



BICYCLE TRADE & INDUSTRY
OUTDOOR TRADE & INDUSTRY
June 2005 composite

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trade&industryXtra



HOW THEY DO
THINGS IN ITALY
a first look at the future for The
Milan Fiera *plus* an opportunity to
see politicians at play.



VENTILE DRYNESS
IS THE PROMISE
West Winds are bucking the trend
with their British made product

BODENSEE BECKONS -
MORE THAN TWICE OVER
the lowdown on
Freidrichshafen as the place to
be - there's OutDoor and
then Eurobike for starters



show events leaving you cold?

it seems you may not be the only one, as June footfall dips below expectations. But the real show issues are only just hotting up, suggests Peter Lumley

The new summer Trade show that's happening at nec has been called *outdoorpreview* for the reason that it is just what the show is meant to be - time will tell if the 600 or so pre-register responses came through direct commitment or one of curiosity. There probably are people who need to go there, this new event is for some, the opportunity to view Trade offerings on a local platform before they travel to the international stage. Event organisers OIA must also worry that some are being led to thinking they can get away without their autumn visit



to Harrogate. And for visitors you can include exhibitors too, who still are deliberating on the value of two OIA shows. Perhaps OIA also?

Getting the visitor over the threshold has been one of the reasons for people in manufacturing and the distribution sector having their own try at staging independent events. The company and invitation-only events may seem an answer, but there is a definite down-side. It begins with a threat to industry association involvement, no significant profit taking to fund the associations charged with driving the sector, worse no real opportunity in networking for staff make-up from all levels of the trade and industry, from manufacturer through to the retailer.

Through their series of Trade shows we know the Bicycle Association enjoyed enough years of having an income stream to believe in themselves so they could help fund the opportunities they chased to develop bicycle awareness. Company and invitation-only events predominate now, and they don't have a show of their own. They levy product sales to fund their Bike Hub scheme.

The Outdoor Industries Association did so well from what was the Harrogate COLA show, they managed to spend huge dollops of cash getting people to venture outdoors in the months after

the foot and mouth epidemic. Today the concern is to make both *outdoorpreview* and *Go Outdoors* the success that's needed for the industry itself, and not just for the association's well-being. But are two close-run OIA shows the future?

Whichever camp you are in, the planning for any industry association must include all of the sectors of business, but without getting footfall then that is pretty well impossible in the long term.

It's important to have a successful Trade show, anything less is likely to stunt any appetite for growth and deny the opportunity to be adventurous when meaningful opportunities or trading developments - even needs - come along. The OIA's UK show plans not only have to work, they have to grow a universal confidence at both exhibitor and visitor level, no one should be left out of the equation.

As for show successes, no-one needs to worry about the international scene, that is a well-egged pudding. We have enough events in Europe over the next three months to have given old-fashioned travel agents a golden glow for what they could have been earning in commission fees. That was until Ryanair and Jet-there-for-Nothing came up with their cheap flight tickets, of course. *Eurobike* and *OutDoor* have both made Friedrichshafen a real must-go destination for many, with both these events being staged without the conflict of another Trade event in the near timescale. On the European stage, that's novel!

Here at home, show organisers catering for the consumer market have had problems - that's if finding lots of punters was their aim. Any idea that *Head for the Hills* was in the wrong location and that they'd have done better setting up in a well populated area, proved a wrong analysis when you look at attendance figures for the nicely named *Urban Escapes*. Urbanites did just that, obviously, and they probably escaped to a camp site or a stretch of water, even a cycle trail, quite some distance from Lea Valley. Perhaps many of the likely show visitors were glued to their tv sets watching just six racers turn up for a motor Grand Prix. Remember that case of low footfall?

One regular show did live up to expectations this month though - *CTC York Rally*. Staged on the Knavesmire a few days after Royal Ascot had been to the city, this old-time trade and public mix brought out punters and set minds free on the art of outdoor activity.

Peddalling on, even peddling, it can fairly be said that this annual show delivers, just as it has done for sixty years, even if there it is a sort of carboot



Specialized and BikeTeks of Ambleside worked at keeping visitors interested at Head for the Hills

sale tacked on, but they sell lots of booty. Here at York the cycling fraternity meets up with their mates, the camper and the tourist get to swap yarns - but they also get to network with people from the Trade.

It's a time-warp occasion, York Rally being one of the few places in the bicycle business today where you can still spot a Curley Stay Hetchins chained to a post alongside a straight bladed carbon frame. People come to York Rally with their weekend camping kit, they ride their bikes and they buy, this is one place where the little tent and a drum-up stove go hand in hand with business opportunity.

No-one ever complains that CTC York Rally is overpriced, nor that it fails to attract the crowds - it's stable and able, a lesson in the making for people who need a platform that delivers. There are some lessons here.

the rural setting for Buff was typical of the interaction potential for visitors at Head for the Hills



reasons are being sought

Following *Urban Escapes*

held at Lee Valley Park, Tracy Guerrero, the event director, had this to say:

"With an attendance of almost 4,000 people, visitors numbers were below our anticipated ticket sales. On a more positive note we were very pleased with comments received during and after the show on how the show was extremely well organised. Feedback from visitor questionnaires indicated that the event had a good and varied mix of activities which kept all the family entertained. Thank you notes have also been received which emphasise the positive feel of the show.

We would like to thank our exhibitors for supporting us in our inaugural event. *Urban Escapes* was held in an extremely hot and humid weekend and feedback from other surrounding events indicated that general attendance had also been low.

Urban Escapes had been widely publicised with a mix of advertising, competitions and articles in specialist magazines, regional newspapers, tv and radio and we are analysing the results to work on delivering a successful *Urban Escapes* for 2006."

Phil Liggett awarded MBE

CTC president and television commentator Phil Liggett, has been awarded by Her Majesty the Queen an MBE for his voluntary and professional service to cycling.

Phil Liggett trained as a journalist and worked for *Cycling magazine*, holding freelance positions with the *Guardian* and *Observer* before being appointed in 1997 as international editor of *Cycle Sport magazine*. He was technical director of the Tour of Britain Milk Race organisation between 1972 and 1993. He rose to become vice president of the Association Internationale Organisateurs des Course Cycliste. Throughout his career, Phil has worked as a volunteer for a wide range of UK cycling organisations. He became the youngest international cycling commissaire in 1973, following which he refereed the tours of Zambia, Egypt and world championships (1975). He still holds his 'A' class Olympic diploma.

His most important voluntary role has been as president of CTC - the UK's national cyclists' organisation, a position he has held since 1997. He plays a prominent role as the organisation's figurehead and always supports a wide range of volunteers in their work.

In 2001, Phil put his name to one of the events in the CTC Challenge Ride series. Since then, the Phil & Friends ride has helped raise thousands of pounds for the Cyclists' Defence Fund and CTC's campaigning work.

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HAPPENING IN ITALY

not a fair - the fair

La Bici is the first at the new Milan showground

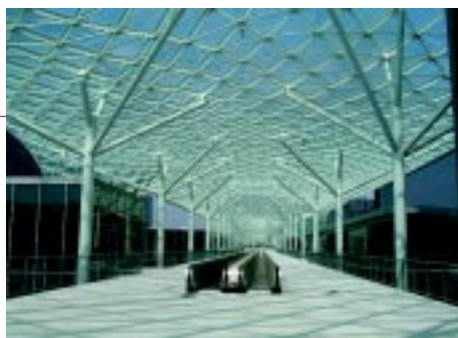
In just over two years, and with a spend of around 750,000,000 Euros from their own pocket, Fondazione Fiera Milano group have created a new and imposing cathedral to commerce - and the first show at this new exhibition centre will feature La Bici - the bicycle.

Visitors to the 63rd Eicma promoted International Bicycle Show from September 16 will find themselves entering the showground under a canopy of looping, whirling and fluted glass where a main column is already called The Sail. Each glass panel is a separate numbered piece. Set beside the autopista, with a direct 25 minute train connection from the heart of Milan, the venue has even greater visitor accessibility than the old, familiar Fiera. The halls are on two levels, escalator linked.

On this new showground there are eight huge halls, one big enough to house five football pitches, and much of this exhibition space is without any pillars. There is a full mile of naturally lit, glass covered central thoroughfare, with people moving facilities and all those regularly needed services show-goers expect. On site there are twenty different restaurants, seven banquet areas and 57 bars or cafes. Every exhibitor booth in the place can have phones and internet services, electricity and water, all piped to stands under the floor throughout the halls.

continuing his Italian excursion, editor Peter Lumley discovers Italian politicians and a cycling heritage go hand in hand

History all around them, the future in mind and all played out with a bicycle theme. That was a big group of politicians from the Italian Parliament who donned lycra and set about raising the pace on a weekend in Tuscany. It all tied in nicely with MyBike, a promotional effort for cycling that brought the public and their kids, the enthusiasts and the suppliers together in Montecatini Terme. Top brand companies and tourism service suppliers were on hand to give encouragement and advice to the visitor, and the whole scene heaved with happy kiddies.



visitor walkway - the halls are on each side

Eicma show boss Costantino Ruggiero with Monica Baldi a member of the Squadra Parlamentari at MyBike



The race programme for the Squadra Parlamentare di Ciclismo all began in Ponte a Ema, near Florence. This town hosts the cycling museum dedicated to Gino Bartali and today the event organisers were parading memorabilia and personalities from cycling, with his widow in attendance, too. Of the Parliamentarians, many looked as much the real thing as at any gathering of riders and racers, they had the healthy, tanned look confirming the race machines weren't just add-ons or a borrowed bike for the occasion.

They were there in Ponte a Ema not only to ride competitively, but to take time to proudly unveil and endorse a Made in Italy bike, one that carried the hallmarks from their home industry. They also spoke about the industry beliefs and concerns they share with the cycling world. Then there were the kids. Back in Montecatini Terme the future was being celebrated - youngsters decked in race kit just like their idols, being competitive and happy, the winners with their medals and bouquets. The children shared the stage with the public figures who had also chased down their opportunity to hold high a trophy to their riding skills. An inspirational day among bikes and biking activity that blended with Italian style.

right: young MyBike enthusiasts



Associazione Amici del Museo del Ciclismo "Gino Bartali" 50126 Ponte a Ema (Firenze) www.ciclomuseo-bartali.it

left: Gino Bartali with a fan pictured in Milan in 1981. below: as they start their event the Squadra Parlamentare stop the traffic. right: Made in Italy bike, with Gino Bartali's widow among the admirers



Photo: Tony Oliver



Photos: Peter Lumley, KSA



promoting bicycles worldwide

In Milan a forum is being held on September 15 (the day before the International Bicycle Exhibition opens) where top managers from the world of the bicycle industry will hear about implementing a worldwide campaign to favour the use of the bicycle.

The presentation by managers from the major advertising agency McCann Erickson, will show how the bicycle can be promoted for sport, fitness and to move around the city.

International guests

There is a visitors Club at the Bicycle Show, where international guests can use a computer, take a break and have refreshments.

With the Eicma-exclusive service a travel package can be organised for flights with Alitalia and to book hotels. www.eicma.it

Held elected

The OIA Council has elected Mark Held as chairman of the Outdoor Industries Association. As director of the European Outdoor Group he brings an enormous amount of experience, knowledge and drive to the association at this crucial time of its development.

EICMA 2005

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With the transfer into the newest and most beautiful Exhibition Center in the world, the Milan Show is renewing itself in every way, and it's preparing to face new challenges with a strong determination, to grow even larger and to consolidate its position as one of the most important international exhibitions in the two wheeled industry. New exhibit areas, new floor plans, and many new events are being added to increasingly involve the city of Milan, as well as the trade visitors and enthusiasts from around the world. Many new elements will be added to the show while maintaining its main-yearly goal which is to present the "Newest and the Best" in the world that the two wheeled industry has to offer.

For more information on the 2005 EICMA, visit our website at: www.eicma.it. In particular, click on the "EICMA SHOW DISTRICT" and "ACCOMMODATIONS". You will be able to make your hotel reservations on-line at one of the many hotels on Corso Buenos Aires, the fourth largest retail shopping area in the world. The hotels in this area are offering discounts of up to 40% off their usual rates to visitors of the 2005 EICMA. Moreover, it only takes a quick 25-minute ride on the Metro from Corso Buenos Aires to the new FIERA. Reserve now for your "Ride into the future"!

thirsting to be better

As the leader of the hydration category, CamelBak has always included an Omega reservoir in their packs. In 2006 though, the reservoir comes as an insulated and removable storage unit - the UnBottle. The UnBottle unit can be used as an individual hydration system anywhere and anyhow - and it turns every pack into a CamelBak. In use they reckon it is a real quickfire product.

Introducing their new HydroTanium reservoir, CamelBak say the new polyurethane material offers 20% stronger tensile strength and burst resistance than the already ultra-durable Omega model. It will be delivered in certain models for bike and outdoor. It's all on show at Friedrichshafen. or: www.camelbak.com



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OutDoor

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Trade visitors only



after a day on the aisles at a show relax, and it's thumbs up for using the public transport option. Good bus and train services get you to places like Lindau - best of all grab a ferry, enjoy a meal on board - and you can drink while you take in the scenery. Ferries run like clockwork.



The Campsite Klausenhorn at Lake Constance was one of the first sites to participate in Ecocamping, a scheme set up to introduce an environmental management system. As with around a dozen other camping sites by the lake, Campsite Klausenhorn is participating in a project that offers training and consultations in terms of environmental and nature protection, safety and quality. All of the sites set out to minimise negative effects on nature.

At the Bodensee sites innovative aspects include solar collectors to produce hot water for heating and sanitary facilities, able to gain about 45.000 kW/h per month. A solar panel system produces about 20 % of the needed electricity and water directly from Lake Constance is used for toilets and green spaces. This is saving 1 million liters of drinking water per year.

The Campsite Klausenhorn is at Dingelsdorf

head cases

As you know, Buff lead the way in what they do. The exclusive HFTH Buff came with instructions on where to fit the product - but it can also be used as a choker, a cravatte or scarf. A pretty useful item. right: New from Berghaus is the Retract Hood which uses pre-tensioned cables incorporated into the hood to do away with loose cord or toggles. You'll can catch up with both companies at OutDoor



look - down!

Lots of great new sleeping bag ideas from CAMP will be launched at Friedrichshafen. Their main focus is on down bags: one has width adjustment features that will give up to an extra insulated 5" of girth when needed, foot mesh ventilation, and a new model - called the Essential Pro - which will weigh in under a kilo and yet perform to minus 25-30C. It's made with a translucent fabric so customers can more or less see the filling and satisfy themselves it really is pure white goose down and not something plucked from the local chicken factory!

UK distributor - Rosker Ltd on 02392 528 711



be in at the start

The sport of Geo caching is fast taking off in the UK and the Magellan eXplorist range is designed with a sophisticated Geo Cache manager to make downloading of information from websites and the like easy and simple whatever your computer skills.

If you are not sure what Geo Caching involves go along to the Magellan stand at Friedrichshafen, they are in Hall A5, Stand 404, and take part in the activity on the specially designed course.

UK distributor: DB Outdoor Systems.

You can also view the complete range at KORS

be good
to yourself!

say to

The burghers of Friedrichshafen must enjoy their sleep, sitting close to the crossroads of three European countries and with the eyes of the world on them. People simply yearn to take in the local scenery - the sail dotted Bodensee, the alps that are a close horizon, hop fields and the apple orchards crisscrossed with quiet lanes. Here a mass of greenery and - mostly - blue skies reveal a holiday haven that people can quite easily discover through the Trade shows staged in the Messe, writes Peter Lumley.

My awareness of Friedrichshafen came with the first Eurobike. It was a European birthday date not only for the show itself but also for Shimano who filled one complete hall for their European 70th birthday celebration. Then came OutDoor and as the shows have grown so has the local infrastructure, with new roads, a new Messe and soon a new business hotel. In those early days there was no direct flight from the UK. Getting there was a delightful diversion through Zurich,

yes Bodensee

Zurich, taking in a train ride and ferry crossing to reach Friedrichshafen. That same ferry service gives the option to stay on the other side of Bodensee and commute across the waves to your work in the Halls each day if you like.

When you need to carry a lot of luggage, or tow your mobile office from job to job as I often must, getting there is just on 555 miles after a friendly P&O ferry crossing of the North Sea. That means I'll live in Markdorf at Camping Wirsthof for the duration, satisfied with the tranquility and away from the traffic that can clog the lakeside routes. Here there's a choice of several good restaurants within walking distance, a welcoming swimming pool, acres of quiet countryside at the elbow and Bodensee itself only a handful of miles away. The Friedrichshafen show organisers also lay on a bus to get people like me to and from work, it's their hotel run to and from the Messe.

the cycling scene

A British couple living in Germany have been off on a trip riding a pair of Bromptons. Nothing remarkable about that, you may think - but they've produced a handy book relating the experience. Judith and Neil Forsyth have written *Mainly in High Gear - a cycling guide around Lake Constance*. It's published by their own Bergstrasse Bike Books, The ISBN number is: 0-9545390-1-x. Priced at £10 + £1 p&p.

It's colour illustrated and packed with information to help the rider find things such as bicycle shops - They tell us "for some reason unknown, many the shops in Switzerland often close all day Monday". That's useful information if you are riding all the way around Bodensee, seeing quite a chunk of the route does take in that country. Of Friedrichshafen, they say starting here for the 260km lakeside ride makes sense because that's where there's a handy airport. First tip from them - "from the airport take the cyclepath into town - signposted Zentrum". Their first stop is at the Zeppelin Museum, but they also mention the bandstand in the park "once handy for us to mend a puncture in the dry when it was raining".

Bergstrasse Bike Books, 33 Green Avenue,
Davenham, Northwich CW9 8HZ.
www.bergstrassebikebooks.com

At Eurobike there's a six percent growth with international participation up 67% - all housed in eleven halls. The exhibition runs September 1 to 4, with an open day on Sunday.

bike business platform bigger than ever

At Friedrichshafen they are on course to set new records, in 2005 they will showcase more exhibitors than ever before. There's a 6 percent growth in exhibition space. "This

will be the largest Eurobike in its 14-year history" says Messe Chief Executive, Rolf Mohne. A total of 775 exhibitors will be in Friedrichshafen this year. The exhibitors come from all five continents - a total of 36 countries. This show marks the start of the world-wide carousel of bike fairs, where everything new in the industry can be seen - all the new products, innovations and premieres the trade will have to offer in the 2006 bike season. The high international percentage, around 67%, and wide range underlines Eurobike's leading position among the world's largest bicycle trade fairs.

This year the first ever Eurobike Award will take centre stage. Right up to July 25, there is the opportunity to enter products in 14 categories. The Award is open to everyone in the bike industry; and participation as an exhibitor at Eurobike is not compulsory. The jury will include, among others, Erik Zabel.

At Friedrichshafen, Hall A1 is again home to the Italian



Three years ago Hugo Davidson, an industrial designer out of London, with Malcolm McKechnie founded Knog Pty. in Melbourne.

Today they design and manufacture some 80 cycling accessory products that are distributed across the world in 24 countries. The current range includes cycle luggage, backpacks and bags, stylish apparel and casual clothing, shoes, gloves and lights. The company has already won Australian Design Awards, then the coveted European IF Design award, and they've now landed Knog with the 2005 first prize of the Brand New Award at ispo.

Meet them at Eurobike, Entrance East, EO202

a race date

In the historical centre of Ravensburg, a town just a few miles from Friedrichshafen, the Eurobike "Altstadt Kriterium" takes place on Friday, Sept. 2. Narrow, winding lanes and historical houses and a constant exchange of light and shadow set the scene, and right in the middle of all this, professional cyclists in non-stop action.



Ravensburg is known as the town of games - and in almost every German home you can find at least one product of the traditional company "Ravensburger".

Today the old building of this company houses the games-museum, and there you can find out much about the its history and see old books, puzzles and games, all since the start of the production in 1883.

Situated directly at the entrance of the city is Ravensburger Spielplatz, better known as "the biggest playroom of the world". It's a games and leisure time park offering more than forty exciting attractions - and not only for kids!

trains & bikes

Unpacked bicycles may be transported on trains in Germany. A bicycle ticket (*Fahrradkarte*) can be obtained which allows you to put the bicycle in the luggage van and collect from there at the end of the journey.

You can take bicycles on the majority of D, IR, NZ trains and where signs indicate on InterCity (IC) or EuroCity (EC). Reservations might be necessary and local services may be excluded during the rush hour Monday to Friday.

It's helpful to show-goers that between April and the end of October German Rail operate a bicycle hire service at a big number of railway stations. The cost of hire is between 3 Euro and 12 Euro per day. As a rule, bicycles are to be returned to the station of hire. However, it is possible to hire a bicycle at one station and return it at another. Check for hire facilities at the local station.



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FOR WHEN IT COMES TO THE CARRY

hike 'n bike luggage

Just over a hundred years ago Hans Deuter was completing his first large order from the Bavarian Post Office for post bags. In the 1950s they were producing camping tents and by the early '70s supplying more than 80% of the marquees for the world famous Oktoberfest in Munich. A big company, they were already then, by far, the largest producers of backpacks in Germany. Come 1991 riders in the new sport and pastime of mountainbiking were enjoying the Deuter experience, and they were not alone in finding the company knew a thing or two about luggage transportation.

There is Deuter-Aircomfort, a design which has revolutionised the hiking backpack market since 1985. They'd added to that their Bike models, which set them as leaders among the new style off-road bicycle riders.

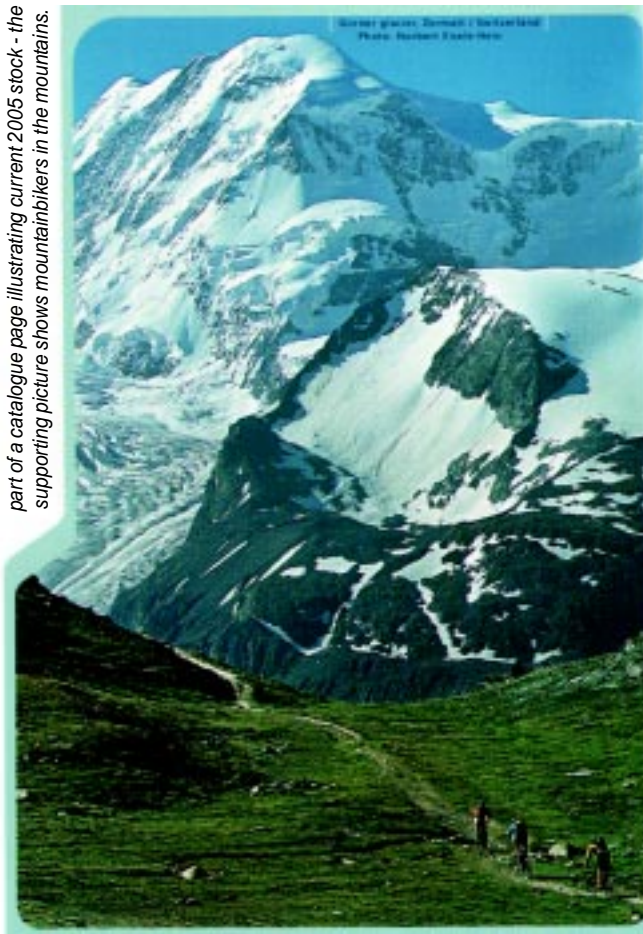
Deuter have never stopped innovating and the quality of the product isn't found just in the manufacture but in the way the company can challenge test house conditions and come out with results that gives the user great confidence in the field, on a bike or on mountain crests.

The brand continues to go from strength to strength in the UK, with the new range being unveiled for 2006 both at the Outdoor Preview Show at nec Birmingham, then at KORS, showing a promise to endorse this strong position with a range of stunning and innovative backpacks.

They will also be found at Friedrichshafen when OutDoor opens, and of major interest will be Deuter's expanded range of 2006 models that cater specifically for women. This is a strong feature, and following the success of SL models in their larger trekking sacks, the SL concept has now moved into the popular Futura Daypack range with three new models, providing 22 litre, 26 and 34 litre capacities. The 22 Litre model features a 'zip-around' opening for easy access to the bag whilst the other two models are traditional 'top-loaders'.

The Deuter Classic range of daypacks too gets two new SL models plus a major makeover for 2006 to bring the designs and colours more into line with the Futura model range whilst retaining the features that have made them 'best sellers'.

part of a catalogue page illustrating current 2005 stock - the supporting picture shows mountaineers in the mountains.



DB Outdoor Systems will be pleased to give you more information on Deuter. Telephone is 01539 733 842

The Westmorland Gazette recently featured a guy cycling



www.justgiving.com/darryl

across the USA to raise money for Cancer Research UK. The large colour pictured showed Darryl Kelbrick at the start of his trip with San Francisco's Golden Gate Bridge in the background and what caught their attention at DB Outdoor Leisure was that the front and rear his bike was equipped with Deuter panniers. Anyone wishing to support Darryl can do so via

fired up in heat & light

Primus will launch new products at Friedrichshafen, one of these is a third Gravity stove which will run off LPgas, petrol and paraffin to make it just as versatile as the old Himalyan MultiFuel stove. The well known Technotrail will be streamlined to make it lighter for 2006. PrimeLite headtorches will incorporate new developments such as an even more powerful type of Luxeon LED bulb to boost light output by 50%. There will also be a range of turbo gas lighters. UK distributor is Rosker 02329 528 711



snippets from the archives - Peter Lumley took these photos at the 1975 KIMM, based in Ennerdale. Mike Parsons was a competitor that year (pictured in the first frame). The pictures show the time!

be recognition of "the originals", those competitors who took part in the very first event back in 1968, and those who have taken part in over ten and twenty events. They are to be welcomed back and presented with a series of achievement awards. The full details are to be made public at this year's mountain marathon.

Mike Parsons added - "We are excited about next year's events and the launch for 2006 of a truly innovative leanweight product range. We see our competitive edge in innovation as directly linked to the fact that the design of our gear has always been competitor needs lead. What's really exciting commercially is that these benefits are now cascading out into mountaineering and backpacking designs."

OMM Ltd is showing at KORS contact Richard Harrison on 07788 137800 or email rmharrison@lineone.net for an appointment.



how the friends up

"I thought they were building houses" how he'd come to find the swish new home that Business Village at Cramlington has that new industrial units have white-vans and pallets on

The 15,000 sq ft of display space is smart, a pair or two and fitted a designer kitchen. But this is a got clothing racks and display units, with Reg sented for the visitor.

Geoff Lowes has a big territory to cover for R Scottish Borders, The Lakes, South Yorkshire a to Lancashire. His son Martyn Lowes shares and away from the London area between them have the greatest concentration of retail outlets

"This is a good base to work from, retailers can come here and spend quality time going to range" he said.

Geoff Lowes in v e-mail: glowes@re

a promotion and

Expanding their marketing department

Midlands manufacturer and distributor who has The new role of marketing executive was created months with the company. Home to the Outdoor Claire's new role at Flitterman's will be more order to build lasting relationships with customers advantage for the organisation.

Claire is keen to continue to develop the department Professional Postgraduate diploma. Her new Flitterman as marketing assistant. Together they customers and contribute to the performance



meet the people

Every company has nice people who ever get outside to meet their Trade contacts. most workings of a Keela presentation at a Trade Retailers from around the UK who call the company face to the name - Angela, Laura, Wendy and

the KIMM: crossing horizons

On the weekend the clocks go back several hundred outdoor types readying for the challenge will be cursing that extra hour of a night they've just spent in a lightweight sleeping bag and a not very large tent. They are participants in the original mountain marathon series - the one that KIMMLite boss Mike Parsons has been operating since way back in 1968. The event is held in a different location every autumn, it's recognised as the forerunner of all adventure racing.

Come next year the event will have a new sponsor, new products and some interesting additions to the event. In 2006 it will be called The Original Mountain Marathon, The O.M.M for short. At the same time the product range that has evolved from lightweight travel in the hills will also be re-branded, and the world's best optimal leanweight designs will be known as Original Mountain Marathon or O.M.M. A range of new and innovative products are now being launched for the 2006 season, and are being previewed at KORS, to be held in Kendal this August.

"Even after running the event for 37 years we are so excited about these developments, and we are looking forward to telling everyone at this year's KIMM event being held October 29 - 30" says Mike Parsons. "That will drive an even larger consumer uptake for both the product and also the events, both here and abroad".

There are some significant developments for the forthcoming years, says Mike Parsons. One of the exciting differences about The O.M.M. 2006 will



to north are working

es here", said Geoff Lowes when I asked him it is Regatta in the north. The development of Apex estate look, but there's no likeness to one where the doorstep.

property builder could have dropped in a bedroom a home for doing business where Geoff Lowes has Regatta and the dare-2-be lined up and smartly pre-

Regatta, the and across the patch, they must s to serve. know they through our

work mode Regatta.com



d an appointment

ment is S. Flitterman and Company Ltd, the East is over 80 years experience in the outdoor industry. ted in order to promote Claire Edwards after her 18 Door Scene, Bodge the Badger and Demon brands strategically led and more customer orientated in mers as well as to build a sustainable competitive

partment and is currently working towards her CIM w post is assisted with Rachel Kosmala joining they will now be working to add further value for the of the whole organisation



le on the phone

ho work in an office environment and who hardly These four ladies may never have seen the inner-ade show but we know their voices, don't we! company's Fife base at Glenrothes can now put a Jennie.

The Return of West Winds Ventile®

British heritage at its best

They are making it work - and contrary to the current retail climate West Winds under the watchful eye of Snuggpak seem to be bucking the trend, proving that the market will pay the price for high quality British designed and made clothing.

Since its takeover by Snuggpak towards the end of last year West Winds has gone from strength to strength. The core of the range is based on the cotton Ventile fabric, although this fabric has been around for generations, its inherent ability to manage moisture sets it apart from its man made contemporaries.

The basic concept is that as the finely spun and woven cotton threads expand on contact with water the gaps between the fibres shrink blocking out rain, as the cotton dries it opens up again making it more breathable. Whilst not technically waterproof by today's highly defined criteria, two layers of Ventile have been weathering the most violent of storms for decades.

"The successful transfer and exceptional first year sales is due to the hard core of Ventile fanatics for whom nothing else will do," comments Darren Burrell Sales Manager at Snuggpak .

"Most of our customers have had previous experience of the product including a tatty old jacket they are desperate to replace and they are delighted to have access to the brand again from a trusted manufacturer."

Changing little in the way of style the West Yorkshire manufacturing company took the essence and heritage of the brand, very similar to its own, and bundled it in a way to make it accessible to a wider range of retail outlets. Now is the time to see how well a top British product sells through and West Winds will be only too pleased to help.



Snuggpak and West Winds will be exhibiting at Outdoor, Friedrichshafen. You can catch up with Darren Burrell in Hall A5 Stand 301 (Outdoor Fanatics)

More information can be found at www.west-winds.co.uk enquiries to: Snuggpak phone: 01535 654 479 e-mail: info@snuggpak.com

old habits . . .

Things are buzzing for Lee Taylor, who is heading to Friedrichshafen to renew contacts made over his years in the outdoor business, and working a northern patch for Snuggpak.

In Spring 2005 he set up Outdoor Platform, a specialist agency offering technical product to the outdoor market across the UK. "I'm excited to be going back to Friedrichshafen, and I'll be looking for new lines to add to the portfolio".

contact Lee Taylor directly on: outdoorplatform@yahoo.com

vat back on bikes

Transport Minister Derek Twigg has confirmed that employers can recover VAT paid on cycles purchased for commuting. The Government's 'Cycle to Work' scheme is also simplified by the introduction of a group credit licence, required under the Consumer Credit Act 1974, which allows packages to be purchased up to a value of £1,000, inc. VAT. Cycles provided under this scheme are selected by partici-

pating employees, who pay the VAT-free price by salary deductions over, typically, an 18-month period. The employee's tax and National Contributions are reduced accordingly. Bikes are available from approved suppliers and provided employees use the cycles for cycling to work they may also be used by employees for leisure.

The new Government guidance for employers to encourage more staff to cycle to work was welcomed by members of the All Party Parliamentary Cycling Group (APPCG) when they met



here are some examples of the product and styling of West Winds Ventile garments



endorsements for the product

West Winds pride themselves on presenting the largest range of Ventile® garments in the world. West Winds' clients include six of the country's National Parks, the British Antarctic Survey, military departments and outdoor educational establishments. West Winds have recognised that those whose professions bring them into contact with extreme weather demand the best in protective clothing. We are confident that we can meet the most demanding requirements.

Perhaps the greatest endorsement of the West-Winds Ventile® product range comes from the British Antarctic Survey whose members wear smocks and salopettes exclusively provided by the company.



for their annual symbolic Bike2Work ride to the Palace of Westminster.

APPCG Secretary Lord Berkeley said: "An administrative burden has been lifted from employers who want to actively encourage cycling to work. We look forward to the simplified Cycle to Work scheme being actively promoted to all employers, including local authorities and NHS trusts facing problems caused by car parking limitations and increased rush hour traffic congestion".



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continuing expansion of the brand

SR Suntour held their European Distributor's meeting during June in the attractive Bavarian mountain resort of Bad Wiessee on Lake Tegernsee. In the UK the distributor for SR Suntour is Greyville Enterprises who were represented by owner Alan Pritchard and technical guru Nicky Gooch - both were well impressed with the new 2006 product line up.

The SR Suntour brand has long been known as a major supplier of O.E. to many leading bike brands such as Giant, Trek, Merida, Dawes, Saracen and GT to mention just a few. But the last 2 or 3 years have seen an increasing demand from the aftermarket for a brand that those "in the know" have recognised as a technically superior product range that is available at extremely competitive price levels.

World leaders in the development of magnesium for use in suspension forks the SR Suntour 2006 range includes some really mean looking and high performance forks for downhill, enduro and cross country.

Check out the continuously updated website for loads of info on a selection of components including 700C

forks, chainsets, derailleurs, disc brakes and much more.

Meanwhile back in the rainy Bavarian mountains there was plenty of opportunity to test ride new products plus a series of seminars on marketing, promotion and technical issues. Senior Japanese management from the three production facilities, (one in Taiwan and two in China) were present plus staff from SR Suntour Europe together with all the major European distributors. In addition to the established West European countries the new Eastern European markets



the local fare was sampled

have been quick to realise the tremendous potential in the SR Suntour brand.

Overall the meeting was a great success representing a fine opportunity to exchange ideas, renew old friendships and of course sample the local delights of a Bavarian Beer Hall. So 2006 is expected to see a continuing expansion of the SR Suntour

check out www.srsuntour-cycling.com

brand into the aftermarket following on from a decade of tremendous success as an O.E. supplier. Plus of course another visit to the Bavarian Beer Hall.



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fàilte gu lochabar Welcome to Lochaber

Recognising the resurgence of the traditional language of the West Highlands, the organisers of the UCI Mountain Bike World Cup Finals at Fort William go native in the promotion of the big event.

So fàilte gu lochabar for some fuil, fallus agus fealla-dhà at the Farpais crìochnachaidh cupa na cruinne airson baidhseaganalain beinne in An Gearasdan, Lochabar. Which in

Ben Savage and Matt Scriven get jump crazy in Edinburgh ahead of Bob Geldof and G8 - a World Cup promotion at the Highland Show



Gaelic reads *welcome to Lochaber for some blood sweat and fun at the Finals for World Cup Mountain Biking Fort William, Lochaber.*

There will be a real Gaelic welcome on all promotional material, a special Gaelic page on the official world cup website www.fortwilliamworldcup.co.uk - and a special all-Gaelic poster for distribution throughout the Highlands. There will also be Gaelic signage at the event in September.

Tickets for event: Online at www.fortwilliamworldcup.co.uk
By phone on 01397 705825 (9am-5pm). Buying tickets in advance guarantees gondola access during the World Cup Finals. Due to the high level of demand gondola tickets are strictly limited and pre-booking is essential.



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AMG get more Teva go. do. be.

The initial 3-year contract won by AMG in 2002, when they were appointed exclusive distributors of Teva in the UK and Eire, has now been extended to 2008. A new Teva sales team has been developed to promote the brand through specialist sports and lifestyle retail outlets and to drive sales forward.

It is reported that during the three year period, AMG has increased sales by over 200% and has successfully launched Teva's new "closed toe" footwear range to the outdoor market, increasing the profile of the brand in the UK.

This contract extension comes hot on the heels of AMG's appointment as the exclusive distributors of premium sheepskin footwear brand, UGG Australia. Both the Teva and UGG Australia brands are part of the Deckers Outdoor Corporation.



Vibram soles in the Teva line-up, a smart promo idea for in-store use and a tighter range

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clothing with seamless performance

see them at
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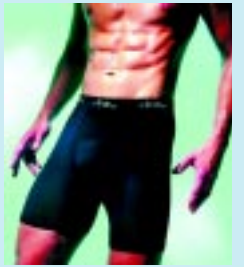
The new range of All Active performance clothing from Sub Zero Technology are designed specifically to perform day in, day out during warm to tropical temperatures, during times of high activity and workload, on extreme endurance rides - and even for the most sweaty bikers!

These garments induce the body's own cooling system to kick in and that allows perspiration to be quickly transported to the outer surface of the garment where it is able to disperse, evaporate and keep you cool.

Sub Zero products are manufactured from an exclusive dual texture super light-weight polyamide fabric; highly breathable, anti-bacterial and durable, yet ultra soft to the touch just like a second skin. Distinctive styling in the shape of oval and circular fine knit mesh zones strategically placed on the chest, underarms and down the spine accelerates the dispersal of perspiration and excess body heat. All this is aided by the tops unique and technically superior seamless construction.

Distinctively styled knitted stretch rib is employed to maximum effect in the undershorts to support the groin, side and rear thigh muscles while a fine knit mesh back panel accelerates the dispersal of sweat and excess body heat.

Sub Zero Technology
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THIS SUMMER, WRAP YOU UP WITH THE NEW SUMMER BUFF®

No, it is not a mistake; we are really convinced that if you want to protect from the UPF radiations and to support high temperatures when you are practicing any outdoor sport, you have to wrap your head up with the new Summer Buff®.

Buff® is launching its new summer collection which includes the new Summer Buff® made of a special four channel fibre that forms a transport system that pulls moisture away from the skin to the outer layer of the fabric. This Coolmax® Extreme H fabric dries the moisture faster than any other fabric and helps to thermoregulate the body.

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The use of Coolmax® with a special knitting process, developed by Original Buff®, also yields improved UV protection while maintaining a highly breathable fabric with good elasticity.

The Summer Buff® fabric has been tested for UPF rating by the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) in accordance with the standard AS/NZS4399: 1996 "Sun protective clothing- Evaluation and Classification", and all the Summer Buff® collection offers from UPF 20 to UPF 50 depending on the design.

UPF 20 to 50*

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As all the original Buff® headwear, the Summer Buff® is extremely versatile and fashionable, you can wear it as a cap, pirate style, saharian, bandana, hairband, helmet liner, etc. and there are 15 different designs available, all in bright and solid colours which fit perfectly to 2005 summer trends.

The Summer Buff® is perfect for any outdoor activity, or to be worn as a casual wear accessory during summer season since it provides cool comfort, dries faster than other fabrics, is highly breathable, and offers good UPF protection.

(*) The product has been certified with the highest DuPontSA standard for performance, the Coolmax® Extreme that means superior moisture management properties, proven to reduce skin temperature and lower heart rate during exercise and maintains better hydration for top athletes.

Buff® Brand at OutDoor 2005 in Friedrichshafen A2-218
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Clothing for Extremes

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present & future trends in breathability plus - a look at Mallory's clothing

Both of the previous Clothing for Extremes conferences

intrigued participants with their freshness and novelty. Showing how past and future are related by innovation has created an unusual network of outdoor sports professionals, outdoor companies and academics. The 2005 version will have the unveiling of the replicas of the clothing worn by George Leigh Mallory on Everest in 1924, after nearly three years of intensive research. It gives the chance to see for the first time how good or bad this clothing really was and to assess what can be learnt from it. There will also be a short presentation from the replica makers, including Vanessa Anderson, University of Derby and a presentation by Jochem Hemmleb, the mountaineering historian on Mummy and Nanga Parbat.

The Mallory clothing layers will be set against present and future trends in breathability and wearable technologies. The conference has now been underwritten by the Institute for Entrepreneurship and

Enterprise Development, out of Lancaster, it's held on September 28. Conference fee is £50 for the day including all sessions, tea, coffee and lunch.
e-mail m.rose@lancaster.ac.uk

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Yankz is a brand new patented adjustable athletic shoe lacing system from the States and distributed in the UK by Anatom. The Sure Lace System™ is reckoned to be the most comfortable and innovative athletic lacing system around. Its unique design is perfect for almost every activity, say the makers.

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university course built on outdoor research

Mary Rose and Mike Parsons are an unusual partnership between an academic and a businessman. It has resulted in the delivery of an area of exceptional teaching and learning at Lancaster University for which they were awarded one of the University Teaching Prizes in June 2005 for their course on Innovation.

Their course evolved from their joint research for book *'Invisible on Everest'* but focuses on the general theme of innovation. It evolved from experimentation and piloting over a five-year period and the collaboration of an academic and a businessman to develop and deliver this course ensured that students genuinely confronted theory with practice.

The Institute for Entrepreneurship and Enterprise Development (IEED), Lancaster University Management School, has a tradition of involving practitioners in course delivery, but this was the first time a businessman had been an equal partner in the design and delivery of a course. Mike Parsons has a long history in business in the outdoor clothing trade, including growing a small business into the global brand of Karrimor and now as owner of KIMMlite. Innovation of one sort and another has played a central role in his business career.



Mick Ives taking on Le Tour with Thule

Cycling legend Mick Ives is attempting to be the first ever OAP to complete the Tour de France. The ride is made even more special since Mick and his team are celebrating the 50th anniversary that a British team was invited to cycle the race - and will be wearing the design from the original British jersey's. Mick's 3,584km journey is in aid of Cancer Research UK.

Supporting him are team members and ex racing cyclists Tony Bell and Roger St Pierre. Mick has also called upon the help of his longest sponsors Thule, who have been providing him with cycle carriers for over 15 years.

As well as his career as a bike shop owner, 66 year old Mick has been cycling for 49 consecutive years - and won 49 British Championships for each year that he has competed. He hopes to complete the ride in the same number of days as the race itself and will commence the challenge one day before the other riders - riding stages 1 and 2 together which will make his ride 2 days before the main race. Thule will be following his progress closely - and anyone who wishes to donate money to the cause can do so at www.thule.co.uk.

Mary Rose is Professor of Entrepreneurship at IEED and has a long established career as an academic who believes passionately in the importance of Universities engaging in dialogue with business. The pair plan to develop workshops linked to their annual conference Clothing for Extremes with specialist variants of the course.

Chris Bonington, Lancaster University Chancellor, presents the awards



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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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relax with the the sounds of Cologne

IFMA city offers art, culture and, of course, "Kölsch" beer - try it!

People who didn't grow up in Cologne often associate the city first and foremost with Carnival and Kölsch beer. However, the city also has a lot more to offer. Its music scene extends from rock to classical music, and it has long replaced Frankfurt as the capital of hard trance. Cologne also has lots of interesting attractions, such as museums, galleries and monuments that testify to the city's 2,000-year history. For those who prefer shows, Cologne offers a wide variety of musicals, theatres, opera and comedy. And people who want to rest their legs after a long day looking over bicycles can do so in the city's countless clubs and pubs, where they'll always receive a warm welcome. When the sun sets behind the cathedral after a long and busy day at IFMA, Cologne really comes to life and has plenty to offer the locals and visitors from Germany and abroad. Here are a few links and tips on going out in Cologne.

The sounds of Cologne: It all started

beers has its own distinctive taste and story. People interested in learning about the history of the different Kölsch beers, the breweries and the attractive sights Cologne has to offer, can take

part in a three-hour brewery tour, which can be done by bike or by foot. This tour takes participants to impressive churches, cosy pubs and pretty beer gardens in Cologne's Old Town.



IFMA Cologne runs September 15 to 18, first three days are Trade-only more information: www.ifma-cologne.de

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with just four record shops; now, Cologne is Germany's capital of electronic music. No other city is as prolific and diverse in this area. A whole host of labels, recording studios, DJs and independent distributors have emerged since the formation of Kompakt, Formic, Groove Attack and A-musik. Those who prefer the guitar sound will also find exactly what they're looking for in Cologne, try venues such as the Live Music Hall, E-Werk, Underground, Palladium, Tanzbrunnen, MTC and Prime Club. Bryan Adams will be performing at the Kölnarena, on 20th September, which is the perfect reason to stay over in Cologne to relax.

Close to the Cologne exhibition centre, "We will rock you" is the catchphrase of the moment at the Musical Dome where Cologne is paying tribute to Queen, one of the greatest rock bands of all time. Lovers of classical music will also find plenty to interest them during IFMA. For example, Viktoria Mullova and the WDR Symphony Orchestra will be performing pieces by Jean Sibelius and Dmitri Shostakovich at the Philharmonic Hall on 16th and 17th September. And on 18th September, Daniel Röhn and Daniel Blenduff will be performing works by Johan Halvorsen, Bohuslav Martinu, Henri Dutilleux, Johann Sebastian Bach and Zoltan Kodály as part of the "Rising Stars" series.

Urban mobility with a difference: pubs, clubs and Kölsch beer Cologne probably has more types of beer and breweries than any other city in Germany. Each of the different top-fermented

trade&industry Xtra

issue for June 2005

a composite of

BICYCLE TRADE & INDUSTRY
OUTDOOR TRADE & INDUSTRY

here we have reprinted the centre panel feature, as this appears across the centre fold of the printed issue it does not read easily in our pdf form

upcoming issues are in the advanced planning stage. Clients & Suppliers are reminded that materials to help us build the issue should be sent to the

editors desk shortly:

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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.



how the friends up north are working

"I thought they were building houses here", said Geoff Lowes when I asked him how he'd come to find the swish new home that is Regatta in the north. The development of Apex Business Village at Cramlington has that new estate look, but there's no likeness to one where industrial units have white-vans and pallets on the doorstep.

The 15,000 sq ft of display space is smart, a property builder could have dropped in a bedroom or two and fitted a designer kitchen. But this is a home for doing business where Geoff Lowes has got clothing racks and display units, with Regatta and the dare-2-be lined up and smartly presented for the visitor.

Geoff Lowes has a big territory to cover for Regatta, the Scottish Borders, The Lakes, South Yorkshire and across to Lancashire. His son Martyn Lowes shares the patch, and away from the London area between them they must have the greatest concentration of retail outlets to serve.

"This is a good base to work from, retailers know they can come here and spend quality time going through our range" he said.

Geoff Lowes in work mode
e-mail: glowes@regatta.com



a promotion and an appointment

Expanding their marketing department is S. Flitterman and Company Ltd, the East Midlands manufacturer and distributor who has over 80 years experience in the outdoor industry. The new role of marketing executive was created in order to promote Claire Edwards after her 18 months with the company. Home to the Outdoor Scene, Bodge the Badger and Demon brands Claire's new role at Flitterman's will be more strategically led and more customer orientated in order to build lasting relationships with customers as well as to build a sustainable competitive advantage for the organisation.

Claire is keen to continue to develop the department and is currently working towards her CIM Professional Postgraduate diploma. Her new post is assisted with Rachel Kosmala joining Flitterman as marketing assistant. Together they will now be working to add further value for the customers and contribute to the performance of the whole organisation



meet the people on the phone

Every company has nice people who work in an office environment and who hardly ever get outside to meet their Trade contacts. These four ladies may never have seen the inner-most workings of a Keela presentation at a Trade show but we know their voices, don't we!

Retailers from around the UK who call the company's Fife base at Glenrothes can now put a face to the name - Angela, Laura, Wendy and Jennie.