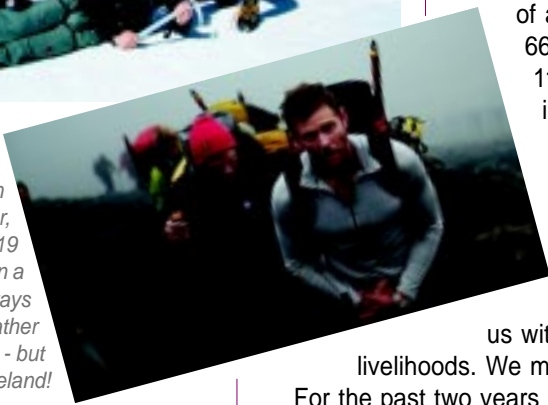




This spring 66°North hiked 215 Icelanders to the highest point on Hvannadalshnúkur, they also took 19 foreign journalists on a trip they'd always remember. The weather wasn't always sunny - but that is truly Iceland!



heed the warnings

"take at least one step in 2010 to lower your greenhouse gas emissions"

Getting to an 84th birthday this year means a lot has happened in the history of any company, and the world where they trade. Celebrating that milestone sees 66°North ceo Halldór Eyjólfsson pointing out that when you live in a country made up of 11% glaciers, then you cannot ignore the fact that gas emissions are having a direct impact on climate change. Established in 1926, 66°North is one of Iceland's oldest manufacturing companies, originally producing workwear for Iceland's fishermen. They now produce high quality outdoor clothing for sports and leisure.

"As Icelanders, we are witnessing the shrinkage of our majestic glaciers, and many experts attribute this to the rising levels of greenhouse gases in the atmosphere". Halldór Eyjólfsson goes on to tell about the important role the world's glaciers play, "they cannot be overlooked, not only shaping the land, they provide

us with fresh water, but they affect vegetation, energy supplies and certainly our economic livelihoods. We must heed the warnings environmental experts are giving us."

For the past two years 66°North has joined forces with Icelandic Mountain Guides to give hundreds of people the opportunity to climb the highest summit of Iceland, Hvannadalshnúkur, in southern Vatnajökull glacier (the height is 2110 m / 6,920 feet). This is Europe's largest glacier. "We believe if people can actually see the effect humans are having on the environment, they will have a greater understanding of why each of us must do our part," Halldór Eyjólfsson adds.

In 2010, 66°North have set out to play their part in emission reduction by minimising waste, recycling its garbage and sending its garments by sea instead of air. "We will also continue to build partnerships with similar forward thinking companies so we can ensure we work with sustainable materials at every opportunity."

happy 35th

Outdoors since 1975 is the heralding strapline in a new corporate logo that marks 35 years of Gelert activity in the camping and outdoor field. There's also a new 30,000 Sq ft show room at Haydock, to offer customers the impactful way in which they can support the brand offer with maximum appeal in stores.

>more inside



cut by 30%

The new UK Government is pushing for 30% emission cuts in Europe in addition to pushing a hotly anticipated domestic energy policy. Energy and Climate Change Secretary Chris Huhne, who is to speak at the London European Future Energy Forum in London, says: "Climate change is the greatest threat to our common future. We must now go further and faster to turn climate change targets into real action. We also know that energy investors need certainty to make the substantial investment decisions that are required to decarbonise the energy sector. A meaningful carbon price would drive the deployment of clean energy technology and help secure our future energy supplies".

The European Future Energy Forum 2010. Opens at ExCeL, London, October 19 - 21

he's well wrapped!

On the road in the cold after a long planning spell, Tilmann Waldthaler is all kitted up in Vaude warmwear at Nordkapp. The Koga is his carry-all for the Vaude tent and sleeping bag for the rest-stops as



he heads towards a New Zealand finishing line, reached in two years time. "So far it has been an incredible journey with not a spot of rain right across Norway and Finland, something that's so very unusual," he wrote us last week. "However it was damned cold during the first two weeks". The route has taken him to Flensburg, 2,600 km through Norway, Finland, St. Petersburg, Estonia, Sweden and then Denmark.

in shirtsleeves when crossing the Arctic Circle - more inside



Vango New 2011 collection of Tents, Sleeping Bags, Rucsacs & Accessories
will be shown at **Outdoor 2010** in Hall B3-Stand 502, Tents-Hall A1
Phone 01475 746000 to make an appointment

EDITORS DESK

route reading skills wanting

It's a whole new world we're facing, and those who want to stand up and be counted here in Britain have quite a fight on their hands. In Europe too.

Forgive me for having a penchant towards the *green travel* way of life, of bike & hike and relying little on sterile corporative leisure provisions that Councils elaborately engineer for "the good" of the country. I prefer my dose of medicine for a wellness feeling to come from countryside trails, from some pastures new mixed with places and challenges that open the mind.

Our un-elected Coalition, with the lippy turncoats plugging governance gaps and joining in the blame culture ethos, have promised the hard path we must follow, and that opens the mind.

Yet there's a bright light at the end of the tunnel, "built over wasteful years of indulgence" - and it all hinges on our ability "to export". (Check the plan!)

Now is the time, though, when surely indulgence is really quite necessary - a day in the country will help those who reckon *rubbish* to the mantra of Boy George Osborne's "we're all in this

together". A classic map-reading error as far off route as was the Thatcher-led ruination that beset the manufacturing base - and heart - of Britain. *Right?*

Still, Boy George is confident that exports will save Britain (Check the plan!) and that in five years time we'll all realise his isn't fanciful imagination.

So we will (*must?*) now all tighten our belts whilst *making it better in Britain* than anyone else who is out there chasing the export market - and that includes those brands supplying us.

As the time of new season product comes around at the hike and the bike fairs, the way forward in the business of getting people into the fresh air is quite paramount. Every one of your end-user customers is a tourist, they *travel* and they - *mostly* - want to be *green*. No doubt just like us, you are watching for the UK businesses who are taking on the challenge that Boy George has set.

Whatever happens though, you can be sure that politics - of any hue or flag of convenient self-indulgence - has not even one jot of influence on how the weather will treat your day in the country. Time to plan for cloudy days, though. It's all written in the script!

Peter Lumley *editor*
peter@tradeandindustry.net

www.outdoor-show.com

Out Door
The Leading Trade Fair

EXPLORE THE GLOBAL SHOW

The annual summit of the outdoor industry. With innovative side events for the business community.

July 15 – 18, 2010
Friedrichshafen, Germany

MESSE FRIEDRICHSHAFEN For trade visitors only

Essential Aftercare

- CLEAN
- WATERPROOF
- PROTECT

- Easy and simple to use (one wash system)
- Air cure
- Cost effective
- Non staining
- Exceptional performance
- Improved performance of outdoor gear
- Silver antimicrobial technology

Performance aftercare treatments for footwear, clothing & gear

storm

www.stormwaterproofing.com
Call 01773 521 309

Now available in over 30 countries

trade&industry

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



Jeden Monat fuer den ganzen britischen Markt erhaeltlich. Für Hersteller. Für Lieferanten. Für Haendler. Für Verkaeufler.



distribuito ogni mese all'intero mercato britannico. Ai fabbricanti. Ai distributori. Agli agenti.



distribuido mensualmente por correo a todos los interesados en el mercado Britanico: fabricantes, agentes, distribuidores y tienda



expédié mensuellement par courrier à tous les intervenants du marché britannique: fabricants, agents, distributeurs, magasins.

BICYCLE trade&industry

Britain's longest running trade journal for the UK bicycle business was launched as the first bicycles-only Trade magazine by the current owner-publisher Team.

OUR YEAR 31

Trade & Industry is in print; a PDF version is mailed globally to people like you, in your line of business; the issues are subsequently archived on the internet. Issues back to 2004 are currently available - free to view. For Trade & Industry archived issues log on to: www.tradandindustry.net / visit editors desk.

For your own PDF version direct: Be among the very first qualifying readers to see each issue, please register for Trade & Industry to be sent directly to your desk. for your regular copy e-mail: office@tradeandindustry.net write PDF on the Subject line

OUTDOOR trade&industry

longest running trade journal for the sector, Outdoor Trade & Industry derives from the original outdoor business magazine Camping & Outdoor Leisure Trader

OUR YEAR 21

SCOOTERS trade&industry

dedicated to urban transport topics and linking lightweight electric powered bicycles and petrol driven two wheel personal vehicles for town & country travel solutions.

OUR YEAR 10

copyright for some material appearing in this issue or on the company website may not be vested in KSA. It is advisable to request permission to copy, broadcast or hold in any form of retrieval system, any works from these journals. The infringement of copyright is unlawful and a prosecution may follow.

© KSA 2010

Crunch. And it's not just the potholes . . .

poor roads, rather than driving habits, are blamed. Things could easily be better

The A-roads network in the UK carries an unacceptably high risk factor, half of all fatal collisions occur in one-tenth of Britain and the most persistently dangerous road is the A18 Ludborough-Lacey route. Scotland has the highest average risk rating of all regions, whilst West Midlands is the safest region, with the lowest average risk rating, says the Road Safety Council.

A Peak District road has been labelled a killer, even when road conditions are not harsh for the user. The A537 road between Macclesfield and Buxton is known nationally as the Cat and Fiddle, but cats with even nine lives can be fiddling with disaster on this 50mph single carriageway, with its severe bends, steep falls from the carriageway and dry-stone walls or rock faces edging the route for almost all of its length. Popular with tourists, traversed by heavy goods vehicles, all in a mix that includes high-powered leisure motorcyclists the logbook of fatal and serious collisions on this section have risen by 127% in the last 3 years. Most crashes are at weekends during the summer in dry, daylight conditions. Police records tell that the vast majority of casualties were motorcyclists, from outside the local area, male, and with an average age of 35.

Consultation with road authorities on improvements show that simple, relatively inexpensive engineering measures can pay dividends. Improvements to signing and markings, resurfacing, particularly the use of high-friction anti-skid treatments, and the layout and signing of junctions are common ways to make life safer for road users. Dr Joanne Hill, director of the Road Safety Foundation says that as the road budget becomes tighter, emphasis must be on saving lives with less. It means systematic attention to detail, prioritising treatment of the highest risk routes most likely to benefit from low-cost, high-return countermeasures. "Too often we pay for emergency services, hospitals and care for the disabled rather than taking easy steps to put road design faults right".

The Road Safety Foundation is a charity advocating road casualty reduction through simultaneous action on all three components of the safe road system: roads, vehicles and behaviour. Several of its published reports have provided the basis of new legislation or government policy. For more information visit www.roadsafetyfoundation.org.

wheeling the round

going North to South for two years

Talk to people who love sun, sand and sea

and they'll shudder when you mention time spent in the Arctic. How come then that here's a guy with a short sleeve shirt enjoying a quiet evening after a day on the road from Nordkapp and standing just north of that magical, although invisible, line called the Arctic Circle. Tilmann Waldthaler is on a mission, he's pedalling south and can expect to see plenty of sun, sand and sea before getting to the southern tip of New Zealand in his two year spell on the road.

The Arctic Circle crosses through the top end of Finland, and from Oulu he mailed a postcard to *Trade & Industry*, that showed a street scene with just one lone cyclist on a shopping trip. Tilmann Waldthaler knows all about being a lone cyclist - having crossed the Arctic Circle several times in Norway, Sweden and now Finland. Previously he'd wheeled over this magical line in Alaska and Canada. Denmark's Greenland is the only Arctic Circle country where he's not - yet - ridden on a trip.

The sun is a big feature of life north of the Arctic Circle, a place often referred to as the "land of the midnight sun". As the sun is above the horizon for 24 continuous hours it's easy to appreciate that short sleeve shirts and shorts are a wardrobe essential. Not that Tilmann Waldthaler has an expansive wardrobe - there is only so much you can pack into four panniers and a racktop, and he adapts by layering up - or wearing it light. Vaude is a preferred clothier.

On the Arctic Circle and beyond, the it-always-happens 24 hours of the sun shining means rocks pick up the heat, water gets warmer in the streams that run into the lakes and earth that was once rock solid through the big freeze now nurture plants and flowers, the mosquito too. Something you'd not notice is that the Arctic Circle is actually moving, through the effect of the Earth's axial tilt it is currently drifting northwards at a rate of about 50 feet every year. The about turn operates on a 40,000 years or so cycle, and that's not got anything to do with a bicycle wheel!

Tilmann Waldthaler rides a Koga Miyata, and writes in a very telling sales support booklet that comes with the Globe or World Traveller models, how he has adjusted his wants and his needs to passively fit into the life that comes with riding the world. "Remember" he points out, "as a tourist travelling by bike, it means packing things a little differently than if you were going on holiday". He recommends you keep an open mind, without preconceived ideas about people, places or traditions, and try to adapt to an innocent perspective.

"There are few vehicles that can transport many times their own weight, and the bicycle is supreme. Cycling is the way we can contribute to a better environment, to friendliness and to understanding other people better". The bicycle has come a long way since it was first born, he muses, and of the more recent decades would point to the way the mountain bike has changed the look and the feel of biking, leading to more people wanting to be much more adventurous in the routes they will choose, and follow".



Midnight Sun time in Finland, June 2010. Journey memories for Tilmann Waldthaler, who took both the pictures seen here.



at the hub of record making

Equipment matters to people who do things that are considered a bit out of the ordinary, just as with mountaineers or ski-racers and often there's a pattern that shows the same brands will be popping up regularly among the awards.

That's the story with the hub gear that Tilmann Waldthaler favours on his Koga for global ventures. He is not alone, for sure.

The World record for bicycle circumnavigation of the globe by Mark Beaumont in 2008 and James Bowthorpe a year later featured Rohloff, and getting to altitude is also in the record book for the brand - that World bicycle record for being a long way from sea level stands at 6,085m. Kilimanjaro reaches to just over 5,982m, for reference.

The Rohloff Speedhubs gear system is distributed by Ely based Ison Distribution, who also carry the special spokes needed so a wheelbuilder can complete the job. People with those skills build wheels to the requirements of global travellers and even the wheels for a World Moonbuggy Championship - Rohloff came out winners in the rarified atmosphere of that special competition this year.

As for Rohloff almost getting you to lay down on the job - it was in 2005 that for the recumbent category in the the 24hr World Race, Christian Von Aschenberg avoided the great urge to sleep and came out winner.

MUCH MORE THAN JUST ANOTHER SUPPLIER...

I.D.

www.ison-distribution.com

Tel: 01353 662 662

35 years **gelert** outdoors since 1975

“in 2009 sales increased by 30% and to date in 2010 overall sales have increased 35%”

*- more
like it to
come*



This year the GELERT Company are celebrating its 35 year Anniversary. “We are proud that over this period the Company has grown from strength to strength having sold over 120 million GELERT branded products to the consumer, making it one of the largest and most successful suppliers of outdoor products in the industry and one of the most recognised consumer brands. In 2009 sales increased by 30% and to date in 2010 overall sales increased 35%. The Tent category like for like sales are +45% year on year within our independent customer base.

From 2011 we have set ourselves ambitious growth targets for both the UK market and Europe.

We are confident that our approach of taking the starting point for new developments with the consumer, will continue to enable us to develop products that support our brand values and strengthen our consumer proposition in key existing and new product categories. We will continue to supply outdoor products for families that are innovative, value for money, contemporary and deliver impact in a cluttered market place”.

our new 30,000 Sq ft show room. Conveniently based in Haydock



Compact 4 shelf cupboard
FUT297, Milldale Compact Steel
Executive Chair

All patterned designs are
exclusive to Gelert Designed
with Promostyl.





“our approach of taking the starting point for new developments with the consumer, will continue to enable us to develop products that support our brand values and strengthen our consumer proposition in key existing and new product categories”.

Gelert have introduced the QUICK ERECT CAMP BED. With no assembly required, you simply remove the camp bed from its bag and it's ready to use. With a supportive frame, the camp bed provides ultimate stability and comfort. A functional addition to the range which can be used for all styles of camping outdoors or as a comfortable alternative sleeping solution at home.



maximum
appeal



THE 2011 SLEEPING BAG RANGE

The selection is packed with great styles and breakthrough designs making this the best sleeping bag range yet.

From the TECHNICAL range to LEISURE sleeping bags, Gelert cater for the whole family. With a strong focus on performance and quality, the 2011 range has been rigorously tested to ensure the highest standards, and it delivers on all fronts.

A design led colour palette through to strong new branding, this collection promotes the latest in modern camping. Strong attention to detail on all bags from zip pulls to piping, they will keep sleepers warm so they really enjoy their camping experience.

New! The PINNACLE range of sleeping bags sit at the top end of the Gelert collection delivering performance, quality and reliability. Durable fabric and super soft lining means these bags are perfect for outdoor enthusiasts looking for that superior performance and quality. The Pinnacle is available in 300DL, 350DL and 400DL options.

Building on the overwhelming success of the 2010 SLEEPING POD range, the new 2011 collection incorporates the latest colour trends with optimum comfort and functionality. EXCLUSIVE to GELERT prints and patterns specifically designed to complement the whole range whilst keeping one step ahead with a trend-driven colour palette. Options for the Pod include CAMO FLORA, CAMO SPHERE and ILLUSION - great funky designs that are sure to impress. Standard Pod has an extra 10cm in length to maximise that crucial spacious feel. Available in Standard, XL and Junior sizes.

STORAGE SOLUTIONS that are ideally suited to keep all essential camping kit in one place are new for 2011. The range that GELERT have developed is for the campsite jobs such as carrying cookware across to dishwashing or for storing your food in a convenient place in the tent. GELERT have catered for all these needs for people away from home.

For 2011 we are introducing a new Corporate ID which firstly builds on our heritage - outdoors since 1975 - and gives our brand a new contemporary look that is co-ordinated across products, packaging and communication material, delivering a new impactful GELERT consumer proposition.

This total proposition has been fully merchandised in our new 30,000 Sq ft show room. Conveniently based in Haydock, this will enable our customers to see the impactful way in which we can support GELERT ranges with maximum appeal in stores.



the Ottawa 6 the Trinity 6 the Morpheus 8

There is now a range of sizes within each style to offer retailers more choice. The WEEKENDER range is Gelert's fastest growing sector. We have added more windows to create more light. Easy pitch systems, single point pegging system where groundsheet, flysheet and tensioner all meet at one tensioner point. Porches, carpets and footprint ground-sheets are available for all weekender and family tents. Increased ventilation. There are modern, contemporary Block colours on tents, Tonal zips and trims, Colour matched bedrooms, Zipped bedroom dividers on the majority of the range. Testing for all tent materials has been for Colour fastness. Fire retardant testing. Cadium Testing. Hydrostatic Head levels.



Compact Quick Pitch in a range of exclusive colours. Folds down to approximately half the size of a standard Quickpitch/pop up tent



Customer Services Department

Gelert UK and ROI Customer Services
0044 (0)1766510300

Gelert House, Penamser Road,
Porthmadog, Gwynedd, LL49 9NX

Gelert Europe BV Customers Services
0031 (0) 30 6888902

Edisonweg 11 3404 LA, IJsselstein, Holland

Meet Gelert

The Outdoor Show, Friedrichshafen.

Contact Point at Friedrichshafen:

Dick Renzenbrink, Director, Gelert Europe)

In July AIS Menswear at Birmingham.

August, the Tent Show at Stoneleigh.

September at OTS, Stoneleigh.



It was a near-classic York Cycle Show weekend - superb ambience, big crowds and just a regular or two missing from among exhibitors. The best summer cycling, camping and join-in outdoor weekend of the year happened on sunny Knavesmire. *pictured above: Paul Hepworth - Chairman CTC York Cycle Show Committee; The Rt Hon The Lord Mayor of York Cllr Mrs Susan Galloway and John Taylorson MBE - Show secretary. below: a well wheeled camper does it in a laid-back style.*



when you bike it or hike it the bugs like it! parasites are there to be beaten
threat to health lurking in the undergrowth

Pedal uphill frantically, and a health warning that few people realise actually means them is that it is no longer safe to flop breathless onto a roadside verge. And for the wandering walker it is more or less the same message. There are hungry mouths and weapons of mass destruction just waiting for the opportunity to get nasty with you. Some lurk in the undergrowth of sheep and deer nibbled grass while others fly aimfully in the direction of the landing strip that is your skin. No squeal of rubber and backburning jets announce their arrival. The quiet bump of their landing will probably only show long after their take-off, possibly after burying a timebomb as a reminder that they have visited.

Probably, and at least in the interest of avoiding hate mail from people who just love creepy crawlies, it's worth mentioning that the nasties that are ready to ambush you in this manner are actually only doing what they came into this world to achieve. Luckily there are some boffin types who have got to work to offer up some protection, although when it comes to flopping down for a rest

Ticks are second only to mosquitoes for carrying disease to humans.

Tick Borne Encephalitis leads to an annual average of 10,000 cases needing hospital treatment. Two in every 100 TBE sufferers die from the disease. Global warming along with changes in agricultural practices, mean there are now more ticks in the European countryside, including many holiday destinations for outdoor tourism - for example Austria, Germany and Switzerland.

Those participating in outdoor activities such as camping, hiking and trekking, cycling, even climbing, are at risk.

Would some-one please run that bath for me . . . I could be staying home!

there is nothing that beats having a plastic type mat between your bum and the jungle of greenery you once would have thought of as a nice patch of turf. It's also fair to tell you that the British Isles isn't a TBE (Tick Borne Encephalitis) stronghold, even though ticks can afflict in as many of the counties as you can find ferns growing. The midge and the mossie, gnats and other irritating tinies that can creep up on you may not actually be life-threatening, but that doesn't make them any more welcome. Right!

Just look at ticks, nowadays they have become a realised threat to health - see <http://www.tickalert.org/tbe-advice-information.html> on the internet and you'll realise that one of the rare, safe place to avoid such threats is being with a book and a bottle of something quite intoxicating whilst lazing up to your neck among soapy bubbles in the bath. The list of countries close to our shores where you daren't flop aimlessly onto the grass is a worrying compilation that includes just about every land on the European side of the Channel, or North Sea - 27 in all at the last count. That's the same number of countries currently in the EU!

Among the ways to give a clear-off message to the unwelcome nasties is to wear bug-proofed cloober, or use lotions and potions. In the fabrics field is where considerable progress has been made to make life bearable, or more so, than any of us needing to retreat to that bubbly bath, booze and a book scenario. One operation that is showing how their boffins have devised some answers to pests is Schoeller Textil AG. Their new Inzectic finishing technology is reckoned to provide protection from parasitical predators. The company's answer promises to be safe for the skin as the effective substance is applied only to the outer side of the fabric.

Schoeller Textil say comfort is offered by the proven 3XDRY hightech technology, which means those who play or work outdoors or like to spend their leisure time out in the open can counter the an incident that leads to Lyme



disease and tick-borne encephalitis. Malaria, which can be transmitted by winged nasties such as the African tiger mosquito can already be encountered in some southern European countries.

Safe for the skin and resistant to washing, Inzectic ensures that when a tick comes into contact with a fabric surface treated with it then it quickly becomes paralyzed and dies. A bonus is that the treatment can cut down the number of mosquitoes landing on the fabric, which helps stop you being eaten alive. Although *eaten* is an exaggeration - well that's what I'm told anyway, as they can't really eat you. Can they?

rescuers get Active

Mountain Rescue Ireland has taken on board the Satmap Active 10 after putting the handheld GPS sytem through stringent tests. MRI members will now be able to navigate to rescue incidents using Ordnance Survey mapping. Seamus Bradley, chairman of Mountain Rescue Ireland says that after a year long session with the Active 10 it's impressed them as something that will make a real contribution to the life saving work their rescue teams do every day. "We can now focus on the task of locating, accessing, stabilising and transporting a casualty to safety in the shortest time possible."

The Active 10 has won many awards in the UK including the Channel 5 Gadget Show 'Top rated GPS', *Trail Magazine* 'Best in Test', *The Sunday Times* 'Best Buy GPS' and *What Mountain Bike* Best GPS winner. European awards include the *Outdoor Magazine* 'Editor's Choice' (Germany) and an *Oppad Outdoor Award* (Netherlands).

**spring
summer
2011**

**come
OUT and
PLAY**

at Outdoor, Friedrichshafen, Stand No. A3-201

Regatta Sales
Tel: 0844 811 2322
www.regatta.com

Regatta
GREAT OUTDOORS™



NEW SLEEPING BAGS, TENTS AND TRAVEL ACCESSORIES FOR 2011

Top British sleeping bag manufacturer, Snugpak is set to launch a number of fabulous new products at The OutDoor show at Friedrichshafen. Products include a new range of tents and sleeping bags, as well as new additions to its highly successful travel accessory range.

Following last year's successful launch, the brand's Travel Accessory range has been expanded with a number of new products for 2010, with a greater choice of water bottles and Microfibre Travel Towels, in addition to new self-inflating sleep mats and roller-duffle travel luggage to complement the range.

Snugpak's outstanding collection of British-made sleeping bags is further enhanced with the brand new Softie Technick range and the entire collection of sleeping bags will be available to view at the exhibition. Also on display will be Snugpak's comprehensive range of quality insulated clothing, which includes a new technical soft shell jacket and tactical gloves.

Snugpak is proud to be the last company producing low pack size performance synthetic fill sleeping bags in the United Kingdom and is one of the few left producing insulated cold weather clothing in Europe. With a dedicated production team at their West Yorkshire factory, Snugpak uses a combination of state of the art computer controlled quilting machinery and hand sewing techniques.



The Bunker - introduced at Friedrichshafen

RECORD GROWTH FOR UK MAKER

Despite the ongoing recession, Silsden based Snugpak has reported a record 10% growth across its markets for the last financial year. Best known in the UK for its sleeping bags, however Snugpak also manufactures and exports insulated cold weather clothing and specialist sleeping bags to both the general camping market and armed forces.

Snugpak exports to 28 countries worldwide, with overseas sales increasing by 77% since 2006 and over 50% of Snugpak's total production exported. Says Sales Director Darren Burrell: "We are thrilled with our performance in the last year. Being a difficult season for retailers, our results show the commitment our customers have to our products and how they value the high quality materials and attention to detail we put in our manufacturing process. Our range extension has also proved very successful and we are committed to continue to offer products and services second to none."



Their production base is in a listed canalside mill, built in the 1800's on the edge of the beautiful Yorkshire Dales. There Snugpak uses a combination of state of the art computer controlled quilting machinery and hand sewing techniques to bring ideas to life.

Snugpak are on 01535 654479 www.snugpak.com

how do you read this wellness thing?

diet is one thing, but can the clothes you wear bring the difference? Yep!

The business you are in has a close affinity to health, to being out there, of being active and the foundation of your success is built on people getting out of bed in the morning and *wanting* to do something energetic. Often they'll be doing things that too many people find difficult, even impossible - and the surgery waiting room at your local GP is accommodating sufferers and near sufferers alike. There's a lot of *want* sitting there, for many it's actually *need* - and that is my definition of where wellness matters, writes *Trade & Industry* editor Peter Lumley.

It's no good just *wanting* to do something, when the mind is actually telling you it's a *need* that niggles in your skull: and you would or could do it, if only a more well feeling was upon you. Every broken down athlete encounters that soul destroying dilemma, and nowadays *recovery* is the name put to their task. It's no different to those who are less the athlete, more the hopeful and simply wanting wellness in their lives. Who would believe there is a quite easy answer!

Several years ago I was introduced to a strange idea - infrared would change my life: and the key word there is *would*. What was an accepted penalty in my lifestyle *would* change said the man. Sceptic - cynic even? that I am - his first entreaties that there was a *wellness habit* fell on doubting ears. The argument I heard - even myself offered initially - was this was just mumbo-jumbo, a placebo. The people with the *wear-this* product retorted that the system "even works on animals". Well, ok, this animal in question can argue a point, may even be persuaded, but other animals? Can your dog read, and what about a crickety old nag - of the four legged kind, mind - how do they get hooked into wellness? They do, without having to ask, and we simply can. When we want. Put it this way: infrared is a radiant heat so is able to heat a target object without unnecessarily raising surface temperature. The body itself can actually work at helping the body gain wellness. Don't ever doubt it.

Today you'll hear top players - professional sports workers, even? - in all sorts of activities, talking about their essential recovery time. Many will often keep the secret of how they do it to be better than rivals. Andrew Geere, of North East based Accapi UK, doesn't want his secret kept: the infrared system embodied in Accapi is - as their slogan says - the winning wellness. The science captures natural happenings in the body, it taps the merits of the inner person and is as easy to do as slipping into a piece of base layer. It's a no brainer to buy, retailers will get till ringing wellness results!

Selling the Nexus Energy Source system means you deliver to consumers what is reckoned to be a revolutionary performance fibre that uses ultra fine particles of platinum, titanium and aluminium. Combined, these precious elements make Photon Platinum and emit Infrared energy at a wave length of 4 - 14 microns, quite safely absorbed by the human body. Infrared energy vibrates water molecules within the body, it narrows their shape and assists in clustering, increasing their hydration capacity. Combining this with heat expanded blood vessels (infrared is a radiant heat so is able to heat a target object without unnecessarily raising surface temperature), it results in thinned body fluids, increased circulation and an accelerated toxin removal.

Accapi have the exclusive rights to the Nexus fibre for sportswear, and these garments are reckoned the most advanced in today's market, an athlete's product of choice. Yet there is more to it than that - being able to stay healthy and fit is the big wish of everyone.



wellness people who know

Team Katusha is the Russian UCI Pro Tour status road cycling team, and they have Accapi in their kit lockers, and on their bodies. Filippo Pozzato is riding for stage wins at the Tour de France. The race team Katusha use Photonizer, Nexus underwear and pyjamas as part of their training, recovery and race routines. see: www.velonation.com/News/ID/4595/Filippo-Pozzato-extends-contract-with-Team-Katusha.aspx

And to read about for people who go really fast on two wheels, see the news on an Italian motorcycle road racer from the Repsol Honda team. visit: <http://www.accapi.co.uk/Andrea-Dovizioso/>

Accapi UK. Suite G3, Tanfield Lea Business Centre, Stanley DH9 9DB
telephone: 01207 291 247 www.accapi.co.uk

Clean up with Granger's New Merino Cleaner

Over the last few years there has been a vast increase in the amount of Merino garments available, led by the popularity of Icebreaker®. Many consumers already appreciate that extra care is required to look after these items and often expect to purchase a specialist cleaning product.

Granger's new Merino Cleaner is the ideal add-on sale for these customers. Specifically formulated for Merino garments, it maintains the garments' wicking properties, is pH balanced, and contains a Natural Cedar extract that helps repel moths.

For more information please contact Burton McCall
Tel: 0116 234 4646
email: sales@burton-mccall.co.uk
www.burton-mccall.co.uk

Granger's SYSTEM PARTNER Burton McCall

Come and see the complete Granger's range in Friedrichshafen on stand B5-308

JOIN THE MASSES
take the **green** route: have
your next copy delivered direct
to your desk in PDF format

trade&industry

e-mail:

office@tradeandindustry.net

please put the word

on the subject line

or telephone

0191 488 1947.

the PDF is sent free!

available as BICYCLE .
OUTDOOR . SCOOTER

a Titan for the tough & tents time

new expedition home for mountain warriors premiered at OutDoor

Force Ten have a new harsh weather tent designed from the ground up for long distance expeditions in unforgiving climates. Materials have been specified to provide the maximum stability on even suspect ground and to ensure protection in the harshest weather conditions. Each of the three aluminium Flexlite poles is the same length and diameter to ensure easier pitching when under pressure from the weather or when senses have been drained on the approach. More security comes with the front and rear poles being angled to brace the tent against the wind.

The Titan's three doors give several configurations and two vents at the rear of the tent help to regulate airflow. Made in Protex SPU 5000 Ripstop Nylon there is plenty of strength with low weight that gives superior performance. The outer face has a siliconised coating that enhances water repellancy, with increased tear strength and protects against UV degradation. The high density nylon groundsheet is tough enough to survive pitching on uneven surfaces and is coated to a hydrostatic head of 8,000mm with all seams fully taped.

Called TBS III, the new design can be configured in three ways: minimum support, a better level of support for windy conditions, and maximum support for extreme conditions. Full snow valances allow the use of snow or rocks to hold down the Titan, and non-slip Line-Lok guyline runners add to the expedition-spec of this tent and ensure that its occupants will remain safe and secure.

Vango breeze in with their easy pitch

In 2011 campers will get the wind in their tents before any breeze comes a'knocking.

Vango's new AirBeam range is a collection that has been in development for several years. Coming at a time when outdoor living is the easier way to be green and happy, it's reckoned that the AirBeam advanced pole-free tent structure will delight both new and seasoned campers.

Using robust inflatable tubes in place of poles, AirBeam tents are extremely light, remarkably quick and so easy to pitch. The innovative collection has been designed in an attractive colourway, available in two styles, each in three different sizes in order to suit couples, families or groups. You can bet this one is set to revolutionise the UK camping marketing.

The Premium Signature The rebranded family premium tent range at Vango is the Signature set, with a focus on comfort and quality designed to appeal to consumers on all levels. Flexible living space and design flourishes to please, the key models added to this range offer more versatility and choice for those seeking a luxurious camping experience.

mountain tough

Everything that makes Dare 2b renowned in the winter market is the same for their summer fare. Designed for use across the mountain sport sector it comes with careful customer service terms that include blanket call off orders, staff training and a fast UK delivery.

Their SS11 multisport range carries the Restrain Stretch Trousers, in four way stretch polyamide fabric for a more flattering profile and comfortable fit. Durable water repellent finish with quick drying, it's available in mens and womens sizes in regular and long leg length. And more stretch comes with Dare 2b's Forthright jacket, an alternative to a traditional outerwear piece it's

made in a 3 layer membrane Softshell stretch fabric, waterproof to 10,000mm and breathable with taped seams, plus water repellent zips in welded surrounds.

Other new technical outdoor lines include the men's Driven and the women's Fronted 2.5 layer waterproof .In Ared V02 10,000 fabric with grown on peaked hood and high collar adjusters, pit zips, mp3 pocket, and moulded cuff tabs. Alternative colourways in iron for men and bueno for women come with textured prints for a fashionable twist. The womens range offers key active wear pieces for use from the gym to outdoors. The key lines include the Zoned Out Wicking Vest with anti bac and inner support, the fashion inspired Tree Love Wicking T and the Flash Dancer Lycra Capri.

they've glamped the outdoors

New to Camping is an initiative that sets sights from National Camping and Caravanning Week through to getting onto the pitch all over and year round. Over a weekend at Warwick Castle in the Midlands this month the public was entertained and enlightened by Camping & Caravanning Club president David Bellamy and the Countryfile tv presenter Julia Bradbury, who are both known for their love of the outdoor lifestyle. The Pageant Field was the base for the event, with an assortment of tents and camping paraphernalia from some of the country's leading camping manufacturers and retailers on show, with their experts providing valuable camping advice.

Said Julia Bradbury "the event was a massive success, encouraging more people to experience camping and the outdoors. I am a glamping fan and as manufacturers continue to develop

their products, camping is really becoming a luxurious pastime". David Bellamy's approach is to emphasise that the preservation of wildlife along with reducing the country's carbon footprint is an imperative, and camping is the perfect solution.

*Come fly with me... a tent experience
seen at Warwick Castle in June*

Boots and Shoes that Just Make Sense.

Boots shown: Quartz

- Fully stocked back in the UK.
- Tremendous retail margins.
- Key price points.
- Made in Italy.
- Nationally advertised.
- Every style with a minimum 2 year life span.
- The only boots manufactured using renewable 'green' energy.

grisport

To visit the showroom or book a sales appointment call:
Tel: 01670 716878 Fax: 01670 716858
www.grisport.co.uk
email: info@gris-footwear.co.uk

PROVIDING THE WORLD'S LEADING CLIMBERS WITH SAFETY AND PERFORMANCE FOR OVER 100 YEARS

Helmet's help protect a very vulnerable and most important part of the body - the head. Climbing helmets have been used by guides, instructors, climbers and leading UK outdoor centres for over 20 years and the Alpcard is set to continue that tradition.

Features include:

- EPS liner structure
- ABS injection moulded outer shell
- Side holes for ventilation
- Headlamp compatibility
- Fast adjustment system

Snug and comfortable, with attractive graphics, available in 6 great colours.

Anniversary Lady
Anniversary Justice
Anniversary

ALPCARD

www.alpcard.co.uk
Tel: 0191 284 8444

