



## an Outdoor Trade Show Classic - caravan & bubbly

**The Autumn gathering that is the Stoneleigh OTS is building** a reputation for answering late-order needs for suppliers, with a shop window offer that highlights profit making lines and shelf-fillers. There is also a resonance that comes as the event develops a character of its own - probably because of characters on station who are the very breath of this comprehensive trade sector.

The 2010 gathering was bigger than before, across stylings and brands, with companies and the visitor count. Some visitors could have been counted upon to have welcomed likely customers into booths from the aisles in other years. This year the chuckle troupe was in good

*left: the Caravan brand, some new, some older, was on Ark's booth. People with Caravan connections, over time: Keith Rugg (sits left) Jens Toft and (right) Ark's Andy Williams. Also editor Peter Lumley is in the photo. right: Jens raises a glass as Bubbly is on the pour from Alasdair Scobbie.*



voice to to help another character mark his Trade involvement with the clink of a drink. Jens Toft was unaware there was a celebration and some signed cards coming his way until he was ambushed by Alasdair ? Scobbie wielding the goodies and inviting the gathering to raise glasses to celebrate the long career of a popular, successful, character.

Of recent years Oase has been Jens Toft's pitch for his marketing talents, a decade or more from when he was a Caravan man showing Britain the goods from a brand again being floated to the UK marketplace - this time through the Ark organisation.

Yorkshire's Dalby Forest and Scotland's Fort William the "best UCI Cross Country and Downhill Mountain Bike World Cup rounds"

## bikes do it great for tourism

**British Cycling invested two years and £200,000** into building a course to bring World Cup mountain bike racing back to England. for the first time in a decade. The result, together with the Downhill World Cup at Fort William, brings the highest accolades from the UCI - naming the venues as the best Cross Country and best Downhill Mountain Bike World Cup rounds of 2010. Both arenas not only brought out the best from international riders but also attracted big crowds of visitors who came and supported the local economic and tourism drives in these countryside locations.

Voting the happenings a total success, the praise from the UCI was based on voting by teams, and by journalists, riders, UCI officials and sponsors. They took into account the overall event along with the infrastructure, course quality and local facilities.

Recognised as an all time classic event, the Downhill World Cup at Fort William has now won this prestigious UCI award six times and was this year rewarded for great racing on a revised downhill course, pleasing both riders and spectators. Still seen as an unbeatable event worldwide, Fort William continues to attract thousands of dedicated fans who make the trip to this heaven of a sporting arena that sits with Ben Nevis and alongside the Road to the Isles.

Of Yorkshire's mightiness, British Cycling's Cycle Sport and Membership Director, Jonny Clay, said: "The Dalby Mountain Bike Cross Country World Cup was a great success this year and I am delighted it has received the recognition it deserves. Our key partners were Welcome to Yorkshire, UK Sport, Forestry Commission England, and Yorkshire Forward. We all have to thank them for their efforts." Building on this on this 2010 success the event returns to Dalby Forest on 20-22 May next year. Tickets are due to go on sale in November - and for accommodation try: [www.northyorkmoors-stay.co.uk/tourist/Dalby-Forest.html](http://www.northyorkmoors-stay.co.uk/tourist/Dalby-Forest.html).

In Scotland a lot of effort had been put into course improvements for 2010, and of course the returning passionate crowds who remain very special and make Fort William a place with an atmosphere everyone loves. Mike Jardine, Rare Event Management, said: "It's great to receive this award once again and I'd like to thank everybody involved who helped make the events such a huge success". He added that the plan now is to deliver the best Downhill and 4X events in the World. They've the will and the place to do it.

## Cycle to nec

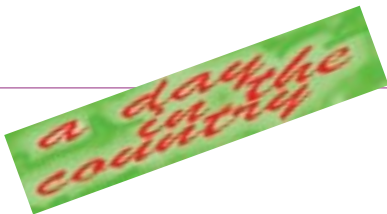
**Birmingham will be home to Cycle 2011** after their run in London leaves Earls Court. *more on the story of the 2010 happening is inside.*



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FOR IMMEDIATE ACCESS TO STOCK AVAILABILITY, ORDERING, ACCOUNTS INFORMATION, AND PRODUCT & MARKETING MATERIALS LOG ON TO [WWW.AMG-GROUP-ONLINE.CO.UK](http://WWW.AMG-GROUP-ONLINE.CO.UK)

# coming up: Christmas Market Time



*trip out over the water - they do things a bit different over there*

**To make the most of the Christmas Market season** that happens across there in Euro-land you can take your car with you or rail and sail across the North Sea with one of the ferries between the UK and Holland. Alternatively, go round the corner a bit and catch a ferry from Dover to Calais and then drive from France into Holland. Here's news about ferry deals for a seasonal break that will set you up for the New Year.

**First - here's what P&O Ferries are up to:** with an investment of 360 million Euros, the ferry services provider will take delivery of two state of the art ferries in 2011. The largest ferries ever to be constructed for the Dover-Calais route, the Spirit of Britain enters service in January 2011.

P&O say unrivalled shopping, dining and relaxation experience is onboard and with various bars and eateries, you'll be spoilt for choice. You can get to view seascapes and White Cliffs, watch the holiday coast draw nearer and wander cruise-style deck areas. visit [www.poferries.com/newships](http://www.poferries.com/newships) to take a virtual tour

**Out of the North - daily to Amsterdam.** Travelling by DFDS Seaways is a convenient and fun way to get to Holland. The daily sailings from Newcastle to Amsterdam is an overnight experience with a host of onboard facilities including bars and restaurants, live music and entertainment, a cinema, casino and shops too.

Opt for a short break to Dutch destinations such as Amsterdam, Utrecht and Haarlem or take your car on a short touring break and enjoy the variety of visiting several different locations. Sail with DFDS Seaways from Newcastle to Amsterdam and return within 5 days can see you saving up to 20% in selected departures until June; from £198 return for car + 2.

In October DFDS Seaways won the title of Europe's Leading Long Sea Ferry Operator at the World Travel Awards - for the fourth successive year!

**Stena Line's brand new Superferries.** Following a £375 million investment, the second of the two new largest Superferries in the world, the Stena

Britannica joined the Harwich to Hook of Holland route in May 2010. Stena Britannica has two restaurants, a cinema, sundeck bar, lounge area, media room and cabins equipped with Swedish luxury beds and modern en suite bathrooms. Passengers can also stay connected throughout your journey with free Wi-Fi and mobile telephone coverage as well as satellite televisions in lounges and all cabins.

**Minicruise, and one goes free.** From Hull to Rotterdam or Amsterdam from only £72 per person, one pays and one goes free, is the offer P&O Ferries are now making. It's for two adults sharing a standard inside ensuite cabin. Supplements apply for all other cabin types. The price includes return city centre coach transfers from port to central Rotterdam or central Amsterdam.

**DFDS Seaways and their**

**Let's Go Dutch!** Buy one Mini Cruise ticket to Amsterdam and the other is free, courtesy of DFDS Seaways. With this 2 for 1 deal you'll get 2 nights onboard ship and spend five hours in Amsterdam - from £69 for 2 people. Departures from Newcastle.

**With Stena Line - no car needed!**

For those who want to ditch the car you can rail and sail to Holland. Take the dutchflyer from London Liverpool Street or a National Express East Anglia station to any Dutch station from as little as £35 single.

Do it right and take a rucksack or a bike - the countryside is inviting!

more ideas:  
[www.holland.com/uk](http://www.holland.com/uk)

## a Buffalo in Belgium

**For the Design Biennale Interieur 2010,** in Belgium, Sheffield made Buffalo Mits were selected by the Interieur Foundation to show at their Kortrijk Xpo. The mits appeared with around 30 other exhibits in front of around 100,000 visitors.

Since 1968 the Interieur Foundation's bi-annual event has presented the public with a broader perspective on product design from neighbour countries of Belgium. Exhibits from the Netherlands, Germany, France and the UK were each selected by a curator, and for the UK, Michael Marriott, designer and curator, did the selection.

## travel with power in your pocket

**The solar-charging option** that comes with the powermonkey-eXplorer device has proved itself on trips this summer, writes Peter Lumley. What is more than useful is that what you get for your money is a whole batch of connector jacks that means carrying only one "charger" with a selection of jacks to bring power to a Blackberry, MP3 Player or Bluetooth.

Over a full three weeks trip in Europe I didn't once use an electric three-pin mains charger to hold my phone in a topped-up condition. I simply left the solarcharger in the window of the caravan during the day, and connecting it for the Blackberry top-up overnight. That is something appreciated by business and leisure travellers - as well as British troops in their field operations - in fact any where that an electric socket is of the wrong type, if even available. It also works in low light levels.

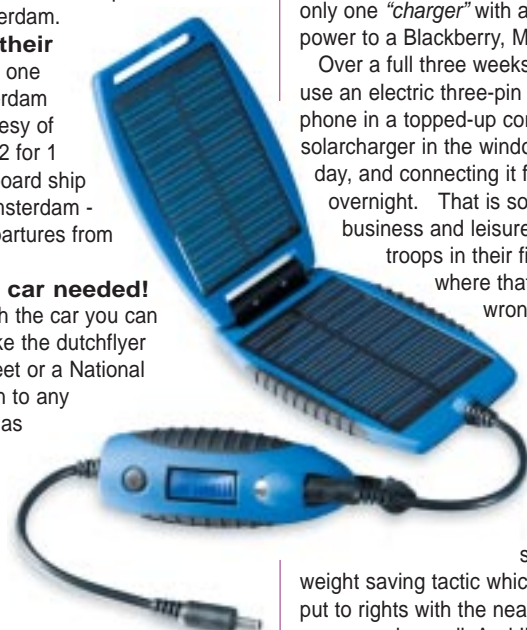
In London recently I found my almost flat (squashed?) Blackberry was brought back to full life on three consecutive days, an unexpected need that saw me unhappily without the solarmonkey back-up. That

weight saving tactic which almost did me wrong was put to rights with the near £30 purchase of another powermonkey cell. And I've doubled up on my assortment of to-the-mains 3-pin and 2-pin plugs and the connectors for a range of devices. A spymaster would be proud of my collection!

Devices such as iPods and PS games consoles can also be supported with the powermonkey or the powermonkey-explorer, it comes from Powertraveller, the company based in Hampshire. Earlier this year they received the prestigious *red dot award: design 2010* for their powermonkey-eXplorer, in a competition where previous winners have been Apple, Nokia, adidas and Mercedes-Benz.

the powermonkey-eXplorer retails at £65.  
[www.powertraveller.com](http://www.powertraveller.com)

*pictured: powermonkey-explorer (above) and a cell connected to the Blackberry*



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**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**

**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**



## a plastic burden that is weighing heavy

**British people carry 1,592 metric tonnes of plastic cards** with them every day in their pockets. The wallet-sized pieces of plastic - made from oil - add up to 15,000 tonnes of plastic and emit 90 thousand tonnes of CO2. It is reckoned that this is the equivalent of 500,000 people flying from Paris to Stockholm or 8 million people - all of London - taking the Euro star train to Paris. The 10 million Oyster cards in London alone weigh 50 tonnes. Two million IKEA family members carry a total of 8 tonnes of membership plastic in their wallets.

If that weighs heavy with you then two new Swedish inventions that can help solve the problem were presented at the World Retail Congress in Berlin this month. One is a customised interactive touchscreen sited at the cash desk and the other a unique BCID method. With these two solutions retailers could use the ID's people already carry 24/7 such mobile phone numbers, local ID's (something like a driver's license) and bank cards. It is the obvious alternative to Store membership cards.

In anticipation of the World Retail Congress, Mediex PR conducted telephone interviews with 7,000 retailers in Denmark, Finland, Holland, Ireland, Norway, Sweden and the UK to find out if they offer a membership card to their customers. This first of its kind study revealed we actively carry 3 billion plastic cards with us every day.

There is an increasing number of alternatives like mobile phone apps, local ID's or paper cards that feel like plastic cards, yet the customer is still extensively being offered plastic cards by retailers. The worst case is Sweden where every third retailer offers plastic cards to their customers - the rest of Europe shows similar numbers. The industry that uses the most plastic cards deals in cosmetics. Then add all the hotel cards and temporary cards that we mostly don't carry with us during the day and that weren't included in this survey. "The idea that the environmental impact is even bigger than the study indicates is quite horrifying" says Jakob Gottlieb, entrepreneur and director of business development at ID24.



*a fistful of plastic is the norm yet there is a simple and cost effective answer that will help green up the planet*



*"make many small improvements in order to stay competitive"*  
**"government in danger of making noises"**

**"The UK is a mature market, manufacturing in this country** goes back over 200 years and we are not about to see the explosive growth of the emerging economies such as India and China. What we can do though is to make many small improvements in order to stay competitive. The UK government is in danger of making noises about the importance of the UK's remaining manufacturing base, but resolutely failing to actually help. We need common sense legislation, the removal of red tape and a level playing field so that we can compete with foreign companies and importers."

That was the firm message when Tony Wilson, chairman and ceo of UK automotive manufacturing company Klarius Group, appeared with Eamonn Holmes on the Sky Sunrise programme.

George Osborne has said that better-than-expected UK economic performance figures show the recovery is happening, the Office for National Statistics (ONS) figures point towards the economy growing by 0.8% between July and September - twice the rate that was predicted by analysts. The impact on UK manufacturing however is reported to be negligible, and asked about what the government could - should? - do, Tony Wilson said that his company has grown during recession to become a £360million turnover enterprise, but that the government needed a better insight into the reality of running a manufacturing business in UK in order to help.

"The door is very much open to provide feedback and understanding, there are things that our government can do to help, but it has to make practical changes that affect us on a day-to-day basis and work on specifics such as company taxation and legislation, not just on policy." That comment led to an open invite being offered to the PM to visit one of the company's medium-to-large UK manufacturing sites and experience the daily frustrations of running an efficient and profitable UK manufacturing company.

The Manchester headquartered Klarius Group operates five high-volume manufacturing plants, a research & development centre, four European technical centres, six international logistics & distribution hubs, and twelve national and regional stock warehouses.

## fillet with chips

**From up north in the UK the habit** made Harry Ramsden famous. Born in 1888 he began his battered fish business when he was just forty and carried on the idea that, this year, sees the 150th anniversary of the street corner fish and chip shop. There are nearly 11,000 of them across the UK alone, it seems the nation's favourite takeaway food is as popular as ever.

Even a cod war with Iceland didn't stem people from getting their "wrap" or "paper" as the staple feed for many has been termed. Although fish and chips are regarded as quintessentially British - the Harry Ramsden "fish and chip palace" that had fitted carpets, oak paneled walls and chandeliers was hardly the norm - recent reports suggest that the nation's flagship feed is getting globally popular.

The British staple is now tipped to become one of the gastronomic trends of the autumn in France, with cafés and top restaurants serving up 'le fish and chips' to intrigued Parisians. Six leading chefs even cooked up their own fish and chips at MIAM, an annual event for Parisian food lovers.

## Topping-out time in Bavaria

**After just seven months of construction** the topping out ceremony for the new logistics centre of Cube, the bike brand, has been celebrated in Waldershof. Present were representatives of the city and members of Parliament at the ceremony at the north Bavarian base of the company, founded in 1993 by Marcus Pürner. The 2011 Cube listing consists of 151 different mountain, road, cross, triathlon and trekking bikes. Ergonomically adapted womens and kids bikes plus a large clothing and accessories line are also available. The brand sells in stores across 24 countries.

As a building, the dimensions of the new Waldershof centre are impressive: 100 meters long, 80 meters wide and ten meters high and with a capacity of 40,000 storage units. In a month the fully automatic logistics centre is due to go into service, justifying an urgently needed investment for economic considerations. Previously the company had rented 8,000 square meters of storage space in the local area.

Marcus Pürner says the building project is "a show of strength of our company as well as a clear commitment to the location of Waldershof. There are 130 employees working in product development, production and distribution in the headquarters here".

Since 2001 One-Way Bike is the exclusive distributor for Cube in The Netherlands, and in 2006 founded the UK subsidiary Cube UK Ltd. In 2008 the company expanded into Ireland. Recently the company founded a new subsidiary, Oneway Distribution BV, distributor in the Benelux for the brands Hayes, Manitou, Sun Ringle, Crud, RRP and Pinhead.

## Minister's figures don't stack up

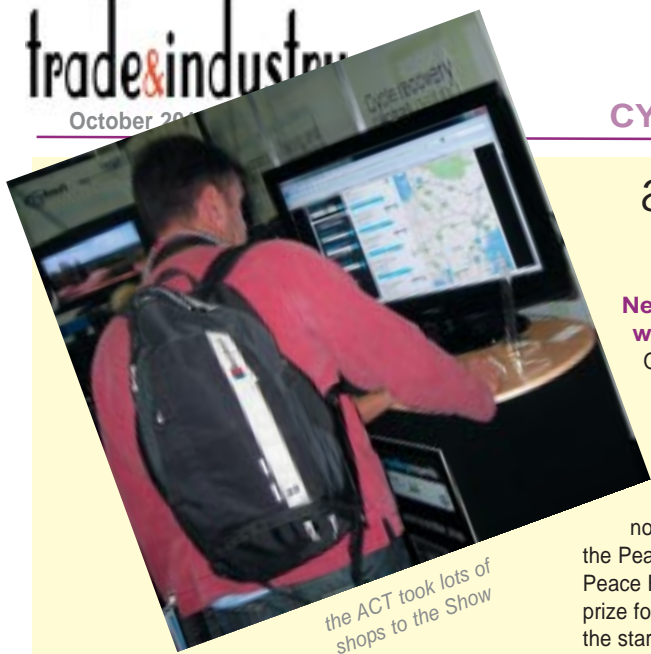
**"The Secretary of State for Transport Philip Hammond** proudly boasts that his lengthy list of road transport schemes bring benefits of £6 for every £1 spent. But sustainable transport schemes that encourage active travel offer much better value, at £8 for every £1 spent. And they directly address the congestion issues that he claims are about to be resolved".

Jason Torrance, Sustrans Policy Manager, says the Sustrans organisation is dismayed that government is missing a golden opportunity to put right a broken transport system, despite all its green promises. Then there are other benefits Philip Hammond ignores. It is reckoned that 1 in 20 UK people are now being treated for type 2 diabetes, with 1 in 10 being treated for obesity - and both illnesses that are exacerbated by physical inactivity. Improving the health of the nation, and tackling the costs attached to that, has to be seen as critical. "With this in mind not prioritising walking and cycling should be unthinkable." says Jason Torrance.

[www.sustrans.org.uk](http://www.sustrans.org.uk)

## a Seville welcome

**At the preparatory Velo-city 2011** meeting in Seville in October, Senor Guillermo Peñalosa will be presented as master of ceremony for the March 23 to 25 March event. Antonio Rodrigo Torrijos, the First Deputy Mayor of Seville; Manfred Neun, the ECF President; Dr. Bernhard Ensink, director of the Velo-city series, along with José Antonio García Cebrían, conference director for 2011, also attend.



the ACT took lots of shops to the Show

## a peddling Earls Court finale

### Near eighty years of a wheely wizard wow factor

took a final curtain call when the October Cycle Show left town to head for the Midlands and nec in 2011. For me, writes Peter Lumley, Earls Court represented a link in the chain that has been real fixed wheel bikes, a gold plated Claud for a maharaja and the mud splattered Viking (the brand, not a marauder!) that had eclipsed all others in the Peace Race that was Ian Steel's victory. The Peace Race that brought a stage race overall team prize for Britain. We went to the Cycle Show to see the stars, to covet the gear - so nothing changes!

Earls Court exhibition centre has been a cycling arena where the greats can mingle with the hopefuls, and in 2007 I had written in bTi of the hopes I was sure Michael Bennett felt as his team switched their location out of Dockland and moved "up west".

Similarly, today's event organiser Andrew Brabazon may well ponder the move - despite the fact that cycling is going home. The link there is the Rover safety bicycle that was designed by J. K. Starley out of Coventry, not a million miles across the fields from the nec. Starley took that bicycle to its first exhibition: London in 1885. Others could do similar at the nec.

My reckoning in 2007 was that it was then a long way from the days when people other than bike couriers rode fixed wheels, and I penned "the Cycle Show is going to generate a wow! a feeling of discovery for newcomers and the specialist dealer and enthusiasts alike. Just as the old days."

The thing about nec is that new days are the ones on the horizon. And the dawning promises ...

*in 2009 I snapped Bath bike shop owner John Potter - Johns Bikes - with a famous bike racer and marque producer. This time he was caught with Kate Spencer.*



above, right: Cycleurope's Fu Wong (left) and Eastwood retail business owner Mick Brown.

picture left: Trevor Fisher (left - and then to the right in the photo) brother Gordon Fisher, along with Mark Bickerton of Dahon fame. They may well be getting teased by John Potter, but whatever the topic they shared this was pretty noisy stuff bouncing about the aisle.



the MCipollini marque launched to the UK at Earls Court, pictured is the race ace Mario Cipollini with Paligap md David Lane and (below) some special wares



below: Ortlieb bicycle tour luggage on the Lyon booth



## no cheap look-alike

pro rides in the Ison 2011 line-up

### The 2011 Identiti P66 competition bikes

come built around the same 100% TAF Cro-Moly frame that the Identiti Pro's such as Danny Pacey are riding. These are no cheap hi-ten steel copy and, for sure, there is no need to change parts as the P66 - comp's are good to ride at competition level straight out of the box! The 2010 bikes earned accolades aplenty from the cycling media and riders alike, yet for the new year line-up Ison still worked to make them even better, with upgraded parts and new colourways.

There is also the brand new Light Blue Kings framesets. The LB Trinity fixed gear track frames went down a storm during 2010 and the new Kings is the geared road version. Built with Reynolds 853 tubing and two gorgeous colourways - blue or cream - with the toning fading into polished chrome plate that gives them a definite retro look.

The rides mentioned here are part of the quality brands presentation that Ison will take to the Core Bike Show which runs January 30 to February 1. [www.corebike.co.uk](http://www.corebike.co.uk)



OUTDOOR TRADE SHOW . STONELEIGH

confident visitor count rises to 1,472

**The Outdoor Trade Show on the Stoneleigh pitch broke records** - again - at its fifth showing of the autumn happening. Exhibitors were happy with the way the event ran - alongside the visitors, too, who voted with their feet to a thirteen percent increase in numbers. It is reported that many exhibitors have already expressed an interest in having larger stands at the 2011 event, which will once again be spread across the two exhibition halls at the Stoneleigh Park venue.

Around a three-fold increase of booths since the 2006 inaugural OTS signals the Trade's need for an autumn Trade happening, not only to catch last-minute orders but as a time to influence new signings for the clothing to components & accessory lines, the core offer from the 300 brands to view.

The OTS Novel Awards are a feature of the show, with exhibitors given the opportunity to pit their product against others. Winners at OTS this year saw Sidas walk away with the ultimate accolade of "Product of the Year" for their Hoka Mafate Trail Running shoe. Category winners were: Footwear - SidasHoka Mafate Trail Running Shoe; Accessories - Progress Importer with the Silverpoint Sensormatic Headtorch; for Camping Equipment - Lyon Equipment won their award with the Petzl Core Lithium-ion polymer rechargeable battery; Rucksacks - VauDe Splock; Clothing - Rosker - Fjallraven Eco Trail Jacket; Sleeping Bags - AMG - the Vango Planet.



the OTS Novel Awards winners show to be a happy bunch



new neat packaging will help Sub Zero base layers move



above & below: Sub Zero Beanie and an ear-warming hat. You display prominently to gain impulse purchases!



the pictures here tell the story of styles that are ranged with Grisport product.



beanies and base layers

**Clothing worn for triathlons**, for standing on Everest and riding last weekends wet and windy sportif they match the ones rowed across the Atlantic and run across Death Valley.

It's the Sub-Zero kit made for those who simply want to keep warm, dry and comfortable, even in the most demanding environments, and when nothing less than working hard gets you there. And it's made in Britain.

pictured left & above: Sub Zero product



footwear from sunlight

Grisport are putting solar energy to work

**The results of a quiet Italian revolution** was on an aisle at OTS, with high grade mountain footwear ranged alongside wet weather wellies and shoes that you sell with matching handbags. Grisport comes into the UK market out of North East England, but it is south of the Alps where their factory sits beneath around 11,000 solar panels - capable of producing enough megawatts to service 540 family homes of 4 people. Put another way: producing this level of energy using traditional coal/petrol/oil resources would damage the environment to the tune of 48 tonnes of toxic waste in 20 years.

Grisport use that sun power to produce footwear, a business begun in 1977, that came the millennium was making in excess of two million pairs a year, sold in more than 50 countries around the world.

**Boots and Shoes that Just Make Sense.**

Boot shown: Quattro

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## a Rotor raid on Geelong

When Thor Hushovd's calculating approach and a keen selection of a sprint line led to his Road Race Rainbow Jersey in Australia, it followed Emma Pooley's performance at the Womens TT Worlds. She won Gold just two days earlier: both kitted with Rotor.

Rotor followed their design philosophy "performance before anything" to create the 3D crankset that comes in as the absolutely stiffest lightweight crank on the market. Thor Hushovd's victory is his second significant achievement on the 3D crank in its short existence; having helped him take home the Green Jersey in the Tour de France only weeks after the product was first launched.

The two World Championship victories in Geelong adds to a significant list of titles that Rotor has won with its modest product collection, and in quite a short time. Among the wins are the Women's Cyclocross World Championships of 2005 and '06; the 2006 Women's Road World Champion, and then again in '07. That was followed by their LD Duathlon World Championship win in 2008, the same year that Rotor was ridden to the Yellow Jersey podium in the Tour de France.

## kit suppliers for green travel

supper to sun-up, the cycletourist and backpacker catered for

The Vango heritage is recognised much wider than by the mountain movers who take themselves and their kit to some of the most improbable places on the planet. The company brand is a one-stop name for people who ramble and ride, for those testing their independence on an overnight stop, enjoying it out there, somewhere. Vango do more than provide the likes of a b&b set-up, too - they have a stocklist that takes you from mealtime to morning, plus some. You can cook with them, eat with them, laze with them - and sleep tight.

Backpacking is a nice way of life - and so is cyclecamping: they are the green habit that turns even the mildest of meadowland or fens-flat travel into somewhere that is adventure; go where the countryside is lumpier and Vango is more than the companion to be trusted.

Retailers will have many a Rogers Rangers traveller type asking you what turns a good day outdoors into something even better. Just as you told the Hiram Houlding look-alike earlier, the answer has always to be "a good night sleep".

Vango reckon they know exactly what is needed - and their 2011 range comes well suited to the task. At Stoneleigh OTS they received the Novel Award in the Sleeping Bag category for the second consecutive time. The award highlighted Vango's Travel sleeping bag range, where the Planet is a premier bag designed to fulfil the needs of every traveller. Its features include a mosquito net treated with HHL Technology's Vital Protection, offering protection from biting insects such as mosquitoes, midges and sand flies. The net zips fully around the opening and stows away in a special pocket.



Viper 500



Viper 750



Viper 1000

Lisa Allan, marketing manager for Vango, tells: "Vango's victory was well earned as it transcended some of the biggest outdoor brands in the market to take home the coveted Sleeping Bag Award".

Vango mountain sleeping bags are updated for 2011: the Supernova range is the ideal bag for the most extreme use with the design picking up on Vango's Thermal Embrace System and the Insulate Aero hollow fibre insulation. The TES system has elasticised threads in the lining, so it hugs closer and reduces airspace inside the bag. Previous winner of a Novel Award in 2009, the omega-shaped Supernova range is expanded to include the four season 3000 Long model (£90), designed specifically for taller users.

The Viper range of down-filled bags have a 40 denier ripstop nylon shell, encasing 90/10 duck down with a 580 fill power. The updated Vipers also benefit from a 3D insulated zip baffle to help stop heat escaping through the zip. Viper models come in three/four season 500 (£120), a four season 750 model (£150) and a five season 1000 model (£180).

www.vango.co.uk

## going for bike - going for hike



we are all in it together

Forget the argument/discussion about George Osborne's contribution to Britain's future - it is really up to the trade and industry to make the very best of any weather change. Up hill and down dale, headwind or fair - we are all in it together and the task is to make it better, easier and even more rewarding for people getting out and about in these fresh air times. **The Sell-in job is where we stand shoulder to shoulder with You.**

All for the good of the nation.

now is the time to go for it!



### THE 2010 DEADLINES

#### November issues

all copy to be received **very soon!**

#### December issues

all copy to be received by **November 22**

#### 2011 - January - 2011

all copy to be received by **December 6**

#### February issues

all copy to be received by **January 20**

#### March issues

all copy to be received by **February 16**

#### April issues

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#### May issues

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#### June issues

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## cold killers are making the stand

*protection of all sorts in a product range for out & about people*

The opportunity to boost shop revenue during the cold winter months is enhanced by a merchandising unit offer from Planet Knox. Just the job to show off the sports tops and pants, fleeces, gloves, socks, balaclavas and neck tubes from the Lake District company. The range out of Cockermouth sells to ptw riders, off-roaders, mountain movers - and all those looking for superior protection from knocks and hurt on two wheels or to beat the weather.



bikers,  
hikers,  
they are  
all users

The updated modular display from Planet Knox is an eye-catching stand that is supplied free to dealers, subject to agreed stock levels.

### Knox Dry Inside

Timely information as darker evenings and colder breakfast times arrive, also surrounds the Knox Dry Inside range of performance base layers designed to keep the wearer dry and comfortable in all conditions. Made from 95% natural cotton and 5% elastane, the garments have received the 3XDry treatment. With the tendency for people to layer up in cooler times, crunch time comes when moving around quickly generates extra body heat and the perspiration factor kicks in to cool things down. This is the time when Schoeller's Feelgood Technology brings in results that label this as one of the most comfortable performance base layer systems around.

"With Knox Dry Inside, perspiration from the body is quickly absorbed from the inside of the fabric and transported to the outside where it is distributed over a larger surface area that ensures rapid evaporation" say the makers.

The British company also offers protection garments of a different kind, being impact protection specialists with a reputation for innovation dating back to the early 1980's. This was when they pioneered back protectors and body armour, being the first brand to bring CE-approved limb and back protectors to market. First ever producers of a roll-up back protector, Knox has

consistently displayed an energy and enthusiasm for creative ways to make two wheel riding safer and more enjoyable.

Knox provide riders with the revolutionary Kinesis impact protectors, derived from its OEM range of armour. The most significant innovation in impact protection since the introduction of a European standard in 1995, Kinesis doesn't just absorb energy from an impact, it actually deflects it. This is something that came to light during routine testing in the Knox laboratory when a 5kg weight was dropped onto new designs to test their impact absorption properties.

The Knox Team discovered that less energy was transmitted if the sample protector slipped out of position when meeting by the dynamics of the impact. They realised that this is because an oblique force deflects much of the energy from an impact, whereas blunt force is transmitted directly. The discovery will come to the marketplace as part of the Knox garments selection being launched for the 2012 season.

[www.coldkillers.co.uk](http://www.coldkillers.co.uk)

## The Planet-Knox Innovative Scaphoid Protection System

has been recognised and protected with the granting of a patent (EPO 1594378). Knox SPS is unique, in that it combines a protective pad on the scaphoid with a second protective pad over lower metacarpals, and it is this technology that is covered by the patent.

The secret to the success of the system is there must be two pads so that the hand slides when it hits the ground, eliminating the grab effect of leather during an accident. Where only one pad is used it is possible for one side of the glove to grip the ground, causing the hand to rotate, it is this happening which may increase the possibility of fractures.

Knox SPS is fitted to all gloves in the Knox Hand Armour range and performance gloves by many other brands too. The granting of this patent will help to end confusion caused by glove manufacturers fitting similar-looking devices and making claims about scaphoid protective qualities. The Patent means that Knox has exclusive rights to this technology and all scaphoid protection must be either purchased or licensed from Knox. **Want to know more?** The scaphoid is a small bone that connects the thumb to the wrist and is commonly fractured in falls, but is difficult to heal, because it only receives a limited supply of blood. Avoiding the break is the message!



### a Scot founded the Sierra Club

John Muir (1838-1914) was America's most famous and influential naturalist and conservationist. He is one of California's most important historical personalities. He has been called "The Father of our National Parks," "Wilderness Prophet," and "Citizen of the Universe." He once described himself more humorously, and perhaps most accurately, as, a "poetico-trampo-geologist-botanist and ornithologist-naturalist, etc. etc. !!!!"

## hike & bike people

The Sierra Club In America, working since 1892, has been an influence protecting wild places, communities and the very planet itself. It is the oldest, largest, and most influential grassroots environmental organisation in the United States. It was all the brainchild of the Scot, John Muir.

Here's a bike & hike connection at Sierra Club: 65% own a bicycle; 48% own a bike helmet 42% own a bike lock; 41% use their bike to run errands 31% own a road bike; 29% own a vehicle roof rack /carrier 28% use their bike for exercise; 27% plan on buying a commuter bike; 27% own a mountain bike; 19% own a vehicle bumper/hitch rack; 15% use their bike for commuting; 15% own cycling clothing; 12% plan on purchasing an electric-assist bicycle. They also own lots of rucksacks/daysacks!

[www.sierraclub.org](http://www.sierraclub.org).

Sources: ABC, MRI, SRDS

"designed on your body"

**Selle SMP comes pretty distinctive** - a completely free central channel, the original eagle-beak nose and the elevation at the back of the saddle leave you in no doubt what the brand is about. The models offer an interesting streamline touch and high performance, which together with renowned comfort are reckoned to be "designed on your body".

Dilliglove have the SMP range appealing to children through to demanding professionals. The Full Carbon Lite ( 119 g) is the sugar icing on the cake, and the two "Dynamic" models are also available in the Lady version.

*Dilliglove's Bryan McQueen in an SMP talkabout with Cycle London visitor Lord Alan Sugar.*



**Vibram, the Italian sole experts**, have developed a range of high-tec product for the offroader and also for the bmx brigade. Now selected by renowned shoe brands, some are appearing in the new marketplace right now. The MTBike sole made for freeriding is moulded with the XSTrek compound for excellent grip on all surfaces. Tread design has deep grooves for high performance including lateral lugs for better traction and stability.

Vibram use their expertise to incorporate flexion lines for more comfort and to assist the natural roll of the foot. There's a significant rubber toe bumper for better digit protection, and comes compatible with SPD auto bindings.

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## Don't be fooled by over-inflated R-values warns Multimat

*there are two different measurements - the Tog and the R-value*

From the **Caudwell Xtreme Everest Expedition** in 2007 to the Kaspersky Commonwealth Antarctic Expedition earlier this year, Multimat's reputation has led international teams heading for the Earth's frozen extremities to come knocking at their door before embarking on their frozen adventures, say the company.

"However, there's one recurring issue that confuses even some of the most seasoned explorers and that is the different ways of expressing a product's thermal insulation used around the world". Here's what Multimat have to say:

"On the face of it there are two different measurements - the Tog and the R-value or "Thermal Resistance value". But what is often overlooked is that the R-value in the USA is significantly different from the R-value used by the rest of the world.

The R-value is usually expressed around the world in the SI Units - that's "metric" to most people. It is the amount of heat that passes through one square metre of a material each second when the temperature on one side is one degree higher than on the other. Its units are "square-metre kelvins per watt" or m<sup>2</sup>-K/W - but not in the USA.

America still uses US Customary units, an imperial system similar to the British Imperial system, based on old fashioned square feet, Fahrenheit and British Thermal Units. So in America, R-values are expressed as ft<sup>2</sup>·°F·h/Btu. The result is two completely different figures.

It is particularly easy to confuse SI R-values and American R-values, because they are often cited without their units, e.g. R-2.8.

Adrian Stammers, managing director of Multimat, says: "It's the poor consumer who suffers from this misleading situation - and not just ordinary campers but serious expeditions too. We make bespoke mats to order for some of the best known polar explorers and mountaineers in the business - some of them household names - but we still have to explain it to them.

"It also undermines Multimat and other UK-made products as many American mats have an R-value

nearly six times what it would be if they were measured using the SI system that we and the rest of the world use.

"We've already put the record straight on our website and in our product brochure. Now we're broadening our horizons and embarking upon an educational campaign to try and explain it to the camping community at large whenever we can."

There are conversions that can be done to enable campers to compare one product with another, though you will need a calculator; a US R-value is 5.7 times the UK R-value, so divide the US R-value by 5.7 and you get the equivalent UK R-value.

"This still requires campers to know that the mat they are looking at is quoting American R-values," says Adrian Stammers.

"I tell people that if the R-value quoted looks suspiciously high in comparison with other similar products, especially if it is an American brand, treat with caution. Of course, American manufacturers love R-values because it makes them look more thermally efficient than British mats when, more often than not, the opposite is true.

"At Multimat we usually quote tog values to avoid misleading comparisons. Tog (from the Latin word toga) was developed for the British textile industry in the 1960s as an easier system to use for textiles' thermal insulation qualities. 1 tog is 0.1 RSI or 10x the R-value when expressed in SI units.

"As a rule of thumb, our Trekker 75 self-inflating mat in our All Seasons range has a tog value of 10.0. That is equivalent to an R-value of 1.0 using UK (SI) R-values and is pretty much as warm a mat as you can get. If a camper is quoted a figure significantly higher than that for a mat they should check with the manufacturer."

## BETA directory online

The annual BETA International Trade Fair, leader in trade fairs for the equestrian, country and pet product sector, happens 20th-22nd of February.

The British Equestrian Association is claiming first past the post in the race to deliver cutting-edge technology to the equestrian industry. Its specially developed iPhone application is designed to help customers locate their nearest BETA retailer anywhere in the UK. The 'app' is available as a free download and provides users with the ability to locate retailers closest to their position, as well as to a specific postcode.

The British Equestrian Directory and the Trade Suppliers Directory is online for the first time. This allows consumers, retailers, manufacturers - anyone in the industry - to find what they are looking for quickly by using different search criteria such as location, products or company name. It will be an exciting place to be seen - and you can be listed for free!

questions about the directories, please contact  
Jennifer Dalton 01937 582111  
jenniferd@beta-int.com



trade&industry going for bike - going for hike trade&industry

## your life & the street by your door

With government's **Big Society ambitions** of empowering communities still to take shape the charity Sustrans is giving people the means to improve their local area by demanding local authority investment in 'Quality Streets', where people feel safe to walk, cycle and socialise.

Sustrans is encouraging everyone to take the first step towards turning their roads into quality streets, the key element of which is a 20 mph speed limit. So Sustrans is asking people to lobby their local councillor for slower speeds.

**Do it at: at [www.quality-streets.org.uk](http://www.quality-streets.org.uk) between now and 28 February 2011**

Alex Allen, the Sustrans' expert in street redesign explains: "When we surveyed 2,000 individuals last year, 85 per cent of them said they faced problems from speeding traffic or nuisance parking. People feel

powerless to deal with the problem: 90 per cent of those people we spoke to didn't know how to make improvements to their street, yet 70 per cent were willing to get involved in making changes.

"People think of traffic as something that affects the physical environment - taking up space, causing noise and pollution - but its effect on our social lives may be even more profound. At its worst, traffic prevents community interaction and wellbeing.

"It is a part of modern life but it doesn't have to dominate our lives and we want local authorities to make the first move towards more quality streets

by lowering speed limits to 20mph in urban and residential areas."

Sustrans' work with hundreds of residents reveals that unsurprisingly people don't like their streets being used as "rat runs". The overwhelming majority are concerned that the street outside their front door is not safe for their children or even a place to meet and chat to friends, family and neighbours.

Over the last three years Sustrans has worked hand-in-hand with local communities to improve their streets with inexpensive, cost effective re-designs aimed at minimizing speeding traffic,

rat running, anti-social behaviour. Simple ideas such as slowing down traffic using brighter reflective road surfacing, using greenery to act as natural chicanes and tidying up rubbish bins to clear pavements have all been done with minimum cost

In the streets where such changes have happened residents now feel much safer, with their fear of traffic greatly reduced. Their streets have become more pedestrian friendly, half of residents agreeing that traffic speeds have been reduced and 36 per cent saying they'd be happy to let their children play outdoors (compared with just nine per cent before the changes were made).

The changes are also improving quality of life and bringing people together, with 40 per cent of residents now socialising much more with their neighbours, and 67 per cent enjoying being outside their front door because it is now a greener more pleasant environment.

Strategically placed planters and bike racks all serve to slow down traffic and turn the street from race track and car park to somewhere for the people who live there.

Visit [www.quality-streets.org.uk](http://www.quality-streets.org.uk) before the end of February, 2011 to lobby your local councillor. [