



a KSA business to business publication . March 2005

trade & industry *Xtro*

GOING LIGHTWEIGHT
for leisure & pleasure



a Reef to open bottles



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HH in many colours



weight matters to them - a supplier on top of the world and a racer going for the line



YOU CAN HELP CUSTOMERS LIVE THEIR DREAM

exploit the synergies to grow your business

walkers don't just walk, bikers don't just bike. they are all into recreation.

and specialist consumer magazines are pointing the way



an archive snap of Mike Harding gearing up in a Karrimor product store

There is nothing new in having tools that do more than one job, after all few people have just one specific leisure interest and that implies dual functionality is a preference the buyer will seek. In our marketplace where the common denominators are the fresh air of the outdoors and the energy of travel, then it's a case of selling kit that helps get the best out of the occasion.

A few years back the catch phrase from a renowned Birmingham bike maker was "get your fun out of Dawes" a suggestion that obviously appealed to Scotland's famed outdoor writer Tom Weir. He would ride up a long glen on his Dawes Kingpin before taking in a Munro or two, and it has been said that when he ended up in the right place for him but not back at the bike park, then the Kingpin had a lonely wait for his return. Faithful friends are bikes! The Rochdale Cowboy who became Footloose in the Himalayas has also been the biker as well as the hiker for his readers. One of Mike Harding's early epistles described a family treat of oysters and mile eating on a tandem trip in Brittany, for travel and more public entertainment he later mixed strumming with pedalling that made a very watchable tv series.

Mike Harding has been around long enough to have twice appeared on Top of the Pops and in 1975 sat on a stuffed alsation dog dressed as a North Country Cowboy. It's said he explained that although it was a bit embarrassing, at least "it was better than working down the sewers, and it paid for the luxuries in life like bread and shoes." His *Footloose in the Himalaya* production won Mike the Outdoor Writers' Guild Award for Broadcast Media in 1994. Today Mike can be found talking folk music on



TGO editor Cameron McNeish - "Do something for wilderness and make the mountains glad" also does things for bikes in the outdoor magazine"

BBC radio - check the Wednesday night programme schedules - and regularly his column in *TGO magazine* is a contribution as likely to ruffle feathers as much as demonstrate the fun and enjoyment gained when being in the great outdoors.

Another writer who has really mixed two wheel travel with ventures afoot is Nick Crane, the travel writer who rode a bike through the Himalayas and walked to the parts of Europe where you get chased by bears. He made his name with *Clear Waters Rising*, his account of a solo, 17-month journey on foot along the mountain spine of Europe, from the Atlantic to the Black Sea. This title won the 1997 Thomas Cook/Daily Telegraph Travel Book Award.

And gear-selling influences in the press today? - obviously of a similar frame of mind, two editors of peer consumer magazines have introduced their readers to other way of doing things, as you find in *Cycle* and in *TGO*. In the house journal of the Cyclists' Touring Club the subject is camping for the bike traveller, and a full eight pages of the feature confidently embraces in-tent living. It's easy to see that editor Dan Joyce doesn't expect all his readers to spend their evenings and nights under a solid roof as his contributor turns in a very smart set of kit options for the reader to follow.

Similarly, taking the direct route to reader involvement recent pages of the leading backpacker magazine *TGO* looked towards biking interests with Manuel Bustelo riding among volcanos as he exercises the personal passion of mountain biking and climbing. Editor Cameron McNeish - his motto "Do something for wilderness and make the mountains glad." - once got so close to the mountain part of mountain biking that he had to use tweezers to pluck grit from his bum. It's an indication that you can find the wheels beneath you bringing times equally exhilarating as telemarking.

When you adapt the tools and have a mind to do the job a little differently you can even get your bicycle to the top of Kilimanjaro, as Nick Crane will tell you. The next customer to walk through your shop door may have a similar venture in mind - so what's on your shelves that will help you help satisfy their dream?



the outdoor and travel activities of Nick Crane featured in TGO magazine

doing their bit

The specialist consumer magazines regularly bring their readers a different slant on how to go about doing their thing. These features show that lightweight gear isn't just for backpackers heading to the hills - the mountainbiker and the cyclecamper need the same level of facility from their kit.

It's good business to stock gear that expands the customer base, and those who appreciate the heritage of lightweight travel realise there is the dream of a Marco Polo style journey in so many customers. They all need the essentials that bring self-contained indulgence and succour.

The ideal retailer for this style of customer cares about what is carried on the shelf. They know that outside of traffic blighted regions there's often some considerable distance between someone ready to feed or house travellers just when and where it's needed most. Real viability is going lightweight but with trust in the gear rather than compromise.



for all the effort that goes into rucksack design there is nothing quite like a pair of wheels to tote luggage - or even hitchhikers in Norway! seen right

above: Chariot childrens trailer has many purposes - strolling, hiking, even skiing and, of course, about town. As with the Bob Yak, below, go to Amba Marketing - 01392 840 030



action weeks

There is plenty going on that will generate business for retailers who help drive the awareness of these events.



more reading

Help fire up the enthusiasm of customers with a good book rack.

A Place to Cycle is about 25 top cycling holidays around the world - routes, times to go, organisers. Real dreamy stuff from Rob Penn. (www.conran-octopus.co.uk)

Tim Jepson's *Wild Italy* shows there is more to this country than you'd use in a lifetime of holiday travel. The suggestions cover 70 wild places in a 224 page fact-packed volume. (www.nbinternational.com)





at the OS Outdoor Show - Crocs' Jeff Nelson

floating footwear

Crocs is footwear that comes light and adaptable in outdoor activities. Derived from a style of deck shoes where the main enemy is water the Crocs come in a moulded Italian style at less than six ounces, they are neatly vented and remarkably comfortable. Material of manufacture is a special anti-microbial patented closed cell resin, Crocs are said to warm and soften with body heat so they mould to the wearer's feet.

With the heel strap in place, Crocs shoes can be worn not only for water sports and beach wear but as back-up footwear when camping or on cycling events and holidays. They could ideally be packed for use in river crossings on expeditions or backpacking trips.

Another benefit of the resin is that it has a very high co-efficient of friction, making them incredibly slip-resistant - and they even float!

Details - call Jeff Nelson on 020 8997 0546.

nec OS Show - mapping the future?

The thousands who paid to come and shop discovered their ticket bought not only cost-saving retail therapy but an intro into a happy outdoor scene where they could rub shoulders with the achievers and been-there & dunnit brigade who sprinkled the stands or entertained at the on-site theatres. The three days of the OS Outdoor Show were three different days in style of visitor to the nec. Where Sunday was packed with groups, the Friday opening attracted a seemingly more intent, serious punter with Trade figures also on the aisles of three halls. Saturday was a busy shopper day.

The OS show has now established the pattern which may well influence UK Trade-only events to set out their stall with less than atmospheric prices for booth space. That is probably the one constant remark about this indoor outdoor event that has mapped the route to the punters' pocket - it's a premium priced event where the shopper goes away with the bargain.

PRL



gps makers Magellan and Anquet Maps (below) were among many companies in education overdrive for the enlightenment of show visitors



wheels as well

Koga Miyata were on hand at nec to give visitors an insight into the quality end of the bike market - not only in racers but tourers, too. They have the answer to people looking for really light machines - down to the UCI limits in fact.

more info on the Koga Miyata range - contact Kevin Buron on 0144 238 4014

the new Outdoor Platform

building on market knowledge and contacts



Lee Taylor - to introducing exciting new products

After 16 years at Snugpak Lee Taylor has decided to go it alone. Lee who has been a familiar face at accounts across the North of England has set up his own project, Outdoor Platform, a specialist agency offering technical product to the Outdoor Market across the country. He'll be on the road from the beginning of April.

contact Lee directly at outdoorplatform@yahoo.com

It was in 1988 when Lee joined Snugpak and started on his way to his current position, working in most areas of the company that provided a well rounded insight into all aspects of production, sales and marketing of sleeping bags and insulated clothing.

"This is a great chance to introduce exciting new products I have been exposed to worldwide to the UK market, whilst still supporting retailers with Snugpak products within my established area," says Lee.

"It is frustrating to see so many products not getting to market because of poor representation. I hope to use my market knowledge and contacts to build on what I have with Snugpak and provide a well rounded portfolio of product for my customers."

Along with Snugpaks existing range of Insulated clothing Lee will also be promoting sister company Westwinds range of Ventile clothing which was re-launched under the Snugpak banner at the last Go Outdoors.

"I will be sad to see Lee leave but it's a win win situation for Snugpak, we get to retain one of our top salesmen and also get to expose our product to other markets soon to be tapped by Lee," says Darren Burrell, Global sales manager at Snugpak.

the new Snugpak website is now on line at <http://www.snugpak.com>



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PATENTS - please read 1000w

M & J expands

T-Bike suppliers M&J out of Manchester have appointed Julie Dominguez as their agent for Scotland, with a big portfolio of cycle accessories and the bike range itself.

Contact Julie Dominguez on 07968 769191 or call the sales office on 0161 337 9600.

The full list of products is on www.mj distributors.co.uk



Part of a collection of safety gizzmos, Wowow Hangtags in 3M are from Dillglove (0121 308 0314) or check with your local wholesaler.

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666R made in Reynolds 853, has a Euro BB with ICGS tabs



this 666X sports a BMX BB shell



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at the heart of the complete bike

Identiti 666X and 666R are now in stock at Ison and ready to rumble. The 666X is produced in TAF 4130 Cr-Mo tubing and sports a BMX BB shell, whilst its lighter brother - the 666R is produced in Reynolds 853 and sports the Euro BB with ICGS tabs.

With riders like Ady Bright, Glen Coe and Tom Dowie testing and approving the NEW Identiti 666 frames, consumers know that they are some of the strongest frames out there, and switched on dealers know that they will sell out really quickly.

Dealers interested in stocking Identiti frames and complete bikes should contact Ison Distribution on 01223 213800



666X is produced in TAF 4130 Cr-Mo tubing

Moore Large are Schwinn's top world distributor

In only their second complete year as UK distributors of the Schwinn brand, Moore Large have been honoured by the makers at a special meeting in Taiwan. Andy Pliszka, head of International Sales made the presentation to ML directors, Gary Mather and Paul Stewart during the annual meeting of the brand's world-wide distributors at the Taipei show.

Schwinn's strong, mid market offering, particularly in the trekking and ATB categories, has resulted in consistent business with a growing number of retailers throughout the UK and will remain a major focus for the Derby based distributor.

It has been the huge success of the Stingray model, that was launched during 2004, which also contributed to the success achieved by Moore Large with the Pacific Group. During the Taipei meeting the presentation of the portfolio of new Stingrays optimise the brand's commitment to carry forward enviable ground breaking innovation.

Information on the current range of Schwinn and Stingray products can be obtained by calling Moore Large sales on 01332 274252.

ML managing director Nigel Moore pictured with Gary Mather and Paul Stewart



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Cycling England - CTC happier

Following their criticisms of the National Cycling Strategy's lack of momentum, the CTC have now said they are pleased by the way the departments of health, education and transport have come together to support cycling. This follows the launch of Cycling England, the new national body, tasked to plan and coordinate the development of cycling across the country.

A new National Standard for Cycle Training has been welcomed by CTC as a useful step forward. The CTC director, Kevin Mayne, said: "We look

forward to working with Cycling England to deliver the things that we believe will get more people cycling - for example, good quality cycle training and better conditions".

"The contribution to cycling by CTC has been recognised by the fact we have a full member on the board of Cycling England and are the first recipient of funding under the new structure".

Cycling England will have a budget of at least £5m a year for the next three years to allocate towards cycling.

Children in Derby will be the first in the country to have cycle training from a Community Cycling Coach, Richard Camm. Children in Lees Brook, Derby Moor and Sinfin secondary schools in Derby are to form a community cycling club to engage school based cycle coaching activities for the pupils

neat pos

To help sales of the Wowow safety vests the handy presentation unit is available for stockists.

The Belgian safety collection is marketed by Sutton Coldfield based Dillglove (0121 308 0314) and sold through your local wholesaler.



Selle Italia SLC wins design Oscar

The new absolute winner of Gold Award product design 2005 at the IF International Forum Design in Hannover is Selle Italia.

For over fifty years this has been the top awards from one of the world's leading design institutions.

The "Design Oscar" went to Selle Italia SLC (pictured) as the absolute top-place finisher in Lifestyle & Leisure category,

from among more than 2,322 entries from 31 Countries and many products coming from the biggest and most famous worldwide companies from Europe, Japan, USA.



Velo have expanded road sponsorship for 2005, renewing agreement with the Colavita Olive Oil-Sutter Home Pro Cycling Team who will continue to ride with Velo saddles, handlebar tape and frame protectors.

In addition to other teams, the Imholding Loulé Pro Cycling squad Velo will be on Velo products.

The Pronto



What do you want from your tyres?

Grip Durability

Both

Michelin has unveiled a revolutionary technology for mountain bike tires: Dual Compound. Behind this deceptively simple name is an innovation already proven in off-road motorcycle racing, where it helped Michelin win no fewer than eight world championships. Dual Compound is the combination of soft rubber on the tire's surface for optimal grip, and a harder rubber underneath to reinforce the knobs and better resist punctures. Soft outside, hard inside, Michelin Dual Compound gives you the best of both worlds.

dual compound

MI Mountain From 40-47 48-54 Mountain 48-54 48-54

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Nowadays waterproof breathable fabrics are an expectation, not simply a luxury reserved for performance products whether in footwear, clothing or accessories.

At Sympatex we have been producing waterproof breathable membranes for over 25 years. Our objective is not to dazzle with figures but to add comfort, performance, and durability to garments, footwear and accessories. It is by meeting these aims that we have become Europe's largest supplier of waterproof breathable membranes.

How have we achieved this? Simple really - by producing the lightest, most flexible, waterproof breathable membrane in the world - OK it has taken science and years of research and development, but our aim was simple.

The Sympatex membrane is polyester based and does not rely on tiny holes to breathe; instead it pulls vapour through its structure. It is not the easiest procedure to describe but the results speak for themselves -

Sympatex adapts to its environment, as activity levels and temperature rise Sympatex works harder giving you performance when you need it most, that is why we describe it as an 'intelligent membrane'.

Sympatex is flexible, the non-porous structure allows the membrane to stretch up to 300% in both directions without any impact on breathability or waterproof performance.

Sympatex is extremely thin and lightweight, typically less than half the thickness of standard porous membranes, useful if you want to add performance without sacrificing weight or feel of the product.

How do we guarantee Sympatex's performance? Our technical department and laboratories in Germany test all laminates and finished product designs for waterproofness, breathability, and durability. Only when these quality assurance standards are passed will we put the Sympatex endorsement to a product. To set these standards we work with the experts at the independent Hohenstein testing Institute to ensure that we are exceeding market expectations.

Whilst we are constantly testing and developing the membrane we also look at other innovations to enhance our core values of comfort, performance and durability. This has led to the development of several additional technologies that complement the Sympatex membrane including:

- High2Out: for advanced moisture management and extreme breathability,
- Reflexion: for heat retention without added weight or bulk.
- Phaseable: ground breaking reactive 2.5 layer laminates.

Sympatex, a clever fabric to meet simple demands - comfort, performance and durability

For further information contact Iain Gourlay or Myles Uren at Sympatex on 01925 438 050

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SYMPATEX SPONSORS THE BRITISH ROWING TEAM

Sympatex Technologies, Europe's leading waterproof, windproof and breathable membrane supplier together with its partner Bush are sponsoring the British International Rowing men's squad and providing uniforms for the forthcoming rowing season.

The men's squad of 42 senior rowers and coaches, which includes James Cracknell and Steve Williams from the gold medal winning coxless four, will each receive a Bush travelling outfit which will consist of a light-weight Bush/Sympatex jacket, cotton chinos, cotton polo and sweatshirt. The squad will



receive the new fashionable kit in time for their first competition of 2005 in Seville.

To ensure the rowing team were completely happy two of the men's squad, Christian Cornmack and Phil Simmons, were drawn in to pick the kit. Phil commented "We were both impressed by the top quality especially the Sympatex jacket which should keep us dry and protected but is lightweight and easy to use"

Sympatex are thrilled to be involved with such a dynamic and exciting sport, Myles Uren said, "Sympatex has built its reputation on high technology, innovation and performance, the British rowers are unbelievable athletes who understand all these things making this partnership with Bush and the British Rowing team perfect for us"



visit the website
www.sympatex.co.uk

IFMA Cologne 2005: "Biking in City and Nature"

see the world of cycling in a different light in Cologne

When the bicycle business trade fair IFMA Cologne opens on September 15, it will be presenting an unusually wide range of technical innovations - but that's not all. In the run-up to the implementation of the Master Plan 2006, which will see the relocation of IFMA to completely new halls, the visitors and exhibitors will benefit from a whole host of fresh conceptual changes for 2005.

There's a second public day, a restructured setting, "Biking in City and Nature" - which is the fair's slogan - reflecting a focus that has always been a major part of the Cologne-based trade fair as well as the majority of the market: the bicycle as a key element of adventure holidays, city life and everyday lifestyle.

This large European marketplace for bike ideas will be presenting an extensive range of new products, many of which will be related to the main theme. The halls will be designed in such a way that visitors will enjoy an all-round bicycle experience: Cycle paths will lead to the main entrances, and road signs will be used in place of a numbering system to quickly guide visitors to "IFMA City".

Participants will be able not only to look at the bikes on show, but also to try many of them out. For the first time, IFMA Cologne 2005 will offer a separate test track for recumbent and special bikes, and city and trekking bikes. Those who prefer to pedal less and rely on built-in power will find what they're looking for at the popular ExtraEnergy test centre, where the latest technical and design innovations from the e-bike sector will be on display. In cooperation with exhibitors and the trade media, a special activity area will be set up where visitors can find out more about tailor-made bicycles.

During the weekend at IFMA, urban bike mobility will become reality. Of course there'll be a long "City and Nature" tour through Cologne, when members of the IFMA team will guide visitors on a bicycle sightseeing tour of the city's most attractive and interesting settings. This year the Bike Challenge will once again be demonstrating what radical urban mobility means for BMX fans, who will have the chance at the mini-ramp to perform their wildest, craziest jumps. The 2005 IFMA Bike Challenge is sure to raise the adrenaline levels of onlookers and participants alike.

Based on the number of registrations received to date, there is every reason to expect that the halls will be full in 2005. About 700 suppliers from 38 countries are now registered, and the large purchasing cooperatives will also be taking part again, some of these are exclusively at IFMA in Cologne. Other exhibitors include Abus, Continental, Cycleurope, Derby Cycle, Epple, Giant, Hercules, Heinz Kettler, Kreidler, KTM, Pantherwerke, Puky, Raleigh Univega, Sachs, Shimano, Utopia Velo, Uvex Sports, Zwei plus zwei and many other companies from Germany and abroad.

The Specialist Trade Centre, a complementary special service for all trade visitors, will also be offered again this year. It's the perfect place to enjoy a free-of-charge breakfast, establish business contacts or relax in a massage chair - all at the Europasaal.

To make even more contacts, trade visitors who use the attractively priced combined ticket can again take advantage of synergy effects and enter new areas of business at the Kind + Jugend trade fair, which will take place parallel to IFMA. The popular IFMA Party on Thursday evening, where guests can enjoy a panoramic view of the Rhine, will be open for trade visitors. Exhibitors can order tickets for their business associates and guests.

The 2005 IFMA Cologne will take place from Thursday, 15th to Sunday, 18th September 2005. For the first time, fair will be open to the public on two days, Saturday 17th and Sunday 18th September. Additional information on IFMA Cologne is available at: www.ifma-cologne.de.



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three from the front page

Cover product shots

set the scene against a morning backdrop at Tibbie Shiels, in the Scottish Borders. The Backpackers Club were in residence before a hilly weekend walkabout.



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. We win.

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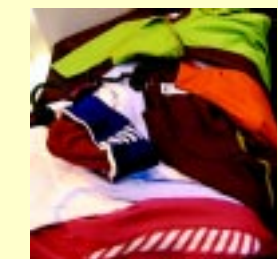
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By Bodensee 2005:
OutDoor networking

celebrate the outdoors and do constructive business!

Founded two years ago by nineteen of the world's largest outdoor companies, now with a current membership of twenty nine brands, the European Outdoor Group recognises the need for a cohesive, cross border approach to representation of the outdoor sector.

The combined strength of the member brands, and a close co-operation with national outdoor associations, provides EOG with an extremely powerful force to represent the European outdoor industry in a constructive and positive manner. The EOG's mission is to ensure a successful European outdoor industry and increase awareness of what an outdoor lifestyle can offer.

Mark Held is the general secretary of the EOG, we talked to him about the Trade and the specialty show OutDoor at Friedrichshafen.

Question: *The next trade fair to come is the OutDoor Trade Show, Friedrichshafen. What do you expect from it?*
Mark Held: I think the message regarding the validity of the OutDoor show is well and truly established with brands around the world and hence the increase in the number of exhibitors. The real focus now needs to be on ensuring that the right retailers get there.

Plans are in action to ensure that this happens and as a consequence I have every expectation that this show is going to surpass all other in the history of the event.

The atmosphere, the focus, the networking, it's all there at OutDoor and hence the experience of coming to the show is so much more than just seeing the brands and planning a range assortment.

I would use the phrase "OutDoor and More" to describe the totality of the show which is a great experience in every sense of the word.

Question: *OutDoor Trade Show has just presented a new motto "One Step Beyond." What makes outdoor recreation activities special that they are one step beyond?*

M.H.: One step beyond the boring every day routine of life and one step towards the excitement, the solitude, health and enlightenment, or in other words one step towards whatever 'Outdoor' means to you as an individual.

The word 'outdoor' encompasses so many different things to so many different people, but my own definition of what it means is 'an activity with a natural environment'. It doesn't matter what level, intensity or type of physical activity it is as long as the environment is not damaged as a result and as long as the environment is a vital part of the total experience.

Question: *"Lifestyle, Fashion and Innovations" is the message of the OutDoor Business. Compared to the "Higher, Faster, Further" of Sports Business, Outdoor really is beyond. How do you wish or hope being outdoors can change your life?*

M.H.: There are two ways of interpreting the word 'Lifestyle', one example is the type of clothing you like to wear and the image you like to portray. The other encompasses everything you believe in including the way you choose to live your life according to your beliefs, attitude to the environment, health and approach to others on this planet.

Call me naïve, but I like to think that people who believe in an outdoor lifestyle believe in man co-existing peacefully and in harmony with nature and the world. People for whom our natural environment is a source of inspiration and sustenance, as well as a means to enjoy physical activities and to stay healthy. As an industry we facilitate people's ability to enjoy the great outdoors safely, comfortably and of course in a way that can be described as fashionable in every sense of the word.

I would like to believe that more people will see the benefits of a healthy outdoor lifestyle. The natural environment is in the most part free and available for people to enjoy, a natural resource that can really change people's approach to life.

Question: *The acceptance of the specialty show OutDoor*

is very high, six months from the start the number of registrations are about one third higher than at the same time last year. Especially foreign nations are interested. Has the OutDoor reached the international standard the EOG has always requested?

M.H.: In part yes, but our vision is for the show to become the worlds number one place for the industry to celebrate the outdoors and to undertake constructive business at the same time!

Question: *Among 532 registrations so far (in March 2005), the OutDoor has 110 registrations of companies that had not attended in previous years. What makes the OutDoor so attractive to companies that have so far not regarded Outdoor as their specialty business?*

M.H.: There will always be companies that drop out of the exhibitor list and new ones that will attend, but it's clear that the increasing awareness of the OutDoor show is drawing in new companies that had not previously thought of the show as a vehicle for promoting their business's. For some this is their first move into the European market and we hope that the show proves to be successful for them.

Question: *Quite a few retailers have lost understanding why trade shows are necessary? Why are they wrong?*

M.H.: Recent years have seen an increase in companies setting up their own professional show rooms and inviting customers in to view the new ranges. This provides retailers with a very calm and focussed environment in which to do business and I really believe that showrooms are a very important part of our industry. The danger however is that retailers could start to believe that this covers their purchasing requirements and there is no longer the need to go to a trade show.

In response I would say that the shows offer a much more comprehensive overview of what is available and on offer in the market and in addition, they are a whole experience as I explained with my "Outdoor and More".

I am always pleased to talk to retailers who have come to the show for the first time and who are amazed at how rewarding and fun the experience has been. I cannot think of anyone who has told me that they have been and don't intend to come again and retailers who don't make the trip are really missing out on what makes our industry tick.

just in time! RUFF WEAR - PERFORMANCE DOG GEAR Dog Rucksacks Dog Boots Dog Beds Rosker went Stateside and came back with the dog's delight

With the UK outdoor trade always looking for ways and means of expanding sales through increasing "foot traffic" it make sense to look towards our "four legged friends" to help!

There's a massive dog population in the UK, over 1 of "them" for every 10 of "us"! And with dogs making such great companions for trekking there's a massive potential market for dog-specific outdoor products. We love our dogs, we spend a small fortune on them, but up until now we've not been able to buy them serious outdoor kit. That's all changed with Rosker launching the USA's leading brand - Ruff Wear - to the specialist UK outdoor retailer. But remember - this is not a "pet accessory" range - Ruff Wear design and make dead serious gear.

Dog Rucksacks - not only can your mutt carry his own food, bowl and water but you can share some of your load with him too! The Approach and Palisades packs are saddlebag designs with integral, finely balanced harnesses. Made from ballistic nylon with Delrin buckles, 3M Scotchlite reflective trim, self-repairing zips, and in the case of the Palisades with compression straps and twin hydration bladders. Made in a variety of sizes to fit all breeds, from £40 to £85 RRP.

Dog Boots! Yes, really! Increase your boot sales with two pairs of boots needed for each customer. The unique "3d bark'n boots" are made from a flexible Cordura upper that snugly conforms to the shape of ankle and paw, and a durable yet tactile Reptek sole to give great grip and protection on all sorts of hard or slippery surfaces. There's even a reinforced toe rand for abrasion resistance. Again, available in different sizes for all breeds. Special sizing charts are available for retailers to ensure the best fit possible. All sizes at £32 RRP.

Dog Coats. Take your choice from the "K9 Float Coat" (buoyancy aid), the "Lab Coat" (a hi-vis shell giving all-round visibility with 3M Scotchlite webbing used), or the "K9 Overcoat" (for real cold, wintry conditions this fleece lined design is just great). From £25 to £60 RRP.

Dog Travelling Food & Water Bowls - lightweight, collapsible, leak-proof, spill-proof - 4 sizes to suit all canine appetites. Starting from £11 to £22.50 RRP. Dog Outdoor Toys - enjoy the outdoors, enjoy your dog, let him have some fun with this wide range of tough, throwable models. From £9 to £25 RRP. Leads & Collars - keep your dog close when you need to but let him have his freedom to run with you as well. This is a great range of different styles and designs. You'll definitely not see the likes of these in your average pet shop! Dog Beds - and after a hard day's trek let your best friend settle down for a great night's rest with a choice of either the "Mt. Bachelor Pad" - a fleece covered, 25mm thick roll-up sleep mat or the "Urban Sprawl Dog Bed" - the ultimate luxury that's practically a climber's crash pad. From £43 to £85 RRP

With excellent margins, terrific eye-catching POS display material, and Rosker's great delivery service behind it, Ruff Wear is a brand for every serious, specialist retailer. For more information whistle up Rosker on 023 92 528711.

Dog owners are called to action

Good news for bike riders

who've had to sprint from their snarling teeth and walkers who've bent their Lekis on a rampaging poodle, there's a new campaign to help stimulate the responsible enjoyment of the countryside by dog owners. And their dogs.

Launched to coincide with Crufts by Chris Packham, well-known wildlife expert, author and photographer, the campaign is backed by the Countryside Agency, Kennel Club and English Nature.

Chris, a dog owner himself says: "I am only too aware of the problems that uncontrolled dogs can bring to the countryside and wildlife. The dog leaflet, which is part of the campaign, is a particularly good idea. It provides a good common sense approach to enjoying the outdoors with your dog, which everybody will find useful."

New research commissioned by The Countryside Agency shows that 28% of regular visitors to the countryside are accompanied by a dog and with the ongoing roll-out of Open Access land across England, the opportunities for dog owners to enjoy the countryside with their best friend are on the increase. would be important to the local economy and should go ahead as planned.

good listening

The 2nd annual OIA Conference had delegates listening to six keynote speakers giving presentations on diverse Trade subjects.

Plans are being discussed for the third in the series with suggestions for future conference topics being to bench-mark the outdoor sector against other industries and also broadening the subjects to bring in more retail interest.

no need for an OIA election

With just twelve candidates being nominated for the twelve seats on the incoming Outdoor Industries Association council, there was no opportunity for members to elect their officers.

In addition the council have agreed to co-opt, under rule 7a of the constitution, Mark Held of the European Outdoor Group. The full

Council is now comprised of:

Frank Bennett	Lyon Equipment Limited
Jonathan Clayton	Trekmates
John Coppock	Itchy Feet Ltd
Jack Galaun	1000 Mile Sportswear Limited
Darrell Laxton	Sub Zero Technology Limited
Jim McNamara	Craghoppers Limited
Nick Milton	The Ramblers' Association
Alastair Philips	SGB Outdoor
Alan Shorrick	Hi-Gear Ltd
Geoff Thomson	Graham Tiso Ltd
Andy Utting	Terra Nova Equipment
Michael White	Wynnster Outdoor Leisure

In addition the council have agreed to co-opt, under rule 7a of the constitution:- Mark Held of the European Outdoor Group



the luxury of a Base Camp set-up

to mountains with Kieron MacKenzie

The Deuter presentation included an evening in which the vision of life in the hills and on expeditions opened with Kieron MacKenzie standing high in a Skye shot near the summit of Blaven.

Much that followed illustrated his first Everest attempt in 2000 that came to a halt after being stuck at 7500mtrs for three days with very little food and worsening weather, to the climax of a year later when he reached the summit on May 23 at 8.45am.



Camp 3 on the North Ridge at 7,900mtrs

The dialogue described how you approach an attempt on a summit such as Everest, with the acclimatisation from advanced base camp taking five days. The other six or seven weeks are all about getting things in place and waiting for a weather window.

the summit happiness of flying the flag



Go Outdoors Awards 2005

Brand Awards

Tent of the Year Terra Nova Equipment (Laser Tent)
Footwear of the Year Hi-Tec Sports (Sierra V-Lite)
Brand Website of the Year Berghaus
Garment of the Year Mountain Equipment (Matrix Jacket)
Accessory of the Year Silva (Pedometer Plus)
Rucksack of the Year Berghaus (Crag)

Retail Awards

National Retail Outlet of the Year - Great Western Camping, Dorchester
National Multiple operation. Cotswold Outdoors

Regional winners:

Central England. Open Air - Cambridge
Ireland. Jackson Sports, Belfast
Northern England. George Fisher, Keswick
Scotland. West Coast Outdoor Leisure, Fort William
South East England. Outdoor Shop, Stony Stratford
South West England. Great Western Camping, Dorchester
Wales. Cotswold Outdoor, Betws-y-coed
Retail Website of the Year. Cotswold Outdoors

New right-hand man

of Arc'teryx European brand manager Gary Bryant is thirty years old Sabette Thompson. In this new post Sabette will coordinate all the day to day operations as the European business coordinator. Her main office will be in Vancouver, but she'll be travelling regularly. It was just three years ago that Sabette Thompson started working for the company.

National Camping and Caravanning Week - May 28 to June 3

The National Camping and Caravanning Week first took place in 2001, when over 50,000 campers set the record for the most people camping out on one night. The Queen's Jubilee week in 2002 saw around 78,000 participate, whilst 2003 saw a massive 95,000 participants.

www.nccw.co.uk

heading up big AMG team

A board appointment marks another significant step in the continued growth and evolution of AMG as a major player in the outdoor and snowsports markets - Mike Cox joins the company to lead the current sales team of eighteen and over twenty years in various sales and marketing roles, he was the natural choice to further develop and implement successful sales strategies.

Adding further strength to their management team led by md Stephen Newlands, Mike Cox's sales experience with footwear brands such as Rockport, Ecco and New Balance will support AMG's strategic plans for the Teva and Trezeta footwear brands.

In his previous role as sales director for Hot House, Mike Cox was involved in product design, sourcing and licensing for brands that included Ted Baker, Fred Perry, Titelist, Fox Europe and Fat Face. An all round sports enthusiast with a keen interest in the outdoors, Mike is an active runner, mountain biker and skier.

Commenting on the appointment, AMG's md Stephen Newlands said, "Mike's calibre and broad experience with well-known lifestyle brands means his knowledge in this area will prove instrumental in helping to drive our business forward in the future. This is a key appointment for AMG, we welcome him to the Board and look forward to his input at strategic level."

AMG sales director Mike Cox



AC CLIMBING WORLD

CLIMBING WORLD

CAMP

MILLET
MOUNTAIN BY EXPERIENCE

pad

AC ANARCHY

AC

kayLand
outdoors

sportful

TSL
TSL Sportswear

TEFAL

The AC CLIMBING WORLD range brings together some of the leading brands of purpose-made equipment for climbers and outdoor enthusiasts.

AC Climbing World Brands:
CAMP - climbing equipment.
MILLET - ropes, rockshoes & backpacks.
pad - bouldering mats.
AC ANARCHY - slings & descenders.
AC ANARCHY - chalk balls & finger tape.

AC Hillwalking Brands:
AC - leather boots, socks & mats.
kayLand - mountain boots.
sportful - technical underwear.
TSL - headtorches & trekking poles.
TEFAL - non-stick cookware.

AC Climbing World brands are distributed throughout the UK and Ireland by Allcord Limited.

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 E-mail: enquiries@allcord.co.uk
 Website: www.allcord.co.uk

Jim Walker

the Hydro Exp6

Deuter for the bicycle trade - contact Jim Walker on 08707 528 777



the luggage that's designed with ventilation in mind.

since 1985 the Original Aircomfort System has helped reduce body temperature and lower heart rates. But that's only part of the Deuter success story.

Rucksacks have always been part of Dave Brown's life - first in retail and then in distribution before launching his own operation. Today DB Outdoor Systems operates out of Kendal, with Deuter one of the peer brands that are distributed to the UK retail network.



Starting his outdoor life in the Scouts, from his early twenties Kieron MacKenzie has been into rock climbing and ice climbing. His first big adventure was to Kilimanjaro in 1984, followed by more time in Europe before cracking the Ice Window route on Mt Kenya, and then a first visit to the Himalaya in 1994. Since then he's been to Nepal on seven occasions, both for trekking and climbing. In '96 he was on the summit of Ama Dablam, then his first attempt on Everest ended after being stuck at 7,500mtrs for three days with very little food and worsening weather. In May 2001 he was standing on the very top of the world with the flanks of Everest below him.

When a top Lakeland retailer can range a new brand that becomes the top selling item out of their shop during the foot & mouth outbreak then that brand has to have something special about it. It was 2001, the first shipments of Deuter stock had landed and against all the pressures of f&m countryside restrictions, Fishers of Keswick went on to prove that these high specified rucksacks would sell at higher retail prices than had been the thinking up to then. In UK terms, the Deuter brand - which in Germany regularly wins top awards - has never looked back.

The pattern has continued and it is particularly pleasing to Dave Brown that his initial approach made to Bill Hartrampf at Deuter back in May 2000, has realised such good following among top UK retailers. "Plainly, this quality is a selling feature, the public are happily paying for these Deuter products which also bring higher turnover with excellent margins".

DB Outdoor Systems boss Dave Brown already knew quite a lot about Deuter, Germany's oldest rucksack brand. Whilst still operating in the retail field he had met and worked alongside Johannes Busch, who was later to develop the company's Aircomfort mesh back system back.

This is the one that uses special suspended mesh on the medium size backpacks to give the maximum ventilation.

Their design innovations that enhance the retailer and consumer appreciation of Deuter quality have seen a succession new product categories introduced - AC Lite Series, ACT Lite Series and Futura series have all contributed to the broadening acceptance of the label. Over the 2002 to 2004 period the sales have progressed remarkably, putting Deuter into the top sector of brands and of volume here in the UK.

Today the UK market have their own brand manager tasked to put Deuter take-up to new levels. Kieron MacKenzie, a person who has stood on the very pinnacle of the world, has a career in sales and management followed by his personal involvement as owner and manager of the New Heights shop combine in Scotland. You'll have to spend more than a little time with him to hear just how much of the outdoors is really in his blood, but it's no difficulty to discover he's no suit and he can certainly wear his rucksack with absolute pride. He doesn't shout about that side of his outdoor experience but prefers to talk about the way Deuter is gaining appreciable influence across the market. His job is to encourage the retailer to make the most of the brand and does that with intuitive product understanding.

Many of today's shop customers buy Deuter and other gear for international travel, and that is something else that has involved Kieron MacKenzie in a professional capacity. Part of his retail set-up consisted of an adventure travel agency selling adventure holidays for sixty or so of the top UK adventure travel operators, he has also been joint owner, along with Simon Yates, of



Nordic 400



Touching the Void fame, of their own Tour operating business organising small group expeditions to various mountain regions around the world.

That pedigree gives Kieron MacKenzie the platform to bring Deuter into the frame, not only for specialist retailers in buyer and staff presentations, but recently to the attention of a group of leading outdoor communicators when he took them through Deuter product awareness and a pictorial presentation to some of the heights he has scaled around the world. With him was Melvyn Jones, Deuter export area manager, in Britain from the company's Gersthofen base. They demonstrated that Deuter has terrific heritage in backpack production and innovation.

Their presentation described the backbone of the Deuter pack concepts they describe as "designed for ventilation". These systems employed in Deuter product range vary according to the activity. In hiking it is Aircomfort, for trekking there's Aircontact and in the bike sector it is Airstripes. Alpinists get the Alpine Back. Each of these approaches the requirements of the carry in a different way but with the certainty that the user is getting the highest possible degree of back ventilation under the circumstances of the actual activity - and with test-house confirmations that measure the positive results.

The starting point in the Deuter range is where the sales volume is immense - but watch out at the airport check-in or on the local hiking routes and you'll see enough higher-priced Deuter packs being carried on the planes to appreciate that people will pay that little extra for a better performance and better looking product. That view was expressed by DB's Dave Brown, not so much a biased comment but an indication that he's very interested in seeing such practical examples of public awareness of the brand. "And it helps pass the time while waiting for your flight" he adds.

This year there are new Deuter models that will sell across all leisure and outdoor interests, to specialists and to those seeking a gap-year carry-all that has a zip-off daypack. The range also continues into the world of the wheel.

In Deuter Bike the Airstripes collection is selling well through the bike trade. Sold to the bicycle trade through Jim Walker, he says "Deuter is a backpack first and hydration system second - making it a very good choice against the market leader in hydration packs. The Hydrolite 2 and 3 litre hydration packs are new for 2005 and now include a Source bladder at no extra charge. They represent outstanding value for money". Deuter have published a separate Bike 2005 catalogue covering daypacks to panniers, seat post fitments with a Klick'N Go system or bumbags up to a 5 litre, two drinks bottle capacity.

It is the Source Vagabond that makes a difference for people who want to carry fluids to drink during their hiking or biking activity. The Deuter pack has a bright orange Velcro tab that holds in place the 1 to 3 litre optional bladder. This system has the Streamer Clip which is a slide-off fully waterproof gripper that is removed for access right into the bladder, essential when cleaning operations are necessary. Another quality touch.

details of how you can profit from Deuter product by calling DB Outdoor Systems on 01539 733 842



Alpine Guide 35



Aircontact 65+10



Speed Lite



big capacity rucksack Paragon 75+10

the internals of Deuter carrying systems



one of the four big hits



this issue of *Trade & Industry Xtra* is for the bicycle and outdoor trade sectors.

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BICYCLE TRADE & INDUSTRY OUTDOOR TRADE & INDUSTRY SCOOTER TRADE & INDUSTRY Trade & Industry Xtra



Volker Eckhoff delved deep into the technicalities of Mavic and also used a full range of Tifosi bikes to demonstrate the various Mavic wheel models

200,000 copies of the new Cycle-Kit catalogue are being distributed



there was good hands-on opportunity for technical instruction at the Mavic clinics, with everything in place to give room to work on general hub and wheel servicing techniques under instruction

A BETTER BIKE STARTS HERE

This is the '05 statement from Mavic whose distributors Chicken & Sons organised a week of Technical Clinics in the Midlands and North of England. "Mavic are making better and better wheels" said Cedric Chicken at the opening Tamworth venue "It is very important that dealers are aware of the latest advantages of Mavic wheel build technology. More and more bikes have Mavic as original equipment."

Dealers have less time to build wheels today and according to Chicken, dealers are increasingly dependent on the advisory and spare parts service the company operates. Following on from Tamworth, Tuesday saw more dealers at the Haydock venue. Robert Chicken began with an introduction to the new '05 product portfolio which includes a full range of adidas cycling apparel and footwear. Both Columbus and Cinelli are important new agencies bringing additional products like reflective and gel tape, specialist bars - the Ram and Bat - as well as a whole range of road bars and stems which integrate with 3T, the other Gruppo company Chicken represents. Volker Eckhoff of Mavic used a full range of Tifosi bikes to demonstrate the various Mavic wheel models. "There are more dealers attending these clinics than there were two years ago" he said "and we are pleased with the organisation that Chickens are bringing to the market. Certainly their newly published Cycle-Kit catalogue represents all our products - Mavic and adidas - to great effect.

Chicken were appointed to distribute adidas from January 2005 though some of the winter product was available before. The adidas range of '05 products has a very professional air about it and assistance from adidas UK is now kicking in, raising consumer awareness about adidas cycling. Dealers prepared to invest in the brand get assured supplies of the Response and Performance garments. They also get extra discount, not just on the initial opening £1k or £2.5k but 7.5% on a £5k order. By distributing 200,000 copies of their new Cycle-Kit catalogue through consumer magazines, Chicken will stimulate interest among everyday cyclists in the adidas name. The Cycle-Kit catalogue is a comprehensive listing to all Chicken's parts and accessories, it's available in bulk quantities for dealer distribution.

Cedric Chicken said of adidas "The importance of this brand cannot be understated. There are a lot of clothing brands out there and many niche manufacturers supplying loyal cycling enthusiasts. What adidas has is huge appeal to ordinary citizens who cycle for leisure or occasionally. This has great potential for a number of dealers. The comprehensive range of clothing and shoes covers all aspects of cycling. By combining Climaproof, Climawarm, Climacool and Climalite fabrics where they need to be, you will be dry and comfortable 365 days a year. There is a superb choice of clothes for downhill specialists to T-Mobile look alikes. Sales are ahead of budget and we have just published details of the Autumn / Winter '05 range".

The third day of the road show was in Leeds at the South Leeds Stadium with more space to accommodate the largest number of delegates for the week - there are many Time and Tifosi bike and frame module distributors in the Yorkshire area. "Cinelli frames will also catch on, seeing the brand is so well respected in the UK", says Chickens. "There will be a limited number of outlets - this also applying to the Cinelli Bootleg bikes, maybe only 20-30 dealers countrywide.

The seminar at Leeds was a pleasure for Joe Waugh, director of Steels in South Gosforth, Newcastle. "Very informal and very friendly, a day when it was easy to learn a lot" he said. "Having access to so much technical information about the current Mavic equipment helps us to look after our customers".

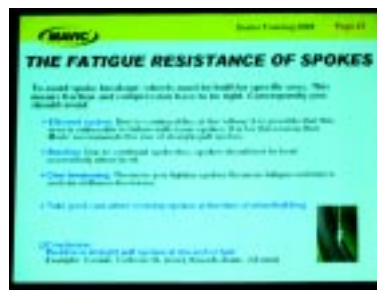
Long Eaton was the final session of the week and whilst the road show didn't reach territory in the south of England this time watch for plans afoot.

Today, Chicken is picking up more dealers as the product portfolio has developed, the current Price List has more quantity discount so 3pr of Time pedals is now invoiced less 2.5%. In many cases retail prices were reduced for more competitive areas of the market. The Time MTB pedal, the Alium, trades at £19.95 and comparable Time shoe at £33.95 making these up-market products highly desirable and at low cost. Margins have been improved on many other of the Chicken products like Selle Italia saddles.

The in-house Cycle-Kit catalogue gives a comprehensive listing to all Chicken's parts and accessories, it's available in bulk quantities for dealer distribution. Chicken still supplies a large number of manufacturers, wholesalers and even competitors - maybe something only a company with 80 odd years of service in the industry can hope to do. All will receive the latest Mavic Technical Manual and Product Catalogue, it's also available to new credit accounts who are buying Chicken products on a proforma basis.

Commenting on the successes of the week Chickens said "We are grateful to Mavic for supporting us in this way. Dealers do like this personal contact with our principals. We have more and more Mavic available from stock and welcome all new enquiries".

	laboral	frontal	longpan
vertical	++	++	++
spoke stiffness	++	++	++
rimwidth	++	++	++
spoke length	++	++	++
spoke tension	++	++	++



there was plenty of background information and detail when the Chicken organisation hosted a full day of effective networking, technical enlightenment and good hospitality at the three venues.



above: Peninne Cycles md Paul Corcoran (right) with Sandra, discuss adidas with Volker Eckhoff.

below: Andy Hunter and Mavic hub servicing at the clinic in Leeds. He works at Evans Cycles, Castleford



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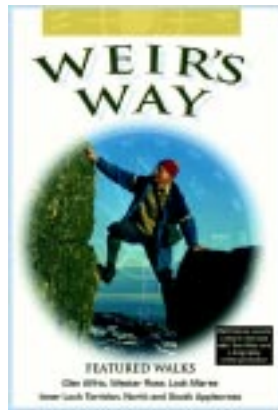
see Scotland at home

Four episodes of the much acclaimed Weir's Way can now be yours to watch from the comfort of your armchair. From April 11 a new Acorn dvd (or vhs) follows Tom Weir OBE, the intrepid climber, naturalist, explorer and writer, as he walks, talks and shares his beloved Scotland, the lochs, highlands and lowlands with the viewer.

In these four episodes, taken from the hugely popular television series, Tom visits the picturesque Glen Affric, the unspoilt wilderness of Wester Ross and Loch Torridon as well as the remote coastline of Applecross.

Tom Weir's writing career produced a dozen books and he contributed to the *Scots Magazine* for over forty years.

The vhs costs £12.99 (AV040); the dvd is priced at £16.99 (AV9401). sold in high street stores or call Acorn Media direct on 020 8879 7000 Fax : 020 8879 1616



Kent rides

The Cinque Ports is the name given to a ceremonial confederation of towns and villages in Kent and East Sussex that dates back to Norman times.



As part of a programme to encourage visitors to the area, CTC South Kent DA has devised a circular 150-mile cycle route around the 14 Cinque Ports towns. To inaugurate the circuit, a three day ride is planned for the Spring Bank Holiday weekend (28-30 May) this year.

more details: Roger Burchett on 01303 26 79 69.

right in the top 100

The Camping & Caravanning Club have reached heady heights with their magazine which now goes to the homes of 194,437 members each month. That's an 8% increase on the previous year, the magazine circulation confirmed in the latest ABC independent audit of magazine circulations.

This Club performance, the best ever across 103 years, put *Camping & Caravanning* in the overall top one hundred UK magazines.

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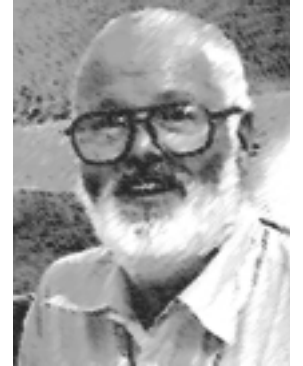
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a ton of feathers still weighs a ton!

This issue of *Trade & Industry Xtra* is based on enjoying life, something quite beyond people who insist on toting a burdensome load. After all, is there anyone who believes that living on the 88th floor of a high rise block puts them in seventh heaven? The views are often great but when the lifts don't work every ounce of everything you have to carry with you starts to weigh a ton.



No matter where you are heading, weight restrictions apply no matter how you travel - roofrack limits for the car, checked luggage limits at the airport, towed weight tolerances for the caravan and just how much can people cram into panniers or their rucksack and feel happy and safe as they move on? Bike racers and climbers know all about that, as does the weekend rambler or the mountain biker, even the cheap-flight customer. People who hope they are taking off for the trip that's intended to keep them sane will have time to rue if they've got it wrong with their kit check. And haven't we all got it wrong at some time!

And to help compound the problem there are still people in the supply line who suggest that *going lightweight* isn't such a big issue at the counter. In opposing that view I'll cite the Jeremy Clarkson's car drive from London to Edinburgh and back on just one tank of fuel. I guess he wouldn't have managed that if the car boot had been full of heavyweight kit - possibly even if he'd carried a passenger.

The Weightwatchers operation is a commercial success because people want to enjoy life more, making sure your customers aren't struggling with overload is a good way to keep them happy.

Peter Lumley . editor

BICYCLE trade&industry
longest running trade journal for the sector, launched over twenty five years ago as the first UK bicycles-only Trade magazine.

SCOOTER trade&industry
dedicated to urban transport topics and to developing awareness of lightweight powered two wheelers & trikes

OUTDOOR trade&industry
Outdoor Trade & Industry derives from the original outdoor business magazine *Camping & Outdoor Leisure Trader*

trade&industry Xtra
successful business builder for both the Supplier and the Retailer. Used to exploit existing synergies across the sectors

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publications schedule

KSA journals are published towards the end of the month of issue. All editorial materials should reach us in the first week of the month - and the early bird is most likely to catch the worm. A comprehensive Media Pack covers full information to help businesses generate Trade and the publisher will be pleased to help you achieve broad coverage and market awareness.

Most recent issues can be found in the journal archives at www.ksa-partnership.com / editors desk for the reading matter

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Gelert gang up on nasties

Is there anyone who loves winged and biting nasties? This impulse-buy counter top merchandiser comes to help sales of the Mosi-guard range - stick, cream or spray that'll help protect your customers from winged terrors.

Mosi-guard is now distributed by the Wales based company Gelert, coming in redesigned packaging it's ready for war on Scotland's midge and just about every other biting insect threat. It's a front line defence right from your counter.

A change of trading name at Gelert's European subsidiary Tika sees it now titled Gelert Europe Bv. The corporate identity now falls in line with Gelert UK, and all stationery and the corporate look of Gelert branding have been re-designed. This includes packaging changes which will become



evident through 2005.

Gelert believe these changes will further strengthen the brand in both the UK and Europe, and earlier this year both Gelert UK and Gelert Europe exhibited at Ispo Munich. This came after Wales Trade International invited a number of companies to exhibit on the Textile Wales Ispo stand. Gelert representatives were on the stand to promote the brand.

MOSI-GUARD® ACTIVE PROTECTS YOU FROM THESE...

- MOSQUITOES**
Indoor and outdoor biters. Can produce severe local reactions lasting from a few hours to several days.
- MIDGES**
Nuisance insects often in swarms. Usually bite during the evening in rural outdoor areas.
- TICKS**
Daytime and nighttime biters. Can carry tick encephalitis and Lyme disease in certain parts of the world. Present in long grass. Bites can lead to bleeding and ulceration.
- LEECHES**
Often found in damp forests. Leeches usually bite ankles and lower legs causing persistent bleeding at the sight.

story of the tree that's the village pharmacy



For centuries the **Neem tree** has been known in India as the 'Village Pharmacy' due to its many and varied healing properties. Largely unknown to the rest of the world, it wasn't until a German scientist in around 1959, noticed that after a locust swarm in Sudan the only tree left untouched by the locusts was a Neem Tree. Now it's used to help protect crops against insect pests, people against disease-carrying mosquitoes, and is the source of a large number of natural medicines.

On closer investigation it was concluded that the locusts actually landed on Neem Trees, but they always left without feeding. Since this discovery, there has been worldwide scientific interest in Neem and intense research into its many properties. We now know that the Neem Tree contains many natural active ingredients which make it resistant not only to locusts but also to more than three hundred different types of insects, as well as fungi, bacteria, and even viruses.

These chemical defenses are not only useful in protecting Neem trees but can also be used as the basis for natural medicines. Leaves from the Neem tree are renowned for their healing and soothing properties and can be used to ease a variety of skin conditions, complaints and wounds. In India, Neem leaf poultices and infusions were widely used in the treatment of skin diseases. Neem oil is traditionally used for a variety of skin and nail complaints and is also a powerful insect repellent.

In Edinburgh the oil was extensively tested on the Highland midge by a team of leading experts who concluded that midges have highly sensitive antennae and could detect Neem oil from the air. The scent of Neem oil is reckoned to prevent the midges from biting.

You can find out more about Neem Tree products by phoning 01294 204754 fax: 01294 277922 email: enquiries@neemco.co.uk

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hat with two peaks

So often the **simple idea** proves to be a winner, and that's the case with the Wicked Worm hat that comes with two peaks. It'll keep the sun out of your eyes and off the back of your neck at the same time. It's not that there are two suns, but who travels in the same direction all day! Still, it's a product that also has to be commended for when it is raining too.

Wicked Worm hats come in versions that will appeal to hikers and bikers alike, the Waterproof hats are available in navy, pale olive and dark olive, Cotton hats come in Khaki and natural white. Hat sizes are small, medium, large with normal delivery at 24 pieces - "although we like to think of ourselves as a flexible company" they told us. Contact Wicked Worm on 01749 850 303



Phil Oren Workshops - helping footwear fit feet

Continuing from the success of its 10th Anniversary, the Phil Oren Workshops 2005 offers retailers a unique opportunity to learn about the art boot fitting. Crawley in Sussex will be the setting for the 2005 workshops. In total there will be three two-day session with intensive but helpful instruction that takes the mystery out of properly assessing the needs of a wearer and with the means to get the footwear to fit.

The FitSystem session by Phil Oren instructors that will offer professional training in the art of footwear fitting through these series of workshops for UK specialist outdoor retailers run 16 - 17 June 2005 - Phase 1; 19 - 20 June 2005 - Phase 1; 25 - 26 June 2005 - Phase 1.

The workshops have proved extremely popular amongst specialist retailers wishing to improve their fitting knowledge and skills and the level of in-store service and advice available to their customers in an ever increasingly competitive marketplace. Call 0131 221 220 for details.

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three of a kind to help you sell-in + the Xtra that makes the difference in brand awareness



one contact name & number: Kate Spencer 0191 488 1947 e-mail: ksa@ksa-partnership.com

the feature on this page appears across the centre fold of the printed issue and in the pdf version here it does not read easily. It is repeated as it appears on the printed page.

the next issues-

Clients & Suppliers are reminded that our next issue is already under starting orders. Materials to help us build the issue should be sent as early as they are ready to the editors desk: peter@ksa-partnership.com

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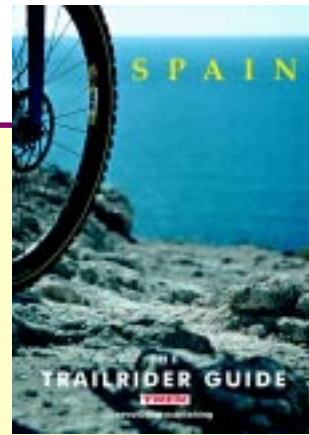
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a note from the publisher

why Xtra?

When KSA produce a Trade journal it is to bring together market intelligence that will put people in danger of doing business. We have a Bicycle title, one for Outdoors and another for Scooters and lightweight urban transport. A long time ago we found that mixing Trade specifics alongside the credible alternatives gave readers the chance to broaden product awareness and open up the new market opportunities. That's what this composite Xtra is about.



They did it. We win.

"I sold my house, gathered my girlfriend, a bike, a camera and a Land Rover and set off to the best biking destination in Europe."

This is no book just about the bike and journeys, it's an inspirational introduction to places that are just waiting, in a land that's one of the most mountainous in Europe - Spain. Nineteen selected regions such as Picos de Europa, Cazorla Natural Park, Sierra de Marina Alta or Serrania de Cuenca, all over the country with mountain ranges and practically every type of terrain imaginable.

The Trailrider Guide is for people who want to experience those parts of the Iberian Peninsula where going outdoors is for real. James Nathan and Linsey Stroud have opened the door to bring you the very essentials so you know what to do both on and off the bike. It's a book that backpackers, campers - and caravanners - will enjoy just as much.

Revolution Publishing - ISBN reference 0-954-47904-0-5 distributed by Cordee - telephone 0116 254 3579



Mycoal for protection

Suncare products and bodywarmers are just part of the Mycoal portfolio that the outdoor enthusiast uses - you can also buy belts, braces and laces from the Southampton company - helmets too!

Two from SH+ - the brand from Mycoal that's for bikers and snowsport likers. Check their full range by calling the company on 023 8051 3300. e-mail: sales@mycoal.co.uk



three from the front page

Cover product shots

set the scene against a morning backdrop at Tibbie Shiels, in the Scottish Borders. The Backpackers Club were in residence before a hilly weekend walkabout.



to go with the Jet Boil stove - a coffee plunger. Lyon - 015396 254 493



bottle opening footwear from Reef - very useful! 01243 673 666



Lifa now in bright living colours. Helly Hansen - 01925 759 513