



OUTDOOR Trade & Industry

YEAR 19



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from the green newsroom

trading ecological arguments

A Scottish company renowned across the outdoor industry for high standards of customer service in retail support and staff training, is taking a firm line to go the green route with their business dealings. Anatom now distributes Teko, and boss Gordon Fraser is in no doubt where he can help retailers get a real competitive advantage. "Our Teko stockists can sell socks with confidence in the knowledge that the brand has a strong environmental message backed up with credibility from positive actions to reduce impact on the planet at every level of our business" he tells *Trade & Industry*.

Teko have developed highly technical, future-focussed, USA-made socks in a range of different sustainable fibres that work with differing human physiologies. "Yet there is another dimension that is extremely important to appreciate" says Gordon Fraser. "Whilst other brands are trying to jump on the eco-opportunity - we call that 'greenwashing' - we have a pragmatic approach to being the the best you can be in every area of the business activity. And that starts with the sheep on their pastures."

"Anatom have been working closely with the makers in America to develop a new comprehensive sock training package. Shop staff get the information to understand the ecological arguments as well as help define how and what they sell to the sock buyer. "Retailers can easily get the green message to the end user" says Gordon Fraser.



for enquiries about
stocking Teko products
contact Anatom
on phone:
08000 323505



The USA brand is founded on the belief that high-performance socks don't need to leave a heavy imprint on the planet. "Teko uses organically-farmed wool because pesticides, fertilisers, and overgrazing have a highly detrimental effect on the earth. The merino sheep breed and the climate conditions (Argentina - Patagonia region) are more resistant to pests. The sheep are migrated daily to preserve the native grasses and prevent erosion. The wool is treated for shrink-resistance using a non-chlorine process, whereas the industry standard is to use a very aggressive chlorine treatment because it's much less expensive monetarily. Teko process is certified by bluesign, the independent company focused on sustainability which evaluates processes and materials. They check makers for responsible resource management, worker safety, water use, air and water pollutants, and consumer safety."

The Tent Show@Stoneleigh

BIGGER THAN EVER FOR 2008

Joining the traditional tent line-up at Stoneleigh Park are four new exhibitors, there to showcase their 2009 ranges - and making this the largest trade tent show in Europe. This is the 5th year of this highly successful trade show concept - tents pitched in the wide, open-air conditions where barely six weeks before just short of 100,000 visitors celebrated the best of British food, farming and the countryside at the Royal Show.

On display for retail buyers there will be well over 600 tents pegged out to influence their buying decisions, and if things go to plan the tent models shown here will be used to accommodate far more than that the 100,000 people who were at that Royal Show in July.

This summer, despite a soggy weather pattern the camping sites have been brim full with families wanting to have their green holiday happening. Here you'll find their 2009 tents.

Stoneleigh is unique - just about every tent from the 15 brands are pitched with selections and innovations, which makes the buying decisions easier.

The brands on display at the Tent Show 2008 are Aztec from Burton McCall;



Force Ten and Vango from the AMG Group; the Gelert selection; Khyam, Wynnster & Campus from Eurotech Leisure Ltd; the Robens, Outwell & Easycamp ranges from Oase Outdoors; Royal from Unipart Leisure. New to the line-up are Jack Wolfskin, Coleman, Terra Nova and VauDe. In addition to the new tent collections, manufacturers will also present their own label sleeping bag, rucksack, camping furniture and accessory ranges. That makes Stoneleigh a one-stop shopping exercise for the Trade.

The organisers are bullish about the tent show - appropriate for a 600-plus tent pitching operation at a renowned agricultural college setting. Chances are it qualifies as a world record - certainly this is the largest outdoor tent display show of its kind anywhere in Europe. For the event, pitch in between August 31 and September 4.

www.thetentshowatstoneleigh.com



they call it Powerframe

This new tent system

is designed to add significant wind stability on all types of tents - say up to 80% - and give more space inside too. Illustrated here is the Power Odyssey XT. Two person capacity, overall weight 3 to 3.3kg in a geodesic construction. With side entrance and a lot of storage space, this is a



tent for bad weather living, whenever that happens.

The tent suspension is maintained by a series of triangular trusses, clipping to the exterior pole system. The clips slide to adjust the tent wall set, and are then locked down into position.

see VauDe at Stoneleigh
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When a customer walks into your shop all glassy eyed it could be they've not been drinking. That could especially apply if they

have just climbed off a bike or walked in off the hill. It seems a lot of people go about their regular business without realising they just aren't drinking enough, and you can forget the idea that these guys should be joining The Binge Drinking Club.

A study from the USA, published after researching exercisers arriving at their gym, found that although many mistakenly believed they were drinking enough, many were inadequately hydrated. A bit like the customers mentioned at the be

be driven to drink "opt for a lightly flavoured beverage"

seems too many people even start their activities when they are inadequately hydrated.

"When exercisers arrive at the gym dehydrated, it's a challenge for them to catch up on their fluid intake, and their workout undoubtedly suffers," says Dixie Stanforth, M.S., Kinesiology lecturer at The University of Texas.

That parallels customer activists going about their happy hour, or two, in the fresh air: they need to drink.

They need to drink before they start, drinking early and often - and they also need to drink correctly if they are going to get maximum fun from the effort.

According to the report and other research, as little as a two percent dehydration can affect people workouts by dropping their physical abilities, especially where endurance requirement is a factor. Experts also say what people who are exercising choose to drink can affect the amount they're able to drink and ultimately, their ability to stay well hydrated.

A summary of hydration research states that when drinking plain water during activity, exercisers only replace about 50% of what they lose in sweat, which makes it even harder to achieve an optimal workout. Research also indicates that people will be happy to drink more of a lightly flavoured beverage than they will of plain water,

gining - and once into the red in a hydration state it takes some recovering to put right. It

increasing the likelihood that they will consume the amount of fluids they need for proper hydration.

"I tell my clients, especially those that have a tough time drinking enough plain water, that one of the best ways to conquer dehydration is to opt for a lightly flavoured beverage, such as Gatorade, which contains electrolytes and helps promote drinking for optimal hydration," says Dixie Stanforth.

A visit to the website www.gatorade.co.uk will introduce you to how exercisers can learn more about hydra-

tion and the benefits of a sports drink. The recommendations are centred on actual

"men are more likely to be inadequately hydrated before they start exercise than women"

sports involvement, gym exercising and the like, but spending some hours on the hill or riding the lanes still leaves a body needing plenty of juice. The Gatorade itself was first created in 1965 after the University of Florida's gridiron coach asked the medical faculty to help who were wilting in the Florida heat. Scientists developed a drink designed to replace the essential mineral salts and fluids being lost through sweat. The team was called the Florida Gators and the drink was christened 'Gator-ade'. Within two years the team had won their first Orange Bowl, the college equivalent of the Superbowl. When the coach of the opposing team, Georgia Tech, who had been the favourites to lift the trophy, was asked why his team had lost, he told reporters, "We didn't have Gatorade, and that made the difference."



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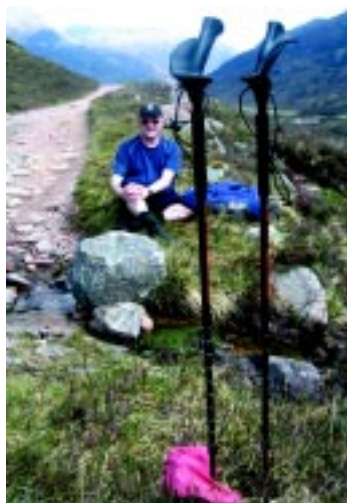
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become a quadruped

Between them, a doctor talking about dodgy knees, the ergonomist who listened and the skilled designer-engineer who contributed to the exercise, they changed the world.

A shepherd's crook, as well as a host of other devices used to steady a body, they will do half a job - but turning the clock back for us humans so we become quadrupeds? Only the Pacerpole works that trick, *writes Peter Lumley.*

It's a supporting, propelling, friend that you quickly can learn to operate - it changes your gait and it lengthens your day, lightens your load and can even be used as a pole on a tent or tarp.

The Pacerpole system delivers, and there have been plenty of press reports and endorsements from people who have

(left) Parked Pacerpoles,
West Highland Way, Scotland



Snugpak travelling to a Warwickshire meet

Snugpak are on station in Warwickshire to meet retailers for a week from August 31 through to September 3. That's when their summer 2009 range of tents and new sleeping bags will be on show at the Old Leamingtonians Rugby Club. Located just one mile from the NAC show ground at Stoneleigh, this is an ideal opportunity to view the entire tent range fully pitched, along with new sleeping bags and accessories.

For the 2009 season, Snugpak has new colours for their Chrysalis range of expanding sleeping bags - such as burgundy, pewter, evergreen and deepwater blue. In the improved Travelpak range new Paratex Anti-Bacterial ripstop fabric is being used. It's reckoned to have superior breathability and water repellency, with a built-in antibacterial and antimicrobial treatment.

This treatment discourages the growth of bacteria, reduces odours and the need for regular laundering of the bag, say Snugpak. 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 Travelpak Lite and Extreme already for this season.

details: 01535 654479.



catch up
with these
at the Old
Leamingtonians
Rugby Club



A DAY IN KORS COUNTRY

little but large - the show rolls happily on

"a much better grasp of what makes the specialist outdoor sector tick"

Several companies grasped the nettle four years back to demonstrate that the specialist outdoor trade was alive and didn't need kicking. The answer to a death in the family saw a scrawny little upstart up and start - KORS came on the scene. This Lakeland based happening has been in the hands of a pretty select band of the brands that true outdoors people are buying from specialist dealers. That way KORS has worked, and worked incredibly well, *writes Trade & Industry editor Peter Lumley.*

The Kendal club has grown in stature, retailers will travel for it and no-one has any illusions that this is big-time show-time. It simply does a big-time selling job though, giving effortlessly what it says on the label - Kendal Outdoor Retailers Show. In doing just that KORS has recaptured a chunk of the Trade heritage and unbridled enthusiasm and togetherness which many will have thought of as being lost forever.

Exhibitors, their customers and some guests, had a Wilf's evening on the penultimate day of the Trade gathering. Very much a memorable occasion, and a replication of the daily crush and exuberance of the early evening opener in the bar area of the Hotel St George. That was when the trade was a Trade with a purpose, and events like Harrogate helped the happening.

For the many there, this Wilf's evening in August 2008 rolled back the years to how Trade networking operates to the benefit of the people who matter.

I guess that doesn't appeal - never did appeal - to singular, corporate, institution-style operations where togetherness is but a word, and the

others are left to action it. The annals of the outdoor Trade confirm that it was corporate agendas, pursued at high level, which scuppered the days when fraternising was the all-encompassing Trade trait.

Fortunately, the people involved with KORS have a much better grasp of what makes the specialist outdoor sector tick. For the people who matter, the long-lost Harrogate Show is becoming less missed than it was - and KORS packs a punch of a package that fits the way people now work, and budget to work. PRL



a sporty showing, the KORS clan at home

experienced the change you enjoy. On bad days, when loads press and the path is treating you badly - you gasp, thank you Pacerpoles, I have survived.

Today, retailers can get the walking fix through Anatom, who are the UK and international distributor in the outdoor market. It is a product that suits the ethos of the Edinburgh based company, known for customer service and retail staff training. They are enthusiastic about Pacerpoles, expect the walk.

for talking walking - Anatom: phone - 0800 0323 505.

To find out why it's better and easier to walk when you have four points of contact with Mother Earth, go to www.pacerpole.com

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customers should get to places their kit deserves

it's not so much what you've got, it's what you do with it that counts

help inspire customers to go for that day in the country, or go even further

You do sell the dream, right? Years spent being involved alongside the activist end of the market has opened my eyes to the way almost every tyro believes they are just about to buy a product that will change their lives. Or they've just bought it, and want some advice. That the rest of us will have used a well tuned BS antenna to work out if it was *want* or *need* that drove our interest in the first place. It's always exciting to get your hands on the new stuff, the innovations. The chances are that we then become singularly inspired enthusiasts - dedicated to getting to do it.

Yet where to go with it, that's the dream, but one you can help become the reality. The Tourist Board networks publish

Trade & Industry editor Peter Lumley hasn't just dreamed the dream, he has been there, and puts the case from experience

more guides and more route suggestions than you could get around in a lifetime of holidays - that's a good source to inspire customers. The people like Cicerone and



Rucksack Reader have some of the best writers and the best travellers pointing the way. Cicerone are well tuned to bike related travel - and anyone who has ever wanted to prepare their food out in the open air - watch their space for a super new book about to be published. Book sales are a good earner, and that doubles chances of customer motivation.

When you put that Touring Topics bulletin board in the shop you will be helping customers dream - and it can also significantly add-value to your sales. Make it a feature - and if your window display is themed to holidays and travel just think how much more your till will ring as The Hat, the anti-midge treatments and the Wayfayrer already-cooked meals, pass over the counter. You'll sell bike bags for the bike, bike bags for the luggage. Bags of opportunity there!

In the issue of TGO about to be on the newsagent shelves is the annual invitation to be part

(left:) needing a lick of paint, or a window of opportunity for the night, bothy style? (right:) here's a real TGO stagpacker with points to prove it - you can see he's got sharp eyes for a trophy

all photographs by:
Peter Lumley . KSA



In both cases the pictures here show it's not what you've got, but what you do with it. (above) Romantic Road traveller in Germany - the waggon master loaded with everything including a kitchen sink was following the family gaggle . . . six strong and wheely chatting as they headed south. (below) Weaving her way through a pile of willow, an artisan at the burgfest in Altenahr - just an hour away from Cologne. The annual happening is a road-closing, sing and dance, oompah celebration that ends in fireworks. Lots of local wine flows, wurst by the ton eaten.

"Cicerone are well tuned to travel - and for anyone who has ever wanted to prepare their food in the open air - watch their space for a super new book about to be published"



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of the coast to coast trek across Scotland. It's good for business, this coming 30 year old Challenge. The 300 or so trekkers buy well to go and then re-supply at shops along the way. A couple of years ago a TGO guy went shopping for new kit - he spent over £2,000 in a store just a fortnight before the off from the west coast. Rumour has it he also waved his plastic in Fort William, Kingussie and then Ballater. He was keeping up with a Mr Jones, probably.

The CTC Birthday Rides have just happened, a bike touring extravaganza of routes and togetherness.

This is the time when the latest touring gizmo does the rounds, prompting a visit to the local shop later. It's rather like being at The Feast of Lanterns with members of the Friendly Club, who will always have friendly help for tyros and trusted. Just like dog-walkers, who go out in all weathers up to three or four times a day - and need reliable gear - a caravan rally throws up much in the way of ideas and equipment' it's no wonder retailers and other suppliers are ther with wares. It's often a seller's market, with a lot of networking among the campers giving additional emphasis to new lines.

The Trade shows have their Tourist appeal too, come Eurobike and IFMA in September there'll be plenty to set the mind thinking about riding over the horizon. Tilmann Waldthaler and other tanned legs travellers will be setting the scene for excursions and expeditions. They'll be there alongside the brands and the people who have the stock your shop will sell

through. For the outdoor Trade scene in Britain there's OTS in October, alongside several public outdoor and caravan-inclined events through the off-season months.

Off season? That doesn't exist for those in a well honed travelling circus that gets away on two wheels, four and more in a well established routine of people trundling their motorhomes to more sunny climes for a spell, to Iberian outposts and the like. Now there's an idea . . . every one of them needs a bike, walking boots and all the paraphernalia of home from home activities.

Stick a palm tree in your window display to remind



three-wheel tugs, towing camping site accommodation - you can bet these guys inspire people to follow their trikes to pitch up and dream

people there's a whole world beckoning . . . park a bike beside it, add a towel and parasol. Job done.

Selling the dream is what I have in mind here, not so much a product introduction as the territory where those people head to get their lives sorted.

You may reckon your shop is for stocking and selling product, but get your customers to see it as Aladdin's cave. Don't just rub your hands with glee after a sale, be the djinni, set your customers to go travel.

Show them you know where the kit needs to be used, and loved. In turn, they'll love You for it.

DRIVING GREEN? the City rules, ok

rise of the LEZ

you can no longer go drive everywhere



Stickers - get yours earlier rather than later

Pedestrianisation of city and town streets is now a happily accepted way of calming nerves, it is also a pretty effective way of cleaning up the air. Banning vehicles means they are no longer there to pollute and clog in-town spaces, fine, yet it must happen that cars and delivery vehicles can gain access. The need to drive to the heart of a conurbation on occasions isn't so questionable - taxis can do a great job of delivering you to the hotel door!

It was a nearly missed note amongst a lot of information that alerted me to new traffic requirements introduced in January 2008, writes *Peter Lumley*. I realised there are restrictions and requirements for those wanting to drive to the Messe in Cologne, and even more so if you want to get close to the city centre. Such requirements exist in many other sites across Europe, too.

The new rules are based on the emission levels and category of your vehicle, and this is the system that is now gathering momentum around Europe. More than the problem car owners face, the vehicle you travel in or use for show materials delivery has to have a really clean act, or stay away. All LEZs, wherever they occur, affect heavy duty goods vehicles, usually over 3.5 tonnes gross vehicle weight. The zones are in play for the full 24 hours, except in Italy.

Assignment of foreign vehicles to pollutant groups

Euro level	Pollutant group	Sticker	Automobile registration date	truck registration date
Euro 4	4	Green	from 1st January 2006	from 1st October 2006
Euro 3	3	Yellow	from 1st January 2001 to 31st December 2005	from 1st October 2001 to 30th September 2006
Euro 2	2	Red	from 1st January 1997 to 31st December 2000	from 1st October 1996 to 30th September 2001
Euro 1 or older	1	No sticker available	before 1st January 1997	before 1st October 1996
Euro 1 and better before Euro 1 (without catalytic converter)	4	Green	from 1st January 1993	
	1	no sticker available	before 1st January 1993	

How is vehicle classification defined for foreign vehicles?

The proof of the pollutant group for foreign vehicles, and with it the allocation of a sticker, is explicitly regulated by the certification regulations. If it is identifiable from the Permit I (number 14.1), which exhaust emission standard in Europe by which the vehicle has been approved, and the classification carried out according to the certification regulations.

apply for your stickers now!

The heaviest show programme in one city that affects *Trade & Industry* readers is Cologne - with Spoga, IFMA and Intermot happening.

Only motor vehicles showing with a red, yellow or green fine pollutant LEZ sticker are permitted to enter the City Centre and parts of the boroughs of Deutz and Mülheim. Car registrations are on the corresponding stickers.

You can easily apply for stickers by sending a formless application and a copy of your vehicle registration document to Stadt Köln Kfz - Zulassungsstelle Max-Glomsda-Str. 4 D - 51105 Köln. That costs a 5 Euro fee (in cash or as a crossed cheque) per sticker.

Low Emission Zone European Low Emission Zones
www.lowemissionzones.eu

There are bound to be more towns and cities coming into the LEZ scheme, so rather like spare bulb kits, the reflective red alert triangle and wearing high visibility clothing at a breakdown or accident location - it pays to be prepared.

The Munich LEZ is due to start in October 2008, when the expected Standard is Euro 2(PM) for diesel vehicles and Euro 1 for petrol vehicles. It may be tightened in 2010. For "may be" read expect it to be!

Amsterdam will be introducing a low emissions zone on the 1st October 2008. This will follow the pattern of the other Dutch LEZs.

In Greater London the LEZ came into force in February 2008. It is currently the only LEZ in the UK. For vehicles registered in the UK you can check your emissions standard online.

for on the bike & on the hill

The OMM operation continues on their path of bringing highly tuned gear to the market. This is the business that puts their product manuals on the internet, giving your customers the opportunity to study specifications and styling before coming to your counter.



OMM have now introduced Sportivo, a revolutionary new cycling and mountain activist hydration pack. Supplied complete with Liquid carry in bladder and bottles, the OMM-i-Drate. You have a visible liquid level check and a Hi-viz crud protector with secure pocket. All removable and washable.

Tip: put the pack into a pillowcase when washing. That you don't get straps frayed and other bits spooling the washing machine.

The new System Sportivo can be linked to most other OMM packs, piggybacked on the rear. Alternatively add a Trio Chest Pouch to the pack to enhance On The Move Accessibility - adds 4 litres of capacity.

www.theomm.com

Low Emission Zones -

the so-called LEZs - are areas where the most polluting vehicles are restricted from entering an area. The result is that vehicles are banned, or in some cases charged, if they enter the LEZ when their emissions are over a set level.



People also know them as Environment Zones, *Umweltzonen*, *Milieuzones*, *Lavutslippssone*, *Miljozone*, *Miljözon*. Watch out you don't miss the signing!

The LEZ happens as an effective measure cities can take to reduce air pollution problems. The emissions that are aimed to be reduced by LEZs are the mainly fine particles, nitrogen dioxide and indirectly ozone.

Vehicle emissions are classified by the so-called "Euro Standards" for the vehicles that they affect. In many cases another factor is whether or not the vehicle has a particulate filter.

Before you travel into a LEZ, you need to find out the emissions standard of your vehicle. All LEZs affect heavy duty goods vehicles (usually over 3.5 tonnes Gross Vehicle Weight (GVW)), and most buses and coaches (usually defined as over 5 tonnes GVW). Some LEZs affect vans, cars and also motorcycles.

Most LEZs operate 24 hours a day, 365 days a year, with the Italian LEZs currently the only exception to this rule.

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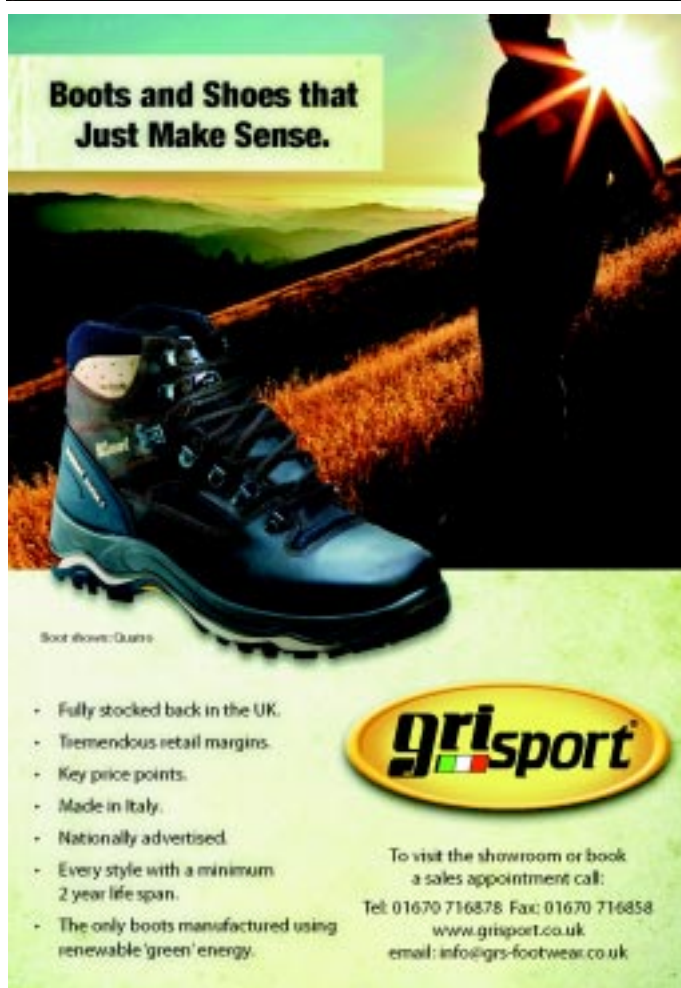
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propane performance for people on the move

A new Coleman propane cylinder and appliance range is included in their 2009 programme.

The smaller propane cylinder has been designed for use with large appliances.



The cylinder launch is supported by a full propane appliance range featuring intuitive designs focusing on practicality and convenience. There are six new appliances in the range, all featuring the trade-marked PerfectFlow system that delivers a consistent fuel stream in high altitudes, lower temperatures and

throughout the life of the cartridge. The makers say the appliances utilise every last drop of fuel at an optimum performance level.

The propane stove range includes the Coleman Fold N Go Stove - as illustrated. It is intended to be used as a cook on the go stove that can be folded with locking handle for easy transport and storage.

Burners placed 32cm apart have large pan supports making this a good camping group kit. Each high powered burner is independent and fully adjustable from fine simmer to full boil. The stove also features their InstaStart technology, so you don't need matches.

The Little Ones Come Too Bodyspace Child Saddle - LOCT for short

Passion for outdoors activity is shared

by hikers and bikers alike. How to handle the "kids come too" scenario is nothing unique, and has always needed a solution. For getting kids into the country his way, problem solver Charles Gordon came up with a way that means families can bike together. And your shop could be selling it.

Charles Gordon designed LOCT, and says

"Unlike other fixed seats the LOCT is ideal for off-



road biking as it allows total control over steering and a focus on

balance. Children adapt to it very quickly and as a family we can now enjoy long outdoor rides together, not hampered by the young age of our children." Reckoned to fit around 90% of bikes, the product comes with a detailed manual and all that is needed to put the LOCT on the bike is standard tools. It is selling at £169.99 in the UK.

Built in line with General Product Safety Regulations 2005 directive, it is CE marked and complies with various clauses within British standards - BSEN 14344:2004, BSEN 14765:2005, BSEN 14764:2005, EN71.

call LOCT on 01483 268962. www.loct.co.uk

UK bike industry get-together

a place for outdoors people to see another picture

A place of heritage and tradition for many trades, London's Earls Court is a real show arena for the bicycle trade and industry. History has happened there, and there's a very good chance the 2008 opening in October will be remembered as a vintage year. Retailers in the outdoor sector share travel, camping and the offroad scene with the bike shop owner. For both sides Earls Court will be a melting pot of ideas and offerings.

In essence a bike show that's staged to demonstrate the public face of the activity in all forms, it opens with a Trade-only day - Thursday, October 9 - and with free entry - simply register to attend, details below.

This is the 7th time for Cycle and this year Earls Court 1 in London is set to be the biggest industry get together in the UK. Seven years of growing and attracting exhibitors from across the globe has meant the organisers have needed to squeeze an additional 10% of exhibition space whilst maintaining the mix of interactive features that will give incomers a good overview and understanding of where their business can blend and interact with the world of two wheel travel.

Free entry for Traders: www.cycleshow.co.uk/bti



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Satellite Messenger / Tracker

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power from the sun - even on hazy days



solar charging is your way to stop the battery drop green ways for green places

lead your customers to cutting edge solar technology

Desk jockeys can plug into the mains, the people who travel with their work or for their pleasure can often find there just isn't enough battery life to get the smart things enjoyed, or the essential message on its way. Clever people may ensure that their handheld, their camera, the safety torch or flashlight all run from AA cells and can switch and match - but sooner than expected, that play comes unstuck. You need a charger, and you need it quick! But no access to mains power?

An environmentally friendly way from that state of nervousness comes in a package put together by Gloucestershire operators Solar Technology International Ltd. They can deliver Superchargers, FreeLoaders and a whole batch of supporting gadgetry that will keep the wayfarer and the bike tourist in a state of readiness on the trail. No mains needed - they can

not only charge the favourite devices and office tools but do it all in a way that positively offsets carbon emissions.

The FreeLoader 8.0 Portable Solar Charger is a smart looking, versatile device that charges a multitude of the latest mobile gadgets for free.

Using Solar Energy, the FreeLoader can charge devices such as; digital cameras, iPods, PDAs, PSPs and mobile phones, and even supports a direct connection to two of the most recent mobile gadgets available on the market, the iPhone and the iTouch.

It is also conveniently mobile, has a durable case for hard-core mobility and the ability to fold into a stylish minimal device that takes little space. It is surprisingly light to carry, 124 grams is about it.

The Globe Trotter bundle is supplied with 11 adapters to connect with a wide range of power needy gadgets

*Phones, Qtek Phones, some Digital Cameras and devices that charge via a port. * USB female for use it can be charged via USB for example MP3 or MP4 players and some digital Cameras*



gadget friendly

The FreeLoader 8.0 has the ability to power an iPod for 18 hours, a mobile phone for 44 hours, a PSP for 2.5 hours and a PDA for 22 hours - maker's figures. It partners to a wide variety of gadgets, and eliminates the need to carry country specific adaptors when abroad, the ideal travel partner! So that batteries never run flat, the FreeLoader 8.0 can simultaneously charge its own internal battery and holds that for up to three months. The ultra sensitive solar panels are very efficient in absorbing light - even in a cloudy and dim Britain.



hanging out to catch those rays

the Globe Trotter bundle is a Solar Technology solution

It's reckoned to be the ultimate in traveller's power packs, a package that's designed to provide all day power for those facing challenging climate conditions, tough terrain or long periods of time away from a mains power source.

You get the FreeLoader 8.0 Portable Solar Charger and the fully weather resistant Super Charger (shown right and on both the bike and the rucksack) The Globe Trotter bundle is a super fast, clean and green means to charge the latest gadgets whilst on the move. In the main that means cutting out carrying spare batteries on multi-day activities, so you can have a lighter load.

The Globe Trotter bundle brings into play leading edge technology that converts solar energy into electricity, and it will do it on those typical days when sunshine over Britain likes to hide its light under a bushel - or that cloud-ridden weather front.

There are a multitude of adaptors with this bundle - the connection for The FreeLoader includes ones for I-pod, I-pod nano, Iphone, the older style Nokia and their new 2mm jack and compatible N series phones, similarly you can plug into devices from Samsung, Sony Ericsson, Sony and the Tom Tom. Some digital cameras, PDA's and two way radios can also be connected with the FreeLoader adaptors.

As with all technical equipment, you can expect that even since this review was compiled there have been new bits of kit coming on stream. Solar technology International Ltd will keep customers posted on what is new and how it fits into the green world of solar energy. Retailers can order in x12 unit outers from them on phone: 01684 774 000 - sales@solartech.co.uk

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new for the UK sleeping bags are home designed

The product range from Deuter has included sleeping bags before. Now additional models in the range distributed through Mountain Boot Company has come about after close development work in Germany, the UK and in China. The range attracted a lot of attention at KORS, and especially (next column)

Trek lite 200 (here) is a 2 season / summer bag, around £80. Trek lite 250 (right) suits +1 temperature, £90.



as all the new sleeping bags are ready for shipping from the MBC headquarters on Tyneside. The story is the price, that for a compact range to target several market segments which covers the family camping, trekking and travel arena.

The new selection meets a clear demand from the dealers, Kieron MacKenzie told *Trade & Industry*. "The price is right, with the quality and performance ratings exceptional." He is confident about that, having shown the range not only at KORS, but in the field, too. It's also a personal matter of pride that the product is more than right for the job and sells through well.

As well as his background in the retail and supply side of the outdoor business, Kieron MacKenzie used his experience and understanding of mountaineering needs whilst involved with the design and development of the Deuter product in China. He is a climber who stood on the summit of Everest in May 2001 (pictured climbing, left) and has aims on an ascent of Chakung, now often referred to as Hungchi, a 7000 mtr peak in Nepal, which hasn't yet had a British ascent. (on right)

Square footed Trek lite

250 SQ (here) rates -2 to 20, Goose down, 90/10 - 600 fill. Around £106. It weighs 910gm.

(Right) Trek lite 300, similar specification, weighs a little less. Around £110.



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reduce or even eradicate the need for a pile of printed brochures in-store gaining an edge in difficult times have your own silent salesman, a reference point and visual aid for staff

If the credit crisis follows a course gloom-doom merchants predict, then a change in tactics of the way suppliers help their shopkeeper customers will identify runners and laggards. Few expect the global economic uncertainty to steady and it looks as though it will continue through 2008. Outdoor brands are facing some tough challenges already, with the upcoming seasons one where there are no great certainties - other than it's a good time to be thinking a little differently on how to challenge the event.

Companies and brands that tend to perform best during a downturn are those that invest in their marketing and retail support. Efforts to stave off competition and develop or provide a point of difference, will help justify margins in a climate of declining margin points. At the same time a focus on how to engage the consumer during a difficult economic phase is the consideration. Outdoor brands will need to adopt new and innovative ways to both tackle this growing economic trend and also define their commitment to real innovation whilst supporting their retail network.

At the shop counter and in the background office, to grasp the electronic age can make a world of difference. It is the digital reality of innovative software from people like Hark Solutions that puts the focus on operating. Their Atomium is a groundbreaking software solution bringing a touch of forward thinking into selling.

Atomium dramatically improves processes in both b2c and b2b sectors, offering a distinct competitive advantage to companies like Timberland, Musto and Teko who have already seen the potential benefits and invested.

The software works on a number of levels, from cost savings right through to brand building and process and service improvement. It can combine literally dozens of printed catalogues into one portable digital solution that the retail team can have readily available at the point of sale.

That can reduce or even eradicate the need for a pile of printed brochures in-store, especially as they are often out-of-date the minute they leave the printing press.

As the competitiveness in outdoor retailing gathers pace, many brands are focusing on an injection of new product technologies to differentiate their offering in order to gain and maintain their position on the shop floor.

Presenting a full picture of the brand offering will help introduce the consumer to the product in much the same way that they follow in their home environment. With these technologies in an easy to digest format, conveying the brand story has become a critical aspect of the selling process. Today, outdoor retail staff are regularly presented with a myriad of information from suppliers, and a constant barrage of internet savvy, product educated consumers with a thirst for additional information on products before purchase.

Traditional, bulky printed product guides from many brands are often difficult to navigate,

cumbersome to use on the shop floor and fail to easily convey the key benefits of the product innovations. However, they could become a thing of the past with Atomium Retail.

Atomium Retail is not just a computerised product information guide. Its interactive capabilities, use of animation and 3D modelling, in addition to sound, video and a library of images, makes

it perfect for a wealth of front and back office applications. Training is made simple, as brands have a selection of different media available to convey a clear message to retail staff in an informative, interactive and engaging way.

In-store, Atomium Retail becomes a silent salesman, a reference point and visual aid for staff to help close more difficult technical product sales and is particularly useful for larger items where samples are not at hand. That allows the store to also reduce merchandising sample costs. Animations and 3D modelling of the products and technologies can be used to give the consumer a detailed, interactive experience of the product.

Using the store's specific product offer the software can present the user with a topline view of brand and store information with an option to click-through to detailed information and visuals on product features, benefits and a range of subjects that update the day-to-day retail management and merchandising of the store.

These include information on phase drops according to product category, date of arrival in-store and the number of SKUs to be expected. A calendar view offers a visual summary of the seasonal themes and associated initiatives as they change by month, with a click through to more detailed information on POS, guidelines for window displays, tables and mannequin placement and styling.

One of the key advantages of Atomium is the internet update function which allows for regular information recalls. This gives a brand greater confidence to publish more wide-ranging information safe in the knowledge that when this changes retailers can have the most up-to-date information at their fingertips instantaneously.

Atomium is also used as a sales presentation and order capture tool giving the salesperson on the road access to complete and comprehensive information about product, marketing stories, technologies, brand stories and the like through a range of multimedia and in the language of their choice. Atomium also enables the user to dynamically create bespoke digital brochure leave behinds relevant to the particular presentation or product buy. This version of Atomium has been adopted most recently in the outdoor industry by Teko socks. With sustainability at the core of Teko's product development, it is only fitting that they chose a sales and marketing

solution which also focuses on sustainability, reducing printed materials and eliminating the need for constant brochure updates.



here is how some of the pages appear on the screen. The brand story, the product selection - it's all part of what you get



To arrange a full demonstration of Atomium contact
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