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# OUTDOOR Trade & Industry

year 23

the b2b journal linking hike & bike opportunity across the Trade



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

## fabrics rule the roost

- but there's more to the outdoors than smart clothing and the Trade is gearing up to show how, show now

**When it comes down to frills, the colour and the snazziness then it's there for you**

... just amble an aisle or two to see how people are ready to catch your eye. Buyers heading for OutDoors - and to other booths on the block at venues all over - can get their eye of 2013, that's what this season is all about.

**For SS2013 the stretch has it**, and to prove the point professional athletes have tried and tested new Dare 2b product that offers a lightweight alternative to traditional outerwear. Invincible is their 3-layer membrane 4 way stretch jacket, with the Clampdown Jacket in Ared V02 10000 stretch fabric coming in with articulated sleeves, water repellent centre front zip with zip guard and detachable hood. *Picture left shows how a test session went!*

That's part of the hike gear from Dare 2b on view at OutDoor, and for the bike segment the brand has launched an Advanced Ergonomic Performance capsule range, designed with top pro rider Oscar Pereiro. The 11-piece collection includes, jerseys, bibbed padded shorts, windshells and waterproofs. *Picture below right*

A nice fit for the retailer is that Dare 2b have a focus on providing customer service terms that include blanket call off orders, staff training, fast delivery and in-store pos and training. [sales@dare2b.com](mailto:sales@dare2b.com)

**Maun Shirt**, is a bike garment with English rugby look. Sympatex with recycled yarns, the Eco-Bike offer of Triple2 is for 2013



**seamless underwear. 100% recycled**

**Looking to develop an innovative** type of underwear, Odlo marked their progress a green thread. That is to indicate their greentec range meets high standards of functionality and is produced with the highest levels of sustainability and environmental compatibility. The product line, that is on sell-through today, now actually use waste which is produced in the manufacture of polyester yarn. It's reckoned the collection is completely recyclable and uses 29% less water in its production than comparable lines. The biffies also tell us CO<sub>2</sub> emissions for polyester per kilo of material is only half the equivalent for cotton, and 63% less than that for wool. [www.odlo.com](http://www.odlo.com)

**said before!** bike & hike clothing advice - as of  
Badminton Library of Sport, 1894

Whatever may be the class of shirt chosen, these points should be insisted on: it should open down the front, come well up to the throat, and have a good-sized lay-down collar as a part of the shirt. A long stocking cap, or sailor's cap of knitted material is a very useful addition to the hat. It can be used for night riding, being drawn down well over the ears, whilst, should the tourist entertain the slightest suspicion of the dryness of his sheets at night, he can oblige cold in the head or some dangers by sleeping in this cap. For campers, whether it be a hot summer night or not, the stocking cap, which is light and takes up very little space, is almost a new find now.



### see Elites on show

**You can always see the depth** of their tent making heritage when Vango make a stand. At the OutDoor show in Friedrichshafen, their 2013 collection in Hall B5 introduces a tent feature that camper users are sure to appreciate. In the Elite range a storage pod fits into the front corner of the tent, ideal for storing kit such as stoves, tables, shoes and the like from being underfoot. With the Santa Cruz a new zipped canopy option makes it quick and easy to attach and remove to the front of the tent while the porch zipped storage area keeps everything in the tent clutter free. Vango will also have the Elites on show at Stoneleigh Park in September. [www.vango.co.uk](http://www.vango.co.uk)

### thirsty? - you can safely drink to this

**The environment matters so finding a drinking bottle with sustainable plant-based filters** that attach easily to the drinking straw top, that helps build a win-win product that's good for the user as well as the selling sector. That's what happened at Lake District based Whitby & Co who have added Eco Vessel as their latest outdoor accessory brand: an environmentally friendly range of stainless steel water bottles and insulated bottles that are now ready for stocking.

Popular with outdoor enthusiasts, Eco Vessel filters are also great when travelling, bringing reassurance that rehydration is safe. MiraGuard antimicrobial technology also works away to keep the Eco Vessel filter clean and free of mould. Garry Woodhouse, Whitby's sales and marketing director, tells: "The Eco Vessel range provides a high quality and long lasting product that will help people enjoy the great outdoors while minimising their impact on the environment they love."

The Eco Vessel range of bottles is made from 100% recyclable materials and is BPA free. Using high quality non-leaching materials, the range includes bottles suitable for adults and children and is comprised of: Filtration Bottles, Insulated Steel Bottles and Single Wall Steel Bottles as well as the Tritan BPA free plastic bottles.

[www.whitbyandco.co.uk](http://www.whitbyandco.co.uk) [www.ecovessel.co.uk](http://www.ecovessel.co.uk)



part of the Eco Vessel range

CARRY YOUR OWN BREATHALYSER

### the self-test opportunity is now compulsory

**It's not just Tour de France riders who must be prepared to puff from July 1.** A new French law means drivers must carry disposable breathalysers in their cars (or on motorbikes) when driving in France. Government officials say that the breathalysers will enable drivers to check whether they are under the legal limit before driving. Drivers caught without a breathalyser in their car will face a \*11 fine - a new law.

Leading Dover - France ferry operator, DFDS Seaways - who cross the Dover Straits nearly fifty times a day - is highlighting the need for drivers to carry the disposable breathalysers. Chris Newey, passenger director for the company, says "With the introduction of the new law we want to ensure our passengers are fully aware of the obligation to carry a breathalyser in their vehicles. Passengers should be aware that the legal limit in France is 50mg per 100ml of blood, lower than in the UK".

The breathalyser kits are available to purchase onboard DFDS Seaways ferries, "we will continue to provide passengers with the opportunity to purchase compulsory driving equipment on board, so that drivers can ensure they are compliant with all French driving laws" adds Chris Newey. For the North of England and Scotland DFDS Seaways operate out of the River Tyne.



sailing times & tickets: [www.dfdsseaways.co.uk](http://www.dfdsseaways.co.uk) phone 0871 574 7241



Spring/Summer 2013 from Regatta offers everything from performance styles that have been engineered to provide the very best protection to lifestyle everyday designs that look great and can be worn home and abroad.



UK Sales Direct 0844 811 2322

## EDITORS DESK

### Customers are tourists . . .

**A problem with controlling your own destiny** is you can be a rebel for your own cause. Where you sit depends on factors I can't do so very much about - rather like the weather - but I'll always try to help. What I must tell is how it looks to someone long on the inside of what feels somewhat like a rash. And it itches so often!

When you scratch away, the real depth of your trade and industry business enjoys close involvement with sustainable tourism. That can only mean hike and bike - bike and hike if you prefer - and it's easy to see that both sides interface. Just about every customer you serve is a tourist, right?

Years back we all noticed that when the snow didn't call by, or simply left early, then ski slope services turned to helping wheelers gain the advantages of elevation. Come winter time many pedalling bikers took to being hikers - so another cross-over. No surprise then that in-tune Suppliers take booths at shows to present their alternative offers to the mainstream merchandise there. Good for business!

The late summer into autumn Trade Shows are where you go to control your destiny. And if you don't stock it you can't sell it . . . checking for trends, that's the sustainable element of your business as it is today. Any arguments?

Peter Lumley - editor

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### wheels within wheels

**An association which advocates the interests** of the German two-wheel business towards national authorities, the industry and the general public has joined the European Two-wheel Retailers' Association. Verband des deutschen Zweiradhandels e.V. (aka VDZ) is the German bicycle trade association and as a member of the German retail association Handelsverband Deutschland, they represent specialist bicycle dealers. VDZ delivers a wide range of specialist information, advices, contacts and publications with the aim of strengthening the entrepreneurial skills of bicycle dealers.

ETRA President, Erik Oddershede says they are extremely pleased that their long-standing relationship with VDZ has now resulted in effective membership. "This new affiliation will further strengthen our voice in the European Union". ETRA now has effective members in Belgium, Czech Republic, Denmark, France, Germany, Ireland, The Netherlands and the United Kingdom, representing some 7,000 companies who employ approximately 17,500 people. In line with the successful recruitment of effective members, ETRA has attracted six new associated members this year. [www.etra-eu.com](http://www.etra-eu.com)

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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 33

**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 23

**SCOOTER TRADE & INDUSTRY**  
dedicated to urban transport topics, linking lightweight electric powered bicycles and petrol driven two wheel personal vehicles for town & country travel solutions.  
OUR YEAR 10

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**DEADLINES. NEXT ISSUES**

**August issues**

all copy to be received **very soon**

**September issues**

all copy to be received by **August 3**

**October issues**

all copy to be received by **September 7**

Trade & Industry office,  
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## for that smart in-store look

Here's a guide to help you with new ideas and inspiration for your latest projects. Shop and Display Equipment Association has published its latest Directory to retail display. It is conveniently organised into sections that lead quickly and easily to specialist suppliers by

company, product, trade name, location, service or retail trade. Then, to put you more into the picture the Directory features a stimulating editorial section where some of the latest and greatest retail store designs of the year are reviewed.

SDEA is the UK's leading industry body and provides excellent support for both its members and the retailer, together with 65 years' experience within the industry. The association provides many services to retailers including the SDEA retail display directory, its online database and a telephone helpline.

Normally the Directory costs £10, but there is a free copy for the first 50 retailers, brands or specifiers who call 01883 348911 or email [directory@sdea.co.uk](mailto:directory@sdea.co.uk) - quoting this Trade & Industry news item. [www.shopdisplay.org](http://www.shopdisplay.org)

## cash! with strings

English local authorities outside London told to submit bids to the Department for Transport for a share of £15m to improve cycle safety. The LAs are expected to contribute further money, in order to maximise the work that can be undertaken.

Transport Minister Norman Baker says this is to tackle proven dangerous junctions. "This investment - alongside a number of other initiatives we have progressed - will make our roads a safer place for everyone using them." So will treacherous road manners to Delivery Van Drivers!

For work on roads, the Department has also made it simpler for councils to put in place 20mph zones and limits, and install Trixi mirrors to improve the visibility of cyclists at junctions, by reducing bureaucracy.

Details of the fund were given to the Department's Cycling Forum.



## new distributor

Italian boot brand Kayland has a new UK partnership through the Ark Group where Tom Williams MD tells "the brand will provide prompt deliveries, good training and good in-store support."



The 2013 *Elite* Tent Range

# Welcome to a new world of luxury camping









Our new range of Elite tents are designed with the very best features and benefits on the market for ultimate luxury. Featured here and new for 2013 is the Santa Cruz 500 which offers an impressive blend of space and light. The new zipped canopy option makes it quick and easy to attach and remove to the front of the tent while the porch zipped storage area keeps everything in the tent clutter free. The stunning signature blue fabric is 150 denier and waterproof to 6000 HH which makes it durable and improves the feel of the fabric while the Powerflex steel pole structure is extremely stable and flexible. Another stylish new feature in the Elite range is the storage pod which fits into the front corner of the tent and is ideal for storing items such as stoves, tables, shoes etc. The 2013 Elite range is super deluxe and will be sure to make heads turn.

To view the full 2013 range join us at:  
**The OutDoor Show,**  
 Hall B5, Stand 204, Friedrichshafen, Germany  
**12-15 July 2012**

**Outdoor Trade Show,**  
 Stoneleigh Park Exhibition Centre,  
 Stoneleigh, Warwickshire  
**9-12 September 2012**

Other AMG Group brands






To make an appointment contact [sales@amg-group.co.uk](mailto:sales@amg-group.co.uk)



THULE are at EUROBIKE  
August 29 to September 1st.

## giving cars their place in biking

Each year, the global bicycle industry meets on the shores of Lake Constance for Eurobike. This end of August bike bonanza is known the world over as Eurobike and visitors come from just about everywhere on the planet. There's a testing Demo Day running as Trade-only out in the country and then more messe activity for the Trade before the public is let loose to wonder and gaze... it's such a big affair the Show even takes over the Zeppelin hangar as extra demo space.

This year it's pulling in representatives from around 1200 exhibiting companies, as well as 40,000 trade visitors from over 100 countries, 20,000 consumers interested in cycling and nearly 2,000 journalists. That makes it quite an event, and because bikes often get carried on cars and the like you can see what the people behind the award winning Thule ProRide 59 and car boot-mounted bicycle carriers are having to say on transportation matters.

Thule will be displaying its new intelligent range of Carry Solution Luggage bags and carriers, as well as the popular car interior carries for bicycles and Tow hitches. Visitors will have the opportunity to take a look at the brand new products in the Thule range, test them, and talk to Thule representatives. Thule are in Hall A2-317. This is the company which won the Eurobike Award 2010 in the category "Accessories" for the new EuroWay G2 bike carrier.

[www.thule.com](http://www.thule.com)

LA FAUSTO COPPI SELLE SAN MARCO.

## hard, muscle testing fun

This year is the 25th running - riding? - of La Fausto Coppi Selle San Marco. This is the biggest marathon cycling event taking place in North West Italy and it happens in the hilly bits around Cuneo province, in the Piedmont region, near the French border. This is a time of course when Tour de France riders will be doing their thing on similarly hilly bits - date is July 7 and 8. Two distances: the longer one of about 198 km and another one of 111 km.

This is a spectacular and prestigious cycling marathon, designed for a unique and exciting cycling experience, and it rates as one of the hardest of the European cycling panorama. It is real Fausto Coppi Country! Sponsored by Selle San Marco, it attracts more than 3500 riders, 60% of them from outside of Italy, and particularly from France, Germany, the UK, the Northern European regions, Benelux and Spain. Many of them will learn a new phrase for "when does this hill end!"

Although it is all planned as hard, grinding, muscle testing fun, there will be plenty of smiling faces. Selle San Marco will bring to the event some pro athletes from Ag2r La Mondiale, Lampre-Isd, Lotto-Belisol, and Vacansoleil-DCM who will participate in the marathon simply for the solo purpose of being gregarious. They will be there not to ride faster but to take part in the ride, standing alongside the "Granfondisti2". It'll be another great day to the memory of Fausto Coppi.

## a terrific birthday present

Celebrating your time in the bike business by building a special limited edition carbon Dahon folding bike is one thing, getting it first across the winning line in a prestigious race at the sixth annual IG London Nocturne Series - wow!

Dutchman Jeroen Janssen won the Tern Folding Bike Race in front of over 12,000 spectators packing London's inner city streets. For their 30th year anniversary, Dahon designed the special limited edition bike to be the fastest, lightest and highest quality production folding bicycle in the world. "I'd never seen a bike like this before" said Jeroen Janssen, who races for the Raleigh-GAC cycling team in the UK. "The bike handled surprisingly well compared to my usual race bike and felt like a fast, solid package".



The new carbon model is built on Dahon's patented Dalloy Hydroformed aluminum frame, build-up includes some unique parts.

THE 2012 LBP AWARDS

## going straight to riding on two wheels

The Strider ST-3 balance bike has won three Loved By Parents awards including a Gold for Best Toy Design. In order to win the award the product was put through a rigorous expert testing stage to be shortlisted as a finalist, then came out on top in a public vote - proving its growing popularity in the UK. The ST-3 balance was highly commended in the Best Ride On and Best Outdoor Toy categories, adding a Silver and Bronze award to the accolades.

The makers say that if a toddler can walk, then they can ride a Strider. It's a way to avoid tricycle tip-overs and training wheel wobbles. Going straight to riding on two wheels, a No-Pedal Bike helps toddlers learn balance and coordination before pedaling, which develops confidence and amazing bike handling skills.

Things got better earlier this year when Strider launched the ST-3, shaving 10% off its weight and adding greater comfort, functionality and design. The product retails at around £84.99.

Melanie Thomas, director of Melrose Kids Ltd (the official UK distributor for Strider) says "the best thing about winning the LBP awards is that it proves that both the experts and end users love the bike. We've always been confident that the ST-3 is the best balance bike on the market - a thought that's now been shown across the UK."

The use of balance bikes has rapidly increased since their introduction over the last decade. Melanie continues: "Research has shown that it can be counter-productive to teach a young child to rely on stabilisers when they first make the move to a two-wheeler. It really doesn't give them the chance to learn how to balance properly. Strider's ST-3 with its lightweight and robust design can help make that transition much easier by teaching balance at a much younger age." Find out more about stocking the Strider ST-3™ visit

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



JonnyB has had his bottom tagged.



### Elite Cycle Pad

Comfort that goes the distance. Our specialist shorts have been anatomically designed to help relieve pressure and regulate temperature. Available in four levels of perfectly padded protection. Contact the sales team on 0161 749 1348 or email [sales@dare2b.com](mailto:sales@dare2b.com)

**DARE 2B™**  
welcome to our mountain





grandchildren amongst those making their mark at Sandringham

## colouring the picture

a five-day move for Oase Outdoors

The long-term view is their brand is part of a camping community, with retailers linking with the consumer and an overall involvement between the parties which grows the market. For the Danish business Oase it has always been the case that camping is an experience for all, and over the years they have shown how Scandinavians make the occasion work for them. On the green of the Stoneleigh Tent Show over the years the company offered shelter and hot-dogs, a coffee even, when the weather was very British. The cooling ice-cream was another treat - lovely, even when it was raining. There has always been some good gear and their broad tent offer to look over, too.

From September 9 to 13 Oase Outdoors will be welcoming outdoors retailers and the media to a different pitch - for their tents and the like - but you can bet on the culinary offer being of the ilk as before. The company say the choice of the new venue allows for further details contact UK sales director Mark Jennings. email: [mj@oase-outdoors.com](mailto:mj@oase-outdoors.com)

Oase Outdoors the opportunity to present its products and marketing plans in a creative and rewarding way over the full five days requested by retailers. The venue is the Woodside Conference Hotel, Kenilworth, just a short distance off the dual-carriageway drag between Coventry and the M40 - and only a couple of roundabouts from the Stoneleigh Park complex itself.

On display will be Outwell, Robens and Easy Camp collections, with a good airing of the community spirit to jolly things along. It was much of that which impressed the campers who were at Sandringham for the weekend of big crowning sessions. Oase were right there, pitching in.

## crowning glory

Records tumbled for the Camping and Caravanning Club, going all out to celebrate the Queen's Diamond Jubilee. A new Guinness World Record for the most people wearing paper crowns in 24 hours saw 14,621 crowns in play. And Club staff were put under pressure as they logged in 4,395 arrivals in one day over the Jubilee Central Weekend - the fourth highest number of arrivals ever recorded at its UK Club Sites.

At the Sandringham Camping Club site Oase Outdoors were themselves well and truly outdoors, helping fly the bunting and watch youngsters paint tents, get painted themselves and prove there's a big, happy all spreading the word.

National Camping & Caravan Week 2012 was supported by Pom-Bear, The Roof Box Company, Outwell, Easy Camp, The English Caravan Company, Coleman/Sevylor, Eddis, Sustrans, Ordnance Survey, Highlander, Go Ape, Away with the Kids, Hi-Tec Sports, Vango, Sprayway and Truma.

ENVIRONMENTALLY RESPONSIBLE PRODUCTS:

BLUESIGN® APPROVED AFTERCARE FROM GRANGER'S

From July 2012, over 50% of the Granger's product line are bluesign approved and the goal is to have a 100% approved line.

We now offer bluesign approved products for clothing, footwear and equipment, suitable for the outdoor industry. To find out more about Granger's ultra environmentally responsible products, please visit us on Facebook. Facebook: 2012 85-108

GRANGERS.CO.UK



### LEGEND CITY

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NEW PEUGEOT LC 11



## drinking bottles that are leak safe

**They come kiddy sized** and with the new Active Top these 0.4-litre Sigg intros are just right for a biking or hiking little one - they sell at £17 or so for children from 4 years on.

The Swiss manufacturer brings their new design patented Active Top to the market for adults too, in wide mouth bottle styles and with the innovative drinking top that keeps the contents inside the bottle until wanted - even with carbonated beverages!



This is a drinking system where the the bottle doesn't need to be inclined to get at the hooch or whatever, that happens as it is equipped with a drinking straw system. Even when the valve is open and the Sigg bottled gets tipped, the design embraces an additional safety valve that reliably avoids any leakage. The replaceable straw system comes semi-transparent and is available in smoked glass, blue, pink and red. A transparent protective cover keeps things clean from contamination. It can all be recycled, too.

*pictured: for the kiddies - small sized Siggs.*



## they've landed!

*4ZA Components ready & able*

**Forza is Italian for strength**, passion, force and power - and that says it for the 4ZA brand. The 4ZA kit is the accessories brand from Ridley Bikes, and Moore Large are right up to speed with this collection of performance products for racing. There are three component ranges: Stratos, Cirrus and Cirrus Pro to meet various budgets.

The kit covers seatposts, stems, handlebars, saddles, bottles, wheels and brakes, including the patented 4ZA 'Quick' brake release, which enables riders to release or close their brakes through on the fly adjustment from the handlebar. The new distribution through Moore Large falls under a new direction for 4ZA Components, which has become a stand alone brand with a separate ceo and product team devoted to developing the range.

Bengt Friberg, 4ZA.ceo tells: "over the past 15 months we've worked very hard to give 4ZA its own identity which can be seen with our new logo, new product range and new website. We're very much looking forward to working closely with Moore Large, and having the support of their extensive sales team and customer service".

[www.moorelarge.co.uk](http://www.moorelarge.co.uk)  
[www.todayscyclist.co.uk](http://www.todayscyclist.co.uk)  
[www.4za.com](http://www.4za.com)



**Just what the little ones ordered.**

These fully washable Kids Mitts come in the colourway that sorts it for even the pigeon pair. They come in black too - just right for grubby fingered little riders. [www.todayscyclist.co.uk](http://www.todayscyclist.co.uk)



## Quiq Hoody crossover

**Free-moving designs in hard-wearing**

**fabrics** is the Arc'teryx 24 line. With technical details woven into everyday life in crossover pieces, it's looking to become a wardrobe staple.



Quiq Hoody (*pictured*) is a slim fitting pullover hoody in cotton blend fabric with lots of stretch. Distinctive shaped hem and a rectangular front pocket, cover stitched and bar tacked for strength and character. Pullover style suits bouldering, climbing and casual adventures.

Aristo Pant is a hard-wearing, fully featured cotton/canvas pant with coloured bar tack details, double stitching and an adjustable webbing waist belt with metal hook used in the Arc'teryx Alpine collection. Inspired by bouldering and climbing in rugged, cotton-rich fabric. [www.arcteryx.com](http://www.arcteryx.com)

## made in Britain for men & women

**Right on cue for AW2012**, British designed, tested and manufactured socks are hitting the UK. The brasher range is set to strengthen the brand's position in the UK outdoor socks market. Their new men's and women's specific range incorporates the latest fibres, alongside technologies that have been scientifically proven to provide gender specific benefits.

Marco Ellerker, managing director of brasher, tells: "The brasher product team has strived to design a range of socks which brings something new to the UK market. Having looked carefully at the needs of both men and women, it was evident that women required extra warmth and men greater moisture control. We're adamant we've achieved unique selling points when it comes to fit for purpose, gender specific socks." Marco Ellerker continued: "Our aim at brasher is to deliver the ultimate walking experience to our consumers and wearing the correct socks with their footwear is essential to this promise."

"The new range will also be the only outdoor socks on the market that are 100% British made, with a focus on 4 Season and 3 Season styles, designed to complement brasher's range of walking and hiking footwear. Concise and easily recognised product names, such as 'Mountain Master', 'Trekmaster', 'Hillmaster' and 'Fellmaster', will help to position the range.

Getting to store fronts from August the marketing programme ensures the key benefits of each sock are clearly communicated to consumers. Mountain Master Mens and Mountain Master Womens come in Merino Wool Ultra, which has been spun into a twistless yarn for 30% less friction, faster drying and moisture absorption. It's the gender specific technology which sets these socks apart from others - scientific reports show that men's feet don't get as cold as women but do produce more moisture, brasher call on the use of Coolmax fibres to keep the feet dry. Women, however, are more likely to feel the cold and therefore Thermo° Cool Technology has been used to regulate the body's natural temperature and act as a thermal buffer.

**"A sport is advanced by the handful of people who do it brilliantly, but it is kept sweet and sane by the great numbers who do it for fun"**

Check out the new **Keela Active** collection at the following shows this year:

**OUTDOORS FRIEDRICHSHAFEN**  
14-17th July 2012  
Hall A5, Stand 101

**ROKS KENDAL**  
7-9th August 2012  
Castlegreen Hotel

**OTS STONELEIGH**  
9-11th September 2012  
Stand 54

**CYCLE SHOW  
NEC BIRMINGHAM**  
27-30th September 2012  
Stand CS54



**KEELA MULTIACTIVE**



sustainable tourism starts with you!



## a matter of cutting the cloth to suit

*a range that's designed with the European market in mind*

**Right across the board they supply the gear** for festivals, camping and families trying to identify the trees out there in the woods. That's Regatta for you, who also carry performance style gear to go alongside the everyday lifestyle designs. They work to keep everyone in the family cool, dry and comfortable, and with merchandise selling at competitive prices. X-ert Stretch and X-ert Mountain are designed with the European market in mind, whereas the sporty styled Lattice and Catla and the new Crossfell trouser range for men, women and children offer lifestyle conscious and easy to wear options for the UK.

There's a clue there to how Regatta received the Queen's Award for International Trade 2012, the accolade recognised the depth of the company's commitment to the industry in the UK and overseas's. When 40% of a company's turnover derives from exporting - something like 45 countries have a trading link with the Urmoston based Regatta operation - then that company is cutting the cloth more than accordingly. They do it well!

For the upcoming seasons a range of cool printed lightweight jackets and ponchos co-ordinate with hats and wellies and new interest fleeces in grid effect and marl, washed t-shirts and shirts all co-ordinate with the relaxed legwear in their new Wild Shores collection. The SS13 range has clothing dedicated to kids, and Regatta Footwear is another big

focus, now with a 2 year guarantee on Isotex waterproof and breathable technology. Check the Aquaticus Trail shoe for men and women which dry quicker than a normal shoe, thanks to its open mesh construction and new sole unit with water drainage ports.

In the Regatta Fast Hike collection the Hyper Speed Mid for men and women combines the Powermesh upper, a super lightweight dual density sole construction on the Speed fit last

for a confident technical boot fit. This is just one of the 13 new boot styles in the range, plus 20 new sandal styles for men, women and children from lifestyle options through to sports styles.



## sustaining people living in some of the world's poorest regions by helping them ride a Buffalo

**Putting 100,000 specially designed, locally assembled, rugged bicycles** to work for disaster victims, healthcare workers, students and entrepreneurs in Asia and Africa over the past seven years is big result for the World Bicycle Relief organisation. The Chicago-based nonprofit group was

*interview with World Bicycle Relief President F.K. Day (centre)*



founded by SRAM in 2005 and they drive the dream that is about easier travel and the productivity increase that occurs when you take someone who walks for transportation, and give them a bicycle.

"That's a true revolution, this revolution of productivity and of transportation" says WBR president F.K. Day. "The product development, discipline and process that it takes to put someone in the Tour de France or on the podium at Kona is the exact same effort to put a good bike in the hands of people all over

the planet. No one is developing bikes or products for the bottom of the bicycle market. Instead, they are simply taking higher-end stuff and dumbing it down, but that's not going to work in the conditions in Africa or Asia. The needs throughout the world are so much different than what we think of within our own cycling community. In poor or harsh conditions, nobody cares about weight. They care about how much you can carry and how far you can go, day in and day out."

They wonder if the bike is repairable and can they rely on it, are there spare parts available in the field? That matters to F.K. - which is how he's known to everyone, rather than a name or a title - "the World Bicycle Relief Buffalo bicycles all come single speed, made only with steel parts because steel is a very good product for that environment and it's also repairable. That's important - making these bikes repairable at the level of technology that occurs where the bike is being used". Horses for courses, you can say.

F.K. reflects on the time he was riding a Buffalo bike in rural Zambia. "I was riding with an editor who had a wobbly crank on her bike and was concerned about being able to fix it. Well, I had a rock and I had a wrench, and that was all I needed to put it right, even out there in the field. That's what needs to be able to happen".

Asked what are the most efficient ways World Bicycle Relief can go into a country like Kenya or South Africa and have the biggest impact on people's lives, F.K. replied: "Education, health care and economic development are huge struggles in the poorest parts of the world. That's why we chose to go out and test the impact of bicycles - of transportation - on those areas of development. For example, if you're trying to get AIDS care and medicine out into the field in a rural area, how can a bicycle help?"

"These medical products are flown in from the United States and Europe and transported from the airport into the main towns. But it's difficult to transport them onwards to the rural section, and if you can't get them there then you've wasted time and money. That's where the bicycles become a critical link.

**How can people help to support World Bicycle Relief and its mission?**

F.K.: Donate! To put a bicycle in the hands of a girl student, for example, costs about £85 or so - that includes the cost of the bike, shipping, assembly, delivery into the field and training mechanics at a ratio of one mechanic for every 50 bikes. Says F.K. "that's a hugely impactful thing. Second, raise awareness. On an even more involved level, supporters can go to Zambia for a week, spending the first day getting an overview of our programmes in the field and building their own World Bicycle Relief Bike. Then they'll ride that bike to visit many of our sites and see the impact of our work on people's lives. [www.worldbicyclerelief.org](http://www.worldbicyclerelief.org)

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## a time for Unracers to unite!

*"bikes are a useful convenience, fun to have and use - but don't ride bikes that don't make sense for you"*

**Writing from deep inside you** is about seeing the leaves on twigs on the branches of the trees in the wood - that is how I felt when reading Grant Petersen's "Just Ride." This book is flagged as "a radically practical guide to riding your bike." The clue to the riveting content and style is it comes from an author who is also an accomplished bicycle business guy who captures the moment: "my main goal here is to point out what I see as bike racing's bad influence on bicycles, on equipment and attitudes". Very soon you grasp what he means - "I think of the process as questioning racing's way and coming up with more liveable alternatives as unranking". What a lovely way to describe pedalling for joy! The best way to get about the place is with a bike, and what has racing got to do with that? The book is reviewed by Peter Lumley.

It happened that the bicycle Trade saw mountain bikes (atb, mtb even) as a way of selling wheeled product even though the breed would go no nearer a mountain than hopping across the precipice of a kerbstone. As to being an unracers, the really telling sentence that Grant Petersen writes is: "it takes me a minute or less to dress for a bike ride, including shoes." Racers don't go anywhere near that pace!

In a way you could say this is a book the Trade could hate rather than love: yet how wrong! The message - the best and fullest message - across the 212 pages of this book helps riders jettison the influences where bike racing turns the journey to being less than fantastic. So: "Don't ride bikes that don't make sense for you" says Grant Petersen, "don't think of the bike as a get-fit tool that makes you suffer to get any benefit".

The author sees the bike as a very useful convenience, a fun thing to have and use - maybe a somewhat expensive toy. From a very early age we know toys are fun - short years later we get gifted the biggest of all toys: a pavement cycle. These early day fun things are fun to ride, even fall off. Then, later it's fun to dress up to go cycling - or is it? Being turned into a moving advertisement billing for the

sort of product you would really rather not bother to buy is thin fun. As for the self-glorification of wearing a rainbow belted jersey, or the footie-club style look-alike Trade vest? You have to ask if that's a brand awareness exercise or just shop till-ringing for the margin?

This book "Just Ride" is such a breath of fresh air, and it plays counter to that seemingly slavish linkage to images of the top flight bike racers and the gear they are paid to ride. On the pages Grant Petersen reveals he knows what makes bike riding - and selling bikes - so honestly worthwhile though. Having turned page after page in almost the one-read stage, I am very taken to the idea that bicycling - even, perhaps, the business itself - takes itself too seriously.

The bicycle is first and foremost transport - our cycling lives begin as kiddies transporting ourselves on two wheels, and for sure transportation is what the bicycle is all about. Grant Petersen is, with "Just Ride" peddles the truth that much of modern cycling is the virtual nemesis for many-things bicycle - other than the necessary roundness of a wheel. See it this way - another activity that is admired, and the London Olympics is a big reminder, is that of field sports. The footwear raced on the track there won't be anything like ordinary sports shoes . . . as with the pole vault person, they skilfully adapt some extreme advances in technology to launch themselves over the bar set at a dizzy height. Not a lot of difference there, then, to the plastic-like formations that are hurled into frenzied action in the final gallop of a road race or kieren. None of it is unracers kit!

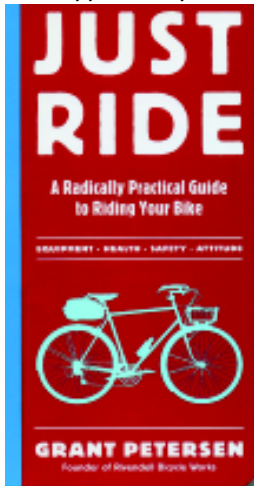
A love of bicycling means: "no ride is too short, after all is a small spoonful of your favourite ice cream too little to bother with . . . pedalling a bike is the same, is pure fun no matter how short the ride. Five minutes, even, of riding after a day of sitting or standing is a great way to unwind". No ride is too short, that is the Grant Petersen message . . . and "ride bumps with skill and technique". The fashion among bike makers for too long now has been to fail to produce a mid to high-end mainstream brand "mountain bike" without suspension. Why? "Avoiding the bumps, or slowing a little, looking at the countryside as somewhere to pass through, not conquer, the bike is something you take with you".

What bicycle riders wear makes interesting reading - and the surprise: "fabric doesn't breathe" is the chapter heading. "Waterproof, breathable fabric is a kind of a hoax" writes Grant Petersen . . . even so, modern rain gear is pretty good for other reasons: it's well designed and made with light, tough fabric. If your entire checklist comes in a garment that claims to be waterproof *and* breathable, then get it. But don't expect the fabric to keep you dry when you ride hard in the rain." Interestingly he also delves into "don't overthink your underwear" and admits that light, "seamless 100% wool is favourite - as it doesn't get clammy"

"A love of bicycling means no ride is too short: after all is a small spoonful of your favourite ice cream too little to bother with? . . . pedalling a bike is the same, it's pure fun no matter how short the ride. Five minutes, even, of riding after a day of sitting or standing is a great way to unwind".

"Don't ride bikes that don't make sense for you" says Grant Petersen, "don't think of the bike as a get-fit tool that makes you suffer to get any benefit".

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