



OUTDOOR Trade & Industry

YEAR 19



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coming to a page near you!

on location in South Africa: the outdoor family in Regatta mode

The Longley family travelled all the way from East Sussex to be in South Africa for a photo-shoot amongst all that holiday scenery and wearing the best of the Regatta SS 09 product range. Leo and India, with parents Darren and Delia had won a competition to be the Regatta family 2009 and now have the pictures that show what a great time they enjoyed. Check the catalogue!

Regatta's 2009 clothing ranges have been enhanced with new technical pieces along with a complete new range of Summer accessories. Big news for the season includes new technologies in footwear with a real focus on fit and comfort. There's also a brand new range of rucksacks with carry comfort and performance in mind.

Multimat putting comfort into American market

Camping mat specialist Multimat has expanded into the North American market with an exclusive distribution deal expected to be worth around \$700,000. South Wales-based Multimat operation's contract is with ProForce Equipment, Inc who have exclusive rights to sell the products in the USA and Canada for the next three years. The first shipment, worth \$100,000 to Multimat, is already in the USA, where ProForce Equipment Inc expects the annual requirement to grow three-to-four-fold over the coming three years.

The products ProForce is initially stocking are the Adventure, All Seasons and Expedition ranges of self-inflating mattresses and a self-inflating pillow. They are being marketed as "self-inflating sleeping mats for the military professional" to target the huge military-oriented American



market where more self-inflating mats are sold each year than in the whole of Europe. A new website - www.multimatusa.com - set up to help sell through their new product range, as illustrated above.

Adrian Stammers, managing director of Multimat, said: "ProForce has wanted to stock our products for some time because of their unrivalled quality. They are made to exacting standards from the best materials available. ProForce will have exclusive rights to sell in North America and will also be selling in Mexico and this is another step forward for Multimat - who have already established a reputation in the UK for the best quality at the best prices."

"Each mat is individually tested in extreme heat and cold to ensure it functions properly and fully self-inflates every time. Nobody else makes mats to this standard. And, as in the UK, they are sold with a stuff sack and retaining straps and with a repair patch and adhesive tube included."

charity to get help from kit cupboards

The clothing rails at Oxfam Charity shops will be getting a lift as walkers and outdoor activity

enthusiasts are encouraged to spring-clean their cupboards and take their old fleece or waterproof garments into their local high street branch. Cleaning and proofing specialists Granger's International are Oxfam's new partners helping to recycle the used outdoor equipment and raise money for Oxfam projects.

The Fabric4Life scheme will be rolled out in Oxfam shops nationwide from this summer. Outdoor garments left in Oxfam shops will be restored where necessary by Granger's using their specialised cleaning and proofing products, then supplied back into the shops ready for purchase. The new campaign will be backed by advertising in the specialist press. "Ultimately, Fabric4Life is a vehicle that will grow and grow" says Don Gladstone, brand director at Granger's. "Oxfam is a crucial first partner in an initiative that will extend through other charitable and commercial operations".

"People regularly replace outdoor gear, often because they think their old garments don't work as they used to" says Don Gladstone, "however they can't

bring themselves to throw out the old kit so perfectly good garments get left in the cupboard. This new initiative combines sustainability with raising money for charity. Cleaning and re-proofing with Granger's restores garments to 'as-new' performance, extending their useful life, while providing an income stream for Oxfam."



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when Storm began brewing . .

People realise that it is quite hard enough to run a business in these difficult times let alone start a new one completely from scratch with nothing but a blank piece of paper. . . . but that's the story here.

Storm are the UK company that entered the fray four years ago in the shadow of two of its biggest global competitors and has become an International supplier of technical products to world leading brands in over 30 Countries. These International brands are selecting the Storm range of products for many reasons which include successful performance testing and the level of personal service. Storm is currently shipping its largest ever orders to the North American and to the Scandinavian markets.

Storms global customer list now includes the leading brand names in sailing, equestrian, outdoor, motor-cycling and other technical sports. Brands, that have both a technical and fashion presence, have come to Storm to satisfy their many questions regarding provenance and sustainability whilst maintaining the highest product performance. Enquiries welcomed!

driving your sales

To support their expansion programme, Storm has appointed Matt Graves to take on the development of sales within the UK. Matt who has been working with the AMG Group for the last eight years, leading their technical training department and designing sales support for the full customer base across all the product from Vango, F10, Storm, Trangia and other key brands.

Matt Graves began his career in outdoor retail back in 1993 - working in both national and independent outdoor retail stores. He enjoyed scouting through Cubs/ Scouts / Ventures and is now a volunteer campsite warden and activity instructor leading in climbing, kayaking and archery. He is also a keen camper and outdoor enthusiast, getting outdoors with youth groups and his young family.

Matt brings this wealth of knowledge and technical experience of the UK market to Storm and is charged with developing the company's direct and indirect sales to all industries.




Storm
more from
the wash!

*now on show - the results
of brainstorming sessions
with buyers and sellers*

the key levers for sales

Ahead of launching the newest Storm range of products - being premiered at the Friedrichshafen Outdoor Show in July, Stand A3-204 - the Derbyshire based Storm team has worked to identify the key levers to consumer purchase decisions.

Their research ascertained the sense of achievement consumers feel in making a purchase that supports their quest for success when tackling favourite pastimes and challenges. These pointers then provide Storm's insight into product design and presentation changes - ensuring that together we can all take the brand forward for continued growth.

Decisions have been made on Storm product and packaging to reduce environmental demands and to provide retailers with a more suitable package than has previously been available to them.

Storm Waterproofing


phone: +44 1773 521309


fax: +44 1773 521430


e-mail: matt@stormwaterproofing.com


www.stormwaterproofing.com

Significant changes to its range of products that Storm boasts over others include:

 Storm's world first "one wash" cleaning and proofing system is being launched in a concentrated four wash pack. This also includes the patented abrasion resistant finish giving up to ten times the durability of other systems.

 Storm's latest liquid silver spray is safe on skin and offers a successful anti-microbial treatment removing bacteria and smells from footwear, gloves and helmets.

 New detergent resistant 37°C temperature managed base layer wash to speed up moisture transmission by up to five times - plus the silver anti-microbial treatment.

 New water based leather restorative treatments giving optimised conditioning and repellency. Innovative changes to the Camping/ Caravanning product range.

So much that is new from Storm will first be seen at the OutDoor show, Friedrichshafen. Visit them at the debut of new look packaging, new products - all on their new stand, in Hall A3 - Stand 204



the ultimate piece of luggage

Probably the most durable and tough outdoor bag in the world, the new Sloth Upright Armalith is not only extremely robust, it is also absolutely stunning. This hybrid bag combines the strength of a hard bottom shell with a lightweight, functional, yet super resistant soft top made entirely from the legendary Armalith fabric, the first time ever this material is used in a bag, making it the ultimate piece of luggage to bring along on the most extreme of expeditions through any conditions in any remote and savage environment. It also comes with sturdy and impressive all terrain wheels that can be pulled anywhere. Absolutely unique and super tough!

Some of the features are: Abrasion, cut, snag resistant - thanks to Armalith fabric, a hybrid construction thermoformed bottom shell with lightweight soft top, unique all terrain rubber wheels with deep tread blocks, soft rubberized easy-grab top and side handles, rugged luggage with reinforced dual compression straps, mesh interior, internal compression straps.



Armalith(r) is a new generation of hard wearing textile which combines high tech fibre and cotton. It is much tougher than leather, yet has the appearance, suppleness and permeability of denim. Usually used in military, space or offshore industries, thanks to the 34% content of high-tech fibre, this new single layered material resists scuffing and heat from friction to an amazing extent. Probably the most resistant fabric in the world, the breaking limit of this material is over 10 tons. Armalith(r) is often used in motor bike clothing due to its amazing resistance and protection characteristics. This is a fabric that is light, breathable, absorbent, washable, but above all, abrasion, snag and tear resistant. Tough yet soft, truly an amazing combination.



detail on Terrea Wheeled Duffel with Backpack



left:
Fabien
Cousteau
with the
Sloth Upright
Armalith

Samsonite OutLab presents Terrea, an eco-friendly collection made of recycled and reclaimed materials. Here is a sneak preview of one of the products that make up this amazing line.

Terrea Wheeled Duffel with Backpack

Wheel housing and studs allow pack to remain upright . Injected wood in wheel housing, handle and studs . Reinforced bottom and sides . Internal and external compression straps . Large mesh pocket . Detachable daypack . Coconut fibre padding and recycled foam in shoulder straps . Straps are hidden when attached to duffel . Front organisation pocket.



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Norway now in the palm of your hand mapping for people on the move - bikers, hikers, all

A GPS device that has been winning awards in Britain since first being introduced less than a year ago is now heading for popularity in Norway. Buyers there will be using the Active 10 to find their way around Hardangavidda, the uplands of the Rondane and all places north to Nordkapp. Other countries are on the cards, too. The Active 10 carries local mapping of the user's choice, supplied on small SD map cards that simply plug straight into the handheld, and all driven by some of the most advanced navigation technology available. No other computer or equipment is needed: this is a stand alone system that works straight out of the box. And it's an attractive box, too!

For those people with a specific map requirement beyond the comprehensive collection that Satmap Systems deliver, there is a Custom Map service available

THIEVES @ WORK

In early June a consignment of Satmap Active 10 GPS Units and Maps were stolen. A retailer has already been approached by a man posing as an importer with "access to cheap goods".

The Award winning Active 10 GPS and mapping palmheld from Satmap has reached the heady heights of *must-have* among thieves who recently lifted a batch, along with Maps that had been cut specially for the device.

"Retailers should be wary of calls like this as these individuals can be very convincing" says the company MD Richard Calthrop-Owen. "We would be very grateful for any information that may help the police catch the individuals involved".

Call Burton McCall on 0116 234 4600
or Satmap 0845 873 0101 if you are approached and any information will be forwarded on to the police.

"Obviously, we are keen to prevent these units getting into the hands of innocent customers" adds Richard Calthrop-Owen. "We hold all the serial numbers for the units and will be able to identify them when the customer comes to register the unit. We will of course be obliged to pass this information onto the police".

giving the opportunity to create your own unique map. For instance, during Peter Lumley's TGOC this May he carried the mapping for virtually all of Scotland coast-to-coast from Sutherland in the north to well south of Oban. That's all of the Challenge area on a 1:25,000 card - which weighs less than a cube of sugar but sweetens the worry that you may be a little adrift on your original route planning.

Active 10 is purpose built for people moving around on foot, a bike, by kayak, ptw or any other transportation that's used for country-going. Sources at the Leatherhead, Surrey, headquarters of Satmap Systems aren't resting there, though, and visitors to their Show booths will discover the company are putting some very advanced thinking into an already very much advanced bit of kit.

Their website tells more: www.satmap.com
Satmap Systems Ltd. are on 0845 873 0101
fax: 0845 873 0104

satmap
way ahead



being there:
small SD map
cards plug straight
into the
handheld device.
Bike riders can get a
handlebar mount

active10



for when it's hot work

Craft product, produced in Sweden for close on 30 years, are showing how cool a mesh sleeveless shirt can get. The lightweight garment utilises a unique knitting construction where the mesh outer guarantees best ventilation, while the plain looking material on the inside effectively wicks moisture away from the skin. It's lightweight to the point where Size M weighs 48g - and good enough that have the ProTour Team CSC/Saxo Bank count on the Sleeveless version for their Tour de France team of riders.



ORTLIEB WATERPROOF

A Compression Dry Bag is being introduced by the German manufacturer Ortlieb - see it at OutDoor and also Eurobike. It's made with a valve so you can reduce the pack volume, and straps for closure and handling. With the famed Ortlieb closure system it's ideal for tight packing of clothing and a sleeping bag, and is ideal for use in non-waterproof luggage.

Then, for the car user there is also a Foldable Car Boot or Trunk Liner. It's a multi-versatile piece of kit made of PVC-coated polyester. Easily packed away when not needed and so ideal for transporting dirty or wet equipment in the car. Stable in use, with locking stiffener and easy to clean.



reduced stowing space!

A Limited Edition consignment of the Montague Paratrooper model comes in 'Desert Sand' which means you could well find this very ideal for that covert summer beach operation. And they stow in small spaces, at other times.

The bikes are 2008 spec with Sram X5 rear mech and shifters, they are in two sizes - 18" and 20" to sell at £575.
phone: 01730 711140 www.montague-uk.com



making the connection
finding new customers



an end of summer rally for Traders

getting a public airing helps build brand awareness, breeds opportunities - this holiday weekend happening in East Anglia opens doors, gets people talking

The mix is relaxation and recreation, with added sports interests - you can get to swimming, too - and the main theme is making a show of having a bit of fun, along with the bouncy castle, face painters, a fish & chip bar and all those things you once associated with a jolly village fete. The August happening at Mildenhall pulls in the happy punters, with the result a lot of equally happy Traders, an event for two wheels and for campers and for caravanners, for people wanting to find out more about using their free time to be happy, healthy and green. It's a time to be finding a new customer base, too.

what they said about the 2007 Rally
"we took orders at the show and have taken more since from people who had attended". Richard and Elaine Bird.
Fat Birds Don't Fly

"really enjoyed the show, nice people, well organised and we made a profit!" Nigel Melling. www.timani.co.uk

"all the organisation was excellent and it was a pleasure to be there". Corinne Dennis. Performance Cycle Wear

"put me down for next year" Peter Murphy. Nico Sport

"a huge thank you from Islabikes, a very successful for us, we will definitely be exhibiting next year" Isla Rowntree.

"Next years rally? please register us as a yes for 2008"
Tony at Bike Eye

further information:
Mark Burchett
trade@mildenhallrally.org.uk



Trade stands attract the crowds
on Sunday and Monday.

Photos courtesy Mildenhall CC



Photographs courtesy Mildenhall CC



the green, green country that's Austria

when it comes to the environment Austrians are top of Europe - even top of the world - and it's just down the road from some show-going

Although being green is a way of life for Austrians, they have until now not heralded their green credentials as much as other tourist destinations. "Staying in one of Austria's leading environmentally-friendly resorts, such as Lech, could in some cases even cause fewer CO2 emissions than staying at home in the UK," says Veronica Tonge. She has recently completed a study into the ski tourist's level of awareness in determining destination choice.

In this context, writes *Trade & Industry* editor Peter Lumley, adding-value to a business trip by introducing a spell of rest & recuperation into a show schedule, is a winner for your carbon footprint count. The trip to

what has always been an inherent part of their lives. Go discover for yourself - you'll not be disappointed!

Austria's green credentials are remarkable mainly due to the strong legal framework that requires sustainable planning and development not only in tourism but also in all other industries. Strict waste management regulations apply for businesses and households alike. With

60% of waste recycled, Austria was the first European country where renewable energies make up more than 50% of national energy production (at the moment around 60% of energy produced in Austria is renewable, mainly hydropower and biomass). Several Austrian towns and villages are promoting the concept of car-free holidays and low-traffic or vehicle-free zones, while cities such as Graz and Salzburg are converting their public transport to clean fuels.

Austria also offers the opportunity to discover what life is like in a country that takes its environmental responsibilities seriously - and much of this can be explored by foot or by bicycle. Austria's extensive national parks offer visitors insights into pristine habitats of sublime natural beauty. Walking enthusiasts visiting Bregenzerwald, for example, will find that the region has not only recognised the vital role of non-industrial dairy farming in maintaining the stunning Alpine landscape, its state-of-the-art, low-carbon 'passive houses' that use only 10% of a

normal household also catch the eye.

The Austrian tourism industry enjoyed a strong year in 2007, as annual visitor arrivals to the country topped 31 million, representing a rise of 3.3% over the previous year. Massive early snowfalls and excellent Easter conditions provided a solid white base for the best ever winter season in Austria. For the first time Austria welcomed more than 10 million winter guests from abroad, of which 491,700 came from Great Britain and a further 56,200 from the Irish Republic.

Destination details: www.austriatourism.co.uk



some hints from the internet

www.elevationholidays.com This small independent company offers exclusive summer and winter holidays / accommodation in the Austrian Alps. You can get skiing, 18 hole golf courses, walking, mountainbiking, or a poolside session - your choice!

www.hookedoncycling.co.uk Cycling holidays in a country so well known for its mountains and its winter skiing but one where, over the last few years, a great deal of money has gone to developing cycle tourism, with a vast network of quality cycle ways suitable for families and experienced cyclists alike.

Around Bodensee Hooked on Cycling's 7 night independent three countries tour is suitable for first time cycle tourists or leisure cyclists around Lake Constance. With the high mountains providing a backdrop the route is mainly on purpose built cycle ways making this a good tour also for families.

OutDoor and to Eurobike in Friedrichshafen puts you in a holiday arena that encompasses mountain scenery with biking and hiking facilities, and much more, only a short distance down the road in Austria. It's easy!

"When it comes to the environment Austrians are top of Europe and top of the world," Alfred Strigl, deputy director of the Austrian Institute for Sustainability, tells us. But when it comes to eco-tourism, Austria's deep-rooted environmental awareness has perhaps let it down. While other destinations have been quick to tell the world about their latest sustainable tourism initiatives, Austrians haven't felt compelled to emphasise

blue-signed and green

Sympatex say ecology is top of the agenda, and now all its products will bear the label "bluesign approved". This means as a certified system partner, the functional systems specialist has subjected its production to strict environmental, health and safety standards.

Sympatex is a 100% recyclable membrane with environmental sustainability," says Thomas Baierlein, Managing Director of Sympatex Technologies in Germany. "By achieving maximum consumer and environmental protection coupled with resource optimisation, the bluesign® standard brings us another big step closer to our goals".

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more on www.whiterockoutdoor.co.uk



for climbing light & drinking safe

The Nano 23 karabiner is the lightest full strength model in the world. The C.A.M.P. product (photo left) has proved popular as it fits in with the current drive to make climbing hardware as light as possible. And, also from Allcord, the new Armour helmet (on the right) also fits in with this trend, and is a distinctive and smart looking helmet with a strong thermoplastic shell, weighing only 340g.



a recent tv appearance on 'The Gadget Show' is helping the SteriPEN water purification devices get better known - four models are now available through Rosker.



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HALL A5 STAND 5.3 The Leading Trade Fair

Building on success

FRIEDRICHSHAFEN
Hall B3 Stand 106

Snugpak has been at the forefront of synthetic sleeping bag design technology for the last 30 years, and remains a market leader with new product designs and an expanded offering for 2008. At the OutDoor show in Friedrichshafen there are a number of innovative developments from this top British sleeping bag manufacturer, including its move into the new hall B3.



micro-sized TRAVELPAK TRAVELLER sleeping bag

Snugpak has also enhanced its revolutionary Chrysalis range of expanding sleeping bags for 2009 with vibrant new colours including, Burgundy, Pewter, Evergreen and Deepwater Blue.

Snugpak's popular tent range, launched last year will be on display, along with its Stratosphere Bivvi, with further tent models currently in development.

Snugpak's updated Travepak range is perfect when venturing to hot climates, as it is lightweight, compact and ideal for keeping you cool, whilst also protecting you from the elements.

Made from Snugpak's new Paratex Anti-Bacterial, a ripstop fabric with superior breathability and water repellency, with a built-in antibacterial and antimicrobial treatment. This treatment discourages the growth of any

bacteria, reduces odours and also the need for regular laundering of the bag, which makes it ideal for prolonged tropical travel where the temperatures may be high and facilities limited.

The excellent wicking properties and high breathability remain unaffected by the antibacterial treatment, and the built in mosquito net has now been included in the mummy shaped Travepak Lite and Extreme for 2008.



Following an extremely successful first year as distributor of Native Planet, products on display at OutDoor will include the comprehensive range of travel luggage, in addition to Native Planet's Natural Touch range of technical base layers that comes complete with a compact retail display unit, perfect for stores short on space.

NATIVE PLANET
GUIDE 35



Ventile: weatherproof, windproof, breathable

West Winds presents a huge collection of Ventile garments designed and constructed in West Yorkshire, England. Ventile is weatherproof, windproof and breathable. A variety of single and double-layer jackets in traditional and contemporary designs are available, in addition to a bespoke service.

The built in mosquito net has now been included in the mummy shaped Travepak Lite and Extreme for 2008



To book an appointment with Snugpak, please telephone 01535 654479 or visit stand B3 106





John Grimshaw: "if you create great spaces for those traveling on foot and bike people will walk and cycle for many millions of journeys"

CBE for the walks and rides man

Sustainable transport champion honoured

It started as a wheel opportunity and a caring about the environment that brought together a group of activists who then turned their Cyclebag group into what has become the internationally renowned sustainable transport charity Sustrans. Now the founder of that organisation, John Grimshaw, has been honoured as a Commander of Order of the British Empire - CBE - an award coming just as he steps aside from heading up the organisation he has led for thirty years.

Under John Grimshaw's leadership a range of innovative practical projects have evolved, all of them designed to help people travel in ways that benefit their health and the environment. Opening up trails and paths has been the work that Sustrans has taken on, linking communities with open country and bypassing obstructions to safer, healthier travel for hikers, bikers and others. Part of that has seen the development of the 12,000 mile-long National Cycle Network and work that gets thousands of children to and from school. A publicly voted £50-million Lottery award has seen Sustrans in the vanguard of environmentally responsible personal travel, an on-going exercise.

Richard Farrant, chairman of Sustrans' Board says "we are thrilled that John is getting this national recognition for tireless work over the last three decades. It was his vision that started Sustrans all those years ago and we have stayed true to those core values. Ironically, the catalyst for the founding of the movement came as an oil supply crisis and environmental concerns heightened. Though we may have a sense of déjà vu, thanks to John we now have a formidable and proven force working for change."

John Grimshaw is delighted to receive the CBE, saying "... this is not just for myself but on behalf of my many colleagues within Sustrans and the many partners, local authorities and the Sustrans volunteers who have helped to make the National Cycle Network the great success it is. My vision was always of a Network that would both encourage and enable a change in people's travel behaviour, a Network that would prove that if you create great spaces for those traveling on foot and bike people will walk and cycle for many millions of journeys. The Network is delivering all this and much more, and I am thrilled to receive this award in recognition of this."

WINTER WEAR Sugoi's Wallaroo wool, introduced in 2007, impresses with consistent high performance in tune with a unique silky comfort resulting from a proprietary enzymic treatment process, it comes hypoallergenic and biodegradable, too. For winter wear, Wallaroo 290 is reckoned to be the finest technical, natural fabric available.

Wallaroo 290 is the winter-weight wool combining Sugoi's smooth superfine 17 micron wool fibres in a denser weave that helps create luxurious winter apparel with silky next-to-skin feel. Sugoi's designers have used Wallaroo's performance benefits in a wide range of styles and accessories that make winter exertion more comfortable. This includes full zips, long and short sleeve shirts, zip shirts, boxers, leggings and socks. Wallaroo comes in three fabric weights - a super-light that weighs 170g/m2, the 210g/m2 and 290g/m2.

for more on Vancouver based Sugoi go to: www.sugoi.com



WHITE ROCK growing business

Come the OutDoor show at Friedrichshafen White Rock will have one very unique happening - for the first time in ten years they'll have an addition to their UK sales force. John White joins the Team on their stand in Hall B1 - 508, where there's a lot going on. Come see!

Says John Walton - "at a time when some retailers are being somewhat unnecessarily pessimistic White Rock is looking for growth - and getting it, as their export market expands into more of the USA, Scandinavia, Israel, into Australia, Japan and China. We expect to grow business at the OutDoor show, adding to the outlets that appreciate we supply 'THE hat for all seasons' - sun protection, with brilliant rain and stain resistance, plus the Bugoff nasties repellent and the HydroCool cooling system."

John White meet him on stand in Hall B1 - 508.



HOW TO REDUCE A POSTMAN'S CARBON FOOTPRINT

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trade&industry

The Welsh Assembly Government is committed to getting more people out & about

green activity boost for Wales

At a walking and cycling conference in Cardiff, the Minister for Environment, Sustainability and Housing, Jane Davidson, has promised the Welsh Assembly Government would be investing £250,000 to train more than a hundred people to teach new standards across Wales. The aim is to increase the number of qualified instructors to deliver cycle training to a consistent standard that prepares children and adults to cycle on today's roads.

The move will help businesses that cater for public recreation, driving awareness that market provision of all-weather clothing, safety wear and the other kit needed to enjoy the outdoors, is all available to the public from a shop in their area.

"We all need to reduce our carbon footprint, and cycling and walking can help to make a real difference here - especially since the majority of car journeys are less than 5 miles long" says Jane Davidson. "With the cost of motor-ing on the rise, cycling itself is a cheap, healthy, and very sustainable means of transport."

The Cycle Training National Standards have already been adopted by a small number of local authorities in Wales, but the new money and the partnership with CTC - the UK's national cyclists' organisation - will help ensure coverage across Wales.

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publications schedule

KSA journals are published each month. Editorial pages close on given days in the month prior to issue date - and the early bird is most likely to catch the worm. There is a comprehensive Media Pack that offers full information to help businesses generate Trade from their coverage and the publisher will be pleased to help you achieve the best timing to develop a growing market awareness.

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CRAGHOPPERS

Go your own way



The leading authority in travel & outdoor gear launches its spectacular Spring/Summer 09 Collection.

The latest Craghoppers collection has something for every kind of traveller, from globe-trotting trekker to weekend hill walker and everything in between - including Fairtrade and Organic Cotton options for eco-conscious customers. New for 2009 is our signature footwear range: active travel and adventure shoes and boots with Crag's comfort and quality built in.

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