there with 120 miles of backpacking done, but also replete having been treated royally by civic dignitaries for much of the way.

That evening they lavished yet more fine wine and superbe cuisine on a party that was somewhat trail weary from a weather pattern that had been hot enough to be burning down plenty of the forest that bordered our trail.

Robin Adshead, Cameron McNeish,

John Traynor, Don Philpott and myself had been shown the best of what still remained rural France by an enthusiastic Rob Neillands. The outline of what was our somewhat epic journey, is related across 23 pages of his *Introduction* to the 1986 Chatto & Windus illustrated reprint of RLS's *Travels*. Rob Neillands delivers a real kindness in words to the party he had inducted to high living in France, albeit with tents and heavy rucksacks.

In a Solo Pitch feature, *TGO* of August 1978, the now late Robin Adshead had told readers how we had been advised to get fit for the upcoming *Travels with a donkey exercise*, and "facing 20 miles a day for 6 or 7 days, with the thought of all that lovely food and wine waiting for us."

We had begun the walk at Le Monastier-sur-Gazeille, a little town bedecked with the the blue and white of the St. Andrew's flag - and they even brought out a little donkey for the photos.

Rob Neillands certainly left the big impression on us with this *Travels with a Donkey* trip, helping us unravel what was in front of us, and to enjoy it the more. Likewise with his work, he did a great job on getting people going with the Spur Books guides, helping them understand more of what it takes to get out there and how to do it in ease and with confidence - and that helped the trade sell more kit.

Peter Lumley

the a, b, c for brand & companies

A: Stand C29 | 32's, Etnies, Es, Emerica, APO, Nikita Stand G05 | adidas eyewear Stand J31 | Aloe Up, ZAG Skis Stand F20 | Amplid Stand A29 | Animal Stand J09 | Anything Technical Stand J20 | Aquarius Stand H17 | Arctic Fox Stand D19 | Ardblair Sports Importers Ltd Stand D12 | Atomic Snow Stand D13 | Atomic, Dynamic, Volant
B: Stand A06 | Banana Moon Stand B21 | Bico Australia Stand A09 | Big Bear Stand F12 | Black List Stand C44 | Black Diamond Stand B05 | Bloc Eyewear Stand A35 | Blue Wahoo Stand A16 | Bobbee Stand B23 | Bollé Stand C41 | Bonfire, Salomon Snowboards Stand G01 | Buff Stand D41 | Burton Snowboards
C: Stand F06 | Casual Skateboarding Ltd Stand A23 | Chiemees Stand C23 | Columbia Sportswear Stand C08 | Craghoppers
D: Stand C17 | dare2be, Regatta Stand F05 | Dark Summer Stand C09 | DB Leisure Stand C25 | DC Shoes Stand C02 | Degre 7 Stand F02 | Diel, G-Force, Orion-Bulgaria Stand F04 | Design IQ Ltd Stand A17 | Dix Stand F19 | Dolly Boots Stand A19 | Dragon Optical Stand D29 | Dynastar, Lange, Look, Kerma
E: Stand H35 | Ear Mitts Stand F13 | Enoke Stand A11 | Eye Level Sunglasses
F: Stand A38 | Falke, Sidas UK Stand H41 | Fall Line Skiing, Document Snowboarding Stand D11 | Fischer, Thin Ice Sports Stand B02 | Five Seasons
G: Stand C04 | GBR Sports Ltd Stand C42 | Grenade
H: Stand C10 | Head UK Ltd Stand B25 | Helly Hansen Stand E04 | Henri DuVillard Stand B06 | Hi Gear Ltd Stand A13 | Horizon, 108's Stand D30 | Hullabaloo
I: Stand G09 | I Level Sports Stand H05 | Ice Peak Stand J17 | Ifive Distribution Stand G10 | Ignite Stand C32 | IndoBoard
J: Stand H23 | Jay Jay Sports Stand J18 | Jart Skateboards Stand B07 | Jc de Castelbajac Rossignol
K: Stand B33 | K2 Stand B37 | Ride, Adio, Planet Earth, Ex Officio Stand J13 & J14 | Kandie Imports Stand C26 | Kangaroo Poo Stand C21 | Keela Int Ltd Stand H02 | Kuhl Clothing Stand H34 | Kusan Accessories
L: Stand F21 | LA Sportsroom
M: Stand B10 | Man O'Leisure Stand A21 | Manby International Sportswear Stand D15 | MastCo Ltd Stand A15 | Midas Agencies Stand D09 | Munkey Distribution Stand A05 | Mycoal - Skicare
N: Stand C05 | Neveca, Killy Stand B44 | Nixon Stand J34 | Noble Custom
O: Stand F17 | Odyssey 2020 Stand C22 | Odlo International Stand C30 | Onfire/Ogio Stand D37 | O'Shea Stand D25 | Orange Stand A33 | Oxbow
P: Stand A08 | Poivre Blanc Stand A12 | Portwest Stand F16 | Proride Distribution Stand C37 | Protest, Leedom Stand H33 | PS Wholesale
Q: Stand D35 | Quiksilver, Roxy Stand A20 | Red Eye, Pipolaki Stand D26 | Reef Stand D20 | Rehall Stand F08 | Rise Worldwide Stand B24 | Rossignol, Phoenix, Ugg Stand A25 | Rucanor
S: Stand F09 | S-Board Stand B29 | Salomon Stand C06 | Schöffel, Icebreaker Stand B17 | Scott Sports Stand J19 | Shiner Ltd Stand A18 | Sinner Stand B09 | Ski Italia Ltd Stand J35 | Snowboard UK Stand F11 | Snowbunny, Airblaster Stand C01 | SOS, Hestra, 100% Mountain Sportswear Stand H13 | Stateside Skates Stand B34 | Surf Sales Ltd Stand C13 | Surfanic, Tog 24
T: Stand F10 | The Riders Lounge Stand D17 | TKC Sales Ltd Stand E01 | Tran Am Ltd Stand B13 | Trespass Stand A07 | Turtle Fur
U: Stand D39 | Ultra Sport Europe Ltd
V: Stand C33 | Vans Stand E02 | Ventro Pro, California Pro Stand F18 | Vestal
W: Stand F01 | Wacky Bat Stand E03 | Warmstrom, Silking Stand J30 | Weird Fish Clothing Stand B42 | Westbeach Stand A06 | Wild Roses, Vuarnet Stand G11 | Whitelines Stand H24 & H25 | White Rock Stand F07 | Woodland Organics

exhibitor check for Soltex

fresh directions

Come and see the new Regatta Autumn/Winter 2006 clothing and footwear ranges on stand C17 at SOLTEX, Manchester from 19 Feb - 22 Feb.

Regatta Limited, Risol House, Mercury Way, Urmston, Manchester M41 7RR.
UK Sales Direct 0870 602 1234.
www.regatta.com

REGATTA
GREAT OUTDOORS™
fresh air clothing



ATTACK

an extremely high quality pack which sets new benchmark standards and represents a new trend in pack design award winning pack heads the 2006 promotion stakes

After a seamless transition to a new UK distributor the Deuter brand is getting a market push that includes bright and graphic A4 slots in the Spring advertising campaign. Fittingly, Tyneside's based The Mountain Boot Company have set in train their Deuter sales drive with a rucksack that carries more than a little user protection as part of the design. Attack scooped the Gold Award at Eurobike last summer.

The jury were impressed with the way the designers have driven forward the agenda towards increased safety where high-risk sports are concerned. Attack retails at around £70 and is being thrust into focus for both shopkeepers and the public alike with a bright POS display that will fit on the shop floor or, ideally, attract full attention in a window display.

To complete the picture a packed sack can be hung from the display (as seen left) and the overall design is also reflected in the magazine advertising. (foot of page)

As to future sales winners, for the new winter season 2006/2007 will come the completely remodelled touring classic, the Deuter Freerider 26. Three further new arrivals also breathe fresh air into the collection: the E15 and E20 snowboarder packs and the Cruise 24 lightweight touring daypack, designed for the slightly larger user.

Deuter's Women's Fit SL series, first launched in the summer, will also be returning to the winter range. Girls on tour will be also pleased to hear that both the Guide 30+SL and the smaller 25+ SL models are specifically designed to suit the female anatomy.

So, whether you are a freerider, a ski-mountaineer or piste fiend, there is surely something for everyone, male or female, in the Deuter range, reckons UK brand manager Kieron MacKenzie. You can contact him on 0773 835 9999

Field sales staff of The Mountain Boot Company are carrying Deuter to outdoor dealers. Northern Ireland is with Bryan Knox, on 07921 709 724. Scotland - Kevin Aitkin, 0777 878 8855. Andrew, 07766 312 918. Northern England & North Wales - Steve Booth, 07768 29 1921. Southern England & South Wales - Andrew Carbin, 07971 879 729.

Head office: 0191 296 0212 www.mountainboot.co.uk

Bicycle retailers should contact Jim Walker on 08707 528 777



DAYS IN THE COUNTRY: *take the opportunity*

destination



Germany

there's a lot of it to see - down the Rhine or along the Romantic Road, to lakes and to forests, to the odd trade show or three. Cologne. Friedrichshafen. Munich. Then there's the fine German red wine.



a cycleway and footpath winds through the vineyards at one level, high on the hillside, too. below: the monastery that stands above Schillingsfürst, on the Romantic Road



less a tourist attraction (below) more the celebration that involves local people in dance groups and as musicians. The tv crew are hard at work here, but it took ages to plot and plan!



It's possibly the end of a wonderful romance

- but the secret's out. They do have very nice red wine in Germany. And they are smart enough not to put so much effort into an export drive. That's not the sole reason for jumping a ferry and sliding away from an autobahn or two, so for the moment let's not pop our cork over how much we can get into the car boot, on the back seat, even under the bunk and in cupboards in the caravan.

make alternative travel plans

I no longer feel particularly obliged to search for cheap flights or a quick travel fix when it comes round to visiting the trade shows in Europe. Why spend so much time waiting for a flight that probably isn't going to connect inside double the time you've already wasted. And I'll wager a bet that you'll not find a more relaxing way of going about getting the work done. Take a bike as part of the luggage, a canoe, your boots and a daypack. Balance your workload with a plan to live a little, play a lot more, and scheme things so that you end up getting just as much work done. No caravan? Well motorvan hire makes sense when you look at how much you can pay in hotel bills that's

to get more from visiting the Messe



this is Wetzlar, the old town is one side of the river, the newer one and the route to the motorway on the other. Canoes don't shoot the weir any more, there's a roller-rack to help portage, and swans to show the way to glide on water.

bought you the cramped room, the wrong plug sockets and no tea-making kit. I'm told you don't often find a kettle in a hotel bedroom when abroad, so how do you get supper Horlicks made?

then there's the pretty bits

The motorvan you own, or hire, will be no less adaptable to travel needs than our caravan, with your advantage that the biggies come with a garage. There you can house a light ptw as your leisure moke - and the garage makes an ideal wine cellar for the journey home.

Surprisingly, you can take barely half a day to drive to Bodensee or Munich, and we all know Cologne is just about next door.

The aptly named Romantic Road offers a good starting point for enjoying a quiet and pretty part of Germany. Last time out we pointed at Frankfurt from the Dutch border and drove into Wetzlar after about 250 miles that day. This is the spiritual home of Leica cameras.

Good cycling, easy walking beside a river that's well used for canoe travel.

Then we moved to Schillingsfürst with it's hilltop monastery, a freshwater bathing station which looked almost Edwardian that was skirted by grass and with woods beside it. The caravan park abluion block housed a potted geranium that flowered to eight feet in height.

A short drive away you find Rothenburg ob der Tauber, a walled town on a bluff beside the river, but so very rife with bus-party tourists. The sweet part here is a light flavoured pastry that is cut in strips and roughly woven into a ball the size of an orange. These are Schneeballen, a good tourist treat ... er, momento.

There's another walled town, Dinkelsbühl, where we were so lucky with the date.



this barrel isn't full but you get good local wine at the bar on Altenahr's camping site.

This was a local feast day, with bands and folk dances in the street. German tv was at work, bright arlights adding



a display of Schneeballen

to a hot sun, and locals being shunted one way then another for the sake of the camera.

For filming they first mimed with their instruments, in "tune" to music blaring from the loudspeakers until yet another take, this time for real. Or was it?

Ahrtal and their wine

When shows take you to Cologne then you are just 50 miles or so away from the Ahrtal. Wooded and steep, a countryside quite remote and so unpeopled in places. The volcanic valley of the Ahr is vineyards all the way, and through the valley runs a high level walk where you step past the vines, this is the Rotwein Weg and some days

you'll come across vendors willing to ply you with a glass. In the autumn the wine-fests and town celebrations give plenty of opportunity to sample a glass or two of the fruit from this land.

Altenahr is a homely spot, there a glockenspiel plays at peak hours, the rollerbahn field is downhill madness, while the seebahn lifts you quickly up into the woods and solitude.

Ahrweiler is a walled town and with Bad Neuenahr, as big as they get round here and hardly big-city, but you can't escape it's wine-country.

wheeled tourists ride into Dinkelsbühl



Altenahr region: www.altenahr.de
Romantic Road: www.romantischestrass.de
words & pictures: Peter Lumley



a point of sale display stand like this will help sell the systems, this is for the outdoors gear shopper, can be supplied free of charge when you order units

never lost, always found!

no matter where you are you'll know where you are - GPS navigators have come of age to make travelling stress free

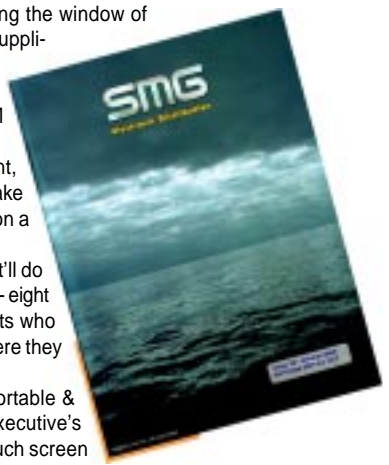
There is no virtue in retracing your steps when you've got it wrong with your navigation. For those where time means money or the appointment time looms nearer, then being right on course when you need is for the asking. There's a 112 page catalogue opening the window of opportunity on something over forty suppliers of the sort of gear that'll pinpoint your exact location or plot you right to where you need to be - it's from the SM Group Europe Ltd out of Plymouth.

A lot of it is marine trade equipment, the sort of thing that'll find the fish or make sure you don't shipwreck your craft on a sticky-up bit of the earth's crust.

It's the wristband and handhelds that'll do the job and appeal to most customers - eight pages of Garmin's treat for gadabouts who prefer not to miss getting or being where they want to be - and having it confirmed!

The models that are classed as portable & automotive GPS are the field sales executive's route to freedom from frustration. Touch screen displays, Garmin's StreetPilot c300 series is available in units that either have pre-loaded mapping of will accept regional input from a cd. There's even a unit that'll plot you to specific caravan sites or National Trust locations with turn-by-turn guidance that's as effective as a sniffer-dog but a little more direct.



Ask SM Group's sales team about their free of charge dummy units or their display stands that'll put Garmin into the customers hand - 01752 241040



bright 3.5 inch touch screen display, internal lithium-ion battery for out of car use to enable route planning. Suction cup mounted, has 12 volt adapter, guide and a manual.



Handheld GPS - Contact Us For Trade Prices
SM GROUP (Europe) Ltd Marcorer House, Brest Rd, Plymouth International, PL6 5XP
Tel : +44 (0)1752 241010 Fax : +44 (0)1752 241040 Email : sales@smgroupeurope.com

Arctic Fox (Bullseye International Limited)
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Friedrichshafen Messe boss Rolf Mohne takes early retirement

After 25 years in the trade fair business it certainly wasn't an easy decision for Messe Friedrichshafen CEO Rolf Mohne, but with his 60th birthday coming this month he's been granted early retirement after asking the Chairman of the Supervisory Board to arrange for a successor. The Board have appointed Klaus Wellmann is to take up the post and the contract was signed in December. The 41 year-old business management graduate and trade fair expert gained his experience at the KoelnMesse and will take office at Lake Constance in April 2006. "We wanted to have a smooth transition", said Rolf Mohne. The new man will be following directly in his predecessor's footsteps and, as successor, he will take on assignments in the operational business with international trade fairs and national exhibitions such as OutDoor and Eurobike.

The Messe Friedrichshafen will continue to work on the principle of a "Second Set of Eyes": Jürgen Schmid, the CEO, will still be responsible for new business and guest events, as well as the sectors Finance, Controlling and IT. "Klaus Wellmann is a very good choice," said Josef Büchelmeier, the Lord Mayor of the City of Friedrichshafen and Chairman of the Supervisory Board of the Messe. "Our new man fits in splendidly on both a professional and personal level. In international trade fair business Klaus Wellmann has a good reputation as a true and experienced professional. As long-standing manager of the sector "House, Garden & Leisure" at KoelnMesse he was, amongst other things, also responsible for IFMA.

Over the past 25 years Rolf Mohne has played a decisive and formative role in the history of Messe Friedrichshafen. In 1981 he joined the team, taking command of the Interboot as Project Manager. With the international trade fairs Eurobike and OutDoor Rolf Mohne was the driving force that brought the big wide world of trade fairs to Lake Constance. He was responsible for getting the three top-class fair events on target for success.



top picture: Rolf Mohne.
here: Klaus Wellmann



REFUSE IMITATIONS LOOK FOR THE ORIGINAL



Buff® is the original brand of an innovative family of multifunctional headwear that offers technical performance, protection from the elements and a stylish appearance for a wide range of outdoor activities. The beauty of Buff® Headwear is simplicity - one garment serves many functions. Among its many uses, Buff® as a beanie, headband, neck gaiter, balaclava, pirate-style cap, hairband, helmet liner, scarf, sun, wind or dust screen, bandana or wristband.



**THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR**
www.buff.es

See you on Stand G01 @ Soltex
for the LATEST & GREATEST
stuff from Buff



head for the slopes on ispo winner

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PUBLISHER'S NOTICE

up and at it - with the KSA net

Trade & Industry journals are published in print . sent to personal e-boxes . and are archived on the internet

As we go into another year of Trade & Industry we are continuing to tweak the system so you have easier access to the marketing opportunities we uncover and report.

Since the first issues, over 26 years ago, we have worked on being an effective additional marketing tool. *You are invited to use it!*

Our Trade specific journals - for *Bicycle*, for *Outdoor* and for *Scooter* - work to help both the retailer and the supplier and manufacturer.

We are ardent show-goers, very heavily into networking and will advance our approaches into the marketplace for the benefit of all readers.

Recent changes mean you'll find it easier to e-mail us, the package to your Inbox is tidier - and we've a new trick or two on our website that'll confirm the message - *we are in business to help you do business.*

We will be closing down the original e-mail and the website address of KSA Partnership - so please amend your records.

The pdf version of *Trade & Industry* is your meaningful, modern-day alternative to printed copies transported all over by road & air. Suppliers, manufacturers and agents are now invited to help "go greener" efforts to protect the environment by opting for the electronic copy of *Trade & Industry*. Will your company be actioning this? To opt for the electronic version then please tell us:

e-mail to: ksa@tradeandindustry.net
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Retailers will continue to receive their printed *Trade & Industry* copies as before.

If this is your very first copy of *Trade & Industry* then send us your contact details and you will get subsequent copies delivered.

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logging on to the website is now easier, it's all the one word (no spaces) from our title:

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recent issues of Trade & Industry - you'll find them all archived on the internet

how the Xtra does it
Covering two or more trade sectors, *Trade & Industry Xtra* mixes title specific product and information alongside credible alternatives that gives suppliers and readers the opportunity to broaden product awareness, so opening up to new market opportunities. A full colour front identifies *Trade and Industry Xtra*.

hedule for Trade & Industry Spring / early summer issues.

building now	content will range across topical industry introductions and current affairs, trade events and the like. Sporting needs. Tourism & travel. Security. Travel health. Repairs & the workshop. Keeping warm. Keeping cool. Clothing baselayers. Waterproofs & waterproofing. Socks and footwear . Kit for commuting. The kitchen. For eating & for drinking. Luggage & load carry systems.
March 24	
April 24	
May 24	

write about things that retailers sell. In consumer terms, that is leisure taken outdoors, on two wheels, and four. Backpacking and mountain biking enthusiast, and the bicycling me kit and have the same needs. In camping & caravanning circles just about all these ces come together - and that's a big market. But *Trade & Industry* covers it all.

trade&industry

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the first hurdle cleared

The year has started with a lot of optimism, with more company and

trade activities than we have seen over past months showing that whatever the pundits may say about high street demand and the shop counter, there is plenty of interest in touching and feeling the product that's in the pipeline. It may be a little difficult to spot the real winners and meaningful innovations, yet there is plenty that will keep your business moving forward when you network with intent.

Our enthusiasm for the idea that trade gatherings always help expand dialogue and so create interest in new lines and suppliers, couldn't have predicted just how happy was the throng at Stoneleigh Park Expo when the ptw sector got going in early January. The huge increase in visitor level reflected the earnest desire from retailers to be treated as willing customers who will appreciate the opportunity to come and view. They did it hugely! Munich's Ispo was also thronging and with record attendances, whilst on the home front I heard no complaints at the six or seven bicycle hotel & house functions staged in the first month of 2006. Oh for just one venue!

Next upcomer is Soltex, then Beta followed by a virtual gaggle of going-the-leisureway offerings to tickle the fancy of consumers. Providing the pile-them-high, sell 'em cheap traders haven't got there first, then perhaps we can all remain optimistic that it'll turn out a satisfying and happy trading run over the months ahead.

Peter Lumley *editor*

BICYCLE trade&industry
longest running trade journal for the sector, launched over twenty six 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

OUTDOOR trade&industry
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

	Jeden Monat fuer den ganzen britischen Markt erhaeltlich. Für Hersteller. Für Lieferanten. Für Haendler. Für Verkaeuffer		distribuido mensualmente por correo a todos los interesados en el mercado Britanico: fabricantes, agentes, distribuidores y tienda
	distribuito ogni mese all'intero mercato britannico. Ai fabbricanti. Ai distributori. Agli agenti.		expédié mensuellement par courrier à tous les intervenants du marché britannique: fabricants, agents, distributeurs, magasins.

publications schedule

KSA journals are published each month. Editorial pages close in the last week of the month prior to issue date - 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.

You can now get you own personal copy direct to your e-mail Inbox
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they've moved in!

It's big, it's right by the A1 trunk road and it's halfway between London and the Cairngorms in journey time. It's the new Snow+Rock superstore that was once a Harry Ramsden fish & chip restaurant at Gateshead. Newcastle Falcons Director of Rugby, Rob Andrew, was helped by Metro Radio's sports team to cut the ribbon at the opening of the completely refurbished 7,000 square foot, two level showroom that has free parking at the shop and new workshops for all ski and snowboard servicing.

"The Gateshead opportunity is one we have been waiting for," says Dion Taylor, Managing Director. "This stand alone site offers us the space to display and retail our large range of product".



SNOW+ROCK

Twelve hours from now Rob Andrew will cut the ribbon, while now shop staff take a break for their Outdoor Trade & Industry photo-call. Outside the gardener is about to be avalanched as he forks in some greenery, indoors shelf loading is a matter of following plans and wishing for more time!



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print publications schedule

Suppliers & correspondents	for the March issue	now!
PLEASE NOTE	for the April issue	March 24
deadlines for all materials.	for the May issue	April 24
mail: ksa@tradeandindustry.net	for the June issue	May 24

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