

# trade **and** industry

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January . 2020

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MADE** 

**70%**  **OF OUR AUTUMN/  
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PRODUCT IS MADE  
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**AT CRAGHOPPERS WE BELIEVE  
IN GLOBAL THOUGHTFULNESS.**

**DOING WHAT WE CAN, WHEN WE CAN,  
TO LOOK AFTER OUR PLANET.**

**IT MEANS WE'RE COMMITTED TO CREATING  
GREAT PRODUCTS IN A SUSTAINABLE WAY AND  
TO MAKE POSITIVE PROGRESS EVERY YEAR.**



**CRAGHOPPERS**

ISPO Munich 2020  
Stand number A1/408  
26-29th January 2020

Peter Lumley *beingThere* - the editor's desk . .

my hunch . . 2020 will be gr8 for tourism

A friend of mine was enjoying a festive season cruise yet got the shock of their life when readying for a trip ashore on the island of Ireland . . "makes sure you are carrying your Passport at all times" came the tannoy bellow. What a super New Year present!

They hold the British passport and had embarked from the UK. Ah well . . this may help bring some excitement to our travelling around Europe - which we have missed out on for the last 40 years or so! *And IS there a border down the Irish Sea?*

This cheery bit of news interrupted the *beingThere* diary planning - of just where the Compass may settle would likely have been influenced by London Destinations, upcoming with a bevy of other caravan, bike and hike Shows. There is *the* bucket list of course, but in *True Greta* style it's for sure the long haul window won't be what I am looking through . . so what will I find in the Show aisles? Apart from the stuff that you guys make?

Tourism is a great industry, and your business sector puts a big foot in the door there: yet could we see more being done? That's a question gelled from my study of the exhibitor lists at upcoming Trade exhibitions, outwith far too few it is evident much of the "offer" is across heavy-breathing stuff allied to levels of involved activity engagement which I'd suggest come totally unsustainable. People tire of being breathless, but they'll never give up on wanting to find somewhere to relax.

What certainly never happens is people falling out of love with travel: and that is your till ringer. It doesn't need to be strident, there is no shortage of where & when: the only job needed for outlets of gear and goodies to get on with is to fly the flag. The bike, hike, travel and tourism scene is where your brands goes: and there are no Borders - wheels, walkies, the wandering, hey so easy! Yoy can hear the coin drop, right!

Someone may well want to see a passport of course, but just make sure they stamp it Satisfaction - after all that's the place for people to reach with your gear! As I said 2020 will be gr8 for tourists. Now go get and make certain every day counts!

Peter rl editor *tradeandindustry*. KSA

UNCERTAINTY brings STRAIN

“ it's harder to prepare and express thoughts ”

survey shows bosses are struggling in the trenches

A report says UK business leaders are having great difficulty in coping with the pressures of a rapidly changing world. The study of a thousand workplaces published in *Thinking On Your Feet* is a report from the commercial arm of the Royal Academy of Dramatic Art, RADA Business. They tell that over 80% of senior leaders reckon they were often placed in situations where it was difficult to remain calm and clear-headed.

Amongst those interviewed, more than a third (37%) of leaders said they found it hard to prepare and express their thoughts under pressure. That brought them almost to their knees as they failed to maintain eye contact (30%), on top of that they slouched (25%) and over 20% admitted to physically shaking.

These are the workplace situations most found by the survey, showing the most common physical symptoms of a leader under stress so clearly these people not actually engaged on a walk in the park or taking a refreshing bike ride.

Add increased competition, political uncertainty and where they, themselves, and the business itself are facing greater scrutiny this all made it so much tougher at the top: truth shows through in this emerging research! More than a third (37%) of senior managers, directors and support staff admitted that high-pressure scenarios made it harder to prepare and express their thoughts. When asked what situations affected their ability to relax and act authentically, 31% of business leaders admitted that board meetings with very senior people was a leading factor affecting their mindset.

Not just in face to face dealings did management suffer these near traumas either: video conference calls (30%) were found to be one of the second biggest causes of nervousness faced. The training sessions (30%), small group meetings (27%) also came up as big issues hindering leaders' abilities to think clearly and act authentically. Even telephone conference calls came high on the list of worries - 27%.

Rachel Griffiths, client director at RADA Business, says of the findings: "In any given moment, on any given stage, it is the role of a leader to create and sustain a genuine connection with their audience. It is this powerful leadership performance, rather than an outstanding PowerPoint presentation, that encourages people to follow you and make positive change. Maintaining leadership performance through times of uncertainty demands a greater need to remain present, to align your physical, emotional and intellectual state. This is particularly challenging when you find yourself needing to think on your feet".

RADA Business, the people behind the survey, helps people at work become brilliant communicators. They build on the work of one of the world's most respected drama schools to deliver world-class training programmes and coaching for organisations and individuals. If you want to know more about RADA Business' leadership programmes, then visit: [radabusiness.com](http://radabusiness.com)

after Sheffield - Tour to be big too!

With adventure films continuing to capture the imagination of a broad sector of all-age viewers the Best of ShAFF on Tour which happens again in 2020 will pull the crowds Now entering their fifteenth year, ShAFF has become the largest urban adventure film festival in the UK, uniquely being set in a city with a national park within its limits. This makes it a quite amazing location to stage an annual event which brings thousands of people together to celebrate outdoor life and the adventures it offers. The Sheffield 2020 Festival itself runs March 20 to 22.

Ahead of announcing the Tour dates has come a new Mission Statement from ShAFF with focus on nspiration and action, which promises to put environmental action at the heart of the festival. Their Mission introduces a number of commitments including helping audiences to cut their travel footprint. Whilst it'd be good for people to flock to the festival from all corners of the UK, the fact that folk now want to travel less will probably mean a greater visitor take up to the fifty or so Tour venues that will be organised in 2020. That 50 is a big number! *Watch this space!*

THEY ARE DOING IT

more green with less carbon

The Port of Hull gets greener, a strategic departure point for business and tourist traffic it is where the Humber's largest roof mounted solar scheme is being installed. For this site, one of the Associated British Ports operations around the UK, the £6.8 million and 6.5 MW installation marks another step towards making energy supply more sustainable

and even greener at this waters edge. Doubling the Humber Ports' renewable energy generation will help make more use of the hybridised port equipment to carry out the local operations. The investment for this green energy revolution helps the port operator de-carbonise not only its own operations but also those of our customers and the wider supply chain.

The panels are being installed by the UK's leading commercial solar installer, Custom Solar, and will cover ABP warehouses and the engineering workshops on the Port of Hull. As warehouses are completed they will be switched on, with the entire installation set to be online and producing clean

power by July 2020. Once installed, the solar panels are reckoned to be saving 2,600 tonnes of CO2e per annum, equating to the energy needs of 1,600 average UK homes. Later, upon decommissioning, the solar panels and the frames in which they sit are 100% recyclable.

With this new installation up and running, 17 of ABP's 21 ports will have renewable energy projects in operation, generating clean power for the company. In 2018, 12.2% of all the electricity ABP used was generated by onsite renewable projects and more projects came online in 2019.

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so you are thinking about going to an exhibition? PART ONE

## then play the game!

When Claudia Klingelhöfer interviewed EOG Secretary General Arne Strate about the ISPO Munich 2020 he told her "The Vast Majority Wants and Needs Trade Shows." He added he is sure that non-exhibitors didn't want to miss events like this either - seeing events such ISPO are hubs of an industry in constant change. Arne Strate wants to strengthen the relevance of the outdoor industry as a sector that takes responsibility towards people, and how from manufacturing we can also give back to society through the power of outdoor activity.

That matches the "Be responsible. Be active. Be creative" three slogans where ISPO Munich 2020 presents exciting developments in sports in the special Focus Areas from new perspectives.

Asked "what makes you so sure that trade fairs are still up-to-date?" Arne Strate reprised that in 2016 to the end of 2017 EOG had asked whether and how a trade fair is still relevant for all participants. "The result was quite clear. A vast majority of those surveyed still want and need trade fairs. But no longer focussed solely on the product. It is clear that

someone who puts lack of order-writing as the reason not to be at trade shows in one sentence has not paid attention to the developments over the last years"

Nevertheless, there are (former) show exhibitors who herald the end of the trade show era..something I really do not understand. One thing proves to me again and again the relevance of trade fairs: All manufacturers who, for whatever reason, no longer officially exhibit will then actually be on site. This is not "having a look", some of them even come with teams of over fifty people. Brands, consultants, distributors, suppliers... There is no sniffing, there is clearly work. Not on the product, but precisely on the things listed above. So there is obviously an added value, otherwise they would not be attending".

"Anyone who gets something out of a trade fair should also put in something in return, otherwise it's just freeloading and disrespectful to the rest of the trade. If you are not a retailer, this means being on site with your stand, or buying tickets regularly and at full price"

ISPO Munich runs January 26-29

SOURCE: <https://www.ispo.com/en/markets/eog-general-secretary-vast-majority-wants-and-needs-trade-shows>



## a time when even the ciggy lighter fuel wouldn't flame!

*a warming idea to keep campers snug in cold weather*

Spring is around the corner, so far there hasn't been a frost deep enough to worry or trouble our Compass - yet I guess there's still time for it to come! I am sure tent campers and mountain walking backpackers will feel I am crying wolf - and don't scoff - just the other day a chilliness in the 'van indicated the propane gas cylinder needed replacing: heaters just won't run without fuel!

Over a lot of years it's been the case that pitching a caravan - motorhome for that matter, too - isn't just a spring and summer habit: and "winterising" comes to be essential. I use closed cell foam mats at floor level under the bunks and have always left the top lockers slightly open to help air circulate in them. Australians are reputed to hang corks from hat brims to deter flies, I use wine corks in a similar fashion to keep the top locker lids ajar - it seems to work at deterring "cold spots."

I'd guess caravan makers are unlikely to reveal how they come to avoid fitting an indoors water point in their "fully insulated caravan" - supposedly kitted for year round use? Probably for the very same reason the "designers" make sure the in-van microwave oven sits a bit over head height, even for people who almost need to duck their head to get through the 'van door. I wonder how sales guys at a stockist handles this inadequate bit of design thinking? Best not to ask someone as tall as Jack's beanstalk - and perhaps come 2021 cooking in 'vans will be safer.

It is good to get answers from people who actually use - rather than try to "design" - caravans, the layouts and fittings. Just recently the insurance people Caravan Guard reported their poll about winter use by customers. The question put to caravanners and motorhome owners was if they would be braving the cold and wet weather and so be touring in the winter months. Or maybe they'd be putting their units into hibernation? Come 300 votes later, almost a third of those owners told they would be winter touring, and a further 47% per cent said they'd be using their caravan or motorhome "every now and again". Just 2% of their motorhome voters said they would be putting the vehicle into hibernation this winter, compared to 16% of their caravan owners.

Possibly, and I do look at this way, it is the *on-the-move* road conditions which impact (wrong word!) on how, where and when the caravan gets tugged. Our buddy Bryan takes off in his motorhome occasionally in the darker months - but then there's a bigger payload than their car, and the handy large wardrobe is good for the navigator's collections! I could maybe - *just about* - take my tug on the road when there is a bit of slush around . . . that salt on the tarmac is hardly nice treatment for undercarriage running gear and the Mover. But out of sight, out of mind perhaps.



### THE PLASTIC WASTE PLEDGE

## put your name to it . .

Continuing their awareness programme, especially with exhibition visitors and staff who spend hours on their feet away from their regular office facilities, EOCA ([www.outdoorconservation.eu](http://www.outdoorconservation.eu)) are encouraging people to pledge practical support to cut back - perhaps eliminate even - the presence of single use plastic bottles during shows such as ISPO.

That pledge is for sign-up by brands at exhibitor booths who will provide a source of drinking water on the stand throughout the show so that visitors and staff may refill re-usables. The idea is that each employee of those working on the stand will bring their own mug or bottle for use during the day. Where appropriate the request is that companies provide re-usables to ensure all staff have an alternative to single use. Airline security has rules on this, so think about travel too.

The pledge is also clausured not to use or provide single use plastic bottled drinks during the show and to take all possible measures to avoid single use plastic food or drink items on the stand and to source, reuse and dispose of alternatives sustainably.

That applies in the case of cups and drinking glasses, plastic cutlery, crockery, food wraps, straws, stirrers, single portion milk, sugar and sweets. Keeping the tradeshow free of disposable waste is another hoped-for initiative.

Coming up in the weeks ahead of us - and still inside the "winter" period remember - the tin tent brigade (along with a lot of tent campers) will be doing their thing at exhibitions - the inquisitive customers can go tyre-kicking to their hearts delight. They can also check out opportunities and evaluate the gear or goodies that will bring them comfort and happiness at their favourite pitch when the nights still last a canny bit of time . . . Top of the list is to stay snug, and the porch awning has to be a firm favourite, so to warm that bit of additional room on the camping plot what does the Trade suggest? Sleeping in an awning? Well it's akin to being in a tent!

For those seeking a safe and easy space heater then there is the French brand Campingaz, their CR5000 Catalytic Portable Gas Heater is manufactured in Italy. The unit generates a well-balanced ratio between radiation and convection heat. Its hot surface operates at a lower temperature than similar size conventional heaters and the radiation is softer. It wasn't this brand of catalytic heater which I first came across: that was in my mid-1970s time heading up editorial responsibilities at *Practical Caravan* magazine. Reporting from the Earls Court, London, caravan show there was a Danish camping gear and trailer tent importer there promising us editor guys something of a spectacular story.

The idea was we would witness petrol being squirted onto a gas powered space heater. But "no chance" said the Exhibition safety officer. In a way I guess the exhibitor relented: rather than use a ladle of petrol he chose a wet fuel refill used for cigarette lighters. Two well dressed firemen brandishing oversize fire extinguishers and holding safety blankets stood guard he set about testing their nerve. Already on the Stand the "offending" device was working well as a space heater - even in the draughty November confines of Earls Court. Casually Siggie Jokamsen draped a folded newspaper across the hot burner heater - BUT *please don't try this at home*. I truly suspected it looked a bit damp. So had he squirted it with lighter fuel? What I can confirm is that the newspaper remained stable and readable and didn't even turn brown . . . do did think it steamed a little though.

Probably, we clapped: the fire officers remained dutifully standing by.

As Campingaz tell, their catalytic heater burns at a lower temperature because of the catalytic panel made of aluminium fibres, which give the heater its name. The catalytic panel is coated with catalysers and allows the gas oxygen mix to burn without emitting any flames. They'll tell the benefit of the Catalytic Heater is a very high wind resistance, as there is no flame that can be blown out.

As I said - don't try this at home - but you are allowed to "test" the theory in an open air place first. For those who worry about carbon and the like, makers Campingaz will tell you their catalytic heaters have a low CO2 emission.

What a wonderful warmingly win-win-win happy story!

Peter rl

OK folks - Anyone got a Show story to beat that ??



## and if you thought the beaches were cluttered

Trentino, the region of Northern Italy that stretches from the northern shores of Lake Garda up into the Dolomites mountains, has become home to the world's first ever plastic-free ski resort: Pejo 3000.

The ski resort in Val di Sole, has now banned the use of all plastic products including cutlery, flatware, glasses, any disposable straws and bottles.

The measure was taken to protect the mountain ecosystems and wildlife after a scientific analysis was carried out on one of the resort's glaciers were was discovered millions of plastic particles, equalling to the amount found in Europe's seas. Skiers will no longer leave more than trails on the snow?



## opportunity to have fun together

Word on the street about a January Trade storming of Castle Green for THE Kendal pitch-in was that people crossing the drawbridge had quality and currency about them. We're told the sell-in for the brands who paraded their wares there was pretty close to expectation and target, and with new accounts opened too. Opportunities taken!

It's always good to bet on your booth becoming a bulls-eye - well, probably as Maid Marian told Robin Hood: "sticking yourself in view is the best way to be the target." There was, though, some reluctance to forward order.

Relatively speaking a lot can depend as much on the direction of the wind as well as pull strength and the known story is that things - *not only strings* - are tight. The potholes around main road shops and patchiness of the marketplace suggests a lot of eye-balling and the *eyes and nays* will come to a jousting green near you over a pretty short time ahead.

It could be interesting to eavesdrop on Trade talk come Tuesday in Telford, or around that date, come ISPO. Yes, much of it will be about wane as well as waxes: somewhat *déjà vu* for sure. The coming together of friends isn't new of course - but there are those who don't know there had been an M62 routed omnibus carrying Trade guys and gals between two closely-attuned shows in Manchester and Harrogate. This happened (but not so very successfully) as something of a toe in the water idea to placate dissenters, some with a foot in both camps, and wanting their two bites at the Retailer plum.

We've seen the long success of the SIGB supporting Slide - and the other way round - and also a rejuvenated OTS with an OIA partnership coming together, now it is firmly accepted that what didn't happen years back then is going to happen in 2021.

Interestingly, chatter overheard at the recent Lakeland outdoor pitch seems to suggest a motorway flog to get near the Welsh border is a quite unnecessary junction or two away from any centre of the universe on the M62 belt. Well, Telford ain't quite out the way, is it, but then Birmingham and the Midlands was oft said to be "too far south for Northern temperaments. ..." I guess it must always depend on from where and in which direction do you decide to reach a destination, in Trade terms it's said "*build it and they'll come.*" Let's face it, there was a time when London's Alexandra Palace or the other side of town at Earls Court and then Olympia - even SOLTEX at a Black Country marquee - would each have grabbed attention for something of a get-together to do business. All those options are closer than south Germany of course . . . but a lot of places are always ready for people wanting - needing - hoping - for an excuse to put on a show. And the experience of show-going tells it's less the market stall but much more the forum which is the attractive bit for much of the time. Quo vadis.



## from Milan: innovative shoecare and foot health products

Tradigo are launching Buffer specific lines at ISPO 2020 Booth of Skopre - Hall 4 #509

Tradigo Giovanni Srl are the three generation family business established in 1925 in Milano, Italy. They have chosen BUFFERMicro Shock Absorbing Membrane by Skopre Srl (Italy) for its product lines to become the distributor with exclusivity in certain specific footwear markets.

Tradigo is a key player in the production of increasingly innovative shoecare and foot health products. It boasts a wide range of insoles, supports for the protection and comfort of the feet and high quality cleaning and care products with advanced formulas using eco-sustainable technology.

Some of their trade marks which are recognised all over the world are Athletic, GT, Life, Master, Podos.

[www.tradigo.it](http://www.tradigo.it)  
[www.athleticinsole.com](http://www.athleticinsole.com)

## Steve Fowler remembered . .

Here was a big man in many, many ways, the loss of Steve Fowler as the loved one is so raw to his family that none of us will ever imagine, even anywhere a long way off, just how these days pass for Margaret and Steve and his family. Us humans simply are not programmed for such eventualities other than to reprise the happiness and times shared with him. Those memories from our being in his company helps reflect that here was a Man who was really so good and friendly it leaves me the lucky one to have been there.

I first knew Steve when he was living near York, close to his work for the Wilderness Ways retail business. On this occasion he hosted Kathleen and myself at his home after a book signing evening. In that time regularly spent long days talking tents and camping gear to crowds attending the York Cycle Rally.



R.I.P. Steve Fowler

Later Steve worked with the team of Chris Brasher at the Boot Company then was at Bridgedale. More recently he had taken the MD post in Bradford for the new H.D.Wool project.

Funeral is on January 28, 11.00am.

Beetham Hall Crematorium. Milnthorpe. LA7 7BQ.

The family requests for no flowers please but donation may be made to Kendal Mountain Rescue Team or to The British Heart Foundation.



# TRAVEL AND TOURISM: clothing - luggage - accessories

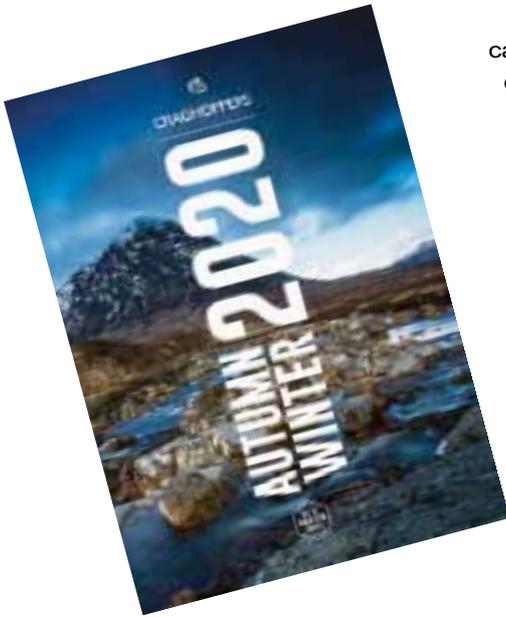
It was announced at the International Range launch that 70% of the Craghoppers products from AW2020 will be made from recycled materials - and that immediately heightened Customer interest. It shows that moving up green content by another 12% from the previous sales season of A/W2019 brings true ROI.



  
**CRAGHOPPERS**  
[www.craghoppers.com](http://www.craghoppers.com)

these new zips seem to work as if by magic - they are "sleight of hand" beaters" - keeping luggage secure

Each garment in the Craghoppers brand has carefully been designed and created to maximise on the use of recycled materials - and this fully reflects the company's Honesty Project



The men's Pember jacket has recycled content in almost all its elements including its padding - which is 100% recycled material - the labels, buttons and the zip tapes. The Kiwi trousers also are made using recycled materials. This new style has a green waistband lining and hanger loops with new recycled buttons and pullers, and that separates it from previous Kiwi trousers.



"We reckon Customers will be blown away by this huge step forward in the Craghoppers' approach to sustainability across both our brand commitment and by the look and feel of the products themselves. We have not compromised on technical detail either, and that is vital."

Jim McNamara  
managing director . Craghoppers

**LABELLING TOO** The green features that are carried through with a high percentage of recycled material in the Craghoppers product includes the labelling, also there's a lower content of paper in swing tags. The brand takes less water for the dyeing process which is also formulated to be kinder to the environment dyestuff, in line with bluesign.

**PLENTY OF POS & MARKETING SCHEMES** Some of the in-store support material from Craghoppers is illustrated here.





why only imagine you are here on the trail . .



## a new long-distance hiking trail

The Julian Alps, newly officially opened, is 16 stages along a 270km trail of pure joy for hiking-lovers. The trail does not just conquer mountain tops, but also takes you to the places you haven't heard of before. The places so beautiful that it's hard to believe they are true... this is an astonishing alpine world that abounds in biodiversity.

The trail runs across the areas around the Julian Alps mountain range. It starts near the Slovenian/Italian border in Kranjska Gora, which is a well-known winter and summer tourist resort, and continues along the Sava River, across the Karavanke mountain range, where it offers beautiful views of the highest peak in Slovenia, Mount Triglav.

The trail continues past Lake Bled, one of Slovenian and European pearls, ascends to the Pokljuka plateau in the centre of the Triglav National Park, descends to the picturesque Lake Bohinj, and continues across the southern Bohinj mountain range to the southern part of the Julian Alps – through Baška Grapa to the Soca River, further to Predil Pass where it enters Italy and then returns to Kranjska Gora.

The circle around the Julian Alps and Triglav National Park is one of the best trails which connects people with nature, history, tradition and cuisine. Slovenian Tourist Board: [www.slovenia.info](http://www.slovenia.info)

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### OUTDOOR LIVING

## The Club's fifth year of Owner Satisfaction Awards

Engaging the people who pitch in and take time out on camping grounds for their wheeled or tent camping the Camping and Caravanning Clubrun an annual check on what people reckon is a good deal, and has brought them satisfaction. It is for camping product bought within the last three years. This is the fourth year this Award has been conducted in partnership with *Practical Motorhome* and *Practical Caravan* magazines.

Results were announced at an industry dinner in Manchester last week and the magazines will be editorially featuring the findings in early upcoming issues of the Future Publishing Company titles. On the night twenty-two awards were presented to the winners by Club President Julia Bradbury. These results come from Club members, together with readers of the two magazines.

At the Trade gathering Sabina Voysey, The Camping and Caravanning Club Director General, said: "We're thrilled to have hosted another successful awards evening and presented the latest set of results. "We continue to share reports on the surveys with manufacturers after the event – this means those responsible for the design and manufacture of new products can have access to real feedback from our members, and their customers, to improve and develop their offering. Ultimately this helps consumers shop smarter and buy better – and it's of assistance to manufacturers too."

New this year was the 2020 Awning Owner Satisfaction Survey and followed feedback from both customers and industry alike who want more insight into the awning ownership experience. Awards were given for the best manufacturer of small porch, full and drive-away awnings, based on findings given by hundreds of owners. The 2020 Motorhome Satisfaction Awards features a new category for Best Van Converter (Direct Sales), which counts those businesses which manufacture and sell direct to customers, and also sell pre-owned models direct to customers. In the Caravan Owner Satisfaction section more people voted this year – the number of responses increased 14.7%, with 67.8% of respondents sharing feedback on new caravans. Findings from tent owners reveal a high satisfaction score of 8.9 (based on a scale from 1-10), representing a high level of general satisfaction. The score is also consistent with scores from previous surveys.



Of the powered wheel and caravan camping side of things it was Sarah Wakely, the editor-in-chief of *Practical Caravan* and *Practical Motorhome* at Future Publishing, who spoke of the importance of delivering survey results and teaming up with the Camping and Caravanning Club. She said "our brands are all about helping people get the most out of their passion for caravan or motorhome travel and to buy the best kit to help them do that. This survey is an invaluable tool, both for readers keen to get insight from other owners, and for the industry to help them continue to deliver great caravans and motorhomes and the highest levels of service for their customers, congratulations to all of the award winners"; it's great to see such high standards being met across the industry.

**Award Winners** Tent Owners included Hi-Gear, Outwell, Karsten, Quechua and Zempire. Best Inflatable Tents: Karsten. Trailer Tent / Best Folding Campers: Pennine and Opus. Awning Owner Satisfaction Awards, Vango and Isabella; Drive-Away Awnings: Vango

Caravan Owner Satisfaction Awards 2020 winners included Best Manufacturer New Caravans: Adria; Best Pre-Owned Caravans: Coachman Best Supplying Dealer New Caravans: Winchester Caravans; Best Supplying Dealer Pre-Owned Caravans: Peter Roberts Caravans and Motorhomes Best Caravan Manufacturer (UK New and Pre-Owned): Coachman. In the Motorhome Owner Satisfaction Awards 2020 winners included Murvi, Dethleffs and Bürstner. Best Supplying Dealer New Motorhomes: Todds Motorhomes; Best Supplying Dealer Pre-Owned Motorhomes: Peter Roberts Caravans and Motorhomes. Best Motorhome Manufacturer (UK New and Pre-Owned): Auto-Sleepers.



## a head of steam is building

Since July's OTS at Manchester the 29 finalist products for categories in the now annual Outdoor Industry Awards have been waiting for the day in March when the champagne pops. Ahead of when the fizz for this outdoor trade and product grading exercise reaches a climax all Finalist products are on display at Caravan, Camping and Motorhome Show being held at nec Birmingham, February 18 to 23. Ongoing there is also voting at the websites of OIA, UKClimbing and UKHillwalking. Winners will be announced during the OIA Conference being held in Cheshire, March 16-17.

### OUTDOOR INDUSTRY AWARDS finalists

**ACCESSORIES:** Klean Kanteen – TKPro; Light My Fire; Luci MPowerd – Base Camp Light. **BACKPACKS:** Jack Wolfskin – Kalari; Trail 36 Pack RECCO; Osprey – Ace 50; Craghoppers – 40L Hybrid.

**CAMPING EQUIPMENT:** Helinox – Personal Shade; Primus – Fire Stick; Gerber – ComplEAT. **CLIMBING:** Edelrid Swift Protect Pro Dry 8,9MM; Black Diamond Camelot Z4; Black Diamond AirNET Harness. **CLOTHING:** Mountain Hardware – Ghost Shadow Jacket; Black Diamond – Highline Stretch Shell Jacket; Royal Robbins – Hemp Travel Socks; Fjällräven – Vidda Pro Jacket. **DIGITAL PRODUCT:** Garmin GPS Map 66i; OS Map (Mobile App). **FAMILY:** Kidunk Suit; Osprey – Poco Plus. **FOOTWEAR:** Adidas Terrex; Free Hiker Parley On; Cloudrock Waterproof; Dolomite – Steinbock WT GTX; Danner – Trail 2650.

**SLEEPING:** Mountain Hardware – Lamina Eco AF; Rab – Mythic Ultra; Helinox – Cot One Convertible Insulated.

**TENTS:** MSR Hubba NX; Vango Project Hydrogen Air; VauDe Power Lizard Seamless 1-2P

2020 luggage intros from Craghoppers follows on their Awards nomination at the 2019 OTS



Brick Red



Woodland Green



**COMING UP - AISLE WALKING TO BRING ON THE OPPORTUNITY - and there is no doubt - SEEK & YOU MAY FIND !**

## ski Osprey - & travel too

Forty years of knowledge and expertise goes into producing Osprey's Fall 2020 season offer, which the brand says is their most innovative to date. Cutting-edge additions are in the two Snowsports category new ski touring backpacks. Fall'20 also sees growth in the Travel and urban Lifestyle categories with a continued focus on sustainability. Soelden Pro is an ultra-durable and lightweight ski touring backpack - for both women and men - with an integrated electronic airbag system. It has been created in conjunction with Osprey athletes and carries in it for moments of need the Alpride E1 electronic airbag system. *(illustrated below)*

The brand's Arcane series now has the Tote and Roll Top day packs and the Limited Edition Arcane Hemp collection, it's crafted from a blended weave of 100% post-consumer recycled polyester and natural hemp. Combining clean, useful design with soft yet durable hemp and recycled polyester fabric. Since inception in Fall 2017, the Osprey Transporter series has built its reputation with a blend of durability, rugged design and bold branding. For fall '20 comes a Transporter Front Loader day pack. There's a bold urban-aesthetic camo print across the entire Transporter pack series. New colours are also available across Rolling Transporter and Transporter collections.



### APPAREL FOR DIFFERING END USE

## opportunity here is to get a handle on the handle

Starting in Autumn 2020 three different types of waterproof, breathable fabrics can enable manufacturers to create apparel featuring differing types of performance for a varying community of end user, say people behind new Gore-Tex Pro product technology to be shown at ISPO Munich. We may have been here before? No matter if the answer is yes, how far and how well things have truthfully progressed will be a mindfulness amongst stock procurers for sell-through and the resulting feedback from the user community who make a habit of pushing the boundaries when the weather is pushing back. On that the buyers' reactions will tell.

Mark McKinnie, product specialist for this Gore segment tells "until now, a brand building a jacket with the Pro material would choose from a range of different fabric textiles, which all came with the same fabric technology. He adds - "now, brands can optimise at a much higher level for different kinds of performance and different sorts of activities, by their combining three different fabric technologies in the same piece of apparel; or by choosing the technology that best suits the intended end use."

Brands amongst apparel makers taking up the new Gore-Tex Pro fabric technology they'll introduce for Autumn 2020 include Arc'teryx, Mammut, Mountain Equipment, Mountain Hardware, Montbell, Norröna, and Patagonia. Gore say the introduction is their most rugged fabric ever made in the Mountain Sports category. "The extreme level of ruggedness is achieved through a 3-layer system using new membrane technology, rugged face textiles and a robust Micro Grid backer in the new solution-dyed version, tested through the "Five-Finger-Scratch-Test".

Using an entirely new approach to achieving stretch in a waterproof-breathable fabric, the new technology is said to "offer more durability with a combination with an up to 20% stretch for improved comfort when moving". Mark McKinnie tells - "if climbing is the focus, you might want to incorporate stretch in the back of the shoulders and arms, the most rugged fabric at the elbows and top of the shoulders, and extreme breathability in the body. But for downhill skiing or mechanised mountain sports like snowmobiling, the most rugged laminate may take precedence over breathability and stretch."

I ponder, has apparel like this been produced before? I recall many introductions from Gore - and I was around this place at KSA when the Americans first talked about coming into the outdoor Trade, actually well before that - so yes, or something out of the same ideas locker. I do recall their rather rigid handle skiwear they named Soft Shell, premiered at their Tignes product launch. Then yesterday from my kit wardrobe I dug out a Gore-Tex Extreme Wet Weather hooded, three-quarter length (well, halfway down my thighs) single layer Mount-1 jacket. As with their latest intro they will highlight at ISPO, this came to us as clobber made with a composite of differing fabric style, function and handling. This Comfort Mapping Concept jacket was introduced with XCR, which it exactly tells on the labelling and the swing ticket. Back when W.L.Gore were making it I recall here was plenty of dialogue between users and brands, so the Mount.1 project styling was an interesting engagement.

That jacket itself is an interesting product, it has some - just about enough - under-arm stretch panels for it to be a comfortable wear on the hill. Inside it also has square dimpled patterning across the inside shoulder section I have spotted used in other brands. That feature heads towards bringing a bit more warming protection to the wearer and to help dissipate (I'll ignore some of the dictionary definitions for the word) the moisture banking which occurs. As something for the wardrobe, Gore's Comfort Mapping Concept jacket weighed just less than half that of the Henri Lloyd Fortress Jacket - something which is a true yardstick in wet weather wear.

This is a 1974 battleship of a weatherer that - today - still performs a lot more than adequate in the keeping you dry in the shitty weather stakes. It has never let me down and even after years of being brought back to front line use it still appears to have a lot of years more of durability - and respectability - left in it. There's the worthwhile USP, one I'd reckon must be in a trader's thinking when a customer comes looking for a buy which has inherent long-term guts. Knowing the shift in modern manufacturer and design thinking, and with the message consumers interface, then perhaps people will never build something like the Fortress again though. That leaves us all in more or less the same boat, waiting - listening, checking - how the new stuff fares and performs through real testing times. Perhaps it'll do what it says on the tin. **PrI**

**skopre.com**

**beingThere** Peter Lumley

## on this easy island get more sport. scenery . relaxation

*Elba: the perfect holiday destination with a big heart calling to you from nature and beyond*

There is a sea of delight on this island and all around this jewel of a destination. The Island of Elba is a natural amphitheatre for outdoor activities year round, organised sporting activities too in the mild climate. The whole territory of the place and the resources from its sea and the land itself make it quite impossible for wellness lovers to get bored. It's a privileged land for bike riders, a blue paradise for divers and for the hiker - there is everything. Above all, as I have found, the Island of Elba is the perfect beingThere destination for unspoilt nature and the place to enjoy a complete holiday for the mind and for the body.

On the largest Tuscan island, you can enjoy sporting activities all year round: thanks to a benevolent climate, the particular conformation of the territory and the unparalleled resources of its sea. It's impossible for outdoor sport and wellness lovers to ever get bored, because through every season there's more to do than will fill

the time you have - from morning through to dusk, and even the starlit strolls.

**The realm of two-wheeled enthusiasts** With over 400 km of outdoor trails between the sea and the mountains, the Island of Elba is a popular destination for bike lovers. The routes, for both MTB and road bike, are the most varied and lend themselves to all types of needs: from fans who want to get back into shape, perhaps taking advantage of an internship, to professionals looking for more demanding challenges, from cyclists who want to visit the island with only two wheels to families who want to alternate beach life with the scents of Mediterranean forests, discovering the paths with an expert guide. Choosing and "experimenting" in advance with the paths to be tackled is also becoming easier and more immediate thanks to **#ElbaSmartExploring** a digital mapping project of the island that allows you to see 400 km of paths for trekking and mountain biking and 200 beaches through Google Street View.

**You could say that the Island has a heart of stone** Here more than one hundred qualities of minerals have been found on the island: from Actinolite to Sulphur. On the promontory of Calamita emerge rocks of the Paleozoic Era and more recent limestones. From the village of Capoliveri a long white road winds its way into the heart of the mines where the presence of magnetite in the stones drives the compass needle crazy. In the former mines of Rio Marina it is possible to admire many of the abandoned quarries and collect beautiful golden samples of pyrite and silver hematite.

[visitelba.com](http://visitelba.com)

beingThere - brought to you by KSA



*for those who don't live on the beach or make it their day for sport then there is still more to make your day . . and well past a sundowner!*



## take your pick! an Elba diary to consider

### King of the Island. April 11-13.

A two-in-one event run both as an individual and relay race takes in a full circuit of Elba along a track that involves the entire perimeter of

the island through the most spectacular points of the municipalities of Capoliveri, Porto Azzurro, Rio, Marciana Marina, Marciana and Campo nell'Elba. The event is included in the IUTA/Ultra Trail Calendar. It is run on a mix of dirt, asphalt, rocky and sandy ground, along white roads, mule tracks, beaches, single tracks, historic centres and main roads.

### Miniera in Trail. April 25

A trail running competition that began in 2013 on in the municipality of Rio is characterised by a path that develops within the Iron Mines. The three races of Miniera in Trail MT Ultra (47 Km D+2400) is also known as the "Path of the Miners", or the path that the workers used every day

to reach the quarries. The 23km (D+900) distance provides a varied route both from the athletic point of view and landscape; The 11km amble climbs just 400m so is not only a race but also a non-competitive trot for others.

### Triathlon Mtb Elba Kolossal - April 25-26 April

The Kolossal is a very special race in which athletes compete on a 2 km swim, 50 km MTB and 15 km running in the area of the Capoliveri bike park and in the mining park of Monte Calamita.

### Italian E-Bike Cup Championship - April 27.

This test is in the National e-Enduro eBike Championship organised in Lacona by Race Events, creator of the Italian eEnduro eBike Championship. After the success of the 2019 stage preparations were quickly underway to welcome participants and create special stages. Expect it to be a tough one!

### Triathlon Cross Elba Iron Tour - May 1-5.

The Iron Tour Elba Triathlon Cross and Triathlon Road is the only event of its kind in Italy, and amongst just a few in Eu-

rope of the triathlon sprint stages type. For each of the two specialties, there are 5 stages in 5 days.

### Elba Marathon - May 10.

The Asd Elba Runners Sports Association organises the Island of Elba Marathon, a race that has become one of the most popular sporting events on the island, with athletes from all over Italy, Europe and the world taking part. The mix is professional athletes, amateur sportsmen, walkers, fans, tourists and lots of families. The routes are run as a classic 42km; the "Half marathon" of almost 22km; the 10km event is non-competitive and there is also a family run of 5km and Nordic Walking. All the routes cross through the most scenic areas of the island.

### International Sailing Week - May 3-10

This is a great festival of sailing, which will involve regattas and exhibitions of some of the sailing classes that have made history in this sport. This brings spectacular sight-seeing and a chance for photography, with a great "messaging about in boats" opportunity too!

### The Iron Tour Swim - May 6-10.

This is a big test - five stages of open water swimming around the island of Elba.

### Legend Cup - May 8-10 May.

One of the most popular events is certainly the Capoliveri Legend Cup, which takes place along the Capoliveri Bike Park on the promontory of Monte Calamita, the southernmost point of the island: every year, bikers from all over the world come here to experience the thrill of the unique landscapes overlooking the sea. It covers 76km with 2,700 m of altitude, the route offering views rich in history and nature, with iron mines and views of Corsica to the west and Tuscany to the east, and highlights such as "The Wall of Legend", a real tear in the country and "the descent of the auction", the slope that leads to the sea and where riders can reach up to 70km per hour.

### International Paddle Sport Festival - May 14-17.

Great celebration of the sport of Remo with Dragon Boat and Coastal Rowing among the main attractions.

### Elba running tour - May 17-24.

Running in 5 stages of about 13km each to experience in conjunction with a holiday on the Island of the Etruscans and Napoleon in spring, when the scents of nature can be best appreciated. There are five stages of the tour which are surrounded by harsh and unspoilt vegetation, on paths that lead in a few hundred meters from the sea to the mountains.

### Elba Trial - Eleonora X Vincere - May 2020

"Elba Trail" organises the sporting event to finance the project of the Onlus Association Friends of Madagascar that in recent years has managed to inaugurate a school complex in Manakara and to create the House of Joy for the reception of children without families.

### Triathlon Road Iron Tour Elba - May 24-29.

Five & Five - fascinating triathlons, 5 days, 5 beautiful locations on the Island of Elba ... this, in short, is the Iron Tour of Italy which is the only triathlon race in stages in the country and one of the few in the world of its kind.

### Elbaman - September 27.

First held in 2004 as a medium triathlon, since 2005 Elbaman is the only Italian full distance (Iron) competition. In 2010 the event was included among the top 10 competitions in the world distance iron by Triathlete USA magazine. The queen race is flanked by the half distance race, called Elbaman73, as well as a spectacular ElbamenKids for intrepid children from 6 to 11 years old. Swimming takes place in the magnificent bay of Marina di Campo, cycling follows the western ring of the island and running is a multi-lap flat within the town of Marina di Campo (3.8 km swimming - 180km racing bike - 42.2 km running).

### Conquistadores Cup - October 18-20.

The race takes place in the beautiful scenery of the hills of Porto Azzurro and the Tuscan Archipelago National Park. The 60km route, with a height gain of 2,180 metres, offers views of the sea and the wonderful view of the beach of L'ghetto di Terranera. The event engages riders with a route full of challenging climbs, even if relatively short, with slopes that often exceed 20%, but also with particular single-track, technical descents and stairs in the town.

Pic du Midi



Tourmalet sunset



Luz Ardiden



Escape To The Pyrenees is an independent, catered guest house in Villelongue, near Lourdes, in the High Pyrenees of France. The business was founded and is run by Kitt Blackman and Jamie Wilkins, originally out of Wiltshire. The accommodation offer is for anyone wanting to enjoy other attractions in the mountains, including snow sports through winter. There is also tailored autism-friendly holidays, which creates a calm and private haven in a beautiful location, with the benefit of full-board catering to ensure the whole family can enjoy a break.

## ESCAPE TO THE PYRENEES adventure alone or be guided

Following their happy and successful first season, the cycling guest house Escape To The Pyrenees has expanded their diary for fully supported and guided tours during 2020. The offer runs through from the end of June to September. There is the Tour de France week – see the race live and ride the stages; Tackle the most spectacular and challenging experience with Giants of the Pyrenees; Meet the Mountains – an introduction to the big climbs; There is also the ultimate off-road adventure, Peak Gravel.

All the tours are built around guided riding in a group of no more than 8, with a support vehicle carrying food, drink, extra clothing and spare wheels. Tours are fully catered, including a large breakfast with many options, homemade ride snacks and lunch on the road, homemade cake post-ride, and a fantastic three-course dinner each night. Food is hugely important at Escape To The Pyrenees and a big part of the overall experience.

Visitors to this spectacular region get airport transfers from Lourdes, Pau, Toulouse, the use of a secure garage and tools, kit laundry, and any mechanical assistance that may be necessary. Bike rental and sports massages can be arranged with local providers.

Cyclists are welcome to stay for self-guided holidays and to enjoy the same wonderful home style living. Tours are priced at €1375 for six days' riding, or €925 for the 4-day versions.

Self-guided trips are priced at €110 per person per night.

for more information and booking details: [www.escapetothepyrenees.com](http://www.escapetothepyrenees.com)

at the ISPO Brand New Village

## the stretching experience on show

A powerful range of products which are said to combine premium advanced stretch performances, have been developed to satisfy the contemporary consumer's expectations. On the dedicated ISPO Munich booths this month visitors will be seeing more on the responsible ingredients.

It begins with the Roica Feel Good family of stretch fibres which the makers say deliver performance and creativity. They tell that GRS - Global Recycled Standard - certified Roica EF is made with 58% of pre-consumer recycled content.

The Roica V50 is claimed to break down without releasing harmful substance under testing environments according to Hohenstein Environmental Compatibility certification. It holds a Gold Level Material Health Certificate by the Cradle to Cradle Product Innovation Institute for a safe and biological end of life cycle.

Ecosensor is a brand from Asahi Kasei Advance, it is reckoned there is 100% traceability and a conscious choice of materials from yarn-to-dyeing and along the whole supply chain. There is, the makers say, a strictly controlled approach from certified ingredients such as Bemberg, Roica Eco-Smart range, recycled polyester, and recycled nylon right down to processes where the bluesign approved and Standard 100 by Oeko-Tex show a viable path to sustainability.

To the touch there is an outstanding light and stretch feel which is reportedly matched with durability. This potentially brings a flexible and multitasking range which can be an high-tech solution for sportswear and outerwear. On station at ISPO Munich, the Asahi Kasei people welcome enquiries and visitors, you will meet the sole makers of this one-of-a-kind, high-tech natural material, which has such a unique and precious touch and feel.

VISITORS TO IBIZA

## where enthusiasm holds good

The United Kingdom has delivered again in 2019 the highest number of overseas visitors to the island of Ibiza from anywhere, this is a place the Ibiza Tourist Board promote as a year-round destination. From January to September last year more than 3.54 million visitors arrived in Ibiza by air, a slight year-on-year increase.

Of the United Kingdom statistics specifically, Ibiza welcomed over 871.000 travellers from British airports during that time. Juan Miguel Costa, director of the Ibiza Island Council, in London alongside Vicente Mari Torres, the president of Ibiza Island Council tells "we depend very much on British tourism and despite Brexit uncertainties are looking forward to that happy trend continuing."

Ibiza Tourist Board representatives have underlined to us their commitment to continuing to strengthen its position as an attractive holiday destination for British holidaymakers and to encourage travellers to discover the island through its gastronomy, sports, nightlife and culture.

### opportunity:

### Spring into Summer

with the MARCH 25 issue of

### tradeandindustry

regular content style plus how gear and gizmos are shaping up for summer sell-through

the materials input & our campaign dialogue closes March 3

for the 2020 KSA information pack and prospectus please contact

[office@tradeandindustry.net](mailto:office@tradeandindustry.net)

**BURNHAM BOY**  
Peter Lumley

beingThere  
bike . hike . travel . tourism

BOOK OF THE MONTH  
- twice!

“ . . you get up in the morning . . it is the first day of the rest of your life . . ”

on a personal note . . this book I authored is about people, bicycles & boots, on mountain, moor and meadow, road, tracks and byways - a *beingThere* with gear from brands helping people bring it together . . cycling as it started . . backpacking as it began . . Essex and the Home Guard . . characters in their own right . . getting into print . . who poisoned their roses . . Clubs you join so you can share the fun - and then live - at the Ispo Brand

not a Photoshop picture so help!

BURNHAM BOY is published by [www.feedaread.com](http://www.feedaread.com)  
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## founded “for the greater good”



The Microfibre Consortium was founded by the Outdoor Industry last year, executing within Outdoor, Sport, Fashion and Home to facilitate the development of practical solutions for the textile industry to work on minimising microfibre release to the environment from textile manufacturing and product life cycle. The organisation of around fifty companies, key brands and associates garners the opportunity to align as an industry internally with its members, and externally through its affiliate partnerships, thus expediting understanding and reducing the possibility of repetition of research.

The Microfibre Consortium Ltd is a company legally registered in the UK by guarantee. The group says it is their collaborative approach that allows a more extensive understanding, and progress to levels of understanding that would be unattainable in a stand-alone organisation. Their mission statement reflects on ‘a future with managed microfibre loss from textiles, to the environment.’ The intention of TMC looks to connect and translate deep academic research, with the reality of commercial supply chain production to offer solutions to its brand, retail and supplier members and ultimately for the “greater good” of global ecosystems.

This faces the challenge, says the MC, of an industry which has for some time been aware that in the field of marine/ocean research, microfibers, and subsequent reporting, where it is being increasingly identified as a major source of ocean pollution. “Although exact figures to the extent of the impact from the clothing industry have not yet been quantified, both media and NGO organisations are quick to hold the industry responsible. In answer to this, in order to mitigate industry “risk”, it is the obligation of those associated to textiles to take action.

so you are thinking about going to an exhibition? PART TWO

## being there - or not as the case may be . . .

It will be pretty certain the green-minded amongst you will have noticed quite the contradiction . . . . Trade types massing Airmiles for reasons soetimes broader than they don’t actually trust their production team partners on the other side of the world. Industry people, partners in marketing and personalities are all claiming commitment and hope for the planet, and the personalities do it too! . Yet they all say they decry the villain that is plastic. They shout - *well parrot* - loudly about it but it in fact, yet every bit of quality clobber they make or have made, import, market or buy for their family and friends - it arrives sheathed condom style in one-use packaging. And travelling the world more or less in Greta fashion. So how many Airmiles are you clocking up?

Remember the promise of the “*Paperless Office*” that promised App, the be-all and end-all in communicating messages. Did Galvanic music pre-empt conference calls on the start-up device patented by Graham Alexander Bell? The music of conference calls is better, surely, than people burning fossil fuel and attend a jolly to admire, or not, the first glimpse of a newly mined jewel people may tell is not a me-too revelation.

So how green are *Trade Shows*. And the carbon footprint to get there? Oh, just guess the enormity of it all. On tradeandindustry pages this time round you can read comment from Charles Ross and Arne Strate about Trade Opportunity. All a bit different perhaps to what we have more close to the doorstep. Yet do we really NEED to rush at it when on the morrow morning us, and the world, can be aware of what was there, or not, of relevance. That’s a pretty personal decision, which some have made for them!

Perhaps I may get you to consider these two words: Happiness. Relaxation.

Turning back to Arne Strate’s reflections when talking with Claudia Klingelhöfer - he said: by making things “*industry can also give back to society through the power of outdoor activity.*” Perhaps that’s quite big argument to support the travel that generates the carbon footprint. Perhaps, maybe massing the Airmiles isn’t so bad after all!



### so if you are tempted . . here are some upcoming destinations

- Birmingham:** Caravan&Camping Show February 18-23
- Glasgow:** Caravan & Holidays February 6-9 **London** Jan 30- February 2 the Destinations Show. **Munich:** ISPO January 26-29
- Telford:** Slide January 21-23 **Towcester:** CORE BIKE January 26-28

## Shows in London are often something quite special

*here’s one from where brands got a new message: and it kick-started more Made in Britain*

Come the opening of the London Camping & Outdoor Leisure Exhibition - they called it COLEX for short - Britain was long suffering: Edward Heath was in power as the Conservative PM (he’d manage to boss power cuts though, along with a three-day working week). If only he had realised that come another two years he’d have the lights go out for him at No.10, then perhaps he’d have tried harder. He tried, but during that time it left Government Opposition leader Harold Wilson able to be in places of real power He’d manage to gain that with a bit of rambling on Northern moors or by going west to be amongst the dunes of the Isles of Scilly: and everyone know how personally empowering it is to have a bit of fresh air outdoor life. Suitably, back in the metropolis he was invited by Trade doyen Paddy Moloney to have a long look at what the camping and outdoor business was doing for Britain. Harold Wilson did just that when he officially opened COLEX at Olympia, it was January 1972.

What Harold Wilson saw as he walked the Show aisles was that a lot of UK companies were making plenty of stuff which got exported, product from brands which led sales in British shops, too. By his officially opening the Olympia show, and although Harold Wilson didn’t know it at the time, he was right there in at the start of the British backpacking movement.

At a guess, these several decades later, I’d reckon that just Robert Saunders, Blacks with Benjamin Edgington, Karrimor and Berghaus were key players in a market that was about to replicate a coming: Backpackers Club had arrived, And it was a game-changer.

There are J-C-Ls who will have missed that here, with the Club which still operates, came a force which changed a marketplace, changed a Show, changed

perceptions and launched national brands which came out like a rash all over the place.

A lot of people would be making a lot of money by producing stuff the whole world would buy from the aisles at Cologne’s SPOGA or an emerging exhibition in Munich. All these UK makers would soon see others out there wanted a slice of the new market. A few of the early birds are still around, few come now as the original brand people, seeing a lot of amalgamation, flops, consolidation and direction changing can make over businesses stall.

For the backpacking scene, as two popular monthly consumer magazines and less than a quintet of writers took up the pen on the art of carrying loads and making the most of opportunity, a lot of people asked how to get beyond the pale. Several retailers - Tiso, Brigham, Sandwich’s Practical Camper shop, Pindisports come to mind today - they each gained as the market developed, one which with producers on their doorstep, they could tweak or colour swap gear for easier selling through to an enthusiastic customer base.

This all was indeed all happening, in volume, for a Trade which won’t again see style in opportunity. If ever - possibly though there had been a business parallel which would arrive at the Shop door much later when a

“mountain biking” culture grabbed the buying public by the purse. It is no accident that bikepacking followed-photographer and writer Robin Adshead coined the word, built the idea big from the base of being one of the early joining Backpackers Club members. He’d an outdoor shop in Gloucestershire, wrote a book - the first on the topic - *Bikepacking for Beginners*. And if you look closely . . there’s an Ultimate character on the pages. Ask Bill.

As with backpacking, bikepacking - with the atb - is an example where the consumer tail wagged the manufacturer dog, influencing the product so it came through as truly innovative. Often by taking a sow’s ear that famed silk purse was the result: that meant gold was mined by product makers, more or less a sellers’ market.

There is opportunity out there today, when you spot it early then aren’t you just a winner - you are THE winner. What trends, which aisles, who amongst designers are you watching? Today, that’s a far different ball game to when Harold Wilson puffed on a pipe or Ted Heath pulled the switch on power for the people. Yet, the taking an opportunity, finding a niche, backing the good idea by supporting the entrepreneurial types who are so often nervous they’ll be considered off the wall - heck you don’t need to go to a Show for that: look around you.



The biggest learning over the last month or so of 2019 came to me from one of our group judging the ISPO Awards to be announced in Munich. The observation was expressed during our joint considerations of prospects who'd receive ISPO accolades - it came over as: "there is this widespread recognition that genuine new product is rare, it does pop up its head occasionally, but then evolution is ongoing."

However, it was then added that if a submitted product represented some improvement, still then "unless it had made progress on the eco scale too, then it should be rejected for the current competition."



*Charles Ross* REPORTING

## thoughts on the current state of the market

### judgement of process and progress

ISPO Award prospects are nominated by the supplier with an entry fee of 100 to 400 Euro, the balanced team of retailers, product designers, journalists, athletes, educators and an occasional consumer, then pick them over. Being a lecturer of performance sportswear design my hearing different views of what a successful product should encompass, that is very valuable. Winning an Award (be it the Winner, the Gold Winner or even the Product of the Year) incurs another billing: this a further couple of thousand Euros. That enables a trophy and swing tags to endorse the product to audiences.

Several brands set out to handle this and send multiple entries – but most will just put forward their "best in class". I was interested to see that some product had been entered into a wrong category: for instance a pair of over trousers entered into the Snow Category that had no toughened ankle area. This product was rejected and moved to the Outdoor Category: there they won Gold. But I ponder, did the product manager realise how unsuitable these trousers were for the category entered? We heard about some product not arriving in time for assessing - whilst other items made it - just - by turning up at the same time as the judges came through the door.

As with many things and especially with any judging process, then there is a systems involvement, so one of the strongest recommendations for next time around is to have someone from the Eco-Jury included in each assessment team to check product from those brands making green claims. This means items could be checked as authentic eco product, possibly seeing them failing the cut ahead of the judging stage. Perhaps the biggest surprise was the apparent lack of awareness or acknowledgement by some brands of those technologies already on the market - yet they claimed to be first in their field. Do some brands really believe just their own publicity?

Every category had three fundamental criteria to judge against: Innovation, Design, Function. Every opportunity was made to field test the product - there had been an in-the-snow test the previous week at Garmisch - but still product was submitted to judges without a full set of data or even instructions: hence the unique qualities the brand entrant wanted to demonstrate were left undiscovered.

### change needs to happen

Sustainability is not a fad or current style - it is here to stay, as demonstrated by the enthusiasm of Generation Z (born around the Millennium) to just get on and solve this Climate Emergency. The more that Gen Z (in the UK aka Gen Rent, whilst the most interesting offshoot is the Kiwi initiated Gen Less) demonstrate their influence then the more positivity there is towards the future. Although the destination is not yet known, what is widely acknowledged is that the current situation and rate of improvement is not enough: change needs to happen.

The receding snowline, the more regular occurrence of extreme weather and the downplaying of it all by the Trump makes it clear for all to realise that this is not a blip – it's rather a trend. It is no longer sufficient to make our poor practice less bad, but now we must adopt better practices. The quiet part of the population that have embraced Greta Thunberg and Climate Extinction - so probably it is more than just good pointers showing through...



*the rise of the AthLeisure market is taking longer strides - these high quality Trakke waxed canvas bags for work and play are ethically made in Britain and come guaranteed for life*

### watch this space

Rumours towards new product being revealed at ISPO range from a more durable Gore-Tex membrane (as the current offerings with just a 100 day durability are just not tough enough); the better lamination of Polartec's NeoShell (so that it can rival TNF's FutureLight); recycled and compostable face fabrics that perform and tare actile as virgin versions; wool as the smartest of all materials; new dynamic Down construction techniques. There is not enough evidence showing in the area of changing the business model from UK brands; Sweden seem to leading the way with Isbjorn, Houdini, Haglofs all now offering rental schemes. As brilliant style of product is becoming ever improved, and so is the rise of the AthLeisure market - it is becoming more dominant.

### moving ahead

That 2019 was the Year of the Ingredient brand was as demonstrated when Performance Days cemented their move to the Munich Messe with a 50% increase in footfall by over their previous location. The November show also implemented a new rule – that every product entered into the Fabric Forum had to have an environmental aspect to it. Here the same head judge of the ISPO Eco-Jury led the Performance Days assessments.

On Day 2 of the event the theme was Green Evolution, and I was on stage to interview Patagonia's Traceability & Animal Welfare Manager for the audience of over 120 people. Nick Allen isn't from the known team of experienced presenters that the Ventura based company engages to capture media attention - he is one of the detail people who set up new systems, then checks that they work. Iteration after iteration then follow this as the industry nears close to the point of having audit fatigue: too many different, but almost similar, systems being used. That's bringing it to be too confusing as to what the Quality Assurance staff are actually checking for.

Full credit to Patagonia for letting a character as informed as this to be on the stage so that precise information and comments could be



*Nick Allen of Patagonia - the "detail person" who answered questions from the audience for two hours or so*

spread around the audience to help ensure that the whole of the industry can do their best towards better practice. The session lasted almost an hour with questions coming from the audience; however, the queue of people wanting to talk privately to him afterwards lasted longer than that public session.

The first national ingredient show for the outdoor industry in the USA went up a gear: the Functional Fabric Fair is 'powered by Performance Days' and run by Reed exhibitions. Having staged an event during New York's Fashion Week to appeal to the AthLeisure audience, this year saw a second event staged in Portland aimed at the Outdoor & Sports Industries. The simple formula for the event is to have a Fabric Forum where rival materials are on the same display table: that means the real test of hand-feel can be added to the usual comparison of the performance data.

This delivers a presentation area for both the themed topic discussions and those launching new technology to be unveiled. The USA went one better with David Parkes' wardrobe of iconic garments forming a walk of fame between the two areas.

RECYCLED DRINKS CONTAINERS

# for bike racers who have got real bottle

The jerseys of the May 3-31 Giro d'Italia, this is the 103rd race, are made by Manifattura Valcison, with the scorpion brand Castelli the designer. For the first time ever at a Grand Tour the trophy jerseys are all made with special eco-sustainable "Native by SITIP" fabrics. These all use processes and fabrics with a lower environmental impact, produced with recycled yarns – Global Recycled Standard certified – and deriving mainly from recycled plastic bottles, the process driven by circular economy principles and policies.

The Castelli jerseys offer classification leaders the lightest, most aerodynamic high performance equipment available. Integrated transparent number pockets avoid having to pin race numbers to the jersey, further improving aerodynamics. The Castelli designers have added a super little touch - a subtle new graphic representing the shape of the

Trofeo Senza Fine (the 'never-ending' winner's trophy), a raised rubberized Giro d'Italia logo on the sleeves and an injection moulded Amore Infinito ribbon on the back of the pocket. A bonus - the recycled materials fabrics is used not only on the race jerseys but also in Castelli's official replicas of the leaders' jerseys.

At the 2020 Giro d'Italia the pink Maglia Rosa of the General Classification leader is sponsored by Enel. Maglia Ciclamino (cyclamen) is for the Sprinter Classification leader and sponsored by Segafredo. Maglia Azzurra (blue) and jersey of the King of the Mountains Classification leader, that's sponsored by Banca Mediolanum. The Young Rider General Classification leader races in the Maglia Bianca (white) this jersey sponsored by Eurospin.

The official jerseys used in the race and on the podium will feature a special internal design for the sponsor. Concealed inside the zipped jersey, and perfectly visible only once unzipped, the Intimissimi Uomo logo shows - from the famed Italian underwear maker this clothing is right there where it's felt reflecting the brand's slogan: "Experience the emotion on your skin".

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55th TIRRENO-ADRIATICO

## summit finish back - no TTT

The opening stage – starting and finishing in Lido di Camaiore – will be in-line and not the team time trial as recent years. The route includes two stages for sprinters, two for finisseurs and the classic final Individual Time Trial in San Benedetto del Tronto. Different to last year's route, a summit finish returns, at Sassotetto's 1362m, where Mikel Landa won in 2018. Vincenzo Nibali is amongst stars riding Corsa dei Due Mari of March 11 to 17.



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