



BICYCLE Trade & industry

this is a KSA business to business publication

telephone : 0191 488 1947

e-mail: ksa@ksa-partnership.com

on the home front: Raleigh for Cycle & Leisure

With both exhibitors and visitors asking for a south west venue the Cycle & Leisure Show in September is adding Britsol to the other venues at London and Harrogate. Adding cream to the news from organiser David Hyde is the announcement that Raleigh UK will be returning to trade shows this autumn as major participants in the Leisure Expo / Bicycle Association joint venture Trade-only show.

David Hyde, M.D. of Leisure Expo says "Raleigh have always been a major influence on any show they attend and their return this September will be of considerable help in the development of the trade calendar. We will be working closely with Raleigh and other main exhibitors to promote the autumn event and encourage independent retailers to visit."

Carl Wright, Sales & Marketing Director of Raleigh UK says "Following our move to our new Eastwood HQ, it was appropriate our customers previewed product at our new site and had the opportunity to view our facilities. With fantastic attendance at both our in-house product launches in 2004, we feel the timing is now right to attend the autumn roadshow for our final product launch in 2004. We will be inviting all of our IBD customers to attend the roadshows and look forward to supporting the autumn National Cycle and Leisure Show to the full."

The dates: Yorkshire Event Centre Harrogate, Tuesday & Wednesday, September 7-8. Sandown Exhibition Centre, London, Sunday & Monday, September 12-13. Thornbury Leisure Centre, Bristol, Wednesday & Thursday, September 15-16. Further information from the Show organisers on 01926 815597

it's the largest Eurobike yet

Just months before the trade fair opens the management says over a hundred companies are new representatives in the list of exhibitors and are in Friedrichshafen for the first time. "We are facing the largest Eurobike in its 13 years of existence," says CEO, Rolf Mohne with great pleasure. Exhibition space booked in ten exhibition halls and in the open-air ground already exceeds last year's result by around 10% with something like 60 % participation from abroad, the European bicycle trade fair "ranks extraordinarily well and also internationally".

There is high European and international visitor interest for Eurobike with the show running from Thursday, 2 September until Sunday, 5 September. What they'll see is more than 700 exhibitors from all over the world represented at the exhibition centre by Lake Constance. These also include the leading suppliers of bicycle textile goods, which again will fill an entire exhibition hall. Three times daily there will be the Eurobike Fashion Show whilst the networking friendly Eurobike Party is organised for Saturday, 4 September.

Cologne makes it celebration time

It's a record for IFMA in Germany

There has been traffic from Britain to the Rhineland city of Cologne for four decades, all in the interest of bicycles and cycling trends and developments. This year IFMA Cologne - which runs from September 16 to 19 - goes under the banner of *40 Years IFMA Cologne = 40 Years Innovations*.

There have been a lot of physical changes and developments to the Cologne exhibition centre itself, as well. At one time you walked into open air spaces between halls - and that wasn't always a useful feature. But nowadays the halls are an airy, glass and air-conditioned environment where manufacturers present their vision of perfect transport. Today everything revolves around convenience, comfort, ergonomics and design and 'a smart way of moving' being represented at this IFMA includes the 'Smover' - which is Shimano's project for a convenient and comfortable riding culture.

The IFMA organisers are also promising visions of a customising service with a number of manufacturers offering custom-made bikes. This sees the customer having a 'made-to-measure' machine assembled according to their own requirements. What used to be only available in many a manufacturer's sporty high-end sector will, after the Cologne autumn fair, also be a much more usual feature in many company's medium-price category. That also applies to a model style previously found more in the background at Trade shows - the tandem. These models with high requirements in terms of technology and material, will once again be the focus of attention and offer a broader market potential seeing that tourism is such a big business.

All that and the return of old favourites in a world that is fascinated by Retro, but with attention to modern lifestyle trends. That means an increasing number of Cruiser options based on the American 50s' model that now finds big space on the stands. Whereas last year the individual units were mainly dominated by classic design, now even more exclusiveness and rustic elements right up to hippie design are in demand. In contrast, the technology is simple and practical: the hub gear consisting of three to eight speeds is best suited to the machines expressing Pop and Pomp; they will hardly be found with derailleur systems. And that's another change to check out at IFMA.

Like the cruisers and the ferry traffic that runs on the Rhine, there is no stopping bicycle trends.

fashion, passion and the noiseless tenors of Milan

It's a city of fashion, it's a place where the chef rides high and it's still the home for the bicycle and the bicycle artisan. Europe's fortress of two-wheel manufacturing is Italy, a country that will always set the heart racing with their Versace-like style and vision. The Eicma show in Milan is the place where you will develop an intimacy with the unexpected, and notice that the tyres that touch the ground is the only part of the bicycle that's not right there in heaven. If you don't believe that then you've never walked the aisles of a Milan show - and September is your chance to live!

There are, of course, plenty of seemingly every-day pieces of engineering to check, although there is something about the Eicma annual presentation of bicycling excellence that sets the scene perfectly. Milan will help you generate the vision for how you'd like your business to attract a strong customer base. It's a show peopled by those who just love the noiseless tenor - and isn't that exactly how the bicycle should be described.

The International Cycle Show
in Milan runs September 17-20



**POSTMASTER
undelivered ?**

PLEASE RETURN TO
KSA Partnership,
97 Front Street,
WHICKHAM, NE16 4JL.



at SKS: Eric Healey, Willo Blome and Klaus Grueter
making it in Germany

SKS is a peer brand of mudguards and pumps, distributed to UK retailers through wholesalers. The UK representative of the Sundern maker is Eric Healey, who has a long association with the mudguard and pumps business. For opportunities with the brand or to be kept up to date with developments and the new product lines you can contact him on 01788 536 285.

inside: interview with the SKS boss Willo Blome

debit cards - getting your share?

Spending on Switch/Maestro debit cards increased by a fifth in the first four months of 2004, compared with the same period last year. Nearly £22 billion was spent on goods and services using Switch/Maestro between January and April, compared with £18.2 billion in 2003. There was also a 14% year-on-year increase in the total number of transactions undertaken, which means over 546 million Switch/Maestro transactions were made.

"These figures demonstrate a continued trend towards debit cards as the UK's preferred payment method," said Roger Alexander, Chief Executive of S2 Card Services, the UK management company for Switch/Maestro. Adding "about two thirds of all plastic card transactions in the UK are now by debit card. With more and more Maestro logos going up at point-of-sale we anticipate significant growth from overseas visitors using their Maestro cards in the UK".

The rebranding of Switch to Maestro, MasterCard's global debit brand, starts in earnest next month as the first Maestro-only cards start to appear. Around 16 million Switch cards already feature the Maestro logo alongside Switch on the front of the card.

'believe in what you are doing'

'there is a trend that everybody does everything, but you need to concentrate the mind to be successful in the long term'. SKS boss Willo Blome talks to bTi



Willo Blome with bTi editor Peter Lumley at the SKS headquarters in Sundern

In a countryside setting south of the Ruhr and east of the Lenne rivers in Germany is the town of Sundern, home to SKS. Just recently, bTi

was there to see a highly automated operation where pumps and mudguards are produced. It's a business that depends on in-house expertise to deliver goods for a worldwide market, employing toolmaking and mechanical skills that reflects the ages-long engineering reputation that is Germany's heritage. The boss at the fourth generation company is confident for their future, but he also has some strong views on where trade, and business in general, is heading.

Willo Blome: "In Germany the accepted value in our society was to believe in the term 'Made in Germany'. Similarly it was for the French, 'Made in France' which was a value and equally for Britain 'Made in the United Kingdom'. Value was always the accepted standard, and the standard was value but in 2004 so much has changed. Especially when you look here in Germany and the impression of 'Made in Germany' for the Germans. There the new value is cheapness. People say do it cheap, do it cheaper, do it the cheapest. The cheapest price available is my target, is what they are saying. That's the new value and unhappily that's the new European trend, too.

The discount store business on bicycle accessories is a nightmare story, not only in pumps but all types of bicycle accessories, and all the top German discount stores like Lidl are involved. The quantities they

put into the consumer market in relatively short timescales and the price level at which those goods are sold is quite phenomenal and it is spoiling completely the basis of our business, full stop.

That's one aspect coming from the market but when you look at the suppliers within the business, there are problems there too. Look at some brands where they started with an idea and began to build a product identity but then moved into other products, there is becoming a lack in product identification with that brand. I can give you two examples in Sigma and Zefal. For Sigma, they saw themselves as world leaders in bicycle computers, and have stepped into battery lighting equipment, then to sunglasses, to mini-tools and to pumps and then into locks and you can expect that this is not their last approach to the market, I feel. And if you consider Zefal, they started with pumps but from their catalogue nowadays I cannot anymore see if this company is a producer or a wholesaler. There is a variety of brands from them and also a choice of product from these brands. You can have pumps from Zefal or Michelin for instance, and they have stepped into more or less all the bicycle accessory lines that you can think of.

To make it short, there is a trend that everybody does everything. And this trend

will have major negative effects on total business potential because as everybody becomes involved in the same style of lines then the net effect is a lowering of prices. But worse is the fact that superior quality is not the target any more, you cannot concentrate the manpower and the brainpower that is on your company Board into every product and every product category. You need to concentrate the mind to be successful in the long term. And that is easy to see when you study the market and watch for the influences.

In business you have to make a decision, as in life where you can't have two wives at the same time - and if you are thinking of doing that then you have to think of moving to another country where it is normal. But if that becomes the case, then having five wives brings problems and you see the problems multiply and you then can't concentrate on the job in hand.

You need to concentrate to remain an authentic supplier. Authentic, now that's a word which I find complicated and difficult to define in German as in English. As with heritage and being authentic, it is having the authentic product that is important because only those who do authentic products will be the ones who go forward. Others must eventually fall by the wayside.

And there is no chance that everyone can be authentic in every product category. It is only when you have an authenticity and heritage then you can bring innovation to the product line in our industry. If we want to survive as a German company, or as a European industry, then the only way we all can do that it is through innovation and quality and by retaining the real term values. Then we can all keep on the path of success.

But that simply is not going to be possible if everyone steps into everything."

a no pain ride

Visit the 2004 UCI MTB Marathon World Championships, which takes place between July 9 and 11 in Bad Goisern, Austria - without travelling. It's all on line at www.salzkammergut-trophy.at.

You can get close to what the riders will face with a rainbow jersey at stake in the small town in Upper Austria. Last year's winner Thomas Dietsch from France tested the course and said "this course is a lot more demanding and challenging. Especially the long steep up-hills are tough". After his test ride, he is hoping above all for good weather. In the rain with deep, muddy grounds it would be very tough for the Frenchman to finish with a top ranking. 'I assume that you have to ride slightly under five hours to win this race', he says.

KESTREL ENGINEERING

- * Cycle Repair Stands *
- * Wheel Truing Stands *
- * Cycle Display Equipment *
- * Slat Wall Fittings *
- * Cycle Parking Stands *

KESTREL ENGINEERING
 Units 9-11 Dartmouth Buildings,
 Fort Fareham Business Park,
 Fareham, Hants PO14 1AH
 phone: 01329 233 443 fax: 01329 284 148
 e-mail: alan.s.walker@talk21.com

TAYA Chain Available from most leading Wholesalers **TAYA Chain**

TAYA have a wide range of chain to suit all forms of sport and leisure cycling. Endless research and development ensures our chains give optimum performance when used with today's highly sophisticated gearing systems.

Sub Punched Pin

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



SLIC (Super Length Inner Chamfer)

SLIC offers great performance for smoother & quicker changes and quieter running! Used on all of our intermediate and high specification derailleur chains.



Sigma Connectors

Our patented design which revolutionised chain installation, it features boron steel side plates and Cr-Mo pins making it as strong as any link in the chain. Race proven, winning three mountain bike world championships, the mushroom-shaped and grooved head ensures positive interlock with the side plate giving unprecedented rivetting strength.



Also available as anti-Rust with **Tebolon Coating**

Pro Super 92

5/6/7 Speed

BMX Comp

UK distributor: Bohle (UK) Ltd Tel: 01743 874496 Fax: 01743 873018 e-mail: info@bohle.co.uk www.tayachain.com.tw

ideas to help you cater for the out-there rider



the real hit at eye-level

A year ago the Tifosi Optics brand was something new to

the American market, but in that year big strides have been made to grow the eyewear brand not only there but in the international marketplace, too. For UK retailers the still developing product portfolio is handled by Moore Large & Co, out of Derby. Their aim is that Tifosi Optics become a top brand in market share for not only the bike industry but in the broadest leisure market too. That means outfitters like you are in line to benefit from special merchandising offers that put Tifosi Optics on display in a really effective manner.

For this season there are already 8 new models and 25 other options that cover things like interchangeable lenses with Yellow lens option, Polarized styles, a new Eclipse Case and additional new lens colours.

The product has one choice in an aluminum Hybrid frame construction, lightweight at 22 grams and a more expensive feel. Some styles are designed just for small or narrow faces, others have full vent ports in the frame for better ventilation and all with improved nose and ear pads for increased comfort.

There's a lot more to know about Tifosi Optics - better call Moore Large on 01332 274 200



mission
SPECIALISTS IN
TANDEMS • TRAILERS • TRIKES • TRIALS
FOLDING BIKES • CHILD CARRIERS UNICYCLES
AGENTS REQUIRED.
For the expanding Mission range.
Best commission rates. Areas: Scotland, South West, Wales, Midlands, North West

| | |
|--|-------------|
| <p>£150</p> <p>16" wheel. Single speed NEW, 20" wheel child's cruiser 3 speed Sturmey Archer & v brakes.</p> | <p>£510</p> |
| | <p>£38</p> |

Electric 20 & 24" wheel trikes available from £300

For more information on our trikes
Tel: 01622 815615 Fax: 01622 815681
info@missioncycles.co.uk

www.missioncycles.co.uk

safely with water

There are people who can drink ditch water

without any nasty side-effects - while others only need one sip of the local stuff and they're done for! That's where the AquapureTraveller comes in - an easy-use device that delivers a potable thirst quencher from almost any suspect source.

Fill it, shake it, leave for 15 minutes and squeeze and there you have it. Water, the staff of life.

Empty it weighs 134g/5oz, to sell at just under £50 to just about anyone who travels anywhere. call Rosker Ltd, 0239 252 8711 for details.



three of a kind to help you sell-in



up to three markets in one go!



just one name & number needed:
Kate Spencer 0191 488 1947

the show with more food for thought

Those nice people at the OIA are preparing a nice diet of rich pickings for the discerning visitor to their Go Outdoors show at Harrogate, September 26th - 28th. They are saying you'll be on the news, people and products among the well-known brands and some new innovative companies. Retailers will be sure to find some unique merchandise as there will be around 150 companies displaying their wares. GO Outdoors 2004 will help you cherry-pick the brands that will sell

OIA are not going to beef about it, they will not be charging pre-registered visitors to enter the show and pre-registration couldn't be easier - in fact you could say it's a piece of cake! Go on-line at www.go-outdoors.org.uk or call the OIA on 020 8842 1111 for a pre-reg form.

EUROBIKE
FRIEDRICHSHAFEN
EUROPE'S TREND SHOW...
POWER FOR YOUR BUSINESS!

Direct flights daily with Ryanair: London/Stansted - Friedrichshafen

The biggest yet: Over 750 exhibitors from 30 countries!

- The European Premiere Show for bikes, parts and bike fashion
- The place for innovative trendsetters and market leaders
- A "Who's who" of the top brands

International Bicycle Trade Exhibition
SEPTEMBER 2 - 5, 2004
FRIEDRICHSHAFEN GERMANY

Visitor hotline:
Phone: 00 49 75 41/7 08-4 04
Fax: 00 49 75 41/7 08-24 04
e-mail: besucher@messe-fn.de

Messe Friedrichshafen, Neue Messe, 88046 Friedrichshafen/Germany, Phone: 00 49 75 41/7 08-0, Fax: 00 49 75 41/7 08-110
www.eurobike-exhibition.com



above: one section of the SKS mudguard production at the Sundern factory.

below: Klaus Grueter and Eric Healey with a shipment ready for delivery to Britain



SKS make it this way

A walk round their factory in Sundern isn't over in any short time at all. On the way you soon realise that SKS start their product with raw material and make the transformation into world-ready goods with a mix of both robotic might and good old fashioned pairs of hands. Toolmaking skills are at the heart of the production, and utilising diamond hard steels ensures next years stampings and extrusions match those of yesterday if not earlier ones. "Quality is paramount and we work hard to keep our high standards" says export manager Klaus Grueter, who is hosting our walk. The factory site has expanded so much over the years there's a public road down the middle that accesses local housing.

Customers of SKS in Britain will have met Klaus at Trade shows here or on SKA stands at international events. They'll be equally aware that Eric Healey is the UK agent for the German producer, a former director of the Bluemels mudguard and pump brand now owned by SKS, he's no stranger to the Trade. The three of us took time to watch robots at work as they discharged crumb size plastic valve parts for pumps or stamped, extruded and rolled mixes of metals and high grade plastics for the mudguards and pump selection. Machines that are fully automated have a small team working double day shifts to maintain the product flow, in other sequences the hands that are needed complete the process right through to testing, the quality control process and packing.

It's a busy factory but there's no sense of hussle and rush, it's just a quiet orderly place. As you'd expect, I gues.



all pictures: Peter Lumley . KSA



at one end bits & pieces tumble from a hopper and are mechanically fitted ...



... into pump shafts which then drop into a box ready to go for packing



earlier this year the Aqualeisure team camping out on Specialists Optical
Justin Walton a

here's a compar

a subtle approach to obvious wins custom

This is no new company, no which fizz into oblivion without as n... cialist Optical have earned their st... lection of specialities such as Croa... ers, Kool Offs and a whole medley... All that gets tills ringing a very satisf... to realise that value and quality do... erate a repeat spend from custome... bit of quality when they see it.

Specialist Optical are neither ski... ers - they do both, and more, to o... that fill gaps and creates opportun... Take the Reverse Crystal jacket - b... peached windproof, waterproof, bre... fool people. Take the one jacket c... and everyone will think it is yet an...

On offer too is the Polartec 10... which comes with a rather comfort... seems Specialist Optical are the o... this particular Polartec P100, and... ter than the normal P100, it deserv...

Take a close look, too, at the Co... that from experience is known to... still carries plenty of street style. T... and just look how the work is finish... reckoned to have a spf of 30+. Th... the HydroCool hats and cooling sy...

There is some very compelling... too. It's not glossy and glitzy but it's... you a pretty penny if you decide to... stuff you'll not find elsewhere. Let... a nice little ripple to conversation... people at Specialist Optical who a... like you.

Give them a call, ask for a... it's sure to prove t... The phone is 01753 888411, And no doubt you'll agree, these... for a company that puts such a...

Ride

Haro

2004 Bike Company of the Year

2005 Range In Soon To Apply For Dealership Status Call 01332 274252

Moore Large & Co Ltd, Sinfin Lane, Derby, DE24 9GL
T 01332 274200 F 01332 274203 E Cycles@moorelarge.co.uk

Voted by readers of Ride BMX Magazine (UK)



worked in the industry for more than a decade... his business using the Vision Works project b... Reynolds tubing to create the most technolog... today the product has earned interest from all... Lee, himself a top class BMX rider, says "I... popular cycle brands, but I wanted to try out o... needs of the public and top class riders throug... of end user requirements.



am of Nicki, James and Alex were caught
cal's stand at Soltex, and buying from
nd Chris Whitehead.

ny with some flair

presenting the seemingly
ners for Specialist Optical
ot one of those rocket-styled businesses
uch as a good-bye, we're leaving. Spe-
ripes, quietly making ground with a col-
akies, Wet Rock headwear, Mad Bomb-
of Wet Rock and White Rock apparel.
actory tune for the Retailers cute enough
esn't need big budget promotion to gen-
ers who can also spot good value and a

oriented nor just summer wear provid-
ffer product from an expansive portfolio
ity.

for instance - it's a totally reversible soft
eathable taped jacket made in a way to
n holiday, then reverse it the next day
other jacket!

0 Unique Base Layer or Fashion Top,
able feel. And that 'unique' tag? Well, it
nly people in Europe that fabricate from
then, because it wicks significantly bet-
ves the label as being unique!

oolMax 91%/ Lycra 9% summer T Shirt,
work brilliantly as a base layer and yet
here is a lot of quality in this garment,
ed off, it's got a great cottony feel and is
men for the real heat of summer there's
stem with spf 30+ and Teflon.

reading matter out of Specialist Optical,
s very informative on just what will make
grace your shelves and shop rails with
s face it - Bug Off and Hydro Hats give
and that's the name of the game for the
are wanting to do business with people

a catalogue, get them to visit you,
o be a winning formula.

e-mail: info@specialistsport.co.uk

contact details seem boringly average
sparkle into the way they do business.

pushing Hidden boundaries

The Akira is the latest model designed and produced by Coventry-based Hidden Nation, a company set up by Lee Prescott who has e but wanted to try out his own ideas. He launched based at Coventry University's Techno Centre. Using gically advanced, lightest fully built frame available over Britain, Germany, Italy, Canada and the USA. had been involved in developing some of the most iginal, no gimmick approaches of design to meet the gh the use of technology and a thorough knowledge



catering for visitors

When Fort William played host to the UCI recently the local Off Beat Bikes operation went into top gear with service. The award winning cycle and running shop is owned by Martin McDonald (seen out front) and does a big selection in kit for these disciplines.

Robert McFarlane (right) and Aidan Watson, who both ride and race, used their servicing skills over the weekend, and at other times look after the hire and service functions at the High Street business. The shop is also at www.offbeatbikes.co.uk



THE MOST BEAUTIFUL WAY, TO MEASURE THE FUN OF BIKING.

BC 1600

- ▲ TWIST-LOCK-SYSTEM™ for stem and handlebar mounting.
- ▲ Full language display
- ▲ Easy-to-read speed digits
- ▲ Simple structured menu

SIGMA SPORT
GERMANY



Pell & Parker Ltd
WHOLESALE TO THE
CYCLE TRADE

distributors of new cycles from



unridden Catalogue Return bikes also available

RECUMBENTS - TRIKES - UNICYCLES - TAG-A-LONGS

phone 01733 810 553 or 01733 810 554
 fax 01733 810 540

Wheels - Rims - Tyres - Tubes - Locks - Saddles - Mudguards - Lights
 Chains - Chainsets - Pumps - Lubricants - Helmets - Pedals - and much more
 TIGOA MANGO CRUD PYRAMID CLARKS FIBRAX TRELOCK
 SKS ZOOM FINESSE WELDTITE AIRFORCE SHIMANO

Thimey Road, Milking Nook, Newborough, Peterborough, PE6 7PJ

some Ison answers

Which brand of BMX detangler is on pretty much every bike? So... why not offer the original cables... SST cables are display packaged with relatively easy to understand sizes. Ison also offer braided finish cables as well as black, and they reckon their prices are super keen. Just add what you need onto your regular Ison order and grab the sales initiative.

Here is one of those older products, that actually is still a damn good idea - Powergrips. Perfect for those who would like the power advantages of toeclips but don't want to be 'caught' in them, or have to buy expensive 'clipless' pedals and special cycling shoes to clip-in with. These exclusive straps offer toe-clip function with easy release and no special shoes or cleats required. They are just great for commuters...and in the serious competition sector there are top riders using Powergrips in the winter, as they won't freeze or clog-up with snow and ice!



Powergrips is another super little line available exclusively from Ison Distribution - along with the N-Gear Jump Stop. This neat little get is a stainless steel guide plate to eliminate the risk of dropping off the inner chainring... which everyone knows is a growing issue with the new aerodynamic style riding. N-Gear Jump Stop is available in the 3 main seat tube diameters, RRP £8.99 and so very useful!

more information available from
 Ison Distribution on tel: 01223 213800



duos and trikes for summer

Mission Cycles move to new premises at the beginning of the year has given more space to take in the new lines, which are now on the sea. There are 20" Boys & Girls Cruiser bikes with "V" brakes, Sturmey Archer 3 speed hub gears.

Trikes now come with adaptations for the disability market. This market sector can be lucrative for those dealers prepared to stock trikes and have the inside story on how to service the customer's needs.

A licence agreement with Crave Sports of America has been signed to supply an Electric 24" Trike. With this model on test, those dealers who can sell Trikes have already placed orders having seen the sample. To sell at £600 there's a really decent margin to support the effort to generate good business.

As summer gets into the swing Mission have all sizes of tandems in stock and waiting for you to get the daisy-daisy orders flowing. There's 10% off Trade, June to August, so call now.

Phone 01622 8156 or
 info@missioncycles.co.uk

SEND AN EMAIL TO RECEIVE OUR NEWSLETTER

shows@exhibitions-uk.com

HARROGATE 7-8 September

LONDON 12-13 September

BRISTOL 15-16 September

AUTUMN EVENT 2004

www.exhibitions-uk.com 01926 815597

NATIONAL CYCLE AND LEISURE SHOW

the new Concept and Saxon ranges are available now

Concept Ice Maiden



Concept Arctic Fox



Concept Double Blue



Concept Rhapsody



Concept Combat 20



Concept Diablo



new catalogues available mid June, call now & reserve your copy

telephone 0870 752 5801 fax 0161-727-8608

e.mail sales@conceptcycling.com



free lock-up
 cycle facilities

On the East Coast mainline GNER managed stations will now offer a total of 954 cycle spaces for passengers using the 122 trains that run daily between London Kings Cross, the East Midlands, Yorkshire, the North East of England and Scotland.

Total passengers amount to well over 15 million passengers a year and for those who wish to park their cycle at the station while the train takes the strain there are now increased lock-up cycle facilities provided by GNER - free of charge.

GNER spokesman Andy Naylor says "The new cycle racks at key stations will provide better access and improve bike-rail integration for passengers who wish to cycle to and from the station. New cycle rack facilities are part of GNER's £10 million station improvements programme to modernise facilities for all passengers at key stations along the East Coast route."

'I was a tired specimen with little enthusiasm for being much more than a couch potato'

for a touch of wellness

There is an advertisement you may have spotted - "arthritis won't kill you but it can take away your life." Those words clobbered into me on the morning I got downstairs only by sitting on my bum. As I also couldn't crank the exercise bike pedals through a full circle it seemed something was not quite right, writes Peter Lumley.

I had thought I was fairly fit, the odd ache and pain I put down to being a reward for the knocks of an active life, the odd glass of alcohol and pretty good eating. I knew I lived in a not very supple body, for a long spell across recent years I'd visited a top sports injuries and skeletal consultant for treatment that included acupuncture. That brought an easing to the aches, but the symptoms often recurred. Then, about three years back my over-all joint stiffness increased and quite

'I have no medical qualifications and what I write is only from my own perspective'.

hefty inflammation of my legs and pain around joints was a frequent problem. DVT was one consideration but the hospital was satisfied otherwise, they diagnosed psoriasis and an allied form of arthritis as the affliction. By now getting upstairs as well as down was a problem, and the cancer treating Methotrexate drug was prescribed. There is much evidence that this is viable methodology.

Unhappily for me, five months on I wasn't feeling the anticipated results, and despite trying to follow my resolve to stay active I'd become a quite a tired specimen with little enthusiasm for being much more than a couch potato. Alerted to well documented side-effects for the chemo-therapy treatment, I had followed the mandatory monthly blood test protocol and hoped things would improve. Then I found the book *Arthritis Beaten Today!* and within a few pages wondered what it all could mean for me. That drove further research on the internet and at the booksellers but You, the reader, must decide to accept my conclusions and perhaps follow the path I took. I have no medical qualifications and what I write is only from my own perspective. Today, I have no doubts that for me I made the right move.

Post Methotrexate

Troubled by blood test results that showed a liver function abnormality and after dialogue with my GP, I stopped talking Methotrexate. The decision I made was to go *natural* with certain food supplements and to impose a strict eating routine. It was the books and then dialogue with Hitesh Kanabar, of Natural Essentials in Peterborough, that led me to try Milk Thistle, SAME and then CMO. He suggested Milk Thistle product as a first attack on my out of sorts body systems. At the same time I took a close look at what I was eating and formulated a change in diet.

The milk thistle product is no modern day potion, it comes from an edible herbaceous annual or biennial plant native to much of southern Europe and is seen as a tonic herb for the liver. Milk thistle was written about in ancient times, Theophrastus mentioned it around 400 BC, and Pliny the Elder wrote on the improvement of bile flow by milk thistle, calling it "Silybum" in around the 1st century. Today, milk thistle is standardised and rendered to a concentrated form in capsules used for desired medicinal purposes. I got the three times a day capsules from a Holland & Barrett store.

The next part of my recovery plan was a course of

Arthritis: here's a diet check

Avoid tea, coffee, carbonated water, fizzy drinks. Avoid all citrus fruits and drinks. Don't eat potato, tomato, aubergine, peppers or spinach. Select food that's dairy free, gluten free and wheat free.

Who'd ever want to do that?

Well, for two years that has been my way of holding at bay an arthritic affliction that had stopped me walking, cycling - in fact enjoying anything that involved exceeding a slothful, shuffling gait.

SAME, which I obtained from a company called OWLS, in Jersey, Channel Islands. SAME is reputed to help increase cartilage formulation and promote healthy liver function and I had a spell of two tablets a day for a month. Used throughout Europe as a dietary supplement, it is said SAME has been clinically shown to promote joint health and emotional well-being. You can get it from Natural Essentials.

SAME first became talked about in March 1999. Scientific literature reports suggest SAME facilitates enzymatic activity throughout the body by enhancing DNA re-methylation. Where all this would lead I could only guess, October 18 '02 my diary entry read: "Swelling and juices at the knee, painful but avoiding painkillers. Yesterday was horrible. Pain when sitting. Have ordered CMO." This was in October, the Methotrexate programme had begun in February and since July I'd been following a strict diet alongside supplements.

My family recall this was not a great time to be in my company, and I also wrote diary entries that voiced worrying if it had been a mistake to stop the Methotrexate treatment. I had changed my eating pattern and lifestyle twice in six months, with diet always the big consideration. Absolutely no alcohol, no tea, coffee, fizzy drinks, chocolate or cocoa; wheat-free, gluten-free, no dairy product, occasional hard goat cheese the only 'dairy' product eaten. No potato, tomato, peppers, aubergine, peas, green beans, spinach, lentils and beans, oils and fat. It was a time when every label on every packet or tin was checked for contents, it was no easy job for my wife. Having gone this far I knew there was no point in doing other than follow the food protocol though.

I had first read about CMO in *Arthritis Beaten Today*, where Dr. L. Sands describes it as "a simple substance, naturally derived from certain fatty tissues of beef and put into capsule form: cerasomal-cis-9-cetylmyristoleate". *Minute traces of this substance are found in butter and products made with butter*". What had caught my eye was less of the background but more in the book's promise that the arthritic process may be halted. "Arthritis can be reversed, The pain and inflammation can be relieved. And it all can be done without harmful side-effects". It was in October that I bought CMO from Natural Essentials and for the next two months stuck rigidly to the necessary spell of supplement taking and diet control. I'd like to say now that at the time in question it all came easy. Did it hell - the continual rigid following of the food protocol, and timing meals to accommodate the gaps stipulated between dosage, was a

nightmare. When eating out, it was often a case of opening my own little box of Scottish oatcakes and sticking to steak and salad or a fish dish from the restaurant menu.

Then on December 4, 2002, at the Old Connaught Rooms in London for the Pickwick Bicycle Club Christmas Party, I broke the curse of journalists - not being allowed to drink alcohol. Yes, it was only a couple of glasses of red wine but it was the starting point for a return to normality on many fronts. From the depths of the Methotrexate time and of being 15st 11lbs, of sleepy days followed by the sleepless nights, I was now down to 12st 12lbs. I'd regained the urge to ride a bike and tramp local trails. Yes, there was a controlled diet protocol to observe but I no longer fell asleep during the day and I wanted to be out there and to be active.

It's seventeen months later now, there have been a few moments of doubt and it's not all been totally painless. Do I feel better? Of course, an ability to ride the bike a bit harder and to pick up a heavier rucksack to wander off into the hills. On top of that my favourite arthritis specialist consultant has also told me he's pleased with the way things have turned out. He's happily signed me off the rolling hospital appointments register. Perhaps the arthritis is still in my body, just waiting to give me hell again, but that's no problem as I'm happy with the knowledge that having done it once I know what needs to be done, and I'd do it without hesitation. But I'll still pray for deliverance!

A quote from the pages of the book from Dr L.

Sands: "revolutionary, new, natural, dietary supplement, that is restoring the quality of life of people suffering from arthritis".

I should add: "and you are what you eat".

Books & info

Eat to Beat Arthritis by Marguerite Patten & Jeanette Ewin

(Thorsons / Harper-Collins, isbn 0 00 711619 5. Published 2001)

Eating for Health series. *Cooking for Arthritis* Michelle Berriedale-Johnson (isbn 0-7548-0965-X)

Arthritis Beaten Today by Dr. L. Sands. (Vectropy Publishing Ltd. isbn 1-904304-01-X

for CMO: Natural Essentials. (Natural Essentials, 01733 563 406. www.n-e.co.uk)

SAME: OWLS (One World Lifestyles, 0845 1130 030)

M&J DISTRIBUTORS LTD
Wholesale Suppliers to the Independent Cycle Retailer in the North West.

Comprehensive range of accessories, many well known brands -

- SHIMANO
- KENDA
- SKS
- BETO
- SMART
- ADIE
- SK22 / OYB
- WELDTITE
- GT85
- AMOEB
- SPENCER
- MICHELIN
- KMC
- VELO
- CANYON
- M.R.C.
- JAGWIRE
- MAGNUM
- SIGMA
- SIS

COME & SEE OUR NEW BRAND OF BICYCLE -RANGE

STOCKS NOW AVAILABLE

ALL YOUR EVERY DAY NEEDS UNDER ONE ROOF

PHONE 0161 337 9600
for a location map & registration form.

M & J Distributors Ltd
Unit A, Hanix Building
Alliance Industrial Estate
Windmill Lane
Denton, Manchester
M34 3SP

(JUST 1 MINUTE FROM J24 OF THE M60)

trade&industry

KSA business to business publications

office phone: 0191 488 1947

office fax: 0870 131 7924

e.mail: ksa@ksa-partnership.com

internet:

www.ksa-partnership.com

advertisements & administration:

Kate Spencer

phone: 0191 488 1947

e.mail: ksa@ksa-partnership.com

publisher & editor:

Peter Lumley

e.mail: peter@ksa-partnership.com

phone: 07769 588 247

office:

The KSA Partnership
97 Front Street,
WHICKHAM,
Tyne & Wear NE16 4JL

copyright for some material appearing in this issue or on the company website may not be vested in KSA. It is advisable to request permission to copy, broadcast or hold in any form of retrieval system, any works from these journals. The infringement of copyright is unlawful and prosecution may follow.

© KSA 2004

the KSA publications

BICYCLE
trade&industry

twenty five years ago *Bicycle Trade & Industry* became Britain's first bicycles-only Trade magazine.

OUTDOOR
trade&industry

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

SCOOTER
trade&industry

The first issue of *Scooter Trade & Industry* was published by KSA at the suggestion of leading Suppliers in that market.

trade&industry Xtra

During the year *Trade & Industry* titles are also combined as *Xtra* - a successful business builder for both the Supplier and the Retailer - being used to exploit existing synergies in the leisure, pleasure and the urban transport market.

schedules

KSA journals are published towards the end of the month of issue. All editorial materials should reach us in the first week of the month - and the early bird is most likely to catch the worm. The publisher will be pleased to help you achieve broad coverage and market awareness - a comprehensive Media Pack is available on request.

if you are reading someone else's copy please contact us to register for your personal mailing

e-mail:

ksa@ksa-partnership.com

office telephone:

0191 488 1947

the Tour of Britain is back

Dave Bedwell sprinting to his victory at Crystal Palace, Brian Robinson capturing hearts and Tamburini and Lucozade making their presence known - all are remembered images from a Tour of Britain past and one that now promises to thrill again.

The Tour of Britain has been granted elite status (Category 2.3) by the UCI when it runs September 1-5. Competing will be sixteen teams and take in stages which start in Manchester and visit the North-West of England on day one. Stage Two will be based in Yorkshire and Stage Three will visit cities in the East Midlands. The Fourth Stage takes the riders to South-East Wales and Gwent with the Sunday climax on the streets of Westminster.

Organisers are SweetSpot who have gained the support of the Department of Culture, Media and Sport, Visit Britain and the Regional Development Agencies - together with the whole hearted commitment of their local partners such as local authorities, planning, traffic and sport departments, local police forces, emergency services and tourism bodies.

BBC TV are committed to televising the Tour both through their regional networks and in an eighty minute programme, featuring all five stages, which will be broadcast in the Gramndstand sports programme. A similar programme will be made for

avoid tribunal tribulations

Retailers worry about the financial implications of being taken to an employment tribunal with the added concern about damage that may result to the reputation of the business.

In research carried out on behalf of the Department of Trade and Industry also found that business people worried about the effect a tribunal would have on their levels of stress - with over three in ten citing this as a major headache.

Figures given by the Employment Tribunal Service show that last year tribunals dealt with 98,000 claims based on work disputes, ranging from problems over pay and conditions, to racial and sexual harassment. But research shows that in more than a third of those cases the individual and the manager had not discussed the problem at all before approaching an employment tribunal.

Such cases can cost an employer an average of £2,000 in management time and legal fees.

The survey, carried out among 500 small and medium sized businesses re-enforces the need for a new employment law which comes into force in October making it mandatory for all employers to establish minimum dismissal, disciplinary and grievance procedures in the workplace. The regulations will place new responsibilities on employers and employees to discuss workplace disputes when and where they happen in a bid to resolve them before going to an employment tribunal, thereby avoiding unnecessary litigation.

Employees will usually be required to raise these problems with their employers before they can take a claim to an employment tribunal.

global distribution. Event Director, Tony Doyle MBE, who has two World titles to his name, says he's delighted with the interest shown by the managers of elite teams who want to take part. "I confidently expect to stage a Tour of Britain that has the best quality field in its long history".

it's the rebirth of cool plus a little retro

It's a very modern rework of the classic Stingray, a smash hit in the 1960's and 70's due to its unique style and revolutionary look. The original Stingray, widely considered the most popular bike of all time, was first introduced back in 1963 and sold over 1 million bikes in 1968 alone. Now the new Stingray is coming, with a look that offers something for everyone. Whether a big boys toy or kids cruisin' with their friends, the unique look and custom parts make the Stingray a bike to cross generations. Surprisingly it'll hit the store to sell at just £199.99, so the Stingray offers a great link between style and value.

As they say in Yorkshire "it's all happening" and to make it happen where you are then get more info from Moore Large on 01332 274 216

TOTALLY

- UP TO THE MINUTE
- EXCLUSIVE
- PROFITABLE



Ammaco - Chester
21 Speed Rev
Gents 20", 22" & 23"x700
Ladies 18" & 20"x700



Salcano - Baki
21 Speed Rev
19x26

CALL TODAY TO
ARRANGE YOUR VISIT
TO THE SHOWROOM

ammaco PROFESSIONAL

See all the new models including: Professional, Ammaco, LA, Salcano, Arden & Hawk Ranges.

HUGE STOCKS
AVAILABLE

Totally up-to-the minute
models, styles and colours.

AREA
EXCLUSIVITY

Arranged for greatest
profitability.

TRADE
SHOWROOM

The latest models always
on display.

PROFESSIONAL CYCLE MARKETING

A **PCM** Group
Company

- Dedicated to the Bicycle Industry
since 1968

Professional Place, Hodgson Way,
Wickford, Essex SS11 8YX

TEL: 01268 574040 / FAX: 01268 573270

or visit our website at www.professionalcycles.co.uk

because the feature on this page appears across the centre fold of the issue it may not read easily in the web presentation.

We have repeated here as it appears on the printed page.

the next issues-

Clients & Suppliers are reminded that our next issue is already under starting orders. Materials to help us build the issue should be sent as

early as they are ready, the editors desk:

peter@ksa-partnership.com

to book advertisements or to request further information:

ksa@ksa-partnership.com

01 91 488 1947

three of a kind to help you sell-in

BICYCLE
trade&industry

OUTDOOR
trade&industry

SCOOTER
trade&industry

plus the unique & additional

trade&industry Xtra

a note from the publisher

why Xtra?

When KSA produce a Trade journal it is to bring together market intelligence that will put people in danger of doing business. We have a Bicycle title, one for Outdoors and another for Scooters and lightweight urban transport. A long time ago we found that mixing Trade specifics alongside the credible alternatives gave readers the chance to broaden product awareness and open up the new market opportunities. That's what this composite Xtra is about.



earlier this year the Aqualisure team of Nicki, James and Alex were caught camping out on Specialists Optical's stand at Soltex, and buying from Justin Walton and Chris Whitehead.

here's a company with some flair

a subtle approach to presenting the seemingly obvious wins customers for Specialist Optical

This is no new company, not one of those rocket-styled businesses which fizz into oblivion without as much as a good-bye, we're leaving. Specialist Optical have earned their stripes, quietly making ground with a collection of specialities such as Croakies, Wet Rock headwear, Mad Bombers, Kool Offs and a whole medley of Wet Rock and White Rock apparel. All that gets tills ringing a very satisfactory tune for the Retailers cute enough to realise that value and quality doesn't need big budget promotion to generate a repeat spend from customers who can also spot good value and a bit of quality when they see it.

Specialist Optical are neither ski oriented nor just summer wear providers - they do both, and more, to offer product from an expansive portfolio that fill gaps and creates opportunity.

Take the Reverse Crystal jacket for instance - it's a totally reversible soft peached windproof, waterproof, breathable taped jacket made in a way to fool people. Take the one jacket on holiday, then reverse it the next day and everyone will think it is yet another jacket!

On offer too is the Polartec 100 Unique Base Layer or Fashion Top, which comes with a rather comfortable feel. And that 'unique' tag? Well, it seems Specialist Optical are the only people in Europe that fabricate from this particular Polartec P100, and then, because it wicks significantly better than the normal P100, it deserves the label as being unique!

Take a close look, too, at the CoolMax 91%/ Lycra 9% summer T Shirt, that from experience is known to work brilliantly as a base layer and yet still carries plenty of street style. There is a lot of quality in this garment, and just look how the work is finished off, it's got a great cottony feel and is reckoned to have a spf of 30+. Then for the real heat of summer there's the HydroCool hats and cooling system with spf 30+ and Teflon.

There is some very compelling reading matter out of Specialist Optical, too. It's not glossy and glitzy but it's very informative on just what will make you a pretty penny if you decide to grace your shelves and shop rails with stuff you'll not find elsewhere. Let's face it - Bug Off and Hydro Hats give a nice little ripple to conversation, and that's the name of the game for the people at Specialist Optical who are wanting to do business with people like you.

Give them a call, ask for a catalogue, get them to visit you, it's sure to prove to be a winning formula.

The phone is 01753 888411, e-mail: info@specialistsport.co.uk

And no doubt you'll agree, these contact details seem boringly average for a company that puts such a sparkle into the way they do business.



pushing Hidden boundaries

The Akira is the latest model designed and produced by Coventry-based Hidden Nation, a company set up by Lee Prescott who has worked in the industry for more than a decade but wanted to try out his own ideas. He launched his business using the Vision Works project based at Coventry University's Techno Centre. Using Reynolds tubing to create the most technologically advanced, lightest fully built frame available today the product has earned interest from all over Britain, Germany, Italy, Canada and the USA. Lee, himself a top class BMX rider, says "I had been involved in developing some of the most popular cycle brands, but I wanted to try out original, no gimmick approaches of design to meet the needs of the public and top class riders through the use of technology and a thorough knowledge of end user requirements.