



OUTDOOR Trade & Industry



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"some wet weather clothing makers are misleading consumers"

"the breathability claims amount to pure fantasy, and are quite meaningless"

There are international test standards that just aren't up to the job reckons manufacturing boss Rube Fernando. Winner in the Innovation section of the 2008 Queen's Award for Enterprise, he's a man who designs and manufactures test machinery to evaluate raw materials through to the finished product. His Ardmel business in Scotland takes him all around the world demonstrating, supplying and installing the automation to deliver up garments and soft products. It brings an insight into just how effective - or otherwise - are some of the materials that go into clothing.

Rube Fernando is also quietly working on debunking the Standards that have been drawn up for the assessment of breathability in wet weather clothing. He's happy to be quoted that smoke and mirrors obscure the reality of so much of it. He will tell you the rate of breathability quoted is normally measured by the ISO11092 test standard. This was devised to measure the rate by which moisture vapour moved from the inside to the outside of a fabric. He'll also tell you that the parameters of this test are simply nowhere near realistic.

In simple terms the ISO11092 test standard applies when wearing a waterproof breathable jacket in an outdoors temperature of 35°C - that's around 93°F - and without rain! "That is equivalent to Sahara Desert conditions says Rube Fernando. Hardly the weather conditions experienced in the Western Hemisphere where real protection is needed".

"Anyone can see that such breathability claims are pure fantasy, and quite meaningless when real life situations bring the formation of condensation on the inside of a single membrane waterproof garment within sixty minutes of wear in the rain. There is no fabric that can eliminate this!"

Truth is, Rube Fernando will tell you, a few members in the fabric industry formulated the Standard to suit their own products. "So, it's obvious that under the ISO11092 test standard then their results will always prove favourable to the one particular brand of fabric. And that brand is then able to claim to be the most breathable on the market. But they don't tell you it can only work that way when there are hot and dry conditions. Aren't waterproof garments for when it actually rains?"

At OutDoor in Friedrichshafen, Ardmel's sister company Keela shared booth space where test machines chuntered alongside a collection of 2010 product that Rube Fernando says can confidently be worn where wet and cool conditions are the norm. "We are not making claims with advertising that misleads the consumer. We have a System Dual Protection that improves wearer comfort in bad weather conditions. SDP is used by British Military Special Forces, by Police specialist units, Mountain Rescue teams and other outdoor professionals, this system has been devised to manage condensation and keep the wearer dry. And especially when it's been raining for hours. We don't set out to fool the wearer" he added.

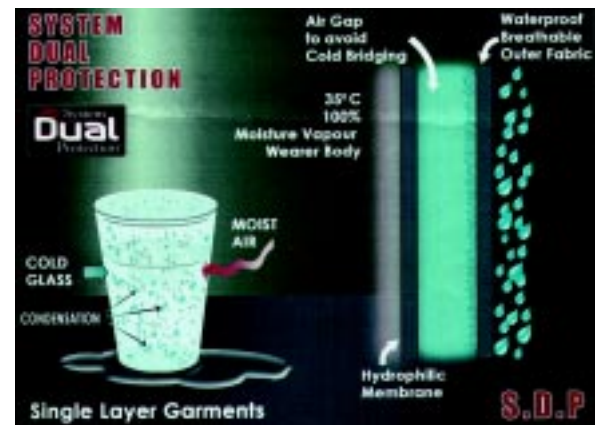
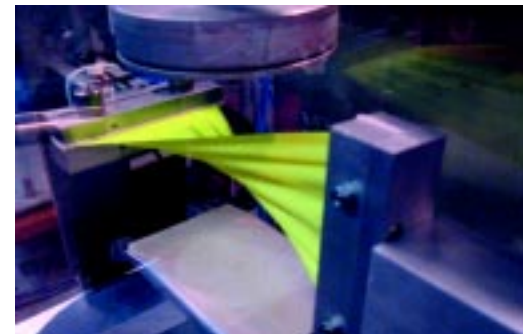
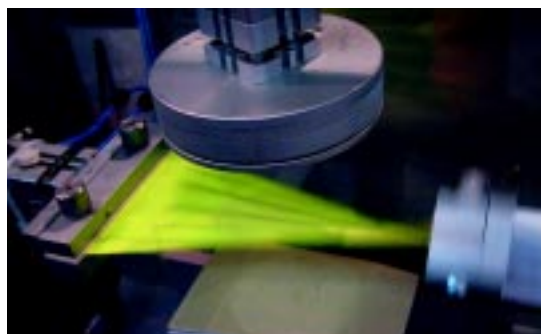
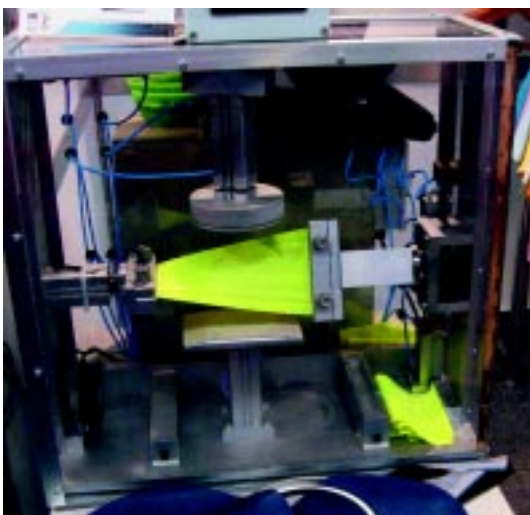


illustration: Condensation forms on a cup holding liquid that is colder than the outside atmosphere. In clothing that happens in reverse - so the condensation stays inside the jacket

"Single layer breathable fabric garments do not work in cold and wet conditions. Only the use of a dual layer system of garment construction can work".

twist and go is a draw at the show

You didn't need a ticket to watch the gyrations. This panting product was on the Ardmel stand at OutDoor in Friedrichshafen . . . and who wouldn't be panting if they spent all day twisting, flexing and rubbing away at a fabric sample. The company designed this mechanical device to see how much real life wear and tear can you get from a product before it's bust. It's already being looked at for use in QC depts in manufacturing units.



Vango Innovation in Colour and Design in the 2010 collection from Vango

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resilience in UK outdoor consumer spend

the Outdoor Industries Association finds there is encouraging news for the outdoor sector

A wide-ranging survey has found that despite the economic downturn, 54% of core consumers do not intend to reduce their spending on outdoor products and whilst 13% will cut back, the findings are that a third are undecided. A later turn in the weather may well have put pressure on the holidaying public, even though camping sites are reporting that good bookings are being maintained.

The *Telegraph* reports that with leaden skies greeting the end of the school year, many families are set to rethink their plans, that is according to the Association of British Travel Agents. A wet summer could definitely spark a surge in bookings to Europe and time and again it is wet summers that have dented the hopes in the outdoor Trade as last-minute holiday bookings soar. "It was similar last year and by August people were desperate to get out of the country," said an ABTA spokesman.

The website *eTravel.org news* also put a dampener on prospects for b-b-q and tenting travels after the Met Office reversed its earlier prediction of a scorching summer. "Many Mediterranean countries have been enjoying a heatwave, with temperatures

reaching the 40s, while in the UK the Met office is now saying that August weather will be unsettled with no guarantee of sunshine after the very mixed weather of July".

Any surge in overseas bookings in August could see people changing their spending plans as they become desperate to escape the downpours. Scenes on tv have not been helpful for the outdoors living scene, showing people with wrecked camping holidays fleeing for home - even boaters in The Lakes packing their bags for home. As sailors usually want more open water for their activities, it's hardly the done thing to put on wellingtons and stow the tent, is it!

The OIA, who had canvassed the opinions of around 3,500 outdoor consumers across the UK earlier in the year, suggests there is a brighter picture, though. "The results of the research support other evidence that the sector is more resilient than some in time of recession, and also highlights some developing trends".

Of those who completed the survey, 80% agree that outdoor products offer good value for money. Although the majority of people still intend to spend the same as in previous years, 64% will now look more closely at price when choosing outdoor products. However, for 77% of consumers, product performance remains the primary consideration over price. The survey also asked respondents about the channels through which they research and buy outdoor products. Considering recent purchases, 70% have bought through specialist outdoor stores and 27% have used specialist online outdoor retailers.

A large majority of people (70%) research potential outdoor product purchases on brand websites and 62% do that research to find the lowest price. Although 54% of outdoor consumers still make most of their purchases in store in person, only 28% now buy their products solely in store.

The survey is part of an ongoing programme of consumer research that is being undertaken by the OIA and follows *Shaping the Future*, a major report published in 2008. This year's research also tested attitudes towards environmental issues and explored consumer buying patterns and intentions relating to outdoor clothing and footwear.

Louise Ramsay, OIA director, comments: "This research is very timely and offers some good news for Outdoor Industries Association members and the sector as a whole. As the

economic downturn continues, it is heartening to hear that our consumers intend to maintain their investment in outdoor products. Clearly getting the right balance between promoting product performance and value for money is crucial and we will focus on that in developing communications plans and support for members.

"The rapidly emerging influence of the internet as a research tool and retail channel is also very important" says the OIA director. "The results of

the research are no great surprise, although clearly most outdoor consumers still prefer to go into specialist retailers and choose

products in person. our new OIA website will be used to provide advice and information to businesses that will help them communicate through all traditional and new media platforms. Consumers who visit our site and want to find out more about outdoor activities and products will be directed to the websites of our members as experts in their given field."

A full research report will be published in September, available free (with support data) to all OIA members, and to purchase for non members.

"..for 77% of consumers, product performance remains the primary consideration over price.."



drinks and grub for
green travellers
- with a glass of beer

The Katadyn Group has introduced an ergonomic water bottle that upgrades to a water filter - the sort of confidence-maker for people who look for water sources in outdoor locations. And they are doing it with the new colour "black" . . . and the Swiss Cross the symbol to guarantee quality.

Outdoor catering for bike camper and backpacker alike brings Trek'n Eat to the table, with four new vegetarian outdoor menus: an Italian Pasta Primavera, an Indian Chana Masala, and a Pesto Salmon & Pasta. The new menu line is completed by the Organic Chili Puree with Vegetables & Hempseed Crisps.

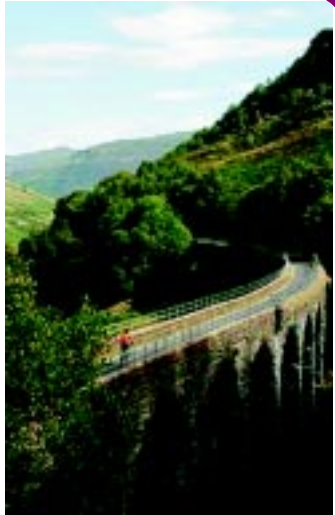
These new Trek'n Eat meals contain neither added preservatives nor flavour enhancers. Trek'n Eat is easy to prepare, is low weight, has lower fuel needs, too. All the single and double packs of Trek'n Eat now have a shelf life of three years.

The popular Peronin liquid food, all you need is water, now has added vitamins and minerals, with a new Orange flavour too. Trek'n Eat is launching a world first with its non-alcoholic drink powder with beer flavour.

www.arkconsultants.co.uk

Four new free booklets will help

your customers enjoy an active day of exploration from their own doorstep. The National Cycle Network comes closer to home for rides and easy walks in Edinburgh, Fife, Central and Borders; Glasgow and Ayrshire; the Central Highlands, Argyll and The Trossachs; and the Tay Estuary to Moray. These are traffic free routes on the Network's traffic-free railway paths, canal towpaths, coastline and woodland, and the various sights to see along the way from castles to kingfishers. The booklets have been published by sustainable transport charity Sustrans, which co-ordinates the walk and ride Network across Britain. For copies of the free maps, call Sustrans in Scotland on 0131 5398122 or the Information line on 0845 1130065.



EDITORS DESK

you notice some aren't so well suited for outdoor dreams . . .

The green grass at the Rugby Club on the road into town at Friedrichshafen makes a better pitch for tents than the dusty gravel on the area for caravans and campers found at the Eastern end of the showground. Nice thing about pitching on grass is seeing how some can and then witnessing those who simply can't. A little breeze and a dampening from the heavens sorts it, with happy sleeping denied for those who can't.

Camping sites figure a lot with the OutDoors show: the ambience: networking, the togetherness of like-minded people coming from far-apart places. All are there with a common goal in the outdoors-living experience, and some indulge that by simply being at OutDoor. More than anything the body language around the show places these things for you, tells you about people: and if you don't make the camping site then what better place than in the Press Room.

It is here that the suits and the sandal wearers come together. Sandals - or trail shoes possibly - because hot-footing around so many halls that the OutDoor has now become, that is where the ache can show. Although the real ache comes with watching the suits with their telltale polished shoes, and the frowns as they fluster through e-mail print-outs, or their fast-becoming dog-eared show plan to OutDoor. It's painful, this sighting of suits who are struggling to interface and understand the real outdoors, and what fits when there. The urge is help them come to terms with the plot, help stop the stumbling, tie a guy so it's secure.

On the aisles I spot an image that tells the story of commitment in getting real outdoor people doing things. Pictured is a tall pillar of rock spurring high and supporting a mountain of manpower, and with ladies among them, too, of course. I'm told Mammut is right proud of getting 26 pairs of feet poised in such a memorable pose. No doubt the company knows much more than a thing or two about what outdoor means to aspirants. The models in the Mammut picture aren't mannequins, they are not in suits, the image is inspirational because it shows real outdoor people in an almost unimaginable heaven. To the suits that is.

Of some in the Press Room, though, you see that different kind of manpower, the blue-badged media-persons sipping coffee and nervously muttering through disjointed listings of brand prospects from the canvas that is outdoors. You can so easily spot them, the whiff that is Christian Dior or Yves St Laurent. And that real giveaway of someone trying to blend into the scenery: the open-neck shirt.

Here the normal tie has been abandoned in an attempt to integrate. It may all offer the wearer imagined support in their presently nervous positioning, but white shirts and matching white skin are definitely the giveaway. Somehow even the words they exchange lack conviction, as roses without scent. If ever a Trade happening confirmed there's a them and an us, then this OutDoor Friedrichshafen 2009 had a counter or two. The way people pitched their home for their show stay, that counted. And those awful polished shoes . . . and no tie . . . that showed.

You hope that soon some suits will get lucky, join us to fully enjoy their baptism in the real outdoors. It'll be the new dawn for them - and all because of what the people like you make and market, display here or sell there. The stuff of dreams for an outdoor setting.

Where would any of us be without it?

Peter Lumley . editor
peter@tradeandindustry.net

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THE ORIGINAL UK b2b FOR THE CAMPING, CARAVANNING, HIKING, BACKPACKING & MOUNTAIN LIFE TRADE

down in the woods something stirs . . .

Trail partnership gets to work for rebirth of former glories in Shropshire

Eastridge Woods near Shrewsbury is a well loved mountain biking area that was one of the first woodlands to host a national mountain bike event. Some of the country's best riders have honed their skills on these trails, including Jason McRoy and Steve Peat. But as mountain bike racing has grown and developed, the gentle elevation of Eastridge has been eclipsed by larger hills in Wales and Scotland, almost outdated by today's growing demand for super long and technical tracks.

That's due to change as mountain bike enthusiasts in Shropshire see revamped facilities being built on the Forestry Commission estate at Eastridge Woods, near Shrewsbury, with the efforts of a newly formed Eastridge Trail Partnership. This comes about as the Forestry Commission and the Blue Remembered Hills Project work to bring Eastridge's cycling facilities up to date, catering for a wider audience and finance a way-marked trail system around the woods.

Dennis Moir, from the Forestry Commission in the Marches Area, has said they are pleased to be supporting the Eastridge Trail Partnership and look forward to seeing the Woods cater for the demands of today's mountain biking enthusiasts. "Eastridge Wood is within the Shropshire Hills Area of Outstanding Natural Beauty, and the hill top location provides glimpses of breathtaking views over the surrounding countryside."

"Everything about Eastridge is perfect; the lay of the land, the variety of terrain and the underlying geology make it a perfect venue" adds ETP Project Coordinator, Alex Langley. ETP has already agreed and planned a new red route for expert cyclists around the woods, incorporating all the best existing bits of trail and linking them together more coherently. The group has put in over 500 hours of work from their core management team of 8 members and with their own insurance now in place they are set to embark on a volunteer based mission to modernise the already extensive trail network.

"Eastridge already has some great trails, so what we are seeking to do is maintain and develop the existing routes and improve the flow between them. We want to make it clear that when we talk about modernising trails, we have no intention of surfacing anything. Eastridge has a superb underlying geology which makes it very hard wearing and with the correct love and attention there is no need to be creating motorways in the woodland."

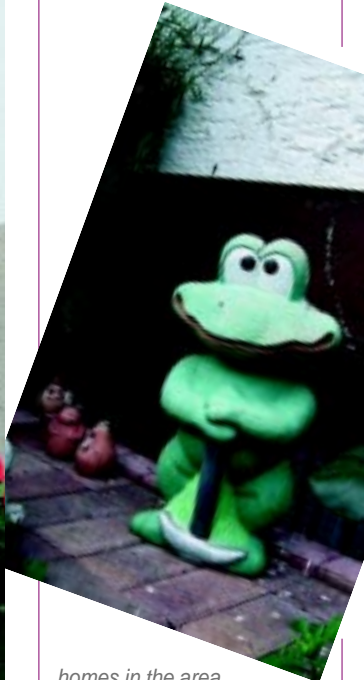
The ultimate aim is to provide visitors and locals with a coherent and accurately mapped network of trails that can be linked together as each rider sees fit. There will be no need to only follow the main way-marked route as there will be plenty of exciting little runs to link all your favourite bits together. Many trails will exist outside of the main loop and each rider can pick their own best means of navigating around the woods. The newest and now most well-known trail 'Topography Run', has been featured in a recent mountain biking film, 'The Tipping Point', so with this kind of interest and exposure Alex and the rest of the ETP see a bright future for Eastridge Woods.

visit www.forestry.gov.uk/marches

picture shows professional cyclist Marc Baeumont riding in Eastridge Woods



the band in rehearsal, centre stage on a roundabout, with footlights for their evenings and nights



homes in the area also keep to the theme, too. You find frogs doorstepping all over the place!



what a way of tuning you into travel . . . jazz, swing, rhythm but for sure no feeling of the blues . . . it's one great way of making use of a road junction and roundabout



seen when hopping around Germany

We hopped a P&O ferry out of Hull to get to Bodensee way for OutDoor, and it's a good option for those who will visit Eurobike but want to avoid Dan Dair transport - who will probably soon come up with the idea that carrying a passport is an income stream for Irish operators. (Oops, shouldn't give them ideas, sorry folks . . .) You are well down country when you reach the Odenwald, an almost rustic, rural region of Germany where they gather rather delicious grapes that become even more of a delicious product called wine. Product in Weinstadt Heppenheim is a good example!

The Odenwald is threaded with a network of more than 10,000 km of hiking trails, across the red sandstone hills that reach to 600 metres, just two of them, but a big number at the 450m mark. There are forests and meandering waterways, half-timber and stonebuilt buildings, agricultural vistas and modern townscapes that about. There's a mix of flatland biking potential with the more strenuous hilly country close enough to be challenging. We met plenty on the byways and cycle paths.

It was on the road to Heppenheim that we came across a band silently practising as the traffic circulated a newly installed roundabout on the ancient route linking the Black Forest region to Darmstadt and northwards, upcountry. You double-take, then realise here's happiness in tune with travellers.



our local guide Ingo took us on a frog hunt in the Odenwald, an area which the Romans probably called God's Forest



the green in travel gear 2010

new materials are being used to product kit for the cycle-camping, backpacking and travel customer. How do they rate?

When judging entries for the Industry Awards at Friedrichshafen OutDoor there was a unified voice among the panel to confirm that an increasing number of products are making use of new, innovative materials. Materials that make the products more lightweight than ever, and all "without compromising their strength or their service life", it's reckoned. "The trend towards 'ecological products' was very prominent among entries" said Nils Bloch-Hoelln, of the Norwegian Trekking Association. However, he also said that "in some cases, it was very difficult to judge exactly how ecological the products really are."

And that does have a ring about it, suggests *Trade & Industry* editor Peter Lumley, especially with ecological considerations in the pattern of product procurement. "Is it acceptable that so much of the outdoor leisure product comes with such little confirmation of its environmental footprint?" "In the same way, what of true sustainability? Who are the makers or brands demonstrating that for future sustainability we must also, very soon, work to ensure skills can be retained among staff and workers, within even a sizeable community such as the EU. Isn't it as wrong to abandon our skills base to new learners, just as it is wrong to accept every word that is said about innovation, and how it is a boom industry?"

I am not alone with the view that a lot of pronounced developments are more of the stuff from the marketing people and newbies than from the truth of advantage being honestly won from scientific and technological advances". Just think about it!

The Industry Awards panel recognises much is made of the topic of weight, and weight alone, becoming evident with some brands. Olaf Wittayer, of Die Outdoor-Profis, a panel member, says "Lightweight is a topic that you see again and again across almost the whole industry". Yet his view is that the details are "getting more and more sophisticated", a view I'd consider better described as clouded. Olaf Wittayer says "environmental awareness also plays an important role; a number of different manufacturers are investing a lot in this. The quality of the entries was really very good - it certainly can't be said that there is a lack of innovation in this industry - neither among the niche suppliers nor among big brands."

Observers will be in no doubt that a great deal of the advances that are evident in product today stem from fibres and fabric. We hear that Peter Schöffel, of namesake outdoor clothing manufacturer Schöffel, hits that nail on the head about OutDoor 2009 when he notes the key importance of the 'lightweight' factor in today's outdoor clothing market. Columbia's PR manager Regina Cirmon also believes that "the search for lighter functional clothing is by no means over," while Claes Broqvist, sales and marketing Haglöfs, expects "more rugged and even lighter materials" in the future. By contrast, Klaus Schmitz, sales director Berghaus, thinks that 'lightweight' technologies have nearly reached their "natural limits".

That last comment is not exactly the mood felt by Mark Held, of the European Outdoor Group, who considers that product design is becoming more sophisticated, with the workmanship of the products and the overall level of quality improving significantly. "Design, coupled with innovation, is still the essential principle in outdoor leisure" he says.

Patagonia have never been seen to fall short in the innovation stakes, and aim to convert its entire collection to 100% environmentally friendly and recyclable materials. "Up to now", says Holger Bismann, Director of Patagonia Europe, "61% of our 2009 winter collection has been made out of recycled materials, 77% out of e-fibres, and 65% is recyclable."

This is a rate that Klättermusen, a much smaller company from northern Sweden, has managed to reach too. Company owner Peter Askulv wants to ban all fluorocarbons from his products by the end of 2010. For membranes, that means the end of ePTFE, but more complicated is the conversion to DWR waterproofing without fluorocarbons. Klättermusen is a company working on turning carpets and fishing nets into backpack materials and uses recycled polypropylene for clothing, resulting in enormous water savings vis-à-vis cotton. "We're not seeing any functional disadvantages to our self-imposed conversion," says Peter Askulv.

For my part, adds Peter Lumley, it can sometimes be quite wearing, often even disappointing, to wade through marketing and junk media outpourings to realise something is truthfully little but a mirage. And especially so when there is claimed "an innovation" or a design breakthrough or something supposedly environmentally supportive and sound. That's one job the OutDoor Industry Awards judges tackled, the sifting of 242 products that someone, somewhere, thought were up to scratch for all their right reasons. Truth is, for all the deliberations from all the people in every decision making processes of bringing a product to market, if the final goodie isn't needed, and needed well, then - innovation or not - it's dead in the water.



The Laser Space 2 takes the reputation of the Laser superlite tents into an arena where cycle campers now get

something pretty close to the best of two worlds.

This is possibly the first ever time there's been a lightweight tent that allowed other than shortsies to stand upright in. The weight is at around 3kg, one porch area allows storage - even for bikes - whilst another small door is there to use on the other side. And all that with a packed size of 55x20 cms - much of the gain coming because of Terra Nova's choice of the superlight fabric. The seams here may not be taped but then that is also helping reduce overall weight and a manufacturing cost. In the weather that UK users can find annoying, this is a tent which pitches flysheet first.



Those people from Rainstrasse have come up with more of their specialist waterproof luggage - the Ortlieb daypacks with roll closure and outside fitted net mesh pockets for drying kit or a helmet when needed.

route suggestions

York Minster to Selby Abbey - 15 miles / 24km (Traffic Free for 11m / 17.5km) - Suitable for walkers and cyclist: Suitable for families.

Sea Mark - Plains, Dunes and Dogdems: Southport to Aintree - 14.5 miles / 23 km (traffic free 12 miles / 20 km) - Suitable for walkers and cyclists: Suitable for families.

Hornsea Rail Trail: Hull to Hornsea and return - up to 15 miles / 24km each way (up to 14 miles / 22km traffic-free) - Suitable for walkers and cyclists: Suitable for families.

Waterfront and Canals: Pickering's Pasture to Fiddlers Ferry and return - up to 12 miles / 20km each way (virtually all traffic-free) - Suitable for walkers and cyclists: Suitable for families.



Trans-Pennine canals and river banks

Google Staycations UK into your computer and you'll get around 135,000 opportunities to explore. Mind you the choice may be limited if you are looking for r&r away from the honeypot that so much of Britain has become - if you believe the commentators, that is. Reports say in Lakeland the North Ullswater Steamers are "very busy"; York Minster reckons that June visitors were 22% up on last year; and the North York Moors area was 18% up in the first six months of 2009. Honeypots to avoid, for some, though.

For those who want to move on a bit and enjoy the countryside as it rolls by there is a brand new initiative designed to offer cyclists in particular a gentle introduction to some of the delights of The Trans Pennine Trail. This is a route for walkers, cyclists and horse riders linking the North Sea and the Irish Seas, across the Pennines with connections to Leeds and Chesterfield, too. There are now guides in a downloadable format from the website at www.transpenninetrail.org.uk

The Trans Pennine Trail begins in Southport and reaches Hornsea, a 300-plus miles of routeing largely off-road, with footpaths, trails, canal-walks and riverbank paths giving access to countryside and historical sights.

All the routes featured can be cycled all the way or walked, and according to Trail Officer Les Ford their information initiative comes after they discovered that a great many potential trail users wanted more in-depth information about rides and ambles. "We have compiled the first nine of a series of guides with this very much in mind. Each of the guides covers a section of the TPT that can usually be ridden in the course of a single day by beginners although, of course, users could just do bits each day if they wished".

The longest trail trip is 26 miles and the shortest at 12 miles, with plenty of choice in between, each has been compiled by volunteer Rangers. Incorporated with the routes are images highlighting sites, buildings, geology, flora & fauna, alongside items of special interest to look for. There are also details of public transport links, parking and hostelry's along the way.

Visitors will find the guides open up to show a wide choice of terrain and routes that encompass trips on part of the the 250 mile west to east section of the TPT. Flat and generally on good surfaces is the Church Trail, which centres on Selby or the Mersey Meander by Sale Water Park. The Longdendale trail is a valley route situated in the high Pennines and provides something a bit more challenging.

recycled for cycling

Vaude's Bike Sports product range for Summer 2010 is divided into the Race, All Mountain and Trek & Trail segments. Among them are bike panniers - which are built from recycled PET bottles.

Race: The collection is designed for ambitiously inclined mountain bikers and road bike racers, it concentrates on the essentials of highest quality materials, technical cuts and maximum wearer comfort and performance.

All Mountain: The stylish collection for mountain bikers combines a young and casual design concept with ingenious features. Cool packs for bike parks or trans alpine rides finish off the outfits.

Trek & Trail: The line created for daily cycling commuters and world travellers is urban, lifestyle oriented and downright practical. They will fit admirably into the in-town requirements for e-bike riders.

snap to it!

Pictures from camping and outdoor trips, with Vango gear or not, can win your customers prizes from the 2009 Vango collection. Scott Beveridge, creative manager for Vango, says the idea behind the competition is to offer those who buy our products and those who enjoy the great outdoors, to feel part of the Vango family. So what better way than giving them a place in the Vango history books."

your customers can enter at www.vango.co.uk



investment paying off

Representing the new face of Teva, the woman's Tirra gained Gold in the Industry Awards at OutDoor.

Gary Craig, marketing manager for Teva UK, in the AMG complex at Glasgow, says Teva constantly pushes the boundaries of design and innovation. "It's a brand which attracts a worldwide market and Tirra itself has been developed by the Teva product team that has seen heavy investment over the past couple of years.

The women's Tirra is intended for town to trail use.

destination Nepal

Vango have become principal sponsors of the Who Cares? Scotland charity trek to Nepal that takes place this November. Who Cares? Scotland, celebrates its 30th anniversary this year, as an independent national advocacy organisation working with and providing support for young people and children in care in Scotland.

Together with MSPs, the business community and local people both at home and in Nepal, two 11 day treks to the foothills of the Himalayas will see Vango providing kit for officers of charity, along with the 24 young people who are all taking part. They'll follow in the footsteps of Sir Edmund Hillary and other mountaineers who have climbed in Nepal.

heritage with style

brasher's best selling Supalite GTX is upgraded and becomes Supalite II GTX for Spring-Summer 2010. A new look boot, and at just 1122g for a pair of size 9, reckoned to be the lightest leather walking boot on the market.

Multi-activity footwear is another key area of brasher development for brasher next year, that the company sees as a major untapped opportunity. That means they have reacted with Krypton GTX, Xenon GTX and Argon, which are designed for low level walking, yet suited in the urban environment.

The regular out-of-the-box comfort, and with brasher's new All Terrain sole unit, sees two out of the three models feature brasher's unique Tri-Fit Technology, which continues to grow in popularity since its launch back in Spring Summer 2008.

The footwear manufacturer forecasts a 10% sales growth for the first half of 2009, after record sales were announced for 2008. Andy Loeber, md at brasher, says "we've never lost track of our heritage values; lightweight, quality and out-of-the-box comfort, while developing new products to meet the needs of our existing and new consumer base".

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after a big weekend Cliffhanger now goes international

all the activity is in the can - see it on the tv soon

Sheffield was the UK's first ever 'City Of Sport' and they've just celebrated their outdoor heritage with a staging of Cliffhanger that packed in the people to enjoy a large scale sporting event. Just how varied and exciting was the medley of climbing, cycling, running and other participation style events will be seen in an hour long tv documentary programme being aired on Sky Sports this Autumn.

That will help set the scene for the 2010 Cliffhanger that will play host to a round of the IFSC Bouldering World Cup. Working in tandem Sheffield City Council and Heason Events have secured a place in the calendar that is the IFSC Bouldering World Cup. This annual circuit of bouldering competitions is held around the world, leading to the competitor with the most points overall at the end of the season being declared the winner, and the best competition boulderer in the world.

The BMC vice-president Audrey Seguy, a British Bouldering Champion in 2006, and 2008 as well as British Lead Climbing Champion in '08) reckons the British Bouldering Championships for the past three years at Cliffhanger have just get better and better. "Selection to host a round of the IFSC Bouldering World Cup is a great accomplishment and I have no doubt that Sheffield City Council, in co-operation with the British Mountaineering Council, will put together the best event yet".



THE SPIRIT OF MOUNTAIN SPORTS

www.vaude.co.uk Catalogue 01655 510660

In 2010 the event will take place on the weekend of July 3 and 4, at Millhouses Park. Co-organiser Matt Heason said "we've been working incredibly hard over the last two years to bring the World Cup to Cliffhanger. Things were looking good and then the credit crunch hit. Just a few months ago it was all doom and gloom. It's testament to Sheffield City Council's belief in the city's unique position as a rock climbing hot-spot that they are backing the event in these hard times.

For a taste of 2009 check out www.cliff-hanger.co.uk and view the video

Best Of Banff Film in UK Screening

The Banff Mountain Film Festival World Tour is to make a rare UK-stop at the Buxton Opera House on September 13th with a selection of the best films from last year's festival. Programme starts at 19.30. Tickets are £10 (concessions available). The event is supported by Canadian Tourism Commission. www.canada.travel/uk details: Heason Events 01433 639378 07966 529 219 info@cliff-hanger.co.uk



even more socks in their drawer

patented technology works with a seamless three-layer construction

From UK manufacturers SealSkinz a new **Sock Scale** has been developed that will help retailers

demonstrate the relative length and thickness of the 2009 waterproof sock collection. This will help customers get the right fit and the best fit across the whole SealSkinz portfolio, and introduced during a very busy year for the company. "We have seen tremendous market growth" says managing director Andrew Dahl. "The business now operates from a new and larger factory and along the way we have also listened and reacted closely to positive consumer feedback. That has guided us as we develop separate ranges with bespoke products designed for specialist activities".

To cater for the growing number of user types, SealSkinz has created five new product ranges and new products for a variety of specialist markets, all under a new umbrella SealSkinz brand. Specialist ranges have been launched for Outdoor, Cycle & Run, Country & Equestrian and Sport markets. Catering for cold and wet times each range is specially designed to offer the ultimate in waterproof, breathable, windproof and close-fitting protection. Every product is made with unique SealSkinz patented technology which works via a seamless three-layer construction – an outer, a waterproof highly breathable membrane, plus an inner lining.

OUTDOOR Used by professionals and amateurs around the world, this range is ideal for the walker and rambler – or those exposed to tough outdoor conditions. This year, the range has been strengthened with the addition of a new Walking Sock, Outdoor Glove and a Versatility Glove, which is also available in women's sizing.

COUNTRY & EQUESTRIAN Designed for all types of cyclists and runners – from the amateurs and commuters to mountain bike racers - who are often exposed to the elements. This year SealSkinz has added a Lightweight

Socklet and a Lightweight Mid Calf Sock to its Cycle & Run collection, along with a new Full Finger and Fingerless Cycle Glove.

COUNTRY & EQUESTRIAN This range is designed for those spending time in country pursuits such as riding, shooting, fishing, hunting or walking. An improved design of the Country Sock, Hunting Glove and Shooting Glove has been incorporated for 2009, along with a Walking Sock, Outdoor Glove and a Versatility Glove.

ALL PURPOSE From sailing to walking, window cleaning to bird-watching, the All Purpose range has products to suit many different activities. New for 2009 are Fingerless Merino Wool Gloves, Performance Windproof Gloves and a Wide Brimmed Bush Hat.

SPORT Launched in 2008 the SealSkinz Sport range includes football and training socks, football gloves and beanie. They can be used by players for both match play and training and are suitable for children playing in the park to professionals, managers, coaches, physiotherapists, referees and linesmen.

retailers will find the new SealSkinz ranges are now available, they come with recommended prices ranging from £15 to £45 at the counter.

SealSkinz are on 01553 817 991
or e-mail info@sealskinz.com



Introducing the super hero of solar powered gadget chargers, the FreeLoader Pro and its trusty sidekick, the CamCaddy.

Free, infinite, eco-friendly power from the first Solar Gadget Charger to keep cameras armed and ready

The new FreeLoader Pro professional Portable Solar Charger by Solar Technology, the latest entry to the award winning FreeLoader series, is a must have accessory for all gadget owners, and now with the inclusion of a unique power cradle, the CamCaddy, users can, for the first time, charge digital compact camera, SLR and video camera batteries. Never miss a moment, the lightweight and rugged CamCaddy is the ONLY camera battery charger capable of powering virtually all camera batteries*.

Designed to provide free and infinite power to almost all portable electrical devices, the FreeLoader Pro, a super powered version of the FreeLoader, is the perfect eco-friendly, pocket sized partner for an endless array of gadgets in addition to cameras

such as; mobile/smartphones (including the iPhone and Blackberry), mobile gaming consoles, MP3 players, SatNav's, e-books, PDAs etc. The FreeLoader Pro now also features a clever Multi Voltage Switch allowing you to switch to 9.5V to charge higher voltage devices such as power hungry DVD players and MP4 players

Back to black, the FreeLoader Pro has a sleek new design, featuring a stylish 'piano black' finish encompassing a metallic 'power halo' which illuminates blue to indicate the power available in the onboard battery. As well as looking fabulous, the FreeLoader Pro boasts a practical design that would survive the toughest of conditions, perfect for explorers, the armed forces, even the A-Team! It features a tough, rust free aluminium casing for the likely knocks of a vigorous journey and a mere 174g pocket-friendly weight, making it the ideal travel companion for any journey whether the train ride to work, your annual holidays or a treacherous climb up Mount Kilimanjaro! The FreeLoader Pro is also the ultimate 'global' travelling solution. As well as providing hassle free power in even the remotest of destinations, because the FreeLoader Pro can partner with such a wide variety of gadgets, it eliminates the need to carry country specific adaptors.

Built to last and the very definition of simplicity, the FreeLoader Pro is ultra reliable, easy to use and extremely flexible. It uses its high power solar panels or USB* (cable supplied) to quickly charge its internal battery which in turn is capable of delivering enough power to, for example, provide a mobile phone with 70 hours of standby time, 5000 page turns on an eBook or a 100% full charge for a digital camera battery. The FreeLoader Pro's 1600mAh environmentally friendly Li-ion internal battery can hold its charge for up to 3 months.

The new FreeLoader Pro is supplied as standard with ten adaptors, a USB charging cable and a soft carry pouch. For an infinite supply eco friendly power on demand the FreeLoader Pro is available now from www.solartechnology.co.uk or www.free-loader-pro.co.uk for £69.99.

*The CamCaddy is designed to power block batteries that can be removed from a camera. It cannot accept camera batteries that require blade contacts. **Any devices supplied with a USB charge cable can be also be powered by the FreeLoader Pro

The FreeLoader Pro is supplied with 10 adaptors to power the following: 1) iPod, iPhone, iTouch, Nano etc 2) Nokia phones using both standard and mini adaptors (2 supplied) 3) All current Samsung phones (2 supplied) 4) All current LG phones 5) All current Sony Ericsson phones 6) Nintendo DS Lite 7) Mini USB adaptor for Motorola phones, Blackberry and most smartphones, Garmin / SatMap and most GPS, Bluetooth headsets, PDA's 8) 4mm tip for Sony PSP, Archos and most MP4 players, 2 way radios, portable DVD players, e-books, digital cameras and PDA's. Additional cables, adaptors and accessories are available.



FreeLoader Pro open



FreeLoader Pro CamCaddy



FreeLoader Pro package - with the connectors that matter



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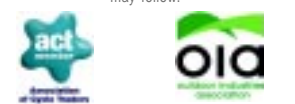
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SatSYNC: new version

As geocaching grows in popularity, Satmap is responding to the needs of the geocachers with a new version of SatSYNC. Enabling uploads of .LOC and .GPX files, users can now benefit from cache description, terrain difficulty, type, size and hints. These updates accompany Satmap's ongoing expansion of its European mapping catalogue, so that geochers can enjoy high-detail topographical mapping whether they're at home or abroad. The GPS receiver displays high quality, digital maps on a large colour screen.



in the beginning there were two . . .

now unified working will help develop global potential for Italian brands

In an operation that unifies their market presence both C.A.M.P. and Cassin are now one, a move that simplifies the distributor's work and the way that the sales and the product will be driven. C.A.M.P.'s brand will be ideally connected to the concepts of lightweight, across a wide range of products, with comfort for beginners and reasonable prices. Cassin will focus on style and high level products for experts, with consequently higher prices. Everything will be billed out from the one company, C.A.M.P., but by unifying the manpower of the two companies, from the R&D Department to the Sales staff, the production chain will become more rational for both sides. "This fusion will increase and improve our offer to customers" says company president Eddy Codega.

"The move offers a wide and complete range of solutions to satisfy all our customer's needs" he adds. That means C.A.M.P. will be the supplier of both brands with a single, unified invoice. Various and complementary products, a wide range of prices, common distribution channels and promotional activities based on specific tasks and roles are strategic steps which will help strengthen C.A.M.P.'s position.

"Also, and in co-operation with our customers, it will make us thoughtful and ready to listen, especially in these hard times" says Eddy Codega. The whole business is under the direction of young and dynamic managers, who together are building on 120 years of history and expertise. "C.A.M.P. is sharing its passion and experiences with all its partners with whom it has such trustworthy relationships. Respect for people, partners and customers, that is one of the essential values of our company."



CAMP new products on the roll

The C.A.M.P. Stratos is designed for high-level climbing with adjustable leg loops. Its new system of bearings flanging, allows a perfect distribution of the load, and a considerably increased comfort in suspension and fall. The fabric and padding are perforated to assure ventilation and lightweight. There are four gear loops, and chalk bag loop.

The weight is 350g



The C.A.M.P. Wing is a double pulley for crossing on Tyrolean traverses. The patented system which integrates pulley and connector in a single device. The gate locks safely when loaded with the user's weight. The CAMP Wing is speed to use with maximum duration with its aluminium alloy structure, stainless steel wheels and ball bearings movement. It can be attached to a lanyard by means of a quick link or a girth hitch. Accommodates cables and ropes up to 13 mm. Weight is 336 g

Noah's Mark II ark spotted in Norfolk

Here's what the camping Trade is up against . . . no guylines are needed, a good sloping roof for when it rains, a bit up off the ground for when the tide comes in and mod-cons that don't need you to do so much carting. And if you run out of fuel for a camp fire or bar-b-q then all you need is a Swiss Army Knife or a handy saw. The Pods are made from locally sourced timber and insulated with sheep's wool. And, hey, wool is a great help when starting a fire with wet timber. *But, we're only joking folks!*

A Thetford Forest camping site is the latest Camping and Caravanning Club Site to invest in a trio of the revolutionary Camping Pods. Earlier this year the site picked up the 2009 *Motorcaravan Motorhome Monthly Magazine* Park of the Year Award, and is continuing to go from strength to strength with its advanced booking figure that currently is standing at 10% higher, compared to this time last year.

Franchisees of the site, Rob and Dawn Muggridge and Neil and Julie Purnell, have now opened up one Standard, it sleeps four, with two Jumbo Camping Pods - they sleep five.

They are located in an idyllic setting around the fishing pond. . . and is that why I keep seeing this Noah's Ark image in my mind. I wonder: do they have oars in the Pods?

Neil Purnell reckons they are the only Site in their part of the country offering a Pods experience, and the Team is really excited by this eco-friendly alternative to camping.

Camping Pods have already proved to be a huge hit at Club Sites at Eskdale in the Lake District; at Bellingham in Northumberland and also on the Isle of Skye.



"lighthouse in a stormy economic sea"
Europe's leading outdoor industry trade fair set a new attendance record: 19,300 trade visitors from 90 countries compared to last year's 18,900. "OutDoor Friedrichshafen not only met everyone's high expectations, but even managed to exceed those of many," summed up Messe Friedrichshafen director Klaus Wellmann. The increase in numbers of visitors at the fair is encouraging and is another indication of the positive, forward looking attitude of the outdoor industry," reported Mark Held, Secretary General European Outdoor Group (EOG), at the conclusion of the 16th OutDoor.



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