

A KSA PUBLICATION

published for June 2018

[trade and industry]

FOR OVER 38 YEARS THE INDEPENDENT VOICE for HIKE - BIKE - TRAVEL - TOURISM

biggest showing of the year

and with the right mix for business

Exhibitions and trade fairs gain reputations through the delivery of not just the venue and the name over the front door but by who comes, who gives support and who will definitely be coming back for another dose of the goodies . . . Persuasion is the key, brands showing us what they have got is a part of the equation, but things really centres on who shows up and shops. Getting the mix right, programming the presentation and looking to meet visitor expectation - *nothing to it is there!* - yet once the organiser has set the date and drawn up the floor plan then the rest is up to the visitor,

this is the crucial time when the buyer's reputation is at stake because it is their being there which creates good vibes ambience on the aisles.

Friedrichshafen does the job well and following the OutDoor 25th happening there, the Eurobike show will do even better at pulling in the people: a sell-out show which will have over fourteen hundred exhibitors is a mind blower in anyone's book. This Friedrichshafen show has been a long term global success since that first 1991 Eurobike swelled to a full two halls with a lot of Shimano there to celebrate 70 years in business. This was just a year since their hiking and biking shoe the SPD was introduced, meaning at last bike riders could walk around in what was replacing the cleated cycling shoe. What a show-stopper at this first Eurobike fair.

That is what trade exhibitions are about, when you turn up on the day not wearing blinkers then could be you'll find the game-changer for driving footfall and business. Just one way to find out though!

Pri



A leading light makes it to a hundred years, cooks up something special.
MORE INFO INSIDE

During July, the Gift Your Gear scheme is seeking unwanted maps and compasses. There's a collection point in the foyer at OTS, EventCity. Take stuff with you!



MORE INFO INSIDE

Textile applications will be amongst the papers and presentations when the University of Leeds hosts the 91st Textile Institute World Conference.

MORE INFO INSIDE



The 91st Textile Institute World Conference
23rd - 26th July 2018 | Leeds, UK
TIWC 2018: Integrating Design with Sustainable Technology

MAKE A BEELINE FOR OTS 2018



THE UK'S LARGEST TRADE SHOW FOR THE OUTDOOR INDUSTRY IS HEADING TO EVENTCITY, MANCHESTER M17 8AS (SATNAV)
3RD - 5TH JULY 2018



CENTRAL NORTH WEST LOCATION

A GREAT MIXTURE OF NEW & LEADING BRANDS

THE HIVE OF THE OUTDOOR INDUSTRY

REGISTER NOW
outdoortradeshow.com



BEE THERE



FOR TEAM AT THE TOP

big vote says yes

The largest proxy voting of any British Mountaineering Council AGM saw a new constitution adopted and election of their first ever lady president Lynn Robinson with more than double the vote of the other nomination at a Kendal gathering. On the agenda was also an ordinary resolution proposed by John Roberts and over 500 BMC members to continue the work of the BMC in the spirit of the recent



organisational review recommendations, whether or not a new constitution was adopted. That item was backed by 6,222 votes for an out of sight majority. Then came the special resolution to adopt new articles of association, one option was a formal recom-

Lynn Robinson and Nick Kurth

mendation by the BMC National Council, BMC Board of Directors and organisational review. Opposite stood the proposal shaped and put forward by a group of members.

Two presentations were made, each of six minutes after which the floor was opened to questions. That took around two hours of debate before votes were cast in the room, added to the online and proxy votes to give a conclusive result, 92% in favour of adopting new articles of association, with just 2% abstaining. From that came a decision to keep the subscription as already stood, so no increase for this year.

Acting president Nick Kurth stepped down from his role, Lynn Robinson and Les Ainworth gave presentations about taking the BMC forward, with membership deciding by 2 to 1 in favour of electing their first ever lady president. John Roberts was voted vice president. Of the Kendal meeting BMC ceo Dave Turnbull tells of "this truly historic AGM with a record voting turnout that was nearly three times the previous record, and also electing a lady president." On her part Lynn Robinson, new BMC president said "I'm absolutely thrilled I can't wait to get started, and am really looking forward to recognising some of the BMC's amazing volunteers."

TR

take maps and compasses to EventCity

Two jobs in one is achieved from de-cluttering a kit cupboard, the garage even, and turning it over to a new home so that hundreds of grassroots organisations can get further use from this outdoor clothing and equipment. The Award winning scheme initiated by Gift Your Gear founder Sarah Howcroft has helped young people experience the great outdoors, from hill walking and climbing to camping and biking.

For July, Gift Your Gear is seeking unwanted maps and compasses to help the next generation find their way around the countryside. Sarah Howcroft explains... "we also have a collection point in the foyer at OTS and this is a great opportunity for exhibitors and visitors to donate any usable items they have. We're specifically focusing on collecting maps and compasses as they'll be easy for people to carry but we'll be happy to welcome larger gear donations too."

Textile Institute - World Conference

retailing and branding

Current investigations looking to future trends and visions in all possible textile applications will be amongst papers and presentations when the University of Leeds hosts the 91st Textile Institute World Conference. Theme is "Integrating Design with Sustainable Technology" bringing focus to identifying and establishing interdisciplinary engagement in the textile manufacturing and retail industry through the various fields of technology, design, sustainability, research and economy.

The University of Leeds was founded in 1904 and one of its original departments was the Department of Textile Industries. That department thrived and became recognised as a leading textile centre for education and research which attracted students and visitors from all around the world. In the quite different world 114 years later there remains a vibrant global alumni representing the Leeds Textiles "family". Evolution has brought about the School of Design which embraces and integrates art and design, and graphics and design communication into the School's portfolio which flavours the textiles activities there. Conference delegates attending July 23-26 will be introduced to topics covering the manufacture and business of fibres and fabric, nanotechnology, printing, retailing and branding, the world of smart textiles and also hear about design, economy and the supply chain. The presenters will also embrace topics textile recycling, textile cultural heritage science and education.

TR



million a year trees topped

An ambitious target has been felled as members and supporters of the European Outdoor Conservation Association plant two million trees in two years to benefit local communities and people who go outdoors with a lasting legacy to show just what can be achieved when a community works together. The two million target reached and passed is added to the €2.4million put into conservation projects since the association's inception in 2006.

Projects such as a rewilding work in Scotland, Spain and Romania, forest restoration in Kenya, Malawi, Borneo, Uganda and India, replanting mangroves in Madagascar and Indonesia add up to the 2,668,722 trees are now standing that wouldn't otherwise exist. With one mature tree producing enough oxygen for four people and a tonne of carbon dioxide drawn from the atmosphere in a year, that's a huge legacy from the European outdoor industry. There has also been investment in 53 countries where 105 projects such as wilderness protection, removal of invasive species, reducing poaching, improving habitats, collecting marine litter have been put in train.

Speaking before OutDoor opened in Friedrichshafen - the Messe is one of the seven sustaining members of EOCO - it was Tanya Bascombe, joint general manager at the association who commented that achievements now being celebrated have only come about through the steadfast and continued support of our members. "The amount that has been realised through the association is testament to what an industry can do by working together when the issues faced are so much greater than each individual".

RW

KEELA

Harris Tweed Smock & Isle of Harris Gin

A Perfect Match!

For your chance to win both the Smock and the Gin, join us on
Stand 134 at OTS
3rd-5th July
Event City, Manchester, M41 7TB

We'll also have the rest of our latest designs and innovations for you to see
You won't regret it!

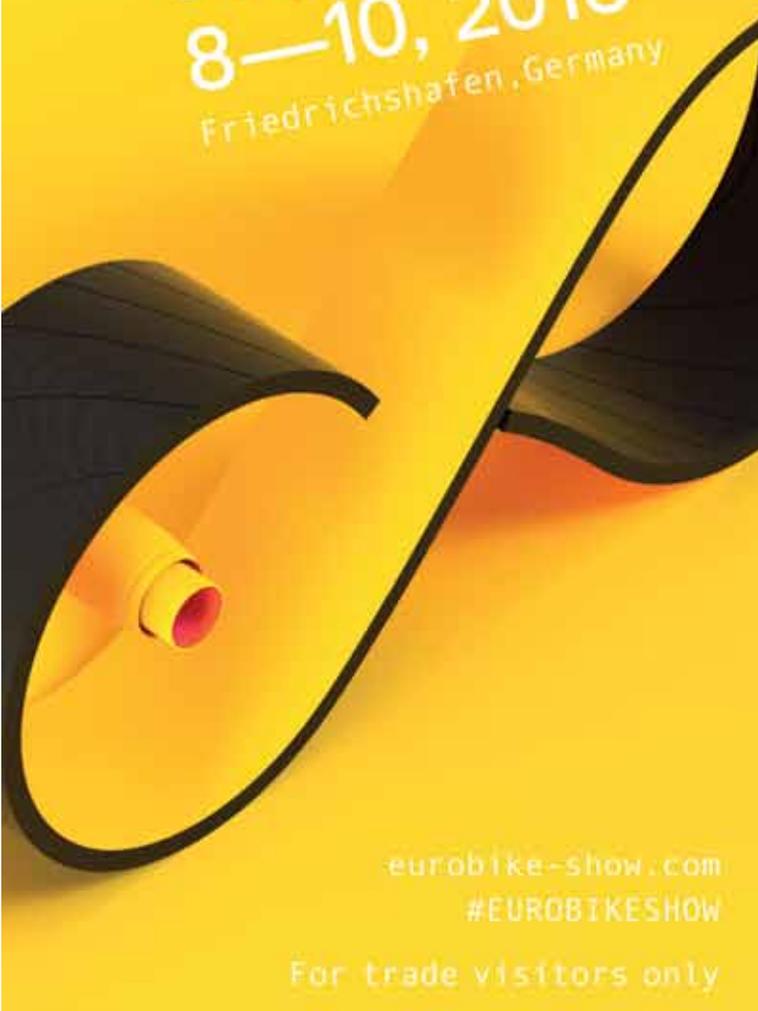


The Global Platform

Tomorrow Starts Here & Now!

Come discover the future of bicycling and micro-mobility

July 8—10, 2018
Friedrichshafen, Germany



eurobike-show.com
#EUROBIKESHOW
For trade visitors only

It began on Mount Etna, the thirteen day battle to stay in Pink - and three stage wins.



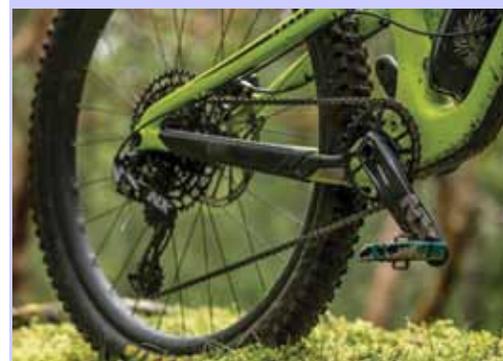
new tubulars in Tour

At the Paul Ricard circuit on the weekend of France F1 Grand Prix new Pirelli tyres put in a lap on the circuit with Simon Yates. This marked the Italian tyre now taking to the field with the Mitchelton-Scott cycling team, currently No. 2 in the UCI World Tour ranking. Now purely a tyre manufacturer Pirelli has been sponsoring sport competitions since 1907, the strategy over a hundred and ten years on is to step up its presence in professional cycling.

The Tour de France is when the Australian team will have the new Pirelli brand tubular tyres on show and being recognised, their participation in the Grande Boucle marking Pirelli's return to major races in the UCI cycling calendar. Using Le Castellet as the designated stage for the announcement of the agreement between Pirelli and Mitchelton-SCOTT was no random choice. With the Tour de France start date so close in time it also underscores the existing ties in Pirelli's strategy between motorsport and cycling races. After his lap at the circuit practice Simon Yates presented Lewis Hamilton with the race Pole position award.

Now the secret is out of how the Mitchelton-Scott team and Pirelli R&D personnel have been working together in a constant exchange of technical feedback. That has come during over 300,000 km covered with the new tubular tyres in races and testing sessions, with several World Tour races where the tyre were ridden without showing the brand name.

Pr1



Born in the USA, engineered in Germany, made for the world. "This is the newest generation of 1x technology from the people who invented it" says the brand. This drivetrain gives you unmatched performance and a whole new level of freedom. Powerful. Tough. Decisive. Stealthy. The widest range of gears ever seen in a 1x system. Simply unstoppable. This is Eagle. This is SRAM. You can get to check it out at the Eurobike.

2 by 1x - a single front

In 1986, the Trade collaborated with Anglesey bike maker Tony Oliver to produce an offroad tourer, seen left. A single 26t



chainwheel with a "special" Sachs-Huret long arm, short cage derailleur was produced at the Huret plant in France. The hub was a Helicomatic 11-32t block. Mavic supplied M40 rims, Michelin World Tour tyres never punctured in the ride across Lapland on a bike produced with unique Reynolds tubing. With steel Karrimor luggage racks the bike weighed 22.5lbs. It was on display at the Harrogate Cycle Show, I got one!

Pr1

cycle recycle

Around middle England and in Wales, on the roads then on tv people have seen a tough 2018 OVO Energy Women's



Tour raced by international riders. American Coryn Rivera of Team Sunweb won by just 11 seconds, Marianne Vos (Waoowdeals Pro Cycling Team) beating her teammate Dani Rowe into third spot. The overall and class winner jerseys were made British cycle apparel company Le Col using 100% recycled fabric, a first for any professional UCI Women's WorldTour race. Brand founder Yanto Barker tells that owning their production facility in Italy means having full control of the sourcing and manufacturing process from beginning to end.

RW

NATIONAL NAVIGATION AWARD SCHEME

confidently being there

here's a teaching package designed to make navigation teaching relevant to practical outdoor navigation

Travelling the countryside, local park and other green spaces is proven to have health benefits, fact is a stroll around town even is more than just stretching your legs. Getting lost on the way is quite easy, yet there is no clear teaching methodology of the subject of using map and compass in the UK. There is no course a teacher can do within education to understand how to teach it. For 80 years people have been reliant on a method of teaching map reading, as opposed to on-the-move navigation. That latter method comes designed around static plotting and surveying in the military which enables accurate communication of locations between troops. It requires numeracy and accuracy to a level not required by on the move navigators recreating for pleasure and generally following paths.

Orienteers are the best on foot navigators in the world, their maps haven't grid numbers and many use compasses that don't have rotating dials and numbers. The rest of the outdoor recreation world views them with suspicion, as opposed to questioning the teaching methodology and learning from it. The NNAS is offering just that in a package designed to make navigation teaching relevant to practical outdoor navigation. It is a simple structured teaching package and methodology, avoiding a requirement for numeracy and excessive complexity, with much of it taken from the world of orienteering but applied to walkers, mountain bikers and other recreational map, compass and GPS users.

The intention is to make navigation fun and simple with a universal approach to teaching, when we achieve that we can remove a barrier to getting people outside and ultimately sell more gear and outdoor equipment. Training shop staff to offer simple advice around the subject and pointing customers to quality assured progressive and relevant navigation training with NNAS could be routes to greater sales in the long run and enhanced customer engagement in the shops. The whole thing is backed through the Scottish Credits and Qualifications Framework, SCQF.

The recently published NNAS book "Teaching Navigation, Practical Ideas for Tutors" is the only one of its kind in the general outdoor recreation sector. There are lots of books on how to navigate in the hills which revolve around the old style teachings and there are quite a few teaching navigation books in orienteering but walkers and many outdoor instructors are not so attracted to cover pictures of very fit people running and wearing lycra! **Nigel Williams**

Stand No:198 at OTS



insulated drinking vessels help the environment

Showing that Britain is thirsty for the green ideal and wants to do away with one-shot plastic bottles is boosting the appeal of drinking flasks, especially one that last and last. Hydro Flask came to the UK in 2015 with just one retailer, Snow+Rock, buying the wide mouth bottles in black, silver and orange. They've now been joined by another 42 retailers around the country and some online-only retailers. That's lifted the brand to be leader in high performance, insulated stainless steel bottles and flasks sell through.



That "insulated" tag is pretty important for cold weather activity, and especially when crashing around the wilderness on biking trips. Hey, coffee needs to be the hot-shot! Hydro Flask was born in Bend, Oregon in 2009 where they launched the first-ever, all-insulated drink bottle, now the full range includes Standard and Wide Mouth bottles with screw tops, Flip Lids or Sports Caps, and Coffee Flasks.

The last couple of months have seen an acceleration in sales, on the back of a new range of spring colours for 2018 –Olive green bright Flamingo pink, and Blueberry blue.

That brings Hydro Flask to hitting the second largest count for the brand - just behind Germany. Hydro Flask Europe General Manager David Ledouble tells "Hydro Flask works in the UK because we are continually striving to bring new, innovative products to the market. Our dedication to the design and functionality of our products and culture remains our number one focus. With the UK's increasing concern about single use plastic bottles, Hydro Flask offers a BPA-free and recyclable product that's helping consumers here stay hydrated with a conscience".



Turn it on...
Mosquitoes GONE!

P.S. WORKS ON MIDGES TOO



3rd - 5th July 2018
EventCity, Manchester



PROVIDES
20m²
ZONE
OF PROTECTION

Visit us at the show, stand 56 to see new products from top brands in the outdoor industry including CamelBak, Bridgedale, Stanley, GoalZero, Thermacell and more.

Look forward to seeing you there!

Find out more...

f @BTNMCCALL
 @burtonmccalltd
 @burtonmccalltd



Burton McCall Limited
Email: sales@burton-mccall.com

Tel: 0116 234 4611

www.burton-mccall.co.uk

REGATTA GREAT OUTDOORS[®]

FIND US AT OTS - STAND 122



Snugpak

Snugpak showcasing popular collections at OTS, Stand 70

Snugpak, the UK's leading sleeping bag and insulated clothing manufacturer, will be showcasing its most popular collections at OTS in Manchester.

One of the highlights is Snugpak's Kitmonster G2 collection, which includes the 35 litre Roller Kitmonster Carry On (£84.95), Kitmonster 70L G2 (RRP £79.95), a 70 litre capacity holdall, and for longer trips, a 120 litre capacity version with wheels, the Kitmonster 120L G2 (RRP £129.95). The outer shells on all three G2 packs are constructed with super tough, durable, waterproof tarpaulin fabric to provide the ultimate protection for gear on the go, making it the perfect choice for the hustle and bustle of travel and rugged outdoor terrain.



Being promoted at OTS is Snugpak's Journey collection, which comprises four tents in a Sunburst Orange colourway, all 4000mm HH, constructed with a durable ground sheet in a bathtub style and supplied complete with a tailored tent footprint to help protect the ground sheet. They all include No-See-Um-Mesh Mosquito Netting on the inner tent too. The Journey Solo (RRP £109.95) is the smallest in the collection, being a lightweight durable one person tent. The largest is the Journey Quad (RRP £269.95), which offers a generous sleeping area for four people and an extended living compartment to store camping essentials.

www.snugpak.com

some just can't stay out of the kitchen

You could hardly call it cooking up a story but as part of their centenary celebrations the brighter lights company Spanninga will be calling in a top chef for a big dinner party. The party planned by company boss Feike Spanninga is being held at Joure in the Netherlands but one of the family won't be sitting down with the guests - Reitse Spanninga is his nephew and he'll be working in the kitchen! The still secret programme happens in October, with a whole afternoon of entertainment before sumptuous fare at the table served to family and staff by the family's renowned chef. Reitse Spanninga tells he is really proud of the family history, and honoured to be part of this festive year where he gets the great opportunity to show that his personal motto of "Good food is a source of happiness" will keep the party in full swing.

The picture (left) is when tradeandindustry editor Peter Lumley visited the Nantua factory with Richard Cross of Dillglove, seeing Jos product manufactured in France by the brand owned by Spanninga.



interbike[®] September 18-20.

The American Interbike is introducing a new educational track where retailers will share experiences on topics which all IBDs encounter in business. The Retail by Retailers sessions are on either a one-on-one interview or with a panel discussion format, and will take place during the Interbike Expo September 18-20, 2018.

In a partnership with The Mann Group and the National Bicycle Dealers Association the Show deal is based on feedback from the Retail Advisory Board.

Amongst the people helping put the story into place there is a retailer who founded a five locations operation and the director of sales and continuous improvement at a bike shop in Canada. From Texas there will be a speaker on elevating the level of contact between service employees and their customers from the standpoint of their five location outlets. Things get even more serious with a discussion how to use metrics to benchmark business, with input from owners, co-owners and management staff, all about hands on techniques at retail businesses.

"No matter what industry you're in, education in the form of peer-to-peer advice, support and perspective can be the some of the most effective ways to learn and overcome challenges," said Justin Gottlieb, the Interim Show Director for Interbike.

All educational sessions at Interbike are offered at no-charge to registered attendees. More information on the Retail by Retailers track and the complete lineup of educational session at

Interbike can be found at <https://www.interbike.com/events/education/>.

Attendees can register for Interbike Marketweek at www.interbike.com

checking out China

The tv channels are pumping out hours of chatter on the trade war developing from the fist clenching White House black looks at USA imports but for the people more interested in a black run, Snowsports traders are being invited on a mission.

For the first time ever the Snowports Industry Association, along with support from tUS Commercial Service of the US Embassy in Beijing, there is to be a trade mission to Beijing in September 2018. This is for US companies looking to learn more about a growing winter sports market in China. It is estimated that by 2020, the total market size of the winter sports industry there will reach 87 billion US dollars, which is a rather large dump of dosh. The educational session delegates will get an overview of the opportunities that exist and hear and network with retailers, distributors and resorts, along with e-commerce specialists. Time will be spent visiting local winter sports retailers, meeting with the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games and meeting at the Embassy for a presentation from US Commercial Service of the US Department of Commerce to gain an overview of the Chinese market and IP issues.

Chairlift space for a run on the opportunities slope are limited, says SIA.

www.snowsports.org RW

EOG research shows strong growth in 2017

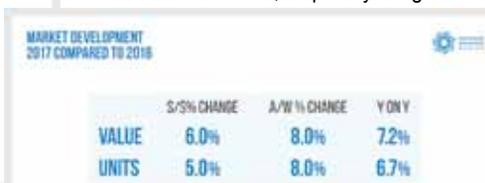
Latest State of Trade report checked from 115 brands across Europe indicate that the wholesale outdoor market grew by 7.2% in value, 6.7% in volume last year against the contrast of the flat market reported for 2015 and a modest growth in 2016. The report says the wholesale outdoor market was worth €5.86bn and based on this the the estimated retail value of the outdoor market in 2017 was €12.3bn. Data shown in the accompanying charts analyses sell in information for seven main categories and 48 separate sub-categories.

The largest three individual country markets are Germany, France and the UK, which together represent 50% of the sector. All product categories experienced year on year growth, with the exception of tents. Footwear performed strongest, recovering well after a decline in 2016. Similarly the double digit growth in value here also happened with sleeping bags. Largest category showed in apparel, 5% growth in value and 6.7% in volume, after a particularly strong autumn/winter season, helped by the good seasonal conditions. The decline of tent sales was underpinned by a difficult

start to the spring/summer season in 2017, particularly in the UK, which is the biggest market for the category. Typically, spring/summer represents around 70% of tent sales.

Pauline Shepherd, the EOG head of market research, comments: "The 2017 State of Trade results are encouraging and showcase a vibrant and successful sector."

EOG constitutes 96 full members and 10 associate members.



Nature's finest fibres with a little technical nurture.



A natural answer to a problem that's as old as the hills. HDWool®'s active insulation provides unrivalled moisture management in all weathers. It takes the wet in its stride, is light, tough & breathes when things get active & start to heat up. The great allrounder, it's natural, biodegradable and durable. Technical insulation designed by millions of years of evolution. **HDWool® is proven.**



JUNE 17-20, 2018
HALL B4
STAND 412
www.hdwool.com



PROVEN BY EVOLUTION

GETTING YOUR MONEY BACK

entitled to a tax refund?

It is not unusual to come across someone who reckons they've ended up out of pocket in their tax dealings with HMRC, forget the guy who would hope to be paying a million or three a year in income tax as they'll not be sharing that little story, but luckily there are people who can help you sort out overpaying on the shekels. If you are really lucky HMRC may well have reckoned you have paid too much tax by sending a P800 form and opening up the way to claim the refund online. They will have told you that, so all is good.

On the other hand you may just be wondering why money is on a one way trip out of your pocket and that is where the experts at DSR Tax Claims come in. These tax rebate specialists know how hard it is to find good, quality information about HMRC's tax regulations which comes easy to understand so they have come up with handy guides that tell just about everything you need, or will ever want to know about paying tax. They just love helping clients to an easier life and are ready to share their expertise, give them a call 0330 122 9972.

The reasons why you just might be able to recoup some of the Income Tax you have already paid come for varied reasons, such as too high a level of deductions from your pay, maybe due to an incorrect tax code. It may well be you have made a Self Assessment tax return

and paid too much tax. Buying a life annuity is one possibility or you have been left out of pocket by paying for your own work related expenses, for example you have paid for your own travel costs or some uniform costs. The list doesn't end there and DSR can help, so if you think you are entitled to a tax refund, go online

<<https://dsrtaxclaims.co.uk/tax-returns/calculator/>> and check.

If too much tax has been taken from your wages or salary, you may be able to claim a refund. The method you need to use to claim your refund depends on which tax year you think you have overpaid in. The tax year runs from April 6 one year to April 5 the next, with the good news that you can backdate your rebate claim for up to 4 years.

But beware. We'll say it again - beware.

There are a number of email and text scams about tax refunds doing the rounds but as HMRC currently don't send out notifications for tax rebates by text or email, the "notification" you are seeing is a scam. HMRC will only notify you of a tax refund by post. Should you receive a suspicious looking email or text about a tax rebate, then quickly report it to HMRC

<<https://www.gov.uk/report-suspicious-emails-websites-phishing>>.

DSR Tax Claims are at Suite 637,
109 Vernon House, Friar Lane, Nottingham.

info@dsrtaxclaims.co.uk phone: 0330 122 9972



THIRTY YEAR CELEBRATION

has a big fan for tent poles

"When I was young I wanted to become a farmer, grow flowers and plant trees. My dreams didn't come true, I became a manufacturer producing aluminum tubes. Instead, DAC plants flowers and trees at the factory, we harvest strawberries and apples, though not in a farm but in heavy industrial complex, my dreams are becoming true by DAC." The words of Jake Lah, founder and ceo of the

company where clean processes is extremely important, "it's critical for reducing our environmental impact, safeguarding the safety and health of our people, and for maintaining the quality and tolerances of our products" he tells. Anodizing poles has some dirty processes along the way, to combat and eliminate these nasties DAC struggled for over eight years to develop their Green Anodizing process, shutting out nitric and phosphoric acid from the anodizing process for much of the poles produced.

The company's presence at Friedrichshafen and also into membership of EOG has Jake Lah saying "It's the right time for DAC to take a more active role in supporting the European outdoor market" saysa Jake Lah. His Dongah Aluminum Company, better known amongst worldwide peer tent makers as DAC, has been manufacturing what are claimed to be the lightest, strongest and highest



people and the place that is DAC



quality aluminium products in the industry. Key to how they operate comes through innovation, sustainability and performance. Their customer list of tent brands shows the depth of influence this company based in Incheon, South Korea, has grown over the past 30 years. For those who study metallurgy DAC has developed their custom aluminium alloy TH72M which is extruded to produce poles.



People who have been there comment that the production base at Incheon looks nothing at all like a factory at all, flowers and fruit all over the place and with a twelve pointer sniffing the air up there on the roof. Sustainability is less the word more the action at DAC where the working environment, the structure of the place, the gardens, artwork and their monthly music concerts all contribute to providing a very positive place to work. On a more serious side the company's Wind Lab is powered by a 500 hp fan, creating wind speeds up to 160 km/h. This testing platform is the only specifically designed wind tunnel in the world.

Located on the top floor of the factory here is where over thirty major tent brands along with the UNHCR and many military organisations check they are not just about to join the gone with the wind brigade. On Bodensee at OutDoor the DAC people came to put poles more than at just north or south, that's something Jake Lah has been working on for thirty years and his team are all up for it.

Pri

the picture here shows what makes it really draughty at tent pole test sessions



breaking the ice on transparency

New Zealand's natural performance apparel brand Icebreaker won the OutDoor Industry Award in the "Concepts and Services" category at OutDoor fair 2018 for its *Transparency Report*. This tells-all report reveals the company's entire supply chain and company operating structure and its inaugural Transparency Report comes 23 years in business. The *Made Different, the Transparency Report* focuses on people, nature and what it means to be a true sustainable business, covering the brand's entire operation. This is the first edition of a report which will now

be published annually. Of the rationale for the development of the Report, Icebreaker's ceo Greg Smith, explains: "Our thinking was simple. What if our customers could see everything we do? This report sets this benchmark, challenging the industry and inspiring other outdoor brands towards natural solutions."

Today, over 85% of the raw materials used at Icebreaker are based on natural fibres such as Merino and Tencel, a sustainable fabric regenerated from wood cellulose. This handles not unlike bamboo and is one of the most environmentally friendly regenerated fabrics, seeing the fibres are grown sustainably. With the Transparency Report, Icebreaker takes a leading role in transparency in the outdoor industry. The company perceives the

report as a logical consequence of its pioneering role in the use of natural fibres, the maintenance of long-term relationships with suppliers and the transparency and traceability of its supply chain. It's on record that this April an A+ rating of the Baptist World Aid Australia Report was gained by Icebreaker, the top rating within the annual report for ethically produced clothing. Greg Smith tells "Whilst we're not perfect, we are proud of what we have achieved. In this report, we share with you our origins to where we are today. We identify where we can improve, and our aspirations for the future." Future company intentions are set out in the *Transparency Report* including seeking further natural alternatives to synthetic fibres and packaging material used worldwide.

TR



no pulling the wool over their eyes

brands need to have values that suits the now-purchasing Gen Z

Take-away theme from this OutDoor show held at the shore of the Bodensee bordering three countries was Corporate Social Responsibility being applied holistically. Since the start of the decade sustainability has become obvious in product terms, but at this show it had become an established norm of product portfolios. Obvious here was the amount of resource that the established brands put into the other aspects of CSR, especially in terms of welfare of the people in the process. Fair Wear Foundation's influence is the new baseline and it is expected to grow as a new Chair is appointed to the organisation.

Another debating point was that initiated by Primaloft which has driven to the heart of the plastics-in-the-ocean matter, probably a topic being far more widely debated than the acid rain conundrum which was a news scoop aired by the editorial team at the monthly Footloose magazine. The insulation brand hosted a speed-dating experience for members of the press to interview both brand members and others such as Antje von Dewitz (ceo of Vaude) and the top person from Sporthaus Schuster, Rainer Angstl. It is always a qualm to have characters who are not employed by the brand to host direct questions on a one-to-one basis, certainly the trust from the American brand Primaloft demonstrated was well rewarded. They could well be finding themselves as passive participants in the debate around micro-filaments, putting a more informed stand-point into the public domain as they did by hosting the event which highlighted how their 'Relentlessly Responsible' campaign now is enabling them to use 100% post-consumer recycled fill.

The people who have become more involved than most of the industry in the big debate are Primaloft and Polartec have, not because of the increased publicity of the matter through the broadcast of Blue Planet 2 six months ago, but so that a set of facts can be circulated on the subject. Much of the current information was initiated by opinion from Marine Biologists, and we are now seeing Polartec reaching 100% PCR for their Power Fill Insulation, whilst Primaloft doing the same for both Silver and Black insulations.

Gary Smith, the Polartec ceo has raised his profile this year by taking part in Open Panels & Presentations at both the last Performance Days, Munich, and he upcoming Functional Fabric Fair, NYC in America. Mike Joyce of Primaloft has made no secret of their collaborations to push the sustainability agenda up both performance and fashion Ingredient Buying agenda. In one way the outdoor industry should be proud that the work that has been initiated in their field in terms of the acceptance of both BlueSign and the Sustainable Apparel Coalition's Higg Index, being the starting points for material selection for the wider market. There will always be those brands who will lead on low cost over quality, but the traits from the now-purchasing Gen Z are that they want their brands to have the values they agree with and responsible practise is one of those.

The best example of holistic practice is in the rise of the influence of wool. Both the synthetic specialist brands mentioned above use wool in some of their product range.

Gary Smith has also gone as far as to say, at PD, Munich, that wool was the most comfortable material you could wear next to your skin. Backing that, there's a b2b editor close by me who reckons wool is an essential for people who have arthritis, and wears it both a work and play. Recent years has seen EOG push the wool agenda and now the Responsible Wool Standard exists, the pity its adoption has been far slower than the Textile Exchange's Responsible Down Standard. Perhaps that's because there has not been a damaging exposé of poor practise, mulesing has already been effectively stopped as welfare of the animals has risen up the agenda over the last decade, but also because the wool supply chain has more partners than the Down version. It's seen there is resistance, especially from smaller farms like those found in the UK, to pay such a high price for a provenance system that many consider to be set at a lower standard than already applies.

Far more attention is being paid the possibility than a form of BlockChain might be more suitable to allow for increased transparency. Wool had its own zone at ISPO and it was the GreenRoomVoice inspirational area that further detailed the interest in the natural fibre. The GRV is a poster area outside the main halls and never fails to raise interest from participants and what they generated from Hall A4 at ISPO helped make it the place to visit. Wool is coming off the back of several influences: the rise of Merino has prompted the reconsideration of the fibre with a younger generation who had only used synthetic base-layers; the increased recognition that Bio-Mimicry is the way forward - yet why try to copy nature when you can use the real thing. Remember too, the qualms about there being more weight of plastic in the ocean than fish by 2050 also puts wool at the forefront of thinking it's not simply an alternative.



How noticeable it was that the HD Wool stand was promoting the use of wool as an insulation fibre which has one of the highest permeabilities of any insulation, as well as effective smell control, and still retaining the position that it had a century ago, thinking back to Mallory and Irwin, as the most effective mountaineering insulation. Rainer Angstl pointed out that the Swiss Wool insulation used by Ortovox made it the second most popular attraction of level 4 in his store! Wool developments have been applied as the product becomes lighter weight and more stable in the wash cycle. The most curious observation was that wool micro-filaments are not being found at sewage exit pipes into the sea, whilst all the other clothing fibres are there. The line of thought behind this is that the fibres that have been shed start dissolving in the surfactants found in the drainage systems before it even reaches the waste water treatment plants.

Primaloft invited us to fire questions, Charles Ross gets answers from Antje von Dewitz, ceo at Vaude

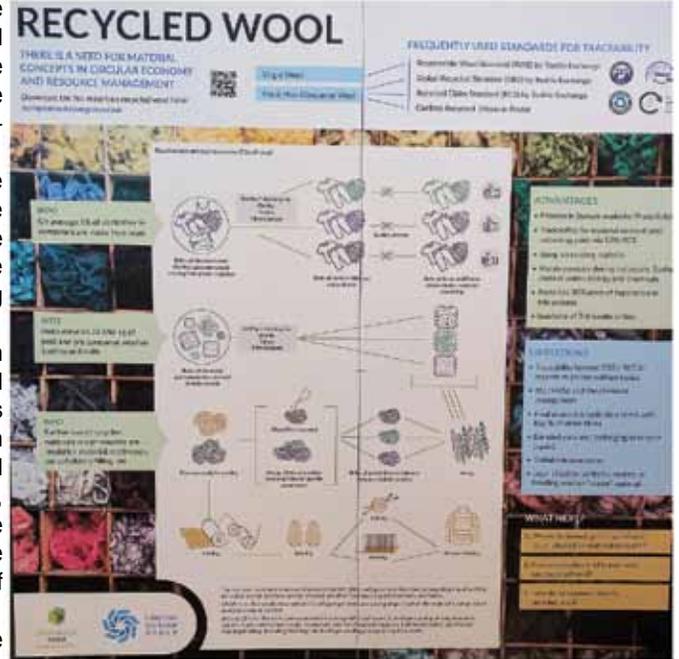
the HD Wool stand, they built it themselves in Yorkshire

business-centric for 38 years
under the same management.
read right round the globe

tradeandindustry

in PRINT . the PDF
Internet ARCHIVED
 office@tradeandindustry.net
 www.tradeandindustry.net

the b2b . hike . bike
travel . tourism
HOME of THE RELIABLES



poster at Green Voice Room



beached for refit plans are to turn the tide

For those who wondered who-is-it, in the end there wasn't a party to welcome in the new man or something different to glow a different light on the "we're folding our tents and moving" mood which has rippled around just under the surface with talk about Outdoor. The management of the EOG trade body is changing as successor to the current secretary general is reportedly working out their notice: Mark Held has another year, part time, to help a smooth handover. That means, as a reporter then the easiest place to begin would be about what was *not* at the 25th show.

Missing were Berghaus and Columbia, both barometer brands on both sides of the Atlantic and both companies quoting a *change of policy* for their not taking booth space. Moon, Amaterrace, Concept iii, they were also no-shows, the former saying they weren't keen to commission a new stand if the show was going to a new location. The latter of this grouping reflecting that Ingredient brands have found the timing of the show not to be suitable as PerformanceDays.com offers them much more. Black Yak, having now established their presence in Europe, are reportedly working towards further supporting their retailers as opposed to them winning over new accounts. The brands Christopher Raeburn and Finisterre represent the AthLeisure styling better than any of those who did take a stand in Swabia were not present, the thrust of their work is direct sales but they are also known to use Independent retailers.

The organisers of the Friedrichshafen show have plans afoot for something else, and this is to be announced. On June 27 Messe Munich will provide a briefing for Outdoor'19. Those that are wise think that the Friedrichshafen announcement of their 2019 activities might have something to do with EuroBike being moved forward, to during school term period, and now that they have dropped public days in the Messe. The question could be if the August Bank Holiday weekend will become a Consumer Show, something that the EOG has previously expressed their interest in supporting. The Feidrichshafen Messe experience and reputation of giving people what they want and with a satisfying ingredient to pull in punters from all side, there may well be a flat tide for the presesnt but there will come fresh water. It's a safe bet that kedging may be what the on-deck hands are presently doing, but like a cruising swan - it may look peaceful on the surface but for sure there are some real strong paddles below the surface and ready to thrust. Pump out the bilges, sail on.

talking on the aisles . . .

Vaude – the #1 company for the FairWearFoundation standard alongside having 98% of their clothing meet their Green Shape criteria (75% of products for the whole range), a direction that was started in 2008. They have taken on board everything stated about micro-filaments in the environment and stand by their choice of materials as long lasting and not-evil. The work that they have done with integrating a dozen immigrant employees into their HQ manufacturing facility is something of which the company is rightly proud, and we congratulate them.

Sporthaus Schuster, the biggest single site sports retailer in Munich will be expanded once the summer is over to add 25% more floor space and bring the projected footfall to closer to 2 million people than the population of the city each year. Known for not using the POS of the brands the store will champion 3 brands through particular project areas: Patagonia for the repairing of product, Vaude for the recycling when the product has worn out, and Houdini for the ability to compost the waste product. The new café will not use single-use plastic, instead they will be supporting a local start-up, ReCup.

Black Diamond were showing a 48-gm windproof garment, using the new YKK zip, set into a mesh zip tape. HydroFlask's CEO Mike Wallenfels concentrated on the experience he gained whilst at apparel brands demonstrated that alongside the right product it was key to have the right team handling them. That, even to the extend of holding back product launch or cutting down on the options of the product itself in following a Striking Simplicity mantra.

Polygiene's new CEO, Ulrike Bjoerk, is planning a campaign based on how Nature Works Better, the confidence in the direction coming from her experiences as the CFO at both IKEA and Stena Link. Sympatex were brave enough to challenge the industry with their next advertising campaign centred on the possible destruction of the beautiful environment that Outdoor product buyers like to enjoy; whilst Gore-Tex reported how adoption of their PFC-free DWR was stronger than they had predicted when they first suggested the product. Marmot are still showing the direction with PFC-free DWRs in operation.

The Conference programme run alongside the exhibition has become a major attraction of the event, whether closed group or public meetings, and featured updates on MicroFibres, information on biodegradability of BioSynthetics, and the Rozalia Project which is better known as the Cora Ball used in laundry. The roll out of the Higg to become a consumer facing comparison scale will happen at some of the leading brands during 2020, but it is hoped that consumer legislation supporting it will be in place by 2025.

The Sustainability Breakfast no longer exists, but as sustainability has been integrated into all aspects of the European Outdoor Group it has now become the EOG Breakfast. The influence of the sustainability charter being adopted throughout the trade association has now seen the Scandinavian Outdoor Group, the British OIA and the French OSV adopt similar practice.

Were I asked if the industry is in a better place for the developments previewed at OutDoor'18 I'd answer, "certainly!" Consumer spending is up, innovation is still evolving, and the leadership have a vision to maintain. Lots could be done better – but there are those who are concentrating more on making progress rather than sitting around and complaining.

CR

EUROBIKE

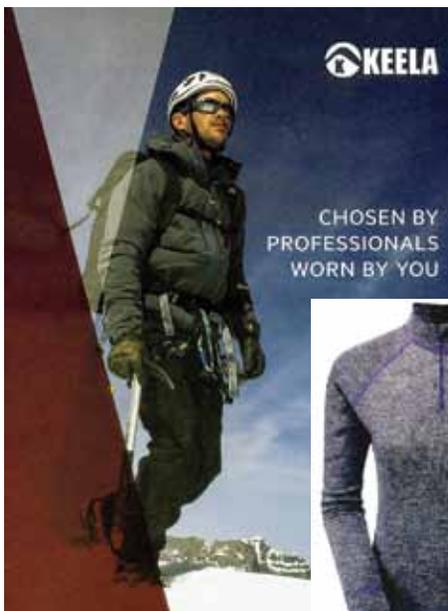
Start-Up - new brands in the spotlight

From camping trailers for bikes to lighted pedals and to e-scooters industry newcomers travel and tourism fields are showing off their ingenuity. Twenty of them will present themselves to the audience and six judges in the East Foyer on the day before Eurobike opens. In Dragon's Den style each have three minutes to convince the listeners they have what it takes.

The best products will receive the Eurobike Start-Up Award, whilst the onlooking audience will have their own award to present: choosing their favourite to gain the Public's Choice Start-Up Award. Admission to the event is free of charge but registration is required and with Trade visitors invited to be with consumers joining the audience. It is also possible to tune in to the livestream on Facebook or the Eurobike website.

I recall a Combi-Camp publicity shot of a Danish lady towing the folding camper behind a bicycle. This one is smaller of course, but The Turtle looks full of promise, see it at Eurobike.

Peter rl



here's something new in print

When you pick up a new catalogue it's nice to find the one you are looking at is just a bit different. It's a sign of the ethos in the Fife kingdom of Keela that they've printed on paper which has gained the EU Ecolabel, their staying away from a calendared paper stock also means less impact on the environment during the papermaking process too. Look inside the covers and you'll find the brand makes good use of stuff that grows, cotton and wool for instance . . . but hey, but you shouldn't let me influence you too much, grab a copy and treat yourself to a bit of quality print, just for starters . . . RW



here's something that's been in print for years

tradeandindustry

38 years ago we just knew there had to be an independent b2b
- you got it 'cos we've done it since then.

your editorial check-out -

reliables@tradeandindustry.net

in PRINT . the PDF
Internet ARCHIVED
office@tradeandindustry.net
www.tradeandindustry.net