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# trade & industry *Xtra*



## BIKE 'n HIKE in STYLE

the Mallory Replicas head for Everest

INNOVATION: how do you spot it?

## COUNTER INTELLIGENCE: *things to sell*



**Ultrasonic welding is the only** welding process that can be used to create 3 dimensional structures - and in Vaude's case you get the award winning Aracanda. Just now it is announced the rucksack has received the 200 "if product design award", awarded by the International Design Forum.

The unique use of ultrasonic welding on all the main rucksack seams allows standard rucksack fabrics to be used. This means that abrasion resistance is maintained, but the weight is dramatically reduced due to the absence of threads and overlapping fabric. The Aracanda Air 30 is only 950gms - up to 20% lighter than comparable competitor's alternatives.

Ultra Seam Tech combines ultrasonic seam welding with ultra high frequency and thermal transfer application of features, to create rucksacks that are waterproof, lightweight, durable and practical to use. The system allows standard rucksack fabrics to be used, retaining abrasion resistance yet dramatically reducing weight through the absence of threads and overlapping fabric. The Aracanda Air 30 weighs 950gms - reckoned to be up to 20% lighter than similar alternatives produced in a conventional manner.

With side compression straps, twin buckle hood closure and twin ice axe/walking pole fixation points, the Arcanda Air 30 (rrp £70) also features the Aeroflex ventilated back system with the patented Flash shoulder strap length adjustment enabling adjustments to suit use by men or women.

### Vaude have a nice

**line** in commuter bags - and you don't need to ride a Vespa to own one!. The Berlin 1916 and the Atlanta 1996, along with their Apache backpack, have a padded compartment to take a laptop, along with other "office on the move" features. phone Vaude on 01665 510 660



**Let's face it, Buff will keep** rolling out new designs for as long as people appreciate that fashion goes a long way when linked with function.

The Typhoon Buff in Windstopper is one of the latest Buffwear designs the Potters Bar Buff Team have added to their portfolio.

Find out what else they offer - and ask about the in-store video and other merchandising aids you can get from them by calling 01707 852 244

### The Halo DJD is a 135mm (MTB) spaced

single speed cassette rear hub. Most of today's dirt jumpers want a simple, strong single speed rear hub and with rider input from Glen Coe, Tom Dowie and Rory Backshell, Ison have developed the DJD.

It comes in 10mm axle 36H or 14mm axle 36 or 48H and is a Dirt Jump Single Speed specific rear cassette Disc hub.

Super strong and ultra light heat treated Cr-Mo hollow tube 14mm axle or 10mm axle. Five sealed bearings; two main body and three Cassette body bearings. Four double wide pawls ensure positive drive. Lightweight forged alloy shells take care of the main body. 11T x 1/8" drivers cog fitted standard. (10, 12 also available). RRP is £89.99 Ison 01223 213800 [www.ison-distribution.com](http://www.ison-distribution.com)



### Here's as versatile bit of

**kit** you are likely to come across - the Gelert Xtreme Lite Three-quarter is a self-inflating Comfort Checked air mattress that won't simply please backpackers and cycle-campers. For anyone who plonks their bot on damp grass, the beach, cattle frequented pastures or simply the local authority's lawn-like park, then here is something that'll keep tender bits out of the reach of creepies that crawl around on the ground. It's quick to use and as comfortable as a bed - quite the handy lie-me-down, in fact.

As the lightweight camper's friend the Xtreme Lite comes pretty well as light as they get in money - under £20 at the counter - and just 558g in the stuffsack.



### The Specialist Optical Source Ltd's brand

**White Rock** gets a lot of in-store promo help with videos and other point of sale aids.

This all helps sell-through of summer kit such as the White rock HydroCool hats, the visor and their Rain Jacket- which has so many pockets it's almost a rucksack.

When customers view the Typhoon in-store video they see four waterproof zipped pockets on the front highlighted with two stash pockets and then inside a further six pockets and pouches from map pocket to a mobile/mp3 pouch.

When it is not raining, the Typhoon zips away into its own integral pocket - no loose bags to lose - made in ripstop, and comfortable to wear. The Typhoon sells for around £65.



call White Rock on 01753 888 411 for the full story



### The ultralight pot

**support** and stabiliser adapts the Jetboil PCS for use with the new 1.5 liter FluxRing pot or other pots. Stainless steel pot support, glass-reinforced nylon stabiliser - 62g the lot - is blister packed for retail.

Lyon Equipment distribute.



### The Dahon Ciao folding bicycle,

declared the winner of the annual Dutch "Bike of the Year" contest at the Fiets RAI show in Amsterdam, reaches British retailers through Fisher Outdoor Leisure from their St. Albans base.

This marks the first time that a folding bicycle has won the Dutch "Bike of the Year" award and speaks volumes about how important folding bicycles have become as a solution for urban mobility.

The Ciao gives a combination of excellent riding performance, fast folding, the extra low step and a specification that commends the bike to one of the most important target groups - the everyday commuter who combines the bike with public transport or car use.

It's a design which also works perfectly for leisure time usage in combination with a cycling, boating or caravanning lifestyle.



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Suppliers - contact us and profit from the experience



give children crayons and a sheet of paper. Result: a thank-you drawing from Sri Lanka

## rebuilding lives after the tsunami

*the first stage is finished - but more will be needed*

**"It takes a very little amount to make a huge difference in these people's lives"** writes Rube Fernando in a letter after the completion of the Midigama Primary School in Welligama. The tsunami that had wrecked lives and killed so many in 2004 was the spur for the Glenrothes businessman to begin the help for a community coping with the aftermath, but so very short of resources.

Setting up the Tsunami Fund Appeal was the first stage of an Ardmel-Keela joint effort, the £80,000 that has so far been raised has seen a new primary school built from scratch. Six classrooms, a library, computer and tv room, a home economics activity room, staff room and two new toilet blocks. But that's just the start, because in this poor area alone eleven schools were wiped out by the tsunami... and the work will not be completed for a long time. The fund is still open - and your contributions are welcome.

*Small items such as pencils, rubbers and rulers were collected and put into small pencil cases and bags. The distribution to the children brought smiles of delight - these are very poor children and this was just like Christmas for them.*



Rube Fernando introduces a UK supporter and donor to the Foreign Minister of Sri Lanka and the Inspector General of Police. The minister was so impressed with the project, the quality, achieved, and how quickly completed that in his speech he said this primary school is a role model to follow for other school and charities.

Schoolchildren with Arlene Kidd by the new Primary School. Right Rube Fernando with one of the Appeal supporters - and you can guess where he's from!



## joining OIA

**The OIA have a new head office staff member**, brought in to carry on the work of Pat Edwards, the association's long-serving Business Manager, who is to join Thaw Ltd, the Leicester based outdoor and ski clothing company. OIA have appointed Miss Sangita Haria, who will take up the post on April 10.

Sangita Haria has a very strong background in accounts, holds a BA in Economics and is part ACCA qualified, giving the associations the confidence that she is easily up to the complex role of dealing with the association's accounts. A bonus is that Sangita is a keen outdoor enthusiast, ex-marathon runner and seasoned traveller.



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Andy Airey, Buying Director,  
George Fisher

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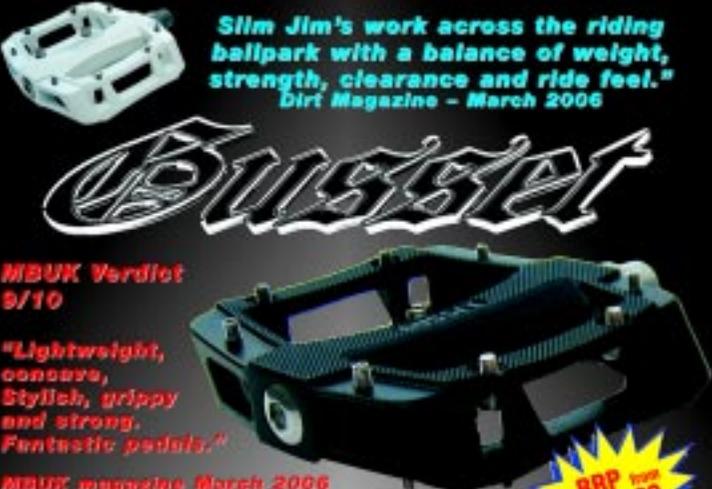
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**Slim Jim's work across the riding ballpark with a balance of weight, strength, clearance and ride feel."**  
Dirt Magazine - March 2006

## Busslet

**MBUK Verdict 5/10**

**"Lightweight, concave, Stylish, grippy and strong. Fantastic pedals!"**

**MBUK magazine March 2006**

**RRP from £29.99**

### Slim Jim Pedals

**Super sleek slim-line pro platforms.**

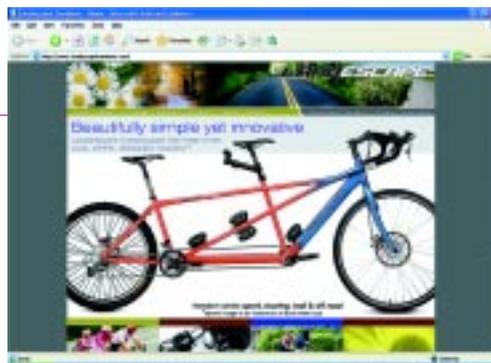
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## 100th Tandem sold

**Launched to the Trade at the Cycle 2005 show**, the Freedom range of tandems designed by Peter Bird for the Tandem Partnership Europe Limited (TPEL) is going great guns. A new company had been formed by a group of like minded retailers wishing to have the freedom to build Tandems to customer requirements with a regular supply of frame kits and components, and it is taking off with good sell through.

Warlands Cycles based in Oxford became a Landescape tandem retailer early on and they have now sold fourteen tandems, all at over £1350 and which is the rrp. TPEL supply Tandem frame kits with their own brand of Synergy Tandem specific components, therefore guaranteeing a regular supply, these for a retailer to build their customers a tandem to their individual needs. There is now a custom build-up service for any specification to the retailer, offering a 20% discount on the retail price, and that can include liaising directly with the customer on the retailer's behalf. "It all makes selling a tandem even easier, so let's put you on the Custom Bus" says Peter Bird.

The frames, manufactured from specially drawn 7005 butted aluminium, are available in two sizes - Large/Medium and Medium/Small and two colours - Azores Red and Atlantic Blue. The frame is cleverly designed to allow riders from 4'6" to 6'4" to ride with its 'easy step over' design. Together with dual wheel sizes for 700c and 26" and along with a child kit called Bratpak (an easy fitting kit allowing children as young as four to ride) brings the enjoyment of tandem travel to 99% of riders and all 99% of uses have a tandem solution!

Details on this profitable opportunity by calling 084560 23 416 or email info@landescapetandems.com  
Tandem Partnership Europe Limited (TPEL),  
PO Box 690, TF7 9AB. www.landescapetandems.com



## wholesalers listing

**Michelin has restructured** the distribution of its cycle tyres in the UK and Ireland to enable it to remain competitive in the market and offer improved service levels to retailers.

The new distribution service uses a network of 10 wholesalers to reduce the number of delivery points within the UK. As these wholesalers are closer to the retail market it will enable them to react quicker to customer demands and offer improved delivery and service levels than were previously available.

Commenting on the effect this will have on retailers, Michelin's cycle product manager, Andy James said: "No dealers should pay more for their Michelin cycle tyres under this new structure, and some will actually be paying less than they did when buying directly last year.

"We have worked hard to identify our preferred wholesalers in the industry and this will ensure maximum availability of our products to the retail market on a nationwide level."

The list of preferred wholesalers for 2006 is Bob Elliot & Co, Wigan. Mike Dixon Imports, Ormskirk. Arthur Neal & Co Ltd, Reading. Hotlines, Cornwall. Italian Solutions, Liverpool. Moore Large & Co Ltd, Derby. Raleigh P & A, Nottingham. Mackadam Factors, Cardiff. JD Whisker Ltd, Welwyn Garden City and Centro Ltd, Dublin.

Dealers requiring further information on Michelin cycle tyres please call Andy James on 01782 401754.

## Distributor of the Year

**Hot Wheels, who have been a Mongoose distributor since 1989**, hit top spot at the brand sales meeting taking at the Taipei show in Taiwan when they were awarded Distributor of the Year for commitment to the brand, their marketing success and sales growth over the previous year.

Russell and Neil Merry from Hot Wheels thanked the product development team and the Taiwan based factories for the the improvement in the adult bike line which now has products to match the historical strength of the Mongoose BMX bicycles. This has all been achieved, they pointed out through challenging times for the industry against the backdrop of rising raw material costs and supply chain difficulties.

Russell Merry added "Mongoose sales should grow as we further strengthen our adult bike line to include sport commuter and hybrid bikes."

The Hot Wheels operation has been a UK importer and distributor since 1981 and currently employ 23 people based at its purpose built office and warehouse in Poole, England.

### Ultra Galaxy

Metallic grey,  
Gents 49cm 53cm 55cm,  
Tig welded Reynolds 853 semi compact touring geometry frameet,  
27spd Shimano XT gears,  
Touring rear racks,  
Touring wheelset,  
Brooks B17 leather saddle



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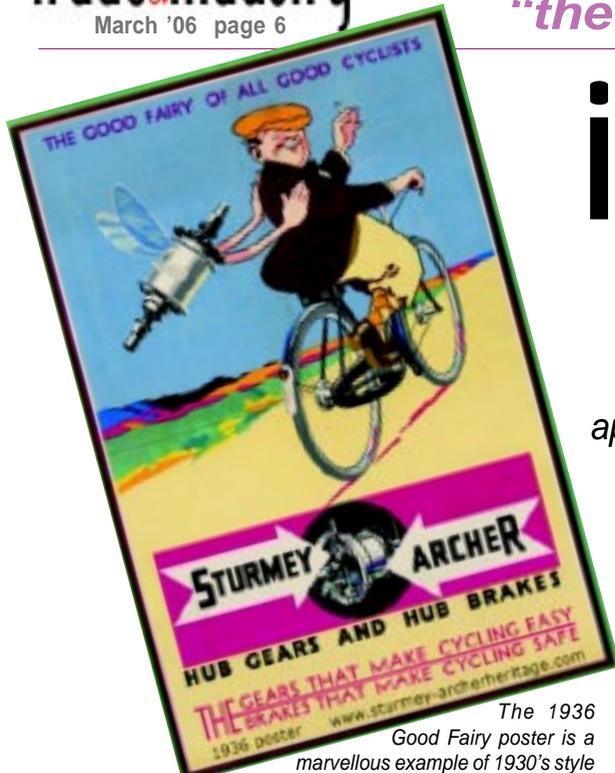
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# innovation. so how do you spot it?

*apart from fabrics and materials, there is good cause to think that with so much of the product that's around, we've all been here before and wow! - what an abundance of look-alikes and different colourways, muses Peter Lumley*



The 1936 Good Fairy poster is a marvellous example of 1930's style and colour, promoting the Sturmev Archer hub gear. For 2006 the Pashley TSR has the eight speed Sturmev Archer Phoenix hub gear as the power transmission.



The Itera bicycle as a Scandinavian fashion in the 1970s introduced the no-metal framed bicycle - today's race aces have similar no-metal technology linking their wheels



**When you add two and two together you can always end up with four** - that is unless you are really good at innovation. Doing the sums differently can bring another result, and that is what we had come to expect of our product designers and the manufacturers we hope will take hold of new thinking at their sessions of late-night candle burning and trial runs to break the mould and excite our senses.

In bicycle terms it was the diamond frame, the pneumatic tyre and then suspension that was cutting edge - ok, all of that was years ago but there may well have been more recent advances had it not been for Hein Verbruggen and the UCI taking a blinkered view on design expertise. None of that stopped the advances seen in gear shifting, in the number of spokes you need in a wheel and in aerodynamics, yet for all that no single innovation matches the big leap in thinking in the changes that came when bicycling took off from the high-wheeler to the diamond frame design.

In the market sector where people go about the place enjoying the outdoors on foot it is harder to identify the time and the place when innovation first gave the end user real benefits from the way designers embraced new thinking and the advance of technology. As far as venturing into the high mountains is concerned, it can be argued that we haven't come so very far in around 5,000 years - just consider Ötzi the Iceman who was found emerging from a glacier near Hauslabjoch in the Ötztal Alps in September 1991.

When he died, Ötzi was well dressed in three layers of well-crafted skins and grass to face the rigours of being in the mountains. He wore well insulated shoes crafted from different weights of animal skin, a belt suspended his leggings, he had a cape of plaited grasses and a bearskin hat. His gear included a wooden-framed backpack, two bark containers, one containing charcoal - they didn't have gas or petrol stoves for cooking in those days. He also had a belt pouch where he carried small and useful items for use on the trail - now isn't that simply the fore-runner of a bumbag?

Ötzi would barely look out of place in the mountains today, would he, so is the real life out there today any easier with all of the ingenuity and expertise that has been employed on behalf of the enthusiast and the activist? For those who live outdoors in accommodation, from lightweight bivvies through to family sized tents and caravans, we enjoy quite a distinct advantage over Ötzi, but are we so much better off when we step outside of the shelter?

That's quite a question which can be answered with a more positive tone only by those totally in awe of the merchandisers and the publicists.

Almost certainly the real answer depends very much on how you do the sums, and how you work with today's product from the bicycle or outdoor suppliers alike. Many may well say "we've never had it so good" - yet where that can be true for some, in terms of the basic fundamentals that constitute enjoyment with a preferred style of activity, then there is a good case for thinking that with so much of the product, we've all been here before and wow! - what an abundance of look-alikes. And how!

The success of a business involvement

alongside the myriad of recreational interests is in catering for the customer, and knowing what you are talking about. What can be sold to suit a specialist need in a broad and bountiful marketplace can depend on giving pertinent, accurate information at the right time . . . and there's nothing new, or innovative, in taking that approach to life, is there!

Today there is virtual media overkill on just about every fresh-air topic you can imagine, from singletrack mountainbiking to climbing competitions and challenge events. Even the relatively relaxing sideshow of tourism and travel attracts an awesome volume of coverage. It's a modern development, no doubt.

Never have so many been offered so much information to digest, leaving the consumer to go shopping with this often contradictory overload of market intelligence. The retailing arm of industry is left to engage a front-line battle of words, wits and intent, which often ends with both sides sharing the disadvantage that neither get to really seeing the wood for the trees and innovation ends up buried under marketing hype.

So is it a case of "we've never had it so good" or are we becoming immune, blinkered even, to the innovation that may become the link to a more golden future? Time will tell for sure, but if we can rely on history more or less repeating itself, then possibly we are already in another golden age of discovery and development that will prove to be a treasure trove of goodies.

The market is broadening, for sure, and personally I find it very difficult to see any real differences between the aims of a backpacker to that of a cyclist and the lightweight camper. Their shared needs and interests will always involve the retailer, along with the manufacturer and the designer, in the quest for something a little more special. This route inevitably develops a stronger market and one with a discerning customer base, too, as these are the very buyers who will embrace innovation - and test it to the full and deliver satisfying credence - or possible rejection, even.

There is a common need with these activists, dual usefulness of a product is really appreciated, low weight and bulk

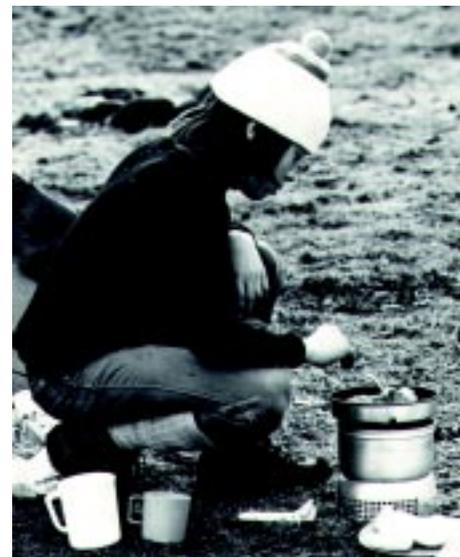
essential. But where the marketers know this already, perhaps it is only the nervous accountant who has the final say on how well, and where, innovation will be exploited to the benefit of us all. The needy can often go hungry at times.

For an objective and professionally presented

*Still popular after all these years! Trangia stoves started with the spirit burner - now the Greenheat Fuel Cell takes it out of the meths age, but it's still the reliable, versatile Trangia*

of bicycles "...there may well have been more recent advances had it not been for Hein Verbruggen and the UCI sitting there with a blinkered view on design expertise.."

for mountain travel: "...it can be argued that we haven't come so very far in around 5,000 years.."



innovation can be exploited to the benefit of us all"



Modern day Essex adventurer Joff Summerfield (left) is ready to cycle around the world on a High Wheeler - on a copy of an original 1880's bicycle. Difference to the old-timers is that he's worked out how to carry all his equipment with him throughout his adventure and will spend most nights in a Terra Nova Laser Competition tent. www.pennyfarthingworldtour.com

Right: A Clothing for Extremes Conference revellation last autumn was that the clothes George Mallory wore on Everest in 1924 were more efficient and lighter than the modern-day equivalents. The Mallory Replicas are being worn on an Everest expedition that is already on the move.



insight into the way innovation affects our businesses and our Trade, it's worth turning to the book *Invisible on Everest*. The content helps document a reliable charting of innovation at work in our field of operation, of material sources and makers. It's a title that goes much wider than the actual words on the cover suggest. It also is one of those few works which identifies the undoubted link between wheeled activity and that accomplished wearing boots or shoes.

PRL

**A Widening of Outdoor Activity**

The authors of *Invisible* tell the story where "Cycling became immensely popular and fashionable in Britain following 1880s the invention of the safety bicycle and the pneumatic tyre. Ten years on bicycling had changed from being the sport of eccentrics to a fashionable craze: 'So large had the patronage of the bicycle become that it had been reported many businesses were menaced, notably the tobacco trade, the pianoforte and the hatters and tailors were crying out.'

So complained a bemused *Rossendale Free Press* in 1896, no doubt reflecting the reaction mirrored countrywide. A vast cycle manufacturing industry grew up very quickly in the West Midlands. By the peak in 1897 it employed over 42,000 people compared with just 600 in 1881.

Soon Thomas Holding was helping to popularise cycling and the related, but much less popular cycle camping, by establishing a number of clubs. He was the founder of the Bicycle Touring Club in 1878 (the forerunner of the Cyclist Touring Club CTC), the Association of Cycle Campers ACC (1901) and the National Cycle Camping Club NCCC (1906) and,

like his enthusiasm for outdoor living, his inspiration for club organisation came from Mcgregor's success with the Royal Canoe Club. By 1899 the CTC had 60,449 members and there were numerous local clubs, although at first only the middle classes could afford £20 or £30 for a bike.

However, by the end of the 1890s the combination of falling prices, a large second-hand market and hire purchase arrangements brought the bicycle within reach of clerks and office workers and the skilled working class. Price cutting and foreign imports meant that by the outbreak of the First World War cycling was a sport for everyone. Tom Stephenson, the working class access activist, paid 30s 0d (£1.50) for what was his first second hand bike in 1910.

As a specialist craftsman Holding never served a volume market in the way that Blacks were to do in the 1930s and the

"There is more to this book than just equipment" writes Doug Scott CBE in the Foreword. "How interesting it is to see the overall picture and to put the record straight" Published 2003 - isbn 0-9704143-5-8



overall scope of his business was comparatively limited. His tailoring brought him military connections, so he knew about tents - and he knew about the shortcomings of what was available and only the silk Mummery, produced by Benjamin Edgington from 1892 was lightweight at 1.5 lbs to 2 lbs. Silk tents - like silk ropes for climbers - were prestigious, highly prized items for the cycle camper, but were well beyond most peoples pockets. Cheaper, light and durable substitutes for silk were essential if he was to sell tents in any volume. His position as a prominent tailor was a help here, as he had links with fabric suppliers who developed cloth to his own personal specification.

Combined with other more standard cloths, this allowed him to supply a range of designs with tents of differing weights and prices to order. A startling array of types of pole mainly in bamboo were available and, like his predecessors Whympner and Mummery, he experimented not with an ice axe but with a pole that could be used as a walking stick.

Holding was interested in perfecting the entire kit and so went far beyond tents to include stoves, cooking equipment, carrying clips and panniers. Indeed as the originator of the cycle bag he was the first to identify the need to carry on a bicycle.

Thomas Holding, therefore, created a demand for lightweight camping gear and soon others followed him.

By 1910, the London firms of Gamages of Holborn, Popes

and Sports and Games all carried lists of lightweight tents and equipment, while schisms within the camping movement encouraged changing supply arrangements. In 1906 Holding had parted company with the ACC, setting up the rival NCCC and losing his direct access to the ACC market, a move which led ACC into manufacturing. The ACC set up a Committee to source items at discounted prices and a 1909 editorial of *Camping* emphasised that the ACC (then the Amateur Camping Club following an amalgamation with the Camping Club which was catering for pedestrian and motor campers) saw the supplying of gear as a key aim.

Still a co-ordinating body rather than manufacturers, the ACC had a catalogue and offered similar kind of advice to that found in Holding's Camper's Handbook. But the rivalry between ACC and Holding rapidly became openly commercial and thoroughly nasty.

Holding was the sole supplier to NCCC, and ACC refused to carry Holding's advertisements in *Camping* declaring his tents were 'not in any way superior to those offered by the Club'. Holding irritably dismissed the ACC as 'a petty trading company'.

It was only a matter of time before the ACC then moved into manufacturing in its own right and this followed in 1911 with the establishment of its Supplies Department, which published its first catalogue in 1914 and included all kinds of camping equipment. In 1919 the ACC became the Camping Club of Great Britain and Ireland and a separate Society for manufacturing equipment - Camp and Sports Co-operators was born, soon to have the trade mark Camtors.

excerpt from *Invisible on Everest* by Mike C. Parsons and Mary B. Rose.

the 11lb camping kit from Camtors

**A special ultra-lightweight outfit for pedestrian campers**, weighing 11 lbs (5 kg) included the following items: a rucksack, 'Itisa' tent, featherweight groundsheet, four section bamboo pole, stub plate, twenty-four 5-inch Duralumin pegs in a wallet, down filled sleeping bag. Primus stove, water bucket, washbasin, canteen of aluminium saucepans and frypan, knife, fork, spoon and tin opener in a wallet, Bandalasta plate and mug, butter box, tea infuser, one large and one small provision bag, a lightweight down pillow and condiment box for pepper and salt.

The total cost - £7 16 shillings, or £7.80p on modern tills.

There are gas burners aplenty but a JetBoil unit makes fuel go further with FluxRing™ technology, a pan-base fitting that's now available on a 1.5 litre pan.



## Cambridge is the hub of Halos one hub but many uses - due out in May

**Rethinking the possibilities of use for the popular Spin Doctor** front hub means that as well as being able to run 9 and 20mm axle functions Ison have now developed a system of axle stubs to allow the hub to be run as a nutted 10mm or 14mm axle.

To convert an existing Halo Spin Doctor Disc hub into a BMX type nutted hub you simply remove the alloy qr ends from the Spin Doctor front disc hub and fit the CNC Cr-Mo stub axles. 3/8" They come 9.5mm x 25mm or 14mm x 30mm complete with CNC nuts & washers. The Axle Stubs have an rrp of just £10 a pair. The hubs come in black 32, 36 or 48h and gold 32 or 36h. So now the Halo Spin Doctor Front Hub really is universal!

There are now also two completely new models to the Halo Hub range, with the Halo Spin Doctor MX as a 110mm (BMX) spaced rear cassette hub. This is the ideal hub to run on the groundbreaking Identiti P-45 frame. It comes with a 14mm axle 36 or 48h. Swooped style Spin Doctor bmx rear cassette FS hub. Super strong and ultra light heat treated Cr-Mo hollow tube 14mm axle. 5 sealed bearings; 2 main body and 3 Cassette body bearings. Four double wide pawls ensure positive drive and lightweight forged alloy shells take care of the main body. Whilst an 11t x 1/8" drivers cog is fitted as standard, 10 and 12 are also available, 14 x 110mm O.L.D. polished black anodised finish. Weight 465g (inc. cog and alloy axle nuts) selling at £89.99

A front Halo Spin Doctor MX hub is also available with 14mm axle 36h. Swooped style Spin Doctor bmx front FS hub. Super strong and ultra light heat treated Cr-Mo hollow tube 14mm axle. Two sealed main body bearings, lightweight forged alloy shell. 14 x 100mm O.L.D. Polished Black anodised finish. Weight 315g (inc. alloy axle nuts) Selling at around £39.99



Polished Black anodised finish. Weight 315g, inc. alloy axle nuts.

Ison have also devised a system to convert the Halo Spin Doctor rear disc hub to a 10mm or 14mm nutted axle type when using the Spin Doctor M10 nutted rear axle. Riders have also been asking for a nutted axle version of the popular Spin Doctor Disc cassette hub and Halo released the replacement solid Cr-Mo axle kit option with chined bearing covers and M10 nuts included, rrp £10.99. Also Spin Doctor 14x135 rear axle Axemen converters. Swooped hubs to fit the new 14x135mm frames, combine these Spin Doctor M10 solid axle kit, and you'll be able to run Spin Doctor Disc hub in the 14x135 frames. CNC mated £10.

Most versatile range of quality hubs available in the market. New ideas that will ultimately make life a whole lot easier for you. [www.ison-distribution.com](http://www.ison-distribution.com) telephone 01223 213800

Rapha. Condor

## the new racing team

**The performance cycle-wear** firm Rapha is joining forces with one of the best-known names in British cycling, Condor Cycles, to sponsor a new racing squad for the 2006 season. The Rapha-Condor racing team will be the nucleus for developing a club of road cyclists, and above all, a club of enthusiasts who love cycling and cycle sport.

Launched in 2004, Rapha has built an enviable reputation for high-quality and stylish cycle clothing that includes performance roadwear; it has also successfully launched a beautifully designed journal dedicated to road-racing, *Rouleur*.

Rapha sells direct to riders all over the world from the website [www.rapha.cc](http://www.rapha.cc) and also through specialist retail partners. Condor Cycles is the exclusive Rapha brand distributor in central London, so there was already a very strong relationship between the two.

Founded in 1948 by Monty Young, Condor Cycles has nearly 60 years of experience in building and the retailing of racing bikes, as well as supporting cycle sport and sponsoring racing teams.

Under the management of Monty's son, Grant Young, Condor Cycles has gone from strength to strength in recent years, keeping the independent tradition going in the face of fierce competition from the big retail chains.

In keeping with the strong design aesthetics of both brands, the team jersey will be primarily solid black, with simple and stylish logos and detailing. The racing team will ride Rapha-Condor branded bikes, with clothing and technical support from Condor Cycles.

[www.sturmey-archerheritage.com](http://www.sturmey-archerheritage.com)

## here's where the story is at

**The first three speed hub gear** patented by the company was in 1902, now just over a hundred years on comes a website intended to help preserve the heritage of Sturmey-Archer and to record the various types of Sturmey-Archer cycle hubs produced during the 20th century.

It's no small task that's been driven here, and it has the mark of Alan Clark, so much a dedicated man who has lived through so much of the recent history of a top brand in the bicycling world.

Much of the information on this site relates to the technical bits and the information that perhaps only the real enthusiast seeks, yet it is all about where the story began. It tells that in the 1904 brochure the first 3-speed hub has a retail price of £3 pounds 10 shillings (£3.50 pounds today). The 1950 retail price list has the 3-speed hub at £1.17s.6d - or £1.88 pounds!

It tells of the many advertisements and reports in *Cycling magazine*, at the start of the century - Henry Sturmey was not only the 3-speed hub joint inventor but also editor of the magazine. A great help!

A year after the first Sturmey-Archer hub was made there was demand from other bike factories and the new company Three-speed Gear Syndicate was established, but five years on people realised that this was not a very catchy name and Sturmey-Archer Gears Ltd. was incorporated in 1908.

For posterity not only is there an example of every hub made but also an exploded view parts list. But that doesn't mean the company can go ahead and supply spares for all of these ancient hubs!

In 1913 Lucien Petit-Breton rode the Tour de France on a Sturmey-Archer 3-speed hub. This may sound quite amusing now, but derailleur gears were then not so advanced then. Petit-Breton had also previously won the race twice and was in the leading group when a dog ran under his wheels and he crashed out.

The company's financial ledgers for 1916 are hand-written in leather-bound books with brass locks!

In the 1920's Sturmey-Archer was a major supplier of countershaft gearboxes for motorcycles. After Germany applied import duties, Sturmey-Archer set up her own factory in Nurnberg in 1929. It was a failure and the 1936 board meeting minutes show the German company being sold.

The 1936 Good Fairy poster is a marvellous example of 1930's style and colour. It is however, no longer really politically correct to have a cyclist smoking a cigarette!

Were 1959 German language advertisements used today, the company would be accused of insulting four races in one advertisement!

The website relates that the dynamo lighting hub is from 1936 and standby lighting from 1946, the 4-speed hub was from 1938 and 5-speed from 1966. The first Sturmey-Archer patent for 7-speed internal gear hub goes back to 1973 and the twistshifter gear control is from 1961.

[www.sturmey-archerheritage.com](http://www.sturmey-archerheritage.com)

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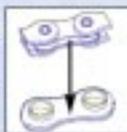
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SPP is made from hard, high precision steel. The head is formed by specially adapted technology to perfectly overlap the sideplate hole thus increasing rivetting strength, eliminating stiff links and making the chain more durable and long lasting.



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stock it - and then you can sell it!

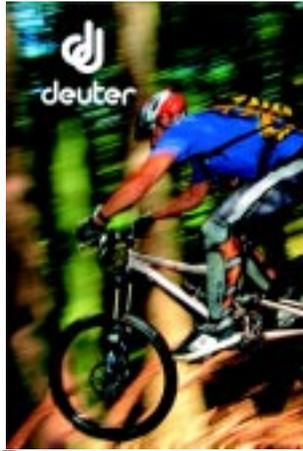
## selling features

**Deuter product comes out tops in a Which? survey and** it's not just daysacks and the classics such as Aircomfort Futura and the award winning Attack that grab more consumer awareness - there are a whole host of bike riders out there, too. That pleases Jim Walker, the bicycle trade's Sussex based distributor and UK brand manager Kieron MacKenzie, back at The Mountain Boot Company in the north east.

Sell-through is helped by this good press coverage, and that's no surprise when you consider the features in Deuter luggage. The brand has evolved over a 107 years-plus period, and always aware of user needs, it is rehydration that is a selling point for Deuter luggage.

The Source bladder locates inside the pack on an orange Velcro hanger, and a sliding closure system allows easy, full width access to the bladder for fill and for cleaning. The bladder comes in three sizes, with the three litres size as the largest.

Phones: Jim Walker - 08707 528 777. The Mountain boot Company 0191 296 0212



Deuter Nordic - not just for walking, though, it has many uses



## salary sacrifice

**Bike manufacturer, Powabyke has launched a national promotion** to encourage bike dealers to take advantage of a scheme, which will help to drive up their sales. Powabyke, with its head office in Bath, hosted the event at London's Crowne Plaza, targeting bike dealers, major London employers and HR departments, as well as London boroughs. The company are looking to extend the area of operation and will be happy to discuss all aspects of the scheme with interested businesses around the country.

The purpose of the event was to highlight the Department for Transport's Cycle to Work Scheme and "Salary Sacrifice" - whereby employees can receive bikes at almost half the rrp from any bike shop. With the objective of encouraging more people onto two wheels for their work-related travel, Salary Sacrifice was explained to show how employees are entitled to bikes -electric and pedal - at approximately half price and at no cost to the dealer or employer.

The scheme has a range of benefits to the employer and employee, whilst encouraging companies to consider their transport plans, which as a result should drive up bike sales for dealers around the country.

Nick Child, managing director of Powabyke said, "The Salary Sacrifice scheme is a real win-win situation for everyone - the employee benefits from a half price bike, the company benefits from a healthier workforce and less parking facilities needed, society benefits from less emissions and an environmentally friendly travel alternative, whilst bike dealers benefit from an increase in trade.

Nick explained, "In essence, the company is linked up to a bike dealer from which they then buy the bikes and 'lend them' to the members of staff over a fixed period. Those members of staff then commit to a small reduction in gross salary over 18 months thereby

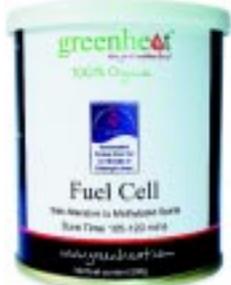
fully mitigating the cost to the employer and saving on PAYE and NI contributions. A bike with a SRP of £645 will end up costing the user just £330" Nick added,

"In addition, the company saves the NI on the reduced salary, and is able to claim the cost as capital expenditure, while providing its staff with an excellent benefit. The scheme is part of the government's excellent Green Transport Plan and is approved by the Inland Revenue, Department for Transport and Customs and Excise.

"The key advantage to the ibd with this Powabyke initiative is that we are not taking a commission from the dealer, unlike some schemes who charge between 8-12% of the retail price"

The formal presentation included an address by Jenny Jones, the Mayor of London's representative as well as featuring the Chartered Institute of Public Relations and Camden Council's NewRide. Delegates included the owners of bike shops from in and around London, all of which were entered into a free draw to win a Powabyke.

The electric bike company has produced a marketing & simple d-i-y administration pack for dealers which includes a Salary Sacrifice brochure explaining what the scheme is and supporting information in order for bike shops to help companies set up a Salary Sacrifice scheme easily and quickly. If you would like to receive information on the Salary Sacrifice scheme, please contact the Powabyke team on 01225 443737 or visit [www.powabyke.com](http://www.powabyke.com) and click on the "salary sacrifice" tab where the brochure can be downloaded



**greenheat**  
the great outdoor fuel



the safer alternative to methylated spritis

burn time up to two hours from one can

**Trangia users now have a fuel source** that can't leak out of a bottle nor burst into flame explosively, either. That's prompted The Duke of Edinburgh's Award to recommend it as camping stove fuel for participants on expeditions. Marketed through Burton McCall, it's a re-usable, easy to carry and use product which will also suit adventure racers and other outdoor activists looking for a flare-free cooking session.

The Greenheat Fuel Cell is a small can that becomes the burner itself, this sits in the Trangia burner aperture, suspended on a circlip style clip to ensure the correct height for cooking purposes. At the end of a cooking session you can pop on the lid and out it goes. A vegetable based alcohol gel, Greenheat derives from sugar cane, the can weighs 263g, including the clip before opening to use.

For shop stock there's the twin pack with ring, a bulk pack of 36 tins and 18 rings and the replacement ring pack, 2 of in one pack. For those who won't start with a Trangia there are three cooker units that work with the fuel cell. The Greenheat Base Camp Cooker is a fully regulated stove, ideal for an extended trip. It features a fully adjustable windshield for complete heat control, and the butterfly system controls everything from full heat to a gentle simmer and will extinguish the flame when closed.

The Back Pack Stove is designed for use where space and weight are an issue. Ideal for campers, walkers, cyclists and people who require instant cooking heat without the fuss or toxic fumes of a heavy, conventional stove. With its own unique, patented windshield and 2 Greenheat Camping Fuel containers this lightweight stove will provide approximately 1 hour of high heat burning time per fuel container. The fuel containers can be resealed if only partly used. The windshield from this Greenheat Cooker has been specially wind tunnel tested and maintains a high heat output even in strong winds.

Greenheat Picnic Cooker is a compact, lightweight, disposable stove containing three sealed Greenheat Organic Gel Fuel containers. It is ideal for picnics, camping, hiking, fishing and all outdoor pursuits. The lightweight aluminium base bends upwards to form a windshield and stand for the gel fuel containers. Simply pull the ring-tab to open the fuel container, place in the middle of the cooker base and light. Each fuel container burns at high heat for approximately 30 minutes.

details and supplies - 0116 234 4611 outdoor@burton-mccall.co.uk

Picnic Cooker, left, and the Base Camp Cooker, which has full control potential using a butterfly adjuster



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## Mallyory replicas to be tested on Everest

Exact replicas of Mallyory's clothing is on the way to Kathmandu at the end March in an attempt to find out the whether the 1924 clothing used by Mallyory on his famously ill-fated Everest expedition was up to the task. The clothing will be worn on Everest by mountaineer Graham Hoyland after The Mountain Heritage Trust, owner of the replicas, agreed to field-testing by him on part of his expedition this spring. The climber is a great nephew of 1924 Everest, Howard Somervell, the man who lent George Mallyory his camera on the fated summit bid. He has himself summited Everest in his hunt for his uncle's camera and was attracted by the quality of the research behind the replica project and wanted to contribute to understanding the performance of the clothing at altitude.

These replicas, comprised of six different layers of wool, silk and cotton, challenge the conventional view that Mallyory's clothing and equipment were inadequate for his ill-fated 1924 Everest expedition.

Based on the scientific analysis of textile fragments from the original clothing, uncovered on Everest in 1999, the replicas were created to provide a better understanding of the construction of the garments. They demonstrate how effective they would have been at providing protection at altitude, and have been rigorously laboratory-tested for comparison with current

mountaineering products. The replicas are the result of a three-year project headed by Professor Mary B. Rose and Mike Parsons both of Lancaster University Management School's Institute for Entrepreneurship and Enterprise Development.

Research work and replication was undertaken at the Universities of Leeds, Southampton and Derby; the £30,000 project was funded by the Heritage Lottery Fund with added support from the Pasold Research Fund and the Clothing for Extremes conference and under the direction of the Mountain Heritage Trust.

The result of this work stands out as a challenge to outdoor clothing designers, Mallyory's clothing was 20% lighter, and his footwear 40% lighter, than today's equivalent. The results also provide key additional information for all those interested in the Mallyory and Irvine story. Preliminary field-testing of the clothing on Everest will further the understanding of how effective these clothes really were.

Above: Picture shows the Replicas being handed over to Graham Hoyland



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Fabric: Outer: 190T polyester PU coating  
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Dimensions: Outer: L230 x W100 x H100 cm  
Poles: 2 x 6mm Fibreglass  
Colour: Leaf Green / Black  
Pitch: 10 mins  
Taped Seams: Yes  
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For further information please contact Gelert sales on 01766 510300 or visit www.gelert.com



## off-road rights

up to 100,000 miles of trails across England and Wales waiting to be claimed

**Following a sustained nationwide campaign,** CTC, the national cyclists' organisation, can celebrate the final confirmation that cyclists will be able to claim a new type of right of way. This is the first advancement in Rights of Way legislation for cyclists since 1968, and CTC says cyclists should get ready to take advantage of these new opportunities. CTC Off-Road Campaigner Richard George welcomed the news: "It has taken a while, but finally the off-road cyclists is getting the rights they deserve."

The countryside is littered with inconsistencies such as bridleways linked together by footpaths, or the changing status at County borders. In the past, cyclists have been unable to do anything about this, but now, where there is evidence of twenty years' cycle use on a trail, they can claim a permanent right to use it.

CTC is asking cyclists to think of examples like this near them, and to submit a claim to their local highway authority; there is a guide to submitting a claim on the CTC website. "We have no idea how many routes like this are out there, and the only way we'll find out is by cyclists submitting claims - there could be up to 100,000 miles of trail across England and Wales just waiting to be claimed!" says Richard George.

## team expansion

**Wynnster has recruited Stephen Clark** to the position of product development manager based at the company's headquarters in Leatherhead, Surrey.

The role is to assist with the development of Wynnster's clothing range from season to season including rainwear, fleece and clothing accessories. Additionally he will be involved with developing the brand identity for Wynnster working alongside the marketing department and assisting with the overall brand communication strategy.

With a degree in marketing, Stephen Clark has worked in a variety of marketing and clothing positions within the outdoor industry both in his native Scotland and on his travels in Australia and Thailand. His role will also involve occasional travel to the Far East and around Britain to the key industry trade shows.

"I am really enjoying working with the Wynnster team here in Leatherhead. Being part of the product development and marketing side of the business means I have the opportunity to put all the skills and knowledge I have gained since graduating, to good use. Working for the company and within the outdoor industry is a fantastic opportunity for me".



Stephen Clark has already spent time in the Far East.

The KSA Partnership,

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publisher & editor: Peter Lumley e.mail: peter@tradeandindustry.net

## outdoors indoors



**I've just got back from a visit to Birmingham's nec,** this time it was

the The Ordnance Survey Outdoors Show, organised by DMG World Media. Somehow the flavour that originators Brand Events had put into this three day *outdoor activity fest* has evaporated, as though the organisers weren't quite sure who they were trying to attract and who were the front runners at Trade level.

OK, numbers might be used against my suggestions here, but the major clue that outsiders were not quite onside is something you can check yourself. Have a look at the *job description* pages in the show guide and you'll notice a lot of exhibitor names with entry blanks, yet worse is where rival companies have their essential details muddled.

That won't be noticed by the people who visit nec just for the cheap buy of course, but this is a season opener which was originally thought by the Trade to be an event of high hopes and good vibes.

We will all get it wrong from time to time, for sure, so in view of the significant Trade investment that goes into this event, isn't it now up to the people who organise our industry associations, alongside others too, probably, to put up their hands to offer advice and help.

I'm confident that Brenda Daly's management and organising team at DMG won't be offended, after all there was another outdoor show at nec a month earlier - and that one had a much more bouyant feel than the Ordnance Survey sponsored one I'm talking about here.

Peter Lumley *editor*

## GLOBAL COOLING HAS ARRIVED

**White Rock HydroCool Summer Hats now certified UPF 50+**

White Rock have opened a warehouse in Chicago to supply their 'Keeps you cool - keeps you sun-safe' summer hats to the US market.

Customers who signed up at last year's Outdoor Retailer Show get deliveries this month - after the UK SPF 30+ product had first been certified to meet US standards where higher protection claims are allowed. White Rock wildly exceeded even these performance figures.

Improved Teflon coating makes these hats even more stain and water resistant - so they'll float for even longer!

HydroCool crystals keep you cool for two to three days before they need rehydrating - a full 12 hours in the Sahara or Death Valley! The new HydroCool visor is just great for backpackers - it sells to golfers and tennis players as well.

The Typhoon jacket, like the one given the ladder test to prove they really work in rainy conditions. In the shop they sell for around £65.

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When John, Justin and Chris were filming this in sunny Slough, they just couldn't make it rain - so John climbed on a stepladder and played at being Rain God.



**on the IN-STORE DVD it really is raining!**

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

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## publications schedule

KSA journals are published each month. Editorial pages close in the last week of the month prior to issue date - 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.

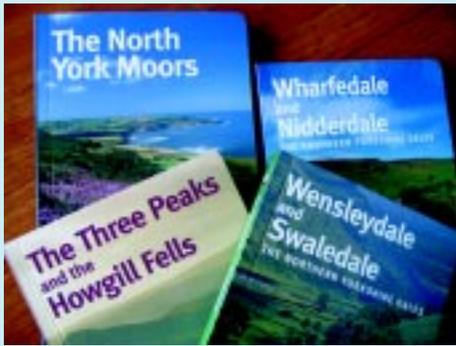
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## Yorkshire opened up

**Expanding their series of guides** to areas newly opened up in the Right to Roam Act sees the London publisher Frances Lincoln teaming up with the Ramblers' Association.

Four titles appeared in March, with the work of Judy Armstrong, Andrew Bibby and Sheila Bowke bringing to life the opportunities for walkers in the Yorkshire dales and moors. That brings to nine the series list so far, a good omen for retailers who can link into book series collectors and outdoors people alike. Such is the content, that these books will sell to wheeled tourists - two and four! - as well as the obvious target, walkers.

Like the other Freedom to Roam guides available from Frances Lincoln - there are nine now - you get a lot of information, plenty of colour photographs, route guides, and enough local history to spark the must-see venture. The writers for this Yorkshire pud of four books are Judy Armstrong, Shiela Bowker and Andrew Bibby, who know their countryside.

The Right to Roam books sell at £8.99, and is a very collectable set, each can prompt value-add at the counter - which may well begin with a map or two but who knows what else!

Frances Lincoln Publishers  
tel: 020 7284 4009 [www.franceslincoln.com](http://www.franceslincoln.com)

## another award and now a new website

**For the second successive year Cicerone** have won the Gold award in the "Best Guidebook Series" category of the *Walk* magazine reader awards.

"This is an important endorsement of the quality and value Cicerone guides offer for all dedicated walkers and outdoor enthusiasts" says Lesley Williams, for the Cumbrian based publishers.

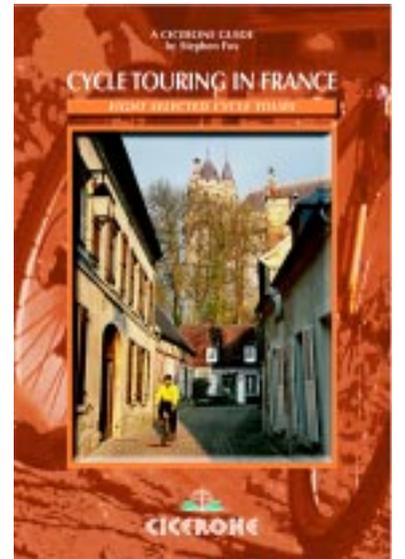
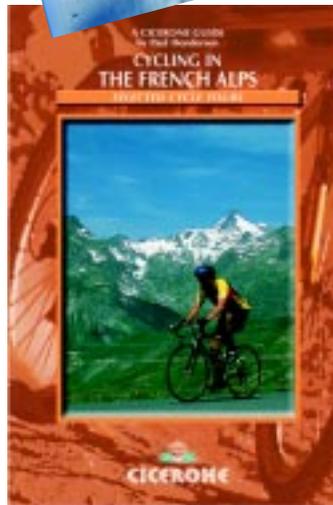
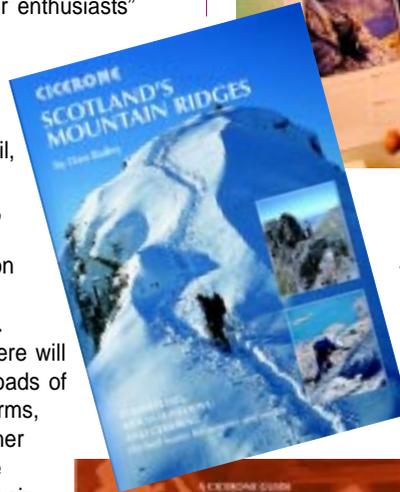
To drive sales for their books Cicerone launch their new website at the end of April, that brings the opportunity to browse pages from the books, look up the contents, check reviews and update information and find out which maps are required to match the reading.

Importantly for the trade, there will be plenty on offer, with downloads of new title information, order forms, book lists, newsletters and other trade information, plus a store directory to point customers their way for selection of guides.

Cicerone's spring publishing list includes new trekking guides for the Tour of the Matterhorn and Tour of the Jungfrau Region, new editions of guides to GR20, to Mountain Weather, Coast to Coast Walk, Walking in Sicily and Walking in Tuscany. One book worth a special mention will be a book on Scotland's Mountain Ridges, out shortly Ridges are epic, and this larger format book brings together the best of Scotland's summer and winter ridge routes for the scrambler, climber and mountaineer.



Lesley Williams with the new book *Scotland's Mountain Ridges*, from Cicerone. The listings include titles such as *Cycling in the French Alps* and *Cycle touring in France*. Cicerone's marketing efforts are designed to drive customers to your store.

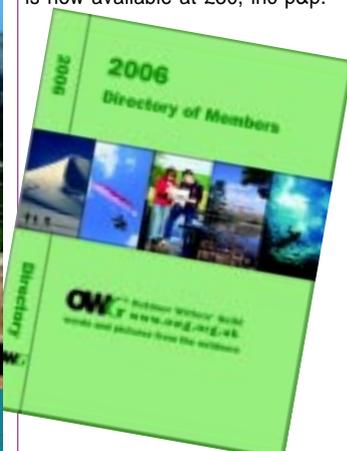
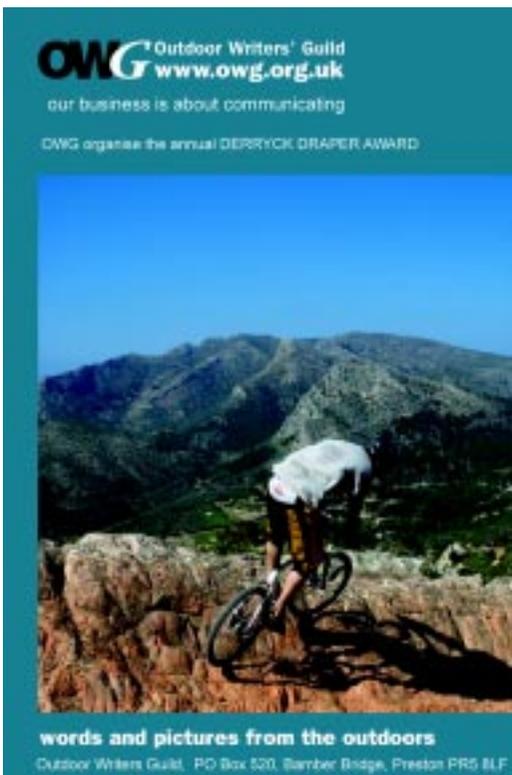


## here is your silent sales team

**Not a day goes by without words and images** from members of the Outdoor Writers' Guild influencing hikers and bikers, tyro travellers and seasoned activists alike. But then that is what members of OWG are themselves, so they are very much on home ground when they go to work to generate awareness and knowledge about things that happen out of doors, and in all weathers.

Outdoor Writers' Guild emerged from a Harrogate COLA over 25 years ago, to set about linking the Trade and the product to activities and the public on many fronts. OWG works wider than that today, and the nearly 200 membership includes many household names who appear regularly in all styles of print media, radio and tv.

The 2006 *Directory of Members* is now available at £30, inc p&p.



## what's a land without water

**There are probably more books about Lakeland** than there are stands of water in this part of Britain. Twenty years ago Frank Duerden described forty trips that would suit walkers of all sorts to a feast of majestic peaks and secluded glades that are sights to behold. It's become a classic, and from many of the viewpoints he described there's a view of glinting lakes and as often the rush of water close to where you stand to admire the scenery.

Now Tom Holman has trod the same footpaths and Frances Lincoln published the paperback version that updates Frank Duerden's work. It's called *The Best Walks in the Lake District*, at £11.99 a large pocketful of help and understanding that will captivate and enthuse, invite and guide the visitor to most of the corners of Lakeland.

The routes are in defined groupings, easy, moderate and more strenuous. There's the added benefits of references to nature trails and the challenge or long-distance routes that traverse hilltops and lowlands, although not so very much is low in The Lakes, which is the attraction.

*The Best Walks in the Lake District* is 336 pages of let's-go and enjoy ourselves inspiration. As part of the Frances Lincoln Best Walks series it has North Wales and the Southern Wales titles to help build a good bookshelf in any outdoor shop.

Frances Lincoln Publishers  
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