

the PDF version **trade and industry** 37th YEAR

for all retailers & suppliers in hike & bike & travel & tourism

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OutDoor 2017

cooler, but little time to chill

new Show dates and a settled ambience in Friedrichshafen

The biggest Trade show in the sector's summer outing was in Swabia for the 24th time, things that didn't show in a big way immediately became the main takeaways from the event and you knew it was right there giving support to everyone, exhibitors and visitors alike. The full value of the newly fitted €5.5m air-conditioning system at the Friedrichshafen Messe complex was truly appreciated the moment you stepped into the open-air shortcut between the Halls A and B.

Almost as noticeable was the lack of Eco promotion, something better known as Green-washing, it's obvious that the topic is now accepted as a norm: the EOG Sustainability Breakfast has become the EOG Industry Breakfast. There, one of the papers presented centred on the need to plant more trees – you'll see more about that at www.weforrest.org

Aims, Aspirations. Version Mark Two

The Trade is seeing a sector re-assurance with the news that the European Outdoor Group has developed into the next stage, and let's call it Mark Two. The organisation now has three clear arms to perform the roles required. The EOG leads on Sustainability and Corporate Social Responsibility; then there is #ItsGreatOutThere, intended as an activation centre to spur participation; the European Outdoor Conservation Association itself leads with action on the maintenance of the environment that every outdoor brand relies on to provide the aspiration for them to sell product. As all this grouping matures we witness its leadership being re-organised rather than re-shaped now that those who had a vision for the industry stand down from their leading roles. Changes began as Rolf Schmid left the leadership of Mammut and now Mark Held has announced that the search for a successor to the position as Secretary General of European Outdoor Group is in train. In seeing what has been achieved - that's one hell of an act to follow. **CR**

cycling and walking as good practice

EU Transport ministers have moved to add cycling and walking in the Valetta Declaration on Improving Road Safety, putting in place measures to improve road safety across the EU. They aim to halve the road deaths by 2020 from the 2010 baseline. They also committed 'to take in account cycling and walking in mobility plans, safety policies and measures and then where feasible, consider the inclusion of dedicated infrastructure' and, as part of urban mobility planning, 'expanding and integrating reduced speed limits, such as 30km/h.'

When addressing the ministers at the conference in Malta, the European Cyclists' Federation secretary general Bernhard Ensink called on the EU to encourage the modal shift to cycling, walking, and public transport as good safety practice, which will then provide international comparative statistics for walking and cycling safety. Let's help each other and not kill each other on our roads!" **TR**

they may call it work but as the calmness of Bodensee looks you in the eye, where else would you want to be!



the two inset pictures by Charles Ross depict two of the new special interest tableaus which livened the OutDoor programme for brands and visitors



six days of ten

With hardly a rest day since the Bodensee show went through the breaking down stage the Trade is looking at a resurgence of booth building activity in the UK for six days of busy sell-in and promotion in ten days that will keep the outdoor recreation sector happy. Or not, if it's your job to hammer in thousands of pegs to erect tents for OTS display at Stoneleigh.

Before that Kendal has the regular run of ROKS and KORS exhibitors bringing specialist outdoor kit for a first UK airing, just a week and a bit after product launches at the Friedrichshafen Show. July 4-5 in Kendal.

Brought forward in the calendar as well, the three days OTS event has tents spread all over the grass and with halls of hope ready for visitors to check out gear for the next season. OTS runs July 11-13. **RW**

wheels just keep on turning

Eurobike attracts more start-ups
It is seen a natural result of the e-boom in bicycling that has broadened interest in the two-wheel industry so that more and more companies from other business sectors are discovering there is more to bicycling than just riding. The startup entrepreneurs have noticed the bicycle trade and industry is a place where exciting new perspectives and business models can develop and thrive.

An example is a perceptible growth in the number of startup operations who are coming to test the market at Eurobike, which runs on Bodensee from August 30 to September 2. The international trade platform on the aisles of the World's top bicycle Show helps emerging companies gain valuable help and experience to generate strong and positive momentum and confidence in their young businesses.

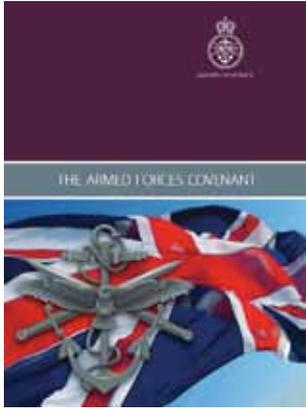
Eurobike is also very much a happy hunting ground for the agents, distributors and retailers who

interface the entrepreneurial prospectors with an idea that may just prove to be the very best next thing in bicycling since the idea of battery powered pedalling first sparked.

The startup business and young companies who have polished their eureka moment are mostly found on Eurobike aisles to be facing for the very first time a buyer reaction and litmus result for their dream. It is also a place where the seasoned re-seller will tweak their antennae and search out the winner. That is how and why an appearance at Eurobike fulfills a very important function - for all those who want to profit from peddling pedalling. **RW**

The Eurobike Awards

This year at Friedrichshafen it's the first time an award for the start-up category will be introduced. The application deadline, like for all of the other categories, is July 12. The companies who gain the startup award will be exhibited alongside the other winners in the Eurobike Awards special exhibition in the Foyer West. Eurobike in Friedrichshafen, taking place from August 30 to September 2, 2017. The first three days are Trade only.



the rights they so richly deserve

The Armed Forces Covenant is a pledge of acknowledgement and understanding that those who serve or who have served in the Armed Forces, and their families should be treated with fairness and respect in the communities, economy and society they serve. It helps members of the armed forces community have the right and same access to Government and commercial services and products just as any other citizen.

This support is provided in a number of areas including education and family well-being; their having a home; in starting a new career; access to healthcare; for financial assistance; and to discounted services.

You can find more information on the Armed Forces Covenant on the internet

At Snugpak their sales director Darren Burrell signed the Armed Forces Covenant on behalf of Snugpak for the coming year, a mark of respect and recognition of the value which Serving Personnel, both Regular and Reservists, Veterans and military families contribute to our lifestyle, business and our country.

www.snugpak.com



after OutDoor

time to reflect on our future

Looking to tomorrow, and a little beyond there I can see two main lessons that could, should, be learnt. The easy one is for the OIA to get to work with a view to re-establishing the design reputation of British product. A bigger job is for #IGOT to ramp up its campaign.

It's Great Out There is now promoted as the umbrella for getting people active, especially in the outside, fresh air environment. Located in the lobbying centre of Europe in Brussels it has seen the Outdoor Day of the Europe-wide Week of Sport become the most popular participant day of the whole week. The Outdoor Industries Association's main man has transferred half his time to this project, taking the experience of the Britain On Foot campaign which lifted the OIA's idea up the political agenda so it became a part of the National Strategy for Sport and Recreation.

The recognition opened access to more Government funds, and also spread the good word of our business intent wider. The project linked into the tourism and countryside business briefs as well as being placed into longer term national health policies. This keeps Andrew Denton busy and hopefully the whole effort will be recognised and bring increased business for brands; a problem is that whilst the bigger brands are well on board - Berghaus, Cotswold, The North Face, and others - it does highlight a gap that needs addressing quickly. We must avoid a situation where public newcomers to the outdoor experience simply doesn't just treat the activities as something to put on a tick list, do it then move to another interest. That's wasting opportunities from our investment. CR

they are saying it as it is

Green Room Voice once again had the most interesting area of the Show, set near the East Entrance and there they previewed posters by 30 brands that were progressing future direction for the industry.

Gore gave more detail on the pilot European Labelling project they are engaging and which revealed the product's footprint.

Lundhags had changed to just one sales meeting a year and sending out a colour update to their range rather than host another conference. Bergans were using Natural Capital Accounting as a way of assessing their product footprints when comparing range product to that which had recycled product content.

As far as the comparison of an organic cotton t-shirt to one of 85% rPET and cotton this sees savings comparable to seven transatlantic flights!

On top of this GRV staged seminars to encourage participants to share ideas towards what impacts could be effectively reduced in sales events - like at Outdoor! A stimulating affair. CR

Anna Rodewald of Green Room Voice



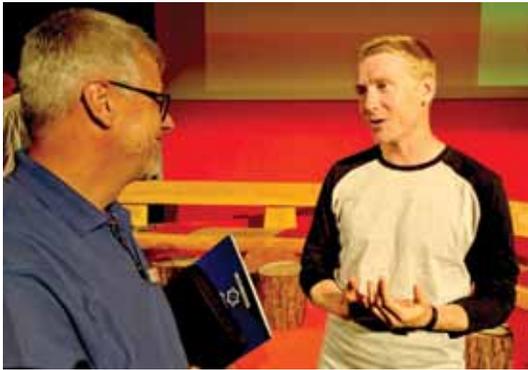
HUNDREDS OF REASONS TO BE THERE

How this Show felt

you notice changes are for the good

The detail to note for next time we go to OutDoor is there'll be a focus on the Silver Anniversary of the show. That takes place June 17 to 20 and is going to be a far different Trade Fair than our editor Peter Lumley remembers. He recalls "It was a hot summer, I shared the trip to Friedrichshafen with my Chum Clive Tully and we had a ball . . . well, not quite" he tells. "It was a tent and hotel trip, and we took rooms that had been phone booked by someone but impersonated them as we were desperate! There are problems when you room-share though, surviving a champion's example of snoring to wake the heavens that takes a lot of doing. Don't ask!"

The changes at Friedrichshafen haven't only happened with schedules, the Messe was once in a different location, still lofty and airy as otherwise where would you house the working model of a lifesize Zeppelin, but hasn't OutDoor grown. The change of dates to a month earlier has worked smoothly, the



pictured above: Mark Held and Alastair Humphreys

right: Runners pacing their Show intake

brands have responded to the show being moved to mid-sell in season by bringing forward their own dates too. However, the brand that was most noticeable by its absence was Salewa, so is there a qualm that if retailers had the chance to compare a few ranges in the same place at the same time that they would not necessarily be so tempted about who gets the business?

This earlier 2017 show has allowed the brands to build a bigger safety margin in the production process and cull out potential mishaps. Originally the request to bring the show forward in the calendar was to move it to the first week of June, but that could not be accommodated at the Messe. The opening of the show coincided with the Whitsun holiday and the German national show was quieter than normal, but the number of visitors held firm at over 21,000 with just under 1000 exhibitor stands. Everyone was impressed by the quality of attendees, although I came across very few Brit independent retailers.

Although OutDoor far exceeds anything seen in the UK, those who also visit EuroBike at this venue know the difference in the two shows. The bike show has 50% more stands, and a similarly bigger number of visitors every day. Their August into September show not only has a greater variety of stands to see, but all the car parks at Hall B are used as outside brand centres for bikes which can be tried on a range of courses ranging from a couple of miles in the woods to almost 30km on nearby roads. The Eurobike organisers also take over the Zeppelin Hanger for extra stand space.

When you see the Messe busy like this, and they also have a public day before the show closes, then you appreciate how much better the two-wheeled industry has got their potential buyers feeling when assessing the different products. But back to OutDoor, where the trend is for the bigger companies to get bigger and also grow through consolidation, which means the demand for stand space at OutDoor is unlikely to increase much in the short to medium term. This time OutDoor cleverly devised a meaningful and very likeable solution to brand visibility with their new market segment displays. The organisers expanded the show attraction by including several new areas too there was an expanded Watersports zone, the Outdoor Hangout, an Outdoor Lifestyle Collection gathering and a Running Information Platform. The conference programme is as busy as ever and several of the presentations were to rooms full of an interested audience. CR



trade ticking over positively, but . . .

let's give tyros some help - and we need to keep more good product out of landfill

Revealed to European Outdoor Group members ahead of OutDoor Opening Day was that trade is ticking over in a positive way. The sell-in figure for 2016 was up four fold from the previous year, rating a 3.4% growth. That translates into an extra 7million units of something or other being sold; the winter registered the greater uptake, but sleeping bags fell as a category. There was talk from the President, John Jansen at Keen EMEA, of brands having to invest more in the retail experience and that the newer consumers grasping technology and travel is the norm. The most interesting comments came from Alastair Humphreys of MicroAdventures fame who stated that so much of the Trade didn't treat social media, the heartbeat of newer consumers, as they could

Too many brands used the newer channels as a way to promote, whilst ignoring the conversations that the digital natives wanted to have about real people in real situations. He reckoned the listening and reflecting parts of the tool are being ignored. The worry is that the attraction of the recreational service that all the sectors of trade and industry facilitate is that too many tyros come in mainly to do their experience for Duke of Edinburgh Award, the Scouts, a weekend away with mates or at a festival. They then have the poor experience with the unhappy result - for both sides - is that the user chooses never to go down that path again and go find their fun somewhere else. You know it happens!

Projects like GiftYourGear.com have had a significant effect on exposing those who have not bought into our latest technology or to some better quality fabrics, so that will engender a more pleasurable experience in the outdoors. It goes without saying, too, that GYG is keeping decent product out of landfill at a time whilst it is still very usable stuff. Some brands have started to highlight their repair services, such as Finisterre's Bristol shop which now has a machinist working every Friday, and sessions of the Worn Wear tour now pop up across the UK.

When I speak to community engagement personnel at brands they describe great ways they are outreaching to a small section of the public, and I reckon that it is the job of the industry association and other trade assemblies to be facilitating a wider networked message that reaches the public. This should be a move that the smaller, independent retailer can engage so the Trade at large does not lose the interest of the many entrants to our area of business.

One of the smaller identities in this is Taunton Leisure who have a more than active participation in the Ten Tors event, originally a Military outreach project involving teenagers in the CCF. They know that their involvement is with people who can often not really afford to buy the latest technology, but are warmed to more enthusiasm after the advice provided by the retailer to make their involvement in outdoors even more enjoyable. That brings in a happy returning customer when they choose to come back, all in the knowledge of where they will get proper help and recommendations.

We know that outdoor suppliers across all the distribution sectors work to persuade customers to come into outdoor recreational involvements, but are these efforts enough? It makes sense that more direction comes right from the core of the industry's platform to ensure newcomers to the outdoor experience is both welcoming, enjoyable and as near permanent as can be reached.

I see absolutely no point in gathering up more new outdoor participants if those tyros end up being left to their own devices, and who will be leaving us sharpish because their interest withered on the vine through no-one offering support. Our industry association has the manpower and the resources to make this a very personal campaign on behalf of all the Trade, it is surely not rocket science for all of us together to hold the hands of people who are finding their way into the open spaces that is both the countryside and the way to celebrate living in the outdoors. You are listening, right?

We'd be pleased to hear your views on this - reliables@tradeandindustry.net

CR

more OutDoor jottings

but you can't have it all!

One thing missing at OutDoor was

Gore's Shake Dry machine that seemed to scare young children at ISPO, but this time there was a greater concentration on the fine detail by the fabric leader. Alongside a broad range of product and the aspirational imaging the focus of what was announced by Greenpeace's press team in Munich was detailed. Gore have started on the pathway to a developing a membrane which is free of PFCs of environmental concern, but not free of all fluorine chemistry.

Some of this has prompted a legal spat between the Americans and the German Sympatex companies. Lifecycle Assessments of Gore had shown that other ingredients could be improved too, hence solution dyeing was being used. The overall concentration was to extend the lifetime of a garment.

It was separately revealed that a number of the PFC-free finishes had been tested to comply with the SAC's Higg Index, to contain Palm Oil. Rumours from Cornell University in America centre on a new PFC formulation which has good stain resistance. More information is being released about shorter chain PFCs being as toxic to the human body as the longer chain versions.

The Boston Consulting Group's report in conjunction with The Global Fashion Agenda gave the Fashion Industry just 32/100 using the SAC's Higg Index Brand Module.



GLOBAL SHOPPER TRENDS REPORT

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DELVING into the REPORT

all about global ups and downs

The latest Global Shopper Trends report is telling that key statistical insight into international shoppers' behaviour during the first quarter of 2017 shows that Globally retail footfall experienced a marginal Year-on-Year decrease of -0.1% in Q1. However, international consumer confidence continued to grow, despite the impact of uncertainties related to national elections, to Brexit, and the new US administration.

Across the Asia-Pacific region, retail traffic increased by +2.9% Year-on-Year in the first three months of the year. Performance was led by India and Japan, which both experienced significant growth during the quarter. Hong Kong also contributed to the region's positive overall performance, with consumer activity up +3.5%. In Europe, despite an overall customer footfall decline of -1.3% Year-on-Year in Q1 2017, there were strong improvements in some countries. Spain and Austria enjoyed growth, which has been driven by returning consumer confidence and falling unemployment.

The Asia-Pacific region saw overall Year-on-Year traffic increase by +2.9% in Q1 2017. Australia was the only region surveyed in which consumer activity declined, while positive growth was particularly significant in India and Japan. India delivered the region's strongest performance, with shopper footfall up +6.5% Year-on-Year during the quarter. Consumer spend in the country continued to rise, driven by an increasingly affluent middle class and the country's willingness to embrace international retail brands.

Europe - major investments ahead for Ireland

The Republic of Ireland recorded a modest -0.1% decrease in footfall in Q1. Brexit uncertainty continued to weigh heavily on Irish consumers, yet the quarter saw a modest rise in retail sales, and stronger footfall and consumer confidence levels compared to Q4 2016. Unemployment also continued to fall, almost to a nine-year low.

pictured right: a page from the report

REPUBLIC OF IRELAND

Major investments ahead for Ireland

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With regards to Brexit in 2017, the industry remains very strongly leaning to international trade for growth, and has clear business requirements to attract tourist spend, as a more open and globalised world market. Employees generally support the initiative and planning is in place to support people, staff, infrastructure and technology over the next three years.

Source: ShopperTrak Global Shopper Trends Report



3 Identify first-time and repeat visitors

Retailers with a 40% repeat customer base generate 50% more revenue than those with only a 10% repeat customer base.

Loyal customers add significant value to a retailer's bottom line. Brands need to not only be able to identify loyal customers, but also reward their shopping.

UK. ideal for EMEA countries looking to expand their store

The UK is ripe for investment despite uncertainty. Year-on-Year, footfall was down by -2.7% in Q1, as a combination of rising costs and new legislation which threatened consumer confidence ahead of the official start of the Brexit process. After a weak January, retail sales in Great Britain began to recover in February, with steady growth. Although a weaker pound continues to put pressure on British consumers, it also attracts tourist spend.

Indeed, the UK topped the CBRE's research into the most attractive propositions for EMEA countries looking to expand their store. (report was published ahead of General Election - ed)

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Retail Greenshoots?

Nah, an explosion!

This decade has been notable with so many shop conversations seemingly about how tough the selling to end-users has been, but is this quite the true story? When the trait has seen Blacks & Millets now adding to the profits of JD Sports, when Alpkit is opening a shop in Ambleside to complement their Peak District outlet, when Go Outdoors gets bought for over £110 million, when Amazon buys Whole Foods to give it an instant retail network, and with more brands going direct through mono-brand stores – shouldn't we ask questions!

There are other factors which should be considered. The enthusiasm that the original British modern climbers had to open stores and then to create ranges led to a brilliant retail base in the UK. At the end of the last Millennium serious profit was achieved as off-shore manufacturing became the norm – how else do you account for the very few business casualties which came as a direct result of the closing down of the Industry's core activity arenas during the Foot and Mouth scourge in summer 2001?

Perhaps the Independents showing a furrowed brow did not invest enough to keep the user appeal to customers by at least creating a social centre of the activities, and now that the owners are approaching retirement status it is just easier to close the front door.

The players in outdoor activities have always wanted to interact with their peers yet it has become the norm and too easy for people to blame technology for a footfall shortening when what really has happened is that the consumer-centric point of view has been lost. Some of the specialist stores have kept up with the new worlds, Outside spring to mind as one that has expanded and contracted – but has been willing to embrace the potential and be frank and honest about their mistakes.

George Fisher saw main stay director Andy Airey retire earlier this decade, and at the end of the summer it's heard we'll see Helena Whone step aside, too. The store has retained its buying team after being sold to Tisos and now that group has been acquired by JD management practise would normally indicate that economies of scale which allow savings to be achieved will be followed. But the formula of keeping the product selection in tune with local custom, remembering that Keswick had up to 37 outdoor retailers earlier this decade, the company strategy has been a successful one.

The King might be dead, but I reckon that the new King will live forever if it keeps its values! If. CR

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WALT UNSWORTH. 1928-2017 R.I.P.

It's always a sad time to hear of a bereavement, it strikes home harder when it is someone you have been close to and respect for their contribution to things that are important in our lives. I was on an outdoors trip to Scotland when news came that Walt Unsworth had died, at the age of 88, after a short illness. I am sorry to have missed being at the funeral.

Walt was our first Chairman of Outdoor Writers' Guild, where I was Secretary and then a committee member for something over 17 years. Walt always gave generously his advice and help which truly support me in that task, then as a publisher in a similar field of operations to his climbing and outdoors book business he helped me with decision making.

Journalists, authors and book readers alike all have gained so much from Walt Unsworth and the company he ran, Cicerone, which fifty years ago he founded with Brian and Aileen Evans, his climbing friends.

Joining us at the Guild in the second phase of that operation, he introduced to membership many writers as he helped grow awareness of the potential and the benefits they could get by joining the OWG organisation. The Guild itself was founded on initiatives from Spur Book publisher Rob Neillands. At the onset seven of us came together to form OWG during an autumn COLA Trade exhibition. Asked to be the organisation's Secretary I spent the first year following ideas and arranging things. We put together a Constitution, outlined membership guidelines and organised a system that would lead to mutual co-operation and a close working relationship with the then industry Trade body, Camping & Outdoor Leisure Trade Association at their Middlesex hq, with its Board and COLA members.

The Guild mantra then was to bring cohesion to the activity of reporting from Trade exhibitions and writing about taking gear into the outdoors. The input which Walt Unsworth delivered into our activities helped the Guild grow in number and stature, and to influence the outdoor trade's appreciation of a writer's worth. He was a great help to the project, others have come along since and taken up our early ideas.

Then, later on Walt retired from his publishing business to become, as I am also, a proud Life Member of what is now called the Outdoor Writers & Photographers Guild.

Some of it seems like only yesterday, when we were all doing our thing with a togetherness and individuality we relished. Bye Walt. Kate Spencer

Walt Unsworth - Thanks for Everything

by Andy Howell in his Blog, "Must Be This Way"

When Walt Unsworth died on June 7 all of us who are keen walkers and hillwalkers here in the UK, owe him something of a debt. Walt was a prolific writer but it was his creation of Cicerone Press — along with his wife Dorothy — that impacted on most of us.

His Cicerone not only gave us guide books for the great outdoors near and far, but the company effectively launched and sheltered the careers of many of the guide book writers which many of us still depend on. Walt retired in 1999 and was determined to ensure, if he could, that Cicerone was passed on to new owners who would love and cherish it. Ownership was taken up by Jonathan and Lesley Williams who were then unknown in the outdoors world.

Jonathan was actually working in the City of London but was looking for a new challenge, he once told me that the deal was done very quickly and before he really knew what he was doing he and the family were moving North.

I sense that Walt knew that his baby would be in good hands. Jonathan and Lesley have, of course, taken the company on from strength to strength and Walt's legacy will live on for many years to come. Walt was also the Editor of *Climber* magazine, from there he saw an opportunity for the development of a new magazine for walkers and for walking based mountaineers. He took the idea to his publishers and the TGO - The Great Outdoors, was born.

Thanks for everything Walt!

Andy

this tribute first appeared at <http://www.andyhowell.info/trek-blog/>

Subscribe . . .

Andy Howell produces a Blog, which presents one of the more independent insider

takes on the outdoors and tent living. *Must Be That Way* puts things into perspective, and not just with gear either. Read Andy's *Review Policy*, where he explains how "outdoor blogs have become the target of many outdoor companies, and PR companies looking to get favourable reviews of their products on the net. Reviews by product users are valued by customers and, of course, show up on Google and other search engines. I have some concerns about the promotion of material in this way and I, myself, have adopted a clear policy on gear and book reviews." He adds "The vast majority of my reviews are of products that I have purchased myself. Where a piece of gear, or a book, has been supplied free for review this is made clear in the review itself. My *Living with . . .* reviews are retrospectives of gear that has been used often and frequently for more than three months. One of the advantages of blogger pieces on gear is they can reflect on the effectiveness of gear over long periods of time, something that's more difficult for magazines to do." A guy worth engaging. Pri



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light on the subject

I recall the first torch I had for backpacking, it was brought back from the USA by Derrick Booth as a present. It used two AA cells and as I didn't have three hands the torch ended up having teeth marks on it after a lot of winter tent sessions. Then came an Oldham lamp - something of an outdoor breakthrough seeing it was a head torch designed for people going down sewers - not exactly known for being brightly lit places! Petzl, they came on strong with redesigns and there are plenty of other choices nowadays flickering across shop counters.

I don't recall any torch ever receiving a Red Dot Award accolade so the GP company have got themselves a pretty solid USP. At this stage the maker is brightening up brand awareness with a collection of handhelds, the launch is under the spotlight at OTS and I understand so far no date is set when GPDesign will release a range of head torches for the outdoor market. You can anticipate they'll answer that question in time for the 2018 sell-in. Prl

switching on to detail

WE ASKED: How will POS and promotions build the awareness for Beam product range in the independent retailer field? In store banners and pop-up dispensers or shelf liners? Perhaps a special packaging system which distinguishes GP from the line-up of other torches?

ANSWER: We will have a display unit at OTS that will be available to retailers to showcase the Beam range alongside GP powerbanks and Batteries. That will enable retailer stockists to offer the complete solution. Marketing of the products will be via PR, offline and online advertising that will utilise social channels to build product awareness.

WE ASKED: It is known that a European manufacturing complex set up by another maker has virtually exceeded production capacity because there's been a big increase in the demand for batteries used with vehicle, bike and storage elements.

ANSWER: GP has a facility in the UK that allows them to hold stock for customer support, with an additional European Hub. The company is one of the top five global manufacturers with eleven manufacturing facilities across Asia. The support is there to fulfil demand, but as the Beam range is brand new and currently just being launched to the Trade, the number crunching and demand for the product won't be known until after the launch.

WE ASKED: Will the client be hitting a big chunk of the retail outlet scene, such as hardware stores, the multiples and people like Tesco? Is there a sports/outdoor division with specialist manning in the same field as outdoor?

ANSWER: The brand knows other battery manufacturers also make torches, GP have done so previously, but they are usually low cost and aimed at mass retail. The Beam range is for the specialist market, as far as we know GP is the only battery brand that has approached this professional end of the torch market with focus on gaining market share from already established brands.

The Beam range was created by the GPDesign team, who look to develop and manufacture well-designed products that push the GP brand forward. With several people within GP having had previous experience in the outdoor industry, the Beam range was felt to be perfect for this sector and offers something that is reckoned to be unique.

The GP product is defined as being a lifestyle brand where sports and outdoor pursuits play a key role, sold by retailers with customers looking for quality, well designed product. Currently the brand doesn't see mass retail and multiples as a target for the Beam range, and they also want to ensure that the offer is competitively priced and doesn't end up with Amazon or online retailers selling for 50% of RRP.

UK Marketing Manager for GP Batteries, James Tuck, tells "With Beam we have created an outstanding design that has been recognised with an internationally sought-after seal of quality and we are incredibly proud of this. Our vision with GPDesign was to 'enhance life with authentic innovations for people who appreciate user-centred design and smart performance'.

for the full GP Batteries BEAM range visit <http://gp-design.com/#beam>



all you have to do is turn up, they're ready

It's for certain that if you don't stock it then you can't sell it . . . and if you don't go to a show then you are unlikely to know. It's that looking 'em in the eyes, those sales people types. It's the stroking the latest bit of fabric that's been shaped to fit, mostly for people who are a lot skinnier than you can manage. Taking a product by the scruff of the neck and seeing what it really feels like . . . that's something you can get to do properly when you Show-go.



Just about now you have got a week at the most to sort your schedule and make plans for the earlier-than-usual OTS. You'll know it's all happening on July 11 thru' 13 - that's unless you've been huddling amongst the stars somewhere east of Mars.

This year time it's a gathering of 107 exhibitors at the last count, with around 30 or so new, or new to the show brands that'll stand out under the bright lights in the Halls. The tents and awnings will be sheltering all weather off the grass out on the Stoneleigh Park greenery, when thousands of pegs will have been under the hammer. At OTS go grab yourself an eyeeful of around 500 brands. The floorplan is at the OTS website, so know before you go! www.outdoortradeshow.com

When you have done with looking at what exhibitions are all about - product, product - then there's a new workshop programme to check out jaw, jaw. Details on the web. The evening party, that's for chat chat, something to nibble and time waiting for the arrival of all the badges and bunting for 2018 Outdoor Industry Awards shortlist selection. The Party is on Wednesday evening - you will need your ticket! go to the website - and if the weather is hot hot, and you want to be in the swim swim then OTS have got a watersports area. Not sure if you've got to take a cossy, though.

Products entered into the 2018 UK Outdoor Industry Awards are displayed in a dedicated area where you can vote for your idea of the winners on the iPads provided. But don't try nicking one!

For me, I have a list of stuff I will be looking for . . . I am partial to a bit of hike, bike and travel mush of the time but with our next Compass trip being west west to Wales straight from the Show I will be checking though notes and gear I've seen that has got a caravanning feel to it. Prl



the new generation Solar Freeloader SIXER will lighten evenings and keeps a charge going for hike and bike



textiles: an environmentally friendly supply chain

project sets the pattern where emissions during production could be reduced each year by about 5,000 tonnes

In a project devised and directed by Bettina Roth, the head of the quality and chemicals management at VauDe, a two year exercise has worked through a large scale "Environmental Stewardship in the Supply Chain" project. Supply chains in the textile industry are often long and complex, an outdoor jacket for instance consists of about 50 different components, these are made by suppliers and delivered to a production facility that then assembles the jacket.

These suppliers have become a focus of the pioneer project which the Vaude company launched in 2015. The project was to establish high environmental standards and maximum resource efficiency in this part of the supply chain. Then in May this year VauDe ceo Antje von Dewitz made a week-long trip to Asia to get a firsthand look at the project's successes. When there and at a final event she presented all participants with a VauDe Award for goal achievement.

The pilot project was partly financed with grants, with the aim to educate Asian suppliers on the issues of environmental protection, energy stewardship and emissions management. External experts for occupational safety, quality management and environmental management at Arqum, joined training and workshops which took place over the two years under the motto "helping people help themselves."

"For each individual component of our products we want to create transparency that shows the entire supply chain achieves the greatest possible certainty of it coming from a fair and environmentally friendly production" tells Antje von Dewitz. Employees in management and production departments at eight suppliers participated at the workshops, as well as the individual consultations were carried out on site during 36 factory visits.

Tangible results

Through their voluntary participation of their largest suppliers, 80% by volume of the primary materials and lining fabrics that the brand uses are already covered by the pilot project. Participant's appreciation for the project was enormous because they quickly recognised the benefits and specific improvement opportunities on offer in the practical workshops. In exchanges with other participants, the know-how mediated by VauDe and the experts at Arqum could be directly put into practical action. Already a total of 100 improvement measures regarding technology and organisation undergoing implementation have been implemented. A most important achievement was the introduction of a professional chemicals management system for many of the participating factories. This primarily covered issues such as the automation of processes as well as storage, transportation and disposal of chemicals.

(next column . . .

Outdoor Industry Awards

here is the cream

With a collection of submitted products the Outdoor Industry Awards attracted 330 products, from them the judges picked out thirty-eight runners to receive a bolder accolade. These noted products were further singled out for having exceptional design, to become Gold Award winners. In addition three particularly innovative young companies were honoured with a Start-Up Award.

The organisers at Friedrichshafen say the Outdoor Industry Awards has an impact that reaches beyond Trade visitors at the Show. The Awards tell retailers, end users and the media a lasting story that is both independent and valuable, helping sift information from amongst so much new product on offer.

It is reckoned already that measures taken under the project briefing has led to the conservation of 550 metric tonnes of waste, 5,500 m³ of water and 18 million kWh of energy. On top of that bonus for the planet, CO2 emissions could be reduced each year by about 5,000 tonnes.

Then, not only does the environment profit but also the factories where they save on the cost of energy, resources and materials to a staggering cost saving that amounts to an average 50,000 euros per year. "The show quite clearly that a factory's commitment to sustainability will pay off in financial terms. With this project, we see that with coordinated and partnership-based collaboration, the industry can become more efficient and be addressed more effectively than by many isolated, individual measures." says Jens Haubensak, managing director of Arqum GmbH, external specialist contributors to the project.

What will follow?

"Our goal is to roll out the project over the next few years for all material suppliers," says Antje von Dewitz. And "in addition, we want to win over our competitors and industry association so that they'll work together with us to promote the issue," Bettina Roth added.

As a founding member of the "Alliance for Sustainable Textiles" VauDe is using this project as a role model for best practices which could provide momentum for the entire textile industry. The "Environmental Stewardship in the Supply Chain" project was promoted by the Federal Ministry for Economic Cooperation and Development (BMZ) and financially supported by the German Investment and Development Company (DEG) under the auspices of the "develoPPP.de" program. see <http://csr-report.vaude.com/gri-en/news.php>

Read more about the pilot project:

<http://csr-report.vaude.com/gri-en/news/Sustainable-Supply-Chain>
<http://csr-report.vaude.com/gri-en/environmental/suppliers>

Prl

This is where innovative ideas set themselves ahead of the competition.

The results haven't been easy won for anyone, and especially with the judges who themselves embarked on an intensive two-day process. They comprise experts from retailing and industry associations, from trade journalism, from designers and outdoor athletes who between them assessed and selected the award winners.

Gold Award winners & Start Up winners

Micro Puff Hoody by Patagonia. Baltoro 65 Litre Backpack by Gregory Packs Europe Rider 3.0 by Skylotec. Chair Zero by Helinox. BeFree Water Filtration System 1.0 L by Katadyn. Primetech Stove Set 1,3 I by Primus. Downmat TT 9 by Exped. Earthcolors technology by Archroma. Ride on pant by Ternua. Fission Size Advisor by Fision. Tex-lock by Texlock. VJ1 by Vaterland. RW

happy guys

At OutDoor, OMM celebrated the 50th anniversary of the mountain marathon event which everything is measured against. The idea is that teams of two go rushing around near wilderness countryside fully kitted out to survive two marathon length runs - and trust they don't get lost.

In the OMM clothing range an even more stretchy version of the Kamleika is introduced.



words on eco

Key players who presented findings on the micro-fibre synthetic textile wash-offs at an at OutDoor conference were Elaine Gardiner of Berghaus, Mark Taylor of Leeds University, Sophie Mather of Bip 8th, and Neil Lant of P&G Research. On another page: You'll shudder to read more about how the plastic bits are upsetting the seas.



from the
2018
overview

"Glamping comes in the form of the tipi style family poled tent the Rosewood, a tent which is sure to be an instant classic"

masters of the camping moment

Amongst the new season Technical Tents the Trekking range is upgraded to Trekking Pro, alongside a brand new range, Experience, offered as entry level trekking tents for the tyro and new explorers. In the F10 Alpine range the Arête carries an unique profile with a ridge and pole construction making it easy to pitch and of a style reckoned to be reliable and stable in all weather conditions.

For 2018 there is an updated Mirage Pro, the semi geodesic tent that comes free standing and self-supporting. The Duke of Edinburgh Award product has a revised shape to maximise headroom.

Family Poled Tents

In their tent collection for families Vango now have three categories they term as Experience, Exceed and Exceed Plus. The brand is particularly happy with product they describe as iconic family poled tents that come unrivalled for space, layout, quality and price.

Rosewood (Exceed)

The Rosewood is the epitome of boutique glamping say Vango. This tipi style tent is designed using deluxe poly-cotton fabric and a steel and alloy tied arch system that opens up a lot more space because the tent has no central pole. For absolute convenience there is a pre-attached sun canopy over the covered entrance with Diamond clear windows and it all packs away easily in the bright-idea expandable tent bag.

Airbeam pioneering

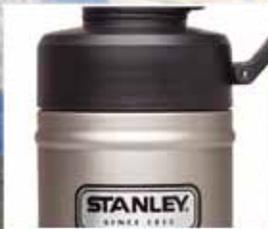
There has been lots of success for Vango with the revolutionary Airbeam series, and especially amongst the caravan and motorhome tourist - they can now arrive on site and pitch without the clank and rattle of bags of poles needing to be matched and assembled.

The company continue to pioneer air tent technology and in their new collection are models they range as Excel, Exclusive and Elite. In real estate terms the Diablo 1200XL (Exclusive) is now transformed from the poled structure to an Airbeam tent. The layout offers a broad built in porch, a large living space and three king sized rooms. There are Skylight windows, the brand's Skytrack System and Superziqs on flv-sheet doors.



come on inside, see the space

There is always a good display of tents and awnings at OTS, I always prefer to see the weather blowing a near gale as well as stair-rodging with rain so a proper evaluation can be made of the temporary structures which end customers always anticipate will be a solid as a brick-built netty. *That happens!* For 2017 at Stoneleigh the Vango crew will be hoping it's good weather as they bend double to hammer in the pegs for around 40 tents. Pri



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dog friendly Tourism awards

a camping site stands out in holiday destinations scheme

After a month long fact finding tour on the northern side of Hadrian's Wall in our Compass I am pretty sure there are home comforts the camping and caravanning public just can't do without: we found dog lovers don't take only their tv sets for the trip where they pitch up! Across the border and into Wales they've recognised exactly that, so to encourage more paws to bring their owners an inaugural award scheme has happened in Pembrokeshire. There around 400 visitor and service facilities were checked for their Star ratings and judges then lined them up for an Award. Key was a man's best friend.

This scheme culminated in the first of an annual awards ceremony to recognise the destinations going that extra Pembrokeshire mile to cater for UK dog lovers who prefer not to travel abroad for an their holiday. The Pembrokeshire Tourism organisation along with Welsh family business Burns Pet Nutrition teamed up to deliver the inaugural Dog Friendly Pembrokeshire Tourism Awards in May. It's reckoned to be the first award scheme in the UK to celebrate responsible pet ownership. The awards were judged by the Burns By Your Side reading-dogs teams, which is part of a scheme designed to help children improve their reading skills.

Amongst winners in six different "Best dog friendly" categories the award winner for Best Dog Friendly Caravan or Campsite was Coastal Wood Camping who embrace a pet-friendly offering on an environmentally friendly camping site. Amongst the other award recipients they work with Pembrokeshire Tourism and the Pembrokeshire Coast National Park Authority alongside Pembrokeshire County Council to develop first-class holiday opportunities for visitors who bring their dogs.

Dennis O'Connor, Tourism Liaison Manager of Pembrokeshire Tourism, tells "Pembrokeshire is a special place for visitors and we are delighted to recognise the work of dog friendly businesses throughout the county." Peter rl

JUST FOR YOU

offer from Coastal Wood Camping

"At our award-winning 'Coastal Wood' camping site, we want our guests to have an unique camping experience and enjoy this beautiful corner of Wales, overlooking the Pembrokeshire Coast National Park". That's the invitation to relax on the spacious pitches called Bluebell, Buttercup, Dandelion, Clover, Foxglove, Fern and Elderflower. Each pitch has its own large dedicated space just for you, which can cater for any size of tent, caravan or motorhome. Each pitch has a picnic bench, a large canvas shelter and a shelving unit, a water carrier, washing up bowl, chopping board, lockable box with axe and an open fire pit. The canvas shelter is large enough to be perfect for 'all weather' outdoor dining. There are never more than four pitches in one field!

Coastal Wood Camping has a minimum of three night stay and maximum of nine nights, but longer stays can be by arranged. The costs is £20 per tent for one person, with others paying £5 per person per night, up to a maximum of five persons on each site, there is no charge for children of 4 years or under. The lead camper must be a member of the Greener Camping Club, their dogs stay free. Book for seven nights or more at Coastal Wood and Greener Camping Club membership is free.

50 YEARS OF CAMPING

golden sand, cream teas and lots of fun

Just ahead of mid-summer day the Tregurrian Camping and Caravanning Club Site marked a golden milestone with a birthday party to celebrate fifty years of helping people enjoy camping right by the South West Coastal Path and close to the golden sands of Watergate Bay. Jamie Oliver's 15 Cornwall Restaurant is almost next door whilst the 90 pitch Club campsite is only short miles from Newquay.

Holiday Site managers Stephen and Vanessa Wassell put on an afternoon of cream teas and provided lots of fun with a series of free on-site activities for campers to enjoy. The campsite is also close to filming locations from hit TV shows: Port Isaac is the picturesque base for ITV1's Doc Martin and the Portcothan Beach and St Agnes Head have both been scenes in the BBC1's Poldark series.

visit: www.campingandcaravanningclub.co.uk/tregurrian.



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pitching in with KSA

The experience of writing in magazines and books about family camping encouraged Kate Spencer to develop opportunities in the camping and the outdoor leisure scene by founding KSA, who have published *tradeandindustry* for 37 years.

Originally the KSA business distributed and sold publications, books and guides from the likes of Haymarket, Continental Leisure Publications, Ordnance Survey and others. One title was the Camping Club's *Guide to Which Tent & Equipment*, where a backpacking section was contributed by Peter Lumley. The South West London operation of CLP brought out the first *Backpackers Guide* along with their *How to Go Camping* title, Kate was a key contributor. KSA also published the *Where to Camp in Spain* guide for the Camping Club, the acquired *Backpackers Guide* from CLP.

photo: *Camping Altenahr*. kate@tradeandindustry.net



the winners at the inaugural Dog Friendly Pembrokeshire Tourism Awards



each pitch = plant a tree

result of environmentally aware camping

The Greener Camping Club was established by a small group of like-minded campsite owners, all with a shared passion for sustainable, low impact camping holidays. The Club keeps cost of membership low, running costs are also kept as low as possible with surplus funds used for projects such as the Club's carbon offset scheme. This commits to planting a tree for every booking taken by the certificated sites. They also install nesting boxes, bat boxes, work to create habitat areas and support the Marine Conservation Society. The Club holds their AGM in late summer where members can attend and contribute ideas for the development of the Club.

New members join a very select group of discerning, environmentally aware campers. Family or individual membership is just £10 per year and that entitles members to stay at any of the GCC sites which are reckoned to be some of the best and coolest campsites in the UK. Certainly the Club offers what is a holiday that probably has the lowest environmental impact of any holiday in the UK. Site facilities are powered by renewable energy, there are Zero waste initiatives and sites strive for 100% recycling where local authorities support.

All the campsites have made provision for wildlife habitats, flora and fauna and are run with self imposed limits on numbers of visitors on site at any one time. A sustainable world does have a maximum capacity, and that is reflected in why people re-book and come back time and time again! They never experience guy lines overlapping and most of the Greener Camping Club sites have pitches where you can barely see your neighbour, let alone hear them snoring whilst guy ropes entwine. There is more space for nature and don't expect manicured lawns everywhere, less mowing is reckoned to be good for the environment. All sites allow campfires and encourage safe practices and best of all - you can cook on the campfire. The locally sourced firewood comes with a virtually zero carbon impact.

Many of our sites have in-built education, you will enjoy space, peace and quiet and the countryside at a sustainable level and there will be opportunities to learn about the flora and fauna of your camp site.

it's the place to see the sea when walking!



the new Cairn

Reckoned to be ideal for serious outdoor recreational activities Keela's Cairn Jackets combine waterproofing, breathability and durability in a lightweight, go-anywhere design where the mens M size weighs just 360g and packs down small. Made with contrasting zips and details in the new three-layer Aquaflex fabric, the Cairn features a helmet-compatible hood with peak volume adjusters, harness-compatible pockets, chest pockets and articulated sleeves. The elasticated cuffs are adjustable for use with midlayers and gloves, and there are shockcord adjusters at the hem to seal out draughts and a two-way main zip with inner stormflap. Reckoned to sell at under £170 the colourways are Men; Patriot Blue, Racing Red or Blazing Yellow (XS to 3XL) Ladies: Available 2018 in Graphite Blue, Red or Turquoise (8-20) **TR**



get your free gift

Keela's new garments are sampled at the UK Shows in Kendal and at Stoneleigh. Hydron Softshell offers what the brand calls "Dynamic Protection, this comes water resistant and windproof, and is also highly breathable with excellent condensation control."

more information: sales@keela.co.uk
make your appointment

and get a free gift when visiting these shows

AirXtream Advanced fabric

'Dynamic Protection' with Keela's new Hydron made in AirXtream Advanced fabric, has a matrix inner face to regulate the movement of air and moisture away from the body and comes in two-way stretch, available in Diesel Grey or Petrol Blue (XS to 3XL) selling at under £150.

Favoured by Mountain Rescue Teams, there's a new Stratus SDP with revised design, it's lighter and comes in the brand new Aquatec fabric. It's another product with the Keela award-winning System Dual Protection lining, breathable and with great condensation control. In Maritime Blue or Rescue Red (XS to 3XL) to sell at under £175.

year round protection

Keela tell that "even when one leading reviewer awarded the Prosport Jacket 4.5/5 stars and said it was 'a great value, rugged and versatile jacket for use year-round at home and abroad', we still worked to make it a better offer for the mountaineer, adventurous hiker and skier."

The Prosport is fully waterproof, windproof, breathable and offers

environmentally un-friendly to bugs!

wastewater management is not necessary

Reckoned to take around seventy washes and still retain its inherent bug beating properties, the Insect Shield technology used across Keela garments is intended for all of us, including youngsters. The system is said to be as used by the American Army and a Keela range of travel clothing is featured at both ROKS and OTS.

The active ingredient is bonded into the fabric and is designed to last the lifetime of the garment, there's also the promise that it doesn't need to be re-applied and comes environmentally friendly, unlike some of the bug preventatives and fabric treatments, and it doesn't require wastewater management.

Keela have produced workbooks on insect shield technology which will be available to see at the Shows and these contain information and graphs to define the way the system works in the outdoors. **RW**

superior condensation control. The fabric itself has a four-way stretch that gives freedom of movement. The hood has peak and volume adjuster (which fits over a helmet), double stormflap on the front, underarm vents, chest pockets (including a waterproof one), concealed map pocket, and adjustable cuffs and hem. Men's Midnight Blue or Olive (XS-3XL) Ladies' - Berry or Midnight Blue (8-20) To sell at under £140. **TR**

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Copenhagen, Denmark

UCI - second annual meeting of 2017 - wheels are turning footfall

Briton Brian Cookson, who is President of the world governing body of cycling, tells that 2016 was a stand-out year for the UCI and for the sport. The cycling Union of Federations now holds record reserves, and major events continue to drive strong broadcast and digital viewers and engagement. That's something which *tradeandindustry* readers will appreciate is a factor in helping drive footfall to the door of retailers. "Our progress is extremely exciting and bodes well as we look to the future and work to continue to benefit from the renewed trust and interest in cycling" says Brian Cookson.

With their Management Committee meeting in Copenhagen this meant the UCI were where both the 2011 Road and BMX World Championships took place. The Danish capital is also the very first city awarded a UCI Bike City label. And London, eat your heart out - every day in Copenhagen, 62% of commuters make their journey by bike. In Denmark in general, cycling accounts 16% of all trips. Anyone ready to really take on the challenge of getting that healthy lifestyle of Denmark up and running - sorry - biking habit in the UK?

For Britain though, there has been a top result: that's the UCI Track Cycling World Championships which in London sold out for every session. There was a record 52,000 spectators and large TV audience, reckoned to have had a cumulative reach to 5.3 million people on the BBC alone.

In addition to the income earned from Rio 2016, with an excellent year for its commercial activities this brings the UCI to its strongest ever financial position. "Looking ahead for 2017 and beyond, the quality of the UCI's partnerships give confidence for the durability of this position" reports Brian Cookson.

To support less wealthy National Federations a new Participation Aid Programme is intended to promote women's participation and support nations who wouldn't otherwise be able to travel to UCI World Championships. It was announced in Copenhagen that bike racers will now compete for four new Olympic cycling medals at Tokyo's 2020 Olympic Games, with the introduction of the Madison and BMX Freestyle this means cycling is now the third largest sport in the Olympic Games. There will be 22 Medal opportunities and the cycling athlete quota is 528.

When it comes to records, 2016 saw both the first ever UCI Road World Championships held in the Middle East and a Men's Elite road race podium which featured three former UCI Road World Champions, itself another first. These riders were Peter Sagan 2015 champion, Mark Cavendish from 2011 and Tom Boonen, who won in 2005. **RW**



Not found on the High Street, this one! *Tourists cannot always take their own bicycle to a destination. After all, that's not what railways were built for, it seems - but let's not go there (that's another topic for late night forum bashing! The bike in the picture may have seen better days, it still carries a BS.6102 Part II fitting but the saddle . . . ouch! Thanks to Simon for sending the picture. He told us Jimmy did a damn good job looking after his needs.*

Brum the destination

cycling action, opening with Trade day and as close to the middle of England as you get! info@cycleshow.co.uk



a new PVC-free collection

German maker Ortlieb's bikepacking line is expanding by several more products with Gravel-Pack, Seat-Pack M, Handlebar-Pack S, Frame-Pack Toptube and Cockpit-Pack. The Gravel-Pack is shipping now with all the other new product comes on line from the beginning of 2018.

Further innovations include an entirely new PVC-free collection of bicycle panniers in the brand's well-known tarp look called FREE. This collection comprises the panniers Back-Roller, and Sport-Roller, the handlebar bag Ultimate6 M and the versatile duffle bag Rack-Pack in size M (31 L). All FREE products will be presented in the classic color black, and in two fresh modern colours starfruit and lagoon.

The handy and stylish every day backpack Urban Daypack (15 and 20 L) are manufactured in a PVC-free cotton Cordura blend in trendy colours pepper, coffee and the new tone ink. In the outdoor line, aka the Gear-Pack is a new backpack/dry bag hybrid in three sizes (25, 32 or 40 litres); it comes black, black-sun and black-red. Everything is Made in Germany,

South Tyrol. 24 exhibitors. 217 journalists. 18 countries.

innovations of the global bike industry

Challenging trails, distinctive peaks and gentle high alps - as well as steep roads - brought together makers and the people who write about cycling to try some sporty new bicycle innovations launching for the 2018 Season and to next be seen at Friedrichshafen's Eurobike.

With Tyrol's energising backdrop for cycling set on Kronplatz this third edition of rider day kept twenty-four sport-oriented manufacturers on their mettle to put out the gear message.

Eurobike director Stefan Reisinger is happy that the new product event in Reischach at Kronplatz in Tyrol was held at the "right time and at the right place". Support provided by the South Tyrolean tourism partners contributed to the international dialogue about racing bikes and MTBs, both with and without electric drive.

There will be another Eurobike Media Day ahead of the 2018 global bike fair in Friedrichshafen, which is re-scheduling July 8 to 10. That's 2018 remember!

The 2017 Show runs August 30 to September 2.

www.eurobike-show.de

you can guess it was 3T tech talk



ORTLIEB bikepacking

Extending the waterproof bag series for bikepacking:
1) Cockpit-Pack 2) Gravel-Pack 3) Frame-Pack Toptube
4) Handlebar-Pack S 5) Seat-Pack M



ORTLIEB Gear-Pack
Modular hybrid of dry bag and backpack



ORTLIEB Urban Daypack Urban Line
Waterproof backpack for every day



ORTLIEB Rack
A bike rack for all ORTLIEB mounting systems



a pretty to the point message from AKU, who are not only pioneers in footwear but have a chippy or two working in their design department. There's a probability the wood came from an Italian forest

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OUTDOOR AND WINTERSPORTS ACCESSORIES

aisle wandering finds

eclectic sampling at OutDoor

Charles Ross didn't find everything he was looking for, but . .

Footwear, AKU. It is never going to be the most dynamic brand because of its product category, but the progress that the company has pioneered in both local sourcing and getting rid of the 'bad' chemicals that leather has traditionally used to preserve leather is exemplary. That means today AKU step forward as they follow the way of the Environmental Product Declaration.

Footwear, Merrell. In the search for ever more lightweight shanks they have developed hardened TPU and a sock machine to knit a complete upper for the shoe, their rivals just use a butterfly-shaped pattern.

Waterproof Jacket, Jack Wolfskin, the brand has raised its profile in the UK from being 5% to now 50% of that of TNF. The recycled Texapore membrane in the EcoSphere range of jackets looks good, and has the breathability/ hydrostatic head figures to back the claims. The major player of the German market has concentrated on urban styling that appeals to the non-traditional Outdoor enthusiast.

Sympatex had a very interesting co-design jacket from a hackathon that they staged; and it is such a shame that its British reputation has not yet come through that poor brand experience of the early 90s. As a fabric it should be re-examined as it has improved considerably and their zero carbon finishes, plus the recycled membranes, are good pointers of the direction the trade should embrace in the future.

Black Yak is being noticed now, but with nothing on display that beats the opposition from the British mountain garments from **Rab** or **Mountain Equipment**.

Regatta Group answered the Clothing question, and especially with their integration of RFID areas to protect scanning of credit cards whilst travelling, a potential evil thievery which



Dr. Rüdiger Fox, CEO Sympatex, presenting the new "Functional Jacket 4.0" photo by Design Hackathon team member Benjamin Moryson

every thinking person needs to combat. **Craghoppers** have re-invested in Discovery Channel, currently that's in Europe and Asia less China and India, all a progression from lessons learnt a couple of years ago. The brand is working with a big ambition to crack the American market, watch this space!

Paramo were stirring things up by showing their windproof weighing in at 100gms. **Mammut** were using a differential knit Schoeller fabric on a body-mapping design. Possibly the garment that provoked an emotional connection came with **Montane's** New Featherlite Smock, based on the design of the original company product, and updated: better Pertex and tailoring, limited to a run of less than a 1000 items. Didn't the original version have a top front zipped pocket?

Backpacks. From Montane the VIA trail series fast and light running packs are impregnated with Polygiene – very clever application of technology, methinks. Otherwise the cleaning up of design was evident with many on show and possibly the best example came with the **Berghaus** daysack range.

In other product arenas **Snugpak** produced a brilliant PU Roller Kit Carry-On retailing for less than £90 with definite urban styling. They also showed original product for ice bivi-ing along with a soft internal pump system for inflating an air mattress base camp.

Troll are benefitting from having the Macpac distribution back on track in the UK. Tent interest was best summed up by **Big Sky** showing a complete range now available in the UK.

Sleeping mats are a mainstay of the industry, interesting developments at the top end by **Thermorest** in a dual mattress which compacts right down. As far as gadgets go two products really stood out: the **TexEnergy** portable power generation and the fabric bike lock on Kickstarter from **tex-lock** which gained an Outdoor Award.

Materials seemed to all focus on **HD Wool** as the non-baselayer Bradford company has been able to deliver on both price-points and innovation. The combinations of both wool and Kapok, plus some versions with added PLA to make a natural story of insulation that works across warmer conditions rather than users ending up smelling a bit!

CR

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