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# OUTDOOR Trade & Industry

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## Vango: indoors for outdoors

their 21,000 sq ft weather beating display arena quickly becomes a hit with buyers. a large majority of the Vango tent range pitched at the new Linwood showroom.



Alastair Moodie spearheaded the transition of the warehouse to showroom status, where Vango also have room for product development, dealer meetings and staff training sessions. below: as well as for tents, part of the showroom is devoted to the accessory range and in-shop merchandisers



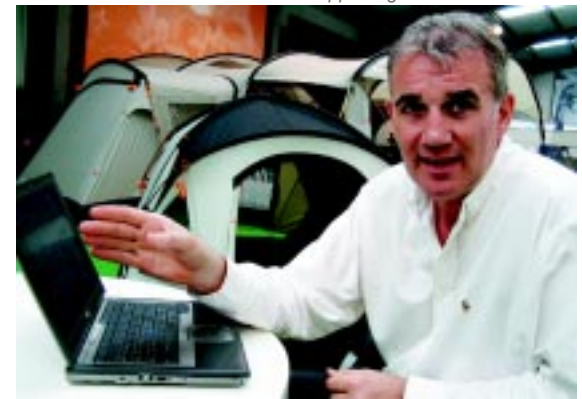
**In just two weeks an industrial warehouse** was transformed from being an echoing empty building to contain the biggest display of tents the outdoor retailer will find pitched by any one brand. Just minutes away from Glasgow airport, this 21,000 sq ft carpeted camping emporium has changed the life of Trade buyers - no longer will they have to face whatever the weather clerk throws at them while they range for the seasons ahead. Muddy knees and rain down the collar are a thing of the past for buyers on a Vango tent buying expedition, writes Peter Lumley, one of the first visitors to what Vango now call their Green Room.

The words of Alastair Moodie show just how much easier life will now become for people. "Yesterday I drove to work with a huge smile on my face" he told me, "it was raining hard but I knew we would be spending the day demonstrating our full product range without even a thought about the weather. Now we can just concentrate on helping the buyer range for the season".

The showroom project has been on the cards for some time, MD Stephen Newlands told me "We'd been looking for some time, but when we saw this unit the plot fell into place and all we had to do was fit it out to do the job".

Inside two weeks of locating their new showground, the carpenters had laid down the support joists, covered that with 21,000 sq fit of solid wood flooring and then invited in the carpet fitters. Pitching all the tents after that was just childs-play, without a care about the weather.

MD Stephen Newlands, showing me their dvd of Vango tents being subjected to monsoon conditions in a test chamber. No chance of that happening here at Linwood!



the complete Vango range is pitched at Linwood, buyers can walk into tents and compare the features. Vango also rack their accessory range, demonstrating how branded merchandisers will fit into the shop. A lot of the camping accessories and furniture easily recalls how Vango offer a breadth of choice to meet all market sectors. Colour co-ordination and tent layouts are especially attractive for the family market, and especially where the lady is head of the decision making process for camping.



TENTS SLEEPING BAGS RUCSACS ACCESSORIES

For four decades the designers behind Vango have had your interests at heart - Comfort, Safety, Reliability, are all top of the list, each year taking care to develop the products you want, and like you the people at Vango possess a real passion for the outdoors.

Come see us at Outdoor, Friedrichshafen Hall B1, stand 403 and Hall A6, Tent City

www.vango.co.uk

## walking and cycling is the best buy in transport investment

**Transport investment should be directed** to the promotion of walking and cycling, so as to promote healthy lifestyles and prevent disease, says the sustainable transport charity Sustrans in a report published at the beginning of July. "The value of investment in active travel" reviews evidence from around the world, and concludes that schemes to encourage a shift from private motorised transport to walking and cycling are the most cost efficient use of transport funds.

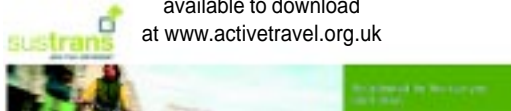
These "active travel" schemes are also likely to be the most cost efficient means of increasing physical activity levels across the population. Government policy and public health guidance call for increases in physical activity, noting that two-thirds of the UK population are insufficiently active to protect themselves from major risks to health such as heart disease and some cancers, and that physical inactivity now costs the UK over £10 billion a year.

The research cited includes analysis of three local walking and cycling route projects built in 2005, using a new Department for Transport (DfT) cost benefit assessment tool. The returns on investment for these turned out far higher than for typical transport schemes focused on private motorised transport.

The main reason for this is that the DfT valuation now includes the impact of physically active travel on the risk of heart disease, stroke and colon cancer (although numerous other diseases are not included, meaning that the health benefits shown are still very conservative).

Sustrans' Active Travel Director, Philip Insall said: "We have to reverse the steep rise in healthcare costs arising from inactivity, which is consuming a larger and larger share of the NHS budget, and we also need to reduce climate change emissions from transport and cut congestion. "The value of investment in active travel" clearly shows that walking and cycling investment is better value than wasting more transport money catering for private motor transport. Now really is the time for a major shift in transport spending, and for the majority of our transport investment to go into helping people become healthier, rather than the reflex car-centred planning of the past".

The full information sheet is available to download at [www.activetravel.org.uk](http://www.activetravel.org.uk)



## their trespass helps today's hikers and bikers

*celebrating what the few achieved for so many*

**Without the action of the trespassers** in their Kinder Scout Mass Trespass 75 years ago, the countryside would be a poorer place for people wanting to be there enjoying themselves. Bikes, hikers, ramblers, scramblers, they can now all venture freely on to much of what was once forbidden land. Speaking at the 75th anniversary celebrations at New Mills of the Kinder Scout Mass Trespass in April, the then Environment Secretary, David Miliband, paid a glowing tribute to the 400 ramblers who 75 years ago exercised their right to roam on the Peak District moors. Shortly after their protest, five of them finished up with prison sentences. Their action though, began the process that eventually led to the opening of moorland tracts, pathways and routes that can so widely be enjoyed by countrygoers.

Mr Miliband said that what was achieved that day meant there were now National Parks, with the freedom to roam on mountain and moorland, something that 22 million annual visitors to the Peak District enjoy today. Confirming the Government's support for the next step of opening up England's coastline to public access, he explained: "We sometimes like to think that the thinking of politics is ahead of that of the people. There can be no doubt that in the 1930s, the politics were way behind the people, and the trespassers showed the way forward on access to moorland which is now enshrined in the Countryside and Rights of Way Act."

Mr Miliband's speech was the keynote of a day of speeches, songs and stories centred on New Mills Town Hall, when about 300 ramblers from all over the country gathered to

David Miliband (left) and Harry Rothman (right) with Benny Rothman's two great grandchildren, Isabella and Harvey at the unveiling of the train at Manchester Piccadilly



celebrate the anniversary. Earlier in the day, Mr Miliband had named a Northern Rail train after Benny Rothman, the Manchester Rambler who led the Mass Trespass in 1932. Assisting him in the ceremony at Manchester's Piccadilly Station was Benny's son, Harry, and two of his great grandchildren, Harvey and Isabella.

Other speakers at the New Mills event, compered by BBC Radio 2 folk show host Mike Harding, included Sir Martin Doughty, chairman of Natural England, who came up with a Trespass Trail walking route based on New Mills. The trail was then officially opened by Mr Miliband at the New Mills Heritage Centre by a sign which read "Trespassers will be Celebrated - By Order".

Lord Roy Hattersley, president of Friends of the Peak District; Kate Ashbrook, chair of the Ramblers' Association; Tony Hams, chair of the Peak District National Park authority and Jim Perrin, writer, access activist and friend of Benny Rothman, were the other speakers. There was also a 'work-in-progress' performance of a new community play, On Common Ground, about the trespass, prior to a full performance later this summer. The event concluded with a rousing rendition of Ewan MacColl's famous access anthem, The Manchester Rambler.

Throughout the weekend, guided walks led by National Park, Derbyshire County Council and National Trust rangers took many hundreds of walkers along part of the 14-mile Trespass Trail - including a 101-year-old lady who had travelled up from London for the event.

more on [www.kindertrespass.com](http://www.kindertrespass.com)  
site in operation throughout the summer

## FRIEDRICHSHAFEN II

**In a little over a month after OutDoor 2007 closes** the crowds will be back on Bodensee for Eurobike. Over 800 exhibitors will be taking part in the largest Eurobike ever, staged from Thursday 30 August to Sunday 2 September, in 13 halls, including for the first time in the Zeppelin hangar.

The first Eurobike Demo Day has a big premiere with over 60 leading manufacturers, dealers and journalists meetin on 29 August - one day before the show opens - for test riding in Eichenberg, a village in the Vorarlberg region of Austria.



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Compact, lightweight and equipped with a selection of adaptors, the Cyclaire Inflator is ideal for every kind of inflatable product - such as airbeds, paddle pools, flotation products and inflatable toys. Cyclaire will inflate a full-sized airbed in less than a minute. The Inflator can move up to a massive 560 litres of air per minute, much more than any other manual inflator and more than most electric pumps.

The Inflator is priced to retail for under £10 (€5).



## award for intelligent membrane discovery

Similar to a blossom, which closes its petals in the rain and then opens these again in clear weather, the Vayu Verde membrane can adapt to the respective weather. When it gets wet, surface pores are closed instantly. In this state it becomes absolutely waterproof even if high pressure is applied. As soon as the material dries it regains its breathability. Its special macromolecular structure is directly responsible for making this material as air-permeable and breathable as a cotton T-shirt.

That's the path of discovery and development that 33 year old Michael Dehn and his business partner Christian Wiedemann, just a year younger, followed on their way to developing the world's first intelligent, air-permeable membrane that has won them this year's Brand New Award of the world's largest young entrepreneur competition at ISPO sport & style, just completed in Munich.

Vayu Verde is made from eco-friendly raw materials also used in cosmetics, the intelligent membrane is a world premiere and is protected by international patents. Shoes, jackets, gloves, tents, hard hats, textiles and sport accessories can be equipped with the Vayu Verde system to improve ventilation. It is also suitable for electronic devices and medical products.

more information on  
[www.iqtex.com](http://www.iqtex.com)



Last year Cyclaire won top prize in The Big Idea on Sky TV, a reality show hunting down Britain's best new invention of the year.

Julian Peck, the Newcastle-based inventor of the Inflator, explains: "We developed the Cyclaire Bicycle Pump, which outperforms any conventional pump, and people started asking me if we could use the same concept to develop an airbed inflator. Kids love inflatable products, but parents hate pumping them up. People have the same problem when camping. We built a prototype Cyclaire Inflator and were amazed at just how well it worked, so now we've brought it into production."

Building on its success in the UK, Cyclaire is looking for the right distributors into the Outdoors and Toys markets throughout Europe and beyond.

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## the World First collection

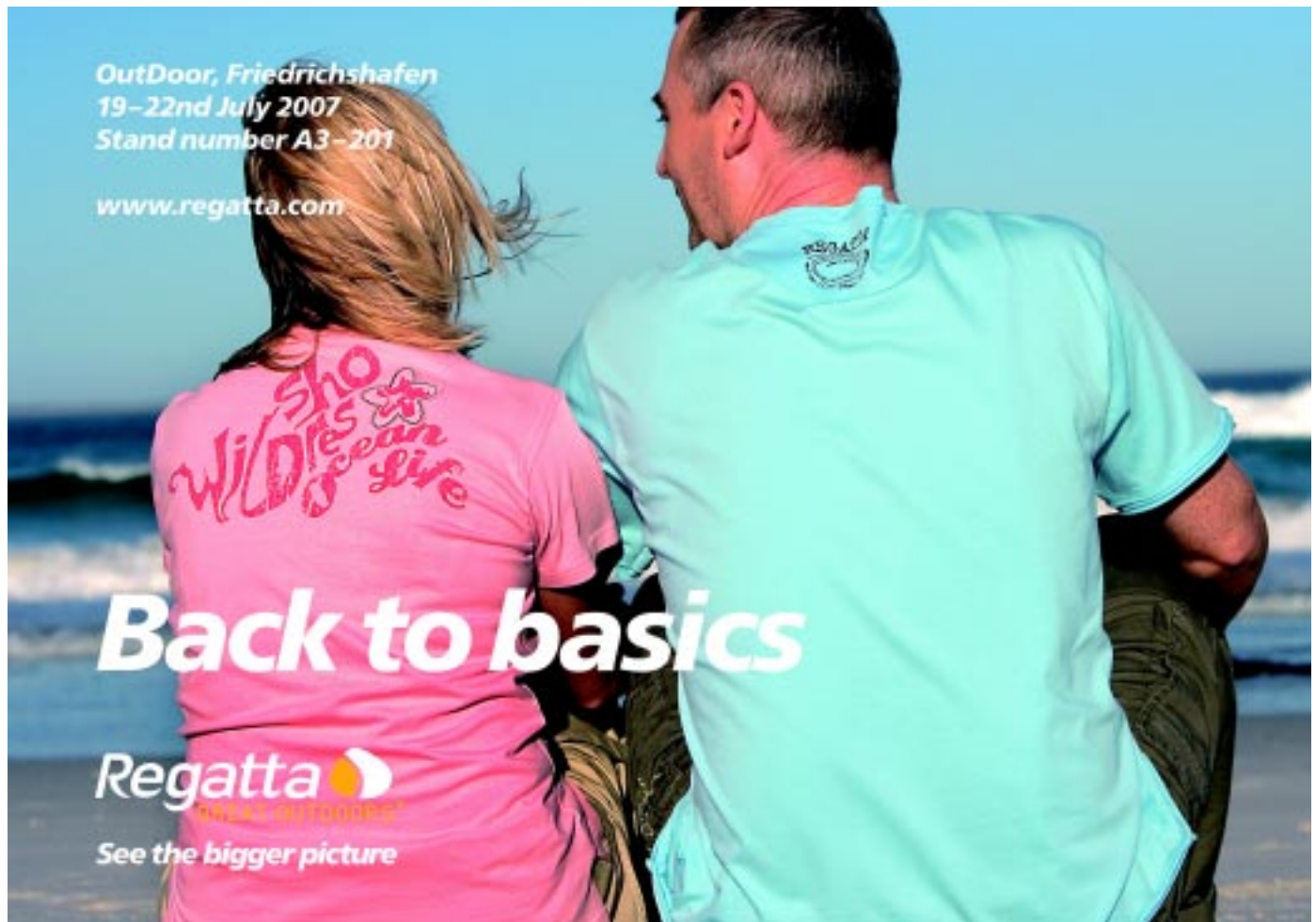
Discerning travellers are the target for Craghoppers as they introduce their World First collection, as part of their Spring Summer 2008 range. World First is a collection of travel clothing for anyone who wants and expects the best, say the Manchester based brand. With a jacket, microfleece, shirts, polo shirts and trousers in the collection, the set is reckoned to ooze style and refinement.

The jacket has iPod and mobile phone connectivity for those important business deals, while ethical values are catered for in the FairTrade and organic cotton shirts and trousers. Managing Director, Jim McNamara, said: We have a long heritage of making top-class outdoor clothing and are also acknowledged as quite an authority in the field of travel. "that led us to use our expertise to develop the World First range. Although travel has been the preserve of gap year students, more and more older people are taking time out to travel and are looking for quality clothing to wear. We saw a niche in the market for a range of top quality clothes to take them wherever they want to go," he concluded.

OutDoor, Friedrichshafen  
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## Back to basics

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Whitby's Garry Woodhouse is excited about the latest product from Princeton Tec. "The Fuel sits very well within our current portfolio, its new shape and variety of colours to suit all tastes and activities. The Fuel's three super bright Nichia LEDs cast a 16 lumen beam on the light's highest setting, and the ultra light 78g unit sits comfortably on the easily adjusted headband.



# what's water got to do with it?

*the talk is of lighter loads, and then the advantage loses out to drink*

**If donkeys could talk**, or you could understand what they were muttering as they munched into a mangerside evening meal, then what you'd probably hear is "why does that fool keep loading up such heavy bags?" Yes, you have to ask, just why indeed.

The swell of opinion in print and on the burgeoning blogs suggest we are witnessing a new world of light-weight bliss for people on the move. Too many people carry too much, for sure - we know that a litre of water is heavy, compared with a three season sleeping bag, or something like that quite exceptionally comfortable Exped Downmat 7 - which weighs a mere 745g. ...”

need to face that trade-off. Only in a barren quarter, or where I see only suspect water around, then that's the only time h 2 and o is is carried. I favour the form of security that is peace of mind with a bit of comfort, so no saving ounces or grammes on kit and then have a waterbutt on board. Which means I'm not so sure bladders are a good idea, when walking I rely on a bike bidon most of the time. My regular gear gives the capacity to tote four litres of water if needed and for



cycle-campers have similar needs to backpackers, they merely move a little quicker, that's all

the rare dry pitch which may be used. I try hard to avoid dry pitches, but I enjoy a bit of comfort.

Watching the blogs and the pages of magazines could suggest there's a lot more being written about lightweight travel than ever, yet the topic and dialogue going the rounds isn't anywhere near new, nor very original. Skipper Holding - of founder fame for both the CTC and the Camping Club of today - was a minimalist and an effective publicist in the art

of lopping weight away from the otherwise desirable. Mountaineer Edward Whymper was pretty good at the game too, he also knew how to get the message to readers. The difference is, they were making waves in what you needed then to travel light, and theirs was home-grown innovation. That is against a present day delivery from many communicators, trying to put you in danger of believing that it's novel, and as if being from an American source makes it the bees-knees.

Who's re-inventing the wheel here, or who is being hoodwinked? Not necessarily the reader, for sure.

For the topic of lightweight travel it was Robin Adshead, a major of a man with both bike and boots, who would turn a phrase neatly to remind us that any fool can be uncomfortable. Those who would re-invent the wheel today would learn more than a lot from his jottings. Search Amazon and you'll find his books that have lightweight lore written large on the page. Robin Adshead was a shopkeeper, a gear designer and maker, a guy ready to go try it all on a bike or with a pair of boots. He'd then tell of the error of his ways, the delight of discovery. So there may be hope for others today?

I'm going to Friedrichshafen to try to discover that priceless commodity, a new product rationalised with the fine balance of weight and of function. I'll beware, for sure, because I can recall times galore when flashy kit was being "sold" to us as new thinking with function, and usually by suits who weren't exactly knowledgeable about the arena where it was to be used.

I'll be wary of lemons and I'm trusting that product waved around by the merchanteers will be from a real developer working with ideas that have come from the experience of practicalities in the real world, rather than a dream time experience at some university or other on a designers' degree course.

And on the matter of water - who will be the first there on the aisles, with a product specification that explains - even guesses, badly - what the kit will weigh after a few hours of rain?

Water is not only just heavy stuff when carried, it's a great leveller in the performance stakes, too. **PRL**

## if you burn less fuel - you can carry less fuel! our cooking cosy at work

*we made this one at home from closed cell foam*

**After bringing food up to temperature**, you simmer it, which burns fuel. Incorporating a pot cosy into the cooking kit is becoming popular, and so putting out the stove while the cosy "simmers" the food saves fuel. Less fuel used, means less to carry, equals less weight.

Taking some spare insulating mat I constructed a cosy for an MSR Titan pot, using 5mm Beacon closed cell foam. The base of the cosy is constructed around a cd disk - which matches for size. The cosy depth fully accommodates the Titan and in use I have kept the pot handle closed - I use a pot grab on hot metal most times anyway!

I tested the system indoors with water from a domestic kettle fed into the Titan, temperatures were checked over period of almost 5 hours. I draped a J-Cloth across the lid of the Titan, to help retain heat which would have escaped from the spout, and the gap between the cosy and the pot.

It is an on-going exercise, and I am about to make a cosy for Trangia pots. **PRL**



The MSR Titan and the cosy as made and used

7.45	Starting temperature = 180F from electric kettle
	Ambient room temperature c.65F
time	water temperature in Titan
7.52	180F
8.10	165F
9.15	130F
9.30	125F
9.32	water in the electric kettle is 72F, cosy is at 125F.
10.40	100F
	in a bath this temperature is too hot for comfort.
12.25	80F
	Gauge reset under cold tap, at 45F for each reading, then left to settle for next check, used Swiss Rueger cooking thermometer - no C rating!

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## there is simply nowhere quite like Hadrian's Wall Country

*"right on my doorstep - but a place I will never tire of visiting"*

On a good day you can see forever, in this land where the Romans came, conquered and left an indelible mark on the switchback of the Whin Sill and along the streets of Tyneside. There's so much to see, to marvel at, that a day isn't enough, by at least a week, and staying for a month, even a year, is still hardly time enough to wear out the appeal. Here you find what, really, is the story of how man can shape rock in such a fine manner, and do it in such a fine chunk of land. It's right on my doorstep - but a place I will never tire of visiting, writes Peter Lumley.

Hadrian's Wall Country spans the north of England from Ravenglass on the Cumbrian coast to South Shields on the North East coast and there is an abundance of walking and cycling routes throughout the World Heritage Site.

**Hadrian's Cycleway is a 120 mile** cycle route that runs close to the line of the Roman frontier. The route follows specially designated cycle paths and quiet minor roads and there are certain sections where cyclists will travel right alongside the Wall.

**The 84 mile Hadrian's Wall Path National Trail** provides a unique opportunity to enjoy the best sections of the Wall on foot, whilst also taking advantage of the rich variety of circular routes that allow people to explore the hidden gems surrounding the World Heritage Site.

on the North East coast and there is an abundance of walking and cycling routes throughout the World Heritage Site.

On the Wall, there are no Roman roofs left that matter, or at least I've never found even one remaining pantile. What I have found, though, are vistas that stretch upwards, over a land where space just goes on into space, some days with clouds acting the milestone to heaven itself.

This is big country, with a big demonstration of the stonemason's art, who along with the muscle and might of the thousands of workers, built this monument in a quest for security - although not necessarily against neighbours.

It stretched right across the countryside, from one sea to another, some parts lost forever but the route of the Wall remains a ride, a walk, a journey through history and rural excellence. You can even be led along the right path, from

the pages of the 2007 Mini Guide to Hadrian's Wall Country. This comprehensive manual reveals the finest accommodation and best walking and cycling routes surrounding the famous Roman landmark.

The compact guide fits neatly into any rucksack or cycle pannier, but is just as much a companion for armchair touring. It helps make planning a trip as easy as possible, providing advice and guidance on things to see and do. The guide includes a detailed directory of places to stroll, to journey with a backpacker's kit or cycle the routes, with accommodation and the specialist services listed for walkers and riders.

you can see more at  
[www.nationaltrail.co.uk/HadriansWall](http://www.nationaltrail.co.uk/HadriansWall)



**Vineet Lal**, director of branding and communications at Hadrian's Wall Heritage tells us "Hadrian's Wall Country is truly unique in that it contains the only UK cycleway that spans a World Heritage Site. The National Trail takes walkers through the beautiful countryside of Cumbria and the breathtaking Northumberland National Park, as well as experiencing cityscapes and riverside routes."

The Mini Guide to Hadrian's Wall Country (including walking and cycling accommodation for 2007) is free and can be picked up from Tourist Information Centres, Roman forts and attractions in Hadrian's Wall Country or you can register online for your free guide at [www.hadrians-wall.org](http://www.hadrians-wall.org) or call 01434 322002.

## enchanting Holy Island - just the causeway away

The cycling is pretty easy in this part of the world, with only short stretches of uphill roll in open countryside that carries the tang of the North Sea in the air. Almost everywhere you go there are snatches of castle topped Holy Island in the seascape, with the Farne Islands blue smudges riding a sea that can be flat and calm or white-horsed right to the long strips of sand at a high tide. Everywhere you hear the call of sea birds. The walking is on less than challenging routes, mostly where stiles go as high as the path gets.

Holy Island attracts over half a million visitors a year, stretching the places to stay in busy times as there is a certain lack of quality accommodation in the immediate locality. On a walking holiday or when cycling, it's too far a stretch to reach big town Berwick or Newcastle in the other direction. But the new £2m development that is Lindisfarne Inn and Country Pub, sits just two miles away from the beauty and history of Holy Island. Affordable, high quality accommodation and hospitality is there for individuals and groups of tourists, walkers and cyclists. Staying here on the mainland means there's no tide to worry about, or sea to maroon you as the tide floods that famous causeway, the one that can often look so very innocent, but don't the tides rush in . . .oops!

Lindisfarne Inn and Country Pub is on 01289 381223, or [www.lindisfarneinn.co.uk](http://www.lindisfarneinn.co.uk).



## for wet and dry terrain

Helly Hansen have introduced the The Manifesto Breathe which is said to combine the rugged outsole of a superior outdoor shoe with the exposed upper of a sandal. That gives adventurous feet the option to safely and comfortably tackle wet and dry terrain in this style of amphibious footwear.

Pack loads will lighten as there's no longer the need for multiple pairs of shoes during outdoor excursions, with the versatile Manifesto Breathe being designed to scramble through rivers and up mountains.



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Direct shuttle buses Zurich airport - Outdoor free-of-charge, 3 times daily

# Outdoor

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## the lightweight challenge

To what is considered an incomparable portfolio of the lightest climbing hardware in the world, C.A.M.P. has added what is the lightest known tent in the world.

The Bivak is a single person compact shelter designed for multi-day excursions. With poles and pegs, the tent weighs 780gms - in old money, 1.72 lbs. It is constructed from rip stop nylon with a 1500 mm hydrostatic head. See it at OutDoor, Friedrichshafen.

# LOOKING FOR SOMETHING DIFFERENT?



**Most retailers are looking for stock items which distinguish them from their competitors: products which have a top pedigree; but which are not sold in every chain shop throughout the country.**

While not every shop will want to stock the Pro-Nuts illustrated, Allcord offer the Trade distinctive products from some of the most successful manufacturers of high performance outdoor gear.

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## SNUGPAK GOES NATIVE

at Friedrichshafen - Hall B1 . Stand 304

The OutDoor show at Friedrichshafen will see a number of developments from top British sleeping bag manufacturer, Snugpak, including the launch of Native Planet's range of rucksacks and travel accessories to UK retailers.

Snugpak has a strong technical heritage in the sleeping bag market with its comprehensive collection of synthetic-filled bags, from the Antarctica RE for extreme use at temperatures down to -50° C to the Softie Chrysalis with its versatile expander panel for a more roomy night's sleep.

**SLEEPING BAGS** Snugpak has been at the forefront of synthetic sleeping bag design technology for the last 30 years and still leads the market today with new product designs for 2007. Its entry level Sleeper range has been re-designed to fit in with the rest of the range with its two-tone colour design and logo positioning. The highly siliconised synthetic fibres used in the Sleeper range give a soft handle and prolonged lifespan compared to traditional hollow-fibre filled products and its good warmth and small pack size make it an ideal introduction into the Snugpak range.

**NATIVE PLANET** Snugpak recently announced its appointment as UK distributor of innovative travel and accessory brand, Native Planet, which boasts a comprehensive range of rucksacks and travel accessories for a variety of end users, from professional backpackers to weekend and business travellers. Native Planet's top of the range technical rucksacks are designed and constructed to rival top UK brands, with fully adjustable back-systems, which remain simple to adjust whilst fully-loaded and on the move.

OutDoor sees the official launch of the Native Planet range, with stock available for immediate delivery following the exhibition.



Native Planet Pass-Port

To book an appointment with Snugpak, please telephone 01535 654479



CAMINO rucksack.



Snugpak's SLEEPER range

## Munich fair accolade for Mammut

The ispo performance award winner **Extreme Qogir** is an uncompromisingly tough soft shell jacket, unequalled in its field, say makers Mammut. It's light in weight, being fashioned from their exclusive SOFtech™ Stretch which also makes it highly abrasion and scuff resistant.

Exposed areas such as the elbows, shoulders and lower back are further protected by a layer of diamond-hard ceramic dots. This coating – a process developed by Swiss specialist Eschler – is reckoned to guarantee a resistance to abrasion for soft shell materials that is quite revolutionary.

When worn the soft shell remains quite soft and slinky despite the tough protection.

No solvents are used in the making of the Qogir jacket, thus giving it a reduced environmental footprint.

The Extreme Qogir (below) gets the full Alpine treatment: High-reach sleeves, splashproof zippers, one-hand adjustable collar, two zippered side pockets and an adjustable hem.

You will see it at OutDoor



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FREEDOM IS EVERYTHING

Apex Trail



## trio of pointers to boot sales

**New from Kayland this summer** are three models of boot sharing the name "Apex". All are eVent lined and all are available in both men's and women's fit.

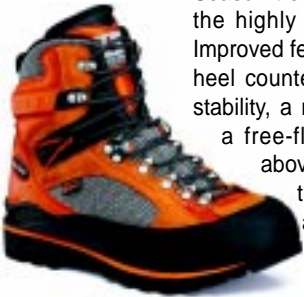
The futuristic-looking Apex Trek is a 4 Season trekking boot and is the successor to the highly acclaimed Kayland Super Trek. Improved features include a carbon reinforced heel counter for greater support and lateral stability, a new ankle-lock system which has a free-floating support strap positioned above the ankle to anchor the heel in the heel cup. The lace-lock system allows for an optimum fit. The B1/B2 rated Apex Trek will take a crampon with a flexible linking bar and is ideal for multi-day backpacking on mixed terrain at medium altitudes.

The slightly stiffer boot, the B2 rated, is Kayland Apex Rock, with a Vibram Mulaz sole, suitable for C2 step-in crampons.

The third Kayland Apex boot is Trail which is the successor to the award-winning Super Plume. It is reckoned to be an extremely comfortable, mid-priced light hiking boot with the eVent membrane.

Allcord Limited 0191 2848444  
www.allcord.co.uk

Apex Rock



Apex Trek



The Oz Pullover for Spring 08

## for adventure racers, cyclists and runners

**This Spring Haglöfs launched a new** range of lightweight gear aimed at the highly active adrenalin junkie - Intense. Extremely lightweight fabrics were used with high breathability and stretch, and the features were kept to the absolute minimum necessary, perfect for adventure racers, cyclists, runners and the like. At Friedrichshafen they'll show the range developments for 2008, made in a fabric called Dryskin X-Odor.

Haglöfs say this fabric combines Polygiene, which is an antimicrobial technology that uses silver ions to inhibit the growth of micro-organisms, such as bacteria and fungi, the source of stink! The Traptex/Cocona activated carbon yarn on the inside is there to provide odour absorption and anti bacterial solutions that keep the wearer pong free!

The Dryskin is also a denier gradient, highly wickable fabric. The claim is that it doesn't need body heat to draw perspiration to the outside of the fabric, resulting in dry skin even when standing still, and on some of the garments the cotton like feel doesn't catch on dry skin like some other base layers. The Polygiene treatment

is said to be permanent, lasting for the entire life of the garment, with low static electricity generation and comes as a wholly environmentally friendly technology.

Intense products that are made of the Dryskin X-Odor fabric are the Actives 011 Roundneck and Longjohn, a base layer for high speed activities. The Azer Tee in short sleeve tee style and Azer Zip Top, the long sleeve, zip neck version.

Another product that will raise interest within the Spring 2008 Intense range is the Kazoo Pant, a cross between a pant and a tight with a loose relaxed feel. It's a track style pant with a comfortable fit with reinforced thigh-to-knee and seat sections in a more durable stretch fabric. There's a side zip for easy on and off and a drawstring waist.

sales@haglofs.co.uk www.haglofs.se

## enjoy a little see and feel

**Concept iii Concept iii**, with bases in Skipton, Yorkshire and centres in USA, have a new product out of Australia to demonstrate at OutDoor. It's said to be the softest, top quality pure merino wool jerseys, interlocks and sweater textures coming directly from Australia's largest vertical producer, Melba Industries.

An important renewable resource, fine merino is lightweight, easy care, has built-in stretch, is a natural body temperature regulator and is extremely versatile. You can see and feel for yourself.

OutDoor A4-211  
info@conceptiii.co.uk

## focus is on the last from Vaude

**A two year development plan** with accumulated shoe-related expertise has led to the Vaude launch of a big shoe programme backed by what is their specially devised custom-fitting shoe design.

Product manager Marco Lachner and his orthopaedic footwear team led by Andreas Bornmann and Torsten Schröder have designed innovative "shoe lasts" that are "exactly anatomically formed" and created in conjunction with various special features to optimally fit the entire foot, say Vaude.

The new shoe programme is devised to pursue their brand strategy towards their becoming a complete product outfitter to the sector

Vaude has paid particular attention to their women's shoe models, saying they have worked to meet the needs and wishes of women. These shoes, for example, offer enhanced stability for the ball of a woman's foot, which, according to medical knowledge, greatly differs from that of a man. This included the choice of colours, which were then put to practice by an experienced woman shoe designer.

Uwe Bertram is their new sales manager for the shoe product segment, having thirteen years of sales experience in footwear at Nike, where he was responsible for the key Intersport and Sport 2000 accounts, as well as leading German department stores.

one of the new Vaude models to be shown at OutDoor

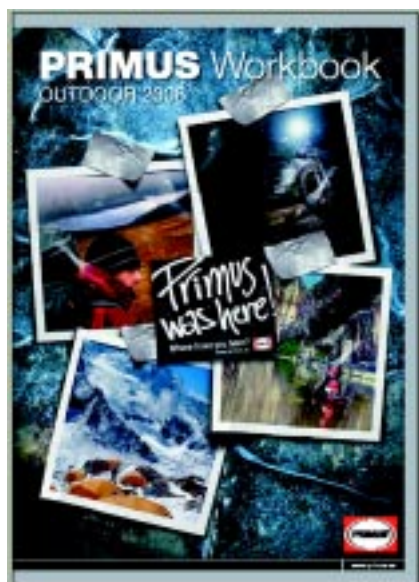


## OutDoor HALL B1

**This year at OutDoor 2007**, the OIA group is bigger than it has ever been with 21 UK companies taking part. This growth is primarily to do with the growing dominance of OutDoor as an international trade show, but is also helped by the unfortunate demise of outdoorpreview in the UK. The OIA helps these companies work their way into the European market, as an Accredited Trade Organisation they also facilitate access to government grant funding ensuring that the higher costs of attending an overseas event are offset giving the companies support in an overseas environment.

Based in Hall B1 the OIA provides a central booth where the group can take advantage of the meeting, storage and refreshment facilities provided.

AMG Group	403
Aquapak	412
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## lower fuel consumption, lower overall weight

**In the Primus 2008 Workbook** is posed the question... "is there a more effective, fuel-efficient multifuel stove?" It comes the news of a new EtaPower MF stove introduced by Primus as they push their reputation as pioneer amongst outdoor stove manufacturers. This intro is based on the award-winning EtaPower EF, which they have now refined with an adjusted preheating coil, an improved burner, and a number of smaller changes from its predecessor.

This allows the stove to be used with both LP gas and liquid fuels, such as chemically clean gasoline, gasoline/petrol, kerosene, and if necessary even diesel. This in turn leads to a lower fuel consumption and a lower overall weight needing to be carried on an expedition or hikes. The stove comes with a burner base, windscreen, 2.1 1EtaPower pot with heat exchanger, frying pan, handle, ErgoPump, 0.35 1 fuel bottle, multitool, and a storage bag that may even be used to insulate the pot.



there's a lighter version - made for the trail



## the boy's done well - and Made in England, too

**"It is a pleasure to go out and sell product** you have had a hand in making yourself." Darren Burrell told *Outdoor Trade & Industry*, just a few days after his promotion to sales director at Silsden manufacturers Snugpak.

The company are renowned for the "Made in England" label and the way in which they have maintained their hold on niche marketing, capturing business in a hostile environment where many of their rivals have a production line in some far-off country.



Darren Burrell, pictured here, began his career solidly in UK manufacturing, "I have been at Snugpak for almost 10 years now and there is still so much to engage and enthuse me. We have weathered the worst with many of our manufacturing contemporaries either folding or being swallowed up by much larger companies and becoming nothing more than a brand name". With a career with Perserverence Mills

from 1988, before moving on to join Snugpak. Both his work and play are connected with the outdoors, riding a mountain biking or towing his son on an Isla kiddy-back as well as joining camping forays.

Snugpak has developed from a management buy out in January 2006 by Mick Dobson and Susan Parrish, and in April this year saw the first year-end financial results since the MBO, with turnover up by 15% on the previous year. On Darren Burrell's appointment, Mick Dobson said: "Darren has been instrumental in the recent success of Snugpak, and it's only right that we recognise his achievements. Susan and I are looking forward to working more closely with him and building the business going forward".

## Mountain Boot Company on a high

*new product for their new drive to sell through*

**Deuter are talking about some very exciting developments** that will see a broader range of the Futura range. Expect to see a completely new and very contemporary look from this brand. Work in the design and testing arena has resulted in significant weight reduction across all models and the introduction of the Futura Pro series with Vari-Flex fins. The AC Lite range has a new 12L pack with the original air mesh back system - plus the trend in weight reduction across the whole range.

From Scarpa there is a new addition to the extremely well received Zen family with the Day-light XCR. This low cut XCR lined boot with protective rand is based on the chassis of the Zen and is aimed at the aspirational trekking and occasional scrambler. New to the kid's collection is the Mowgli boot and Tiger shoe which are easy fit modern attractive designs with waterproof linings. There is also a new addition to the Via Ferrata and scrambling category with the next generation of Mescalito style boot. The Cristallo XCR has a super lightweight upper, Gore-Tex lining, outstanding new foot last and a Mulatz sole with climbing zone.

Following on with the success of the Salamander helmet Grivel are expanding this range and introducing a new XL version to complement the JNR range. They will also be launching a new style Air Tech helmet which is foam based providing lighter construction for summer/alpine rock climbing.

THE MOUNTAIN BOOT COMPANY  
 Scarpa A1 - 408  
 Deuter B1 - 102  
 Grivel B2 - 600



*www.scarpa.co.uk is the website for The Mountain Boot Company's interface with their end customers and prospects, linking the product, the retailers and the athletes who climb or ski in Scarpa footwear. The products are categorised with sections for X-Terrain, Trek, Mountain, climb and ski.*



above: Vango's co-ordinated look for family camping, seen in The Green Room, whilst there's something very light coming your way (below) the new Helium, the walking pole is optional



## Deuter and you as their customer

**Steve Roberts, MD at The Mountain Boot Company**, is pushing an exceptional injection of sales and marketing investment ahead of the SS08 season for the Deuter brand. Building on the brand's significant growth over the past two years, he explains that this will help optimise and continue the momentum gained following the principal's change in ownership. Deuter have an increased vigour, moving to further develop key export markets, with the result that there is significant investments in field sales/support expansion, in advertising and point of sale, for retailer training and support, and customer service and consumer awareness.

On the UK stage, from early July Andy Moir took on the role of Deuter Northern area sales manager, after ten years of experience in retail and more recently sales and distribution. Andy is an active climber, skier and runner, so his employment experience and sporting background make him a perfect match for the diversity of the Deuter range, says Steve Roberts, and he will now be responsible for the coverage of Scotland for the brand..

The appointment of Andy Moir sees a restructure on the existing sales side for MBC. Steve Booth continues his work with the company as Contour, Ski Angel agent and regional representative for Scarpa. Kieron Mackenzie will now have further time to work on the company's new investments and initiatives, along with increased support for key accounts.

Managing Director, Steve Roberts commented: -

"We have been super-motivated to invest further in the Deuter brand, given results to date, however the additional support we have received from Deuter is in my experience unprecedented and really allows us to make investments, that will support our customers and reach consumers at a new level. The appointment of Andy Moir is a key foundation in the strategy and his skills, focus and full time commitment are fundamental to our plans. "



Hall A3 stand 203.

free standing units, new literature and full supporting display material

**They are storming along**, those waterproofing people out of Alfreton - they now have a range where nearly half of their products have formulation modifications and improvements - yet all at the same price, engineered through internal efficiency at their base camp.

Says Tim Wilson, who heads up the Storm group of companies: "at Friedrichshafen we will have all our latest point of purchase ideas showing the recyclable free standing units, new literature and full supporting display material. That and the products, of course."

"On our Outdoor booth will be Peter Williamson, helping on the sales side - we are having to leave Anne at home, for the first time missing the Bodensee atmosphere. Sorry Anne, but someone has to be there and running the factory!"

So while the mice are away, take the chance and have a sweet conversation with the lady herself back at Storm in Derbyshire - 01773 521309 is the number. And if you hear a man's voice . . . perhaps someone has just lost their passport.

## what's your horror story

**The people who will tell you** that the only way to carry the lightest weight possible tarp as the best thing since sliced bread.

Myself, I like some protection from not only the elements but the creepy-crawlies and winged sods, the ones that make camping a bit of a bind at the end of the day in the saddle or contouring round the lumpy bits to an over-night haven. Tarps? not my cup of tea.

Of tarp users, the best story I heard recently was from the Scot who awoke to splutter a creeping slug from the very corner of his mouth, he's sold that tarp to another pending victim of silliness.

There's also been the blog admission that one "lets get backpacking lighter" man actually doused himself with a deet concoction before hiding inside his sleeping bag to avoid the evenings daggerly flyers. To no avail, apparently.

It all may help with add-value at the shop counter: "next please, oh, a gallon of bug repellent, will that be enough for how you do it?" But should we really expect people to enjoy their outings with a tarp as company - or is it all Ray Mears' fault?





Innov\_ex 07 September 26, 2007. Lancaster University Management School

*Innov\_ex is unique and the only innovation conference targeting businesses involved in the outdoors leisure trade. Innovation is a key driver of the competitiveness of firms and nations, but what does it mean for you?*

## the day with an eye on your future

**Innovation is a key driver** of the competitiveness of firms and nations, but what does it mean for you and your involvement in the outdoor leisure trade? In the knowledge economy innovation is a major element and the outdoor sector is driven very much by the need for new products to meet existing and new sporting challenges. This conference has already become, in preceding years, an event that attracts

### Conference agenda

The conference will be opened by Mr Bryan Gray, Chairman of North West Development Agency.

Presentations include:

#### Breathable boot linings

Graham Thompson (Trail) and Mark Taylor (Performance Clothing Research Group, University of Leeds)

#### Incubating & Embedding Innovation

Bill Mills (NWTextnet) and David Smith (Innovationworks Ltd)

#### Reading the product

Chuck Kukla (Massachusetts Institute for Technology and REI)

#### Space Invaders: are new information and communications technologies (ICT) a help or a hindrance in open spaces?

Nigel Lockett, (InfoLab 21, Lancaster University) :

#### Scott, Amundsen, Mallory; their clothing revisited

George Havenith, (University of Loughborough)

#### Leaks in outdoor clothing design

Terry Love, Curtin University

#### Expert Panel on communicating innovation and why so difficult.

Andrew Denton (previously the owner of Mountain Equipment, now a freelance small business investor and advisor).

Graham Thompson (Trail). Dave Brook (Performance Clothing Research Group, University of Leeds). Mike Redwood (World Sport Activewear).

#### General Expert panel

Ralf Beppler: (freelance journalist). Mick Farnworth (Mammut).

Mike Redwood (WSA). Graham Thompson(Trail).

Dave Wrigglesworth (West Coast Outdoor Leisure)

#### conference booking form

[www.innovation-for-extremes.org](http://www.innovation-for-extremes.org)

enquiries phone:+44(0)1524 594214

Conference Administration: Tony Breakell

[a.breakell@lancaster.ac.uk](mailto:a.breakell@lancaster.ac.uk)

attendance from all over Europe and further afield - among them designers, manufacturers, marketing people, the communicators, shop floor staff with an inquisitive nature. *Everyone!*

The conference is a combination of lively research papers and interactive expert panels, leading academics and outdoor specialists address the questions. The sessions will be enriched by web links and summarised via podcasts.

### What people say about Innov\_ex

*"It has been very useful for the media who went along, as we were able to update ourselves on technical trends and at Trail we are currently making use of the various talks to let our readers know of current and future developments".* Graham Thompson, Trail.

*"Technical, revealing, educational....definitely not a conference too far"* Peter Lumley, Outdoor Trade & Industry

*Thanks for such an enjoyable day. It was a privilege to listen too and learn from so many expert speakers. Anybody in our trade who cares about what they sell would find this day interesting.*

Dave Wrigglesworth; Retailer, West Coast Mountain Sports

### looking to the future . . . a competition

**The future health of the outdoor leisure trade** depends on the next generation of innovators and this prize to encourage new designers is open to current Masters and PhD students, recent graduates (from last 3 years) new independent designers (established in last 3 years). The judging panel includes: Sponsor and conference expert, panel of outdoor journalists, outdoor testers, designers, manufacturers and retailers.

#### What to submit?

Design and prototype. Poster explaining the innovation.

#### Criteria for judging:

Student should demonstrate: Research into related past inventions Does student understand users? Does the student understand 'what is needed' and 'what is possible'? Are product benefits clearly defined? Display/poster at conference -poster sessions for students end of morning session.

**The reward:** A cash prize of £500 + £500 towards the expense of a trip to European trade Show. Free attendance at Innov Ex 08 to report back on the year following the prize

Application forms from

[www.innovation-for-extremes.org](http://www.innovation-for-extremes.org)

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### publications schedule

KSA journals are published each month. Editorial materials are needed 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 gives information to help businesses generate trade from their coverage and the publisher will be pleased to help you achieve the best timing to develop market awareness.

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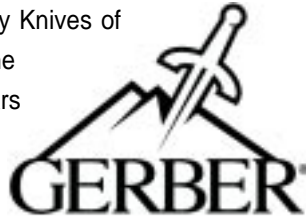
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## New faces at Silva Ltd as the company completes restructuring

**July 2007 sees the completion of a busy twelve months at outdoor equipment distributor Silva Ltd.** A major review of the company's strategy got underway in July 2006 following the takeover of Sweden-based Silva Group by Gerber Legendary Knives of the USA, itself a subsidiary of Fiskars Brands, the American arm of the Finnish multi-national Fiskars Corporation. Shortly after the deal was finalised Keith Paxton, formerly of Columbia Sportswear, took over the role of Managing Director at Silva Ltd and began a reassessment of Silva's activities in the UK and Ireland.



One year on, and Keith Paxton together with his management team arrangement implemented a series of changes that they feel confident will place Silva in a strong position for the coming years. First off, out of the company's distribution portfolio is going the niche marine products produced by Lowrance. "These are specialist products for a specialist market," Keith Paxton explains, "and we feel they will be best represented by a distributor with a specific focus on that sector. For the years ahead we are looking to handle brands with a broader appeal across the outdoor pursuits sector as a whole." And he's as good as his word, as Silva has now finalised the arrangements for taking on the distribution of the Gerber product range across the UK and Ireland.

The world's leading manufacturer of multi-tools and hunting knives, Gerber is also a leading force in lighting products, hydration packs and a range of other outdoor accessories including axes, saws and shovels. "The potential is immense," Paxton explains. "Gerber is a by-word for quality and dependability in the United States, but over here we have barely scratched the surface. Gerber has essential products for just about anyone who sets foot outside their front door, whether they are outdoor enthusiasts, DIY-ers or members of the armed services."

To cope with the upsurge in activity the management team at Silva Ltd has a new strategy across its sales operation to meet the demands of the programme. A key step has been the appointment of a National Accounts Manager to handle the key accounts. Tim Young was appointed in June and as well as being an accomplished competitive runner brings to the role a breadth of sales experience gained with global multinationals including Glaxo Smithkline and Budget Rent-a-Car. At the same time Silva has moved to take more direct control of its distribution network, bringing to an end its long-standing arrangement with Dalesman while expanding its own Field Sales Team. This will enable it to offer a more focused approach to sales and customer service by ensuring that all its customers are serviced by dedicated specialists with in-depth knowledge of the products.

As part of that initiative Silva has also taken advantage of the talents of Kore Ltd, the previous sales agents for Gerber in the UK, and appointed them to represent the brand specifically in the military and public sector markets, as well as for all the Silva product ranges across the south-east of England.

"It's taken quite some time to get all the pieces in place," says Silva's MD Keith Paxton, "but we are now in a position to broaden and deepen our presence across the entire outdoor market. We are confident that we have a first class portfolio of high quality brands bursting with potential, and we look forward to adding selectively to the stable as the business continues to grow and develop."

*left to right; Tim Young (National Accounts Manager), Murray Macintyre (Operations Manager), Andrew Clough (North & Midlands), Keith Paxton (Managing Director), Nick Jupp (Scotland), Jeremy Price (Industrial & Military), Simon Baynes (South West) and John Hughes (South East). Not present is Maurice McGlade (Ireland).*



**The addition of Gerber to the Silva line-up** has brought on board a substantial number of highly desirable consumer products, and judging from the reception that Gerber has received at recent shows and events, the public likes what it sees and is prepared to part with its money to acquire what it sees as premium quality products. Gerber has long had a small but dedicated fan base in the UK, but with Silva now on a mission to spread the word of just how good this equipment is, the number of satisfied Gerber users looks set to rapidly become a whole lot larger.

One area in which Gerber is already having a noticeable impact is the multi-tool market. In the UK this has long been seen at the quality end as the

preserve of Leatherman - the reverse of the position in the United States where Gerber outsells Leatherman by a significant margin. However over here Silva is already starting to close that gap, helped both by the unique features available on the Gerber multi-tools, and by their stylish and imaginative designs.

A prime example of the success of this approach is the bestselling Suspension multi-tool. Not only does it look great, and is competitively priced with an RRP of £34.95, but like many other Gerber multi-tools it comes with spring-loaded pliers, a feature that transforms the ease of operation and one not



*Above - the Suspension multi-tool*



*Left - the Multi-Plier 600 multi-tool*

*the Liquifusion reservoir*

found in any of the models sold by their main competitor. It also contains all the essential tools including fine and serrated knives, scissors, three types of screwdriver, bottle opener and more.

Another innovation unique to Gerber is one handed opening, whereby pliers can be extended from the body of the multi-tool with a single flicking movement. The US armed forces are certainly impressed by this; they have just placed a \$29 million order for the Multi-Plier 600 . . . in the UK it's available for just £59.95. The one-handed opening is essential for any activity or sport where the user might need the other hand to maintain a safe grip or use other equipment, and this unique feature can be found on a number of Gerber multi-tools ranging from the industrial strength Freehand to the compact Multi-Plier 400.

Gerber is also an important innovator in the area of hydration packs, and the new Liquifusion reservoir system is set to be a big success. This semi-rigid container fits into any suitable backpack where it then adjusts to the shape of the user's back. Even better - it's designed to go in the dishwasher, so no more strange tasting water or complicated cleaning procedures.

Finally, Silva headlamps and Gerber torches have already been found to be the perfect partnership. Both ranges are tough, waterproof, and give hours of clear LED light for both recreational and professional use, and for 2007 Silva has added a new premium headlamp to its line-up with the 5-watt LX model. With a light range of 75 metres this is the ideal lamp for adventure racers and those who are moving at speed on bikes or skis, or otherwise need long range vision. The rechargeable battery can be clipped to a belt or slipped in a pocket. *The headlamp is pictured here.*

"We have a great product portfolio this year," says Silva's Keith Paxton with more than a hint of pride. "It's packed with high quality, must-have products and has something for every outdoor enthusiast - and it's only going to get better."



for more information please contact Silva Ltd on 01506 406277