



the winning brand. winning customers.

Sea to Summit has just won Innovation Awards in Australia and Europe. 2009 European Outdoor Industry Award, for innovation and design. 2009 WA Telstra Business Awards, AMP Innovation Award in Australia.

gear that's reliable, versatile and durable, easy to display and well packaged to catch the eye of every lightweight traveller!



Ultra-Sil - siliconised cordura - is used in Sea to Summit dry bags and compression sacks. And they are so easy to display - with plenty of size and colour choice

Ultra Sil Shopping Bag The eco-conscious, reusable shopping bag from Sea to Summit. Arguably their most ingenious product yet - the genuinely reusable shopping bag weighing less than a 48g Mars bar, it folds down into a tiny key ring pouch. Holds an impressive 25L in volume and an unbelievable 130kg in weight. That's 20 stone in heavy money!



from the Bay of Bengal to the top of Everest. In 1990 Tim Macartney-Snape was the first ever person to successfully summit Mount Everest from sea level. Having identified previously that high quality, compact and lightweight kit was the key to success, Tim and his close friend and colleague Roland Tyson set about designing and making their own - and Sea To Summit was born.



Innovation in camp kitchen essentials - the Sea to Summit X-Bowl. Packing down to a half-inch flat yet will hold a full meal. This hybrid is comprised of a rigid, cut-resistant base made of high temperature, food-grade nylon with walls made of food-grade flexible silicone.



iPOOD! is the pocket trowel made from strong ultralight 6066-T6 alloy with a hard anodized blade to Rockwell C 7. The strongest, most lightweight, compact camp trowel in the world, it has an ingenious collapsible design which stores a gas lighter/toilet tissues in handle. In several colours it weighs just 75g / 2.6 oz and comes complete with own stuffsack.



Burton McCall Ltd
sales: 0116 234 4611
e-mail:
sales@burton-mccall.co.uk



tourism: an Xtra making the difference

Since I first joined the media set, on a local weekly in Essex, I've always been happy with my lot when I'm the self-contained tourist and traveller. It's great to be able to enjoy, but I reckon it comes a lot better when you help people share experiences.

People in the Trade, like you, are in the same boat: your work interfaces with hopefuls and happenings that, together, make up leisure in the outdoors.

Tourism is right in our faces - but nicely - and you only need watch tv's Tour de France, the World Championship Athletics, The Tour of Ireland, and, soon, the Tour of Britain coverage. This all helps you realise how much *together* we are: tourism is the Xtra that puts the smile on what we are all doing.

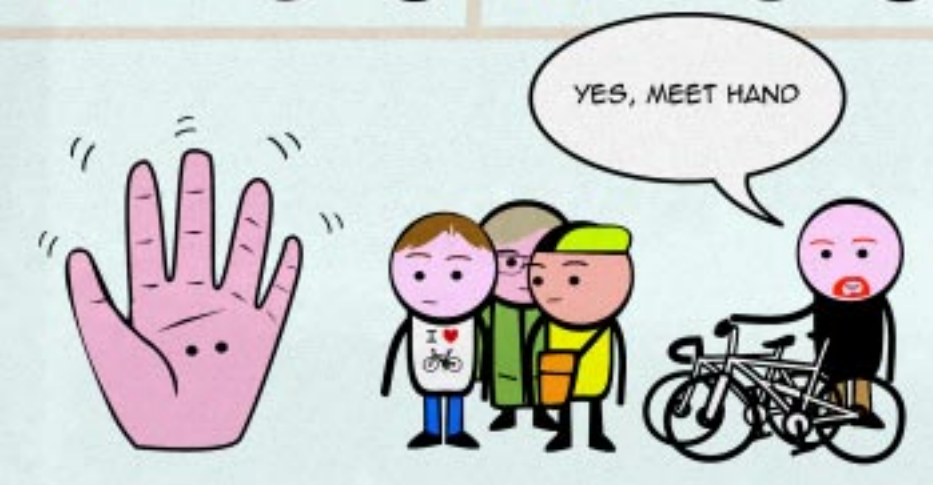
Tourism brings so much benefit to the Trade, and the user alike; lifting resolve and inspiring participation. You don't see any such benefits coming off the football pitch or the high octane obscurity that is Formula 1 racing recently conducted in a dockside complex. Neither these, nor cricket or tennis, put countryside in the spotlight that gets people giving nature and tourism rewarding attention.

We see plenty of tourism on tv: the *Coast* series, which features Nick Crane the Kilimanjaro biker who then journeyed to the centre of the earth and back on a Raleigh; Julia Bradbury airing the genius of Wainwright, and for me, doing it far better than Eric Robson with that dog-on-a-string. Then there is the camera work of Richard Else with the passionate ring of Cameron McNeish in *Wilderness Walks*, where people beg to follow.

All this - and more, much more - is the tourism you interface with your business. It's no new phenomena either, any of it: I remember Mike Harding interfacing a bike, Karrimor panniers and his guitar. He made music about the joys of pedalling, and it not only brought airtime to savour but helped generate Xtra football and Xtra till-ringing for people in your line of business.

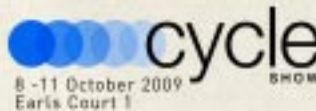
You market kit so dreams can come true. And make no bones about it, there are a lot of people who dream of times where leisure is at the frontline of their day. All they need is a bike or boots, the luggage for the essentials - plus the will to get places they want to be. Your using what the media prompts can help build your reputation and a following among your Customers. When they need some support to enjoy it all, then help them!

WHERE TWO WHEELS MEET®
"Working the floor"



Come to the Cycle Show 2009 for a peek into the wonderful world of bikes and all the characters that ride them.

Free trade registration at:
www.cycleshow.co.uk/bti



register now!

cycle show
8-11 October 2009
Earls Court 1

win your way to Golden wheels

It is a bike that started life as a stock Brompton S2L. Stripped down, polished, plated in copper and then finally covered in 24ct gold it's your for the asking. Well, perhaps you'll have to pass some other tests to get your hands on the prize, but being at the London Cycle Show will get you along the path. The insurance providers ETA will tell you more on Stand D9, and in the meantime we can confirm that the runner wheels on this Brompton have been replaced with skateboard wheels and the bar-mounted selector has been replaced by a specially fabricated jockey shift gear change with a pool ball on top.

All the cables are gold braid, the spoke nipples are gold and the plastic fittings used to secure the folding frame have been replaced with stop cock handles. The golden bike is said to have cost over £2,500 to build. For your chance to pick up this prize ask for a no-obligation instant quote from ETA insurance.

see them Cycle 2009 or go to: www.eta.co.uk/insurance/cycle/summary



cycle COME AND SEE THE 24CT GOLD BIKE AT STAND D99

YOUR COMPLIMENTARY TICKETS

The registration desk for Trade tickets to the London Cycle Show at Earls Court is now open: www.cycleshow.co.uk/trade just complete your details for a complimentary e-ticket.

fighting the greys and they don't mean squirrels!

Taking action often needs firm resolve, and Cumbria based Whitby & Co, are working with Leatherman, to see that US Company Barbizon Inc is no longer in the market with Leatherman goods. Nick Griffiths, Chairman of Whitby & Co says they invest a lot of time and money in the Leatherman brand in the UK . . . "and we will do everything in our power to defend this investment and to take legal action against grey importers when appropriate". "This

recent action against Barbizon is actually one of many instances that we have been involved with over recent years, so we have decided to publicise this activity as a warning to other would-be opportunist grey importers."

Leatherman Tool Group's European Sales Manager Michael Serrien reports that over the last couple of years, their stopping most exports from the USA into international markets has been very successful.

As well as with the Leatherman brand, Whitby's will take similar action to defend the Buck Knife brand, and have a suspected grey in their sight.



for people who like to sleep with their bikes Nevis family gets technical

The idea behind the Family Technical range is that sooner or later people who have grown up camping with the DofE and the Scouts are going to get married and have children. They will need a tent that is much more spacious and family friendly.

Ones that would also play garage to touring cycles fits the bill, too, and the Nevis (pictured above) has room enough, even, for a tandem!

Karen Scott, Product Manager for Vango family tents, tell us their aim is to provide tents for all types of campers, "and our Nevis is perfect for bridging the existing gap between lightweight and family tents." Campers get Vango's patented Tension Band System with the easy to pitch 400, 600 and 800 versions - just as with other technical outdoor models

to see Vango and the tents that fit the cycle-camping set get along to the Trade-only Tent Show at Stoneleigh, September 6-10.



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Confindustria Anima never stops. After revitalising the market with the incentives funded by the Ministry of the Environment, it is now about to stage the Bicycle Show in its historic date: from the afternoon of Friday 18 September to Monday 21, everybody is invited to Fiera Milano Rho for a rendezvous that cannot be missed.

Great exhibitors, great personalities, young people, school groups, free access for women, 50% discounts for registered athletes and youngsters. Travel packages, testing tracks, a wealth of initiatives underway: follow the preparation works on www.eicma.it. The Italian Cycling Federation is a partner of the Milan Bicycle Show.

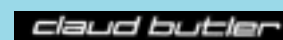


MILAN, SEPTEMBER 18-21, 2009
67 INTERNATIONAL BICYCLE EXHIBITION
www.eicma.it



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left: photographed by thousands every year, the monument beside the Little church of Ghisallo above Lake Como.



the fieria do not to miss

the Italian nation get their Trade linked into Tourism for sure

Somehow coffee is really coffee when it's Italian and with all respects to Michael Caine, it's the same with any Italian job you are likely to come across: Milan lives up to its love affair with bicycles. This year you can get to being a two-timer, and everyone will forgive you for that.

The Fiera opens their doors to The Bicycle Show in September, returning to the early autumn timing that has been popular over the years, and running to the Monday. Not yet the time of the falling leaves, it's a time to be a tourist and fetch up at a place on the Lakes: Como is so close, Lake Garda easy by train. The three Milan airport destinations, all have superb public transport links. Or go green - travel there by train.

www.italiantouristboard.co.uk browse the Italian Railways' official website: www.trenitalia.com



left: the Velodrome is a 6 Day feature at the Milan Show, opening November 10, and running to the 15th. below: shopping is the tourism experience, here we're in Bologna.



a rider tops the Ghisallo slope above Lake Como, as the busts of Fausto Coppi and Gino Bartali look enviously on. below: seen at a vintage car rally in Monza - and just like new!



the September date

Four days to caress bicycles and a whole draft of two-wheel goodies that link into the race scene, into leisure riding and with an insight into touring opportunities. Two wheels showing off, is the way EICMA write the script, Hall 9 in the centre of the Fiera complex is the stage.

www.eicma.it/ciclo/en/default-spt.aspx November Show info here, too

below: Sermione, found beside a more restful Lake Garda come the early autumn



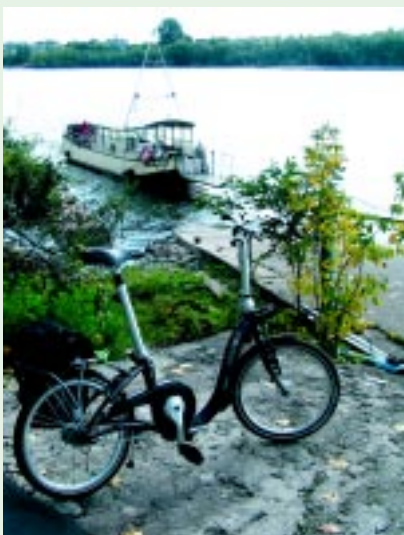
Italy - the land of bright sparks

Some say static electricity was first used with the electric pistol invented by Alessandro Volta, who came from Como. In his experiment an electrical wire was placed in a jar containing methane gas he'd gathered from a marsh. An electrical spark went through the wire, the jar actually explodes. Fancy that!

Alessandro Volta came up with the idea of using this system for long distance communications and planned that an iron wire suspended on wooden poles would stretch from Como to Milan. At the receiving end the wire terminated in a jar filled with methane gas. To send a message, an electrical spark would be sent along the wire, so detonating the electric pistol to signal a coded event.

Someone forgot to string the wire on the poles, so the message didn't get through!

However, back in Britain a Bologna man did achieve "something truly exceptional", as was said at the time. Without poles or wire, Guglielmo Marconi sent a signal from one office to another well over a mile away. That kept Italy and Bologna still at the centre for scientific discoveries: the sending of this first ever telegraph signal had its origins in the attic of a local silk farm.



one of the Rhine Krokodile foot & bike ferries



time and again I've watched Rodenkirchen sunsets like this - so close to Cologne but in countryside

Cologne - right in the country

You get to see wonderful sunsets in Rodenkirchen, just as you get to hear good jazz at Papa Joe's in Auf dem Rothenburgh on the edge of Altstadt Köln. They are almost two worlds apart, yet joined at the hip for Messe goers in town for a happening. Upriver, the Rhine traffic thumps past on diesel

driven barges mixing it with cruise craft taking people for a waterborne eats & drinks, view the shoreline, trip.

Those with fresh-air intentions can hike or bike the riverbank, and even board a Krokodile to complete a countryside loop
recommended: www.camping-berger-koeln.de
www.koeln-tourismus.de/en/welcome-to-cologne.html



the original
in outdoors

SPOGA has more than form, it's the place where traditionally the patio leisure people and the camping & outdoor brigade come together for business generating sessions.

It's a pace away from the specialist in mountain-style gear, but it's a very appropriate destination when you are looking for outdoor accessories to fit into the widest needs of a countryside leisure setting.

www.spoga-cologne.com
September 6 - 8, 2009

Show visitor:
be a tourist



left: brown leaves on the oak tree, muddy stubble underfoot: it's mid autumn outdoor weather in Britain.

gearing up for the outdoor life

two shows in Warwickshire can help fill your shelves

September is a busy time at Stoneleigh Park with the outdoor trade and industry displaying 2010 product for the camper, caravanner, backpackers and tourist. First comes the Tent Show, with a dozen and more brands pitched to defy the weather and impress. The expanded OTS, later in the month, now has a second hall and with more new companies joining the ranks.

www.outdoortradeshow.com www.thetentshowatstoneleigh.com

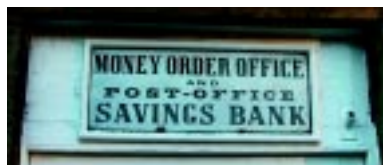
the product at Stoneleigh is the sort of gear that will be bought by backpackers, touring caravanners and campers - even Porsche drivers!



The Tent Show@Stoneleigh

THE TENT SHOW
September 6 to 10

OUTDOOR TRADE SHOW
September 28 to 30



The Post Office rules - ok!

Whatever happened to service? The well documented loss of Post Buses on routes that kept communities together and working is no new phenomenon. In Penny Black time the penalties you could attract if you didn't toe the Post Office line were already there, as discovered when we found a real gem of an old Post Office doorway.

We'll not say where, in the hope that it escapes the notice of the choppers who chop without caring . . . but when you look closer you'll notice that you couldn't post any old thing. Money was particularly evil!

Try to slip tuppence into the envelope for a far off nephew or niece and it would attract a penalty at the other end. In the age when said nephews went up chimneys or down mines for fourpence a week, the extra charge was double that. Which probably explains why Queen Victoria was never seen to smile . . . well, not on a postage stamp, anyway.



view from on high

You rather sense the Zeppelin is above, more than you hear it. For those who can, that trip on high is a unique adventure which links the 21st century with the heyday of the 1930's. A Zeppelin provided the way people travelled on the very first commercial air passenger service.

In 1936, film reports from the Olympics in Berlin were carried across the Atlantic by the Zeppelin Hindenburg. The screen pictures of James "Jesse" Owen and his Gold Medal wins had to be parachuted to ground as the weather was too blustery for the airship to come to its mooring mast.

The inventor of the airships was Ferdinand von Zeppelin, who was a military observer for the Union army in the American Civil War and then later travelled as an explorer in the headwaters of the mighty Mississippi River.

His airship broke the mould of travelling in a way that could not have been imagined before, and apart from the voyages that can be made on the Zeppelin flights out of Friedrichshafen, don't happen today.

Yet there is a link on Bodensee, where the visitor to Eurobike can get right inside the hangar where Zeppelin servicing takes place. Zeppelin Hall becomes a test arena for the e-bike brigade.

At Eurobike visitors get to test drive the new models in the Zeppelin Hall and in the new Freigelände Ost - the new East Entrance. Friedrichshafen Eurobike organisers say the 2009 exhibition area for the E-bike sector is twice as big as it has been previously.

That's an indication that this breed from the bicycle trade has caught the imagination and is providing the rider with that same level of comfort that the Zeppelin delivers.



Show visitors can test the e-bike ride at Eurobike in the Zeppelin hall complex

crowd puller

You don't need to be a bike-race addict to get the best

from this big tourist attraction. It's not only all-action, it's free to watch. It may be too much to ask for your shop to close so the staff can all get to see the racing - but think again: as everyone in your locality will be at the kerbside seeing the race, who'll be coming into the shop?

Go on, enter into the spirit of the Tour and give UK cycle racing a real cheer.



www.tourofbritain.co.uk

September 12 - 19



"I luv my bicycle, even if I'm not insured when riding it"

five million adults cycle each week - 98% without cover

Like cyclists who ride through red lights, it only takes the one wrong-doer to get the motor lobby writing Blogs and long letters to *The Times*. Yet there are thousands of riders taking to the road without a thought about their standing if they run into an incident. Useful fodder for the anti-cycling brigade!

Specialist third party insurance for cyclists is a benefit of membership offered by organisations such as the CTC, LCC, BTA and BC. These are the only major specialist policy providers in the UK and it is estimated that approximately 100,000 cyclists are covered. The 2002 Household Survey found five million adults cycle somewhere each week, and they may be putting themselves and others at risk because they do not have basic third party cover, according to a cycle insurance provider.

That means to 98% of cyclists not adequately insured, says Andrew Davis, at ilovemybike.co.uk. "It's very risky for a cyclist to assume that their household insurance policy will cover road traffic collisions, as many do not. Third party insurance is compulsory for motorists, but we know of only two per cent of regular cyclists who have insurance that would pay out if they caused damage to a person or property."

ilovemybike.co.uk provides bicycle insurance with third party cover. See them at Cycle 2009 in London.

Service for your customers: Retailers earn commission for every insurance policy they sell. Each sale can be processed in less than two minutes through the website and the initial registration process for the retailer is quick and easy: your contact is Lynzi.ashworth@eta.co.uk

showing how UK traffic law arrived

With the 20mph speed limit for roads now in more places, the exhibition staged by The Law Society shows how traffic laws have changed over 150 years.

The Law Society library exhibition, runs through to the end of November in London. On show are documents that illustrate how locomotives needed someone walk in front of them waving a red flag; the introduction of the highway code; and the arrival of traffic wardens.

visit the exhibition in the main Law Society library, 113 Chancery Lane, London

ACTS ALONG THE WAY

1931: 2.3 million vehicles on the road, over 7,000 deaths. In 2006, 30m vehicles, around 3,500 deaths on the road.

Drunk in charge: Criminal Justice Act 1925, ch 86, s 40. About found to be drunk while in charge of a 'mechanically propelled vehicle'. Earlier the Licensing Act 1872, made it illegal to be drunk in charge of a carriage, horse or steam engine.

Yellow lines: Traffic Signs Regulations and General Directions 1964 SI 1964/1857. Introduced in Slough, 1956, in experiment to restrict parking near junctions. Red lines introduced 1991. Roadside markings can cause confusion: in 2003, 4.9m parking tickets issued in London alone.

First road traffic death: 1896, Bridget Driscoll hit by a car doing 4mph in the grounds of Crystal Palace dies at the scene of head injuries. The first person to die in a car crash was Henry Lindfield, who drove speeding car into a tree and died in Croydon Hospital. Verdict: accidental death.

Traffic wardens: Road Traffic and Roads Improvement Act 1960, ch 63, s2 is Drivers' Doom Day: Traffic wardens arrive. In Sub-section 6, the Law states that they must wear a uniform and only act like a traffic warden when wearing it!

Speed limits: Locomotives Act 1865, ch 83, s 4. Sees a speed limit of 4mph for vehicles travelling on the highway, but 2mph when in built up areas. Sub-section 3 requires one person to walk 60 yards in front of the locomotive and warn oncoming horse riders by the use of a red flag. For the motor car the legislation changed, no red flag waver needed! The speed limit now 12mph.

Barbara Castle, Minister of Transport introduced The 70 miles per hour Speed Limit (England) Order 1967 (SI 1967/1040) and the law has altered again to allow local authorities to introduce 20mph speed limits in residential areas and town centres.

No more wind in your hair: The Motor Cycles (Wearing of Helmets) Regulations 1973 SI 1973/180 meant it became compulsory to wear a helmet whilst riding a motorbike.

Being insured: Road Traffic Act 1930, ch 43, s 35. Act introduces compulsory third party insurance for vehicle users. Failure to have appropriate insurance: a fine of up to £50 or 3 months imprisonment.

from kids to hardy tourists - even budding explorers getting fun out of Dawes

For the kids and young people, alloy favourites such as the Bandit, Redtail and Vixen have a face lift for 2010, with Dawes keeping their graphics in vogue and up to the minute. The new breed of steel bikes brings the same Dawes quality, but at more affordable prices. From a retail price of £149.99 the bikes are designed to counter the early-2009 price rise that came in with the weakening pound. Variations across boys and girls models means 20in. or 24in., some with rigid forks, suspension and a low step through frame. The 24" wheel boy's Zombies & girl's Sapphire models both have 18 speed Shimano gears.

Dawes also bolster their touring range with the Vantage. Aluminium frame, 24 speed Shimano



the Vantage: cherry red aluminium frame

Pictured in a hurry: The speed camera and Road Traffic Act 1991, ch 40, s 23. Initially introduced in 1982, The 1991 Act amended existing legislation that the cameras could be used to secure a conviction for speeding. Initially the police and highway authorities had to fund the installation and running of the cameras.

Meters. House of Lords Hansard vol 208, 1957-58. On July 10, 1958, a northwest corner of Mayfair was the site of the first meter. Then 654 meters arrived in the Westminster area, and the introduction of parking meters on London streets was debated for almost 3 hours on April 30. On May 15, 1958 the House of Lords spent a further 2 hours debating the Parking Places (Westminster) (No.1) Order, 1958 and Earl Howe put forward the motion that the Order be annulled.

'Fiddling' the crime: House of Lords Hansard vol 209, 1957-58. A parking meter violation saw Elizabeth O'Dwyer before a magistrate at Marlborough Street Court. She was charged with illegally feeding the meter, which the Lords had referred to as 'fiddling'.

more ideas for your Pub Quiz Question Time visit the exhibition in the main Law Society library, at 113 Chancery Lane, London, until November

STI gears and wheels shod with Schwalbe Marathon tyres. Cost is £499.99, finished in classic cherry red and available at the beginning of September.

For all the budding Bradley Wiggins or a Mark Cavendish out there, Dawes launch the Espoir 3000. Alloy frame with 24" & 26" wheel sizes, 16 spd Shimano STI gears. Clearance for mudguards and with cantibrakes for easy conversion for use during the coming 'cross season. Perfect multi-function starter bike at just £379.99

Weir rides

No ordinary Scot was Tom Weir, him of the famed bobble hat and his talking and writing about the wild parts of Scotland. He can still draw the people in their droves to the DVDs from his Scottish TV series that ran for many years.

Tom Weir was a Kingpin man, and it's told that he'd often ride his Dawes small-wheel folder a long way into a glen, then leave it in the heather. From high on the tops he'd sometimes drop down into another glen, and catch the bus home. His Kingpin would remain there, until on another stride he came back, picked up the bike and ride homewards, happy and contented.

find the Tom Weir DVDs at: www.amazon.co.uk

for the full Dawes range online: www.dawescycles.com or call them on 0121 748 8050.

on the map

The first ever Ordnance Survey maps to include 'The Black Country' have been printed. The OS Landranger Map 139 will now show the region by name and has been re-titled as "Birmingham & Wolverhampton including The Black Country" and will go on sale in mid-September.

The inclusion of The Black Country follows discussions with local councils, MPs and the Chamber of Commerce. "It is a way of highlighting the area's cultural & historical significance.

The Kids are Back!

The new range of Dawes kids bikes are unveiled. New additions and firm favourites all offering best value and best quality.

Contact your local sales representative or the sales office for more details.





Lightning 20"



Sapphire 24"



Venus 20"



Vixen 24"



Zombie 24"



DAWES

Dawes Cycles Ltd - sales@dawescycles.com - 0121-748 8050 - www.dawescycles.com

every customer is a tourist

he's heading for some desert camping

two wheel touring trip with a 1953 engine!

A Banshee and a Bantam are the travel companions for Gordon May, who rides motorbikes for fun and turns the trips into the sort of copy that gets well read. At the end of August he'll be on his way to Egypt from Manchester, riding a 1952 BSA Bantam. Last year his overland journey was to India on a 1953 Royal Enfield. You can get the book of the trip, *Journey to India*, from Amazon.

After founding and running a successful and high-profile business designing, manufacturing and retailing men's clothing in New Zealand, Gordon May moved to the UK and has become somewhat of a tourist with a penchant for *elderli-mechanicas*, a particular breed of machine that all refuse to admit it's time to take a rest. On this trip Gordon May will do his resting in camping style, and be a lot more up to date in that department than with his choice of a ride.

He aims to reach the Giza pyramids after crossing Egypt's Sinai desert, with lots of stops sleeping in a Vango Banshee 200, and all wrapped up in a Venom 300 down filled sleeping bag. Gordon May says he's "very much looking forward to the adventure, especially as I am a keen camper".

visit www.vango.co.uk and

www.overlandtoegypt.co.uk for the blog updates

See more Vango tents at The tent Show, Stoneleigh Park

they've dared to be

There is an intense commitment to developing the group of brands in the Regatta Group, says boss Keith Black. The promotion of Graham Rickard (*top*) to Managing Director of Dare 2b, sees Jo Hawkins (*below*) taking over the responsibilities of marketing Regatta whilst continuing to head up product management for the brand.

Graham Rickard came to the company in 1996, as National Sales

Manager for Regatta, then became Marketing, Product and Export Sales Director for Regatta and Dare 2b 8 years ago. "Key to the development of the Dare 2b brand from a snow wear label to an all year round adrenalin mountain sport brand has positioned Graham Rickard as the company's natural choice to head up the £11 million brand Dare 2b and take it to the next level" says Keith Black.

Jo Hawkins joined the company in 2000 as Product Manager for Regatta and Dare 2b, moving through the ranks to become Brand Manager. She said this about her new role, "The restructure has opened up new opportunities for me and I am looking forward to the challenge ahead." Keith Black's view is that "this is an exceptionally exciting time for the business as we have opportunities for substantial growth and the new structure will enable us to maximise those opportunities."



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longest running trade journal for the sector, launched thirty years ago as the first UK bicycles-only Trade magazine.

OUTDOOR trade&industry

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

SCOOTER trade&industry

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

trade&industry Xtra

proven successful business builder for both the Supplier and the Retailer. Is used to exploit existing synergies that are recognised across the sectors

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publications schedule

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it began when muscles twitched in Bologna

knifework then led to the charge of the light brigade

Batteries have been around for over 200 years, and the bunnies that clamber up the cliff in the advertisements aren't so far removed from where it all began. In Bologna, Italy, in around 1799 a Luigi Galvani and his wife Lucia were dissecting frogs, rather than



Luigi Galvani: he made an electrical discovery when assaulting frogs with a scalpel.

near where there was an electrostatic generator. The frog muscles contracted violently when a scalpel was inserted into particular muscles, and that gave the world new knowledge of current electricity.

The Galvanis continued to investigate what made a dead frog's muscle to twitch, and their work was then picked up by Alessandro Volta, who went on that very year to create the first device you would recognise as the modern battery.

His voltaic pile was constructed with alternating discs of copper with zinc and pieces of cardboard soaked in brine between the metals, that produced electrical current. This was the first wet cell battery to produce a reliable and steady current of electricity.

A development from the frog twitching exercise possibly inspired Mary Shelley to write *Frankenstein*, where dead flesh is re-animated using lightning. Bizarrely, the story can be linked with the fate of her husband Percy, who, in 1822, is tragically drowned when his sailing boat *Don Juan* sinks during a violent storm off the Ligurian coast. No high voltage bolts of lightning saved him, and although not yet 30 years old when he was swept to his death. For his

works with a quill, Percy Shelley is today reckoned to be one of the major English romantic poets. His *Skylark*, is of of the bird that is thrust aloft on song, and such a delight to hear.

Trambus Open is a tourist bus tour that gives you the opportunity to see many secrets of Bologna. The route of about 10 km goes through the historical city centre up to San Michele in Bosco. With open top, single deck buses - and in the winter season with completely covered seats - the tourist coaches carry multilingual audio guides. Your ticket Stop & Go is valid for the full day and enables you to get on and off the bus whenever and wherever you like at the special Girotp stops.

<http://iat.comune.bologna.it>
www.italiantouristboard.co.uk www.trenitalia.com

about lights, locks and luggage

- and spotlighting a new brand in the ML portfolio

Kit for green travel is what so much of the Moore Large portfolio is about. Knog is one of theirs, Tifos eyewear can stop the glare and On Guard locks - they come elephant strong. Then you have luggage carrying in relative ease with an Izip e-bike and one of the Bumper Transporters. There can't be much more that's any greener than this . . . but what about when it's a bit black around the place?

For the dark times Moore Large has just introduced the bright lights collection from Fenix. Made from aircraft grade aluminium with an extra tough anodised finish they are billed as the best illumination tool for outdoor use with the TK11 model.

(pictured right, at top) They come with the fittings to clip them into bike riding or helmet wearing times.

A highly efficient polished reflector throws TK11 beams over 200 meters, and will draw in near £66 when sold over the counter. With low settings on the PD30, which sells at under £60 (pictured right), you get light for 65 hours or so. The Turbo mode gives 240 lumens, that takes power, so you get under 2 hours from the batteries. On the PD30 there are six different settings and low battery indication.

The Fenix LD20 will give 180 Lumens max output.

Moore Large reckon that the unmatched brightness, its compact size with the use of AA batteries, makes it the best choice for mounting on a bicycle.

There are two modes for light, with six types of output. You get anything from two hours up to 65 hours of see-by help.

Taking battery power for a ride comes with the Moore Large distributed Izip collection of e-bikes. Great for lugging weights around, like a big crate of beer even. And those living in the house at the top of a climb from the village, they'll appreciate drinking drives better when you don't need to have a heavy foot on the pedal.

more brands on the website: www.moorelarge.co.uk



a Bumper for toting kids is also available

FENIX

- POWERFUL
- COMPACT
- LIGHT WEIGHT
- IPX - 8 WATERPROOF
- LONG BATTERY LIFE

MADE FROM AIRCRAFT
GRADE ALUMINIUM WITH AN
EXTRA TOUGH ANODISED FINISH.

PD30
6 types of output Max
220 lumens



TK11
2 types of output Max
240 lumens



LD20
6 types of
output Max
180 lumens



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