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OUTDOOR Trade & Industry

one of the KSA business to business publications

telephone: 0191 488 1947

e-mail: ksa@ksa-partnership.com

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Minister calls for inclusive
dialogue on Rights of Way issue

it's about motorcycles, green lanes and access

Lembit Öpik, who is MP for Montgomeryshire and Chair of the All Party Parliamentary Motorcycle Group, has expressed optimism following a meeting with Alun Michael, Minister of State for DeFRA, and a delegation from the All Party Group for Motorcycling to discuss Rights of Way for motorcycles. Lembit said: "Alun Michael called for Rights of Way organisations and representative groups to engage in reasonable discussion with DEFRA as the department continues to develop a way forward on the vexed issue of Rights of Way management."

"It's a fair offer. Our delegation, which included representatives from the Motorcycle Industry Association, the Motorcycle Action Group and the British Motorcycle Federation, is keen to open that dialogue. I think it will lead to a good and sensible development of DeFRA's proposals."

"What's crucial now is that that biking organisations don't squander this chance to make an input. That's because there are only two ways this debate can go. Either we cooperate with the Minister, by making a constructive contribution, and showing a willingness to look creatively at solutions to the problems of noise and intrusion, which clearly exist. Or, alternatively, we can refuse to play a part. In that case, I'm pretty sure the Government will impose a solution without our contribution."

Craig Carey-Clinch, MCI Director of Public Affairs said "It now seems clear that the Minister is willing to engage in the issues which affect industry and riders. MCI seeks active dialogue with the Minister and his officials in order to develop a package of measures for rights of way which answers concerns in rural communities, while maintaining a fair and equitable approach to legal and responsible motorcycling on rights of way. MCI encourages rights of way representative groups to join this process, in partnership with industry and other user groups."



ahead of show-time it's the catwalk and regional outings for companies such as Regatta - pictured here- who have given dealer previews of 2005 ranges. From Manchester's Regatta there's a whole new range of clothing in a whole range of fabrics that included eVent. They're coming on board with a footwear range, too.

Trade big-guns start the 2005 market drive

it's all happening as suppliers build towards the
OutDoor show, from 22 - 25 July in Friedrichshafen

The 11th OutDoor, trade fair for mountain sports, equipment and clothing, is being billed as the biggest event of its kind in Europe. As the outdoor Trade gets ready for OutDoor the experts' market prognoses expect that mega-trends such as Nordic walking are giving the industry a tremendous impetus. It's a good omen for the trade fair and for the entire industry and "the prospects for the Outdoor industry are good at the moment" says Mark Held, m d of the professional trade association, European Outdoor Group.

There are also positive reports from market leaders, such as the Swiss Mammut Sports Group AG, the Swedish Outdoor pioneer Fjällräven or the traditional outdoor clothing company, Schöffel Sportbekleidung GmbH in Schwabmünchen. "Our situation is good," says Peter Schöffel, head of the company. The Fjällräven marketing manager, Lothar Lotterer in Munich explained: "We're experiencing an absolutely positive development." And the ceo of Mammut, Rolf G. Schmid, who is also the President of EOG, is more than content with how the year 2004 is developing: "We had a fantastic start with a two-digit plus." In Germany experts, such as Michael Weck, from the management consultancy BBE and author of the branch report 2002, think a growth of two to three percent is possible.

For comparison purposes: according to the latest prognoses, the entire retail trade only expects a nominal growth in turnover of 0.5 percent at the most. "In that case, a growth as in the Outdoor branch is indeed remarkable", concluded Weck.

The leading trade fair in Friedrichshafen will play a key role, "the OutDoor show is where the trends lie and gives new impulses," explained Albrecht von Dewitz, managing director of the Outdoor specialist, Vaude Sport GmbH in Tett nang and President of the expert group, Outdoor German Association of Sports Goods Industry (BSI). For instance, Nordic walking is bound to bring a new drive. Rapid walking with two poles is well on its way from a trend sport to a mass movement. And to fully exploit the movement at the OutDoor 2004 there will be a special show area for Nordic walking.

more than just a whistle

A British company has put together a survival kit which contains the essentials that will appeal to mountaineers, to extreme sports enthusiasts, and even for touring and in-town travel.

Contained in an easy-use pack there is also membership of a website where travellers can store essential emergency and medical information and access it from anywhere in the world.

Pekpac is unique in bringing together 25 items of personal protection equipment in a small, reflective, expandable pack weighing less than 300 grams. Endorsed by mountaineers, extreme sports enthusiasts and emergency services, the manufacturers expect a high take-up from both adventurers and business travellers alike.

The Pekpac provides "hands-on" help for a variety of emergency situations but has another major benefit; purchasers automatically

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receive 12 months' free membership of the Pekpac 'medic' service www.pekpac.com, an integrated online service where travellers can independently manage their personal profile, providing global access to medical details and essential information at any time.

Based in Preston, Lancashire, md Wes Floyd says: "In a sudden crisis, you don't need a helpline, you need practical items like bandages, lights, or a face mask. On the other hand, if all your belongings have been lost or stolen, being able to use the Internet to access information like your passport number saves a lot of time and hassle" Pekpac retails at £34.99 for the full pack and a year's membership of the worldwide travel network.

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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 card.

B&B get their man

An appointment designed to consolidate some of the back office functions within the Pentland Outdoor Group sees veteran Paul Derham take up the post of footwear technologist, he'll work on the development of product from design to completion for Brasher and Berghaus.

With an extensive background within the footwear industry, Paul Derham worked for Clarks (formerly K shoes) in Kendal for 24 years. His supervisory role at Clarks saw him involved in a variety of aspects from quality, innovation and new materials through to machinery and production control. In his new position for Brasher and Berghaus he will work closely with footwear designers, the operations and sourcing teams and supplier development centres and factories. His role will include updating specifications and assessing prototypes and samples as products evolve, to ensure the finished footwear is as expected.

Commenting on his appointment, the group's managing director Tony Wood explains: "Paul has extensive skills and a wealth of knowledge of the footwear industry. His commitment and forward thinking approach is a tremendous asset to both Brasher and Berghaus, who are both constantly looking to raise their game."

the show with more food for thought

Those nice people at the OIA are preparing a diet of rich pickings for the discerning visitor to their Go Outdoors show at Harrogate, September 26th – 28th. They are saying you'll ketchup 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!

for a pre-reg form call the OIA on 020 8842 1111 or at www.go-outdoors.org.uk

the lifesaver

A Camp Starlight helmet is reckoned to have saved the life of Dawn Oliver who was climbing at Morlais Quarry just outside Merthyr Tydfel in South Wales. A 'thank you' letter sent to the Allcord offices after the incident puts it on record.

Dawn Oliver wrote: "Just a short note to say how much I recommend the Camp Starlight climbing helmet. Recently I took a 70ft lead fall. After an overnight stay in hospital I was let home. I managed to walk away from this with nothing more than cuts, bruises, some ankle tissue damage and lots of bruised bones. Oh, and a dent to my pride.

"My climbing helmet took a massive beating, including a 4x3 inch bash on the top, a pierced part below what would have been my ear and at least a 3 inch fracture line on the internal side of the helmet. If I hadn't been wearing my Camp helmet, I wouldn't be alive today. I am due to go climbing this weekend, first time since the accident, and have ordered a new Starlight helmet to go with me. I wouldn't climb in anything else now. This is the product I recommend if anyone asks".

further information on the Starlight helmet or on other items in the climbing equipment range from Allcord Limited Telephone 0191 2848444 e-mail: enquiries@allcord.co.uk

new London store

Craghoppers open a flagship store in London's Covent Garden in July. The Adventure Traveller store will open on Henrietta Street in partnership with two of Craghoppers premier dealers - David Mintz of Backpackers London, and Murray Hunt a former executive retail manager with the YHA-Karrimor operation. The Adventure Traveller will feature the entire range of Craghoppers clothing along with other complementary travel accessories designed for independent traveller.

Jim McNamara, Craghoppers md, says "We are working closely with our retailers to bring our innovative market leading travel clothing range to our customers with the highest quality service and advice".

Craghoppers, who have developed a wide range of travel clothing including sun protective and insect repellent clothing, donate a percentage of sales to Cancer Research UK. The Craghoppers NOSquito insect repellent range was developed and tested in association with the London School of Tropical Medicine, and these will be key product lines at The Adventure Traveller.

ask e-mail us to get further info on product & services or to locate a business featured in this journal. help@ksa-partnership.com or fax 0870 131 7924 **ASK**

EOG: 'the market is polarising, but its not unhealthy'

Mark Held is the new man at the helm of the Swiss based European outdoor trade organisation. He has for a long time been at the front lines of the UK and the international outdoor business. He's an outdoor activity person to boot.

Outdoor Trade & Industry asked Mark Held how things were looking for member manufacturers and where he saw the trade show scene. He came back with in a confident mood.

"Why OutDoor? Well have you looked at the list of outdoor companies exhibiting at summer Ispo?"



Mark Held of EOG

There are two of our members there who have a more generalist offering, but other

than that its looking so very thin for our sector interest.

Contrast this with OutDoor which has some 560 specifically outdoor companies exhibiting. That's 25,000m of space booked for exhibitors from 36 countries, representing over 700 brands - up 13% on last year and square metres up 16%. The outdoor branch has made its decision and this is to support OutDoor as the venue for the industry in summer.

Q: Consider 'look-alikes' and me-too offerings, has the bubble burst on high quality?

The Price / Value equation? Well it's very clear that in general the middle ground is not a particularly comfortable place to be at the moment. You are either lowest cost denominator, or top end niche. The reality

of this is that there will only be certain brands with the volume and clout to be able to dominate the price equation, such as Regatta in the UK. The others with scale and expertise such as TNF (VF Corp) and Columbia, undoubtedly manage the supply chain to produce a good product at a good price, whilst making a good margin in the process. And why not!

My experience would tell me that the trick in all this is to choose where you wish to compete very carefully. For instance if you're a Lowe Alpine or a Berghaus, you won't be able to compete with the supply chain scale of Columbia for instance, so you look to add value to the product in a way that means something to the consumer.

Know your capabilities, know your consumer and engineer your product accordingly. An example being lightweight insulated products - you could choose a generic, Taiwanese microfibre and a *collapsalot* insulation and still sell the product on the basis of your brand. The point being that neither Berghaus, or Lowe Alpine do this. Berghaus use a Pertex outer fabric with a top quality Primaloft insulation. Lowe Alpine use a top notch 22dtex Japanese microfibre with a hydrophilic laminate and marry this to Polarguard 3D. At the same time, both brands know where and how to bring in an entry level product at a keen price with house branded technologies.

So in answer to the question, the outdoor market is polarising, but its not all unhealthy as a result of this. I'm currently finalising the results of a survey I've done with the EOG membership and the picture is looking far from unhealthy. In spite of the decreasing price pressure and the vagaries of the weather, Sterling, the Dollar, the Euro - *delete as appropriate!* - the market is looking pretty healthy

Vango to court their international buyers

Vango is to unveil its 2005 collection of performance tents, rucsacs and sleeping bags to international buyers at OutDoor in Friedrichshafen. Encompassing many pastimes and disciplines there is equipment for campers, walkers, cyclists and a host of other enthusiasts.

To top their range of rucsacs is the Pumori II, which has been completely updated and improved in all departments. A new patented 3D back system, ergonomic hip belt and women's specific fit, will make this product extremely competitive in the Expedition and Mountain pack segment. At the other end of the spectrum, a contemporary collection of new daysacs includes Orbit, X-Pack, Rock and Zodiac. Zodiac is a new range of daysacs with a contemporary design of Lycra foam laminate moulded into shape. A pre-formed polyform back and shaped harness provide comfort and stability, whilst thoughtful front zip and organiser pockets make it a useful everyday bag.

New additions to Vango's Alpine collection of tents includes Microlite and TBS Spirit Lite, designed specifically for trekkers, cyclists and climbers looking for a super-lightweight, compact yet roomy tent for under 2kgs. The collection of family tents has been extended with new models Aurora, Atoll and Aspen, providing luxury, spacious family accommodation with light and airy interiors.

Vango's range of technical sleeping bags has been enhanced with the addition of a selection of self-inflating sleep mats. Offering something for everyone, the range includes the Ultralite ¾ which packs down to 32 x 10cm and weighs 570gms, and the Deluxe, which is constructed from 5cm laminated open cell foam.

Vango are on the AMG Outdoor Stand at OutDoor, Hall B1 Stand 505 or Hall B5 for tents.



the Vango F10 Couloir 1

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something over over thirty years ago the Trangia storm stove system arrived in Britain. An icon in the making.

for brew time for stew time

Icons earn their place, and in the fellowship of the outdoor living community there isn't a more constant name than the one given to the Swedish storm stove produced by the Jonsson family - Trangia. It's more than a name, it's way of life which you find not only in the outdoors but in other, quite unexpected, places. Picture a top London hotel, mega-bucks for the room and a 3 am supper - supper because we hadn't yet adjusted to UK time. Sod finding an eating house when you can do it in front of the telly!

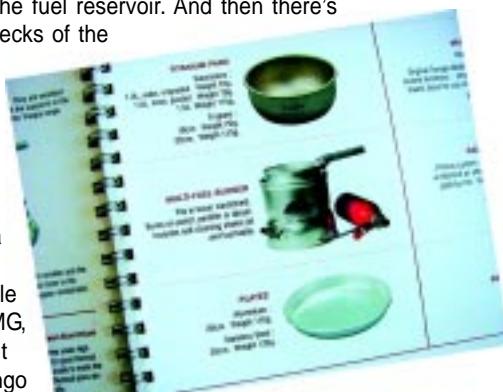
Trangia offers a relaxed way of doing things, it may not be the quickest boil on the block but in many an outdoor scenario the time to do things is not in such short supply anyway.

No matter when the need you can always trust Trangia, in foul weather you can get a brew under way whilst the tent is being pitched. On a wind-blasted hillside Trangia works. But for all the simplicity and the inherent safety in this traditional spirit stove it's no fool's plaything so it doesn't hurt to help customers appreciate that no flame is really safe, hot metal takes a little time to cool - and there are ways of making just a little meths go a long way. But then you knew that, didn't you.

It was the simplicity and use-it-anywhere, any time, features that gave Trangia such unique appeal in the early days. It appeared on cue at a time when paraffin and petrol stoves were in fairly common use and before the availability of the propane-butane mix eased the winter cooking chore. Today, even with the multi-fuel option on the Trangia, the traditional meths method takes some beating. No other stove system can match the broad usefulness of Trangia, the in-built windshield actually improves the efficiency of the burner and it also helps distribute the generated heat. There is plenty of stability in the stove, so it won't tip, and you can carefully move it if need be.

As to how the Trangia is produced, in their manufacturing sector people call it metal bashing, that's the transformation of sheets of metal into meaningful shapes that offer function, often with fashion. It's the same game for Trangia, where aluminium products roll off a series of production lines which also embody a fair amount of human effort. Trangia users may not immediately realise this, but there's a wick inside the burner. It gets there with deft finger work before the final stamping of the fuel reservoir. And then there's the human eye checks of the pans and the windshield before the final wrap and packaging.

That same packaging is what brings the Trangia to your business, courtesy of the sole UK distributors AMG, you'll find all about Trangia in the Vango 2004 Workbook or CD, along with details of all the accessories that give you added-value to the sale.



two pictures from Peter Lumley's library, taken 30 years apart, that show the Trangia in action. It's an ideal bit of kit for the people who want a safe and easy cooking regime.



below: a page from the Trangia website you'll find at at www.trangia.se

RECOMMENDED FUELS

The Trangia burner runs on Tenzel or methylated spirits, which are cheap, safe and easily available. Tenzel is cleaner, while methylated spirits has somewhat higher output. About 10-15% water can be mixed with the methylated spirits to reduce blackening of the pans. The burner is most efficient when filled to 2/3 capacity. Trangia sell purpose-made fuel bottles in two sizes, 0.5 and 2.0 l. They are manufactured in polytetra and fitted with a specially designed safety valve. The bottles are approved by the German TÜV (Technischer Überwachungsverein). They are tested regularly.



The Trangia stove can also run on bottled gas. Gas burners are available as an alternative in the Trangia range. Bottled gas gives a high output and it is easy to regulate the heat.



Remember that the fuel bottle must be kept out of the sun and protected from excessive heat. Spirit evaporates at 60°C, so it must not come into contact with sources of ignition.



Peter Rose, the manager of Multimount

Bottoms up

Multimount, the specialist is celebrating the launch of a chee

Company boss Peter Rose, the cracking new idea is set to take the storm: a simple but ingenious solution to support free-standing displays. "It is such a simple device, but not before," said Peter, md of Multimount, much researching, developing and Bottom!"

Dispatched as a flat pack, Bottom base for a variety of display materials and 18mm mdf, they are ideal for and cut-out figures. Before 'Bottom' way to support free-standing signage and DIY chain Focus started order realised his bright idea had massi

Launching the display unit he be he said: "They're cheap, effective engraved, flat-packed, branded a more, displays can be printed on only one side of a free-standing b people have tried Bottoms, they c

Multimount has grown to service in Britain with high quality bespoke 15 people at its extensive premises provides a wide range of products laminating services to complex pr



Multimount Ltd are at Unit D5 Wyther Lane, Kirkstall, Leeds,





behind the 'Bottom'

& cheers!

graphic solutions company
key new invention.

man behind the 'Bottom' says his
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short term displays, fabric panels
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believes has almost unlimited usage
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both sides whereas traditionally,
board can be used. "In fact, once
an't bare to be without them!"

re some of the biggest businesses
e products and currently employs
es in Kirkstall, West Yorkshire. It
s and services from mounting and
oducts in acrylics and aluminium.



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Regatta taking first steps with their 2005 footwear

As part of their Spring and Summer range for 2005 Regatta are launching a range of footwear for men and women. Comprising sandals, shoes and boots, the footwear is designed to co-ordinate and compliment the Regatta clothing ranges.

Currently samples are being aired and show that particular attention has been paid to achieve "straight out of the box" comfort and fit for consumers. Delivery, say Regatta, will be at the end of January or early February.

The Manchester company says this is a natural progression for the Regatta brand, and the range of 4 sandals, 8 shoes and 6 boots for men and women has been designed to compliment and co-ordinate with the Regatta clothing ranges.

Features such as its own unique outsoles, deep padded collars and double density underfoot shock pads offer the consumer great fit and comfort. Using Regatta's expertise in sourcing top quality materials and excellent manufacturing, they reckon that the engineered fit, giving comfort, support & excellent durability will give excellent sell-through. Prices are excellent too, they say.

and you don't have to shout!

Whether it is a necessity for safety, or simply a way to stay in touch with friends on the mountain, mobile communication is part of the ski and snowboard experience. But when radios and mobile telephones have to be kept in pockets and are difficult to use with gloves how do you get on?

Nike ACG Commwear technology is an answer, originally born out of necessity and inspired by the outdoor professionals who would come to depend on it most. Almost two years ago, Nike teamed up with the Portland Mountain

Rescue Team in Oregon, USA, to understand their communications needs. Using their insights and feedback, Nike designed an ergonomic, quick-access communications vest with a pocket for a two-way radio, an embedded speaker near the ear, a microphone near the mouth and a push-to-talk button at the chest.

Design insights featured in this CommVest are now featured in the Nike ACG Commwear Jacket, now available. The jacket has a three-layer, Gore-Tex outer, with a specially designed pocket that integrates a 2-way radio.



Dark Blue Grey/
Stealth, Size M-XL
Women's in Sport
Red/Black, S-XL

My Brasher bringing brasher style walking to life

The Brasher outdoor footwear brand, has redefined its online presence with the launch of a stylish new website. Brasher.co.uk offers everything that the general public can expect from a product website plus a wide range of extra features and interactive sections. The site has just gone live.

Developed by Orchard Design in Sunderland, brasher.co.uk provides extensive information on the company's products and helps browsers locate the nearest stockists of items that they want to buy. A news section, a brochure that can be downloaded and a product review feature complete the standard parts of the site. However, it is an area called "My Brasher" that really sets brasher.co.uk apart.

My Brasher is a free to join members' area that offers a host of extra features. Everyone who joins will be able to gain access to sneak previews of products well in advance, so helping them to plan their purchases and monitor the special press reviews section for early tests of products that have caught their eye. My Brasher members can also access *Walk of The Month*, which has been developed in association with *Trail* magazine, and provides full details of a great day out somewhere in the UK. Finally, they can customise their own home page with favourite products and selected news and reviews, so that all of the information they need is in one place every time they return to the site. Further features and benefits will be added to My Brasher over the next year.

Brasher.co.uk offers a clean, attractive design that aids navigation and perfectly represents the contemporary image of the brand. It is very functional,



a camping and garden lifestyle

When spoga and gafa 2004 open from September 5-7, around 2,450 suppliers from approx. 60 countries will present their products and services covering all aspects of the garden, camping and equestrianism sectors in Cologne's exhibition halls. The destination has excellent transport and travel connections, by road air or rail.

Arrival by plane: The Cologne exhibition centre is easy and convenient to reach by air from all of Europe's large cities. In fact, it takes only around an hour to fly to Cologne-Bonn Airport from the UK and the exhibition center can then be reached as quickly and easily from Cologne-Bonn Airport or Düsseldorf Airport by train.

Transport from the airport to the exhibition center is simple: The new railway station at Cologne-Bonn airport was opened in June and is served by the No. 13 S-Bahn (suburban train), which operates every 20 minutes and stops directly at the exhibition center station Cologne-Deutz. Journeytime, approximately 15 minutes.

Arrival by public transport: The Cologne exhibition center can also be reached easily and comfortably by train. During Cologne fairs, numerous Eurocity and Intercity trains stop at the exhibition center station Cologne-Deutz, directly opposite the entrance to the Rhineside Halls. With the high-speed InterCity Express 3 train, it now only takes around 60 minutes to travel from Frankfurt Airport to Cologne's main rail station and to the exhibition center station.

During spoga + gafa, visitors and exhibitors may use their show admission tickets to travel free of charge on the local public transport network of the Rhine-Sieg Transport Authority (VRS), as well as the buses and trams of the Cologne Municipal Transport Authority (KVB). All the key destinations in the city can be reached within a maximum of 10 minutes by public transport.

but also very good looking. For Brasher, it is another important step along the path to true category leadership.

To find out more visit the new look website at
www.brasher.co.uk.



Bioflex plus sleeping bags from Berghaus

The Berghaus Spring/Summer 2005 range will be a feature of the company's showing at OutDoor, with a promise of developments across existing categories, as well as the addition of a completely new product area.

Leading the way is Bioflex, which has been in development for nearly three years and is an extensively tested back system for backpacking rucksacs. Bioflex has an 'ergofit' design that continuously works with the body, keeping in tune with its movements and transferring load to the hips regardless of posture or position, say Berghaus. "This allows the user to flex, twist or pivot and leads to a much more comfortable carry with noticeably reduced fatigue. Bioflex is like nothing we have brought to the market before and we are convinced it will change the way people think about backpacking sacs"

This season sees an almost entirely new range of footwear. a new Extrem Light 'endurance' shoe, revised Zero G products, a new three season trekking boot, new approach and multi activity products, too. Innovation is at the forefront of the collection with the introduction Exowrap, a precision fit lacing system which is reckoned to improve comfort, support and overall fit. Meanwhile, in trekking, Berghaus have teamed up with Vibram to develop an exclusive sole unit called Trailblade which offers a combination of traction, shock absorption and durability. Designed to perform in all conditions on a variety of terrains, Trailblade is also one of the lightest weight sole units on the market and comes in two new technical trekking boots.

In clothing, Extrem Light and Adventure Travel have both proved good sellers, now there will be logical, commercial and exciting additions to both ranges. In Extrem Light, the Gore-Tex Paclite collection has been extended to broaden the appeal of the range, while a great new stretch windshirt and a refreshed colour palette further enhance the Extrem Light offer. Adventure Travel sees the introduction of technical sweatshirts, several attractive new shirt and t-shirt prints, new Gore-Tex Paclite styles and an improved colour palette with mid-season additions.

Spring/Summer 2005 also sees the launch of the Berghaus sleeping bag collection. The products include styles in all of the main categories, namely Extrem, Hill and Mountain and Adventure Travel. "We have come to the market with a fresh approach and some exciting and exclusive innovations, including the introduction of Pertex Quantum Endurance in a range of waterproof sleeping bags" says the company.

Keela innovation demonstrated at Bodensee show

A new range of waterproof tape sealed soft shells in a range of weights for a variety of outdoor activities is to be introduced at OutDoor by Keela. The range is for multi-active use across many disciplines including everything from from golf to climbing.

There is the Flylite range - a collection of featherlite waterproof and breathable packable shell jackets made from Keela's newly developed Flylite fabric. The fabric has a specially absorbent flock inner to absorb and remove liquid sweat but allows the garment to stay super light due to the elimination of a lining. The outer shell is of a tough ripstop superlight high tenacity nylon.

At Friedrichshafen, Keela's holding company Ardmel will be sharing the same Hall A4 stand. There you will be able to see a range of specialised machinery demonstrated to show construction without sewing techniques. These will include specialised cutting equipment and presses along with Ardmel's range of tapes and adhesives.

OutDoor Friedrichshafen
Hall: A4, Stand: 206

are you selling it?

The Granger's collection of aftercare products designed for footwear comprises three products that cover all aspects of footwear care. There's a powerful gel containing scrub beads, which the makers say effectively and safely cleans all types of footwear and leather.

It is the addition of the beads that helps 'lift out' any ingrained dirt within the leather, leaving an excellent base for applying the conditioner, which revives, protects and nourishes footwear. Based on skincare technology, the conditioner also contains a powerful fluorochemical that provides a high level of water repellency, prolonging the life and performance of the leather without impairing the breathability.

Finally a protector element is used to provide a durable water, soil and oil repellent finish to all materials whilst maintaining maximum breathable performance of footwear lined with Gore-Tex.

This complete footwear care range from Granger's is the only brand in the world to be tested and recommended for use on Gore-Tex by W.L.Gore & Associates themselves.

team expands

Haglöfs have recruited a new member to join their sales team. Brought in to handle the increasing demand for their products within the UK marketplace, Angus, aka Gus, Sandeman will cover the Scotland territory.

Gus Sandeman started his working career with Cotswold at Manchester branch before progressing to Ardblair Sports, to Bridgedale where he was product training manager and for the last three years with Lowe Alpine as area manager for Scotland, north east England and Northern Ireland.

Haglöfs can be contacted on 01934 877998, info@haglofs.co.uk or www.haglofs.se

experience appointed

At the Wales headquarters of Gelert a new business development and key account manager has been appointed to cover the UK market.

Marcus Arnold has spent 12 years in the houseware industry and previously had worked in the sports' Industry with Hi Tec for nine years and Slazenger for six years.

Commenting on the appointment, Gelert's sales director Andy Lowndes says "we look forward to the wealth of experience Marcus will bring to Gelert to help us continue to grow and establish ourselves as the Number 1 Outdoor Camping Brand".

Deuter take on new man

With reported sales by key dealers ahead of forecasts and with clear evidence their product is outselling established brands, Deuter Germany and DB Outdoor Systems Ltd have appointed a brand manager to intensify the retailer service and back-up.

Kieron Mackenzie, who has 15 years experience of running his own group of outdoor equipment and travel stores in Scotland and with a successful Everest attempt in his climbing palmares, brings high grade personal and business know-how to the new post.

DB Outdoor Systems boss Dave Brown says "Kieron Mackenzie will be responsible for the development of the Deuter brand and will work to exploit changing brand awareness opportunities created by our competitors. The market is clearly ready for Deuter to expand its presence, seeing established brands no longer provide the consumer with leading edge designs".

for Deuter call 01539 733842

please mention *Trade & Industry* when responding to suppliers

the ispo BrandNew Awards

innovation and product excellence on show

The tenth edition of the ispo BrandNew Awards has seen over a hundred young companies from nineteen countries participating in a competition that for the first time saw entries from the USA. (29%) nearly equalling those from Germany (30%). Just about a third of the applications came from the other European countries, while the remaining 9% came from overseas. The jury noted two trends in particular - established products which have been completely re-vitalised due to new materials and technologies and more and more playful elements coming into the game.

The criteria for participating in the ispo BrandNew Awards are you must be a brand or company under four years old, not previously registered as an exhibitor at ispo and demonstrate innovative product, design, or marketing. Eight winners plus 32 other selected finalists are presented at ispo summer.

After the judging it was announced that the Lycra Overall Winner is Clear Water Hawaii, U.S.A. The transparent folding kayak Napali by Clear Water Hawaii offers totally new insights into the underwater world - and folds neatly into any car trunk or boot. The outer layer of the kayak is made of extremely durable urethane, stretched over a highly lightweight and corrosion-resistant frame of carbon/Kevlar poles. "Napali" is ideal for cruising in clear waters and brings a new dimension to kayaking. This innovation has already won recognition in *Fortune Magazine*, *Time Magazine*, and the Sporting Goods Manufacturers Association, SGMA International.

Coolmax Sportswear Award - Kite Chicks. Australia Kitesurfing is the latest and likely to be the most dynamic boardsport of the times - and a burgeoning community of young women has discovered a new passion. The enthusiastic female kitesurfers at Kite Chicks develop and design their product explicitly for this customer group, with high emphasis placed on functionality, but still focussed mainly on feminine, sexy designs. The jury is impressed with the courage of these young women, who have translated their lifestyle into a segment within an extremely dynamic market.

Cordura Style Award - ZEHA, Germany Cult sneakers out of Berlin, going back further than adidas or Puma, and yet BrandNew. ZEHA used to be the official supplier of former GDR athletes, and the striking double-stripe emblem was often to

be seen on the winners platform, especially at world championships and Olympic Games. Following the reunification of Germany, these products disappeared from the market, only to be called back to life by two Berliners in 2003, and have since metamorphosed into true cult clodhoppers.

Delrin Hardware Award - Flybar, U.S.A. The pogo stick is a product that has been around for a long time, a stick with a built-in spring for balancing and bouncing. The new, patented elastomer spring, however, transforms the "Flybar" into a power pogo stick for jumping into completely new dimensions. Mile-high jumps are now just a question of courage. A Freestyle Community has already formed in the U.S.A., demonstrating unbelievable tricks and going for the sky as the limit.

Hyrel Boarder Award - Force Industries, Australia. The guys from Down Under produce their bodyboards with their patent-pending RAPCAP Torsion Cap Technology. Jeff Lang's bodyboard designs trailblaze into new performance ranges - they are super light, extremely fast and responsive. The jury was sold on the ergonomic 3D deck elements and the sublimated digital graphics on the underwater base made possible by their innovative production technology.

Tactel Sportswear Accessories Award - Lösungsmittel, Austria. The young designer crew at Lösungsmittel (literally translates to "solutions") from Vienna has developed an ergonomic shoulder holster aimed primarily at endurance athletes such as runners, mountain bikers, and cross-country skiers. This perfectly designed and feather-weight product features an assortment of easily-accessible pockets, to hold such things as MP3 players, credit cards, keys, phones, and other valuables. Its ergonomic design makes "Urban Tool" unobtrusive during activities. The rear reflectors ensure safety in the dark or in bad visibility conditions.

Teflon Hardware Accessories Award - Surfslings, USA. A very simple, but altogether convincing product: A beach towel that enables surfers to simply and comfortably carry their boards, neoprene suits, and valuables to the beach "hands free" - ideal for women and

children. The Surfslings' ends are drawn together, creating a huge sling into which boards fit easily. The shoulder strap enables easy carrying even over large dunes and rocks. With its built-in velcro fastener, Surfslings also transforms into a changing robe, while the built-in pockets easily accommodate all valuables.

Thermolite Accessories Award - FRWD Technologies, Finland. Heart-rate monitors have been around for a while already, but the next big step has now arrived. Finnish company FRWD has developed the "Sport Performance Recorder", a GPS-based recorder for an unbelievable assortment of training data such as distance, uphill or downhill inclination, speed, heart rate, and lots more. It records not only the low, high, and average values, but for the entire distance covered, which can be traced using the included PC software and its easily-handled interface. The 3D-graphics clearly indicate the route covered from every angle. Figures displayed as graphs or tables make for easy comparisons either of individual performance on a training route or with other runners, mountain bikers, etc.

These eight winners plus 32 other selected finalists are presented at ispo summer.

two job landings

Experience in outdoor retail has proved a great asset for Paul Johnson and Dan Pattison who have landed jobs as retail trainers with Berghaus.

Paul Johnson has joined the Berghaus Retail Training team after two successful years in the Berghaus after sales department and six years experience in outdoor retail. As part of the Berghaus after sales department he dealt with incoming customer and retail enquiries, giving honest and accurate advice and testing returned products to ensure a satisfactory outcome. Prior to this he had also worked for outdoor retailer LD Mountain Centre in Newcastle.

Dan Pattison, who has been in outdoor retail sales since 1991 has recently moved to Berghaus from outdoor specialists Allcord Ltd where he worked as a technical sales representative for five years. Prior to this he also worked for LD Mountain Centre as a senior buyer and department manager for two years. He is a qualified ski technician, WL Gore consultant and a Phil Oren boot fitting consultant.

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

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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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wool: handling the two types of perspiration

Wool scientists who work for Canesis, the wool research organisation for the New Zealand Wool Board, have released information that supports the marketing of socks and base layers from suppliers such as Smart Wool. It brings into the frame the whole discussion regarding how wool manages moisture, explaining there are two types of perspiration, and how the product handles this.

Firstly, wool is naturally hydrophobic as regards moisture in a liquid state, so there is no need to treat it. However, wool is also hydrophilic to moisture in a vapour state.

The issues that wool helps combat include that of liquid perspiration. This form of perspiration occurs under active conditions and can result in up to 1 litre of sweat being produced per hour. This perspiration is visible on the skin in the form of small drops.

Then there is insensible perspiration, (the word derived from the word insensate) which occurs under normal, sedentary and resting conditions. An average human body will produce up to 500ml per day. This perspiration evaporates immediately from the skin and is therefore not visible/or noticed. So although a person does not actually directly give off vapour, this second method of perspiration does actually result in vapour being constantly emitted from the skin's surface. In this instance the conversion from moisture to vapour is apparently "immediate" and does result in a slight cooling of the skin surface due to the heat energy required to effect the transition.

The process will occur up to a relative humidity of ~70% at which point the body senses the high humidity level and shuts off insensible perspiration. This body function is designed to prevent evaporative heat loss and slow dehydration.

Wool fibres themselves have a rather unique morphological structure, which results in it being hydrophilic (water loving) towards vapour

and it can absorb up to 30% moisture without actually demonstrating a wet feel. In addition the surface of the wool fibres is hydrophobic (water hating) and which means any liquid perspiration is not actually removed, or wicked away, from the surface of the skin. This allows the liquid perspiration to perform its main function, which is to evaporate from the skin, and then be wicked away through the wool as a vapour to help cool the skin/body. This hydrophobic behaviour of wool ensures that the fabric does not get wet, thus preventing any unpleasant wetness or stickiness.

The wool scientists explain that because wool exhibits this unique hydrophobic/hydrophilic behaviour it has a moisture buffering capacity, which helps to maintain a low humidity in the microclimate and skin region. Since the thermal resistance of air decreases with an increase in humidity this results in the process of insensible perspiration being impeded, which adversely affects thermophysiological comfort. This moisture buffering capacity of wool can effectively control the thermal resistance and so ensure the wearer's comfort.

Here's the test - take a small piece of clean, dry 100% wool fabric (with no chemical finish) and place it in a beaker of water you will notice that it floats on the surface and does not wet out. This is a good visual method of demonstrating its hydrophobic behaviour. A large amount of detergent or wetting agent is required before the fabric will actually wet out and sink. That is due to a reduction in the surface tension of the water.

all pleased at Allcord

The July issue of *Trail* magazine in their special feature "Britain's Toughest Test" reviewed the finalists in their 30 to 40 litre rucksacks test. The Millet Brevet 30 came out 1st. *Trail* described it as "a superb sack that's just perfect for most UK hill-walking".

They summed up by urging their readers to "Buy it if you want a brilliant walking 'sack that not only sports supremely accessible pockets, but is big and versatile enough to be used for lightweight camping trips".

Contact Allcord on 0191 284 8444

and now from SmartWool

The Adrenaline socks now hitting the market from Anatom offer the ultimate in moisture management for active outdoors people, being designed to withstand the most vigorous and repetitive of movements during activities such as running, cycling, hiking and climbing, without sacrificing fit, form or function.

The Adrenaline Series features the new anatomically designed "Smart Fit System", which includes custom fitting ankle and arch braces, and a Y-Gore heel construction to keep the sock in place around the foot. The sock also gives extreme flexibility using a new contoured flex zone with 4 way diagonal knit. Specific Adrenaline models have been engineered for both men and women. The women's design is made to fit the narrower female foot and has a lower volume with tapered toes.

Mark Staddle, Anatom's Sales Director says "Without a doubt this is the most exciting range of socks from SmartWool since the company was established in 1994."

SmartWool is superior at absorbing moisture vapour, controlling temperature and odour and is guaranteed not to itch or shrink. The SmartWool Adrenaline Series retails from £11.95 - £14.95.

Details by phoning 0131 221 2200

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.



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:

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to book advertisements or to request further information:

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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.



Peter Rose, the man behind the 'Bottom'

Bottoms up & cheers!

Multimount, the specialist graphic solutions company is celebrating the launch of a cheeky new invention.

Company boss Peter Rose, the man behind the 'Bottom' says his cracking new idea is set to take the world of stand-up promotions by storm: a simple but ingenious solution to the age old dilemma of how to support free-standing displays.

"It is such a simple device, but no-one seems to have thought of it before," said Peter, md of Multimount in Kirkstall, Leeds. "But after much researching, developing and testing, we now have the perfect Bottom!"

Dispatched as a flat pack, Bottoms make a stable and attractive base for a variety of display materials. Made from 10mm clear acrylic and 18mm mdf, they are ideal for short term displays, fabric panels and cut-out figures. Before 'Bottoms', strutted boards were the only way to support free-standing signage. But when companies like Asda and DIY chain Focus started ordering Bottoms by the hundred, Peter realised his bright idea had massive potential.

Launching the display unit he believes has almost unlimited usage he said: "They're cheap, effective, durable, can be custom-made, engraved, flat-packed, branded and used again and again. What's more, displays can be printed on both sides whereas traditionally, only one side of a free-standing board can be used. "In fact, once people have tried Bottoms, they can't bare to be without them!"

Multimount has grown to service some of the biggest businesses in Britain with high quality bespoke products and currently employs 15 people at its extensive premises in Kirkstall, West Yorkshire. It provides a wide range of products and services from mounting and laminating services to complex products in acrylics and aluminium.



Multimount Ltd are at Unit D5 Wyther Lane Industrial Estate, Wyther Lane, Kirkstall, Leeds, LS5 3BT Tel: 0113 230 2046