



OUTDOOR trade & industry

the b2b that helps you see ways to profit on the outdoor scene



a KSA business to business publication phone: 0191 488 1947 e-mail: office@tradeandindustry.net January . 2012

2 into 1 does go

positive response from the trade as Tent Show joins Outdoor Stoneleigh
The answer to "will it work" seems on the table and positive as the organisers of the Outdoor Trade Show see early bookings are up compared to the same time last year. Bookings for Stoneleigh booths in September 2012 opened a month back, now 70 companies having secured space at the show. OTS is both in the halls and on grass outdoors, for tent displays. OTS opens on a Sunday, two weeks earlier than usual, running September 9 to 11 (indoor and tents) with the tent show closing on September 12. www.outdoortradeshows.com

Dawes pleases. exports are next move.

Heritage vintage bikes and the Galaxy touring range in overseas sales push

officially licensed Team GB products have caught the eye of Dawes dealers.



International Distributors are to form an important part of the 2012 Dawes Cycles sales strategy, and the Birmingham business is at the upcoming Taipei Cycle show. Initial product offer is from the UK range, the company having brought in MTI to assist with their international sales drive. "British brands with a strong heritage and pedigree are in demand across the world" says Neal Holdsworth, the MTI md. "Classic timeless design and style with the finest modern components is a winning combination from Dawes". Julie Hayward, sales director at Dawes Cycles says "We are now looking to build on the winning appeal of the classic retro styling especially. The plan is to add a network of strong International Distributors."



"It's a Mercian, Peter . ."

When we heard that Bath bike shop owner John Potter was out road-testing his newly built-up bike we thought it'd be good idea to track him down. The story had been circulating that he would soon be getting "something a bit special" - and quite right for a bike shop owner who started in business with the simple desire to make an honest bob and have a bit of a laugh doing what he loved. The new bike is a Mercian. More about the bike spec inside this issue.



above: Matthew and Chris Kinsell. right: The smart new showroom was built two seasons ago. below: the cafe is a renowned feature

the job building brothers

"a full commitment to our north-east of England stronghold"

Catterick Caravans, the family-owned outdoor business run by brothers Chris and Matthew Kinsell, pulled off something of a coup when they purchased two new retail outlets in the north-east of England. The premises had been operated by Discover Leisure until their demise into administration, one is at Birtley, Tyne and Wear, the other at Flaxton Moor, York. The brothers agree their company approach is very much back to traditional values. "We are restoring these sites to their roots as independent, family-run businesses."

The new premises will also revert to names used previously - Tyneside Leisure World and Ebor Leisure World. They will be outlets for both new and used caravans and motorhomes, along with new franchises to be announced. The award-winning Catterick Caravans have grown their success at the third-generation North Yorkshire outlet with a customer-friendly approach that pulls in the punters. The visitor there finds a multi-agency caravan and motorhome display alongside what is reckoned to be the largest outdoor equipment accessories shop at any UK caravan dealership. Even better, the staff interface with customers carries the hallmark of a dealership that cares, and bothers to please. "This is the style we will roll out at Tyneside and Ebor" says sales director Matthew Kinsell. "This move represents not just our growing influence in the leisure vehicle sector, but a full commitment to our north-east of England stronghold. We're saving jobs, and creating them, too". His brother Chris puts in a last word . . "what we are setting out to do is to lead the industry with our after-sales approach. We want to be the best, we want to be special.

our aim is to lead the industry with our after-sales approach



Whether the customer buys used or new, from us or not, we want to look after them".

With these two new bases, the company's expertise has got a lot handier to a lot more new and existing customers. That can only be good for brands and for the way the merchandise gets out there.

after a patch of darkness the light are back on in Birtley - now Tyneside Leisure World



EDITORS DESK

where danger lurks . . .

Putting a foot wrong on Scotland's Corriearack got me an overnight at Inverness hospital. After I flipped over my handlebars in Champagne country last summer, hospitals gave attention. Both cases came down to me: a sense of balance gone wrong, yet helping statistics come into play.

On the matter of staying upright, fact is accidents happen. Statistics collated and reported can then change the picture, witness the media comment that suggests "cycling is dangerous". Tripping around in hill-country is seen much the same way, especially when Mountain Rescue Teams get called into play.

Neither biking nor hiking is dangerous: rather, it's people and circumstances.

Let's be careful that an "incident rate" isn't used against the freedom to go enjoy. Kids enjoying themselves tend to scrape and bloody knees, adults new to near-adrenaline activities - enjoying themselves, too - bounce less easily. In both cases, it's their right.

But next happens that the long-term trend of "incidents to cyclists" gets described as "deeply worrying". Fact: there has been a 17.5 per cent increase in cyclist casualties between 2007 and 2011. But let's not have it all one way - London alone, in 2010-2011, saw cycling trips shoot up by 15 per cent; 150 per cent up since 2000. Poor ratios?

Similarly, the hills are alive with people taking their Phone Apps into places unknown. Roll the statistics . . . but outdoors is safe!

Crying wolf, that's the real danger.

We all know the UK traffic mix is a mess; ice on a mountain path means you step more carefully. But slanting the story, and mostly to present it as a "safety issue", warns people it's better they lay by the pool, play couch potato, avoid exercise. And that's quite dangerously stupid for their own well-being.

Tell customers where they are better off!

Peter Lumley - editor
peter@tradeandindustry.net

driving in France: it'll be compulsory soon to carry a breathalyser

As part of a continued programme to cut the number of road deaths in France, new measures have been proposed by President Sarkozy which will see drivers facing a •17 fine when they don't have a breathalyser on board. In my early days on family camping reporting assignments, writes *Peter Lumley*, French summer traffic was so chaotic - and to the French, themselves, especially! - that some of the *departements* put in place massive one-way systems to prevent drivers crashing into vehicles coming the other way. The special "holiday route" maps which were distributed are probably now collectors' items.

President Sarkozy's idea, introduced last year, is intended to allow drivers to check whether they are under the legal limit before driving. Drivers caught without a breathalyser in their car - even if they are teetotal! - will face paying a •17 donation to the French coffers. The serious point of road safety, though, sees leading Dover - France ferry operator, DFDS Seaways, formerly called Norfolkline, highlighting the need for drivers to begin

carrying disposable breathalysers in their cars when driving in France. The ruling will be made compulsory under French rules from this spring. "DFDS Seaways will continue to provide its passengers with the opportunity to purchase compulsory driving equipment on board, so that drivers can ensure they are compliant with all French driving laws" says Andrew Kelly, for the ferry company. "Although the final details are still to be announced, we want to ensure our passengers are fully aware of the obligation to carry a breathalyser in their vehicles when driving on French roads, and to be fully prepared."

DFDS Seaways sails Dover - Dunkirk up to 12 times a day, with around a two hours trip the norm.
www.dfdsseaways.co.uk

WORKPLACE SAFETY

Hazard warning signs, prohibition signs, mandatory signs and safe condition signs- the regulations could be a nightmare - but help is at hand with a comprehensive *Safety Signs* catalogue showing over 3,000 signs that meet current BS and potential future EN standards. Arco has launched this alongside expert advice to help businesses prepare for any changes.

The Arco catalogue helps businesses choose safety signs to warn of remaining risk or to instruct employees of the measures they must take to stay safe in the workplace. The Health & Safety (Safety, Signs & Signals) Regulations 1996 state that it is a legal requirement for all businesses and commercial organisations with public access to buildings to highlight health and safety risks through the use of suitable signs.

Arco offers a variety of services to accompany the Signs catalogue, including site survey and installation services. If businesses are unsure of the legal requirements the Arco site survey specialists can offer guidance and ensure that required signs meet the latest legislation and safety practices. A competitive sign fitting service is also available. www.arco.co.uk

Arco is the UK's leading safety company, distributing quality products and training and providing expert advice helping to shape the safety world and make work a safer place.

warning as motorbikers take to bus lanes

The Olympic Games this summer will bring a lot of people to Britain not used to looking right before they step off pavements. On top of London bicycle riders will be sharing bus lanes with powered two wheel riders - aka *motorcyclists*. For years lobbying by ptw associations for this road-sharing move has hitherto met the obstruction of bicycling bodies, people wanting to but now London joins cities such as Birmingham and Bristol who already allow multi-use of bus lanes.

When Transport for London's decision to allow motorcyclists to use bus lanes on a permanent basis is enacted at the end of January, everybody needs be aware of heightened risks on the streets: and not just from pedestrians stepping into the road. Bus drivers and cyclists and ptw riders will all need to be vigilant and get used to sharing road space.

TfL have shown a significant increase in motorcycle collision rates and also found an increase in pedal cycle accidents of 173 per cent, even when the increase in the number of people cycling was admitted.

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OUR YEAR 33

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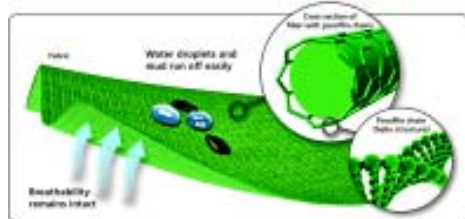


this duck is not sure about water!

Most ducks will dive under the water and resurface looking dry as a feather - and *where* did that old saying originate? Probably some guy with a huge magnifying glass who had discovered that ducks, geese and similar such feathered friends produce an oily secretion that they preen into a very useful coating. Looking to avoid being outdone on this, some boffins have managed to biomimic the natural water repellent impregnation function that ducks wax lyrical with and introduced ecorepel. The new product, introduced at ISPO and shown by Schoeller Technologies, imitates the natural protection in what is described as a highly functional, odourless, high-tech finish. It is all said to be based on long paraffin chains that wrap themselves spiral-like around individual fibres, filaments or yarns, in a very fine film. The whole process reduces surface tension, so that water droplets and even mud with significantly higher surface tension run off simply. We've not checked yet, of course, but the claim is that breathability is not affected and the feel remains pleasantly soft.

ducks have what we want!

but now Schoeller Technologies dives in with a rescue!



ducks with what bikers and hikers want

Describing ecorepel as an ecological technology, the formulators say the biodegradable paraffin chains do not contain any fluorocarbons. The technology passes Oeko-Tex Standard 100 and complies with bluesign too. It's claimed users win-win as ecorepel is a high-tech performance finish that does not negatively affect the environment, in its manufacture nor in its use.

these fowl pictures were shot by Peter Lumley, KSA

tax spot checks

big businesses could owe more than £25 billion in taxes - but small operations get "mistreatment"

Businesses should make sure they've plenty of coffee handy - 20,000 firms are in line for visits from the taxman. Apparently this is spurred on after an autumn 2011 HMRC pilot exercise in which just 12% of firms displayed 'seriously inadequate' paperwork.

The small operations champion the Forum of Private Business has been hearing criticisms that HMRC's paperwork spot checks regime is targeting small companies at the expense of large companies. That has seen the Forum writing to David Gauke, the Exchequer Secretary to the Treasury, to complain about HMRC's 'harassment and mistreatment' of small businesses. That governmental attitude brings steep fines for even slight delays in tax bill payments as well as records errors or omissions.

The sweet and sour of this is reckoned to be HMRC agreeing 'sweetheart deals' with some of the UK's largest companies. Tax office "irregularities" acknowledged by the Public Accounts Committee estimated unpaid taxes from big businesses could amount to more than £25 billion. In addition to facing potential fines of up to £3,000 for records deemed inadequate, small firms are being forced to negotiate ever more costly red tape at a time the Government is pledging to reduce bureaucracy.

The not-for-profit Forum of Private Business' latest 'cost of compliance' Referendum survey last July, showed that tax administration is now the main regulatory burden for small businesses, leaving them with a bill of £5.1 billion per year.

While HMRC's SME strategy covering 2012-13 and 2014-15 warns of an increase in 'potential rule breakers' - estimating 28% of SMEs could be found to have poor records - it recognises that 88% of business tax red tape falls on SMEs.

Time to think about that coffee!

mountain culture music

Gaelic singer to open the festival

A unique launch event for Fort William Mountain Festival is at Nevis Range's Pinemarten Restaurant on February 15. The exclusive musical performance is from award winning Gaelic singer Mary Ann Kennedy - a contemporary piece *Bliadhna an t-Sneachd Dhuibh*, the 'Black Snow' which showcases the beauty and power of uplifting Highland music. It was written for a commission to give the Scottish perspective on snow and ice. The performance interplays a recorded background of natural, synthesised and manipulated sounds with four female singers, all to dramatic effect.

'Black Snow' will be a tasty cultural treat to kick off the 2012 Fort William Mountain Festival. The black tie evening is £45 per person, including 4-course meal and concert.

www.mountainfestival.co.uk

Mary Ann Kennedy's music: www.maryannkennedy.co.uk

three stages of Champagne: *observing appearance - la robe; sniffing it - le bouquet; the actual tasting - la bouche*

Tour de France is the greatest free show on earth - celebrate it in Champagne style, suggests Peter Lumley.



Le Tour - first week

- Saturday June 30, in Liège
- July 1: Liège to Seraing
- July 2 Visé to Tournai
- July 3 Orchies to Boulogne
- July 4 Abbeville to Rouen
- July 5 Rouen to Saint-Quentin
- July 6 Épernay to Metz

get right to the heart of things

Épernay is at the cross-roads of Champagne trails, a Tour de France *départ* from here in 2010 saw Mark Cavendish sprint to a stage win at Montargis. This July he'll leave the cobbled streets of this Marne side town, looking for another victory when the race reaches Metz. The 2012 first-week stages are all in this northern region after the Prologue on Saturday, June 30 at Liège. They'll race fast and coastwards to Boulogne-sur-Mer and afterwards to the Thursday finish at Saint-Quentin. The morning of the Friday will see a very busy Épernay, a place we've stayed.



white chardonnay plus pinot and pinot meunier is the drink

A couple of dozen miles south of Rheims, the town is in a chalk hills valley where famous grapes mature, this is calming countryside, close enough to Paris if need be, yet a world free of bustle and hustle - until the Tour arrives, of course. We'd come down to the Marne river, dropping off the forested escarpment after, at Rheims, abandoning the eastwards heading péage we had joined at Calais. Across the Nord-Pas-de-Calais region, and easily over Vimy Ridge, that was a relatively quiet stretch of motoring which had then got a little more serious. Yet it's much prettier through the sun dappled forest than driving half a day on the three-lane highways, and cooler too! There is a very friendly *municipal* at Épernay, a camping site with neatly hedged, roomy pitches. Good security at the gate, an on site snackery and in the bureau it's English spoken, and very helpful with ideas on what to do with your time. From here

you bike, or stroll or simply laze, relax. If you'd like then boat it - but bring your own! On the waters here rods ply and occasionally pluck silvery slivers that wriggle till they are released to the angler's keep net. The Marne is both a river and canal, together and apart at times, making an easy escape route you can model to a little or a longer version that suits your time.

It's barely a ten minutes walk to the shops, on a traffic-avoiding gravel path there and back to the tarmac or the cobbled streets of town. The bike is quickest and a pannier beats a shopping bag. On this side of town is the railway and bus station, on the other is the Avenue de Champagne, where you find famous *maisons*. The best selling Champagne in France is Mercier, their drink made from the white chardonnay grape and two red ones, pinot noir and pinot meunier. Take a lift down to the vaults where it is as cool in summer as it will be warm in winter, riding on electric buggies past illuminated chalk tableau and trestles of tilted, dusty and dark bottles.

They wait for their turn and their turn again, a skilled process that matters how it's done. In all there are 18kms of such galleries. Upstairs again you buy treats, trinkets or trophies and crane to see the immensity of the biggest ever example of a cooper's art - the barrel built in 1889, famous too for where it has been seen. It won't ever move from here - the Mercier visitor centre was actually built, brick by brick, around it.

Away from town you can bike or hike the Marne



canal path, flat - yes - but with your interest building with the help of information boards and cast iron markers on old buildings. Then, what chance you will hear English voices . . . ?? . . they came from a light cruiser locking through from the canal into the Marne riverway near Cumières. *Silvia of Blakeney,*

I managed to walk through roadworks, then linking tarmac and the canal path for a gentle ride.



the craft that is, was heading back on a voyage that began in the coming-summer of Split. This pleasure time use is all based on the old industry needed canal building era, a time before the bicycle even, yet how well they both marry for going places.

Of the tourist attractions visiting Haatvillers gets you sight of the biggest-ever Champagne bottle and cork, one that'd take many a dozen balthazar to fill - that is at 12 litres a pour. Ride on the right bank of the Marne, westwards, and wait for a bridge to the other side . . . Dameris appears after quite a way, the track offroad in places. Towards Dizy and Magenta by the canal, it's straight, straight, but then a good road back into Épernay from the village of Magenta.

This is where Thierry Lombard bottles his rather drinkable Rosé Champagne. It'll be something to drink in quantity on July 6, after Mark Cavendish has added yet another win to his Tour de France tally. sprinting into Metz. Real fizz in his wheels.



(top of page) Marne canal and the river meet again near the terraces of Josph Perrier at Cumières. This is where I heard English voices, as the Lowestoft registered Silvia of Blakeney went through the lock at that waterway junction (photo left).

right: they don't build them this big any more - the wagon size Mercier wine barrel sits on wheels - and the figures are larger than life size!



“unprecedented funding for new charity” don't look now, but will towpath hike & bike cost us? Again.

A new Canal & River Trust is being launched, dubbed a “national trust for the waterways”. Plan is to harness the support of thousands of supporters and volunteers, so getting more people caring for canals and rivers in England and Wales for the benefit of future generations. “Releasing the nation’s waterways from Government control gives more certainty than ever to their financial future”, reckons the man dishing out over £1 billion of Government help, Environment Minister Richard Benyon. The Scottish Government have decided not to change the status of British Waterways in Scotland and the Scottish canals will therefore remain in public ownership.

“The government’s £1 billion investment (but check the sums! he should have said) will get this new charity off to the strongest start possible, and let local communities and volunteers shape the future of our world-famous waterways.” adds Mr. Benyon. There are strings, or shackles? in place, and although the Canal & River Trust’s charitable status will mean new opportunities for revenue (raising!) through donations, charitable grants and legacies, increased borrowing powers and the like, that’s not all. The grants reduce gradually over the last five years of the agreement, and are tied to three performance measures. These include satisfactory condition of principal assets, satisfactory condition of towpaths, satisfactory flood risk management measures.

At the beginning of the UK backpacking movement it was necessary to buy a license from Inland Waterways before you even put foot on a gravel path beside canals. That reflected exactly the attitude of the then Forestry Commission, who charged us an annual license fee to “wild pitch” a tent - but didn’t necessarily ask for money for us to go walk in the woods. Tony Hales, the chairman of the Trustees of the Canal & River Trust, goes as far as to congratulate the minister on their settlement. “Which creates a bedrock on which to build the future prosperity of our waterways. In the 21st century they will be held in trust for the nation as a national treasure and a haven for people and wildlife”.

Following scrutiny by Parliament, the new Canals charity will be launched in June. The inland waterways managed by the Environment Agency will transfer to the new waterways charity from 2015/16, subject to the next spending review and the agreement of the charity’s trustees.

taking ‘search’
out of ‘search
and rescue’

PLBs are now legal in Britain

The use of a
personal location
beacon

on land in the UK is now legalised by OFCOM. That has prompted Ross Wilkinson, global sales director of McMurdo, to say the move heralds real progress for the safety of anyone venturing into remote areas around the country.

Hitherto the PLB system aimed to locate seaborne incidents off the UK coast, or with airborne users. Documented rescues around the world - and even in Britain, in at least one known case - has brought help to climbers in New Zealand and from a bear attack in Alaska.

Where there are limited means of communication and the emergency services cannot be contacted, a PLB brings a direct method of alerting the search and rescue authorities, no matter how remote the location. It’s reckoned that during 2010, 2,338 people were rescued in 641 distress situations globally using information provided by what is known as the COSPAS SARSAT system.

Now outdoor enthusiasts will be able to legally use the McMurdo Fast Find Personal Location Beacon on land in the UK, something of a result for people like McMurdo Ltd, who have been campaigning for a number of years to permit the use of PLBs on land and in the UK.

The beacon’s multi-channel GPS is designed to give precise location co-ordinates to the search and rescue services, meaning the Fast Find takes the ‘search’ out of ‘search and rescue’ and will ultimately reduce costs to these emergency responders.”

Typical positional accuracy of a PLB is plus/minus 62metres (0.03 miles).

Once activated, the Fast Find will transmit continuously for a minimum of 24 hours at a powerful 5 watt output and also features a LED flash light to assist with rescues at night or during limited visibility. As well as sending out a distress signal by satellite, the Fast Find PLB transmits a 121.5MHz homing signal which enables search and rescue teams to home in on the beacon once in the vicinity. The Fast Find 210 PLB is subscription free and does not rely on commercial call centres.

Fast Find PLB 210 sells at £225 +vat
www.fastfindplb.com



the solution to making green, the clean

Using microbes to break down oil and grease, so that water-based cleaning fluid can then be recycled, is clever. Rozone, a leading provider of innovative, cost effective and sustainable cleaning solutions, has gone one step better. They have brought to market a new PCS100 Benchtop Parts Cleaner.

Workshops get a greener solution - no pun intended - without a need for costly service contracts. Using a solvent free, water based cleaning fluid heated to just 40 degrees, operators will maximise efficiency to achieve outstanding results. The Benchtop Parts Cleaner will significantly reduce hazardous waste disposal. Beth Jones of Rozone tells that “water based bioremediating technologies, such as those used in the parts cleaner, have improved significantly and this has prompted a move away from solvent based parts cleaning. Across Europe it is estimated that there are already more than 30,000 bioremediating systems in use”.

Introducing a benchtop system for use where floor space is at a premium, and to gain a more mobile cleaning “solution” helps service operatives deliver exceptional cleaning, with minimal environmental impact. “As the Benchtop Parts Cleaner solution itself is non-toxic and vapour free, it’s also really safe for the user” adds Beth Jones.

The PCS100 Benchtop Parts Cleaner has a small foot print to fit neatly on top of a workbench, it’s easy to maintain, only requiring a regular top up of degreasing fluid and monthly change of the filter mat by workshop staff. It comes equipped with a flo-thru brush with self-cleaning jets to ensure that users can clean those hard to reach crevices. Rozone are on 0121 526 8181 or email info@rozone.co.uk



the Mercian build-up

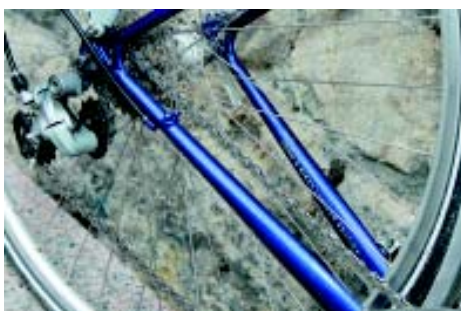
Bath bike shop owner John Potter has had the workshop build a bike to go touring. They went to Mercian in Derby for the handbuilt lugged steel frame for this John’s Bilkes Special. The size is 21.5in on a 40 inch wheelbase and the drive is through front and rear Shimano Ultegra 10s STIs, to a 11-28 cassette. That offers a gear range of 25” to 117”.

John Potter’s preference for toe clips means fitting leather toe straps, and deciding it as a desire to have some “real touring kit” they chose TA 172.5 Carmina cranks, TA Zephyr rings, 26-36-48, on a TA bottom bracket. John will sit on a B17 saddle, but hasn’t admitted it may well be

one he’s already shaped up to give a comfortable day, otherwise a short trips for a little while during the breaking-in period. He’s doing that anyway with locals and friends. The Campagnolo Record headset has a Nitto stem, seatpin and Grand Randonneur bars. True to the touring ethos there’s a spoke carrier and a Tubus rack that’s bolted into the frame rack mount eyes, plus SKS Chromoplastic mudguards. With XT hubs on 700c Mavic 36-spoke Open Pro rims, the wheels are shod with 32c Continental Touring Plus tyres. The stoppers are Shimano Long-Drop Dual-Pivots, on a bike that’s going to demonstrate to shop customers what to ride when you are into cycletouring.



opportunity: build your own bike how the John Potter dream machine turned out



Taipei celebration

Visitors to the Taipei Cycle Show will be celebrating 25 years of an event that has world-wide focus. From the earliest times it was reckoned that if you stood by the main doors, and only there, just about everyone who is important in

the world of bicycling manufacture would brush by your elbow. The 25 year landmark is reached on March 7, with the show taking through to March 10. For certain it is to be as big as the organisers at Taiwan External Trade Development Council can find room to bring in the companies who want to meet world partners. Yet they don’t keep this a bicycle-alone event, TAITRA is helping the international Trade visitor see how other sports can contribute to their business approach.

There is innovation to be explored at the aligned TaiSPO, Taiwan International Diving & Water Sports Show, along with the International Sports Textile & Accessory Expo. The real opportunity to meet leaders from the international fitness and outdoor markets, and other specialist suppliers comes at TaiSPO - the latest in functional fabrics impacting bicycling and outdoor fashions and trends. Be there to discover.



a collection of gear for bike, hike and outdoors

special edition Heritage models are draw

"look and performance belies the price tag" - Dawes director Lawrence Cox



The **Boost electric range** continues to gain interest, with dealers appreciating the price bracket of the Dawes e-bikes. City and Suburbia models, *Cycle Show* launched last September both fit the cycle to work customer. Good quality cycle components married to a simple to use and fully serviceable and reliable power source.

Boost City £799.99 utilises a 24V Lithium Manganese battery with power indicator.

Suburbia £999.99 has a 36V Lithium Iron Polymer battery, LCD display and variable assist levels. Both models have 250 Watt motors and with low step and regular diamond frames on offer the range appeals to a broad spectrum of cyclists.



New colourways for the Duchess model has proved a big hit. Looks good, rides good.

New colourways for the Duchess model proved a big hit on the Dawes Roadshow Series, organised in such a way that venues were travel-friendly for the bulk of dealers. That took in Bristol, Falkirk, Bradford and Cobham, as well as hq in Birmingham. It gave dealers opportunity to meet Dawes staff - including new recruit Rowan Weret, who is also area sales manager for London and the south east. The company has also welcomed back Ian Beetson, active with Dawes in the nineties and making a brief return to meet dealers on the south west.

"The 2012 range of bikes show that we have a quality product for every pocket with a look and performance that belies the price tag" says director Lawrence Cox. The Roadshows were sneak preview time to see some special edition Heritage models and also the Dawes collection of officially licensed Team GB products, all to show in time for the 2012 Olympic Games and a lead to dealers creating additional interest through their shop windows over coming months.

Discovery and Discovery XO hybrids are new, look fantastic, are well spec'ed but still hit key price points. For younger riders there's a 14" frame size for Model 201 model. Selling point there is the bike offers plenty of room for growing youngsters, is well worth the £299.99 price tag and at last providing a well spec'd 700c hybrid for those cycling to school. It'd suit small framed commuters as well!

Dawes have a revamped Giro road series, with a £299.99 entry price Giro 200 carrying the look of a pro model. An alloy frame with a higher, shorter top tube to accommodate new riders not used to the stretched out position of a classic road bike, strong double wall rims and a trendy short drop, short reach bar.

The best known name in touring bikes, Galaxy, sees the Super and Ultra models getting Shimano's latest 30 speed gear offerings and the popular Audax bikes have all new but tastefully retro paint finishes. The trekking range is a modern twist on an old favourite with the introduction of the Mojave ladies. The all white machine is decorated in pale blue and mocha with matching brown grips and saddle; there's a larger 21" frame size. That's alongside the entry level Accona model, gents pr ladies versions, budget priced at £199.99 and fully equipped with mudguard, carrier and 18 speed Shimano gears.



eye-catching point of sale

Dawes Parts & Accessories bring a range of fast moving items to the counter. Helmets, lights, locks, pumps and tyres and tubes are all on offer along with eye-catching and well presented point of sale which will fit to most standard shelving or slatwalls.

Product manager Steven Davidson has given the luggage range a major overhaul incorporating many new features including Rixen Kaul fittings, weatherproof zips, soft pockets and rain covers. New items include a Deluxe series of bags including 23L left & right handed panniers, a universal pannier bag, saddle and racktop bags and a padded laptop friendly messenger bag. The retail prices knock hard on the door of some of the most established players says Steven Davidson.



Dealers can purchase online on the Dawes b2b site. Easy to navigate, the site helps topping up shop displays easier so you don't miss the next sale. Retailers wishing to set up a B2B account or require more information on any of the products in the Dawes range should contact sales@dawescycles.com or phone 0121 7488050.

putting hikes with bikes together

Teva partners with Endura cycle team

When you've a race team spending up to 300 days on the road each year then road-testing kits that's specifically designed with travelling light in mind slots right into the schedule. Adventure shoe brand Teva has partnered with one of the UK's top cycling teams with just that thought in mind. Under partnership arrangements Teva will be supplying the team with Teva footwear, in particular Teva's Mush Flyweights range of innovative, super lightweight - just 150g a shoe - and packable travel footwear.

The 17-strong Endura Racing team includes many prominent riders such as Russ Downing and Zak Dempster and is one of the most travelled teams in cycling. Brian Smith, the GM of Endura Racing, says "it's exciting to be working with Teva, it's not just about giving product to Endura Racing but a chance to get involved with the team on product feedback and development. Endura Racing has been built around this concept especially with its Equipe range of clothing, and it's great to see other companies like Teva reaching out to partner us".

Luke Schryver, Teva UK's Marketing Manager, reckons the arrangement provides a great way of showcasing the Mush Flyweights to the wider community.



Mush Frio Bungee



SLAT WALL SHELF



SLAT WALL LOGO SIGN



FLAT PEDAL SLAT WALL SHELF

Teva have in-store fittings to support the brand

SMG Europe navigating to pitch

aim is to boost their new-brand sales in the specialist outdoor sector

Eureka has a credible heritage in the tent market, manufacturing tents since 1895 and known over the years as an innovative leader in the outdoor market. In the '70s to '80 the brand partnered with other Stateside names and competed for sales in the emerging UK backpacking market and linked into European outlets after exhibiting at SPOGA in Cologne. Eureka was often

working to build their dealer support and consumer awareness at London, and also the Harrogate shows. Today Mark Flanagan is at SMG Europe to help push sales of both Eureka! and Camp Trails tent and camping accessory brands.

Until recently, SMG has remained specialist in the marine market representing leading navigation equipment and marine electronics brands. These include product ranges from Garmin, Raymarine, Icom and Humminbird, the brand that's reckoned to be America's best fish-finder. SMG also handles distribution of Memory Map, SPOT personal locator beacons and Power Traveller portable solar chargers. SMG's Sales Director, Ross Alexander is confident about the investment saying "we are very excited about our entry into the outdoor market and with SMG's proven track record in marine we are well structured to represent new brands in the leisure market."

The aim now is to raise the profile of the Camp Trails and Eureka! brands in trade and consumer markets and to help boost sales in the specialist outdoor sector. This will be achieved with the expansion in the capacity of their warehouse to cope with increased stock levels in addition to their standard lines. "Our partnership with MCS will provide the visibility that we need for the product ranges in both trade and consumer levels" says Ross Alexander, "and we will be working hard with new initiatives and incentives to support our retail stockists."

for tents and camping equipment visit www.eurekaeurope.com



picture: Eureka! Quazar

Today the maker is the sole supplier of tents to the US military. The first tent manufacturer to introduce a practical external frame tent, their Draw-Tite. They are reckoned as the first to design an umbrella tent that combined the roominess of a cabin tent with the convenience of an umbrella frame. First to use frame clips to ease set-up and enhance air circulation they supplied Sir Edmund Hillary in 1960 with Eureka! tents on this Himalayan Expedition to Nepal. Eureka! was also the sole tent supplier to the All American Mountaineering Expedition that climbed Mt. Everest in 1963.

Eureka!
FOR LIFE OUTDOORS.

Plymouth based SMG Europe

is a specialist distributor of marine and outdoor electronic products. They've struck a deal with Nigor, the European brand licensee, to distribute the full range of Eureka! tents, rucksacks, sleeping bags, camping accessories and outdoor furniture to retailers for the first time in the UK. SMG is also the appointed exclusive UK distributor of Twonav handheld GPS.

GOODYEAR

1880 meets 1898

wellingtons, sports sandals, slippers, casual, active & vintage men's footwear - all with the Goodyear name

The Northumberland distributors who deliver Grisport trekking footwear and accessories, and the Lunar for ladies brand, now have the world-famed Goodyear brand in their portfolio of product for delivering to UK and Ireland retailers.

Now regarded as one of the best suppliers to the UK shoe industry, the GRS Footwear business was established in 1880, just a handful of years before the USA founding of the Goodyear Tire & Rubber Company happened in Ohio. The five year deal sees the UK based distributor supplying a comprehensive range of Goodyear branded wellingtons, sports sandals, slippers, casual, active & vintage men's footwear to UK retailers.



This new to the GRS Footwear operation see the global brand slotting perfectly into the product offering and supply philosophy of the UK company . . . "we have

been looking for some time to find a strong brand name to run alongside our recognised ladies and outdoor brands" says sales director Alex Richardson. "The plan is to offer retailers exactly the same comprehensive level of in-stock service that we proudly offer across each of our brands."

Goodyear product is set to hit all key retail price points from £20 through to £80, very much in line with those offered by the Lunar brand from GRS - and margins for retailers will be very attractive compared with others in the sector. Company director Martin Rye is the fifth generation of the family to be actively involved in the business. He reckons, justly, that whilst the Northumberland company already has a 132 year pedigree of successful trading in both UK and overseas markets, the new agreement to work with Goodyear shows that the GRS team are far from complacent about their future. "We are continually exploring new options and agreements to cement our position in the footwear business".

www.grs-footwear.co.uk www.grisport.co.uk
www.lunarshoes.co.uk phone GRS on 01670 716878

When they began in business, Goodyear made tyres for bicycles - just then becoming sophisticated and fashionable.

The small workforce also made pads for the hooves of horses, as well as tyres for the carriages they tugged. It's said Goodyear were also into making poker chips - but a straight face is being kept on that one! A patent granted them in 1903 for the first tubeless automobile tyre then in 1911 Goodyear began taking to the skies, blimp-style. A dozen years later a joint venture with Zeppelin is formed, the Goodyear-Zeppelin Corporation, it disbands in 1940. Thirty years later the first tyres to be driven on the moon were Goodyear, on the NASA Apollo 14 Moon mission. The company employs around 73,000 people, manufacturing in 54 facilities across 22 countries.

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all copy to be received fairly soon

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all copy to be received by March 20

May issues

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TODAYS CYCLIST

the show gives dealers an opportunity to view bikes and accessory parts in a relaxed environment. Refreshments will be available through each of the days.
opening Tuesday, February 28 to March 2

This is the fourth time Moore Large will welcome retailers to the Derby HQ for the Todays Cyclist product show. This is a time when the really new products get an airing, happening in expanded and re-designed showrooms and display areas where top brand manufacturers will be on hand on a 1-to-1 basis, answering questions and listening to customer feedback.

Moore Large are creating maximum display space outside the Supplier presentation rooms, where manufacturers will be spending time with their products speaking to retailers. There is the debuting of Knog's new lighting range - something kept top-secret for the last 6 months so the Todays Cyclist show is the first opportunity for people to see the range of USB rechargeable Blinders.

The distributor will be launching a fantastic range of road components, from their latest signing 4za - the accessory brand from Ridley Bikes.

New products will be on show from all Moore Large's established brands including Lake's new custom fit road and MTB shoes. There is also an updated and much improved version of the world's lightest helmet from Limar.

information: sales@moorelarge.co.uk
phone: 01332 274252

TODAYS CYCLIST

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Health - topic of the future

"lack of time" is the number one reason for physical inactivity

It is reckoned that across the world 36 million people pop their clogs every year due to non-communicable diseases. Count this as caused by heart disease and stroke, diabetes, cancer and chronic lung disease. It is a total of 63 % of all global deaths. Nearly a tenth of the deaths - approximately 3.2 million people - are due each year purely to physical inactivity. Think about it - they can't bother to get off the couch, but then get to being carried out!

Physical inactivity is of high interest and importance to the sporting goods industry, bringing the makers' international body to approach this topic intensively at a Health Symposium in Munich. Talks were on how to explore how

Dr. Timothy Armstrong is of the opinion that "the sporting goods industry needs to continue promoting the importance of physical activity not only as a leisure time activity but also as part of daily living through active transport like walking and cycling."

the Trade could be more be involved, and look to ways to promote and benefit from being in tune with "health".

Drivers there were Dr. Timothy Armstrong, a co-ordinator in Diseases and Health Promotion at WHO, along with Dr. Rhona S. Applebaum, regulatory officer at The Coca-Cola Company. A global advisor Maria Stefan from the American College of Sport Medicine presented "Thinking Beyond the Playing Field: Why Physical Activity and Sports Is Business Relevant in Building a 'Culture of Health' for all". Mogens Kirkeby, president of the International Sport and Culture Association emphasised the importance of mobilising inactive people - yep, let's get them hiking and biking!

The industries can encourage people and their

governments to integrate physical activity into everyday life at home, at school, at work and at play. That promotes a healthy lifestyle. Physical activity is an efficient and cost-effective, if not the best solution to boost health and for both the prevention and control of NCDs. "All sectors can contribute to the development and implementation of workable, sustainable solutions to advance active, healthy living. What can move the dial of success faster is when all sectors work in partnership", says Dr. Rhona Applebaum, chief scientific and regulatory officer at The Coca-Cola Company.

"None of us can do it alone. We all have to work on an agenda to fight obesity and to promote physical activity."

WFSGI's past collaboration with the WHO has already made it clear that it is not only an obligation but also a huge opportunity to support healthy lifestyles and physical activity in a structured manner. The sporting goods industry may then get through to new potential customers that have not been reached before in its actual communication. It is clear that if industry doesn't take serious action to promote healthy lifestyles, it will be confronted in 20 to 30 years with a non-active population and extremely high health-care

WFSGI is the world authoritative body for the sports industry officially recognised by the IOC as industry representative within the Olympic family www.wfsg.org

Findings suggest that "lack of time" is the number one reason for physical inactivity and this situation won't change on a short term basis. Maybe time could be freed up by abolishing the computer?

costs, which equates to higher tax needs. That also leads to there being fewer and fewer customers stepping into shops!

"We are convinced that there is a necessity for the WFSGI and the sporting goods industry to play an active role in this regard, as any governmental decisions concerning physical activity and healthy lifestyles will have an influence on our industry", says Robbert de Kock, WFSGI secretary general.

All this talk about health can actually affect the day to day activity in company boardrooms. Even without the burden of fat-cat business leaders and their expanded middle regions setting lifestyle patterns, Trades may lose forethinking and ingenuity in product strategy. Health and fitness is the route to a better bottom line, couch potatoes only watch sport! and that can leave accountant led operations to slow the turn of their skipping-rope that fast forwards, or slows, business.

the year to be on your feet!

Get Walking Weekend - May 26 - 27

Two whole days of free, fun family walks is a "Get Walking for the Games" initiative by Ramblers. Simon Barnett, head of the body's walking programmes and promotions says we can't all be Olympic medalists, but we can get into the spirit of the Games and use it as inspiration to get active. Idea is to contribute to a great atmosphere in the build up to the Olympic and Paralympics Games.

lots of easy walks under 8km/5 miles across the country. Tune to www.ramblers.org.uk/walksfinder

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