



for the backpacking, camping & caravanning, hiking, ice, climb & ski trade



# OUTDOOR trade & industry

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**YOUR HERITAGE & FUTURE. NEW COMPANIES & PEER BRANDS. PROUD PRODUCT WITH PROFIT - THE LIFEBLOOD OF YOUR BUSINESS YEAR.**

# GO OUTDOORS. GO GOLD.

**There is something about Harrogate that resembles Athens** - and there's gold to be won! The runners on the exhibition aisles at Go Outdoors are there to up their personal bests and set records so a top flight performance by UK retailing independents will get them celebrating and the whole country will share the rewards. Bring home the gold to your shop!

Go Outdoors has heritage, it's an event that ranks as the marathon winner among UK happenings. Retailers turning up from all corners of the UK to fly the flag for their region will prove that this arena, above all others, is where the action happens for them. Over 140 companies will welcome you.

There may be six fewer stands than last year - but who's counting? More to the point there are many new faces - and

these companies want to meet people like you. Brands that are new to the marketplace will set tills ringing, just as in the New Product Presentation Zone where the innovations are massed. Grab yourself a medal from the array that the companies want to shout about, at the same time check the tents on the lawn. Harrogate is the happening, September 26 - 28. Be there.

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**OUTDOORS  
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26-28 SEPTEMBER 2004



## where adventure has become lifestyle

He's someone who loves the freedom to make tracks and then tell of the travelling. Over a dozen books, audio visual shows worldwide and sessions where the public is enthralled

# Tilmann the Traveller

**The dream is a reality accomplished for Tilmann Waldthaler.** Visitors walking across the foyer into the Friedrichshafen halls at OutDoor and then Eurobike this year will have come face to face with the image of deserts, the mountains and the jungles. All there would grip you, artistic license perhaps on the part of the scene builders, but what an inspirational tableau with the very fabric of his travelling set in a place holding so much that is the fabric of travelling, writes Peter Lumley.

Illustrated here you see the trappings and images of an accomplished outdoors person who had taken the essentials from the gear makers and turned it into a thirty year living adventure. No weekend warrior, or a holidaymaker exploring territory just over the immediate horizon, but the fresh air seeker who has gone far beyond where the sun rises. He then has turned the day before him into travels that inspire us, those who wake and wonder what to do with the time we give to being out of doors.

It's about twenty years since I first met Tilmann Waldthaler, working in Germany at a Trade show supporting a supplier who had helped kit his trip. It's these suppliers and the Trade events which are the common link for us both, our paths have never crossed when on active service - and don't I wish otherwise. At one time he was in Britain visiting Karrimor and we got close to it but it's an 'if only' time that suffered a diary lapse.

This year the Friedrichshafen show organisers gave the ultimate accolade to this man who wheeled into Europe 27 years ago at the end of a bike ride that had started in Australia. His first ever, and longest bike trip, was from the Antarctic to the Arctic. Extreme temperature differences (-49?) and very high passes (5,200 m) as well as very dangerous encounters with animals. "Today I look back at this tour as a sort of apprenticeship on the bike" he says. That was 1977 to '81 and after eight major forays came Alaska to Patagonia, 2001 - 2003. Now a little break to tidy things here in Europe and it's on the bike and back to Ozz, starting very soon.



visitors keep him busy - Tilmann entices them to dream, then travel

### when asked about his travelling equipment, Tilmann Waldthaler replied:

"I remember in 1988 I stood fascinated in front of a Koga Miyata Touring bike at IFMA, dreaming about having enough money to purchase such a wonderful bike. Well my dream has come true. Today I work as a Koga Miyata Test rider, have four Koga bikes and have travelled many thousands of miles being paid by them to do my job as a cycling photographer, test rider and traveller. so much more. What more is there to say. I will finish my work next year as a test rider after a 450,000 km long cycling career with a company like Koga Miyata.

For soft luggage the choice today is Vaude and on many trips there has also been the need for a trailer. Says Tilmann: 'Trailers are only useful when they fulfill a certain function. On every occasion the trailers I have used fulfilled that function. The Weber made Monoporter - pictured here in store mode or as when packed - is a fantastic little lightweight.



a happy day at OutDoor with Tilmann Waldthaler in what he describes as his workshop. The big display attracted a constant stream of visitors and kept him busy - on this occasion it is KSA boss Kate Spencer with journal editor Peter Lumley.

for all the up to date info on Tilmann's travels log on to [www.tilmann.com](http://www.tilmann.com)

a booklet from Markill gives recipes and useful cooking tips for people on the move







Visit us at  
**GO OUTDOORS**  
Harrogate 26-28 Sep Stand Q38  
**MARINE TRADE SHOW**  
Windsor 19 & 20 Oct Stand E2



## OutDoor - easier, bigger, better

**Bountiful Bodensee attracted 4.5 percent more visitors** compared to last year for OutDoor. Friedrichshafen in 2004 can celebrate a new attendance record at 14,130 trade visitors from 68 countries and something like a 17 percent increase in the space occupied by people on a selling mission - it was a very successful event.

There was a noticeable - and satisfying - inclination to ensure you understood more of what was going on around you - this is no longer a show where you must have a good grasp of the German language to work the halls. The show organisers, along with their partners the European Outdoor Group, have forged this winning formula so that OutDoor Friedrichshafen now gives the sector precisely what the outdoor Trade needs, and in a delightful part of Europe, too.

The reward from the considerable endeavour brings the exhibition centre ceo Rolf Mohne to say "we are really pleased that together with EOG and the entire exhibiting industry, we've reached the targets set for growth in visitor figures and utilised space. We've

*Opening speeches included plenty of facts and figures on trade in Europe. here European Outdoor Group md Mark Held addresses the press and local dignitaries*



increased the internationality of the fair and improved the infrastructure as planned. These things are vital and we know it. We're well on the road now and will continue in the direction that has been set."

In nine exhibition halls and in the surrounding open air spaces, the industry presented everything walkers, climbers and canoeists need for their hobbies in the open countryside. EOG will be working to further



*Party time in Friedrichshafen sees Kate Spencer (left) with Smartwool's communications director Gardner Flanigan, Lori Joens, their international operations manager and Betsy Seabert, international sales director (right)*

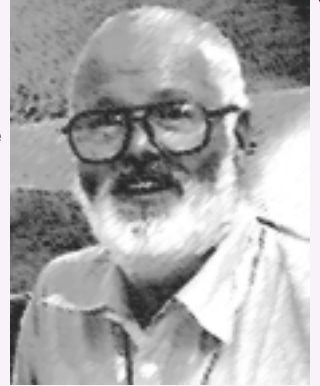


strengthen this outdoor industry's fair. "We're convinced more than ever that the OutDoor in Friedrichshafen is our fair, upon which we'll also be pinning our faith in the future," said EOG president, Rolf G. Schmid, (Mammut Sportgroup AG), and EOG managing director, Mark Held came quickly to the point, "it's outdoor, pure and simple!"

At Friedrichshafen the 2005 European outdoor trade fair takes place from July 21 to July 24 July.

### build it for retailers and they will thank you-

**My job is about networking** and communication, the task is to make sure my readers get a balanced view of opportunities. As networking helps me put people in danger of doing business, I spend a lot of my time at Trade events. It's an expanded diary nowadays, so many dates clash and events often fail to bring everyone who matters into the same place at the same time. Things were once a lot better for everyone.



Because there is no way I can do my job properly without being on the aisles at Trade events, I find it difficult to understand how my core readership - Retailers - can avoid supporting exhibition organisers who stage the shows. The accusation is they don't bother, so is it the fall-out from Trade politics which blocks their path, maybe it's a backlash from the multiples trying to rule the roost?

Of the three business sectors covered by KSA journals there is but one UK Trade-only show that can point to a 2005 event with the utmost confidence and support. Motorcycle Expo gets bigger year on year, Trade visitor levels are climbing. In January 2005 the show expands into another hall at Stoneleigh to show UK retailers what they will be selling in 2005. The public are excluded, there's not an industry association in sight and it's a sector where multiples aren't kicking independents.

Some years back the Bicycle Association presented very worthwhile shows, then politics got in the way. Over past decades there has been a successful outdoor show, and I won't hesitate to say that politics are the root cause of the dilemma that is Go Outdoors at Harrogate.

One industry event gets it right, two have got it seriously wrong. Think about it.

I trust you can understand what I am saying here: Retailers get the blame for Trade shows not working. When they don't turn up in droves to see a depleted list of suppliers, they are damned. If they decline the opportunity to spend a day wandering aisles when the shop is at its busiest, theirs is the wrong move. That is what's said anyway.

But consider those happy dealers who visit Motorcycle Expo. They go, knowing the supply chain has news for them and welcomes them, and they don't get confused by conflicting preview sessions in hotels all around the country. It's a Trade that works together, does business together. It's almost a religion, politics simply don't matter.

Peter Lumley . editor



### want to argue?

**A powerful brand image comes with OnGuard** - the collection of security devices that'll stop most things going walkies. Available with an enticing array of pos support, the locks are from Moore Large - who have raised the level of security products by offering a complete range which has been precisely engineered, stylishly packaged and includes locks that have been tested, approved and certified by Europe's toughest test organisations including Sold Secure, Thatcham and A.R.T.

Stretching not only the boundaries of value for money for the consumer, OnGuard also offers the dealer unrivalled margins and superb instore support through a series of tailor made programmes and excellent Point of Sale material.

OnGuard is distributed exclusively by Moore Large in the U.K for more details of the many benefits of the range, contact 01332 274252.

## The New generation of tape sealed Soft shells....

Alutian jacket

Fusion jacket



The new Alutian and Fusion jackets are a new breed of soft shell which provide all the protection without the bulk of a waterproof shell jacket. Both soft shells are completely tape sealed and have roll away integral hoods. Inherent stretch properties insure wearer comfort and ease of movement. The all round flexibility of these garments make it the perfect solution for all outdoor activities.

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## THE PINNACLE OF PERFORMANCE

welcome to the Outdoor Scene<sup>(r)</sup> and Bodge the Badger<sup>(r)</sup> Spring/Summer 2005 Collections.

**This season we have combined many exciting** new products with some popular classics, making the Spring/Summer 2005 ranges a perfect blend of innovation and key essentials.

There has been a huge amount of research this season and as a result we have developed some great new technical fabrics. There is a new knit fabric for the Taclite<sup>(tm)</sup> Knit range, which is a luxury marl effect fabric with an extra soft feel. There is also a new microfleece Wind-off<sup>(tm)</sup> fabric, which is much softer than traditional windproof fleeces and has a greater resistance to water.

Look out for Veering, (see photo below left) our new men's Wind-Off<sup>(tm)</sup> fleece that benefits from this great new fabric.

We also have some fantastic new waterproofs for the Spring Summer season, one of which is the ladies Diamond (see picture below right). This great new product benefits from Indra<sup>(tm)</sup>, which is both waterproof and breathable and exclusive to Outdoor Scene<sup>(tm)</sup>. The Diamond also benefits from an attractive transfer on the right sleeve, which makes the jacket as fashionable as it is practical!

The Outdoor Scene<sup>(tm)</sup> footwear range has also been enhanced, with the addition of seven new commercially focused styles. There has also been an increase in our range of performance socks, ensuring that there is a sock to suit every level of activity and budget.

Our hugely successful Bodge the Badger<sup>(r)</sup> range continues, and this season is better than ever. The range benefits from new branding with many products featuring the fun new logo. The Spring Summer range benefits from some great technical shirts and t-shirts perfect for keeping kids safe and protected outdoors. There are some great new waterproofs and fleeces, including a new Wind-off<sup>(tm)</sup>, water-resistant fleece with a foldaway hood!

Look out for Bodge in the catalogue as he made a special appearance at the photo shoot, top picture, and is available for store openings and the like on request.

Veering in Wind-Off<sup>(tm)</sup> fleece



To order a copy of our NEW Spring Summer 2005 Catalogue call us NOW on 0115 985 2200

Come and see the new Outdoor Scene<sup>(r)</sup>, Demon<sup>(r)</sup> and Bodge the Badger<sup>(r)</sup> collections at Go-Outdoors Harrogate, Stand M20.

the Diamond that benefits from Indra<sup>(tm)</sup>



NEW Spring Summer 2005 Catalogue



## heading up MCS

**PR agency Media Contact Services** recently appointed current agency director Alasdair Scobbie as managing director. He took on the new role with a view to developing and expanding MCS in both traditional and new market areas.

MCS was founded 25 years ago by current agency director, Ann Johnstone to satisfy the needs of a number of suppliers to the outdoor market and Ann said, "I am delighted that Alasdair has agreed to head up MCS and look forward to supporting him in the future growth of the company."

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## going gobal

**Darren Burrell has been appointed** Global Sales Manager for Snugpak. This newly created position is an expansion of his export sales role and encompasses all aspects of sales and marketing the Snugpak brand.

Darren joined the Snugpak team in 1995 from Pertex, where as export sales manager he was instrumental in the company winning the Queens Award for Enterprise in International Trade in 2002.

Of the move at Snugpak he says "Its an exciting time to take the lead, the radically overhauled 2005 range has for the first time allowed Snugpak to compete at all levels within the market. I do look forward to tackling the competition head on in all areas."



Silva is the leading supplier of compasses and precision navigation instruments for the outdoor and marine markets. However the World's most famous compass brand doesn't just make quality instruments that point North! From its orienteering roots over 70 years ago Silva now employs 330 people and is represented in 110 countries worldwide.

# NOT EVERYTHING WE DO POINTS NORTH!

## news release: the Volvo Ocean Race

Silva will be entering into a sponsorship with the world's most treacherous ocean sailing race that covers 31,000 nautical miles in eight months. The sponsorship involves the development of a range of branded Silva merchandise for the marine market including binoculars, headlamps and ADC weather stations

Continued research and development and innovative product refinement results in a Quality Range of Outdoor Instruments for Outdoor people!

In addition to Silva's established and highly successful ranges of compasses, headlamps and pedometers several new products will be launched to the Trade at Go Outdoors in Harrogate.

### Urban Friendly GPS



The Atlas (£159.95rrp) and waterproof Atlas Pro (£275.00rrp) are new hand-held GPS units for outdoor and urban navigation that can store large memory cards avoiding the necessity to download mapping software.

### Updated Binocular Range

Silva has improved its Pocket and Lite-Tech Vision binoculars with the addition of ruby coated anti-reflective lenses and wider neck straps. The comprehensive binocular range now includes everything from small and lightweight Pocket sized models to sell at £24.95rrp through to the precision quality Eterna Compact model at £199.95rrp.



### ADC - atmospheric data centres

"Mini-weather stations", or atmospheric data centres, are designed for use with a wide variety of activities where weather information is an important factor. With a focus on functionality, accuracy and design, the Silva ADCs are the perfect instruments for a variety of outdoor users. The pocket sized 'weathermen' are available in three different models; ADC Wind, ADC Summit and ADC Pro. ADC Summit features a ski-run counter for skiers to record the number of runs and cumulative descent, whilst the ADC Pro at £199.95rrp is the top model in Silva's ADC collection. It measures humidity, altitude, wind speed and wind chill factor, temperature, barometric pressure and time, and presents data that is vital for the professional and demanding user. A humidity sensor on the Pro provides important information for all outdoor activities that involve friction, such as skiing and winter climbing. An optional ADC IR is also available, which allows performance data recorded on the Summit and Pro to be downloaded to a PC.



### Kidz Pedometer

The Kidz Pedometer (£9.95rrp) is designed for youngsters in a bright, clear, yellow colour. It measures the number of steps taken and is aimed at attracting kids to become more aware of health and fitness levels.

### Solar Power from Silva Solar I and Solar II

The natural energy source of the future, Silva is leading the way with two new, innovative, highly powerful and compact solar chargers. Both models are designed to attach to a rucksack, ensuring that you never run out of power for your GPS, camera, mobile phone or CD player even when out walking. Solar I (£29.95rrp), charges 4 x double A batteries, power output 1.2 watts. Solar II (£59.95rrp), charges 12 volt products like mobile phones and GPS/MP3 players, power output 4.75 watts.



The new products from Silva, together with exciting new POS concepts, will be on display at Go Outdoors, on Silva's new look stand No. B-08.

For further information on any products within the Silva range or to arrange an appointment on the stand please contact the Silva sales office is on 01506 406277.  
[www.silva.ltd.uk](http://www.silva.ltd.uk)

### Open Up

The Silva OpenUp Compass, which retails at £14.95, is an invaluable tool for most 'open up' applications. Feeling thirsty at the barbeque? Then the Silva OpenUp is ideal for opening up beer bottles and cans of soda. Burnt those sausages whilst camping? The Silva OpenUp can be used to clean the bottom of camping pans too, saving you the effort of scrubbing away when you'd rather be walking in the hills.



## AMG OUTDOOR THE SUPPLIER OF CHOICE

Leading outdoor equipment supplier, AMG Outdoor Ltd, will have a strong presence at this year's Go Outdoors with its comprehensive portfolio of brands, including newly acquired Trezeta. Vango, Force Ten, Lichfield, Teva, Trangia and Storm will all unveil new collections, jam-packed with improvements and innovations.



The Vango range of tents, sleeping bags and rucsacs features a host of new models including a selection of self-inflating sleep mats, the Microlite and TBS Spirit Lite tents from the Alpine Lite collection and the family-friendly Aspen tent, Pumori II technical rucsac and the contemporary X-Pack and Zodiac daysacs.

AMG's premium technical brand, Force Ten will be launching an innovative range of totally waterproof packs, a dynamic selection of new tents, including Baltoro and Serac Lite, and several new, technically unbeatable sleeping bags.



Vango Microlite 100 Crimson



self inflating sleep mat

Teva boasts several new models. The Steep GTX, with Gore-Tex<sup>®</sup> lining is purpose built for fast paced outdoor activity, adapting to the wearer's foot shape, whilst the new Trail Wraptor<sup>™</sup>, combining the support of a walking boot in a sandal, offers extra ventilation, and the amphibious X-1, provides a new footwear concept for use on land and in the water.

New brand for AMG, the Trezeta collection splits into three categories - "Top Zone", "T-Trek" and "New Trail" with each range aimed at a various activity levels and different types of end user.



The entire range of AMG Outdoor brands on display at Go Outdoors, Hall A Stand 06



## the burning ambition

Jetboil is a stove concept that is neat, light and fuel efficient. Reckoned to use only half the fuel of a conventional burner the unit weighs 423g, and runs on their own 100g micro canisters or a similar propane/butane mix.

It gives a very fast boil and the one litre insulated cooking vessel doubles as a cup and contains burner and canister for transit. It has a fabric handle. The vessel is capped with a lid that has a drinking slot.

The burner is housed in a windshield and the Jetboil utilises a heat exchanger (pictured) they call the FluxRing, there is Piezo ignition. The vessel itself is capped with a lid that has a drinking slot.



For those backpackers who just can't wait to snuggle onto their Exped Downmat the new inflator that is brick shaped but virtually weightless works a dream. Seen here, this system replaces the stuffsack roll up that has been the norm and reduces the time needed to get the Exped down filled mattress ready for use.

These are just two of the many products being shown on Stand M08 at Go Outdoors by Lyon Equipment. Contact them on 015396 25493 or e-mail at info@lyon.co.uk



## solely Regatta

"value for money and one carrying good margins"

It was no secret Regatta were planning a footwear collection, now arrived it's divided into trail and travel shoes, walking boots and performance sandals. The brand loyalty of retailers and their customers will be rewarded with a product range that has been designed and formulated from the sole upwards, all of it unique to Regatta.

In true Regatta colours there is also the significant margin that the company is offering stockists, and the initial batch of eighteen styles gives an indication of the investment depth. Regatta headhunted the top post to get the new project underway, taking on Jon Clarkson who is a man with over 18 years in the footwear business. "We've worked on presenting good margins too," he says. For an idea on prices w

None of the new footwear is a badged version of Clarkson, "I have taken up the opportunity to use fact Keith Black I was given a blank canvas to find the good wanted, we've designed our own sole units and all th

The size run will be 36-42 for women and 41-47 for underfoot stability and comfort. "Designed to provide suitable for many different terrains" says Jon Clark's pound is hardwearing whilst being non-marking. The trail, light hiking and travel whilst the cupsole offers c

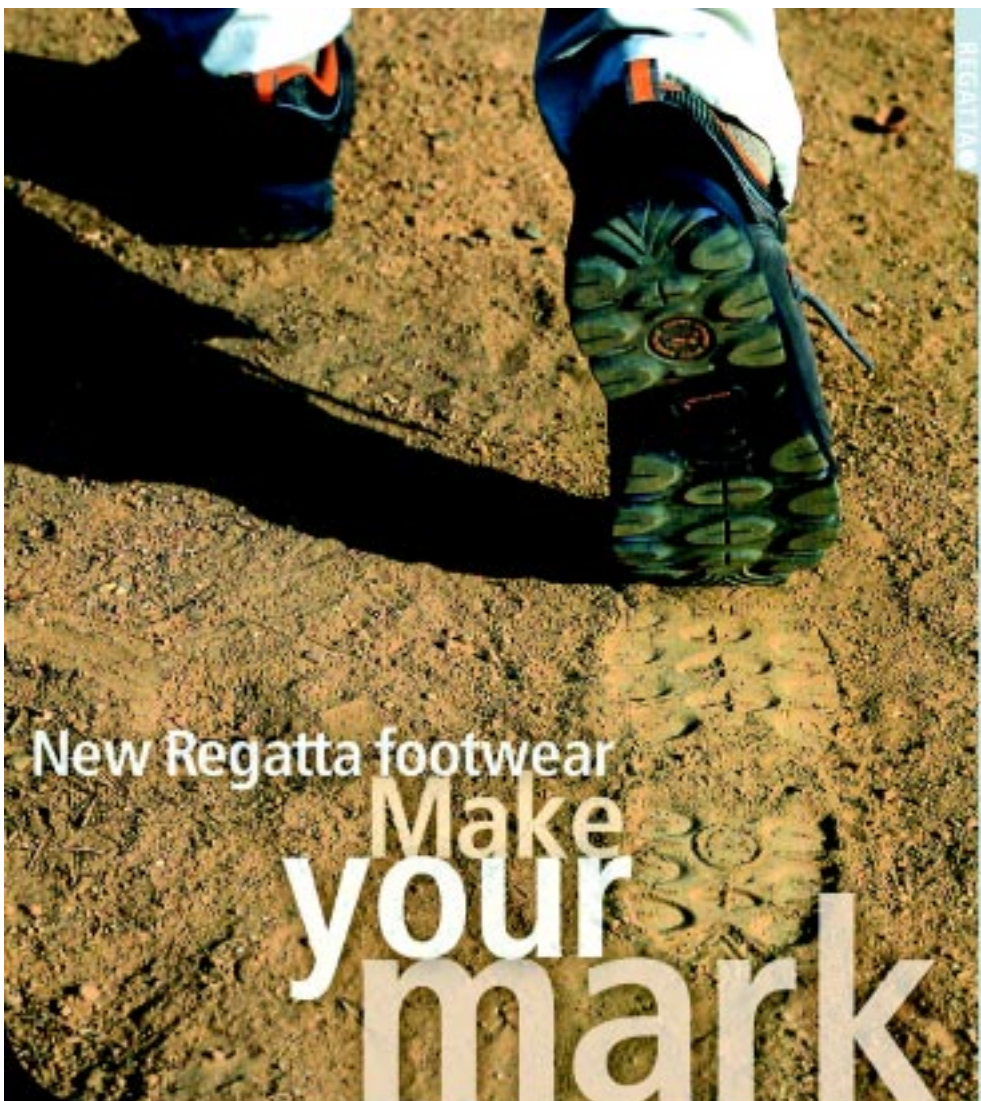
**Trail Shoes:** The Grassroots and Rockfall both feature the more technical ergocontoured footbed. Both includes a compression moulded midsole and lightwe

**Travel Shoes:** Suitable for travel and everyday w signed to co-ordinate with the Outdoor Adventure c same footbed and sole unit as the Grassroots and R

**Walking Boots:** Made from lightweight suede or le



toe and/or he density or erg There's an X-venture boot, walking boot f protection. **Performance** phibian (Lady strap system, technical mer adjustable sy the ladies the and neoprene



New Regatta footwear  
Make your mark

View the new footwear ranges on stand M02 at Go Outdoors, Harrogate, 25-28 September 2004 or call Regatta sales direct on 0870 602 1234. Regatta Ltd, Risol House, Mercury Way, Urmston, Manchester M41 7RR www.regatta.com



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## for climbing

To enjoy first-time UK climbing and trekking ma

for the specialist castle-based Allcord Ltd g

you will find this year is no exception.

On show will be with ice tools and climbing boots with eVent membranes and Primaloft

For the carry-in the new UK stock range of the load of goodies out of Millet - they've i

mountain clothing, too, along with their ropes a

The TSL Sport Equipment range of trekking poles will be part

can check the newcomer

are introducing an exc

accessories from the Cze

The PAD range covers T-shirts and beanies.

Other brands on display with an array of boots, socks

tel. 0191 2

Millet Peuterey 40



Simply want to buy, buy, buy. So don't just stand there, be there!



"I'm not a footwear buyer" says Jon Clarkson, a range that is real value for money and one carrying work on a x2.5 ratio for the rrp. another brand, "I'm not a footwear buyer" says Jon... "At Regatta the designers knew what they... for men, with two sole unit systems to maximise grip, good traction throughout the walking cycle they are... The specifically formulated carbon rubber con-trail sole is a lightweight system suitable for sandals, durable performance and is used on all hiking styles. offer great shock absorbing qualities. The range also... Excursion and Lady Excursion have been de-... with understated styling, with the... with mesh uppers, wicking linings, rubberised... deep padded collars and tongue, dual... carbon rubber outsoles. a traditional styled Outdoor Ad-... features an Isotex 5000 bootee for added waterproof... Regatta are on M02 at Go Outdoors

## do the twist!

**When you wear it** you appreciate the carry is quite unique, and the Berghaus Bioflex system is going to generate a lot of discussion among the rucksack carrying fraternity. The framework delivers support with a fluid carry whilst other design features demonstrate there is more to a rucksack than meets the eye - well in this case anyway. See the product in the flesh at Go Outdoors. Berghaus are on C05



## think colour and chic!

**New designs and new pricepoints**, plenty of innovation and new colour ways are served up by Keela at Go Outdoors. For Spring 2005 the collection ranges from Softshells to superlite stash-aways in colourway from marshmallow pink to intense orange. Your customers will travel in style with Keela's new look travel collection. Their walking trousers have done well winning 'best of test' awards three years running and now Keela have extended this range with new colours, new designs and best of all, new pricepoints! The women's collection also benefits with beautifully tailored trousers and tops in subtle pastels and vivid tertiary colours. To meet demand Keela introduce a new tailored Softshell for ladies, available in black and powder blue. Take a close look at the new Fusion SS Jacket. For the more adventurous, Keela will be bringing out some quirky ideas this Christmas, including fleece thongs and dog coats - the perfect last minute stocking filler!

Technology that is used by the top American and European Sports brands will be demonstrated by Ardmel, Keela's parent company. The C.W.S project uses a range of Ultraseam machines that manage to produce amazing garments without stitching.

Keela and Ardmel are together at the regular spot - A23 & A24

## White Rock promotion

**Chris Whitehead is the northern manager** for Specialist Optical, the people behind the White Rock brand. Now, after seven years looking after his customers in the north west, north east and Scotland the company has promoted him to the post of International Manager. The target is to establish White Rock distributorships worldwide and his appointment comes after his very successful contributions to eye-catching booths at both ISPO Winter 04 and the recent OutDoor in Friedrichshafen. He will continue to visit all his dealers from his Halifax base.



## climbing specialists

viewing for some of the most innovative new products

then at Go Outdoors Q16 is the stand to visit. New- generally do have some neat and interesting new lines and

ing equipment from CAMP, linings from Kayland. f rucksacks is just part introduced some great and climbing shoes. head torches and of the display and on Q16 you to the UK market, PAD. Allcord ing new range of climbing ac- ch Republic producer. bouldering mats, chalk bags,

include Tefal and Sportful, along of Allcord's own brand AC leather and accessories.

Allcord Limited are on 284 8444 fax. 0191 284 1550 enquiries@allcord.co.uk www.allcord.co.uk



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**AC** - leather walking boots.  
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Lyon Equipment distribute the nations favourite outdoor brands to retailers throughout the UK and Ireland.

See stand M8 at Go Outdoors 2004  
Call 015396 25493 or email [info@lyon.co.uk](mailto:info@lyon.co.uk)

[www.lyon.co.uk](http://www.lyon.co.uk)

**TREZETA**  
OUTDOOR TECHNOLOGY

Go Outdoors in Harrogate is the first opportunity for AMG Outdoor to present the 2005 Trezeta collection to retailers since acquiring the UK distribution rights for the Italian footwear brand.

Trezeta combines quality, style and performance in a collection of outdoor, leisure and mountain footwear that is designed to satisfy even the most demanding user.

The 2005 collection splits into three categories - "Top Zone", "T-Trek" and "New Trail" with each range aimed at various activity levels and different types of end users.

From the T-Trek collection is the new Adventure gtx, (illustrated here) which has a highly breathable and waterproof Gore-Tex lining, water repellent suede / Cordura upper with internal rubber protection and a rugged Vibram Foura sole unit that provides excellent grip over rugged terrain.



Within Trezeta's New Trail collection is the City Trek line, which includes the Avenue at £80srp. It incorporates fashionable everyday urban and casual footwear, that is equally at home in the office or the outdoors and designed for demanding consumers.

Also within the New Trail collection is the Action footwear range, including the Thunder at £70rrp (illustrated here) which is designed for X-training and for the multi-sports enthusiast.



The new Trezeta collection will be presented at Go Outdoors on the AMG Stand, no.A06

For your appointment on the stand to view the new Trezeta range please call the AMG sales office on Tel: 01475 746000.

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*incredibly* **SIMPLE**

\*\* Also available eXplorist 200 £189.00 and eXplorist 300 at £249.00. For full information [www.magellangps.com](http://www.magellangps.com)

Pertex Clothing for  
Extremes Conference  
September 29, Rhedg  
Discovery Centre, Penrith,  
keeping warm

The first Clothing for Extremes Conference was held a year ago, now with Pertex on board as sponsors things move up another gear for the Mary Rose and Mike Parsons inspired gathering at Rhedg, near Penrith.

At the Pertex Clothing for Extremes Conference key industry professionals from a variety of backgrounds, including academics, outdoor sports industry professionals, journalists, conservators and historians will speak. They will present papers on both the history and future of clothing for mountaineering, exploration and extreme activities, the conference will be opened by Sir Chris Bonington.

The conference theme will concentrate on the Heritage Lottery Funded Project on Mallory's 1924 Everest Clothing, as well as strongly emphasising the potential for future innovation in the outdoor clothing industry.

A pro-active discussion to look at the topic of gear testing will also feature. The conference fee is £35 per person, cheques payable to Lancaster University sent to: Mary Rose,

Institute for Entrepreneurship and  
Enterprise Development  
The Management School  
Lancaster University  
Lancaster LA1 4YX

For further details of the programme and booking arrangements contact Mary Rose, e-mail [m.rose@lancaster.ac.uk](mailto:m.rose@lancaster.ac.uk)

first rule for profit: if you don't stock it then you can't sell it.



## rehydrate with Camelbak

The new product coming through for 2005 sales follows a big drive at the continental shows to put Camelbak into a position to enhance their reputation. With very considerable technical and

back-up support the brand has been rigorously tested in all active sports sectors and now moves the market towards the lady user with small, neat and attractive street packs.

At their American hq CamelBak Products have appointed a new senior vice president of operations. Jim Mahoney will work with the Recreational, Military and Industrial divisions of CamelBak and In this job he will be responsible for all activities related to the flow of their products from manufacturing through distribution, including quality control, manufacturing, engineering, factory facilities, purchasing, production scheduling and distribution.

On the UK scene Zyro plc will continue their push to put Camelbak onto more retailer's shelves and will be on hand to talk to prospective stockists at the Go Outdoors show in Harrogate, September 26 to 28.

Zyro plc are on 01423 325 325

illustrated above & here - some of the CamelBak product at OutDoor



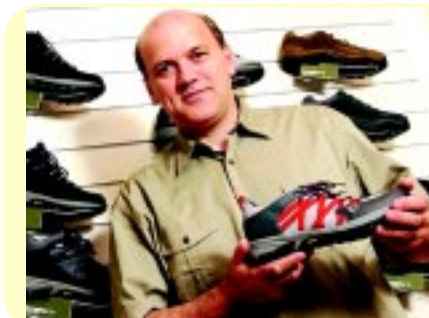
## the new 'lean-weight' products

A capsule collection of packs, tents, sleeping bags and clothing is a family of products which are said to work together in new ways is now being sold-in for February 2005 delivery. They are from KIMMLite Ltd, now on the road with the new leading edge product range they've developed.

KIMMLite have made an extensive study of everything lightweight during their pursuit of weightlessness. The result is a range of packs which they term 'lean-weight' products and which give a choice of weights according to the function. The retailers contacted so far are reported to welcome the idea of one brand supplying an integrated range which will enable better and easier selling to the end customer.

Mike Parsons says the KIMMLite team "is as strong if not stronger than any I had in past times" among them being sales agent Richard Harrison, who enjoys a strong leaning to the Scottish climbing scene.

Appointed company sales agent to the retailer sector he can be contacted on 01904 701137, mobile 07788 137800, e-mail is: rmharrison@lineone.net



**Brasher has appointed** John Tremble as national accounts manager. He has significant experience of the outdoor industry from his time with Exide batteries, specialists in torches, lamps and lanterns. He has also worked for Duracell for 12 years, in a number of senior sales positions.

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in  
silk, sof-tec & polypropylene

Stand Q55  
AT GO OUTDOORS

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e-mail: info@thaw.co.uk

Can't wait until the weekend ?

**Gelert**  
www.gelert.com

**wayfayrer**  
FOODS

**New packaging and a new meal.** Wayfayrer Foods, the number one brand of ready to eat food for the great outdoors, is revamping its image for 2005 with brand new packaging designed to emphasise Wayfayrer's commitment to innovation and development whilst maintaining a traditional home made feel.

Appealing to everyone with its wide choice of meals, Wayfayrer will have samples of a planned new meal, Pork Ravioli in a Creamy Tomato and Mushroom Sauce, available for tasting at this year's Go Outdoors to coincide with the new packaging launch. This follows the two menu options added earlier in the year - Chicken, Pasta and Mushrooms and Treacle Pudding, both of which have proved extremely popular.

Wayfayrer is the ideal option for eating outdoors, requiring minimum effort and preparation. The pre-cooked meals can be eaten cold, or to enjoy them hot, just pop the foil pouch into boiling water for 7 - 8 minutes.

The Hot Food Kits, including Spicy Vegetable Rigatoni, were launched in 2003 and have been very successful amongst outdoor enthusiasts. In addition, the brand new 2 Heater pack is also available, completely eliminating the need for bulky stoves, it allows two meal pouches to be heated up together.

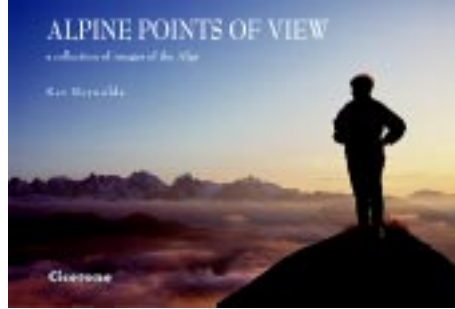
Wayfayrer will unveil the new packaging at Go Outdoors. To catch a glimpse, and taste some delicious Ravioli, pop along to the Wayfayrer stand no. M10



it's all here - the splendour of the Alps

**Cicerone's new book of Alpine photography** is the perfect gift this Christmas. This photographic delight has been created by the well-known outdoor writer Kev Reynolds, whose selection of one hundred stunning photographs and evocative text is set to reawaken old memories of Alpine panoramas, and inspire a lifetime's worth of new dreams.

Drawing on his four decades of exploration in every corner of the Alpine chain, Kev captures the essence of the Alps in all its moods. Throughout the book's 240 pages,



This is the cover of *Alpine Points of View*, from Cicerone which sells at £22. The book is published in very good time to hit the Christmas market. Cicerone are on Stand B18, Go Outdoors, Harrogate.

the subtle beauty of the Alps is revealed in a variety of landscape features, while peaks such as Mont Blanc, the Matterhorn, Eiger, and Monte Rosa are mountains of which dreams are made and ambitions forged.

Almost every photograph has been taken from a vantage point on or near the winding trails followed by walkers and trekkers, proving that the splendour of the Alps is not the sole preserve of the climber.

This glorious collection is bound in a hardback book, each photograph filling an entire page 24cm wide by 16cm high. Each facing page comprises some brief yet evocative text, through which Kev provides a combination of information and a unique personal commentary. Introductory chapters describe the character of each alpine area, and the book concludes with a brief chapter discussing relevant photographic techniques. The author also includes a list of recommended reading.

Forming the basis of a feature in November's TGO magazine, the book will be advertised widely in both consumer and trade press. Cicerone are offering additional discount on bulk orders, and can provide promotional materials such as posters free of charge.

innovations plus some new & exciting brands

Following an extremely successful year of trading, Whitby & Co will be introducing many new products from existing lines within their portfolio as well as some completely new and exciting brands.

It has been a fantastic year for **Leatherman** with the launch of the Charge T1.

Following on the heels of this launch Leatherman has introduced the new Kick, Fuse, Blast and New Wave tools all of which will be highlighted at Go

Outdoors. All of these new tools come complete with improved technical features and are available at even more competitive price points.

**Princeton Tec** has been equally busy with a number of new products on show, which fully compliment this acclaimed range of torches and head-torches. The EOS and the ingenious Pilot - both are pictured here - will be unveiled for the first time in the UK, be first to see them at at Go Outdoors.

The eagerly awaited **Tool Logic** T1 Business Cards, which are ultra slim and contain all that is needed for the office and the T1 Light series complete with an LED flashlight will also be shown. Both are also available in a stylish silver combination box set.

Whitby & Co recently announced the sole distribution of

**Kershaw Knives**, which is a welcome addition to the company's rapidly growing range of products. A selection of knives relevant to the outdoor market will be on show along with other great brands which include **Buck, Wenger, Fox, Nieto, Opinel and Normark.**

Chairman of Whitby & Co. Nick Griffiths comments: "We have enjoyed a very good year of trading and look forward to introducing not only a good number of new items but also several new lines. We pride ourselves on distributing premium brands and at this year's show we will prove our commitment to this by offering a range of highly technical and innovative products suitable for the outdoor market."

**Whitby**  
GO OUTDOORS 2004  
Stand Q37  
telephone: 01539 721 032  
fax: 01539 729 573

building brand awareness, plus dealer support & training

**Deuter sales have enjoyed unprecedented** growth again this year, this has not only been brought about by changes in the market but by the fact that Deuter product is genuinely liked by the UK consumer and sells - without exception all stockists have reported an increase in sales.

This growth underlines the commitment by both DB Outdoor Systems and Deuter in the UK market with the appointment of Kieron MacKenzie as UK brand manager. His role is to work to further increase consumer brand awareness through greater marketing and PR opportunities while providing support and training to existing Deuter stockists. Building upon the success Deuter are currently enjoying globally.....the 05 range largely remains the same with some fine tuning and the introduction of the Speedier and Hydro EXP series.

Recognising the success of Deuter cycle packs and the need for a separate distribution channel into the bicycle market DB Systems have appointed a sub distributor, Jim Walker & Co Ltd - bicycle retailers can contact them on 0870 7528777.

All outdoor retail enquiries should be directed to DB Outdoors Systems on 01539 733842

DB Outdoor Systems are at The Hotel St George, Harrogate, Sunday & Monday, September 26-27



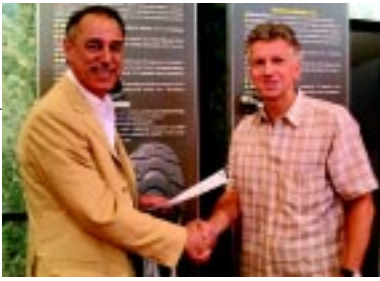
the greatest escape

View the new Spring/Summer 2005 ranges on stand M02 at Go Outdoors, Harrogate, 26-28 September 2004 or call Regatta sales direct on 0870 602 1234.

Regatta Ltd, Risol House, Mercury Way, Urmston, Manchester M41 7RR  
www.regatta.com

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www.countrysidecode.gov.uk



Enzo Prandina, president of Trezeta, and Sandy Moodie, chairman of AMG Outdoor Ltd pictured at OutDoor, Friedrichshafen

## Trezeta tie-up for AMG

**Specialist outdoor sports equipment supplier** AMG Outdoor Ltd now manages the exclusive distribution of the Trezeta footwear brand in the UK & Eire. "This is yet another exciting development for AMG Outdoor as we continue to grow our premium distribution brands" says AMG's md Stephen Newlands.

"The Trezeta brand is well known amongst UK retailers for offering a range of quality products, which represent outstanding value for money. Customers can expect to benefit from our comprehensive stock handling system and customer support package which includes the back up of an AMG Footwear Division national sales team, product manager, retail staff training programmes and a full marketing campaign."

## Gelert working for 2005

**Now nicely settled into their new headquarters** Gelert have been concentrating their focus on core strategies to continue the recent years of success. They are enhancing the appeal of their strong product ranges, all of which are supported by innovative marketing activities.

The 2005 product range fully supports their brand position in terms of performance, quality and true benefits and features, at great value prices. The complete 2005 Gelert range at stand B6.

## Brasher on Dartmoor

**Retailers from the south west** have had a three hour walk on Dartmoor led by Paul Glanville, sector ranger for the national park. The Brasher Experience day was organised by sales director Steve Fowler and south west sales agent Alan Hannigan to offer retailers an in-depth overview of the Brasher product range and the opportunity to put some of this year's new products to the test.

The day kicked off the day with an in-depth presentation of the current Brasher range and a preview of some of the company's future plans, after which retailers were fitted with Brasher's new Trailmaster GTX or Hillmaster GTX boots and 3x3 season socks for on-the-hill testing.

Steve Fowler tells us "The day was a huge success. We were able to demonstrate to retailers how Brasher product has evolved and why our footwear is more relevant than ever in today's market. I believe that everyone who attended left the event feeling enthused and confident about the Brasher brand, our latest range and our ambitious plans for the future."

Brasher's product range is on Stand C07 at Go Outdoors.

# WHITE ROCK

## NEW INSTORE VIDEO FOR HATS



White Rock HydroCool summer hats come with built in HydroCool cooling system, Bug Off mosquito repellent, Teflon rain resistance and a built in passport pocket.

call Chris, Justin or John on 01753 888 411

the moving image light box available to White Rock customers in the UK now comes in a summer or winter version



Camping lantern and the only wrist mounted walkie talkie in Europe. Wind up, dynamo and mains rechargeable camping lanterns/radios and torches/radios. Some are solar rechargeable as well. All these work as portable rechargers for your phone, GPS etc.

## test fees up

**The Driving Standards Agency** has announced proposals to increase the cost of the practical driving test and other test fees from 8 November. At the same time a consultation document entitled "Driving Standards Agency Fees and Charges for 2004-05" and DSA invites comments from interested parties, including driving instructor associations, other driver and rider training groups, road safety officers and motoring organisations.

The main proposals are to increase the fee for practical tests taken by car drivers to £42 whilst increasing the fee for practical tests taken by motorcycle/moped riders to £51.

The consultation period is open until 24 September and the full consultation paper can be viewed on DSA's website [www.dsa.gov.uk](http://www.dsa.gov.uk). Copies by e-mail from: [policy@dsa.gsi.gov.uk](mailto:policy@dsa.gsi.gov.uk)

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**You cannot buy this performance from any of STORM'S competitors.**

**It is a chemically proven fact that fluorocarbons provide the highest measurable level of water repellency and because of this ours are used worldwide by clothing manufacturers.**

**This range of high performance products now gives STORM the ultimate NANO technology for the aftercare market.**

**STORM also boasts the best in-house technical support to complement this outstanding range of products.**

**New for 2005 in this extensive range of fast drying and water-based products are the latest technology UV resistant waterproofers.**

**Also launched for 2005 are new zinc based deodorants, spot cleaners and a new range of leather and nubuck treatments.**

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# trade&industry

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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.

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0191 488 1947

## on show: the Monstor arm extension



### more from Scarpa and Contour

**The Mountain Boot Company** has several exciting new developments in both the Scarpa and Contour ranges of outdoor footwear. Scarpa has focused on three distinct categories - rock shoes, low cut shoes and expanded the globally phenomenal Zero Gravity light trekking line.

Recognising the demand for constant innovation within the rock shoe market, Scarpa introduce four new models. The Vantage is a new entry-level shoe with a flagship modern look, The Veloce and Lady Veloce are new entry mid grade shoes with gender specific and dedicated fits. A new Vision Velcro is based on the outstanding success of the Vision shoe.

Scarpa also add to their low cut shoe ranges. The extremely popular One Way Shoe will be updated with a new skywalk XL Lite sole and mesh ventilation. There's also a completely new Urban shoe which uses similar technology to the One Way but has a more 'street' look.

The Mountain Boot Company is also extending their sandal range with the Scarpa leather sandals for men, women and kids. These will include the Cabrio XT, Coupe Lady and Espace.

#### CONTOUR

The Contour range is going from strength to strength and SS05 will see several new introductions into this very popular line. Based on the success of the Trail Line second colour options will be offered for the men's and women's models and they will still retail for the unbelievable price of £60. There is also the introduction of the Track shoe for men and women.

The leather line sees a 15% weight reduction in the already extremely popular Navigator models for men and women.

Hall Q - Stand 27



**The 2005 Petzl range** is lighter and brighter than ever - check the full collection on Lyon Equipment's stand at Go Outdoors - M08



**Future alpine historians will have to declare** a winner in the competition between climbing techniques and the tools that make them possible: probably there'll never be a winner as it'll never come to an end. Following on from what was essentially a 'long stick' that Paccard and Balmat used to conquer Mont Blanc on the 8th August 1786 progress and changes have followed one after another.

Every now and then the rule of the game has been upset by a revolution: teeth on the blade, banana blades, light alloy shafts, shafts with all sorts of curves, ergonomic grips. The most recent revolution, the Monster, comes to the light in 2004.

Experts in competition climbing, bouldering, extreme dry tooling, total dry will immediately recognise the Monster for what it is, not a new ice axe, but the most efficient extension of their own arm for

hooking on the most difficult terrains. The shaft has multiple grips for traction, swings, hand swap-overs, new positions and interpretations: all power to imagination!

Forged pick with teeth at all angles, straight, inverse, into holes, onto the tiniest holds. Modern design and new-style graphics make the Monster unique, plus the multiple presentations letting everybody choose according to their own personal inspiration. And, a last final bit of news, Grivel's years of experience and huge technological capacity mean that the price is cut to half than a modern technical ice axe. As an advertising campaign could say: two for the price of one!



at Go Outdoors  
Hall Q - Stand 27

## Sleeping Bags Re-invented For 2005

**Softie® Chrysalis**

**Snugpak**

**Softie Micro**  
800grams  
Comfort 5°C Low -0°C

**Softie Kilo**  
1100grams  
Comfort -0°C Low -5°C

**Softie Autumn**  
1400grams  
Comfort -5°C Low -10°C

**Softie Winter**  
1950grams  
Comfort -10°C - Low -15°C

Roll away zip draft baffle opens to make expandable section. Adding extra width to sleeping bag

**PARATEX micro**   **PARATEX LIGHT**

Like the Chrysalis the sleeping bag is designed for movement and growth. The option of using the elasticated baffle system to allow more space when needed (enough stretch to allow you to sit cross legged to read or cook in the tent or perhaps just to allow for contentment and middle aged spread.) if not required the stretchy portion zips away to make a jumbo zip baffle.

There is also the facility to reduce the overall length of the bag with a series of hooks and clips to stop youngsters or the smaller user from slipping down the length of the bag.

**Softie Xpedition**  
2400grams  
Comfort -15°C  
Low -20°C

**Softie Premier**   **Softie® insulation has evolved**

Setting the gold standard in synthetic insulation since 1987 this year sees the launch of Softie Premier® Finer, Lighter and warmer for its weight. Gives the best ever performance, used only in our British Made ranges of sleeping bags.

**Premier IV**  
2300grams  
Comfort -15°C  
Low -20°C

**Premier I**  
1060grams  
Comfort -0°C - Low -5°C

**Premier II**  
1440grams  
Comfort -5°C - Low -10°C

**Premier III**  
1900grams  
Comfort -10°C - Low -15°C

- Jumbo Neck Baffles (on III and IV)
- Face Hugging Snorkel Baffle
- No Stitch Through Construction
- Easy Glide Draft Seal.
- Chisel Foot

**PARATEX Xtreme**   **PARATEX LIGHT**

**MADE IN UNITED KINGDOM**

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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, to the editors desk:

peter@ksa-partnership.com

to book advertisements or to request further information:  
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*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.

## solely Regatta

*"value for money and one carrying good margins"*

**It was no secret** Regatta were planning a footwear collection, now arrived it's divided into trail and travel shoes, walking boots and performance sandals. The brand loyalty of retailers and their customers will be rewarded with a product range that has been designed and formulated from the sole upwards, all of it unique to Regatta.

In true Regatta colours there is also the significant margin that the company is offering stockists, and the initial batch of eighteen styles gives an indication of the investment depth. Regatta headhunted the top post to get the new project underway, taking on Jon Clarkson who is a man with over 18 years in the footwear business. "We've worked on presenting a range that is real value for money and one carrying good margins too." he says. For an idea on prices work on a x2.5 ratio for the rrp.

None of the new footwear is a badged version of another brand, "I'm not a footwear buyer" says Jon Clarkson, "I have taken up the opportunity to use factories with a clean start-up and at my appointment by Keith Black I was given a blank canvas to find the good makers". "At Regatta the designers knew what they wanted, we've designed our own sole units and all the parts that go to making good footwear"

The size run will be 36-42 for women and 41-47 for men, with two sole unit systems to maximise grip, underfoot stability and comfort. "Designed to provide good traction throughout the walking cycle they are suitable for many different terrains" says Jon Clarkson. The specifically formulated carbon rubber compound is hardwearing whilst being non-marking. The trail sole is a lightweight system suitable for sandals, trail, light hiking and travel whilst the cupssole offers durable performance and is used on all hiking styles.

**Trail Shoes:** The Grassroots and Rockfall both feature the dual density footbed system whereas Trailhead has the more technical ergocontoured footbed. Both offer great shock absorbing qualities. The range also includes a compression moulded midsole and lightweight hiking carbon rubber outsole.

**Travel Shoes:** Suitable for travel and everyday wear, Excursion and Lady Excursion have been designed to co-ordinate with the Outdoor Adventure clothing range and with understated styling, with the same footbed and sole unit as the Grassroots and Rockfall.

**Walking Boots:** Made from lightweight suede or leather with mesh uppers, wicking linings, rubberised toe and/or heel counters, deep padded collars and tongue, dual density or ergo contoured footbeds and carbon rubber outsoles. There's an X-ert Performance boot, a traditional styled Outdoor Adventure boot, and Regatta's top of the range X-ert Performance walking boot features an Isotex 5000 bootee for added waterproof protection.

**Performance Sandals:** Suitable for travel, trek and leisure, Amphibian (Lady Amphibian) is a webbing sandal with an adjustable strap system, on a compression moulded eva midsole. There is a technical men's style sandal with filled in sides, lots of support and adjustable synthetic straps with thick padding for comfort. And for the ladies there's a comfortable mule with a fashionable sole unit, and neoprene cushioning.

Regatta are on M02 at Go Outdoors

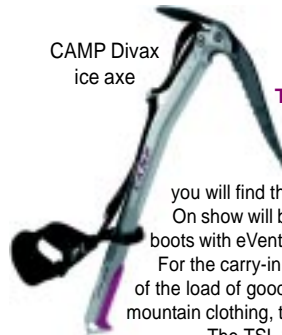


"I'm not a footwear buyer" says Jon Clarkson,



## for climbing specialists

CAMP Divax ice axe



**To enjoy first-time UK viewing** for some of the most innovative new products for the specialist

climbing and trekking markets then at Go Outdoors Q16 is the stand to visit. Newcastle-based Allcord Ltd generally do have some neat and interesting new lines and you will find this year is no exception.

On show will be with ice tools and climbing equipment from CAMP, boots with eVent membranes and Primaloft linings from Kayland.

For the carry-in the new UK stock range of rucksacks is just part of the load of goodies out of Millet - they've introduced some great mountain clothing, too, along with their ropes and climbing shoes.

The TSL Sport Equipment range of head torches and trekking poles will be part of the display and on Q16 you can check the newcomer to the UK market, PAD. Allcord are introducing an exciting new range of climbing accessories from the Czech Republic producer.

The PAD range covers bouldering mats, chalk bags, T-shirts and beanies. Other brands on display include Tefal and Sportful, along with an array of Allcord's own brand AC leather boots, socks and accessories.

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CAMP Startech



Millet Peuterey 40



CAMP Nano Wire Quickdraw



Kayland M11