



OUTDOOR Trade & Industry

YEAR 20



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green travel to show the way

but what size electric motor needed to tow a medium size touring caravan, please?

Britain is heading into walking festival overdrive, countryside activities helping people get fit and healthy as they take to green trails. The camping sites are filling to the brim with tents, tin tents and motorised touring cabins there for the overnighing exercise. And for the green and pleasant land where this happens, Business Secretary Peter Mandelson and Transport Secretary Geoff Hoon have come up with a five year Government scheme to promote ultra low carbon transport.

The car boots being filled to capacity - and the boots you wear to help enjoy go-camping outings - don't figure in their strategy that places low carbon transport at the centre of the Government's vision for the UK economy. What size electric motor is proposed to tow a family touring caravan, please? Or will naked, four-legged horse power be making a come back asks *Outdoor Trade & Industry* editor Peter Lumley.

The Government vision promotes the development of expanded infrastructure and support technology whilst incentivising - *their word* - consumers. A quick retort from a Conservative Party shadow minister was that the electric recharging posts - these somewhat resemble parking meters, bless 'em - will need a greener supply than is obtained from coal-fired electricity generating stations. So more hilltop circles of windmilling, unfriendly looking eye-sores? Tell us.

The £250 million funding announced by Government is to support a scheme that delivers a "green motoring" transformation, part of the wider Government backing to help consumers and businesses make the transition to low carbon. "And as less than 0.1% of the UK's 26 million cars are electric powered" they say, "here is a huge and untapped potential to reduce emissions". The strategy is to provide £20 million for charging points and related infrastructure to help develop a network of 'electric car cities' throughout the UK, along with an expansion of electric and ultra-low carbon car demonstration projects on the UK's roads. This promises, they reckon, that motorists throughout the country will have the opportunity to drive cutting-edge cars and help feed back the information needed to make greener motoring an everyday reality.

"Through the Climate Change Act the UK has become the first country in the world to adopt a legally binding emissions target. Emissions from road vehicles account for 19% of the UK's domestic CO2. This means transport will be able to play a major part to reduce carbon emissions by at least 26% by 2020 and 80% by 2050."



Friedrichshafen July 16 - 19

space almost sold out

Two Trade happenings with a happy smile are reporting fast business for the space on their aisles. In Freidrichshafen, OutDoor pitches in with a new East Entrance and new halls - which they've filled.

At the Midlands showground at Stoneleigh the autumn Outdoor Trade Show has added a hall and the additional capacity is selling fast - more new businesses taking up space.



in the outdoors, more things begin to stir *your customers are already putting their gear to the test*

The first big break of the outdoor year brought an Easter that gave camping sites and countryside trails a taste of just what will happen when the real summer months arrive. Our sun shone all weekend, too.

For the Camping and Caravanning Club it was one of its most successful Easter bank holiday weekends on record, with an incredible 50% rise in occupancy rates at their more than one hundred Club Sites centred around the country.

Locations such as Theobalds Park in Hertfordshire, Veyan in Cornwall, Inverewe Gardens in Scotland, and Troutbeck in the Lake District experienced considerable increases in pitch occupancy. That left Bob Hill, Club sites director, more than delighted with the start to the year.

"Campers and caravanners plumping for bargain British breaks meant Club sites in Scotland and the north-west of England recorded a 63% increase in occupancy, the south-east and south-west 53%, and central, north-east and Northern Ireland 35%." The Club's 16 franchised Sites saw a 69% upturn when compared to Easter 2008.

there's more big things to come in In May:

National Camping & Caravan Week.

The RAB Great Outdoors Challenge.

Scotland's Homecoming - biking & hiking festivals in Dumfries & Galloway. Indoors is the Innovations for Extreme Conference at Lancaster.

office: Trade & Industry,
97 Front Street, WHICKHAM,
Tyne & Wear NE16 4JL
office phone: 0191 488 1947
e.mail: office@tradeandindustry.net
internet: www.tradeandindustry.net
publisher & editor: Peter Lumley
e.mail: peter@tradeandindustry.net
advertisements: Kate Spencer
e.mail: kate@tradeandindustry.net

BICYCLE trade&industry

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

OUTDOOR trade&industry

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

SCOOTER trade&industry

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

trade&industry Xtra

proven successful business builder for both the Supplier and the Retailer. Is used to exploit existing synergies that are recognised across the sectors

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publications schedule

Trade & Industry 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. The comprehensive Media Pack 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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the stage one lift-off

Scandinavian hike & bike brand opens Lakeland showroom

Last autumn Haglöfs brought in Neil Bradley as their UK Country Manager, and he said then that in the short term his task was to establish a UK base, preferably somewhere in the Lake District where the consolidation of brands makes it easier and more cost effective for retailers to visit. Staveley is where it's at, a mecca of biking and hiking operations on a main route into the Lake District which is easy to reach.

The newly built Haglöfs headquarters is one where the countryside comes right to the windows of the showroom, indoors is the biking and hiking gear and apparel that is making it such a must-have brand, as their catalogue shows.

Neil Bradley (pictured below) took on his job after working in sales and marketing for brands such as Karrimor, Earth Gear and then Pearl Izumi, where he oversaw apparel development along with the creation of a custom apparel



business. He reckons that selling in and sell through works best with clinics, in store and out-there activity training. That involves joint promotions and working in partnership with customers to make sure their sell through is good "we aim for long term sustainable partnerships and will be putting a lot of time and effort into the process."

The Staveley opening was attended by many members of the media and retailers, and a contingent from Sweden were on hand to answer questions, including Mats Hedblom CEO, Claes Broqvist Sales & Marketing Director, Johnny Claus Product Director, Lennart Svensson Director of Sustainability, and other members of the product development team.

Haglöfs UK Ltd LA8 9LR phone: 01539 822595 www.haglofs.se



Haglöfs people in party mood at the new, easy to visit, UK headquarters



All suppliers, and their subcontractors, who work with Haglöfs, must sign a document setting out the rules of social responsibility with which they must comply.

your business in the spotlight - simply the most important conference you'll attend in 2009

Innov_ex 08 highlighted the pressing need for transparency on green issues and the urgency of moving to sustainable product development. Innov_ex 09 will directly address these issues and seek solutions through presentations and discussions.



Transparency in the supply chain: Detlef Fischer, Bluesign Technologies. **Carbon footprinting:** Mike Berners-Lee, Small World Consulting. **Cradle to cradle design in footwear:** Mike Redwood, Technical Director of the Leather Futures Research Group, University of Northampton.

Cotton v Polyester - behind the myths: Robert Lomax, Baxenden (a Chemtura Company). **Rapid manufacturing:** Dr Phil Reeves, Econolyst and Dr Jason Jones, De Montfort University. **Sustainability:** Gill Hall, AEA energy & climate change. Along with other speakers.

See the winners! Innovation Prize - sponsored by OIA. This award encourage young and new designers, the future innovators in the outdoor trade. Shortlisted candidates showcase their designs for delegates to see at the conference.

Innovation for Extremes | Innov_ex 09

the essential innovation conference for the outdoor sports industry

7th Annual Conference . May 6, 2009

at Lancaster University Management School

Theme: Eco-innovation in the context of recession

Full details and booking: <http://www.innovation-for-extremes.org>

What people said about Innov_ex 08

"I found it fascinating and even more important I think it is going to influence the outdoor trade in what they do in future".

Sir Chris Bonington, Lancaster University Chancellor, Chairman of Berghaus, President Outdoor Industries Association.

"The day was a great achievement and will have set in train some genuine momentum within the industry for change".

Tim Drake, Outdoor Industry CEO Think Tank.

"I would encourage those within the industry who have yet to attend an Innov_ex conference to do so. It's well worth it and time well spent!"

David Sproson, The Outdoor Warehouse, Windermere

Travel easier - Join our Innovation for Extremes Facebook Group to find useful contacts and opportunities for car sharing.



Enquiries to:

Mary Rose, Institute for Entrepreneurship & Enterprise Development, Lancaster University Management School, Lancaster University, Lancaster LA1 4YX

e-mail: m.rose@lancaster.ac.uk



Conference video-link to Forum for the Future

Alan Knight OBE (Sustainability Development Commission) and Chris Sherwin (Forum for the Future) will be joining Innov_ex 09 by video-link to explore the practicalities of developing environmentally responsible policies in business in challenging economic conditions. They will draw on best practice from a range of companies. This discussion will explore the big picture of sustainable business from a practical perspective and bring the opportunity to consider ways of resolving these issues for the outdoor trade.

there's more lite in the pipeline

Putting a European focus into their marketing programme has helped GoLite show a 93% global increase of sell-in during the first quarter of 2009, compared with a year ago. In the past year they have expanded into fifteen countries, it's now 23 they cover, and grown their retail presence considerably by partnering with key accounts such as Ellis Brigham in the UK and Globetrotter in Germany. With their dedicated sales force and infrastructure now in place the brand is anticipating a buoyant future, despite the current economic climate.

Continuing to add to their established European network of agents in the UK, France, Germany, Czech Republic and Scandinavia, GoLite have recently secured distribution within the Spanish, Irish and Polish markets. That all pleases European general manager Mark Flanagan who reckons that having streamlined their focus and grown extensively throughout Europe, they are now seeing the rewards. "Throughout 2009 we are envisaging continued growth and we'll be a much more mature company by 2010" he says.

Expect GoLite to unveil new equipment and apparel at OutDoor in Friedrichshafen. The company is aiming to introduce travel apparel and luggage alongside a totally redesigned equipment offering which continues to develop GoLite's design philosophy of containing essential features using more recycled fabrics and environmentally preferred materials - the so-called EPMs - to mirror the company's environmental goals. By expanding their product offering GoLite will appeal to new retailers and new markets with both retailers and consumers seeing the advantages and USP's of the brand.

Mike Screeton. R.I.P.

A day on the hill, which is normally such a natural and rewarding exercise for people there from Sprayway, turned to tragedy when Mike Screeton fell ill and died.

As a genuine and relaxing sort of guy, I will remember his cheerful disposition and the way he smiled a lot. That probably reflected the ease he felt as someone so deeply involved in the outdoor business for so long.

Mike was someone far, far, too young to die, just past fifty years old.

It can be of little help, our offering a condolatory message to his wife and family, yet we must sincerely hope our prayers and a humble feeling for them at this passage of time, will be valuable in helping to ease their sad hearts and sorrow. God bless you Mike.

Peter Lumley

intent and for the ride

retailers & brands meet their public

This is the long running CTC organised weekend cycling festival that has a reputation for drawing visitors from all around the globe. Annually on the Knavesmire Racecourse, York, it's an event bringing together the outdoor activity accessories and bikes, all in front of a discerning audience that knows and appreciates lightweight travelling and tourism.

York runs June 21-22.

The weekend is also a big camping event with tents, caravans and motorhomes used as the base for outdoor activities associated with the rally-style gathering.

Retailers and brands have always seen the York event as a place where they meet their real public. On the lawn of Knavesmire is a choice of dedicated retail and exhibition marquees, with separate retail and exhibition areas for outside stands.

The organisers say they will again be producing a full colour programme, you can book your stand space now and start to get your message across to the thousands of visitors to the Show.

www.yorkcycleshow.co.uk

John Taylorson MBE

Secretary/Event Co-ordinator: 07765 070 120



Sadie Osborn joined the Oswald Bailey group two summers ago as assistant to Stephen Bailey, who had been doing the buying since about 1985.

Now the company have appointed Sadie as buyer for the company. Sadie is passionate about the outdoors and is keen that all products not only look good but perform exceptionally well, wherever they are used. Busy time ahead!



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EDITORS DESK

a balancing act

but green travel = good business

There's not so much wrong in feeling you may be a duck out of water with the

intricacies of what makes a good bike ride product, yet the truth is that nearly everything on your shelves that could find itself being used halfway up a mountain, or similar, can play the same important role on a bike trail too. Tourism links - *actually is* - each of these activities in a different guise, coming only slightly camouflaged in attitude and the stance of users who are pretty well reliant on the same style of kit to be out there, happy and safe.

Getting and keeping people of that ilk on your side will certainly help grow your business.

I am happy to beat the drum for wheels as well as for boots - so no apologies for us being the first b2b in your market place to spot that there is plenty of opportunity for retailers and companies when they work to develop business on the back of walkers and riders. I always feel at home with the challenges which come when searching around for new product and ideas to match the needs and habits of people involved in an active life. It's no balancing act for me, nor will it be for you, to help paint the broader picture of just where gear can be heading to all the users' advantage.

Your customers - the ducks and the drakes - will be excited with their purchases, especially when you help them get a bit more of the green travel that's good for everyone, and just as much for the planet.

Peter Lumley . editor
peter@tradeandindustry.net



"... pretty well reliant on the same style of kit to be out there, happy and safe. ."

Allcord Limited, Ilford Road,
Newcastle upon Tyne, NE2 3NX
Tel: 0191 284 8444 Fax: 0191 284 1550
email: enquiries@allcord.co.uk
For more information visit the web site at www.allcord.co.uk

inspire by example: words & pictures is the business

Cicerone - not just there for the beer, this is how to make the outdoors work

There is no better way to helping people plan their travel and their holidays than bring them face to face with an author who knows their stuff and can relate with the people as well as the job in hand. People like the Swiss Ranger Kev Reynolds, inimitable Paddy Dillon, Lakeland lover Mark Richards, always laughing - and Pete Hawkins. He really knows how to navigate in a pea-souper on any compass point.

They were the stand-up communicators for Cicerone, doing a 40 year birthday bash at the nec OS Outdoor Show. "It was how we designed our first dedicated theatre programme, with a mixture of illustrated talks and seminars which help to address those questions people have and are often unable to otherwise find the answers" says Lesley Williams, director of the publishing operation.

Cicerone reaches 40 this year, their birth day of 1969 coming with a first guide, the *Winter Climbs in Ben Nevis and Glencoe*. Today, Cicerone proudly and



OS Show: Kev Reynolds explains Switzerland

diligently work to provide hikers, bikers, trekkers and mountaineers with information packed, attractive guidebooks to be trusted.

In this anniversary year the company is organising a series of promotions for Trade customers and with a programme of promotions and competitions for book buyers themselves.

"Nielsen Bookscan, which actually tracks a little more than a third of Cicerone sales, reported retail sales in 2008 that put Cicerone sales up by more than 20%, against an overall travel market fall of about 6%" says Lesley Williams. "We think these results suggest a continued appetite for high quality guides for biking and outdoor pursuits, both in the UK and internationally". Retailers will see that as a good reason to expand their shop bookshelves.

Cicerone are also happily supporting the Fix the Fells operation, who repair some of the most severely damaged Lake District paths. Their first annual donation to the project, of almost £600, is based on the sales of *Great Mountain Days in the Lake District* since its launch in March last year.

information: telephone 01539 562069

or email info@cicerone.co.uk www.cicerone.co.uk

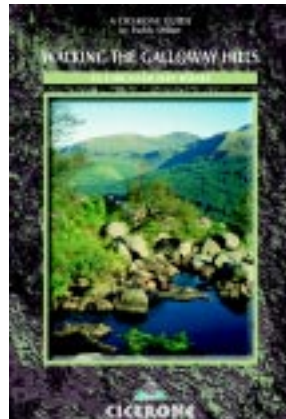


for on wheels

A guide to cycling the Canal du Midi in the Languedoc, France. A UNESCO World Heritage Site the canal meanders through lush countryside rich in history and offers flat, car-free paths and excursions to the nearby hills. Ideal for anyone planning a cycling holiday, locals wanting to explore or canal travellers needing to stretch their legs or ride their bike.

for when on foot

The 33 circular day walks and 7 longer expeditions in this guidebook cover rocky, heathery wilderness in southwest Scotland. Ranging up to 840m, these are significant hills, including the Merrick, Corserine, Millfore and the Rhinns of Kells. The longer routes include a 5-day tour and a brief description of the Southern Uplands Way.



their top sellers

Kev Reynolds' best current books are: *Tour of Mont Balnc Walks and Climbs in the Pyrenees* (now in it's 6th edition and 30th year!) *Chamonix to Zermatt*

Paddy Dillon's best are: *The South West Coast Path* *The GR5 Trail* *The National Trails*

Mark Richard's best titles are: *Great Mountain Days in the Lake District*. *Hadrian's Wall Path* *Lakeland Fellranger series* - especially the guide to the *Mid Western Fells*

Pete Hawkins: *Navigation* (mini guide), *Map and Compass* and the more recent *Navigating with a GPS*. Are all consistently in Cicerone's top 20 selling guides.



Active 10 in action at the nec Outdoor Show

the Active outfit

Satmap is the first GPS company to offer digitised topographical maps that will help people find their way when touring, mountain biking, hiking or cross-country skiing, and the like, in Austria, Germany and across Switzerland.

This launch of around 40 European maps gives users the Ordnance Survey equivalent for each country, they are available now on Satmap's website, and Satmap is currently preparing mapping for other areas in Western Europe and beyond. This partnering with the top map suppliers in each country is part of the company's commitment to always offer the best available mapping for use on the Active 10 sports GPS.

Richard Calthrop-Owen, md of Satmap Systems Ltd, says that having quality maps when you're abroad whether it's the Alpine areas, or the Black Forest for example, means you can really get the most out of all your activities and sports. "It also means you won't have to test your foreign language skills by having to ask for directions." The system also keeps your maps topical.

The European mapping partners are: for Austria: BEV (Bundesamt für Eich- und Vermessungswesen) - Available at 1:50k scale. Germany: BKG/LVA (Bundesland Karten / Landesvermessungsämter) - maps are available at 1:25k and 1:50k scales. Switzerland: swisstopo - maps are available at 1:25k and 1:50k scales. The European maps cost from RRP £34.99 and are available from www.satmap.com



jacket to form the rucksack straps. Just reverse the 'one zip and two clip' process to transform it back into a jacket". It's that easy!

The inspiration for the RuckJack came from creator Sven Kelling's passion for kite surfing in extreme conditions. He needed both a rucksack to carry his equipment to the beach, and a jacket to protect him from the elements once there. With nowhere to store his belongings except about his person whilst kite surfing, his Eureka! moment came, and RuckJack was born.

Sven then met co-founder Rupert Findlay and with his background in textiles as the owner of Armadillo Scooterwear, he could see the mass-market potential for the product initially aimed at kite surfing, and persuaded Sven to work with him to develop the RuckJack brand. Findlay comments: "I loved the idea of RuckJack so much that I had to persuade Sven it was the product many people

a hold-a-lot that you can wear

introducing RuckJack; a jacket that turns into a rucksack and then back again

Released to the market this month, new brand RuckJack is described as the first ever jacket which can transform into a rucksack. It's a concept that provides two products in one and the makers say it is suitable for all outdoor activities including sailing, camping, fishing and cycling.

"One minute it's a durable technical jacket, the next it's a spacious rucksack, using just three simple steps. To convert the RuckJack from a jacket to a rucksack, simply do-up the zip on the back and clip each arm to the body of the

have been waiting for. We're excited to have pioneered a new brand concept and we understand it's the first of its kind on the market."

RuckJack has worked in partnership with brand agency Antidote to create the brand identity, point of sale, website, and marketing materials. Antidote is the operation responsible for the point of sale and advertising for the Rapha cycling wear exhibition in Selfridges, London.

Products are Switch - a unisex adult lightweight outdoor jacket made from Baby Ripstop Nylon and with a full zip, in orange or black in sizes XS to XXL.

The Switch Ruckjack has 30 litres of space inside the rucksack and can hold up to 15kg, sells at £45.99. Adult all-weather 30 litre Sonar is made from Taslon, a full zip, breathable, wind and waterproof, colour black for both male and female, XS to XXL. It's priced at £55.99

Morph is a children's lightweight outdoor jacket made from Baby Ripstop Nylon and with a full zip. Windproof and waterproof this RuckJack comes in ages five to fourteen and is available in either blue or pink colours. The rucksack can hold up to 15kg, it sells at £29.99.



more details: info@ruckjack.com



red squirrels on the menu

biking's birthplace has plenty of surprises - from jazz to activity weekends

Furry tailed, russet coloured tree hoppers are there to be spotted across the acres of natural beauty you can explore in and around the grounds of the pale pink, 300 years old, Drumlanrig Castle. It lies west of Moffat and north a bit from Dumfries - in sight of the southern Scotland highlands, the Lowthers and the like.

Here you don't get just a still lived-in ancient pile, you will discover it's an estate where things like canyoning and exciting journeys of discovery happen. There are also Ranger led hiking trips, and you can experience mountain biking and easy leisure cycling as a fresh air attraction.

Drumlanrig Castle is cycling history, too. This is where the voyage of the pedalled cycle began, local blacksmith Kirkpatrick Macmillan setting off for a 60 mile ride to Glasgow in 1839, on the machine he had built. In the Scottish Bike Museum at Drumlanrig there's a replica of that iron-shod bicycle, along with one of the 15,000 or so Flying Scot bicycles produced between 1928 and 1983 by David Rattray. A Sturmeijer Archer powered Moulton deluxe, with Dynohub, is there near the 1986 introduced Kirk Precision, with its girder like frame injection moulded in magnesium. It was probably a concept too far ahead of it's time, and no longer in the shops.

Drumlanrig Castle enquiries@drumlanrig.com www.drumlanrig.com



left: It has dual suspension, big luggage carrying capacity and rides like any other quality bicycle - The Moulton. above right: early-day ways of carrying your Primus pressure stove. right: a steel advertisement panel for the 1902 patented hub gears that help you travel easy.



right: Green technology - the magnesium used to make the Kirk Precision bicycle frame could have been sourced from salt sea water.



Now at Drumlanrig Castle, Rik Allsop began business in 1996 time, with 3km of trail in Mabie Forest. Rik's Red Route began as a community club for locals. Developed from there, his is a full-on bike service that gets people keen on riding



ladies on two wheels: WOW is happening for them

It comes free for women and girls of all ages, abilities, and cycling genres - for those wanting to be inspired, learn and, most importantly, explore two wheels

WOW is part of the Original Bicycle Festival and staged at 7stanes Kirroughtree Trail Centre, Dumfries and Galloway, on Sunday May 17. Organised by Clair Scaife and Sam Hill from the breakpad bike shop based at Kirroughtree, Clair Scaife tell us they felt that it would be a great idea to have an Original Bicycle Festival event that focused on the ladies and lasses whatever their age and cycling ability. "This is an event that will get women on their bikes and cycling the



many off road trails and road biking routes available throughout region. Our aim for Women on Wheels is to ensure that everyone has fun, learns something and we all share the experience with like minded people within a relaxed atmosphere.'

With several different satellite events in the happening, WOW concentrates on things such as The Saddle. This is a feature with Trade stands showing women's on and off road bikes, supported by Trek and Cube. Latest cycling gear and products, including Fox, Endura, and Lucozade will be there. too. For those ladies who want to learn more about looking after their bikes there will also be easy to understand bike maintenance sessions on offer all day. For those ladies who want to learn more about looking after their bikes there will also be easy to understand bike maintenance sessions on offer all day.

Showing a daring approach to bicycle use the Clan Scotland's Cycle Stunt Team will be on hand to wow the crowds, whilst there is also the opportunity to hear, and see, what it

means to take a pair of wheels for a spin when you are a 71 year old grandmother of three. Granny Mave has completed a 5,500 mile transcontinental bike ride across Canada from Vancouver, on the West coast, to St John's, New Foundland, on the East. She raised money for Macmillan Cancer Support and funded the trip herself selling her hand made greeting cards and pictures in and around her local area.

The Festival has the film of her epic bike ride and she'll talk about her journey. There will also be nutritional advice and workshops from Lucozade, and Lorna Willock of foods4life (www.foods4life.co.uk); and Marion Gardner will be on hand to offer advice on the alternative therapy of EFT to help overcome fears of biking or any specific aspects of biking (http://www.OpenIntoLife.com/helping-in-sport.html).

their effort is paying off already

In just six months the relaunch of TGO magazine is bucking 2009's economic trends with impressive circulation increases. It looked the fresh and exciting re-design it has proved to be - and has brought raised readership levels through the introduction of new features and new columnists. The publishers report their retail and subscription sales have increased by up to 10%.

TGO is the UK's monthly magazine for the independent hillwalker and backpacker, and stages the TGOC. The current issue also includes more on wheeled activities, a trend already seen over past months.

Cameron McNeish, TGO editor, says that the magazine's performance since the November re-design has been highly encouraging, particularly given the current economic situation. "We continue to influence the outdoor industry and our rivals both at home and abroad. Doug Scott once famously said that TGO was the "thinking person's outdoor magazine" and I believe more and more people are beginning to appreciate that".



current issue - big on backpacking ethos



Backpackers Club members also use panniers!

backing the wheels appeal

"Cycle touring, like backpacking, can be very addictive" says the May TGO magazine.

Recognising touring bikes as "tremendously useful and versatile" they reckon that the addictiveness of touring is not the only reason it can be so readily compared to backpacking. The magazine also points readers towards the Cyclists' Touring Club - who's June staging of the long-running York Cycle Show, will attract hordes of wheeled happy-campers. The Backpackers Club has York on their events listing - along with other cycling weekends in the summer months, supported by keen green travellers.

TGO isn't alone in the passion stakes for their topic - Cycling World magazine shows the real picture and is probably the best there is for bike touring types. www.cyclingworldmag.co.uk/current.htm



the lighten up message

TGO's on page campaign to persuade backpackers they need to carry less is something rooted in time. The tent in this photo is the Robert Saunders Lite-Hike (under 3lbs, sleeps two, snugly) it became the classic light-weight of its years. The weight is a benchmark that challenges makers.

The man with his Karrimat, a light and efficient sleeping mat, is George Raven - he was the model for the badge of The Backpackers Club (as seen left).



MILESTONE FOR THE UNIQUE EVENT

Scotland Coast to Coast is the backpacking call that's loud and clear

Bill Wilkins, charismatic boss of the Ultimate Equipment business, helped give the Challenge its start thirty years ago.

Today some Challengers spend around £650 a head and walk nearly 200 miles in under the fortnight, writes Peter Lumley

It's no longer the Ultimate Challenge - although it is the ultimate challenge of the backpacking year. The idea is that you paddle in the brine somewhere along the west coast of Scotland and then make it into the surf of the eastern side of the country in time to party at Montrose within the fortnight. The 2009 backpacking trip is the 30th birthday for the event. It'll be a first time for some but each year the tally mounts for others, whilst one guy is looking to completing his 20th crossing and pick up that well earned souvenir.

It's no secret that getting your TGO crossing completed can be a bit of a pain. Some

will see it as a ghost to be laid, business unfinished even, so they return again, and again.

But Challenge is in the title and if it was easy-peasy then no-one would bother, would they! Retailers all around the country gain their prize with the business coming their way from the Challenger wanting to update their kit list before they start out, whilst those near air and other such links

they wanted to sleep warmer, stay drier, or avoid being suburned. Even - 'orrible this!' - get those heavy deet-style product that stops having the blood-suckers make a meal of bare flesh and the like. Must-buy items are Tick removers and small mirrors - each are tools for the same job and for the same reason, but please don't ask why the mirror!

With 2009 a celebration year, the number of participants accepted has lifted to 360 souls, yet that still left some waiting on the oversubscribed application list. At the start will be 105 first-timers among the 56 solo walkers, 73 pairs, 10 triples and 12 by fours together.

Among these you find 18 solo ladies, one female pair and two all-girl groups of 4 - itself quite unusual. The organisers reckon they have attracted 50 married couples or partners, plus two further couples walking separately. There are three fathers and sons walking together, one father and daughter, one brother and sister, one set of twins, one group of four - parents and two children; a daughter and her partner, plus a grouping of daughter + niece + sister in law. So who is going to be kitchen maid - and who will pitch the tent?

There are 15 Challengers on a tenth crossing attempt and one on his 20th. They come from 11 overseas countries represented: Netherlands (9 walkers), USA (8), Italy (6), Canada (3), Poland (2), Belgium (2), Kazakhstan (2), Austria, Germany and Oman - the first from that country - plus a Northern Ireland trio. Youngest Challenger is a 21 year old from America, youngest lady is aged 26 whilst senior status is held jointly by three sprightly 80-year-olds. Just 7 under-30s take part, against 28 over-70s. What a mixed bunch!

Start point used sees, for the first time for many years, Lochailort with the most starters (54), Dornie and Shiel Bridge (49 each), Strathcarron (47) and Acharacle (40). Least used are Arisaig (6) and the new start point Glenuig with just 3 trying it out. There are 43 separate finish points nominated. St Cyrus is once again the favourite with 89, Stonehaven (54), Dunnottar Castle (42), Montrose (34) and Johnshaven (28).

Challengers must all travel on to Montrose to sign off their 2009 TGO, some will not make it right across Scotland - but many will try again - even again - until it's job done.

Plan to be there for 2010 - event runs May 14 to 28 - details in the October issue of TGO



Challengers rest near Ruthven Barracks at Kingussie - the stronghold which was destroyed by the Jacobites in 1746.

into Scotland - especially those in the Highlands Region - will have shoppers gassing up, buying fuel or replenishing energy chews and emergency food they've eaten too early. I've come across those, too, who have taken one look at the weather forecast and decided

on gaining industry backing for The Challenge

three men and a vote - Roger Smith was there right at the beginning

The origins of the Challenge go back to the COLA trade show at Harrogate in November 1979. The first Challenge, just six months later, attracted sixty-five entries including a certain outdoors activist Chris Townsend, who has gone on to complete another 12 crossings and is in the field again this year, *writes Roger Smith.* At the time I was editor of *The Great Outdoors*, our magazine had been launched in March 1978 and we were always looking for new ideas or promotional opportunities. We found the ultimate idea!

At Harrogate, the mountaineer and writer Hamish Brown passed me a small notebook containing the full outline of the Challenge he had worked out while away trekking in Morocco. Over coffee, Hamish explained how this could all provide the basis for a non-competitive two-week backpacking event - a concept that was entirely new.

Experience told him that the crossing was within the reach of many hillwalkers and, with the backup of an administrative framework and some route advice, would provide them with what was indeed a true challenge and achievement they could be proud of. He also came up with The Ultimate Challenge as the name and thought we should involve the UK outdoor company headed up by the charismatic American, Bill Wilkins. While still at the show I had approached Bill Wilkins, who

was cautiously positive but wanted to know more. We met again to talk it all through, and this turned out to be a marathon session lasting far into the night as we explored every angle of the event. Bill wanted to be assured that this really was a runner before he would put Ultimate's name to it. In the end I managed to convince him on all counts. May 1980 saw the Challenge completed, with the upshot that Bill Wilkins agreed to continue his support - not only that but he himself took part in the next Challenge, walking with Dennis Lee and Ken Tremble.

A feature reporting the event, carried in the October 1980 issue of *TGO magazine*, lit a spark among backpackers and for the 1981 walk we were amazed - and somewhat alarmed! - to receive 200 entries. After that there was no looking back, yet it's fair to say that none of us involved back in 1979/80 would possibly have imagined that the event would still be going strong 30 years later, and would attract walkers not just from all parts of the UK but from many overseas countries as well.

Ultimate Equipment's involvement lasted for 10 years and with their eventual withdrawal that left *The Great Outdoors* as sole sponsors, so the event's name was changed to The Great Outdoors Challenge. Later, with the magazine abbreviating its title to *TGO* it became the TGO Challenge and we now have additional partners in the equipment firm Rab and the adventure travel company Mountain Kingdoms.

My own involvement with the event has been almost continuous, either as magazine editor, a participant on five events, route vetter and, since 1992, the event co-ordinator. I do my best to pull all the strings together but the basic concept still remains as envisaged by Hamish Brown. The challenge is to cross Scotland on foot, planning your own route and being self-sufficient throughout.

There is a very strong social side to the event and there are many spontaneous gatherings along the way. Places such as Braemar and Tarfside have become famous for this, but you still have to get up next morning, put on your pack and set out on your day's trek towards the east coast.

For me, it has been a privilege to be associated with this unique event since it started. It has given thousands of people a memorable experience, led to untold friendships being formed - and at least eight weddings. It has promoted Scotland in the very best way possible. Long may it continue. RS.

paddling in the North Sea: the ritual observed by backpackers

Three backpackers and Boots the Dog walk on the wet sands at Montrose. That is the picture (*below*) taken at the start of our March trek west to Fort William in 1974. The idea was to research another backpacking feature for *Practical Camper magazine*, the sponsors of new on the scene, Backpackers Club. The magazine readers and members were asking for backpacking routes alongside how to do it features, so we simply

went out and devised them, *writes Peter Lumley* - who also took the pictures. Routes across England and down through Wales were already mapped and reported - now it was a time for some more of Scotland. March nights are short then, it was cold and it snowed, rivers were a wee bit deep, but we made it! It took 34 years for me to complete the return trip from the west, though - on the TGO in 2008, and after several tries. Paddling time was in Arbroath.



left: In the Braes of Angus in 1974 I saw this monument to explorers Robert Falcon Scott and Edward Adrian Wilson. A drunk in a car managed to smash it to pieces, and little now remains.



left: on the Montrose beach in 1974. right: Ken Ward experimented with a lit candle to warm the inside of his boots. No record survives to report if it actually worked - or not.



surviving extremes - do it via your day in Lancaster

How far will you go to meet innovation face to face? What is the scale of importance you put on being in a networking situation with people who are innovators, communicators, technicians, among designers, thinkers? And as it all began because of the contents of a little box of torn fabric brought home from Everest, then perhaps you can discover if George Mallory did something far more significant than plunge to his death back in 1924, writes Peter Lumley.

What followed the inspection, here in England, of that box from Conrad Anker's team of searchers who located his earthly remains on Everest in 1999, has brought an industry, and more, to a communion. The gatherings and the networking that has steadily grown now penetrates far beyond the specialists who make the gear, who wear or use it, sell it. People can get to shivering, not from the cold of mountain heights, but with the anticipation of experiencing the temperature of dialogue and the actions of those who contribute to the Innovations for Extremes conference.

Originally it was less a conference, and more a launching of Starship Explorer. Now on this May 6 in Lancaster, Innovation for Extremes - or innov_ex 09 as it's called - will bring us to another orbit around the inestimable universe of minds, to hear stories about innovation and how we use - and need - that function.

In the present day world, could there be discussed or illustrated anything more extreme than the current fiscal and the materials revolution? Then, again, how much did nanotechnology contribute to your breakfast table this morning? Again, how far will you go to meet innovation face to face?

What has developed from the very first Innovation conference has covered a myriad of topics that are connected to our everyday living and business, to our recreation and our life, too. So it is worth travelling far to hear how boffins interrogate, in minute detail, the likes of what has supported the George Mallorys of this world as they go about their business in rarified atmospheres. Many of the findings can apply to you!

Just as on mountains, the steep climb to a summit - of the knowledge and understanding of what systems and materials can deliver, or how physics apply - these have all been the stuff of the conference reports and discussions that have helped lift the cloudy mists from our knowledge of how innovation matters. At any place, not just on mountains, ideas come to being more than just ideas, especially when examples show through.

As to what scale of importance you put on being in that networking circle, what else will you question before the conviction you must be at Lancaster University on May 6. Be there, book now!

Of the many business and leisure happenings in an average year, the Innovation for Extremes series helps reveal an undercurrent, the reason for things being as they are, that doesn't come more easy than being in the auditorium and hearing, seeing, feeling, passion and knowledge ooze from the speaker's dias.

The innov_ex 09 theme is: *Eco-innovation in the context of recession and the over-riding theme of the event is 'eco-innovation in the context of recession'*. Expect there to be revelations, and a window on the challenges that companies face to win in the current economic conditions. The conference will re-visit some of the themes covered during the highly acclaimed Innov_ex 08 and explore how issues are developing as economies face the struggle of survival.

At the 2009 Innov_ex you may not actually hear George Mallory's name mentioned but what you will experience is the very nature of that man's approach to getting things to work - and work better - in a hostile environment. Delegates will hear and will learn of the potential dangers for the outdoor business through the debate and discussion. They'll hear how to develop a thinking in terms of sustainable innovation. Lancaster is where you come face to face with how you and your business can make a better and more effective contribution to your own future in the ongoing, and real, struggle against climate change.

I'd not miss it for anything.



Bookings: www.innovation-for-extremes.org
more details - see page 2 of this issue

introducing their new brand for all reasons, all seasons. In-town. Backpacking. Biking.

the mission is to help expand the fun and inspire travel - coming from a USA based company that cares about the environment. They reckon good gear = less waste. And they live it!



Burton McCall have begun a countrywide sell-in for a premium brand they're now ready to ship. The high calibre collection stretches across all aspects of leisure - and includes bike luggage that fits for shopping trips as well as touring and cycle-camping. Backpackers & mountaineers are also catered for with leading edge sleeping mats designed to offer significant weight savings with top warmth performance. The products show the results of relentless innovation.



keeping it all dry

Coated fabrics from in-house production, made into durable and lightweight dry bags using their own welding operations, give options for all traveller needs. Pneumo LTW (right) is valued in five capacities - 5l to 65l - and three new colours. There is also a flat designed Dry Sack, with a valve, and the Dry Cylinder, also clear windowed.



Pacific Outdoor Equipment produce six stylings to meet the "we make sleeping mats to enhance your sleeping system" promise.

They've also planned for the difference in female sleeping habits - the designers bringing in more warmth potential with specialised core zones for extra cushioning and including bermed side rails to give a better sleep pattern. An "against the light" test shows just how core patterns in the sleeping mats differs style for style - and set to match the user needs.



Pacific Outdoor Equipment in the showroom at Burton McCall's Leicester headquarters



Padded keep-dry devices are what all camera buffs hope for - and they come in two styles from Pacific Outdoor Equipment. f-PS (above) takes a point & shoot camera. The Half Zoom (right) is for larger cameras. Each is carried by a body sling or can be on the belt or webbing straps

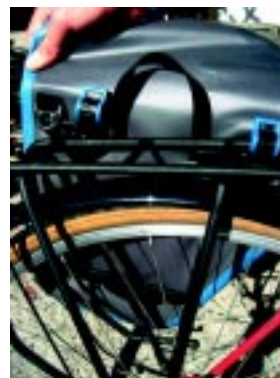


Aspen Aerogels bring nanotechnology to outdoor living - giving the lowest conductivity of any solid known to man. Pacific Outdoor Equipment's Peak Oyl Aero & the Aero Mtn Women's mats bring up to 15% more insulation than on similar, foam only, mats. Bermed side rails too!

as a basket to town, as a bike-camper's kit carrier - a real green luggage collection

Pacific Outdoor Equipment name it pretty succinctly - **the One Car Less Series**. This part of their product range sets out to help and persuade people to put a pannier, or a carry-all they call a trunk, onto a bike. Two wheels do a great job of helping to reduce our carbon emissions - bike travel is a lot healthier for people and the planet! They go for Fenders, too - with LWT Front Fender, Front Fender, Rear & Super Rear Fender. Internal load organisation pockets, universal on-off rack fittings - for every rack in the game, they say. Then there's the Coop, a pannier which stows flat when empty and is a fabric basket for shopping trips.

A 16 page Pacific Outdoor Equipment Directory shows lifestyle and product images with full specifications of green travel gear



For people who ride to the office or to happenings then need to wear something smarter than bike gear, will favour the Swingline. It has a continuous zipper closure, for clobber, and a padded laptop sleeve for the brain machine. Outer pockets for shoes or light shopping and room for other bits, too.

The Americans call it their High & Tight trunk - Brits would probably identify it as luggage for fitting on the rear rack. There's a lot of capacity in a structured frame, a handle and zippered closures.

Pacific Outdoor Equipment advocate a green policy with their making gear, "stuff that lasts longer helps reduce our impact on the environment".

Durable gear gives a much better return on the investment in raw materials and in making it. "We tend to overbuild for longevity and that helps ensure people can keep using our gear for longer in the outdoors, and away from landfills."



PACIFIC OUTDOOR EQUIPMENT

Burton McCall Ltd
sales: 0116 234 4611
e-mail:
sales@burton-mccall.co.uk

Burton McCall



VANGO NEWSLINE

their game in hand

It seems Scrabble has got a rival for in-tent times, now that Vango is dealing their brand new 5-in-1 Games Set which promises endless fun for kids and adults alike.

The new accessory for camping and caravanning trips (shown here) has an

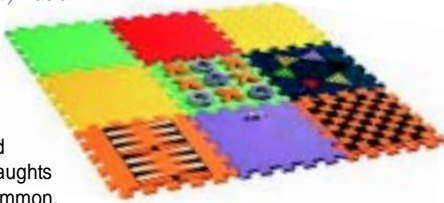
array of good old fashioned favourites including noughts and crosses, draughts and backgammon.

None of these need a word checker, and the cost across the counter is around £15.

Outside, it's windbreaks that give a little privacy or shelter from the draught. As well as for the campsite Vango's duo are also great for the beach - so another sail - sorry, sale - there!. Colours coordinate with the family tents in Vango's range as well, both have a full length window and steel poles.

The ground-breaking Teva sports sandal is back. Now called the Original, it's a design resurrected after a 25 year break. The £50 sandal brings a modern interpretation which is as technically significant today as it was on Day One.

Available for both men and women, this sandal features spider SSR rubber on its outsole providing unequalled performance on wet rocks. A Shoc Pad(tm) in the heel absorbs energy for additional comfort whilst the midsole provides lightweight cushioning both on and off the river.



Jonathan Pennington and Sophie Hickerton

returning to grass roots

They are meaning business, and looking ahead to the summer OutDoor show in Friedrichshafen. Jonathan Pennington, marketing manager for Merrell Europe, is confident that the brand will continue to impress with its continuing strong commitment to providing the outdoor industry with products. "It's anticipated the collection for the seasons ahead will meet and exceed expectations as the brand that consumers trust and want to be seen in".

"Following a major restructure in corporate operations, Merrell is now firmly established within the Wolverine HQ in London after the brand's move from Bristol in the summer, and that heralds an exciting new beginning for the whole company" he added.

The new marketing team came into force this month, being headed by Jonathan Pennington with support from Sophie Hickerton and an experienced sales team working with retailers throughout the country.

Their major focus on the outdoors sees Merrell returning to grass roots as a primarily outdoor brand, addressing the need for footwear and apparel that performs and protects in the British climate. Merrell reckons to have the expertise and pedigree to meet and exceed consumer expectations but understands that there is no compromise when it comes to comfort and performance.



Helle's md Torod Helle presenting Whitby's chairman Nick Griffiths with the award. One that's hand-made from Helle's own stock of Leather and Wood

keen edge to sales

At the IWA show in Nuremberg, Whitby & Co were presented with a major award when it was announced the Kendal company were the top international distributor for Helle Knives in 2008.

Sales of the brand in the UK increased by 350% from the previous year although Whitby didn't take on the distribution until half way through that period.

Whitby's also report their Leatherman sales for the first quarter of 2009 are up by over 20% - and with a host of new product launches planned through the year. Leatherman Tool Group has announced product innovation and development aimed to ensure that the brand is always the consumer's number one choice for outdoor and DIY activities. The new product launches will range from the high quality, low cost new Leatherman Monarch Flashlights through to the replacement of the Core Multi Tool with the new Super Tool 300 in autumn.

Continuing a positive stance, Whirby say Wenger Swiss Army Knives showed first quarter sales up over 50% up on 2008, which was also a year of high growth for the brand. The new Evo and Evo Grip models have continued to be a popular choice since their launch.

Latest personnel moves sees Garry Woodhouse promoted to sales and marketing director at Whitby's, he joined the company as a marketing graduate in 1996.

The company have also appointed Mike Sheehan (above) as their new agent for the Midlands and East Anglia - Mike handles a select group of premium agencies which now includes the Whitby portfolio.



even a low light source will show where there are guy lines

made to avoid the guyline trip attack

The makers don't promise it will always work with bears in the woods or in a field of rampaging heifers, but Glo-Worm will help

tenters get a peaceful night. Funny how people simply just don't see guylines until they become a heap on the ground. Both the myopic person and the tent that is! As to the invention itself, this

is one of those simple ideas which probably first came to mind when

inventor Janet Korsak herself was woken from a slumber as another camper worked on demolishing her tent. All you need to make it work really well is a light source, as the picture shows.

info@glo-worms.co.uk



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a tri-service initiative



109 days, 36 mins and 55 seconds

one man and his boat - taking a Buff on the journey of a lifetime!

Vendée Globe is reckoned to be the most punishing round-the-world sailing race ever devised. The gruelling 27,000-mile solo journey - described as the "marathon of the seas" - often proves too much for even the toughest sailors, but not Steve White. He enters his boat Toe in the Water in world-class sailing regattas in order to re-inspire, re-integrate and re-engage servicemen who have sustained traumatic injuries and often the loss of limbs.

This tri-service initiative aims to inspire the men and women who have suffered to move beyond their disability and to become re-inspired by life. Competitive sailing is a physically and mentally challenging adventurous sport and provides a unique opportunity for injured men and women to sail and race on equal terms with their able-bodied contemporaries.

Earlier this month Toe In The Water returned to Steve White's home port of Weymouth, having reached Les Sables D'Olonnein France, and placed 8th out of the Vendee Globe fleet of 30 boats after 27,000 miles of sailing over the 109 days - and all alone at sea.

find out more - www.toeinthewater.org

Toe In The Water photo: Bernard Gergaud.

