



trade & industry **Xtra**

a KSA business to business publication

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BICYCLE + OUTDOOR

published for July 2004



The Spring and Summer range for 2005 from Regatta includes a range of footwear for men and women - you can see the complete collection at OutDoor.

go to a show, check lifestyle!

mega opportunities for your 2005 business

from July and right through to the end of September Trade buyers and marketing executives will be striving to clinch the deal of the year and take their businesses forward. Innovation and many new products will swamp exhibition hall aisles at Trade show centres, and that's where the action will be taking place. There are big events right across Europe from Dusseldorf and south, all the way to Milan. The makers and distributors of everything from an alloy tent peg to a set of brake blocks will be testing the commercial guile of known and established companies and countries, alongside the newcomers from the expanded European Union. There will be fashion shows and product seminars. New game on!



OutDoor
Friedrichshafen
July 22 - 25

IFMA
Cologne
September 16 - 19

Caravan
Dusseldorf
August 27 - Sept. 5

EICMA
Milan
September 17 - 20

Eurobike
Friedrichshafen
September 2 - 5

Spoga
Cologne
September 5 - 7

lost your bottle?
Regain your confidence in exhibitions and join major brands like Raleigh, Giant, Saracen and Kona at this September's roadshow

NATIONAL CYCLE AND LEISURE SHOW

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shows@exhibitions-uk.com

HARROGATE 7-8 September
LONDON 12-13 September
BRISTOL 15-16 September

2004 is the year when the Milan show is dedicated to bicycles and things biking. On alternate years they bring in powered two wheelers, on 17-20 September it's to be simply pedals!



Maestro: change but no change

The Switch and Maestro penguins from previous commercials and promotional exercises have 'tied the knot' in their Antarctic homeland to become Mr & Mrs Maestro! Now most Switch debit cards have already been co-badged with Maestro and from this month new and replacement cards will no longer carry the Switch logo. For most cardholders Maestro-only cards will have been issued by mid-2005.

For both cardholders and merchants, Maestro cards in the UK will operate in exactly the same way as Switch has always done. The switch to Maestro gives UK merchants access to around 530 million Maestro cardholders from across the globe. One in two in-bound visitors from 8 of the top 10 tourist markets has a Maestro card and, for the majority, it is their card of choice.

"Switch has been highly successful as a domestic card," commented Roger Alexander, Chief Executive of S2 Card Services, the management company for the Switch and Maestro brands in the UK. Two thirds of all card payments in the UK are now by debit card and Switch/Maestro accounts for half of them - a spend of £59 billion last year. But in today's world we need to offer a truly international card and the switch to Maestro gives us exactly that".

"However, displaying the new Maestro decals will be a key focus for retailers," Alexander advised. "Research shows consumers look for visual confirmation that the card they want to use is accepted, and this is particularly important for a brand like Maestro which is less familiar to UK consumers than Switch".

Retailers are reminded UK Maestro transactions will work in exactly the same way as Switch and the Maestro cards can be used at all outlets which carry a Switch acceptance logo or a Maestro logo. Upgrading for outlets owning their POS terminals may need a software upgrade but the bank will help customers through that process. Bank-owned terminals will be upgraded remotely by the bank, who will advise of the change. Maestro will cost the same and no changes are expected in the structure or level of domestic merchant fees as a result of the migration. Fees will continue to be negotiated bi-laterally between merchant and bank, as before and domestic fees will remain as a flat rate - ie. pence per transaction.

for more information visit www.switchmaestro.co.uk

new dispute resolution legislation on way

moving Employment Tribunals to the backstop

Good employment relations underpin productivity, helping to reduce disputes, unnecessary employee turnover and absenteeism. They also help to build employee commitment and trust. Inevitably, employers and employees, at times, disagree over issues in

the workplace and disputes arise. While in most cases, employment disputes do not escalate into a claim to an Employment Tribunal, there is worrying evidence that employees are increasingly resorting to litigation to sort out workplace disputes.

Figures show that around 800,000 firms either have inadequate or non-existent procedures in place to deal with disputes. Last year, Employment Tribunals dealt with 98,000 claims based on work disputes, ranging from problems over pay and conditions, to racial and sexual harassment. Yet research shows that in over a third of those cases the individual and manager have not discussed the problem at all.

The introduction of new dispute resolution legislation means that, from October 2004, the law will require all businesses to have in place minimum dismissal, disciplinary and grievance procedures. This will offer guidance for employers and employees to attempt to resolve the problem directly with each other, through effective communication and partnership working. It will also reduce the number of applications to Employment Tribunals, thus saving time and money for the employer, reducing the cost of running the Employment Tribunal system.

Better dispute handling in the workplace and greater focus on conciliation ahead of litigation will enable Employment Tribunals to take their proper place as the backstop to enforce individual employment rights, rather than the first port of call. The Regulation should provide the opportunity for problems to be raised and discussed in the workplace, implying significant benefits to employers, employees and the taxpayer.

The new legislation makes it necessary for employers and employees to follow a simple three-stage process, in order to ensure that disputes are

discussed within the workplace before any further action is taken. Some businesses may well already have this kind of process in place..

Providing the minimum standard is in place, firms are free to personalise the procedures to suit their own business needs. However, if the grievance ends up at an Employment Tribunal and the minimum procedure has not been followed, penalties will be imposed.

For the employer: ignoring the process could result in a financial penalty being imposed at an Employment Tribunal. For the employee: if they do not follow the process, his or her tribunal case could be disallowed or any compensation reduced.

Employers need to take action if they are to keep up with the new legislation. They need to understand the legislation, and know what they need to do and by when; they should review existing grievance and disciplinary procedures, and amend them if necessary. Act to put in place new procedures (if existing procedures do not meet the minimum standards) and brief employees, issue written particulars (e.g. a revised employee handbook) and send off for additional materials, if required. It is necessary to follow the new dispute resolution minimum three stage process - ie, a written statement; a meeting between both parties; an appeal meeting, if required. Employers should be aware of – and follow – the Acas code, in addition to implementing the new process.

It is important to know where to go for more information. The best place to look would be on the DTI website or the ACAS helpline. The link to the correct part of the site is:

www.dti.gov.uk/er/resolvingdisputes.html

ACAS helpline details are:

www.acas.org.uk/contact/helpline.html

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Runner & Glider make it at York

On a weekend of cycling inclined activity there were plenty of people looking for an easier way out. Catching the eye was a company who reckon on transforming e-travel. The event was famed York Rally, where you always find a mix of parallel forms of two wheel travel, the company Urban Mover



and the products included an electric scooter and a couple of bike style rides that easily fit into the style of other bicycle models now on the high street. Urban Glider (*below*) and the Urban Terrain also come without the battery powered drive - so they in essence, are bicycles.

Battery power for the bicycle style machine comes from the latest lightweight Nickel Metal Hydrides, the three scooter versions employ sealed lead acids.

Urban Mover have been setting up a Netherlands distribution network and are now looking to expand their UK representation.

go to www.urbanmover.com
or phone 0870 766 5172



is this the future? here's how it looks to a peer of the industry

how do you see 2004 and the year ahead?

"the retailer has a chunk of responsibility in the way things are going these days"

Trade & Industry called up several leading lights in both the bicycle and the outdoor industry and asked where they thought the Trade was heading. In this case the identity of the respondent is not disclosed, if only for the reason that knowing who it is will make no difference to the way their answer reads. The question we ask our readers: do you think this is life as you see it? Do you identify with the sentiments?

VIEWPOINT

I can see that the bicycle industry is experiencing very similar developments that we in the outdoor and mountaineering equipment scene are facing. On one hand there are expectations amongst the consumers, clouded by pretty pictures from brands that have their product copied or manufactured in Asia. The irony

here is that there are many more brands than there are manufacturers, that of course resulting in a good number of competing logos coming from the same source without the trekker, hiker, mountaineer or traveller being fully aware of this. Quite frequently the difference is no more than a matter of colours and logos.

Then on the other hand I see products being offered for a purpose, which in my eyes, will quite clearly not be up to the job. It pains me to see people un-educated in the equipment field spending, however little money it may be, on product that is just not right for the job.

Price is becoming more and more an issue with retailers who expect better quality with bigger margins for them than at the same time do their very best to discount the products so that they can in their turn offer a "better deal" to their customer. This is particularly the case in Britain, I am sorry to say.

The consequence of this is that many brands who cannot resist this are being forced to find the cheapest sources of both materials and manufacturing, and at the same time are putting the brakes on true product development. This goes straight against the old saying "cheap - no good, good - no cheap". So in a way the retailer really does have a chunk of responsibility in the way things are going these days, helped along by brands who consciously, or in some cases even unconsciously, set out to tell the public that "cheaper" works.

There are very few people in our industry these days who commit themselves with body and soul to making good equipment. A designer is nothing but that, a sales person is merely working with sales, and far too few of the people working within the brands actually have a clue about carrying a rucksack, pitching a tent or using a compass.

I remember very well when I started working in the '70s in this industry how the brands, who in those days were most often still the manufacturers as well, were arguing

their cause. They were able to come up with pertinent and convincing reasons why a certain product was particularly good for a particular purpose. Today you can quite easily take an advertisement and exchange the logo without causing anyone to raise an eyebrow - you just couldn't tell the difference. Commitment? Yes, hands down when it comes to earning money. Integrity? Think again.

It's not that I think that there is no really decent kit about these days, but considering the amount of brands there are now on both sides of the Atlantic Ocean there is frightfully little difference between packs, tents, and apparel. Mind you, there are a few Asian-manufactured brands which offer the full range of equipment - that's tents, rucksacks, sleeping bags and clothing - for which I have a lot of respect. But somehow it does seem that these truly competent brands are a very dying breed. Luckily there are still a few, but very few, around.

Any job deserves to be executed in a decent way when you stand behind it, be it making breakfast for your partner, bringing up children so they know how to articulate. As to a rucksack, a sleeping bag or a tent, equipment should be put together properly, of appropriate materials so that when it's used it can be relied upon to keep the user reasonably safe in January or February in even the unholy parts of Europe. And, especially, save me from blushing when I am on my stand at a trade show and talking to retailers or to people like you. Of all the problems that a quality supplier faces, and something that really riles me, is the copy-cat who claims their product is "theirs". What a bunch of girl's blouses!

Take this very personal viewpoint - believe it or not, I would like to buy a rucksack but have not been able to find one that I really like - isn't that just plain stupid? But then again, perhaps I have been working in this environment for so long that I am simply seriously damaged, for life.

editor's desk

are we lucky, or what . . .

Today the tv newscasters major on traffic congestion, enforced car sharing and poor public transport systems. You had customers yesterday who really needed help to get away from all of

this and chances are the till tells you there was a job done. Was it a good job done?

My day to day networking is a bit like that, mostly good and it's so stimulating to interface with people who can see the opportunities and want to deliver a meaningful contribution for the future of their customers. I prefer to think a shop like yours isn't just selling merchandise, you are also offering inspiration, aspiration, setting the standard that will help the customer to a goal. Shop training is like that, and a lot of opportunities exist for retailers to provide much more than just a basic training in serving the customer. In both the bicycle and the outdoors businesses the schemes exist and it's your own willingness to develop staff confidence and ability which is the meaningful decision: do or don't.

Am I right to perceive there is a distinct difference between the attitudes of retailers across our two fresh air leisure sectors - bicycle and outdoor? On the surface they appear to have so much in common, what is sold over the counter in either type of shop should enable the user to achieve, to explore and to attain personal targets. So how you sell the actual activity does really count.

In the bicycle trade the training providers seem to

prefer the term professional in the way a shop will deliver image and desire, spit and polish comes to mind. My experience of those serving the outdoor business is slightly different, staff trainers there seem more inclined towards the practical requirements of outdoor activity - comfort and survival the main issues.

In my world, cycling is just as much an outdoors activity as is backpacking - caravanning even - they are both elements of country living. They are all so very closely linked to tourism.

Trippers, tourists, enthusiasts, they may often go shopping with an element of forward knowledge on what they will buy, yet at other times they hope to visit a professional operation where the salesman's practical knowledge will point the way. It's even better when shop staff can argue the case for what they will sell and also can pass on that knowledge.

In a country which is increasingly governed by control freak mentality, us with the fresh-air, outdoors bent have the best of the world at our feet. And being able to give the next person walking through your door some really professional and practical assistance to enjoy their being outdoors is helping them put their best foot forward. And they then become our disciples.

Peter Lumley

peter@ksa-partnership.com

'feel good' from Outdoor Elements

Mammut Sports Group have selected Outdoor Elements to distribute Ajungilak in the UK after the success the company has achieved with Raichle footwear since winning the distribution contract in 2001. Both Ajungilak and Raichle are part of the Mammut Sports Group.

Ajungilak, established in Norway in

1855, has been manufacturing sleeping bags for expeditions and outdoor activities for nearly 150 years. Meaning 'to feel good' in Inuit, Eskimo language, Ajungilak strives to make its six sleeping bag ranges honour its name.

Plans for Ajungilak deliveries are in place, they include a strong investment in marketing and communications.

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helping London riders do it

The capital's underground system was not running but people were still getting to work - lots of them by bike. An LCC count indicated that the number of cyclists in Islington had doubled.

It was a fitting event to coincide with the publication of twelve free information booklets designed to help build confidence for the train-less commuters, the new cyclists, and those returning to cycling after a break. The booklets come at a time when more Londoners take up cycling, either for fun or as a way of beating traffic, strikes and congestion charges - some even do it to keep fit and save time. The new booklets will be distributed to public libraries, bike shops and also handed out by LCC volunteers at public events.

Tom Bogdanowicz, Campaigns Manager for London Cycling Campaign, said: "These booklets provide independent, clear and useful information on some of the most important aspects of cycling. They will prove invaluable to every cyclist in London."

The twelve booklets published are: Bicycle Security - lock it or lose it!, Transporting Your Bicycle, Cycling with Children, Cycling - what to do if you are involved in a collision, Getting started on a bike, Buying a Bike, Cycle Sense, Cycling to Work, Cycling and the Workplace - an employers guide, Cycle Parking in the home, workplace and city, Cycle Maintenance and Leisure Cycling.

the books are also downloadable from www.LCC.org.uk.

Wales put first foot forward

In Wales they've held their first Safe Routes to Schools Conference, jointly held by the Welsh Assembly and Sustrans, the sustainable transport charity. The event brought together children, teachers, governors, parents and local authority officers to find out more about how Safe Routes to Schools can work in their local area. Over 25 schools from across the country were represented, as well as 60 school pupils and 45 local authority officers. The conference should result in greater partnership between school communities and local authorities and increased action on Safe Routes to Schools in Wales.

The conference was a unique opportunity for local authority practitioners and decision makers to hear and exchange views with the young people they represent. With a third of young people wanting to cycle to school and less than 2 per cent currently able to do so there is a real need for their voices to be heard.

Meryl James, road safety manager at the Welsh Assembly Government, said: "Hopefully this conference will result in key strategies for achieving a reduction in car dependency for journeys to schools. We want local authorities to work with schools to develop plans to meet local circumstances and build on the success of the safe route initiative in Wales."

check the website: www.sustrans.org.uk

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riding with Saddleback

With spells around the bicycle Trade working with companies such as Caratti Sport, Moore Large, Falcon Cycles and Dawes Cycles, Andy Wigmore is now with Saddleback Ltd. In the past it had been a progressive career move from working behind the counter of a bike shop, as a tele-sales operator, on the road as a regional sales manager, national sales manager and then sales director.

Today it's his own company, Saddleback is the business, one he says he can take in the direction he feels will fit in place without him being answerable to others with different objectives. He's sure he'll continue to be passionate about the product, about cycling and about the future of the industry.

In the short time since launching his new career, Andy Wigmore says he's staggered by the overwhelming support coming from both dealers and former colleagues. Along the way Saddleback has secured exclusive UK and Ireland cycle trade distribution of key brands. These include Thule Car Rack Systems - the undisputed world leader in car racks; Serfas - the quality US accessory manufacturer of saddles and pumps; Ronhill - the British outdoor clothing brand and the Italian road bike specialist Battaglin. contact Andy Wigmore on tele/fax 01454 324587. mobile: 07795 511234 e-mail: andy.wigmore@saddlebackltd.com



Andy Wigmore with Battaglin and Thule product

THULE
CAR RACK SYSTEMS

now from Saddleback

serfas



the case of expanding luggage

packing for the trip brings problems for Peter Lumley

Just two nights before I was due to leave for Mallaig around two months of careful planning went out the window. What had been alright for two months of backpacking trips into Hexhamshire and other delectable quiet areas now saw two rucksacks being packed and unpacked. I was in two minds as to whether The Great Outdoors challenge was a good idea after all. But too late, the ticket was bought!

The last time I put more than four nights together for a backpacking trip was Lapland with Dave Brown and Nigel Moore, years back. Dave Brown knows my style so a Deuter Eclipse 55+10 had become my comfortable carry. I wanted to help celebrate the Great Outdoors Challenge reaching the 25th year as the ultimate trek across the girth of Scotland, and come the end of fourteen days on the trail, when my girth had diminished, I'd learnt that the trick is to trek across a skinnier chunk of the country. But slowly.

The quick way to describe TGOC is that people devise a route across Scotland from one of the west coast start points, submit it in duplicate and then keep Control informed they are on the straight and narrow - or have strayed! The plan is to end up in Montrose inside the fortnight, having walked all the way. The train journey and the bus ride I enjoyed on the way disqualifies me as a Challenge Finisher. Still, my 150 miles in a dozen days are pretty memorable.

TGOC is a unique outdoors event, and this year was a unique one for Challenge co-ordinator Roger Smith. The Challenge Control in Montrose takes the responsibility for shepherding a flock of disparate linked solely by a rucksack and the land they'll cross on the route they've devised. This year the system he's honed over the years was proved to be all so very worthwhile, even necessary.

A missing Challenger, 36 hours late making his scheduled 'I'm ok' call saw a Mountain Rescue call out at 2pm. Inside four hours the helicopter pilot had found the ill Challenger and got him to hospital. All they'd had to go on was the submitted route card and Roger Smith's background knowledge of the Challenge and Challengers. There were accolades

from the Police for the methods he's devised and the way Challenge Control works under him.

But back to the rucksack challenge, an option was to jettison spare clothing, I could carry just two days food and I did throw out the paperback book I'd planned for evenings. Everything else seemed to be essential and I can't understand how kit that will do for a three day weekend away simply expands of its own volition. Very frustrating!

The Primaloft of a Millet Microloft jacket saved pack space over fleece, then out went the Trangia for a Primus Micron. Taking a selection of the Drytech Real Expedition Meals and Reiter's Travellunch, all I needed was one billy for boiling water. I couldn't bring myself to skimp on what is a 'comfort for old bones' offering of the ExPed Downmat 7, used to flatten humps under the groundsheet. I did - for half a minute - consider a bivvy bag instead of the Akto. But no, that's taking it too far!

At the last minute it was Colin Westland at Allcord who suggested the Millet Odyssey 60+10 just happens to have rather voluminous side pockets. They are big enough to stuff an Akto in one go, too! I still carried too much weight, walked too far each day - I was warned about that by Roger Smith! - but my backpacking experience on TGOC was just like I remember from way back. No, in reality it was just that little bit better because of the people I met.

It happens that way with TGOC because there is so much friendliness, a togetherness that makes you realise The Great Outdoors Challenge isn't just an event, it's unbeatable Lifestyle.



Deuter goodies that go with their rucksacks



exotica for racers and posers, too

Among the very desirable equipment from Greyville is the Stronglight Pulsion, (above) a lightweight double designed for road racing. It has carbon fibre cranks with alloy rings. Combinations - 39/53, 42/52, 39/52, in 170, 172.5 and 175 crank lengths, weight 450g.

Then there's the Atom full carbon bars that are available in both standard or oversize for pinpoint steering control. Anatomical drop position and eight bend design give more comfort and increased forearm clearance when sprinting. Double moulded cable grooves. Glass tape on brake lever and stem position protects carbon and increases grip. Available in 25.8 and 31.8mm diameters. Width: 42/44/46cm.

And you can now throw away the star washer! A simpler, lighter and easier solution has arrived. With the Ring-go-Star (below) the USE patented design means fiddle and faff is a thing of the past. Ring-Go-Star can be fitted to just about every bike. Available in four colours black, silver, blue and red. It's a CNC alloy construction with lazer etched graphics. Weight 18gms

all information on this, and other Greyville exclusives by calling 01543 251 328



new post for Dave Rowles

With a brief to develop their European market and act as dealer support to the UK dealer base, Dave Rowles joins Ruption Ltd, the Split Second Imports operation.

"Moving from his post at Concept Cycling Ltd, Dave Rowles will bring his wealth of experience of the bicycle industry to our base in Somerset where he will be taking up the role as non-executive director of R&D" says Rob Hill.

After August 2 you can contact Dave Rowles on phone: 01934 743 888 e-mail: sales@ruption.com

CTC is also for the professionals

A new membership category aimed at people whose work is associated with cycling has been launched by CTC, the national cyclists' organisation. CTC Professional Membership is designed to benefit everyone from Local Authority staff and travel planners, to cycling instructors, journalists and those working in the bike industry. The membership package offers a host of new benefits including regular detailed briefing sheets, weekly e-mailed newsletters and the use of a Professional Membership helpline service. A corporate category allows businesses to sign up five staff members as professional members.

CTC Director, Kevin Mayne, said: "Professional Membership provides the inside track on everything cycling from a trusted and respected source. CTC's reputation is based on over 100 years' work promoting cycling - Professional Membership now allows us to share this huge bank of information and experience."

for a full list of the benefits of Professional Membership call 0870 873 0065.

you can check all the CTC services at www.ctc.org.uk

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PLEASE NOTE: as the Schwinn Stingray advertisement on this page appears across the centre fold of the printed issue it would not read easily in our web presentation. It is repeated here in a reduced size from the printed version

Schwinn StingRay

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| Paul Angel, South, South West, Wales, | 07971 991643 |

trade&industry **Xtra**

issue of July 04

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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three of a kind to help you sell-in

BICYCLE
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OUTDOOR
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SCOOTER
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a note from the publisher

trade&industry **Xtra**
 what is 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.



for backpackers, cycle-campers and outdoors people on the move

Famous for pioneering the pack size sleeping bag market with the original Softie sleeping bags in the eighties, Snugpak is now ready to take on the world again with its new Softie Premiere and Softie Chrysalis range of sleeping bags. The Softie Premiere bags are manufactured in Silsden, West Yorkshire, using the latest generation of Softie insulation in conjunction with Paratex Xtreme fabric.

A ground breaking innovation in sleeping bag fabrics, it is light weight, breathable and due to a micro fine coating, extremely water and air impervious. Simultaneously trapping in valuable warm air and retaining loft, whilst keeping out heat draining moisture. No mean feat considering its exceptional breathability. For the first time this range has reflectatherm throughout adding 15% increase in performance to each bag with minimal addition to weight.

It's easy to see where the inspiration for the new Softie range of Chrysalis bags came. The 'Chrysalis' protecting the tired and well fed caterpillar during a hard earned rest and its subsequent transformation into a beautiful butterfly!

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 required - enough stretch to allow you to sit cross legged to read or cook in the tent, or even 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.

The Chrysalis bag is encased with Paratex Micro, a dynamic new ripstop fabric which reaches new levels of toughness and durability. Other exciting additions to the range are the radically overhauled Sleeper and Travepak ranges; special attention has been given to improving retailer margins on these items allowing greater pricing flexibility within store. New colours and fabrics ensure the range stays vibrant.

The 2005 catalogue is available from this month - to get your copy call the brochure hotline 01535 654479. You can also email your interest to catalogue@snugpak.com or contact your Snugpak agent.

at Friedrichshafen on Stand B1-403j



the Chrysalis has a zip-away stretchy side-panel, to help you lounge about



Softie Premiere and Sleeper Extreme



a new frame with all day comfort and usability

There's a new Identiti Mr Hyde - FRX Freeride Hardtail. It carries all of the robustness and functionality of the race proven Dr. Jekyll frame in a more relaxed, go anywhere, do anything super stiff alloy hardtail. Ison can supply it today.

Similar to the Dr. Jekyll and 666, this monster hardtail features Identiti's Adjustable Dropout System and optional sliding V-mounts, and that means 24 or 26" wheel, Discs or Vs, Multi gears, Single Speed or Rohloff Speedhub compatible. In other words, whatever set-up you want.

Compared to the Dr. Jekyll, this 'big brother' has a longer top-tube, slackened head angle and longer seat tube giving this frame a much more "all day comfort and usability".

Special features include Identiti flowed-in box stays with an exclusive "flow-gusset" allowing immensely long and strong Dr. Jekyll type welded seat stay joint. The Mr Hyde also features weight saving Double Butted main tubes with a varying plane oval downtube to optimise head and bottom bracket strength and rigidity.

This frame is no XC super light, but then, for its immense strength, it's not scary heavy either. Available in T-bird blue, Ano Red or Gloss Black. The Mr Hyde FRX in 406mm (16") or 457mm (18") has a weight of 2.50 Kg / 5.5lb.



A new product that very much fits the current trend towards Freeride, the Jump Stop makes chain derailment past the small chainring a virtual impossibility - doing it by covering the entire engagement zone with a stainless steel guide plate that's hardwearing and sturdy.

This is reckoned to allow high speed, maximum performance downshifts onto the small chainring. Fits most bikes with round section seat tubes. Fibre reinforced plastic clamp and stainless steel guide plate.

Ison Distribution are on 01223 213 800

Volunteers needed

Sustrans is to recruit a further 500 local Volunteer Rangers to help maintain sections of the National Cycle Network. They also need more people with specific skills to offer. Help is needed from people living near the National Cycle Network throughout the whole of the UK, and especially in rural Scotland and Wales. The Network covers over 8,000 miles today, with 10,000 miles anticipated by 2005, so there is a growing need for volunteers.

People who would prefer to make an occasional contribution or offer a specific skill, without having a particular route to look after, can offer help as a National Cycle Network Volunteer, says Tony Ambrose, the manager of the Volunteer Ranger Programme. Volunteers are involved through training, newsletters and handbooks and get insurance cover.

For more information visit www.sustrans.org/uk/rangers or email rangers-uk@sustrans.org.uk or phone 0117 915 0110.



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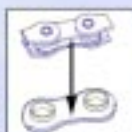
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Canadian style at OutDoor

Blaze Comp Shirt by Arcyterx, constructed from two distinct fabrics, the main body has a soothing next-to-skin feel while the outer arms and shoulders have a tough, cool textile. Women's version has unique square neckline while the mens has an overlapped crew neck. Features Composite fabrics, lightweight and durable, clear gel logos, heat transfer collar label, overlap crew collar on mens, trim athletic fit, unique square collar design for womens.

There is also the Rho SL Cross Neck, with an interesting neck construction and a feel that's soft like butter or silk, very light, no pilling, picking and has some sun protection - it's in the test right now. The UK distributor is Bigstone, phone: 01142634261 email: info@bigstone.co.uk



Mountain Boot Company intros

For SS'05 Scarpa have focused significant developments in three categories- Rock shoes, Low cut shoes and expansion of their Zero Gravity light Trekking line. With Rock shoes, and in recognition of the need for constant innovation, Scarpa are launching no less than four new models. In addition to the product investment, retailers will see an attractive commercial package, including significant margin gain



opportunity and co-op consumer marketing.

Following the success of the ZG65XCR and ZG20GTX boots, Scarpa introduce the ZG40GTX in Crosta leather with high performance GTX lining at an outstanding price point, says the company. Available in men's and women's versions in a range of colours they also extend the line, with the ZG10GTX, this model combines many of the modern highlights of Zero Gravity line, with a classic all leather Nubuck upper. A full rubber rand adds outstanding support and protection.

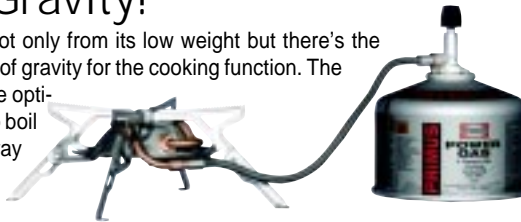


Scarpa ZG10 (top) and the Nevada (here)

here's the lowdown on Gravity!

The latest Primus spider gets the name not only from its low weight but there's the clinging super-flat construction giving a very low centre of gravity for the cooking function. The burner is powerful, with a stable flame that's said to give optimum performance even in windy conditions. Expect it to boil a pot very quickly and after use the Gravity packs away beautifully small.

There are two versions, both are in the lightest stoves category, with the standard model burning LP gas from an external cartridge, it comes with piezo-ignition. The Gravity MF is a liquid fuel model suitable for white gas, petrol and kerosene. The weight check - 220 grams for the standard, including piezo ignition, 295 grams for the Gravity MF, including the proven ErgoPump. You can safely cook with bigger pots, and there's a gripping pot support to keep the pot in place when stirring or on uneven ground.



1min. to self inflate

A set of six sleepmats are introduced by Vango, in Ultralite, Standard or Long versions. The thickness is from 2.5cm to 5cm.



Front cover shot from Craghoppers SS'05 mail order catalogue



eighteen new options

In what they see as a natural progression for the Regatta brand, a range of four sandals, eight shoes and six boots for men and women has been designed to complement and co-ordinate with the Regatta clothing ranges. *Pictured here is Excursion.* The Regatta footwear features its own unique outsoles, deep padded collars and double density underfoot shock pads to offer the wearer great fit and comfort.

OutDoor: new for the rails from Craghoppers

Craghoppers go to OutDoor with their new collection of Nosquito clothing - reckoned to be the most complete collection of protective travel clothing available on the market. Launched in 2002, the Nosquito treatment significantly reduces insect bites with the added benefit of anti-bacterial protection.

The SolarDry garments give sun protection at the highest levels and ergonomic designs that move and stretch with the body to give maximum comfort and excellent fit performance. A new collection of Cooltac Tops and T-shirts designed to give maximum cooling comfort in the hottest conditions.

Then there's eVENT waterproofs, with Craghoppers range including just about everything that the adventurer needs from summer designs to full length protection.

trends bring new impulses

The first Ispo summer to take place within the expanded European Union saw an added growth in visitor numbers from the new EU member states. Approximately 25,00 trade visitors (2003: 25,980) from roughly 100 countries registered during the three fair days with 60% (2003: 53%) coming from abroad.

Manfred Wutzlhofer, ceo of Messe München GmbH said "the general mood at ispo and expectations for future business were surprisingly upbeat, given a difficult economic situation and dampened consumer spending.

The focus of Ispo summer 04 was on Nordic Fitness and Running. Nordic Walking, in particular, has opened up new customer groups and sales potential for the trade. The ispo Outdoor Awards went to Leki, Meindl and Suunto.

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left: Phil Oren missed the kilt parade, he's seen with Doug Stone, Phil Oren FitSystem's Doug Stone, (on the right) with Gordon Fraser and Trade & Industry editor Peter Lumley. right: Evan Wert, vice president of Superfeet beside Anatom's Gordon Fraser.



a touch of time-warp in York city

Even if it rains, who cares, the CTC York Rally is going to have the same sort of buzz no matter what the weather, and it's not just a gathering of cycle loving tourists who bring their tents and their caravans to Knavesmire.

The Trade find it an easy lesson in what the other side thinks about their products, and then there's also the opportunity to not only demonstrate the product, and assess the user-reaction, even take cash off the punters, too. But then York Rally has been that sort of event for decades. What never changes is the hardened clubman using this annual gathering to check the market there alongside the very obvious newcomer to the pastime. Similarly they are also quite starry-eyed and ready to submit to viewpoints or impulse buying.

Others have serious intent, as with Schwalbe distributors Bohle. The Schwalbe Marathon touring tyre was first introduced to the British public at this Rally, and has since become the most sort after tyre for the discerning tourist. With over 1 million of this model tyre sold throughout the world every year. The Marathon is now a range of no less than six tyres including the Marathon XR tyre for "extreme" touring and expedition work and the relatively new Marathon Plus with the "SmartGuard" puncture protection belt that not even a regular drawing pin will penetrate.

That Cannondale and the American Smith & Wesson, a model for the Police, can find a place alongside booths with hard to find cycling kit and masses of clothing for the racing or touring biker says much for the faith of the CTC organisation, who present this unique feast of cycling attitudes year after year.

And if it rains, so what!



York rally - the one place where a tyre tread is not just a tyre tread - it's an object to be studied very closely. Here Bohle's Schwalbes come under close scrutiny. Below: The questions that are asked by people who want information on cycling can be a goldmine in market research terms. Fisher Outdoor were there with saddles and cycle luggage, as well as the Schwalbe line-up.

clan Superfeet heading into Europe

This was the very first Superfeet European Distributor Dinner, a celebration held in the Lothians at Dalhousie Castle. It's a Scottish stronghold that once held out against the six month siege of an English King and then much later welcomed Queen Victoria. Oliver Cromwell came and tried hard not to knock it about a bit before a spell of residence.

The Superfeet clan and their guests were much better behaved, mostly being attired in the traditional Scottish dress, they drank the traditional wee dram and saw a haggis addressed in real fine manner. At the head of the table was a man in Fraser tartan, wearing a smile that set the tone for an evening of traditional Scottish entertainment. The pipes, the dancing and the story telling matched fine Scottish castle cuisine on an evening of history and character.

This was to celebrate Anatom's advance, since March of this year Gordon Fraser's Edinburgh operation has been European partner of the American Superfeet organisation, co-ordinating the distribution of Superfeet products in the European market as well as managing the distributors responsible for domestic markets across Europe. The Dalhousie Castle guests represented this expanding group, there enjoying a true bonding session as they begin to manage the product's future growth and the development of the brand across Europe.



someone produced a bonnet and wig and then the speeches began. The Norwegian humour came from Atle Christiansen (left) and Jean-Peter Ostbye, both are Superfeet Distributors in their country



Michelin also appreciate York rally is the opportunity to meet the converted on their own ground - and it's an ideal launch pad for new introductions.



cycle camping, backpacking, the great outdoors the new logo is just part of it . . .

There's a persuasion that comes from the team under Stephen Newlands that AMG are really delivering. It's a confident approach that I found pivoted on a tent display of over 90 models at Finlaystone Country Park. This is their base for big business opportunities - outdoor living and lifestyle supported by their wide range of product from footwear to what you'll eat and how to cook it. It's not all Vango, of course, but it's not so easy to identify the seams between Vango and Force Ten - the year old stand-alone specialist section that's built on the orange tent heritage. Then there's Lichfield at base camp and Teva for moving on.

Retailer buyers who have seen the range are quoted as saying "it's the best ever" and managing director Stephen Newlands is no less upbeat. He looks forward to the upcoming European and UK show scene with new rucksacks, new sleeping bags and new tents that all come under that new Vango logo.

"We have been listening to our customers and made changes that will deliver a better service for them, there's an enhanced opportunity to profit on the intense development effort we have put into this new range". From a logistics point of view, AMG now operate a guaranteed 48-hour service, in their warehouse - "we've doubled the man-hour efficiency alongside a big increase in throughput".

The drive, says Stephen Newlands, comes from wanting people to discover Vango products deliver more than expected. "Vango products work and are seen by the public as being great value for money - and especially with the family camper". With over 90 tents on display to support the camping image there's plenty that'll get more people buying into the outdoors way of life.



and you'd like a large sleeping bag sir?



AMG's Stephen Newlands and the way their brands fit in the market



AMG logo line-up - and remember you make Teva sound like Trevor



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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.

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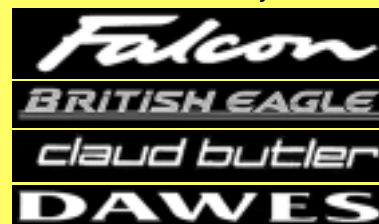
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know-how sessions at OutDoor

The European Outdoor Group, the trade association of the European outdoor industry, has organised a series of 'know-how' workshops that will run during the OutDoor in Friedrichshafen. The three sessions will be held both in English and German and presented by experienced specialists. These workshops will be free of charge to all visitors of the show, although the number of participants will be limited.

The subject will be public relations for outdoor retail shops, equipment know how for sales floor people and sponsoring outdoor athletes or expeditions.

These workshops will be accessible free of charge to all visitors of the show, although the number of participants will be limited.

The EOG emphasises that the workshops will not be sponsored by any particular brand to keep them independent and highly informative. Mark Held, of EOG, says: "When the delegates leave the workshops we want them to be saying 'Wow, I have really learnt something! Besides, we want to multiply their knowledge. We will provide handouts, our target is to spread knowledge and increase the general level of expertise in our industry.'"

The EOG contracted Kern Gottbrath Kommunikation, a Munich based agency, to organise the sessions. Till Gottbrath is their industry veteran, a man with high expertise in marketing, an accomplished expeditionist and former chief editor of Germany's the "Outdoor" magazine. Mark Held is co-presenter, he having held key positions at companies such as Berghaus, Lowe Alpine, and others. He too, has extensive experience with a wide range of outdoor activities.

the number of participants per workshop is limited to 60. Registrations on a first-come, first-serve basis at www.european-outdoor.com

leisure and pleasure is Spoga way

It's a show big on heritage with lots of barbeque and patio equipment alongside all aspects of equipment for the garden, for camping and equestrianism. It all happens in Cologne's exhibition halls from September 5 to 7, there will be around 2,450 suppliers from about 60 countries and it's easy to get there as the destination has excellent transport and travel connections, by road air or rail.

and then it's Go Outdoors

The Go Outdoors show hits Harrogate from September 26th - 28th. Retailers will find around 150 companies displaying their wares.

Organisers Outdoor Industries Association, say they will not be charging pre-registered visitors to enter the show, pre-registration is as easy as asking for a pre-reg form.

call the OIA on 020 8842 1111 or visit www.go-outdoors.org.uk

building a new-look Cologne

new MesseCity taking shape

The city fathers in Cologne have revealed plans that will see the Koelnmesse infrastructure being completely changed and upgraded as their Master Plan 2006 falls into place. The foundation stone for the new Northern Halls will be laid in the fall of 2004. The existing exhibition grounds will be made even more attractive through improvements in the catering services, comfort facilities and signposting system. A new trade-fair boulevard will connect all of the hall areas and act as a central axis through the exhibition center. And a new entrance will be built in the southern section of the exhibition grounds. Guests will step off the high-speed Inter-City Express train and find themselves directly at the show doorway.

The planned MesseCity, with its hotels and conference facilities, will transform the communication centre into an important European business centre. These will include trade fair and media companies; a high level of hotel and convention capacity; transport connections that guarantee one hundred percent mobility in a location that not only offers a beautiful view of Cologne's historic Old Town, yet is one designed to inspire people through a modern contrast to that historical image.

In Cologne this year IFMA runs from September 16 to 19

EICMA - a whole new showground

Will carbon play the star role at Eicma 2004? The large scale adoption of this high-tech material, initially a special feature of range topping products, is now spreading fast to lower segments of the products so it's likely the testimonial of that innovation will be one of the three great themes of the Milan show. Typically Italian, the other two are passion and business.

This is no mere guess, since it seems that many frame manufacturers are about to industrialise the use of this material. And it is also no guess that with or without carbon components, the Milan Show is working to reassert its world leadership in the sector that is race bicycles.

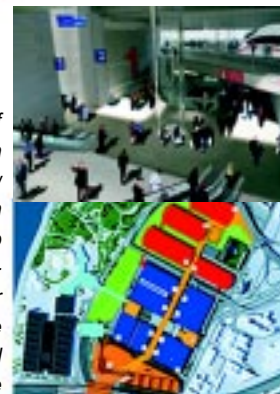
As for passion, the validity of this slogan will be substantiated by some 100,000 bike enthusiasts expected to visit the show again this year. And what about business? The requests for Trade Visitors Cards coming in not only from the European Union and Far Eastern countries, but also from all around the world. New Zealand recently sent 10 requests in a single day!

This will be the last Eicma show staged in the traditional fair district of Milan over the last 30 years, all this will come to an end in 2005, when Eicma will be one of the first Milan Fair events to be transferred to the huge new premises currently under construction. The new Fair grounds are being built just 8 km from the old grounds, along the way to the Malpensa airport, where the motorways to Turin, the Lake District and Venice all converge. It can be reached by subway with a 12 minute run from the centre of Milan.

This year, amidst the initiatives flanking the Bicycle Show, there is a special 'Eicma Show District' in the area of Corso Buenos Aires. This is the fourth biggest commercial road in the world, and it will be featuring over 400 stores devoting their windows to the bicycle, with special happy hours, restaurants, pubs, pizza places and above all, hotels of any category all just 12 minutes away from the Fair by subway. The shops will offer Eicma visitors extremely advantageous conditions, with discounts of up to 40%.

A list of the hotels that have joined this initiative, specifying the relative category, prices and discounts offered, can be consulted in the Visitors section of website www.eicma.it. You can book your room online by sending a message to eicma@eicma.it.

Biked@ys In the afternoon of Friday, 17 September, the inaugural day of the event, the Parliamentary Cycling Team will participate in the 7th edition of Biked@ys, The International Forum on Bicycle Trends. The theme of the Forum will be the motto of the American Association Bike Belong Coalition: 'more people on bicycles more often'.



A prospectus view of how it will look - Koln Messe/Deutz, the new InterCity Express train station, the central hub of Europe's high-speed network. Other illustration is the Cologne showground layout of the future

'significant growth'

At Koelnmesse's Annual Report Press Conference, both Fritz Schramma, Mayor of Cologne and Chairman of the Supervisory Board, and Jochen Witt, President and CEO of Koelnmesse, had a positive message to convey. Highlights showed a turnover of EUR191.4 million and a profit of EUR3.3 million before taxes, a significant growth of their trade fair portfolio - both in Cologne and abroad.

Never before has Koelnmesse organised as many events in a single year as it did in 2003. A total of 59 trade fairs were held, five were abroad. In all, 33,663 companies exhibited, more than 1.3 million registered trade fair visitors attended, and at 448,148, the number of visitors from abroad was the highest ever. Around 56 percent of the exhibitors and 34 percent of the visitors came from abroad to the Cologne exhibitions and trade fairs.

Cycle & Leisure - UK style

Leisure Expo, organisers and joint venture partners of the National Cycle and Leisure Show, are pulling out all the stops to maximise attendance at the September event. A recent e-mail newsletter, entitled *Lost your Bottle?* gave subscribers the chance to receive information on the event sent in a free drinking bottle.

Future newsletters will offer a video disc which tells the story of the trader show since 1987, the year that David Hyde, md of Leisure Expo, first got involved in the cycle trade shows. "It was fascinating going through all the old pictures," said Hyde, "We've certainly had some great shows over the years, but we believe that right now the most cost effective way to exhibit is through the new roadshow calendar of events that we have set up with the Bicycle Association".

The Cycle & Leisure Shows get right to the main areas of the country and companies can exhibit at all or just any one of the venues at three separate locations.

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