



SCOOTER trade & industry

Britain's longest running Trade journal in your sector

electric & petrol powered 2 wheel travel



a KSA business to business publication phone: 0191 488 1947 e-mail: office@tradeandindustry.net January . 2011



it comes free

Being a fully paid up member of the knowledge club is as easy as falling off a log, it'll cost you nothing but time and you'll meet a whole bevy of experts, all of them ready to help you get the lowdown on a wide range of topics.

Knowledge Shop is the Expo place to go for free and impartial advice to help your business along. All aspects of the ptw trade are covered, through riding support, staff training and recruitment, to help about running the best workshop - and even finance and setting up workshop services.

It was after the success at last years Expo that the Knowledge Shop idea really took hold - and there at the 2011 version will be a wide range of advisers from business and the motorcycle and scooter trade community. All will be ready to help you understand how to problem solve, or get your head around the latest in legal and MoT queries, or help you to access government business support, and the like.

It all comes free at Expo!

no better place to be

January starts the year - Expo starts the business

A spell of winter weather can put the brakes on things flying off the shelf, but you can be reliably informed that there'll be nothing of a chill nature at the nec Motorcycle Expo. Just as the sunrise lightens every day, the nec is the bright arena where the prospects warm up for Traders looking to be ready to serve new season customers.

On the electric scooter front, the German engineered Vmoto E-Max and Tante Paula electric scooters will attract attention at Expo. The marques feature cutting edge technology, and zero emissions means no road tax to pay - no congestion charges either! Designed to appeal to a commuter market or the courier services, the models can reach speeds of 60mph, the makers say.

What isn't being said by the electric scooter market is just how much it costs to drive a mile, taking in the recharge costs at home or in the office. In most cases the electric powered scooter is no more economical to ride than is found with the conventional petrol engine. The real certainty is that petrol stations are more readily located than a public re-charge point to use for battery top up. That may change over

time - just as it's expected the cost of petrol will change: upwards of course, and tax too!

Visitors to Expo can expect the electric power advocates have very convincing arguments for the choice to favour electric being the right one,

discounts by the door

Win an exhaust system simply by posting your Trade card into the Prize Draw box on the VE stand. Right by the main entrance at Expo will be found the special offers for visitors - discounts on ultra-popular Scorpion and Giannelli exhaust systems. There is also a deal that for ordering a Corazzon jacket you automatically receive a free T-shirt, plus a pair of Corazzo gloves. When you do the sums you'll see that adds up to a saving of up to £31 for every jacket ordered. A free Dunlop baseball cap will accompany each Dunlop tyre ordered - and there are show offers, too. Free shipping regardless of invoice value for product ordered at Expo, plus a 10% discount will help VE customers get 2011 off to a great start.

The King spotted!

as we know: the camera never lies

On the first day word was already out, some very important people would be in the halls and on the aisles at Eicma's November two wheel show in Milan. The promise turned out to be very true, as Trade & Industry editor Peter Lumley reveals, although he was not the first to spot The King, riding the escalator from the Rho Metro. Soon the phone messages were soon flashing to others .. "hey, you just can't miss that haircut!" - and as our photo confirms. . . it really is Elvis! (pictures right & above)

A little later in the morning a massed auditorium heard Silvio Berlusconi, the Italian PM, address political figures, municipal dignitaries and people

from all over the globe, telling how much the two wheel trade contributed to the lifestyle of people who went about, or dealt, with two wheels.

Mind you - after his speech and stepping from the dais, the Prime Minister was soon in the path of a fast approaching two wheel rider. (left) Ooops!



and they can certainly offer the point that there is no Congestion Charge for electric vehicles. No emissions, either, and it is this one green travel aspect that the salesman will see rightly as the USP over conventional offers.

People would say you can't be closer to having green credentials in your product than when the make-up is organic cotton and bamboo viscose. That's what you get with the responsibly sourced clobber from SueMe. Their range comprises tees, trunks and hooded sweats for men and women, along with work pants for men - sniff the profit at Expo.

The SueMe kit comes up odour resistant, very absorbent, and super soft and it's known that bamboo viscose garments relax when worn, quickly losing any creases so they are near perfect for packing small. SueMe tees come longer in the body, so no chill back draught! Beech tree pulp is another of the green content for the trunks made for men and women, nicely anti-microbial to chase away the bacteria that can give a bad smell to clothes.

trade&industry

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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

SCOOTER
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



for looking good

Comes with the looks of the original

1960's version of proper dress for scootering, but the 2011 Weise Parka Jacket is made in modern water-resistant material that does a better job. A full-length zipped front closure, with button-down storm flap, elasticated wrist sections and a fully adjustable internal pull cord at the waist also help to keep out the elements, and allow a snug and comfortable fit.

The parka has always been synonymous with style-conscious scootering, and now modern materials, protection and practicality hit the scene in the brand's Urban Collection. It offers something more than protection from the elements on the ride - there is plenty of practicality and style off it, too.

Impact protection is catered for, as the Parka has pockets at the shoulders and elbows designed for the insertion of CE-approved armour, which is available separately at around £20 for a complete set - and that helps make a value-add sale. For walking the walk the Parka's large faux fur-trimmed hood offers extra protection from the cold, with both the trim and hood quickly and easily removed for long rides.

The Parka has five external pockets, including one zipped pocket on the upper left arm, something that's ideal for getting to essentials without having to get undressed for the petrol pump cashier and the like. Colour is Stone, sorta nearer granite than sandstone and at a recommended retail price at something under £80 it's going to walk off the clothing rail.

Messe München International

ispo – the international sports business network

ispo
 6-9 feb 11

nec Birmingham - January 23 to 25, 2011

MOTORCYCLE TRADE
expo
 motorcycle-expo.com 2K11

they talk torque

three generations of skill and dedicated engineering expertise

Where some may take a sledgehammer to crack a nut, the man with a nut to tighten in an

engineering context needs much less of the brute strength, simply a lot of carefully calibrated concentration. Any work with a threaded fastener, in any workshop, on any bit of equipment, depends on the right tool - and a torque wrench is much less the arbiter, very much more an essential part in the servicing scenario.

Britain has one of the largest and most modern plants in the world devoted exclusively to working with torque. Norbar operate that business in and from Banbury, their workforce devoted exclusively to the design, development and production of torque tightening and measuring equipment. Every torque wrench produced there is calibrated through an airtight, temperature controlled, skill and computer enabled, proofing department. Every item



in business with a Norbar torque wrench, it would be just as well at home in the caravan service bay

THEIR OLD TRADEMARK

that lady and the horse

Ride a Cock Horse to Banbury Cross, recalling those words about a fine lady, have you ever wondered where and the why for? Banbury is in North Oxfordshire, the M40 means you no longer drive through plane tree lined streets, which means you may miss getting a Cross feeling, or wonder why a Lady.

Truth is you are not the first to wonder, as for sure nobody can be really certain what story it is that the nursery rhyme tells. Over time the fine lady has been associated with Queen Elizabeth I, and Lady Godiva, and even Celia Fiennes - which has an interesting, a most likely?, connection.

Celia and brother William Fiennes lived at Broughton Castle in Banbury. Around when he popped his clogs in 1698, a rhyming tale may have already been told that people came to see a Fiennes lady on a horse. Could that be . . . ?

The words of the Banbury Cross nursery rhyme are also attributed to Queen Elizabeth I. She was travelling to Banbury to see a huge, just erected, stone cross, one later destroyed by anti-Catholics protesting the notion of pilgrimages. And if that is true then we should believe she came with "Rings on her fingers" - that relating to the fine jewellery usually worn by this Queen.

And if it is Elizabeth 1 in the rhyme, then an incident that occurred could explain it all: Banbury is reached up a steep hill and to help carriages up the incline a large stallion, the cock horse, always stood ready to help traffic in distress. So when the Queen's carriage broke a wheel and forced her to alight, she then chose to mount the cock horse and jingle her way to the Banbury Cross.

Finally, one other angle to the tale - could it be that the horse rider was Lord Jonathan Banbury's wife Lady Katherine. Stories circulate that the white horse on which the "fine lady" rode was hers and the bells were the tiny ones used to trim the edges of a lady's velvet saddle cloth.

Of the origin of the rhyme, take your pick . . . and just remember the so-happy words as kid's can . . .



made with time-honoured tradition



"Torque is any force or system of forces that tends to cause rotation about an axis"



the calibration of every wrench is checked and a certificate issued (we deleted this serial number) below: the wrench that's ideal for bicycle servicing



in the workshop where milling and cutting and metal processors quietly hum with an energy that delivers the parts going to build up Norbar kit. Just a small part of some components are bought in from UK sources.

The drawing and design department is another section at Banbury, desks with computers and cad operations fill one mezzanine. Across the way the hive of light hand assembly work takes the bits and bobs in a batch production sequence right through to packing and final dispatch and delivery.

After that, engineers all around the globe use a quality, British made bit of servicing kit with "best buy, best product" recognition from the experts.



each director a grandson of the founder

Norbar is a third generation business, managing director is Neill Brodey. Sales director is Philip Brodey. Craig Brodey is commercial director.

Each has grown up with close involvement at the company, each with outside company experience.

The company work was rewarded with the 2009 Queens Award for Enterprise, International Trade.

Norbar gives a global service, being the only torque equipment manufacturer offering tool and instrument recalibration service to original factory standards, all from five location on four continents. Norbar, being based at Banbury, also operate from Adelaide in Australia; Willoughby, Ohio; Shanghai China; Auckland, New Zealand and from Singapore.



Neill Brodey with a new machine that was a tight fit. right: intense quality checking of finished product

more than 500,000 visitors!

A two wheel saint in a two wheel heaven was the one I spotted watching from the silver lined cloud that hovered over the motorised fraternity coming to Milan for their fix of Eicma revving in the powered two wheeler duomo that is in Rho .

Forget the long faced pundits wringing hands in an age when the worry is rising costs, fuel price increases and seemingly fewer people being persuaded to sit above two wheels: because there is one huge contradiction. The silver lining for ptw business is the Milan show's record attendance. The market's festival of wheels in Milan came up with a visitor count fast rising every day, in comparison with 2009. There was a plus of 5% on the first day, then 18% on the second; even up 24% on the third - and yet still a plus of 13% on a final rainy and cold Sunday that deterred sensible people travelling far from a warm indoors. Mind you, with the numbers that surge and throng at this exhibition, you are never very far from getting a hug or a cuddle from others walking the aisle you are on! And then there are the models, of course, some watchers appear to get very warm under the collar!

The 68th Eicma International Show started with an opening ceremony unexpectedly attended by Italian Prime Minister Silvio Berlusconi, along with Economic Development Minister Paolo Romani. Silvio Berlusconi emphasised Italy's challenge in the global market: "The attitude for innovation and investment by the Italian industry deserves admiration".
pictured: Italian Prime Minister Silvio Berlusconi with EICMA General Director, Costantino Ruggiero, who spoke of the hard work and passion of the show team, "a small band of amazing professionals"



many thousands involved in the networking

The numbers that are brought into play to describe the Fiera Milano happening are mind-blowing as you count on from the 45,708 business visitors that includes 12,583 from foreign countries. That's why Milan lets their show settle for two days so the Trade professionals and the international Press can get much needed elbow room in the halls - the first to last of these gear filled halls are nearly a kilometer apart and the visitor who has not planned a booth visiting campaign soon gets walking themselves to a frazzle.

Observation and ordering isn't easy from the aisles at the best of times, but anyone with less than a steely constitution once the public visitors mass their ranks can be dead in the water. Even the experienced and the wary can be threatened by the backwash of people stepping in your way from a product launch evolving before the swathe of forward facing clothed bodies trying to get their glimpse of near nakedness put in front of them to flatter - or disguise - yet another me-too product from the metal bashing and painting theatre in some factory or other. Little fishes come sweet, and they swim into view unexpectedly, from new suppliers.

Life is by far much easier in the quieter International Visitors Club and the Press Centre that Eicma manage to make so very socially acceptable. Damn fine Italian coffee at almost any minute of asking - the fuel for something like the 2,104 accredited journalists at the Show. Then there comes a pasta dish at lunchtime, a great help to keeping the energy up for more aisle walking with an eye open for prospects.

One thing you quickly appreciate on a networking session in the Press Centre is meeting people with a much, very much, better understanding of the English language than we have of theirs. Somehow you learn just how slow we have been getting back into the overtaking lane, and the only thing we have really done well is persuade other countries to put the word "Stop" in road signs. Handy, that. Peter rl.

Audrey styling with an appeal that would be appreciated by shoppers used to seeing the colourways favoured for outdoor clothing

for the smart dresser wardrobe

There is a ptw colourway certainty - black is traditional and the slow thinking brands certainly ensure their designer helps perpetuate that dark art. On touring and leisure kit, at best some take an easy way out by coming up with an occasional flash of coloured piping or a sleeve

embellishment - bold logo badges even - that goes to separate one cut panel from another.

That's hardly what the fabric producers would want to happen, of course, and a stroll along Corso Beunos Aires in Milan offers sight of riders passing who don't all look like they are heading for a funeral, and decked out only in low-viz black. Just so with some booths on the aisles at the Fiera, where often the garments showed their designers were able to avoid the dark look and put some life into the clothes people would be pleased to wear on a scooter - and, truth is, when they are on the shopping mall, too. Let's brighten the ride!

Let's face it, if you were looking for appropriate branding for a product you knew would just appeal to a proud Brit, then wouldn't you give really high marks to the person who came up with Nutcase!



SEEING AND BELIEVING IN MILAN - 2



Polini power house front entrance that leads through to the back-end styling with a lot of actio in between



something new from Caruzzo, the American company at their first Milan show, and looking to broaden brand awareness on the European patch.



a maiden voyage after almost a decade

With order take-up from central Europe on the move the USA's Corazzo brand has made a first showing in Milan. President of the company trading out of Oregon is Brad Duval, who told *Scooter Trade & Industry* that recent increased web awareness revealed a demand for Corazzo and potential distributors were being sought to deliver into the rider markets.

Featuring designs specifically for the urban niche, Corazzo clothing bringing fashion and function together when using high abrasion resistant textiles, leather, and CE rated armour. Taking note from over 500,000 collective riding miles, Corazzo's design team has gone about putting their designs together with the combination of fashion and function, all executed with high craft standards.

"With the right partners, Corazzo has very big potential in the Europe, and for those in urban riding communities where they understand good gear and style, then there is big potential for sales." added Bradford Duval. Back home in the USA it is Corazzo's commitment to grass roots marketing, community support, and renowned customer service that has solidified their place in the North American rider markets. It has also given the brand a unique type of customer interaction, inspiring spontaneous reviews, discussions, and recognition across rider forums. It is a pattern that can be repeated in the European market, too, reckons Brad Duval.

WITH GOGO GEAR

Scooter Girls do it for the men

protection and safety is disguised

Nominated amongst finalist for Top Products of 2010 in the USA, and with their GoGo Gear creator, Arlene Battishill (pictured below) being selected as one of the Top 100 influential people in the Los Angeles fashion industry, it all goes to make makes the Scooter Girls clothing brand real big news.

GoGo Gear won first place in a fashion show during the Los Angeles Fashion Week in 2009 and then popped stright onto a plane to bring their brand to the Milan Show.

For 2010, ScooterGirls, Inc. continues to excite



the power two wheeler world with new and unique designs that are getting the company worldwide recognition for combining protection and fashion design in jackets made for motorcycles and scooter riders. The good looks help the sell!

GoGo Gear jackets are built with CE approved protectors for the shoulders, elbows and back areas and two layers of fabric that prevent abrasion resulting from an accident, they say. The fabrics are waterproof, windproof and have multiple reflective fabrics to increase the visibility of the rider.

With GoGo Gear all of these safety features are disguised so that the public will not realise that the jackets are used for protection.

Back at Eicma again this year, ScooterGirls were showing GoGo Gear for men and "Sartso GoGo" Kevlar Jeans, a new Kevlar denim, worn for riding to special events. The brand is sold exclusively to distributors and retailers in the US, Canada, and Australia, from the internet in Germany and Paris, and was in Milan looking to widen the dealer network and build relationships across Europe.

www.scooter-girls.com

the Corazzo design team weave their designs together with a combination of fashion and function, derived from their half a million miles of collective outings on two wheels. Scooters figure much of the way.



Garelli give a refreshing look to the 2011 Capri Lx, yet another set of wheels that has carried the same model name as for plenty of years. Their concept model was also shown - it's not known if someone had nicked the disc brakes



www.brake.org.uk

Brake is an independent national road safety charity that exists to help stop the six deaths and 70 serious injuries that happen on UK roads every day, and to care for families

bereaved and seriously injured in road crashes. Brake produces educational road safety literature, runs community training programmes. for information go to -

www.brake.org.uk/road-safety-training

Brake events include Road Safety Week

www.roadsafetyweek.org.uk

(it runs 21-27 November 2011).

Brake's support division

www.brake.org.uk/support-for-you

cares for road crash victims through a helpline and other services.

luggage that looks good everywhere

good profit margins to retailers with this smart leisure line

The idea is simple - shoulder luggage that contours to the natural curve of the spine means a heavy load will feel lighter. Specially developed by a doctor and a chiropractor a Healthy Back Bag is designed so it reduces stress on the back neck and shoulders - and encourages good posture at the same time. Now the uni-sex bag series is available 'green' with the launch of Earth Collection, made from state of the art recycled materials. On top of that they've also gone "green" with a touch of the Irish.

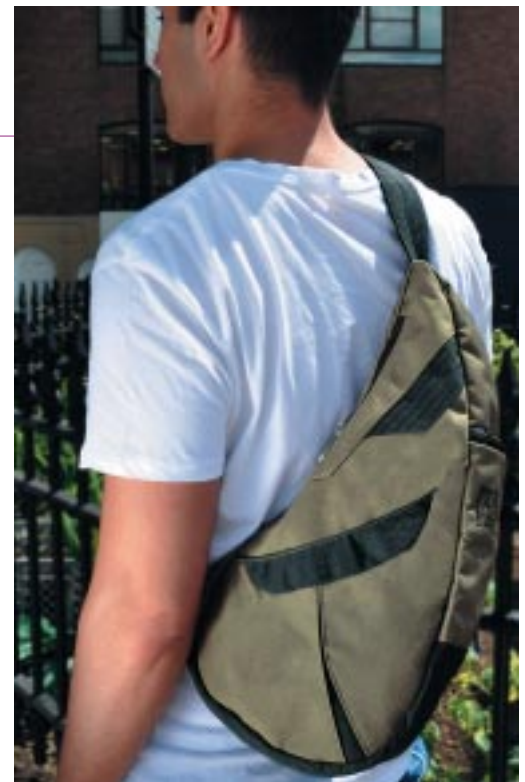
A Healthy Back Bag can be worn either on the shoulder or across the body, the unique teardrop design means weight is distributed asymmetrically along the spine rather than pulling from one point, keeping the stress off the back and the bag on a shoulder. Better, the Healthy Back Bag also comes as a feat of organisational genius with four exterior pockets and 5-6 cleverly thought out interior pockets for keys, phone, pens and the like. And that offers a clever in-built stress free rummaging factor!

The Healthy Back Bag Earth Collection is made from recycled PET and comes in range of colours. These, and a vast array of other stylish and functional sizes, colours and fabrics including leather, microfibre, cotton twill and distressed nylon. This collection retails for £54.

And then there's the Donegal set, a Collection made in three fabrics from Irish Tweed producer Studio Donegal. This is the company with the name tag Spinners, Weavers & MagicMakers? so you can guess this is no ordinary fabric. Studio Donegal, at Kilcar in a mountainous and remote north western part of the Republic of Ireland, maintains and preserves over a hundred years of hand-weaving tradition. Their cloths for the shoulder luggage features Lovat Green, Olive Herringbone and Natural Grey, colours that reflect the wild and rugged, colourful essence of Donegal.

The Green and Olive tweeds are made from natural ecru wool that is washed and dyed in the fleece straight from the sheep's back and then blended to give the desired shades. The Natural Grey tweed comes from Galway sheep and is a mix of Natural Black with lighter tones of grey and white. All the Donegal Tweeds are handwoven with a mix of long and short wool lengths to create a sumptuous tweed which is hard-wearing and yet surprisingly lightweight. The Donegal Tweed Collection: RRP £125.

www.thehealthybackbag.co.uk or call 020 7812 9800.



uni-sex and stylish, for use at all times

The "green" Earth Collection (left) and the Donegal Tweed introductions - all Healthy Back bags



November Survey shows men are the worse culprits

Men are particularly light-fingered, according to a recent survey conducted by office design company Maris Interiors. All of 76% of employees admit stealing from their place of work, 82% of men admitting to helping themselves, compared to 71% of women surveyed.

The stationery cupboard was hardest hit, with pens (60%) and printer paper (42%) being the most commonly pilfered. Stamps (31%), mugs (28%) and toilet paper (24%) were also frequently taken items. The stapler - often thought of as a frequent target of office thieves - was only taken by 6% of those surveyed.

One in twenty employees admitted to having taken more valuable items - ranging from printer toner to laptops. More unusual items declared included chairs and office plants, even filing cabinets, carpet tiles and entire desks.

Maris Interiors Chairman Michael Howard says the mind boggles why someone would take their desk home - not to mention quite how they managed it!"



tools of the trade at Studio Donegal



the "green" stuff - an output of recycling

That comes from PET (PolyEthylene Terephthalate) which is a polyester material used for packaging materials, mainly plastic bottles and containers. Collected, sorted and shredded into flakes for further processing. Recycled PET is now being used for making Healthy Back Bags. *You do recycle, right!*

the Irish touch - a traditional product

The Donegal Collection has the hand of tradition upon it, the fabric from Studio Donegal is made at Kilcar. The Studio was founded by Kevin and Wendy Donaghy with the goal of maintaining and preserving the long running tradition of hand-weaving in South West Donegal. This is Slieve League country, where you find the highest sea cliffs in Europe peering down on the crashing Atlantic. It's a big player in mountain scenery, this "mountain of the flagstones" which reaches a 595m summit that is accessed by a scary but passable footpath. Much of the local quartzite stone has ended up as floor tiling or roof slabs, even well away from the area it has been quarried. Among the rocks are found the most varied group of alpine plants.

WHERE FROM?

coming to Fort William and Lochaber - the February spectacular tenth year for the mountain festival of all mountain festivals

Although the full details of the programme for the 2011 Fort William Mountain Festival are yet to be announced organisers have promised that the top hike and bike destination Fort William and Lochaber will stage a memorable five day feast of lectures, workshops and films. It's all for residents and visitors who want to learn about and celebrate mountain culture, and happens Friday February 11 to Monday 15 February, in the new year.

The varied and entertaining programme will promote the mountains as an attractive, accessible and above all enjoyable place to visit. The programme highlights

include a Paddling Night with extreme white water paddling films and an introduction to the activity.

One of Europe's most experienced remote location film makers Richard Else, and wilderness specialist Cameron McNeish entertain, as does Tim Emmett, extreme athlete, all with mountain films.

The Best of Banff Mountain Film Festival World Tour is a film night. Screening are the most inspiring mountain films from around the world, a sure fire festival hot ticket. Then in a change to previous years for the festival, a ceilidh at the top of the Nevis Range mountain gondola, closes the 2011 Festival.

Over the weekend there's a Mammoth Descent, a ski and snowboarding event at Nevis Range - a mass race from the summit to the bar! There's time to get airborne with the AirBag.net, a safe, painless and addictive means of increasing biking aerial confidence and skill with the biking aerial skills workshop.

The winner of the Scottish Award for Excellence in Mountain Culture 2011 will be announced at the festival. Winners include: Jimmy Marshall (2010), Richard Else (2009) and Dr. Hamish McInnes (2008).

full details of the Fort William Mountain Festival
www.mountainfestival.co.uk

if you don't stock it - you can't sell it!

for people on the move

travel kit ideas from *Burton McCall*

NEW from Solar Technology comes the FreeLoader Pico - a compact and lightweight (49g) solar charger designed for people on the move! Using advanced solar cell and lithium ion battery technologies, Pico will charge its internal battery in double quick time. It then

Free Loader
PORTABLE SOLAR ENERGY

takes only 30 minutes to deliver its power to give a mobile phone 35 hours, iPod 14 hours, GPS 11/2 hours etc. FreeLoader PICO is supplied with four connector tips for the latest mobile phones and electronic gadgets and can be powered from both its solar cell or from connection to a PC or laptop (cable supplied). FreeLoader Pico can also be customised and protected with a range of colourful gel cases (srp £3.99)

Available to order now - sales enquiries to Burton McCall on 0116 234 4611

Sea to Summit Ultrasil Daypack Following the success of the Sea to Summit UltraSil shopping bag, comes the Ultra-SilT Daypack. It's not only super light and strong but very practical and environmentally friendly. Tiny pack size fits easily onto a key ring or in a purse.

Ultra-SilT is a very light 30 Denier Nylon Cordura, high tenacity yarn, with a 240T high density thread count. Silicon coating for increased fabric strength and packability. Excellent water resistance in the fabric. Light, light, light only 68 grams. The Bar-tack reinforcement makes it very strong and there is a key tab loop for additional user convenience. A great bit of kit!



bridgedale enduring comfort made at Bridgedale's own factory in Newtownards, Northern Ireland
for warm feet scoots

The UK's leading outdoor sock manufacturer **Bridgedale** has a big range of socks that will keep a rider's feet warm on the drive to the next scooter event. For those with a tent as their weekend home on the rally then Northern Ireland's producer has just introduced the Fast & Light X-Hale TrailBlaze sock. It is a line designed to go wonderfully well with lightweight and breathable footwear in warm conditions so it's the ideal summer sell. Made in Men's and Women's specific fit, it's ready to order now from Burton McCall.

As with all of Bridgedale's 'Fast & Light' series of performance socks, X-Hale TrailBlaze is made at the company's own UK factory in Newtownards, Northern Ireland. This is a long standing business, with banks of highly technical knitting machines that can eat into miles of specialist yarn in just one working day. The socks come in the best of patterns, and all designed on the premises. Bridgedale use their unique Merino WoolFusion process of a yarn which refines the balance between the comfort of natural Merino wool and the durability & moisture wicking qualities of synthetic fibres. WoolFusion also comes complete with a 3 year guarantee. SRP £14.49 - delivery from stock from January 2011.

X-Hale TrailBlaze in Gunmetal-Black



Women's X-Hale TrailBlaze in Grey-Jade



Victorinox Soldier's Knife - Best buy in *TGO magazine!* On its 125th anniversary, Victorinox has completely re-designed its military 'Soldier's Knife' (issued to the Swiss Army since 1891), to meet the increasing safety, quality and price-performance related demands of the 21st century armed forces.

The new knife, made in collaboration with the Swiss Army, features only those essential tools that a modern day soldier might need from a dependable pocket-tool: a one-handed opening serrated lock blade (made from the highest quality stainless steel), wood saw, can opener (with 3mm screwdriver), cap lifter (with 7mm screwdriver), wire tripper, Philips screwdriver, reamer and punch tool. The military green and black (two-component) grip gives the Soldier's Knife a much more robust, tactile feel than its predecessors.



VICTORINOX

footwear from sunlight

Grisport put solar energy to work

The results of a quiet Italian revolution wins steady sales in the UK, with high grade mountain footwear ranged alongside wet weather wellies and even shoes that you sell with matching handbags.

Grisport product is delivered 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 it this 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 sun power to produce footwear, in a business begun in 1977, that come the millennium was already making in excess of two million pairs a year, sold in over 50 countries of the world.



wet weather styles ranged from Grisport

Boots and Shoes that Just Make Sense.

Boot shown: Gaura

- Fully stocked back in the UK.
- Tremendous retail margins.
- Key price points.
- Made in Italy.
- Nationally advertised.
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THE 2011 DEADLINES

March issues	all copy to be received by February 16
April issues	all copy to be received by March 16
May issues	all copy to be received by April 14
June issues	all copy to be received by May 16
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The publisher reserves the right to amend the dates on this schedule

www.tradeandindustry.net / editors desk

two wheels to go with four

"bringing the best electric vehicle technology to the Irish market"

Green Machines have secured a deal for exclusive distribution of Powabyke rides in a move that supports the company's aim to bring the best electric vehicle technology to Eire.

Already reckoned to be the largest distributor of zero-emission electric vehicles in Ireland, Green Machines sells e-scooters, electric cars and now Powabyke, as the sole distributor for the brand in Eire.

Says Robert Nolan, md of Green Machines. "We have always tried to bring the best electric vehicle technology to the Irish market and we believe that Powabyke's reputation for quality and reliability, along with their ethos of constant innovation, makes them the best electric bike manufacturer in their class"

Powabyke has a UK network of approximately 400 dealers and through them over 30,000 e-bikes have been sold, says Nick Child, Powabyke managing director. Our company is looking for distribution options throughout Europe and internationally to continue brand growth, and we are pleased to have the Green Machines alliance so our electric bikes will now be widely available across Ireland.

"Ireland is an important market for us and we are looking forward to a healthy 2011 with Green Machines. We have already shipped product and Robert Nolan and his team are busy building up a reputable dealer network. We are confident that they will take the product forward with their comprehensive after-sales dealer support team."

The Powabyke X-bykes come in three models with either six or 24 gears, and include the X-6, X-6 LS and the X-24. The distribution deal with Green Machines coincides with the launch of the new improved Mk2 range - more streamlined, re-designed plug-in electrical components, all being models which are already getting good media and dealer reports.



www.powabyke.com



Nick Child: "Our company is looking for distribution options throughout Europe".

PX200 ALLOY REPLACEMENT CYLINDERS

To replace a Vespa PX 200 or Rally 200 cylinder kit you can find plenty of choices available when a performance upgrade is required. However, if you simply want to replace your worn out cylinder with a standard replacement item, the choice becomes somewhat more limited.

VE (UK) now offer a range of replacement alloy cylinder kits aimed at providing a cost effective replacement for the standard cast iron versions.

The 3 port cylinder kits are produced from alloy with a cast iron liner and are available in both 200cc and 210cc versions for the PX 200 and Rally 200 scooters.

VE say these are excellent value for money cylinder kits, offering reliability at



some e-bike asides

The European Twowheel Retailers' Association plea for an increase from 250 to 500 watt for electric bicycles that are excluded from the type-approval procedure blew a fuse at the European Commission's door.

The trade association argued that the power output increase would allow electric bikes to appeal to a much broader and more varied public throughout Europe. ETRA's appeal for increasing the power limit for pedal assisted bikes failed to gain COLIBI support, now the EU Commission rejected the plea.

Mike Wolf's bicycle shop in Bloomfield is flagged "your complete bicycle superstore". In his American town The Bloomfield Bicycle & Repair Shop is committed to selling electric bikes and he says that in the summer they sold over 70 electric bike models from Izip, Giant and Schwinn. Profits made from selling electric bikes far outweigh profits from pedal bikes.

where black beaches have now turned to gold

Durham Coastline gained Heritage Coast status in 2001 - it is now Landscape of the Year winner

Film buffs may remember Ian Hendry getting dead at the hands of Michael Caine, to then be dumped into a grave of the black and dirty North Sea waters lapping over coal waste that was the beach. That was "Get Carter" film time - but a lot has changed and when people visit this same spot they'll gaze on long stretches of golden sands and a beautiful Heritage Coast now voted the UK Landscape of the Year by the professional body for landscape architecture, Landscape Institute.

This coastline, which stretches from Sunderland to Hartlepool, was once an industrial wasteland spoiled by more than a century of spoil tipping from the coal mining industry which gained it a calling as "the black beaches" of Durham. A film location for the cult gangster movie Get Carter in 1971, later the Sci-Fi movie Alien 3, directed by Ridley Scott was also shot here.

Thanks to the clean-up programme of 'Turning the Tide,' managed by the Durham Heritage Coast Partnership, the area is unrecognisable from its coal scarred past. Ian McMillan, a poet and member of the judging panel, said: "This is an internationally important exemplar for transforming a despoiled landscape through careful and enormous amounts of enthusiasm."

Heritage Coast status awarded in 2001 has seen dedicated workers transforming and cleaning up an area that now brings large numbers of visitors interested in its 13-mile coastal footpath from the town of Seaham to Crimdon, and the local cycle paths. Wild grasslands, flora and fauna have been reintroduced on the magnesian limestone cliff tops - the only ones of their kind in Europe - and the beaches have changed colour, regenerated by the natural movements of the tide, the past nastiness washed clean.

Visitors to the coast can also overlook one of the UK's biggest colonies of little terns and during summer days even catch sight of the rare brown Durham Argus Butterfly. The coastal footpath is accessible year round - it starts at Noses Point in Seaham which overlooks Blast Beach - once the site of heavy tipping and the fiery furnaces of a bottle works.

more information at www.thisisdurham.com

POWASHOP LAUNCHED

online servicing

Explaining their system to improve serviceability across their range, Nick Child, Powabyke md, confirmed that IBDs are the vital link in a 'safe and sensible' route to market for the brand. "We will not be selling bikes direct from Powashop. Our new online portal is for spare parts, accessories and upgrades able to be ordered and delivered direct to an owner. Whilst this is a step-change in efficiency for riders who want an easy process to obtain new or replacement parts, but the service really comes into its own for dealers who log-on, get parts at trade prices and have them delivered direct to their customer. Retailers won't have to hold expensive items in stock - bonus is we deliver free all items".

The service helps address rider needs, seeing the increasing number of pre-owned Powabykes sold, and helps keep all models running sweetly. Powabyke have a national technical helpline for the public, working alongside the 'trade only' one that supports their dealers. "The Powashop and our helpline is all about supporting the brand for the future and to help confirm it as a number one electric bike in the eyes of the public" says Nick Child.

Powashop information at www.powabyke.com

selling wheels idea

The Get On campaign devised to attract newcomers to the pleasures and practical benefits of riding powered two wheels has been running for 18 months. Reaching the half-way point, the scheme so far has achieved sales of more than 5,500 machines as a result of free rides available through the campaign. Add that result to more than 20,500 dealer visits made by Get On customers and the campaign clearly demonstrates the financial benefit to dealers.

Get On Campaign:
phone: 024 7640 8000
www.geton.co.uk



classical, cool

Denver is the new boot specifically designed for urban riders, part of the Stylmartin Urban Series that includes new unisex products. The brand is trying to reach the best compromise among practicality, safety and fashion trends. Their offer also includes a model with a classical touch, one overlooked in the past.

Denver is made with an anti-slip sole, waterproof materials, with malleolous protection, and has an appealing new aesthetic design. It looks very classical and cool because it's only available in black leather.

through DPC Distribution

protection for men & women

Draggin Jeans is an Ozz operation who have pioneered the use of Kevlar to reinforce fabric and now introduce leather-look stretch denim jeans. The new C-EvoT is reckoned to be the most protective motorcycle jean in the world. There is a wide selection of jeans in styles to suit both men and women.

www.thekeycollection.co.uk



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!



beanies, base layers neck tubes, all made in Britain

Antartic travellers, Premier League footballers and Scoot riders are among the customer types who are doing great for a Leicester factory. "We are so very optimistic for 2011" says Derek Laxton, Managing Director of Sub Zero Technology. "The recession has not really affected our market so far, truth is we have boosted exports by over 35% over the past 7 months".

The Sub-Zero kit, made in their Leicester factory, is for those who want to keep warm, dry and comfortable, even in really demanding environments. The domestic market is very buoyant and probably because Sub Zero offer a product that is different from everybody else's. Then there is the unexpected boost in demand driven by the football industry - players wearing neck tubes and snoods over the winter season have brought an exponential growth in sales of Sub Zero's Meraklon Neck Tubes and Factor 2 Neck Warmers.

The company has sold more over the past 4 months than over the past 5 years! Derek Laxton again - "It came to a point just before Christmas that our manufacturing was all switched to Neck Tubes. Now to follow that up we are bringing out new ranges in response to the demand from export customers and from our UK independent retailers. It is a very exciting time currently at Sub Zero and we cannot wait to show our new lines to people at the Trade shows".

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tools that will travel or work from the bench

Venhill has introduced a range of tools, with the Sockets and Drivers kit containing a popular selection in practical sizes, packed in a handy pouch that is easy to stow and carry. Featuring a solid moulded handle for a complete grip, there are 1/4" drive sockets both in the centre and at one end, enabling the user to choose between 'T' bar and straight drive set-up.

Fitting into the handle are five double-ended drives, each 175mm long, with hex tips in 3mm, 4mm and 5mm, both straight and ball end, plus Phillips drives numbers 1 and 2 and slotted drives in 4mm and 5.5mm sizes. Also included are three sockets, 180mm long, in 8mm, 10mm and 12mm diameter. All blades and sockets are manufactured from heat treated chrome alloy steel and pack into the robust carrying case.

selling for around £25 - see other products in the new Venhill Tools brochure



they socket to you with tools

British sourced hand tool range produced from high quality chrome vanadium

Cost effective hand tools made to stand the test of time that come perfect for workshops, mechanics, and for sell-through to customers. "Everyone needs tools irrespective of if they are a fully trained mechanic or a home enthusiast" say the supplier VE UK. With many riders carrying general tools on board when riding their scooter in case of emergencies, this range is designed to be practical, whilst not breaking the bank.



The new line of professional quality hand tools complements and expands the existing range of scooter and motorcycle dedicated tool line, from VE. They credit it to their belief of "the right parts, the right tools and the right price".

"Our new British sourced hand tool range is produced from high quality chrome vanadium and is supplied either in blow moulded cases, tool rolls or metal tool boxes, and offers exceptional value for money either for the machine owner or a busy workshop. The range encompasses the most commonly used tools that owners and workshops use on a regular basis along with some workshop essentials. Importantly the tools are packed for retail sale allowing the dealer to display them easily for sale to their customers."

At present the range includes 3 sockets sets in 1/4", 3/8" and 1/2" drives, 7 piece hex and star bit sets (with an anti tamper version of the star bit set also available), a 4 piece stud extractor set, T bar allen key sets, and a 39 piece metric Tap and Die set including a 7mm Tap and Die.

Combine this with workshop essentials including: ring and combination spanners, a rechargeable LED portable work lamp and a 4" bench vice with optional swivel base attachment, and you have the makings of a well fitted out workshop.

no real tax break

small business rate relief may have a sting in the tail

The Localism Bill ends the requirement for businesses to fill in an application form to claim rate relief, in its place the Small Business Rate Multiplier automatically applies to eligible firms and, according to a government statement, 'councils will be free to administer Small Business Rate Relief in a way that best serves local businesses and local needs'.

The Forum of Private Business and their property specialist Leaseholders United are not so sure and are warning that the Small Business Rate Relief (SBRR) applied 'automatically' could instead lead to councils scrapping the tax break altogether.

The Government reckon the move would help businesses access the £200 million in rate relief unclaimed each year, however, the Forum is quite concerned that it could instead jeopardise some of the £500 million per year that businesses are already able to claim.

The Forum's Property Adviser, Leaseholders United's Andrew Bacon said that small businesses taking on five year leases and paying rents based on the assumption that they will be entitled to automatic Small Business Rate Relief throughout that period could be in for a surprise.

"The recent announcement regarding Small Business Rate Relief has only made the Small Business Rate Multiplier automatic, which will result in a 2% drop in rate liability for businesses which haven't claimed - a trivial sum," explains Mr Bacon. "Removing the need to fill in a form to claim SBRR is only a 'positive' if SBRR is genuinely made automatic, as it is in Wales. But that is not what is being proposed. It is now to be granted at the discretion of councils."

"As we are still facing an extremely tough economic climate, the upshot of this could be that SBRR disappears, with small businesses being £500 million worse off. If it is no longer going to be automatic and will be at the whim of a council, they need to be told this."

Businesses can discover if they are eligible for SBRR, through the Leaseholders United's eligibility calculator, or for more information about the Forum's member benefits, campaigns and lobbying call 0845 612 6266 or visit www.fpb.org.

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