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trade and industry
for all retailers & suppliers in hike & bike & travel & tourism

a KSA business to business publication telephone: 0191 488 1947 e-mail: office@tradeandindustry.net May . 2017



CRAGHOPPERS

VIEW THE NEW
SPRING SUMMER 2018
COLLECTIONS FROM THE
WORLD AUTHORITY IN
TRAVEL CLOTHING

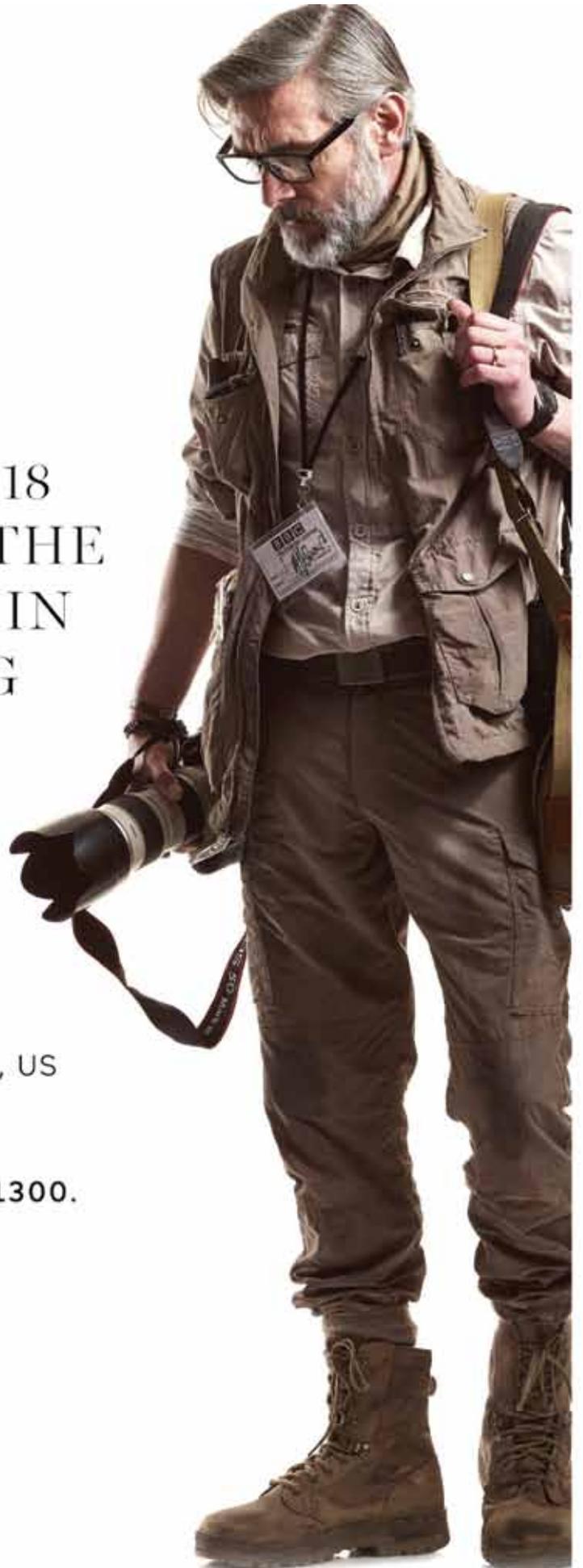
18-21 JUNE 2017
OUTDOOR, FRIEDRICHSHAFEN,
GERMANY

11-13 JULY 2017
OTS, STONELEIGH, UK

26-29 JULY 2017
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places to be heading . . . join the earlier birds on Bodensee

Opening on a Sunday and running to the Wednesday the 2017 OutDoor in Friedrichshafen this year takes place a month earlier than usual. A sign of the times as order book closing shifts to earlier in the calendar, this 24th running of the Trade show sees around 965 exhibitors and brands attending from 40 nations.

And so there's no excuse for thinking this Show is just a calendar re-setting for new season viewing, Messe Friedrichshafen has confirmed 2018 OutDoor as running Sunday, 17 June through to Wednesday, 20 June. Looking another year ahead the outdoor Trade will be on Bodensee for the OutDoor Show from Sunday, 23 June through to Wednesday, 26 June 2019.

Back to this year though, for the evolving marketplace that is outdoor new sectors to meet a wider target audience have been devised by the organisers. This year there is a new concept called OutDoor Plus, where themes have been devised to link and strengthen synergies existing between the outdoor industry and other sectors, explains Stefan Reisinger, Head of OutDoor.

There's a new Running Centre at Hall B4 where all outdoor running expertise is brought together for new players and the display of innovations from the worlds of footwear, apparel, accessories and digital gadgets. Less than energetic? - then head for the new "Hangout" area in the Open-Air Grounds West, where a fusion of outdoor lifestyle, BBQ area, chill-out zone and product presentations could just be the answer. People who visited the original OutDoor twenty or more years ago will recall there were canoes and other watersport kit in action between the cluster of Halls, something that was tempting although I never was inclined to take the plunge. Mind you, possibly what would have meant too much of a close-up with the water! This year the offer is more products like canoes and kayaks, SUP boards, swimwear and accessories, all supported by workshop activity.

For the bike game what would probably be recognised as simply gear for posers is laid out in Hall A6 as a Lifestyle Collection, gear devoted to athleisure, something of a quaint new billing for such products. These are offered to influence both the outdoor and urban lifestyle markets and displayed in a specially created market place. The OutDoor Show covers 85,000 square metres across eleven halls and both of the open-air exhibition areas. There's also OutDoor Conferences, Blogger Network sessions, presentations and the sort of happenings which always generate the stuff for us to be pondering over long after the Show breakdown and planning for next time is in hand.

Open to industry visitors only from Sunday June 18 to Wednesday June 21, 2017 (Sunday to Tuesday from 09.00 to 18.00, then Wednesday from 09.00 to 17.00hrs)

For more information including the index of exhibitors or the events programme: www.outdoor-show.com Prl



uphill for sure

An international granfondo from Cuneo in Italy on July 9 will celebrate the 30th birthday of La

Fausto Coppi Le Alpi del Mare. From all over Europe, from Canada and Brazil, close to 1,500 riders representing twenty-two nations have already registered. There are two routes: the mediofondo with 111km and 2550m altitude, and the granfondo with 177km and 4125m altitude. The Col Fauniera is the symbol mountain of the event, it was one of the stages of the Giro d'Italia in 1999.

It's not all uphill riding for everyone, and a programme of events for the birthday celebrations also includes activities for children and a cultural-culinary 50 km bike tour "Mangia & Pedala", which is a discovery tour by bike to get to know places, food and agricultural facilities of the Region of Cuneo. You will eat so right in Italy, and then what you'll need to do next is enter a granfondo and do some exercise to reduce all that weight you've gained!

Register: <http://www.faustocoppi.net/new/edizione-2017/come-iscriversi/> also: @LaFaustoCoppi

No doubt your neighbours at home reckon you live the Life of Riley, going here, going there and always busy at a place they reckon makes a heaven of a holiday. That may well be for some in the Trade, yet for others the words of that song . . . "it ain't necessarily so . . ." can ring too true. Plan it right then travel is far from being tight on time and wearisome. As **The Man in Seat 61** points out - trains always win over red-eye security check-ins and overpriced baggage handling. And what price your computer being in he hold! Travel as a human, avoid being herded, and enjoy what tourists do when at a destinations. Relax a bit and get to thinking straighter. The being there and to not be in a sweat is your call.

I can recommend it!

RW



Scotland's highest

Some will take their time and wander to the top of Ben Nevis, others run, bike, ski, carry a piano or whatever, but the trip is easier riding Britain's only mountain gondola system.

In #myoutdoorcapital country thousands of Nevis Range visitors will go up the mountain in the emblazoned gondola that caters for all age groups and all abilities. *More on this story on another page.*

after a long haul sleep-in

From the top half of the globe only the long-haul sleep will get you all the way to the three day ISPO Shanghai which opens on July 6. There 300 or so exhibitors and brands will slot into three theme worlds, ones encompassing Nature and the Elements, Speed and Strength and Urban and Lifestyle. Products and innovations on display will cover the outdoor, watersports, running, fitness and action sports.

With China seen as the market of the future for the global sports industry, there is plenty of growth potential and visitors will see not only a comprehensive industry overview but should receive insights into how the Chinese market is trending across the growth segments. It's reckoned the Chinese sports market will be the largest in the world by 2020 and ISPO's Market Introduction Programme has been devised so international brands gain a foothold there.

Along with market experts the ISPO is staging seminars involving sports industry specialists to bring valuable insights into the Chinese economy and provide know-how to support companies entering the market. ISPO Open Demo Day takes place the day before the show whilst one of the main events on the last day of the show is ISPO Lightning Run in Shanghai's Century Park. You will also get to see the presentation of ISPO AWARD Winner and for the first time the ISPO TEXTRENDS for spring/summer 2019.

Sport Tech Asia is being held at the same time as ISPO Shanghai, a joint offering of a platform for innovative technologies in the sports industry which should create valuable synergy effects for visitors. There is the opportunity to take in the information from future-oriented trends and new developments in manufacturing. That includes exhibits which will include machines for outdoor products and the latest developments in dyeing processes.

More about ISPO Shanghai: shanghai.ispo.com



was a lotta fun!

Performance Days in April attracted 1,520 visitors and 177 exhibitors, the ambience was at a high level across the two days, with plenty of interesting talks, meetings, networking ... all a lotta fun!

In November it happens again, November 8-9th 2017. Then for 2018 it's April 18-19. And it's easy to get tickets for the next planned PD sessions.



IN THE DIARY. Trade gatherings

interesting: Shows come and we go!

some turn a four day exhibition into a near month-long trip, but most will do stress and rush!

In this second half of the decade we are seeing a shift in the nature of Trade shows and for businesses engaging the Outdoor trade and industry the scene is still dominated by ISPO in Munich at the start of the year. It's an event that has become more a competition to see who has the greatest marketing budget writes **Charles Ross**. The Munich show is massive, taking up 16 Halls and this past time was so packed that at least one well-known British brand decided that as they could not get into the Hall that they wanted, they'd stay at home. The pull of the Show is so great that brands who have established a presence there won't risk not turning up for fear their brand awareness and reputation will get dented. I make that point on the basis that the Sports Science postgraduates from the West Coast of the USA will get themselves to Munich in preference to visiting the Outdoor Retailer happening their side of the Atlantic.

Where the visitors find more outdoor brands than Munich, or any other place for that matter, is on Bodensee where the OutDoor Show happens, ok it may well be a location where people are trying to find a quicker way to the destination, but once there you get lots for your bucks. Friedrichshafen is more than a place to sort product, for people it is a cultural event with meetings that matter and presentations which will perpetuate rewards. It is also in a restful part of the world where you can go for your hike, bike and outdoor living time, then straight after the Show can head into the Alps to get in some brainstorming or talk about product design or procurement. If you want to chill by the Lake, then tipple the local wines!

As a caravan and camping location Bodensee has been exploited to great depth by Peter Lumley, *tradeandindustry* editor - the only person I know who can turn reporting a four day exhibition into a month-long tour with the Compass caravan in tow. Some say it's also a mobile whisky cabinet.

Of the OutDoor Show the EOG has influence on the programme and the trade body runs a qualitative array of seminars to accompany the exhibition: check what's in store on their website to organise your involvement. It's reckoned the USA's Outdoor Retailer show is something of an American equivalent to Friedrichshafen, whilst over the past decade the Stoneleigh Outdoor Trade Show has been building to try and fill the gap following that day when Harrogate's COLA no longer seemed to match industry association ideas of what it achieved.

When it comes to reporting a Show that people work hard to deliver then we all find that in so many ways the more interesting times are at regional gatherings; these offer room time for when relaxed



dialogue and worthwhile networking is easier than at appointment-time venues. It's all rather like the interesting side of retail really, where that is not so much what's found in the middle but at the ends.

When it comes to a specialist event Performance Days is for the Technical and Designer brigade, the Munich happening that has grown over 50% in attendance numbers in the space of a year. We have also seen good growth in UK consumer shows, some have Trade-days tagged on, specifically as these appeal to brands who are now dealing more directly with the end-user of their products. Sales can happen, too!

The better shows have brand connections - think of Alpkit's Big Shakeout or the BMC event at Cliffhanger; the Cycle Show at nec has become a bit special from early beginnings in Islington, the place I've just visited for TexFusion.

Two Shows recently coming of age are BeSpoke, the handmade bicycle show in Bristol; along with TexFusion at the Islington Business Design Centre. They come about in a time that's very similar to retailing right now: the specialists are succeeding, but the ones caught in the middle are suffering to hold ground or move forward. As things do move on many of the generations that founded and worked as Independent shops which ultimately became the backbone of the industry, they are now closing their doors or retiring at the end of their era.

Everyone knows competition with rivals can become more fierce but now we see Amazon opening bricks and mortar stores, and that would indicate they've recognised there is something kinaesthetic about being able to handle product, and especially when it is clothing. The stuff that needs to be checked for fit, and for fit or handling or pure visual appeal, that's something only a buyer can decide and Amazon have obviously spotted the fact. We are now in a generation that has all been burnt by buying something where the virtual image looked and read great, but in reality the purchase ended up as being far less in quality than the buyer was expecting.

The retail store - far from being dead. Shows? Treated as lifeblood really. **CR**



Staged at Islington Design Centre in London, TexFusion isn't all fashion Trade stuff, specialist textiles are on the up here and among the exhibitors was Concept iii, with their fabric range



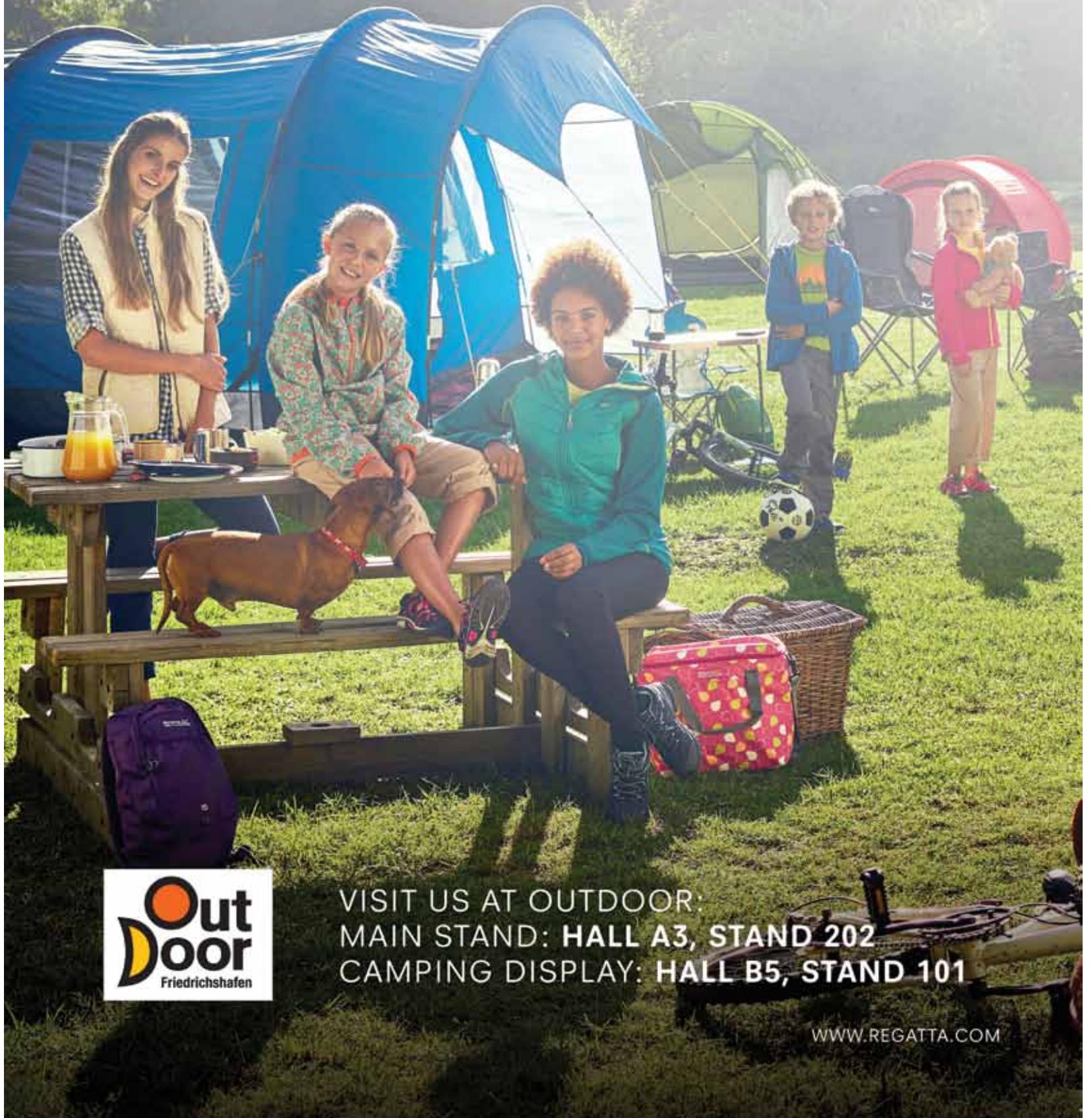
here's a white Swallow and (below) Sword and Alpkit come together in a mind-blowing round-up of peer stuff at BeSpoke



Performance Days is for the Technical and Designer brigade, in Munich it has grown over 50% in attendance numbers in the space of a year. There you get inspiration, motivation, information, all in an ambience that is so friendly.



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Rural Business Awards 2017

shout about what you do!

- but not if you are from the city . . .

Rural based firms from across Britain are being invited to get their entries in for an awards scheme designed specifically for the countryside sector. This is the third year of the Rural Business Awards, the country's only UK-wide business awards for rural enterprises. It's sponsored by Janine Edwards Wealth Management Ltd, in partnership with the Country Land and Businesses Association. The awards cover thirteen categories including Best Rural Sporting Business, Best Rural Diversification Project and Best Rural Manufacturing Business. Previous winners have been a company offering computerised solutions for agricultural customers; a biz running forestry courses; a digital marketing firm from Derbyshire was the winner for Best Rural Creative Business. Hike, bike and tourism sector companies, those who are manufacturing kit or providing services from a rural base are in with a shout.

Leicestershire businesswomen Anna Price and Jemma Clifford came up with the idea of showcasing entrepreneurial talent in rural areas of Britain, something all-too-often overlooked in favour of large city-based firms. "We urge as many rural businesses to get their entries to us and what all businesses need to do is tell us what they do best, then we'll do the rest!"

So would your business fit the criteria? The CLA defines rural businesses as fitting into three broad categories: land-based businesses; land-related businesses and other businesses located in rural areas. High profile MPs have backed the category listing, aimed to draw together those businesses that acknowledge the breadth and depth of opportunity presented by and in the countryside. The awards are organised by rural businesses for rural businesses and judged by people who understand the rural sector, which employs in excess of 3.4million people in more than 600,000 businesses across the UK.

A point to remember is that unlike so many other award schemes the judges have no contact with the applicants. Winners are decided by an independent panel of judges drawn from the rural business sector, official agencies and rural charitable organisations. Size of business is irrelevant and the diversity of entrants is always very broad. If there is a tip for making a successful bid then that is start early and read the guidelines carefully but definitely have a go! Looking forward, the awards ceremony will be held on October 5 at Denbies Wine Estates in Surrey. The application window is open up to June 30, 2017.

To enter visit: www.ruralbusinessawards.co.uk here you will find full details about each category. Entry fee is £50. You may nominate another business and if you would like help with entering or advice on which category to choose, call 07908 722 497 or email office@ruralbusinessawards.co.uk

the full category list

1. Best Rural Start-up
2. Outstanding Rural Diversification Project
3. Best Rural Clothing or Accessories Business
4. Rural Innovation of the year
5. Best Rural Manufacturing Business
6. Best Rural Professional Services Business
7. Best Rural Creative or Media based Business
8. Social enterprise / community project of the year
9. Best Rural Tourism Business
10. Best Rural Sporting Business
11. Rural Employer of the year
12. Rural Entrepreneur of the year
13. Best Food & Drink Business



mountaineering history is saved

-now Sir Chris Bonington's kit won't have a dusty end,

The Mountain Heritage Trust was established to document Britain's climbing and mountaineering history, having moved from Penrith they now have new premises at the Blencathra Field Studies Centre. It's here where they encourage access to materials collections, provide curatorial support, source artefacts for new exhibitions and set up gallery exhibitions. The current collection includes many items from mountaineers such as Sir Chris Bonington.

To fund the Trust's running the BMC contributes £30,000 each year and through a legacy donation has been able to contribute £25,000 that's helped the move to Blencathra. This main location for their collection of mountaineering history items in the UK shares the site with the Field Studies Council. It's an ideal place the past can be brought to life so that young people who visit the centre can be introduced to how mountaineering came of age over the ages.



ISBJÖRN cool!

A sweater and a pair of matching long johns for kids, made from a blend of 50% wool for warmth and 50% polyester for wicking, is launched by Isbjörn - the brand that in Swedish says Polar Bear.

The Husky base layers made with museling-free Merino wool are for Autumn/Winter 2017/18. There's elastic in the long john waistline and debuts a new design pattern called 'Peaks' which represents both mountains and valleys, while also looking like the teeth of a Polar Bear.

The brand is an official bluesign trademark partner, made without harmful chemicals and with recycled materials. The new range is more than 90 percent bluesign product collection using materials as with the fluorocarbon-free water-repellent Bionic Finish Eco outer fabric and PrimaLoft Black Insulation Eco, a product which is partly made from recycled plastic bottles.

www.isbjornofsweden.com



on-line spend is down

The first three months of the year saw a 0.1% annual fall in e-commerce spend, as registered according to figures from the payments people Visa. High Street spend was up 0.5% in April but put that down to chocolate Easter eggs rather than what is reported as a 2.3% climb in clothing and footwear buys. Overall there is a decline in the growth rate - £s not inches? - but leisure and hospitality spend is up by as much as 9.2%. so maybe the inches have expanded after all!

RW



spotted!

The camera at our side helps remind us of some interesting things. ABOVE: Findra - a clothing brand being born out of Merino layers for Ladies LEFT: Will this £140.00 swing ticket on the adidas UK market intro Terrex jacket bring a few tears to the eyes?

RIGHT: There is a nice collection of Private White VC originated garments that will fit snugly into a bicycle rider's wardrobe.



Self sufficient . independent . low impact

about being more green

power for the people harvested from the sun

Tourism for our business sector means hike and bike, going places, activities bordering on being fully self-sufficient. Considering how and where the equipment and accessories are produced and delivered is it ok to claim the activities our businesses support are quite that environmentally friendly? You hardly need look too far into the stock room or see what's moving over the counter to confirm an awful lot of energy has been spent making and getting the stuff in place for your customer. People have always needed tools for the job so manufacturing is hardly anything new and even the craftsmen who shaped stone axes or flint skinning knives working at Grimes Graves in East Anglia or Langdale in the Lake District were at the head of the supply chain. They expended a lot of energy, but not so much of a polluting fug wafted from their factories. What Health and Safety people would have said about working conditions in an underground bottle mine we can only guess. "Keep digging lads, you'll know when the shaft has run out once the roof falls in on you!" And they'd also been a bit concerned about the long hours of working in near blackout conditions at the foot of rickety ladders.

Still, it's pretty certain Stone Age Man at work didn't exactly contribute to global warming as do modern peoples' regular production techniques. Then in 1991 when Similaun Man from Hauslabjoch in the Tyrol aka Ötzi, got dug from the binding ice that had held him fast for five thousand years, found with him were wooden tools as well as a fine bronze axe. That one piece of equipment showed that the world was already heading towards an industrial revolution and the time when quite a lot of heat and energy would be needed to craft things. Just as I know where electricity is powering my putting these words into print. We are all at it, this energy consuming thing!

Look at the playthings and the tools of people who are clothed to go to the countryside in a tin tent or on a carbon fibre bike shows a whole lot of power has been expended to produce those goodies, especially that electricity put into the production pipeline probably came from the burning of fossil fuels: but does it have to be that way all the time? There's a lot to be said for harnessing the sun.

Bike or hike in the apple orchard lanes around Markdorf and Friedrichshafen and you will spot many a huge farm barn or house roof sheeted with photovoltaics. Ride the train from Newcastle to London and you could count more panels pulling in the sun's energy than you'll see sheep or cows grazing in rail-side fields. Ourselves at home, our family knocked 46% off the annual electricity bill after sixteen panels got perched on the house roof by the A Shade Greener people. In Italy footwear makers Grisport reckoned they'd recovered all of the investment cost of covering their roofs with shed loads of photovoltaics, that is seeing they were producing over 10,000 shoes each day using just light out of the sky. There is nothing to stop us all getting a slice of that sun action, after all plants - the green ones - have grown fat on it since ever, and you only need to look at the front lawn to know what daylight brings!

It is not difficult to make the case for building businesses and powering outside activities with what amounts to free energy. Trekking in Lapland I came across a reindeer herder's summer home with both voltaics on the traditional roundhouse and a chunkering little waterwheel lifting the liquid glacial outpourings into an aquaduct system feeding into that same home. There's hardly an energy bill there!

It's a bit like a caravanner using a solar roof-fitment that works year round to trickle charge the onboard leisure battery. Through an aperture cut in the fabric of a caravan winter storage cover solar panels peep upwards, and that saves having to top up on the mains. On The Long Walk along the breadth and width of the country, backpacker Alan Sloman solar powered his Blog-kit for his in-tent stop-overs when away from habitation. I've seen a solar panel set up on a cycle camping trailer, placed to recharge batteries that provide overnight lighting and keep the batteries for hand-helds and a little radio topped up. You don't need to look far to get answers to follow low-impact tourism, there'll be plenty of ideas coming up at a Show near you. **Pr**



As the 100th Giro d'Italia passed through Central Italy, at a ceremony in Foligno Giro d'Italia Director, Mauro Vegni said: "we give a signal of hope and solidarity to those hit by the earthquakes here in Summer and Autumn last year and again in January". Local populations received gifts to help recover from suffering so much in the disasters. Jerseys of the Giro 100 teams signed by riders, some Maglie Rosa and bikes in collaboration with ANCM, were given. **RW**



photos of Sean Conway getting involved in extraordinary feats

habit of recording firsts

The World's Longest Triathlon and Swimming Britain are just two of the epics completed by Discovery Channel series 'On the Edge' man Sean Conway. He's done a lot of not-so-ordinary things which captivate audiences for his talks on motivation and the many readers of his many books. During some of his heavy physical ordeals he has worked with the UK-based solar innovation company Solar Technology International, especially with putting their new generation solar charger Freeloader SiXER through its paces.

Actually he was first in line trying the Freeloader 6000mAh Power Bank which comes with a Built-in micro USB and Apple Lightning connectors alongside 2.1A USB port and can handle three ways to charge the battery unit - USB, solar and a supercharger accessory. If you need more than that then you'd probably be nestling in a crater on the Moon: somewhere Sean Conway hasn't yet fetched up. Yet, of course!

This Freeloader SiXER is reckoned to be good enough to keep portable devices charged while you travel, being compact in design so fits the need for low weight, low bulk kit when on an expedition or unsupported venture. The connecting Apple licensed product packs 6000 milliampere hours of capacity and will recharge most mobile devices directly from its built in lithium ion battery. The integrated Solar cell captures the sun's rays during the day whilst mounted on the user's rucksack or bike, so maximising the potential of daylight hours. Maybe it wouldn't get to work so well on the dark side of the moon - but let's leave that to Sean Conway to check!

What you can check yourself is the full package offered by Burton McCall - the Solar Freeloader devices are just part of the portfolio from the Leicester company. Phone Burton McCall on 0116 234 4611 Solar Technology website: www.solartechnology.co.uk



Solar
TECHNOLOGY INTERNATIONAL

the Buxton debut

alloy frames, Bosch Active driven

People who connect with solar power generation and who want to be part of a greener Britain can now link their aspirations with the bike brand Forme: there's a whole new batch of bikes coming from the Derbyshire company.

The debut range of e-bikes in the Buxton series has been designed to offer city and leisure e-bikes at affordable price points. Three lightweight alloy framed electrically assisted Buxton 1 bikes priced at £1,800 use the interactive Bosch Active motor, and SR Suntour NCX suspension fork, there is a female specific version. The unisex Buxton 2 alloy retails at £1000, rides with a Bafang motor and gives an upright riding position. There is also a twenty inch wheel Buxton Folder. *picture left: it's easy riding electric assisted*

Forme's new e-bikes are backed with the free Cycle Recovery scheme, a comprehensive breakdown and recovery service that gives a 24 hours a day, 365 days a year dedicated service that covers a puncture, accident, vandalism or irreparable breakdown at least a mile away from your home you can call for assistance. The Cycle Recovery policy offers up to three call-outs in a year with a message relay service to notify family or employers of your situation. There's no need ever to panic there, as the rider will be collected and taken to a cycle repair shop, railway station, car rental company, overnight accommodation or home address. **RW**

Moore Large are looking for stockists - find out about their enrolment programme with its great margins and extended payment terms, along with in-store merchandising materials, 24-month warranties and more. www.moorelarge.co.uk

Harrogate, and a Majestic time

The OIA AGM set a clear path to support the retailers this year with presentations aimed to rouse the curiosity of the end seller. The interest in the subject from the brands was very real, and perhaps if established retailers don't take the hint then the brands themselves might invest more in this area.

The usual line about it being tough in retail - it's tough all-over, surely - is shown as not holding so true with the JD Sports Group seeing the Outdoor division return to profit, that on top of the takeover of Go Outdoors. I'd guess that has allowed the retailer to put the Mike Ashley comments about SD squeezing them out, to be squashed.

LEFT Joining the OIA Board, Jackie Bryson of Plas y Brenin. MIDDLE Serious discussion between keynote speaker Bernard Donoghue of the Tourism Alliance (on left) with OIA Chairman Robert Louden MBE, and Andy Airey. RIGHT Claire Carter is working alongside Andrew Denton, covering the gaps as he now works on the EOG #IGOT campaign out of Brussels. CR



on fabric selection and use

Performance Days at its location north of Munich has gradually expanded across the whole floor of the building and upstairs. There are six rooms in which brands may hold seminars but the main focus is still the main presentation area and the fabric selection tables.

Performance Days gather in just over 1500 visitors and 150 stands, free beer bar at the end of the first day is a popular event as it opens conversations to wrap the several serious discussions that dominate the day. From the array of presentations there were strong papers from Karin Ekberg on the SAC system; Anna Prah and Sophie Mather addressing myths of biodegradability; the keynote Paper from Christopher Raeburn was outstanding.

The designer from the Re:Made fashion brand offered pearls of wisdom on how the reach of the technical could attract a greater customer base and the key factor was collaborations. #DontFeedTheFish was the most talked about information (micro-plastics from textile wash-offs) and Biov8tion's questioning of whether all 'natural' fibres degrade easily in cold water conditions.

Bio Synthetics demonstrate that not all plastics happen to be evil. CR

WE ARE TRAVEL

lifestyle, technical

"integrated permanent insect repellent and SolarShield UV protective"

The drive to get people on the move is there, riding on innovative technologies such as NosiLife and Moisture Control, in a collection of over eighty new pieces introduced and highlighted in the Craghoppers SS18 portfolio. With their mission to design specialist travel kit for all adventures coming to a Show near you the brand is introducing lifestyle garments that demonstrate they have a very keen eye on where a technical edge really matters in travel clothing. It comes as a habit!

Taking a lead from the successful run of its Protect | Liberate campaign for SS17, the essence of the brand remains the same

left: this guy is probably a scooter rider, he'd be something of a Mod actually!



and all the time with keeping it simple kit that protects the traveller and tourist from outside elements and helps them enjoy the day whatever or wherever the surroundings.

In the new collections the success of the 20-pocket Davenport vest has tempted Craghoppers to add the Davenport Jacket, which will be on clothing rails from Spring 2018. It's a smart travel staple for those who want to keep their belongings stashed away from prying fingers yet easily accessed by the wearer. Also new to the collection is the NosiLife Trousers, coming with integrated permanent insect repellent and SolarShield UV protective technologies. It's designed for city to trail use.

What the brand tells is here's a complete first for the travel clothing market the Ladies NosiLife Luna Tights are reckoned to have a flattering feminine design that'll free wearers up from the worry of biting insects whilst keeping them comfortable. "There truly is no other active tight on the market that offers this level of protection, and it's a staple piece for keen adventurers" say Craghoppers. RW

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DWRs = Do Want Respectability

industry is hooked up on having water repellence, the consumer prefers a smart looking garment

Charles Ross: “expect the whole wash-care subject to get bigger as with the phase out of PFCs that’s expected. Just long chain fluoro-carbons are being avoided at the moment”

The DWR of a garment is regarded as the Durable Water Repellency of a garment in the outdoor industry, but this is not actually its major role. That major role is not to keep the garment dry, but keeping it reasonably presentable. Most garments aren’t used for the conditions they are designed to withstand. Most such garments are used closer to the High Street, seeing that the volume required to push down manufacturing price points has meant that styling has been more focused on the social market than for the performance market

Having said this, no brand will want to openly admit that as such, seeing they are selling to other outside-goers off the brand’s own Outdoor aspiration.

In saying that I recommend you read and reflect on a paper from Philippa Hill, who is a PhD from the University of Leeds Performance Clothing group. First published in *Chemosphere* the work demonstrates water resistance can easily be obtained by using better non-fluorinated chemicals and often these are applied to garments when the effect is not required.

Here’s where to find the Paper:

<http://www.sciencedirect.com/science/article/pii/S0045653517306598>

The Leeds Performance Clothing team’s brilliant paper has identified the key to DWR, but I am tempted to argue that DWR is actually not what the majority of garment purchasers do actually look for when they go shopping. In much the same vein W.L.Gore have progressed their first question asked as now being ‘*Is it waterproof?*’ from the original ‘*Will it protect me from the weather?*’ To me the indication there says that technology has allowed us all to want, and be able, to over-specify the parameters.

To me there is nothing wrong with wanting to make garments look good. Wrap has shown that emotional durability is more important than physical durability, for example the main reason why we move on from some garments is NOT that they have worn out, or our body shape has changed, it is because we love something else. And that is more often likely to be the case because of the appearance of the original garment. You can insert any quote here about the Instagram Generation who won’t wear an item for another public occasion as they’ve already been tagged in it! The industry is hooked up on having water repellence, whereas what the consumer prefers is a smart looking garment. We should all take time to think about that!

As far as future technology is concerned, there are better application methods being developed so that the durability of the DWR is improved, for instance plasma et al, but the best methods I have seen are when the fabric is re-washed and then re-dried post weaving. So far I have seen no progress on PFC-free stain resistance. At ISPO earlier this year the Swiss green chemistry company Beyond Surface Technology, the operation which Patagonia’s Tin Shed Investment Fund put in over a \$1m support package, have reported that they had made no progress on oil repellency either.

That leaves me to say that having a garment that owners love for longer is more important than a garment that performs for longer. The biggest reason quoted then is that the appearance of the garment deteriorates; hence staining from skin detritus, suntan type lotions, and the outside environment all have an effect that regular soap does not clean away so easily. The serious outdoor people are right to be more concerned about the water resistance, but they do not hold vanity as being more important, as it seems to be with the majority of the purchasers.

I’d suggest that if brands want to provide a better service whilst the better cleaning solutions are being developed it would be sensible to improve the advice that they provide for their consumers. With the ability of brands to be contactable by the end user the after-care content on their websites will obviously be regularly accessed, and that’s the right time to show the right way the consumer ought to follow.

The first advice required to give is that before re-proofing the garment it needs a proper wash in a soap - and definitely not a detergent - solution. The wash must be done in a clean machine. If the machine has not had an ‘empty of contents service wash’ in the last 50 cycles, then it will be running like an out-of-tune car. That means it may well be getting you from A to B, but certainly not efficiently. There is also a very good chance the washing machine will be suffering from a build-up of detergent gunk. Just to check, there is an easy test: wipe your finger round the rubber seal of the machine door, you’ll quickly find out if it is squeaky clean!

Once the garment has been washed, then rinsed and rinsed for a second time at least, make sure the dry garment is cured in a tumble dryer to increase the durability of the factory applied DWR. If re-proofing is required, then it should be applied after the cleaning wash cycle and once again finished with a heat dry run. A PFC-free DWR that is maintained properly will work better than the traditional PFC DWR that hasn’t been cleaned on a regular basis. **CR**

this is a Party Political Broadcast on behalf of Journalists

“twenty-six soldiers of lead”

Those who set a bucket list live in hope they will tick off all on it at some time; that is all about having targets. Some targets you hit because they stand right there in front of you and although I had gone through schooling looking to be a barber I didn’t end up clipping around people’s ears. That means I’ve probably met a lot more people through picking up a notebook and camera and getting involved in the sort of conversations than I would never have had working in a barber shop. My first job was at a newspaper office right alongside a barbering business, so there had always been a chance of my going through that other door. I’ll not ponder *if only* . . . enough to say an opportunity was taken to write about bicycles and tourism and being in the countryside: so, hey, after all these years since there is still a kick of anticipation for the subject about to get worked over in words and pictures.

At *tradeandindustry*, as in a lot of my other editorial posts over decades, the rewarding factor in a story, and especially in the good story or a scoop, still amounts to something akin to when quill pens and ink put the story down on paper. The task is to tell, and tell it as it looks. Actually nothing else matters.

The function of letterpress printing saw the expression “*the twenty-six soldiers of lead*” come into being, but today a quick count of the keyboard



Philippa Hill, a PhD from the University of Leeds Performance Clothing group who published the Paper, adds further ‘Consumer laundering practices are varied, with many scared to apply heat. My ongoing laboratory research is investigating the effect from tumble drying and ironing treatments on the DWR repellency’.

in front of me offers one hundred and four buttons to play with, plus a near doubling of them by when I use the shift key. Progress, or not?

Probably the singularly most important one key used is labelled Del . . . and deleting some word assemblies is a discipline learned, yet something a lot of hoppers in the Social Media Village fail to be able to handle. Talking to the guys here who make up *The Reliables* it is very evident that a lot of word seepage they get delivered to them is heavily punctuated by adjectives, very much a sure sign that the puffy wordage will amount to somewhat that is grey and thin on understanding or real facts. So leave it to the journalists to sort!

In the businesses of hike, bike and tourism we all work within a wide community of bright and passionate writers who know how to see the wood for the trees. As the summer and autumn Show season opens then some messaging mouths will move their operating into the fast lane, we can only trust that the Delete option won’t need to be reinforced by clicking the Junk e-mail button. Smartening up what’s in the message received is key.

I say that because top of my bucket list comes that Free and Responsible Press operating with knowledgeable integrity and with their honest reporting unhindered by duplicity. Yes, that happens, but we’d rather not join in the bullshit spinning exercises, thanks. So if you meet anyone out there who doesn’t realise *The Reliables* and people like them want questions properly addressed, then tell them it’s because keeping Readers and your Customers in tune is much more important than anything else in the mix.

Peter Lumley editor at *tradeandindustry*

Surprise! lichen doesn't grow on trees around here

People in Wandsworth are described as being in the front-line of toxic air. Putney High Street in London ranks as the most polluted street in Europe, levels can show over twice the legal limit of 40ug/m³ for nitrogen dioxide. In April, the *Wandsworth Guardian* newspaper quoted a report that showed 29 schools in the borough were located in areas exceeding the safe legal limit. Wandsworth Council's own Air Quality Action Plan identified the importance of a campaign 'to national government towards a non-diesel economy' as priority.

Forced to produce an Air Quality plan for consultation UK Government were challenged on their wait-and-see timing and for giving the General Election as a reason to delay publication of any plan. The Courts thought otherwise: a plan has been published. Not that it has been welcomed as being of any real use.

The group Battersea and Wandsworth Trades Union Council are saying the Government's published plan to improve air quality looks totally ineffective and that it will fail to remove dangerous pollutants from the air in Wandsworth.

the State's highest honour

stand-out award for industry Lady

Only a thousand living people may receive what, until a few years ago, was known as the Merit Medal. Antje von Dewitz now joins those being awarded the Baden-Württemberg Order of Merit, the honour from the Minister President for outstanding contributions across the political, social, cultural and economic sectors in the German State of Baden-Württemberg.

All sections of the population and all areas of the State are equally considered for the Order of Merit. The Award comes as a stylised cross with a medallion in the centre showing the State's coat of arms, all worn on a folded ribbon in the state colours. Amongst the insignia of the order the recipient also receives a Certificate of Award which is signed by the Minister President.

Germany's hike, bike and touring gear maker VauDe's ceo Antje von Dewitz was amongst

twenty-two who this year receive the Order of Merit from Winfried Kretschmann the Minister President of the state of Baden-Württemberg, at the Mannheim Palace. "Every community urgently depends on exceptionally committed people, such as those being honoured today. That's because they are so actively involved. Because they think ahead and outside of the box. Because they raise their voices and speak out on behalf of others."

Of Antje von Dewitz the judges were clear in their reasons for her commendation: "She has clearly been able to build on her father's success with innovative spirit and conviction, as well as a sustainable, fair and environmentally friendly business approach. Furthermore, her keen instincts, her farsightedness, and great sense of responsibility for society and nature distinguish her."

Saying she was very proud to receive the Order of Merit, Antje von Dewitz continued "As the second generation managing director in our family-owned and run business such an award for civic engagement is important and naturally it makes me proud because it validates what we are doing.

Further, BWTUC believes that new statutory duties are required under a Clean Air Act and want to see a *national* plan covering low emission zones, clean energy public transport provision, one putting duties on manufacturers and employers.

The 'Improving air quality in the UK: tackling nitrogen dioxide in our towns and cities. May 2017' Consultation (as here, right) closes on June 15, 2017.

https://consult.defra.gov.uk/airquality/air-quality-plan-for-tackling-nitrogen-dioxide/supporting_documents/Draft%20Revised%20AQ%20Plan.pdf

Nitrogen Dioxide levels exceed the legal limits in large parts of Wandsworth according to data from Kings College London. REF BWTUC press release http://www.greenerjobsalliance.co.uk/?page_id=642

A Greener Jobs Alliance scheme is funded by BWTUC to provide regular updates on air pollution and other environmental issues. On May 27 it will launch a new set of Air Quality training modules at the University and College Union Annual Congress in Brighton <http://www.greenerjobsalliance.co.uk/>

RW



The ceremony was indeed very touching and I really feel honoured to be there amongst such interesting personalities, those who received the Order of Merit with me today."

Under Antje von Dewitz the company has consistently pursued a path of sustainability and social management, which has now been successfully implemented in all areas of the business. They have a leadership culture of trust, a forty per cent share of women in management positions, an outstanding commitment to refugees within Germany, and the company's own organic canteen being just a few examples of how responsible entrepreneurship becomes visible".

Over the years VauDe has received many accolades and prizes for the company's dedication to sustainable and environmentally friendly business, including the German Sustainability Award in 2015 and the recently received European Business Award. Located near the southern German town of Tettngang, they employ approximately 500 people. I remember VauDe introducing their brand to Britain from a small downstairs booth at COLA Harrogate in 1981. **PrI**



there is cost and there is the cost

BeSpoke is for the crowd that can afford what they want, custom-made bike frames can cost more than some cars these days. The Bristol show allows those who want to buy those jewels to meet and speak with the people who make the product, as opposed to the re-seller shop's salesman. When you are dealing with a product price point that is up there and high then some brands have realised that it is more about forming the relationship that'll last rather than making a one-off sale and moving on.

Marketers reckon that you need seventeen touch-points to get someone to purchase from a brand they have not been exposed to before. As this process will take a while, then Shows do have other attractions such as to enable a souvenir of the visit to be taken away, it can be an experience or perhaps another product. It seems clothing and bag sales do well at BeSpoke, a place where you see a lot of smiles.

left: Brooks don't just make saddles, they have clothing and accessories in their range.

display it brightly!

When you want to know more about Europe's leading specialist shopfitters and display manufacturers, along with the suppliers who can help you create captivating retail interiors, then there's a new Directory with the answers. The 2017/18 SDEA Retail Display Directory sets the industry association off on their 70th year, delivering to people like you details to source all the shopfittings, displays, PoS, PoP, lighting, signage, visual merchandising and other retail services you can imagine.

The Directory is available free of charge on a limited offer, call the SDEA on 01883 348911 or emailing directory@sdea.co.uk **TR**

seeing a broader mix the tactile of textile offers

TexFusion is a regular fabric and print show for the fashion trade in the main, now the organisers have started to invite in some of the more technical brands, as with Concept iii, realising that visitors are now looking to produce products that perform better, whether the product is to be warmer, more durable, or weather-proof.

The Show in London had over 100 stands, ten of which were peopled by technical brands, a couple were traders in vintage pre-owned garments and the rest split between general fabrics. It was all a meeting with the reality of answering questions such as "how many different ways do you want that cotton." The printers made a point of asking "how beautiful do you want the material".

The technical area at TexFusion was never quiet, but as the conversations were not rushed and information flowed so the extra price of the materials could be explained and justified.

Getting to London to see a small number of ten brands which can meet your wants might seem like a waste of a day to British based design teams, but with the Capital now having a Purple Label TNF store in Carnaby Street you can easily set a target number of venues that'll make all the travelling well worth the effort. It's a journey recommended. **CR**

here's debut product

Bulging on their success with the winning Mountain Pod Group Shelter in the Outdoor Industry Awards this year, Trekmates pitch up at Friedrichshafen with more good ideas. They showcase the Twin Seal Map case, which has dual openings for easy repositioning of maps inside whilst remaining tightly sealed against the elements. Let's take time to try it in a shower!

Something for people who dry-off and change outdoors is also promised, the Switchrobe being an absorbent terry towel poncho made with a weatherproof outer fabric. **RW**

Connect to Your Adventure

ride Britain's only mountain gondola system

hashtag #myoutdoorcapital to automatically get entered into a holiday competition

At Nevis Range Mountain Experience the only mountain gondola system in Britain attracts over 180 thousand visitors annually, it has this year been named as one of the top tourist attractions in The Highlands, but in Fort William no-one is resting on their laurels. The Outdoor Capital of the UK, Lochaber Chamber of Commerce's tourism brand, has now unveiled its new custom wrapped gondola at Nevis Range alongside the launch of their most recent digital marketing campaign, "Connect to your Adventure." By utilising the #myoutdoorcapital hashtag, visually promoted on the sides of the gondola, the Chamber is encouraging Nevis Range visitors to share the highlights of their holiday in Fort William and Lochaber on social media channels using their photos and a short video.



When people share their experiences and use the hashtag #myoutdoorcapital they are automatically entered into a competition for a chance to win another stay in the area. That prize has been put together with member businesses to create an adventure holiday of a lifetime for the lucky winner. They'll be guests at Sunnyside Croft Camp Site (pictured right) in the



village of Arisaig in the midst of stunning coastline with some of the most spectacular views you can imagine. There'll be an archery lesson with Arisaig Archery and a meal to remember at The West Highland Hotel in Mallaig.

The Outdoor Capital's Nevis Range branded gondola is one of 74 gondolas that take riders on a 15 minute trip from the Base Station at 91m (300ft) to the Top Station at 650m (2150ft) on Aonach Mor, beside Ben Nevis. The cables carrying the gondolas turn all year round and are designed so that all age groups and most wheelchair users can happily make the trip.

No Fuss Events are a team behind a progressive calendar of mountain bike and outdoor adventure events and 'Connect to your Adventure' is the digital marketing campaign Lochaber Chamber of Commerce are producing 60 stunning new short videos to inspire visitors to connect to adventure in Fort William and Lochaber. The digital content is designed to inspire target audiences to plan their adventure in the area, and showcases tailored experiences to help visitors to visit. During the campaign visitors have a monthly opportunity to win a unique experience in the area by sharing their own experiences online using the hashtag #myoutdoorcapital. VisitScotland, has match-funded the OCUK's exciting new digital campaign through its Growth Fund, while OCUK will also benefit from a further £20,000 from the Highland



UCI Mountain Bike World Cup

The Outdoor Capital of the UK, Lochaber is host to one of the world's most prestigious mountain bike races, attracting the world's best downhill riders, mountain bike enthusiasts, and the industry's leading sponsors.

Leader Programme. A spin-off is the with a view to developing local jobs and bring in revenue that encourages and supports sustainable economic growth there are in train a range of collaborative marketing initiatives and activities to generate business. The organisation currently has a wide range of member businesses and SMEs ranging across the accommodation network, food and drink and activity providers as well as non-tourism focused businesses who support the aims of the Lochaber Chamber of Commerce, together they all acknowledge that tourism is crucial to the local economy. The Chamber produces official event programmes and guides which showcase all there is to see and do in Fort William and Lochaber.

The Outdoor Capital of the UK website carries local events, outdoor activities and visitor accommodation in the area. <https://www.outdoorcapital.co.uk>

Microadventures

coming to your very own backyard

A keynote address on the first day of OutDoor at Freidrichshafen introduces Trade visitors to the idea of having overnight adventures that begin by leaving the car at home. Travelling by car blinkers your perspective reckons Alastair Humphreys, and he'll be telling how Microadventures represent a worthwhile and future trend in hike and bike that will help the outdoor activities market in the sell-through. Overnight outdoor adventures, wild camping even for one night, is the inspiration behind it and the practice is one endorsed by VauDe ceo Antje von Dewitz. "The trend towards urbanisation has a knock-on effect, meaning microadventures are attractive to people, as they are easy to combine with busy, modern lives." As leader of a business providing mountain sports equipment for microadventures on foot or by bike, she is sure mini adventures fit iwith modern everyday life. "They are simple and achievable, inexpensive and accessible to everyone. They are not organised events where success is guaranteed, there is no right or wrong". Exploring the unfamiliar on your doorstep is the name of the game. Microadventures generally take place close to home and require neither special equipment, nor extensive preparation. It's all about being spontaneous, having fun, interacting with different kinds of environments and people and fitting it all in with your everyday life.

Alastair Humphreys' presentation will tell that the microadventures he enjoys and promotes carry no element of the extreme or elitism, simply bringing opportunities to break the monotony that can exist for urban dwellers. At the launch of the backpacking movement in Britain, a good number of years back, the author



Here's a shot from an evening when Alastair Humphreys and chef Tom Herbert (left) cooked a supper in the woods

Derrick Booth garnered broad press and radio coverage for adventures he described then as "starting from the moment you left the house and set out down the street." Today the concept continues on Mountain Equipment WildNight events where you "pack your bivouac gear and spend the night outdoors. No tents, just you and the stars" is how that brand puts it.

All this adds up to microadventures being an important topic for the OutDoor show visitor, and seeing the industry looks for and needs new goals and new target groups then here is a trend in the making, especially as it's an idea that is so accessible to everyone. The adventurer Alastair Humphreys, who is reckoned to have invented the term microadventure, delivers his message on Sunday June 18. As National Geographic "Adventurer of the Year" for his microadventures in Great Britain, he is recognised for devising small, unusual, local trips that began and ended at his doorstep. Whilst others may well claim that their nine-to-five jobs are the reason why they don't move enough, Alastair Humphreys takes advantage of the hours before and after work to escape from the daily grind. He'll spend the night out on a nearby hill and then head straight into work the next morning. "There are so many things to discover right on your doorstep" he tells. www.alastairhumphreys.com

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