

# trade<sup>and</sup>industry

for professionals in HIKE & BIKE & TRAVEL & TOURISM

the b2b from KSA for 40 years

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October . 2019

## CHRISTMAS is EARLY

Sell-through happens as the first crop of 2020 models hits the Motorhome and Caravan Show at NEC. It is Fabric Sourcing like no other as Performance Days in Munich brings Winter 2021 Functional Fabrics to the table. EICMA time in Milan highlights the best wheels going the power and pedal rounds. All that following the busiest September for many years - when The Worlds came to Harrogate - and didn't Yorkshire do well!

## harvest opportunity

### Christmas one-offs

In the scheme of things it matters not if it was Henry Livingston or perhaps Clement Clarke Moore who penned "The Night Before Christmas" poem - what we do know is that since then, Christmas present giving time has left us with big heaps of discarded wrapping paper. But not any more! Even better, Wrag Wrap have created re-usable gift wrap for Christmas 2019 - all made with recycled waste plastic bottles. It crispy-crackles too!

So now you can treat the planet well at the festive season by wrapping presents in this new collection of prints: re-usable remember. Made from 100% recycled (traceable) plastic bottle waste, each wrap is a completely use-again and durable product. Profits from sales go to climate charities. [www.wragwrap.com](http://www.wragwrap.com)

### sporting two-wheeler living

For the tourist who takes their home from home then there's the Swift Basecamp - a 2018 Red Dot winner. It comes with a wrap around awning alongside some innards that turn people's heads with design ingenuity making sense for hike and bike *beingThere* lifestyle.

Seen at Stoneleigh then at The Lawns



### no cloth cap - it's from Yorkshire!

The World came to Harrogate for the UCI Road Championships and the one bit of headgear which outshone even the most aerodynamic of helmets was a peaked cap produced just up the road in Yorkshire. It was the Official headgear (see right) and now the World is wearing it! Could be the makers are ready to do you a Special titter too! - ask!



  
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## Peter Lumley *beingThere* at the editor's desk . .

### come opportunity . . then take it!

Last time out in our b2b I'd suggested that through September into October it would be one jam-packed, spoilt-for-choice time: *and Wow!* The opportunity from a World-class Week of sport topped up the regular stuff that comes at this season of the year - *so didn't time fly!*

In Yorkshire it was wheels linking countryside to towns - and so both gained a big share of the tourist spend: in Harrogate - it heaved! The Expo again brought us a Cycle Show, *and what comes around . .*

The longevity I enjoy with KSA and *tradeandindustry* hints to my *beingThere*, ridden and reported the 1982 World Road Championships: Yes, and I now can say just how differently it felt in towns and the countryside.

The '82 Championships took over Goodwood House, service crews and others like us lived on the Racecourse, pitched up in caravans. *Quiet?* Very! That's how I now come to realising - Yorkshire certainly does know how to throw a real high-wheeler of a party!

Peter rl



## getting to know it

### about greenhouse gases

In November there is a course led by Carbon Literacy consultant Sarah McClelland which brings your opportunity to understand the basics of climate change science, how we know it's happening, how climate change will affect us in the future, what we *are* doing about it and what we *can* do about it. Get to know what all the fuss is about by *beingThere* at Great Places Housing hq in Manchester on November 28, this is your introduction to how a top class Carbon Literacy Course is run. It's a course for people wanting to lead.

You are now on the path to becoming a person certified as Carbon Literate, aware of greenhouse gases and their relationship to weather and climate. You'll get to appreciate how climate here and elsewhere is likely to change, and how do we know this. The course helps you understand how our own, and other, actions affect the amount of greenhouse gases produced and their impact.

On the day lunch is provided, it is a great way to meet other organisations engaging with Carbon Literacy and so offer your company the advantages of understanding more about the climate impacts of mankind's everyday actions. This will be your opportunity to become certified as Carbon Literate. You will gain knowledge covering the basics of climate change science, how we know it's happening, how climate change will affect us in the future, what we are doing about it and what we can do about it. Lunch is provided, and it is a great way to meet other organisations engaging with Carbon Literacy. [Contact: info@carbonliteracy.com](mailto:info@carbonliteracy.com)

Following on the 2018 success we're calling on people to help us hold as many Carbon Literacy Training workshops throughout Green GB Week, as possible!  
Contact  
[info@carbonliteracy.com](mailto:info@carbonliteracy.com)  
to become involved.



## Forum for the Future

**Climate change, poverty, malnutrition, civil unrest: the world today is facing complex challenges because our fundamental systems are broken.**

## more than words on a placard

Sally Uren is ceo of an organisation which specialises in addressing critical global challenges by catalysing change in key systems, from food to apparel, energy to shipping. Their action is to convene transformational collaborations to drive change, by partnering with organisations to help them lead by example, and by building a global community of pioneers and change makers.

### Forum for the Future: "Together we can re-invent the way the world works"

As millions around the globe participate in the Global Climate Strike what is heard a lot is the call for 'systems change' shouted from placards, in conversations and media. Yet how much do we recognise the term 'systems change' - and how can we ensure it's more than a passing buzz phrase on a placard? Systems change, systemic change and systems transformation are terms used to signal a desire for significant and transformational change. Simply put, a system is a configuration of interacting parts working towards a specific outcome. At Forum for the Future the mission is to reinvent the rules of the game and build more resilience by addressing daunting sustainability challenges.

These challenges are unprecedented: how to cope means finding new ways of collaborating, new forms of investments, new business models. This is where systems change comes in: reconfiguring the relationships between different aspects within a system towards sustainability outcomes and goals. And where do you start?

For a long time Forum has been working with organisations, and businesses in particular, to design 'strategies for systems change for sustainability'. Given that this is a mouthful, let's call these Sustainability Plus strategies, there are six steps Forum hopes will prove useful to your business at what is a pivotal time in the sustainability movement.

1. Understand the world around you as a set of interconnected issues. 2. Identify where you can make the biggest possible impact on the system around you, ideally in a way that drives value back to the business, either directly or indirectly. 3. Design clear theories of change, a sophisticated way of describing just how you will drive the positive impact that you can see is possible. 4. Design for transformational, not incremental change. With the clock ticking, we need genuinely catalytic change, essentially interventions that have the potential to drive further change. 5. Be clear

about what you can do alone, and when to collaborate. As important as it is for us all to take personal responsibility for tackling the climate crisis, the sheer scale of the challenges we face mean it can't be done by any one organisation working in isolation. 6. Check your assumptions about how change happens. Simply releasing a more sustainable product won't on its own create change. Underlying behaviour change needs to be addressed.

Here, explains Sally Uren, are just six steps are the start, but a Sustainability Plus strategy will need to be augmented by some smart moves to overcome common barriers to systems change, such as short-termism, vested interests and resistance to uncertainty.

"At Forum, we've come across a huge range of these, most significant of which is a sheer unwillingness to accept that sustainability is even a strategic priority. This begs the question: how can we change mindsets and then influence deeply-held belief systems and values?"

I will ask you now to explore my latest thoughts . . "We're at a pivotal moment in the sustainability movement and the Strike will put the spotlight on the need to act. But once the placards are put away and the march is over, it's then on all of us to embrace the wholesale systems change needed. Armed as outlined above and given the social, economic and environmental imperative. There is no excuse to not get started".

Dr Sally Uren O.B.E.,  
ceo at Forum for the Future

## stand up - and be counted

**Green Great Britain Week Nationwide November 4-8**

In 2018 Green Great Britain Week was a big success - this year the event is overtaken by Boris and his Brussels bust-up - officially the Week is no longer happening on the dates. BUT DON'T LET IT STOP YOU DOING YOUR BIT! and here are companies and brands giving it a push!



## join the Green GB Week webinars

One Fleet Evolution webinars will tend to last around 40 minutes on the topic of "Busting the Myths around Electric Cars and Employee Car Schemes". They happen in November. Attendees get the opportunity to pose other questions during the webinars, additionally, delegates needn't leave the house to attend these webinars reckons Andrew Leech, the Managing Director, at Fleet Evolution

The sessions run Monday, November 4, 2 pm; Friday November 8, 11 am; Wednesday 13 November 11 am and 2 pm. They are an initiative from the company Fleet Evolution, which was awarded 'Go Ultra Low Company' status in 2017 because of opening its vehicle fleet to plug-in cars. They are recognised also for the commitment to boost uptake of green, plug-in vehicles over the coming years.

Register for Fleet Evolution webinar series at 0300 302 0626 or email [marketing@fleetevolution.com](mailto:marketing@fleetevolution.com)

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REFLECTIONS. Peter Lumley on The WORLD being in HARROGATE

an '80s Festival of Cycling in Harrogate saw Ron Kitching (left) with Curwen Clague, the kingpin of the the Isle of Man Cycling Week.

a KSA Archive photo



the words say: August 5, 1878 - the first cycle touring club in the world was founded here . . it became the CTC five years later



they came to ride and race, to be part of the biggest festival of cycling the town has enjoyed ever, they drank and they danced on streets that have never been so lively on so many days



REFLECTIONS. Peter Lumley on The WORLD being in HARROGATE

*.. could it be someone up there was giving it all a helping hand . . .*

## Ron would have loved it

*the UK cycling biz has a habit of coming good in Yorkshire*

The world of cycling always finds broad and willing shoulders to rest on, not that Volunteers at the UCI Championships were doing any resting. They were supreme in their efforts to make it all happen, and dare I say it all went swimmingly - especially so on the final day! As I wandered the Spa Town I reflected on how Yorkshire seems to revel in a challenge, my recalling that festivals of cycling are very much about people brought me to remember a true cycling character who put his heart - *and his money* - where it did a lot of good for people connected with bicycles.

As a businessman he was stubbornly effective in sourcing things that helped the public get more from their bicycling riding, building a cycling supplies company which so many envied, but couldn't quite copy. That Ron Kitching was a champion for cycling is one thing - he was also damnably competitive so wearing a winner's sash was very close to being full-time lifestyle. He was Mr Pickwick, holding that post as leader of the oldest cycling club in the world: Pickwick Bicycle Club. He supported riders from all spectrums, all disciplines of wheeled activity - emerging youngsters and skilled pros alike. There isn't a shred of doubt that when the world came to Harrogate for the UCI Championships this September then Ron Kitching's very spirit was there pushing on pedals. He would have barely gasped when riding up Parliament Street and quite swiftly he was out there riding the race roads, ones where his bike did it so often then it knew the quick way home.

This Barrow in Furness born boy lived in Harrogate from such a very young age that we all think of him as a man of Yorkshire. That's the three Ridings county from where a disproportionate number of the country's most famous cyclists originate. Ron Kitching made friends with so many of them, and he backed them too - riders such as Eric Stone of Three Peaks fame, and the Yorkshire lass Beryl Burton who must be to the womens world of cycling just as Eddy Merckx is to the mens. As a member of Otley Cycle Club she raced to seven world championship victories, five in track pursuit riding and two on the road. Otley's clubhouse is the place where the Ron Kitching Museum holds so much of his collection of cycling memorabilia.

The Kitching empire was based at Hookstone Park, I visited him there to talk of an idea for a bicycle b2b (*the very one you're reading*) and it was a day when he made me feel so important - until my rather silly mistake of mixing his *Everything Cycling* catalogue styling with that of a South London operator. Smiling, he admitted this was "nothing new to me" - he'd heard worse, much of that coming from bicycle industry collectives who reckoned Coventry and Nottingham was then the centre of the UK cycling world. They cynically tried their best to frustrate his business activities but like so many of their ilk, and across the years, in the end myopic marginalisation makes not a tad of difference to strivers. It happened that Ron Kitching backed the KSA ambitions though, and right from the first issue his persuasion was to put colour into the b2b at a time when others worked with mono. As the importer and distributor of Japanese brand SunTour his presentation was an A2 size colour poster as the b2b centre spread.

You'd find Hookstone Park was always a place at the centre of cycling intelligence, the hub around which facts, figures and the stories circulated. This was well ahead of e-mail times or a copying machine whirled and the postie delivered stuff if it hadn't come by fax. Then when Ron Kitching met with friends the table talk often centred on cycling politics - well, he had been engaged with outlawed British League of Racing Cyclists, right! - and he knew so much about the race scene as well as being at the head of Trade matters. Dinner parties in Harrogate were shared with race aces: Brian Robinson and Pete Proctor are ones recalled, there'd be time trial Champions and Club personalities, the Autumn Tints riders, York RC, CTC - as it was then known - and RTTC. This was all what he called family, reflecting how immersed he was in day to day networking across all the bicycle scene, at home and abroad: that's why I am sure his Spirit was alive and with us in Harrogate this September.

Tourism was Ron's second love, something he did regularly when with his wife May they toured in a motorhome they named as The Kitchmobile. I can't say they ever did much cooking beyond brewing tea and coffee or boiling an egg, but hey! why should they! Ron and May knew the best tables at just about every pub and restaurant across the regions they toured. Their motorhome often sat on Knavesmire for the York Rally, that just-post-war rally project he had helped turn into the world renowned cyclists' gathering. This 2019 year would have seen Ron Kitching in his seventh heaven, the UCI Championships racing right past the front of his house by The Stray in Harrogate. It was his being There at the 1982 Worlds raced at Goodwood which was one of those big delights I remember sharing with him: caravan days when ours touring home was the Jim Pearman built Cotswold Windrush I had moved into after finding a Thomson Mini Glen just a tad tight at cat-swinging time. Cyclist don't like cats!

Having Harrogate and Yorkshire host this week of UCI racing means I won't even try to separate the Kitching Man from the Event. Then on an evening stroll I slowly ambled through the throng of celebrating spectators, up Parliament Street, past Betty's and the piles of people pubbing it in the street, reaching the doors of an Emporium of Antiques and Past Glories. In the window was a photo of Chris Froome, surrounded by goodies and then just inside the double door I spotted a bicycle, displayed above a trio of race jerseys; the middle one a White Rose with the word Yorkshire. Hey, *The Bike* . . chrome fork ends, in-view brake cables, 52-42 double chainring, toe-clips . . it was a Ron Kitching model, a bicycle which seemed just so much the signal. YES! Biking buddy Ron was right here, joining with his huge cycling family the friendliness, the ambience, the glamour and the glitter - oh! sod the rain. Like us all, Ron was in high spirits, as happy and contented as if he was wearing a dozen Rainbow Jerseys all together. That's loving cycling, something Ron Kitching most certainly did.

Burnham Boy - aka peter@tradeandindustry.net







## snow show warms well

The Slide show is already over ninety percent booked say the organisers, and at the January 21-23 Telford destination more than 70 exhibitors have confirmed booth space. Be quick and some spaces may remain but do check the latest floorplan with all additional information that appears on the Slide website <http://www.slideuk.co.uk> For those planning to visit Slide the on-line registration opens in early November, and you can book accommodation on site.

The Slide Awards are always hotly contested, with categories in hardware, software, accessories, Fresh brand: New for 2020 is an award for the best environmentally friendly product, the Slide Eco Award. Exhibitors can enter their best products in the late autumn and the selection will be on display throughout the show. Retailers, media and industry opinion-leaders will select the winners, who will be announced at the show.



Who's in at Slide . . go check the website for latest information  
[www.slideuk.co.uk](http://www.slideuk.co.uk)



## ciao Pila

The Italian Alps is destination for the 2020 session when SIGB Ski & Snowboard Test happens over five days, March 2-6 March. It is open to all UK retailers, with a special rates for SIGB members and media. Everyone says this continues to be the best test for snowsport professionals to evaluate and compare all the future season's shiny new kit.

## hello Hannover

Following its successful 2019 premiere another micromobility expo for lightweight vehicles, mobility infrastructure and mobility services is now gearing up for its second season. Preparations are in full swing for a 2020 showcase (from May 14 to 16) that will explore and illuminate key mobility trends and developments even better, bringing into being a new array of focus themes, some enhanced opportunities for dialogue and exchange, and more space for presenting and test-driving micro-vehicles. "Given the current debate on the future of mobility amongst political leaders and throughout society, the time is right for a show that brings industry, government and users together with a view to fostering micromobility," tells Simona Erdmann, the director at Deutsche Messe in charge of the micromobility expo. The first two days of the 2020 show are reserved for industry professionals, while the final day (Sunday, 16 May) will feature an extensive and action-packed program offering plenty of interest for consumers and professionals alike.



## EOCA: working to restore Hardknott Forest

A project to restore native woodlands and other natural habitats across some of England's most dramatic mountain landscapes could see the largest conifer plantations in the Lake District National Park become a different place - and the haven for creature comforts as a wild native woodlands grows tall. The North Face Italy Srl business is sowing the seeds for this in a project engaging volunteers who can practically contribute to the restoration of native woodlands whilst learning about wildlife and the unique landscape. That'll be Hardknott Forest getting tlc!

The job is to remove invasive, non-native conifers, plant native trees and monitor and record the recovery of the woodland and its associated wildlife. The new native woodlands will improve habitats for nature and will enhance the experience for walkers, climbers and nature enthusiasts. Across an eighteen month span the EOCA driven project takes on planting 1,500 native tree saplings and remove non-native conifers from 130 hectares. That will lead to regeneration of 250,000 native trees. The scheme will involve fifty practical volunteer days and also host ten different school visits.

## paying more than a flickering interest

*highlighting the importance of short film in today's fast moving society*

Annually the Craghoppers Film Prize is awarded at The Discover Film Awards, held in London alongside other categories such as The Student Film Award and new for 2019, the Best Social Impact Award.

The Best Social Impact Award focuses on short films which highlight social issues, such as the environment and mental health issues. Tells James McNamara, company sales director at Craghoppers - "being delighted to be working with Discover.film for the second year running confirms how we see the importance of short film in today's fast moving society. It's gathering momentum so it is exciting to be a part of it all."

Explorers worldwide may download an app for free and take movies on the move - perfect for a plane journey or even better - that rainy night in the campervan which precludes a cracking dawn! The Discover Film App features short films, some of which have been shortlisted for the Craghoppers Film Prize. Craghoppers first partnered with Discover Film in 2018 to encourage, recognise and reward short filmmakers from across the world. "This year, we've launched the Best Social Impact Award category, where we will celebrate the work of Directors who take environmental, ethical or social topics head on. This fits perfectly with our own ethos and the work we do through our Honesty Project."



## elusive caravanning gizmo we'll keep looking!

If it had been a nighttime encounter then perhaps there would have been more of a glow to show this tv aerial at its best. Seeing it looks a real beacon of design expertise for bad-reception areas we want one! We've asked all over and scoured shelves and booths just looking to buy. There was no luck at Stoneleigh Tent & Awning Show, we then tried The Lawns at Cottingham, perhaps by next year in Harrogate ?? It certainly wasn't on any booth in any of the Halls at the Motorhome & Caravan Show . . if we find one before the February Caravan, Camping & Motorhome Show then we'll tell you about it in January's *tradeandindustry*, our NEXT issue . .



" . . you get up in the morning . . it is the first day of the rest of your life . . "

on a personal note . . this book I authored is about people, bicycles & boots, on mountain, moor and meadow, road, tracks and byways - a *beingThere* with gear from brands helping people bring it together . . cycling as it started . . backpacking as it began . . Essex and the Home Guard . . characters in their own right . . getting into print . . who poisoned their roses . . Clubs you join so you share the fun - and then live and tell the tale.



BOOK of THE MONTH - twice!

not a Photoshop picture help!

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**Built to provide a community opportunity which appeals to the AthLeisure market and Sports brands on the USA west coast, Portland's Functional Fabric Fair cloned the successful European concept to deliver a presentation arena for Expert Talks on industry subjects conjuncting the active Fabric Forum.**

This is where visitors can engage a variety of categories grouped swatches from fabric developers and designers, an opportunity to browse and window-shop a crop of newer materials, yet not under the eyes of a sales team: visit their booths for that, of course.

The origin of this is Performance Days, the main European Ingredient outdoor sourcing exhibition initiative which was opened up by Marco Weichert and his father eleven years ago. The gathering is now twice yearly at Messe Munich. In the American version, the Show of Reed's Stephen McCullough opened in the Javits Centre, New York City, last year.

## just feel the quality

*both across the Show and in the Textiles*

The ambience for this gathering at Portland was the welcoming visitors gained to an airy, bright and roomy emporium for textiles, with many charging stations, coffee stations and good food! Plenty of opportunity was on tap for consideration time and to get the touch & feel of fabric swatches. Special meeting rooms were reserved for Nike, Adidas, UA, Columbia, L L Bean and TNF for private meetings with breakfast and lunch served. That was a really good and appreciated feature, Conceptiii man David Parkes tell us. There as representatives for a collection of brands, the company also displayed a yesteryear collection of fabric masterpieces for the occasion.

Over 150 delegates attended the Sustainability Panel discussion which was hosted by Emily Walzer (editor of *Textile Insight* - the main US Ingredient publication) with Christine Hubner of Schoeller (launching a biodegradable polyester; Andreas Guertler of Lenzing; Elizabeth LeMay (former senior designer at Nike, now respected freelance designer); Charles Ross (a regular orator at textile and environmental events and an editorial correspondent for *tradeandindustry* b2b). Seating was provided for 60



## sunny news from Leicester distributors

The exclusive UK and Ireland Distribution of BioLite Energy products is through Burton McCall Ltd from January 1 in the New Year.

An innovator in off-grid energy solutions, BioLite is a carbon neutral company headquartered in Brooklyn USA and Nairobi, Kenya. The social enterprise business develops, manufactures, and markets advanced energy products for off-grid communities. That means breakthrough cooking, power and lighting solutions for both outdoor enthusiasts as well as those rural families living in energy poverty. Founded in 2009 by Jonathan Cedar and Alec Drummond, their awards and recognitions include Popular Science's Best of What's New; BusinessWeek's Most Promising Social Enterprise; and the Red Dot Design Award. The brand fits beautifully within the Burton McCall portfolio tells Michelle Dickinson md of Burton McCall . . "we look forward to developing the brand and it's presence in the UK market."



people - an audience standing, listening and taking notice!

The Expert Talk stage sat one end with the Fabric Forum at the other. The Walk of Fame was a central features of the exhibition, with original early designs from Patagonia, Carhartt, Banana Republic, and Rab amongst others in the Halls.



*Sustainability Panel discussion - packing in and attentive audience*



*new textiles to check, old Classics to admire - all touching shoulders*

## a most exclusive e-mtb

A year on from the launch of their Ducati Powered by Thok project more ebikes built under license from Thok Ebike will arrive for the 2020 season. In addition to the MIG-RR high-end endure are three models: two branded Ducati and one branded Ducati Scrambler.

The Limited Edition Enduro "ready to race" has best components and a second battery and the Evoc E-Ride backpack to carry it. Equipment includes Ohlins suspension, the RXF36 m.2 fork has 170mm travel at the front and TTX Air 160mm shock absorber rear. DT Swiss HXC1200 carbon rims - 29" front and rear 27.5" - a 12 speed electronic Sram X01 transmission (11-50), Shimano Steps E8000 engine with the battery positioned below the down tube to improve handling. Fitted 4-calipers Shimano Saint brakes with 203mm Freeze Ice Tec rotor disks, Maxxis Assegai EXO + TR 3C tires - 29x2.6 front and 27.5x2.6 rear.

Pretty much a beast anywhere it goes - and from a short-number - stable is the Ducati MIG-RR Limited Edition, there will be just 50 units, numbered and personalized with owners' name, assembled in Italy with special Ducati Corse artwork by D-Perf and Aldo Drudi.

People are hinting the Ducati MIG-RR Limited Edition is the most exclusive e-mtb ever built. Delivery is from the end of January 2020, with calibrated suspension based on each individual customer's preference.



DUCATI MIG-S is an All Mountain ebike with sporting features. The Ducati MIG-S with 150mm travel at the front and 140 rear, Marzocchi Bomber Z2 fork, Fox Float TPS rear shock, 4-calipers Sram Guide T brakes, 29" Thok e-plus rims at the front and 27.5" rear, 12 speeds Sram SX transmission 11-50) it is an e-mtb with geometries designed to face both the most demanding climbs and the roughest descents. Equipped with Shimano Steps E8000 engine and 504Wh Shimano battery positioned below the down tube to improve handling. The graphics realised by Aldo Drudi's D-Perf enhance the lines of the hydroformed aluminum frame.

Then there's the Trekking bike with high-end components inspired by the Ducati Scrambler world. It is the first trekking ebike born from the collaboration between Ducati and Thok Ebikes. Equipped with the Shimano Steps E7000 engine and the 504Wh Shimano battery, Pirelli Cycl-e GT tires (27.5x2.35. Fitted front and rear lights, Sram NX transmission with 11 speed (11-42), aluminum mudguards, luggage rack designed to carry side bags, 80mm Suntur XCR 34 spring-loaded fork and a telescopic seat post to increases the comfort. It is called the E-Scrambler, but Ducati say it is an ideal bike for city streets and for riding on country roads.

Interlaken has a lot of eye appeal and is the outdoor wonderland bringing you a being There reason to come back and do it all again



Charles Ross

REPORTS

the EUROPEAN OUTDOOR SUMMIT

*I'd say it gets better - Malmo was that glorious corner of Sweden 2018 backdrop, yet now bettered by Interlaken - a wonderful location celebrating the Outdoors and remembered as the James Bond setting for those original movies shot in the Swiss Alps*

## the papers are more tuned

The theme for this gathering of the outdoor industry's top brass was the cool idea of encouraging them to look outside their market reach and towards new areas for commercial relationships. The event was titled Redefining Boundaries, and as the papers were delivered every presentation produced a reaction: none were vanilla. Not all I agreed with, but then I am not representative of the majority of the delegates there, they being mostly brand directors. I have been in this style of arena many times and remember when the French trade association Outdoor Sports Valley first staged the European Outdoor Forum it was so much more an informative occasion, with a social side added. Difference of the European Outdoor Summit is that the EOG research the trends, so the papers are more tuned.

The official details of the event are on-line and the general direction can be gathered by looking towards three keynote speakers: Anne Skare Nielson (*take away here is Move from More to Better*); Chris Doyle delivered on tourism (*take away is that partnerships such as the Adventure Travel Trade Association opens doors*). Then on Day 2, Benita Matofska (*with the take away on The Sharing Economy becoming known for the leadership of society*). In between the keynotes was entertainment provided by Steve Scott & Best of Kendal, reminding us all of the hedonic fun that the outdoors allows at the same time as community orientation of the activities.

A way to manage dead stock came with Richard Leedham's launch of OutdoorGearForGood. Marcus Dapp brought serious comment towards Finance 4.0; the rise of Ingredient branding from Tomas Vucurevic; Donna Carpenter of Burton Snowboards on the importance of Company Values. Then Scott Nelson (the EOG's Single Use Plastic specialist) spoke of the progress made so far in the highly visible controversial subject of packaging materials.

Groups also could split to seminars and I thought I had chosen the best ones, certainly those I would not swap, but the session with #FridaysForTheFuture could not have been more current; with campaigners from the school's movement that had been started by Greta Thunberg. Overall it is good to see how the sustainability theme now runs within everything and that Arne Strate has risen to the role of honourable leadership (compassionate and accurate), whilst still bringing to the fore the business of just what the industry is about.

As I've found before, the between-the-papers dialogue and interface is an unquantifiable side of the conference, conversations at these exchanges times make the event value-for-money. It is good to note that delegates at the Summit belong to companies that are forging ahead in commercial terms and pioneering good practice. Those that complain the most about their decreasing share of the market are the ones who don't show up! I'd reckon collaboration between parties is the real contribution to making our industry different to others. The collective effort is always greater than progress made by individuals. It is that which also appeals to so many of the characters who lead the work; our industry seems genuinely friendlier than other parts of retail, manufacturing, and design: the cost is that there are few who have retired with millionaire fortunes. Instead they have had the experiences.

*For 2020 the location of the meet up will be Annecy – the same place that hosted the first ever Outdoor by ISPO Outstanding Awards Jury meeting beyond the Messe showground.*

*Will this be another gem of the Alps?*



*an unquantifiable side of the conference is the conversations and the exchanges between papers - these make the event value-for-money*

188th UCI CONGRESS

## the cycle of events and opportunity

*ten World Championships and four UCI Bike City labels announced*

Plenty of celebrating is going on after UCI World Championships in six countries and for five disciplines were announced in Harrogate. The 2019 Red Bull UCI Pump Track World Championships held in Bern this month is the very first edition of the UCI World Championships for pump track. 2021 UCI Masters Track Cycling World Championships is in Los Angeles, to be raced at the Velo Sports Centre.

Ipswich in Suffolk hosts 2021 and 2022 UCI Masters Cyclo-cross World Championships, this being run by the experienced organiser, who has already staged three National Championships, an edition of the European Championships and several events registered on the UCI International Cyclo-cross Calendar. The 2022 UCI Track Cycling World Championships will be raced at Saint-Quentin-en-Yvelines in France. This will be the venue of the Olympic track cycling events in 2024. The host city, situated around 20 kilometres from Paris, received the UCI Bike City label in 2018. It is the headquarters of the Fédération Française de Cyclisme (FFC) and the French team's training centre.

For the 2022 diary there is the UCI Junior Track Cycling World Championships at Aigle in Switzerland, the third edition of this event (after those in 2016 and 2018) organised at the velodrome of the UCI World Cycling Centre (WCC), the UCI's high-level training and education centre, which also houses the Federation's headquarters.

The 2022 UCI BMX World Championships is at Nantes, organised by the FFC, which hosts a round of the UCI BMX Supercross World Cup nearly every year and which already welcomed the discipline's UCI World Championships in 1999 and 2005. The organisation of the UCI Worlds in this city in the north-east of France is in line with the country's desire to welcome major events between now and the opening of the Paris 2024 Olympic Games.

The UCI Para-cycling Road World Championships in 2022 are in Baie-Comeau (Québec, Canada) an ideal venue for this competition, marrying the experience from the organisation of rounds of the UCI World Cup in 2018 and 2019 and the UCI World Championships in 2010 and 2013. Ballerup, situated in the urban area of the Danish capital Copenhagen, will run the UCI 2024 UCI Track Cycling World Championships, a third time for an UCI Track Cycling World Championships, coming back after 2002 and 2010. Also across the Atlantic the 2024 UCI BMX World Championships will be at Rock Hill in South Carolina, one of the traditional stopovers of the UCI BMX Supercross World Cup, for which it welcomed rounds in 2015, 2016 and 2019 (another is scheduled for 2020). UCI World Championships for the discipline was held there in 2017.

Of these awards the UCI President David Lappartient tells "We now know nearly the venues of the World Championships for our Olympic disciplines through to 2024. This demonstrates the popularity of the UCI's major annual competitions, which are both magnificent events from a sporting point of view, and fantastic opportunities in terms of economic benefits and enhancement of image for the cities and regions that host them. I look forward to moving forward with them in the preparation of our future World Championships."

The UCI Congress announced the names of cities and regions to which UCI Management Committee decided earlier in the week to award the UCI Bike City label in recognition of strategies for the development and promotion of every-day cycling and their commitment to the organisation of events on the UCI International Calendar. The cities include Copenhagen, Glasgow, Paris and the west Austrian State of Austria. These four new recipients join ten cities and regions already with the label: Bergen, the province of Drenthe in the Netherlands, the Danish island of Fyn, the province of Gelderland in the Netherlands, Heusden-Zolder in Belgium, the province of Limburg and the city of Valkenburg in the Netherlands, Saint-Quentin-en-Yvelines, France), Vancouver in Canada, Woensdrecht of the Netherlands and Great Britain's Yorkshire.

## your next up opportunity

the caravan . family camping . wheels . destinations & events  
these are topics we cover in the January 2020 issue!

tradeandindustry - first b2b of the year published JANUARY 14. Deadline: December 12

editorial information / leads / ensuing dialogue - runs until December 6.

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**BUFFER**  
MICRO-SHOCK DISSIPATING  
MEMBRANE

Scientific testing confirms BUFFER performance is what we looked at in our "home made" testing to date.

BUCKLE UP



## weather beaters for twenty years

Born on the street, Tucano Urbano represents the urban rider who wants their travel to be as simple and safe as possible, but always remaining stylish. It is twenty years since Tucano Urbano began the ride from their Milan base, two decades of innovative product development bringing solutions and expanding horizons for people on two wheels. As Diego Sgorbati, the Tucano Urbano ceo says - "Tucano Urbano began as a small Italian brand with a niche product, now we are an international brand spanning every avenue of two-wheel riding". And he puts it down to teamwork - who approach every opportunity with enthusiasm and will constantly push the boundaries of what we can create".

Tucano Urbano has launched two new brands: TU Bike, new range for urban cyclists, and their T.ur - the Spirit of adventouring, the brand is new clothing and accessories designed specifically for touring a product range to cover every type of rider, terrain and lifestyle. [www.tucanourbano.com/gb/](http://www.tucanourbano.com/gb/)



**what  
began as  
a bonnet  
for the  
new baby**

### a wardrobe for kids where parents pay - not the planet

It's so simple a business idea - if you can't find what you really want then think about designing and making it yourself. That's what happened when Maria Frykman Forsberg and Camilla Schmidt needed to find the appropriate outerwear for their first child so they could then fully continue with their active outdoor life, and as the family.

Solution: way back in 2005 Nordic Kidswear Ltd was founded so if you are a toddler not yet even toddling - *but you are getting on with growing up* - then there is a lot which Isbjörn of Sweden can do about it for you. Don't worry that your parents may have to do the purchasing though, but you probably realise that's better than doing it with your own pocket money, kids!

The company making this outdoor clothing for youngsters takes on the job with the same high standards as they do for adult kit - and they do this as second nature at the same time as caring for nature. Isbjörn of Sweden has its very own Green Promise, doing things that protect the planet, and the latest move is to switch freight deliveries off the sea - even occasionally by air - to letting the train take the strain. With the result that there is a lot less strain on the environment.

As part of the company's Green @Heart heritage, which has meant always striving to be the most sustainable in all parts of its business, Isbjörn now takes to the rail to bring home its product range, made in the bluesign approved factories it uses in north east China, to Sweden. This switching to train freight means cutting journey times in half and also puts an end to any last minute airfreighting. The company says airfreight accounted for 69% of the carbon dioxide released in transporting Isbjörn products during 2018: it could have been 16 times smaller by train.

Maria Frykman Forsberg, ceo of Isbjörn of Sweden, tells "for more than 15 years we have strived to be as sustainable as possible and now with China's rail infrastructure significantly improved we can now use much more climate-smart transportation to move our product from the factories". The company will use rail to reach Finland, forwarding to Sweden by road and with electric trucks where possible." The brand uses recycled materials, the company continuously looking to be as environmentally friendly as possible, yet producing long lasting, tough, premium quality garments which emulate adult styles and materials. [www.isbjornofsweden.com](http://www.isbjornofsweden.com)

### YOUR GEAR IN PLAY

## REPORT: more people on the move

International tourism grew 4% for Europe in the first half of this year. That news from the UNWTO World Tourism Barometer came ahead of their 23rd organisation gathering in Saint Petersburg. That is a better result than posted by others and double the numbers who landed in the USA. In all, destinations worldwide received 671 million international tourist arrivals in that period.

Doing something about climate change could start with that habit, but everyone knows being a tourist is an human right . . . Growth in arrivals is returning to its historic trend, quite in line with UNWTO's forecasts. The driver for much of these results have been a strong economies, affordable air travel, an increased air connectivity and enhanced visa facilitation. However, the weaker economic indicators, and the Brexit fuss adds to the trade and technological tensions and rising geopolitical challenges are thought to be opening a toll on business and consumer confidence. The Thomas Cook affair is also likely to come into the reckon as far as UK and Europe is concerned.

Generally performance has been uneven across major tourism outbound markets - although Chinese outbound tourism, up +14% in trips abroad, spending on international travel was 4% lower in real terms in the first quarter of 2019. In Europe, spending on international tourism by France (+8%) and Italy (+7%) was robust, though the United Kingdom (+3%) and Germany (+2%) reported more moderate figures. Russian Federation, host country for the UNWTO meeting, registered a 4% decline in spending in the first quarter, following its two years of strong rebound.

The World Tourism Organization (UNWTO) is the leading international organisation with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism, membership covers 158 countries. UNWTO is based in Madrid, Spain.



**after the rain -  
but where are  
the rainbows**



now you know how to dress  
the shop clothing rail when  
a UCI Road World  
Championship comes to  
town. The sit-rep note says  
Teddy had got fed up  
waiting for the riders!



## NO VIBES but GOOD VIBES

### "brought relief from a long lasting inflammation"

The Buffer Micro-Shock Absorbing Membrane is seen as a special product on the block, one that reduces over 90% of micro-vibrations. It's been developed by Italian operation Skopre in conjunction with the US manufacturer specialised in high-tech material with applications ranging from sport and industrial to aero-space. The ambitious goal set by Stefano Doldi at Skopre is to replicate the success achieved with their other bicycle and outdoors highly innovative products including CamelBak, BUFF, Rotor and GoPro which he has scouted and helped launch across thirty years of business activity.

Alongside the positive scientific tests results provided on tech sheets (which are all available upon request) it was the experience of a down to earth field test which brought astounding results. When a CEO arrived and rested up at Valli Unite, a renowned farmhouse in Piedmont, first it was a meal from the chef. The dessert came as Buffer - the fitting which amazingly brought relief a long lasting inflammation which had afflicted her heel for far too long. A few days wearing the Buffer inside shoes brought this high level amateur runner to now be using Buffer insert in both her competitive running footwear and her daily work shoes.

The payback reward came to Stefano Doldi as a farinata meal at "Il Banco" in Novi Ligure. It's a place with something of reputation for wine, pasta and partying.

Farinata by the way is a simple garbanzo bean flour batter, spiked with olive oil and salt and baked in a very hot oven. You can try it at home of course - combine garbanzo flour and water in a bowl, whisk until the batter is smooth, blending in salt, rosemary, and three tablespoons of olive oil into batter. Another tip is to use Buffer for your body, tells Cristoforo - one of our Colombian cycling friends. But don't try chewing it!







## helping people be brave

In the French Alpine resorts of Courchevel, Val d'Isère, Méribel and Les Gets is the collection of a dozen luxury ski chalets organised under the Consensio banner, a company who this season celebrate their 10th Anniversary. It's a business catering to the desires of discerning travellers who seek indulgence, comfort and convenience, something which managing director Ceri Tinley comes as just natural with Consensio's philosophy and high service levels.

Another side to the business is that they care for those who often need care most, hence their partnering with Disability Snowsport UK. The aim there is to enable everyone to participate in snowsports, regardless of disability, injury or experience. This is a Group operating snowsport schools at various locations throughout the UK as well as providing opportunities to ski and snowboard in the mountain environment.

For each of the eighteen weeks Consensio operates this season, they will donate a 1-to-1 private skiing lesson every week to a child with a disability, that always being with a qualified adaptive snow sport instructor. The Disability Snowsport organisation runs with passionate and skilled volunteers, these being DSUK skiers and snowboarders who live with a wide-range of disabilities and injuries. The highly-trained staff are skilled at teaching and supporting all skiers, snowboarders and their families to achieve personal ambitions.

Disability Snowsport UK began came together in the 70s when Dr David Morris, a consultant paediatrician, conducted a pilot study that proved his theory that skiing held unique health benefits for people living with Cerebral Palsy. Since then they have expanded to work with anybody with any disability or injury. The eighties saw DSUK run their first trips abroad and in the nineties they established the first European Adaptive Ski School. More latterly DSUK managed and trained the British Disabled Ski Team before forming the British Parasnowsport who were responsible for bringing home a lot of competition medals for Team GB.



## what washed up could warm!

According to a United Nations report about 8 million tons of plastic piles into oceans each year. The storyline is well documents on this tremendous impact on marine life, but now PrimaLoft Inc. and the environmental organisation Parley for the Oceans will organise the plastic intercepted from remote islands, beaches and coastal communities will be used to manufacture high-performance insulation products.

PrimaLoft, experts in advanced material technology, are the first insulation provider in the textile industry to partner with Parley to develop the stuff that's marine plastic waste. "This collaboration with Parley is a perfect match and we both have the same goals" tells PrimaLoft president and ceo Mike Joyce. "The launch of PrimaLoft Bio is another important puzzle-piece in our sustainable efforts."

In addition to the material PrimaLoft sources from them, the company also supports Parley in its projects to prevent ocean pollution all around the world.

## awards for the "extra mile" people

A new European Commission Product Safety Award sees four large companies and four SMEs badged as businesses going the "extra mile" in Product Safety. By showcasing the winners, the European Commission wants to inspire other businesses to do the same. This EU Product Safety Award helps to make consumers more aware of their right to find only safe products on the market. The first edition of the award was open to companies from EU Member States plus Iceland, Liechtenstein and Norway. The winners came from Austria, Denmark, Finland, Germany and Greece.

In the larger company branch a Gold Award went to Reima Oy of Finland for ensuring that clothes are not only safe for children but offer extra protection,

for instance in the dark. The Priam Baby Stroller people, Germany's Cybex, gained the Silver Award.

From SMEs it was Remmy of Italy's Car Baby Alert - pioneering anti-abandon device which can save lives - received Gold. A Special Mention was for Mippaa Stair Trainer which helps children climb the stairs safely - and probably sets them on the path to being adventurous outdoors activities people!

A company with its beginnings in the 1940s, the Finnish children's wear brand Reima, received an EU Gold Award for Product Safety. It is a recognition which this confirms the 75-year-old Reima business has very strong roots in children's safety. Concentrating solely on children has provided Reima with a competitive edge, and the company now operates in over 70 countries. The Finnish brand is the only global performance wear provider which produces kit only for kids.

Besides making its products with non-toxic

## sharing = confidence

The energy of the Scandinavian Outdoor Group is seen through Huginbiz, a company led by Martin Kossler: a name known across the four northern countries. Mid October saw both a regional get together for the industry, and on the following day an open event for the area's the textile interests

<http://www.textsweden.se/nexttextile/program2019/>

Recognising that sharing of good values and practice produces greater confidence in the start-up culture the Next Textile conference on our second day was a mixture of practical papers and some very inspirational and informative keynotes.



The details were supplied by Scandinavian companies and Trade bodies, which included information on how to trade with the UK if Brexit goes through before people get to read this article. One which stood out was the RePack postal envelope used for mail order deliveries. Three international speakers made keynotes: the EOG's former head of sustainability Pamela Ravasio who gave the business case for why sustainable practice needs to become the norm and part of everything.

Louisa Smith, who is an ISPO TexTrend judge, laid out the forthcoming influences and trends and how they were being interpreted by Ingredient companies, plus tradeandindustry's Charles Ross explained close detail of several of the rapidly changing fields which are associated with the textile industry.



Charles Ross

REPORTS

NEXT TEXTILE beyond 2020

As with Andrew Denton and the UK's OIA team putting on events for membership, the difference with this conference was bringing in similar industries to help inspire wider thinking. This feature has helped build the stronger culture that all Scandinavian brands seem to represent. That is what makes the SOG industry brand distinctive and so popularly supported.

## CULLING THE CARRY-IN MESS

### the world's highest garbage dump

**Not a pretty sight and something the best-know and tallest mountain in the world has got: mountain high garbage. Now the Nepalese Government have reacted against visitors bespoiling the region with a 2020 rule to stop single-use plastic reaching the whole of the Khumbu Pasang Lhamu rural municipality.**

Last May workers needed to carry out an over 11-tons of the discarded litter and rubbish cluttering the world's tallest mountain. It is the likes of this pile of shit that people leave up there that has seen people calling Everest the "world's highest garbage dump". It could get better once the ban comes in from January 2020 when any plastic less than 0.03 mm thick - bags and wrappers and plastic bottles for drinks other than water - are on the "don't bring it here" list. Trekkers will not be allowed to bring in any plastic and shops can't sell items on the ban list.

Just how the government will punish transgressors isn't defined but by working with trekking companies, airlines, and the Nepal Mountaineering Association it means the policy is in place to be respected . . . yeh! With human nature being as it is then perhaps Sagarmatha, or Chomolungma as others know the mountain, would like it much better if people were banned. That would be a real and useful bit of "Leave No Trace" attitude!

**Much of the trash spoiling Everest is related to stuff such as oxygen bottles, tarps, abandoned rucksacks, camping gear, torch batteries, piles of human waste - attracting black house flies, now found to be living at over 5,000 metres.** The Nepal clean-up policy reflects what other governments around the planet are trying to do - so perhaps it is *people* - not the place - that is the *REAL* problem.

materials, PFC-free clothing and imitation fur, Reima have taken the mission further - by the 1970s, Reima's children's wear carried reflective detailing, today the business still is developing reflective products to protect children in the dark. For summer months, Reima have developed a SunProof range for protection against the sun's UV rays as well as producing mosquito-repellent clothing. For spring 2020, Reima will introduce top-to-toe clothing that repels other insects too, including ticks, which are a global health hazard.



Information on the EU Product Safety Award:  
<https://ec.europa.eu/product-safety-award>  
[www.reima.com](http://www.reima.com)





normally the idea of a National Grief Awareness Week would hardly be something to get excited about, yet what a great idea! It got people to share and explore together just what grief can amount to, revealing where help is available and how we can move beyond the pain .

## .. is this what a broken heart feels like ..

Grace has thoughts on some of the changes happening in society .. on "time will heal" .. even on "you'll get over it"

That long awaited step up the ladder at work, your being robbed of the love of your life to illness, even receiving the keys to your dream home. Could these each have something in common? Have you struggled to know what to say to a friend following the end of their romantic relationship. Have you battled to deal with the emotional overwhelm after the passing of an aged parent?

It was a long chat with a close friend, one who is a Certified Grief Recovery Specialist, which helped me gain some insight, find some answers. She'd explained that all of these losses create a grief reaction and there can be more than forty significant life events which invoke grief. That even includes those times you'd rate as successful and happy events. You'll appreciate this and understand more when you see the Holmes Rahe stress scale and how this applies to grief:

<https://www.griefrecoverymethod.com/blog/2013/03/over-40-life-experiences-you-might-have-cause-grief>

I now understand better how we grieve when there is a change in, or end of, a familiar pattern of behaviour and when we are unable to rationalise the surrounding complex emotional state. A promotion at work that leaves our peers behind and makes us responsible for a new team of personnel - that can trigger an emotional reaction just as would happen after the fateful trip to the vet left the house void of the company and presence of your beloved companion.

Grief is unique and individual, so there is no set pattern that everyone follows. It impacts us physically, emotionally and often spiritually. The manifestation of illness is not uncommon and invariably impacts our ability to concentrate and can cause changes in our sleep routine. No matter what the cause, grief is the normal and natural reaction to loss of any kind. Society tells us that time will heal, we'll get over it and move on.

Or maybe we'll replace that loss of your pet with another one. That romantic relationship? It's ended, gone, yet there are plenty more fish in the sea .. *are there not?*

Moving on after a loss takes the shape of your wading through a minefield of myths and misinformation. The Grief Recovery Method, an evidence informed psychoeducation programme, enlists the guidance of a coach to help griever move beyond the pain of a significant loss, and regardless of its cause. As the lady explained, griever will hear more unhelpful information than they'll be getting helpful comments during the journey to recovery. It's the aim of the Grief recovery institute to not only help griever but also educate the wider public, each will get some helpful information such as how to best help the other when walking a grief journey with a friend, colleague or relative.

Grief Recovery share some helpful hints and tips in their free e-book download Guide to Loss

<https://www.griefrecoverymethod.co.uk/>

Perhaps grief could be thought of as being like having a tyre puncture on your car. It stops us moving on in the direction we were travelling, but you get to choose. You could pull out a chair by the roadside and wait for the tyre to re-inflate or you simply get out the car jack or call the recovery services. Like waiting for a puncture to mend itself, we can be sure that sitting and waiting for time to pass is unlikely to help heal your broken heart. Hopefully time plus some of the helpful actions you've found from me or the links will help you get emotionally complete with your loss. A helpful analogy I heard following the death of a loved one was that we grieve for what we wished had been different, what had been better or brought more into that relationship. The bad times had been better, a broken relationship had been different. And

there were always more of the good times.

This has brought me to thinking about what we could do to make changes in society. Our schools have no bereavement plan to help our children grieve effectively, did you realise that? Grief in schools covers death, divorce, pet loss and so much more. Our teachers are ill equipped with no formal training to help our children. After all in the family home a pet is often our child's closest friend and confidant, who will shares all of the challenges, hurts and joy with an unconditional love that soothes the emotions by mutual physical touch.

How does life look without them? Well in the Grief Recovery system there's a programme aimed at educating our children's carers. Hear about it here <https://vimeo.com/349639517> or for some personal tips on helping your grieving child look at [https:// www.griefrecoverymethod.co.uk/articles-for-helping-children/](https://www.griefrecoverymethod.co.uk/articles-for-helping-children/)

We may also be able to make a difference by our petitioning Parliament to ensure our kids are helped by the people they spend huge chunks of their life with. If this is close to your heart you may like to support

<https://petition.parliament.uk/petitions/265462griefrecovery>  
The petition is just about halfway to the number needed for it to go further in the Parliamentary process.

Following my own loss, I created some unique jewellery as a memento and I like it that this walks every step of a journey with me. It's such a real relationship with the loved one who's no longer here. There are going to be times when we wish they were still around, perhaps to sit at a wedding table or hugs with a first grandchild.

When looking around and researching this article I came across diamonds from ashes! <https://cremationinstitute.com/cremation-diamonds-guide/> That is perhaps not everyone's cup of tea, but I leave you to wonder and to ponder as to what you may do to remember a loved one. And then you can, if you so wish, share that gem from your life.

Fondest wishes, Grace

*if you pass this to a friend then that's a happy thought, thanks.*



## Exide and the yellow dwarf star

Carbon emissions and sustainability, fuel cells and batteries, the need to lighten darkness - the candle hasn't got the power had, right. But there's nothing stopping the sun .. and even on a cloudy it is certain that photovoltaics do more than just soak it up. I soon realised that the panels on my abode don't only keep the roof tiles dry when it rains but keep my plugged in power-packs, the computer, tv and the whitegoods in the kitchen making less of a dent in my bank balance as power drips from the grid, *writes tradeandindustry editor Peter Lumley.*

Industry knows the score too .. I have seen where roofs doing a good job in keeping factories on the buzz with less of a mains buy. and highlighting their commitment to sustainability, even battery products are turning to the sun for help.

Spain's battery manufacturer Exide Technologies is putting that yellow dwarf star at the centre of our solar system to work by using the energy it generates as light. A major new solar installation will power their factory at San Esteban de Gormaz in Soria, Spain. This means Exide can draw much of its power from renewable sources at the site, leading to large reductions in CO<sub>2</sub> emissions, the project is a fifteen agreement with international energy group EDP.

Stefan Stübing at Exide tells "we are excited to join with EDP on another landmark venture where we, as an energy-intensive operator can increasingly use sustainable sources like solar. Our new photovoltaic plant with EDP shows the scale of what is possible, not only will it reduce our carbon emissions, highlighting our commitment to sustainability, it will also improve our operating efficiency and performance."

This project involves installation of photovoltaics for self-consumption using around 4,000 solar panels. The EDP España company will develop and deliver the plant as a turnkey operation, the energy management system will allow Exide to monitor the energy being generated and how it is used in real time. EDP is to run the plant for 15 years, then Exide will take ownership. The photovoltaic plant allows the battery giant to reduce its CO<sub>2</sub> emissions and improve its environmental footprint.

This project is a clear sign of the growing momentum behind solar power as a real and sustainable solution for companies facing uncertainty over the future of fossil fuels.

*picture: at Exide's Spanish headquarters in Azuqueca de Henares, Guadalajara, is Stefan Stübing, president EMEA at Exide, and Javier Sáenz de Jubera, the commercial general director of EDP España.*



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## EICMA. world of cycling

The big world of cycling in Italy was glimpsed by tv audiences from around the globe, all being played out across exhilarating landscapes and alongside stretching waterways that is the theatre of the Race of the Falling Leaves. The passion and the riding through a race taking in Bergamo, Ghisallo and Lake Como before the final frantic solo dash into town for winner Bauke Mollema, what a glorious spectacle and finale to the road season . . . and a first Dutch winner of the race since 1981.

This is a big sporting reminder of cycling culture that is deep rooted in Italy, seen often in Trade circles as the run-up to the Rho EICMA in Milan begins to shape. This is the Show with the must-go-factor attracting thousands of people to this ultra-modern exhibition complex so easily reached out of the city by the Metro. A long history of bicycles and racers and innovation and passion oozes here, filling the eye and the heart with glitz and glamour whilst the head takes in more of the thrills and discovery of something that is incredibly ingenious - beautiful even - to deliver bicycling excitement. Thousands will see all this across the days in the first full week of November when Rho opens the EICMA doors, it is a compelling time.

The first two days are set aside for Trade and for the Press. details: [www.eicma.it](http://www.eicma.it)



### PERFORMANCE DAYS

## the place where sourcing begins

### Munich in November: the not-to-miss opportunity

The sourcing of high performance functional fabrics and accessories is what the trade fair Performance Days has always been about. It's the only exhibition to link seasonal sourcing schedules (April/May and November) and it offers visitors everything from textiles, yarns, finishes and accessories. The major international manufacturers and nearly all of the well-known sportswear and active clothing brands rub shoulders alongside the sportive fashion collection industry with its complete selection of high quality materials.

Performance Days works for the visitors and the exhibitors alike, seeing it is very much the efficiency tool as well as creating an acquisition and brand management opportunity. From thirty countries or so there will be almost three hundred exhibitors at the November 13-14 upcomer in Munich. The 2020 date has already been set - April 22-23. These are high quality opportunity times, at a venue with manufacturers and the collection of partners who are there to offer services and developments from colour trends through to applicable certification systems.

For visitors there are additional guided tours, workshops and the expert talks and forums with internationally respected orators. The Performance Forum is the core of the exhibition and the trend forum highlights innovations and presents all current developments - culminating with the Eco Performance Award given for the most sustainable/innovative product of the fair.

your entrance ticket is free - [www.performancedays.com](http://www.performancedays.com)

on the website you'll find plenty more information too.

Looking ahead to 2020 - Performance Days - Munich - April 22-23



## COLT



### the long run

it is a forty year journey since the Kate Spencer publishing business introduced **bicycle trade & industry**

KSA then acquired COLT incorporating *Outdoor Leisure* magazine and re-launched it as **outdoor trade & industry**

today for Professionals in the HIKE . BIKE . TRAVEL . TOURISM community, KSA publish **tradeandindustry**



## a special year for bike builders to celebrate

May 2020 will mark the 10th anniversary of Bespoked and the organisers are pulling out all the stops to celebrate a decade of gathering the world's best handcrafted bicycles and their makers together under one roof. As always before the Bristol show remains in its spiritual home of Bristol at Brunels Old Station, Temple Meads. Bespoked has firmly established itself as the premier handmade bicycle show in Europe, a place where makers, the Press and public from around the world congregate.

At Bespoked most of the bikes on show are those commissioned by individuals, a result of a partnership between customer and maker. That infers many of the frames and bikes on show will not have previously been seen in public like this. Bespoked being the highlight of a framebuilder's promotional calendar, it often brings out the very special product that stands to be counted amongst even the very best bikes which are produced anywhere. To visit Bespoked is to see stars shining on a stage which is unique and record making, one of those rare times when people can show this is art to really admire.

There are classically beautiful bikes built for the road, track, offroad and in the city and always you will see the unexpected: from ground breaking design to alternative visions from those people who think and create masterpieces outside the box. Visitors get to interface with people who have the most superb handmade cycling accessories, components, apparel, footwear, art and literature. It is all on show in Bristol, along with inspirational talks and discussions - all in a programme which celebrate this tenth edition of Bespoked.



## moving

It has been 44 years since the caravan and holiday homes Show first opened in Cottingham, near Hull. Around 30,000 people from the Trade and then on public days walk The Lawns to see caravan styles in a country setting.

Now Harrogate becomes host to an HERMCA event staged at the Event Centre 2020 from September 14 - 16. The move is to allow a wider selection of tourism product to be shown.

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## here's a Group effort countering the impact of materials on both humans and the planet

Cycling is an ever-evolving sport, much in the way we set out to lead as well as follow what the user is asking to buy. That's the thinking at the CyPad Group which is an industrial multinational comprising the brand Elastic Interface Technology (EIT)), the leading manufacturer of 100% Italian-made cycling pads; Berenis, which manufactures competitively priced products in Croatia, and Bikepad, the business which produces USMCA friendly, competitively priced products - these being fully one hundred percent made in Mexico product.



Primed to deliver the best of its kind, the Elastic Interface

Lab worked hard to choose five key characteristics that could define their vision of performance: to give the cyclist protections that allow them to ride with the best and most comfortable positioning in the saddle. Those five features are: Reliability, breathability, elastic memory, energy absorption and vibration dampening. All contribute to essential parameters

chosen to give life to the Elastic Interface characterisation method, achieved through the cooperation with the department of Biomedical Science at the University of Padua in Italy.

A lot of thought has also gone to considering the impact which materials selection can have on the planet, as well as the rider's body. Sustainability is less the word, more the programme of balancing growth and innovation with a fairer distribution of resources and a mindful use of available raw materials. "That is one of the privileges that we at Elastic Interface do not want to give up" they tell. It begins with an analysis of the raw materials, processes, and then manufacturing methods to rationalise the use of all energy resources. When the business officially adopted the 3R programme back in 2017 it then became their guideline (see graphic on left) throughout the company's environmental management. Priority is given to the "reduction related" actions which has led them to producing less material to be re-used and recycled. The ISO 14001 certification obtained in 2018 reinforces Elastic Interface's protocol of a more eco-friendly management at their business.

"Day in day out we do our best to deliver on two goals: the user's health and their comfort". In conjunction with MITI they developed six exclusive, sustainable fabrics to meet exact requirements when manufacturing the exclusive cycling pads. That means they carefully select and test the foams used in the chamois, whose basic characteristics are support, elastic memory, breathability, quick drying and reliability. Fundamental is the search for the perfect combination between the right density and the duration of ride; this balance is only

achieved through a great deal of know-how and the experience in both actual riding and prolonged testing of product. New materials are developed and tested in the EIT Lab in a joint effort with suppliers, and that brings in components of the very highest quality.

A sustainable cutting system was evolved as they studied and projected the foam cutting system in order to make it as sustainable as possible. At Elastic Interface the foams are not shaped starting from big lots but to a planned cutting process so ending up leaving as less waste as possible. The makers reckon that is around 40% less compared to other padding-making processes. High-quality materials and constant controls in the foam production allow them to cut the components with a regularity in characteristics and specifications. That is a material saving, and also good for the planet.

It is even better to feel just how good it all is after getting back from a long ride. So much of the design and functional fit for purpose characteristics which go into the shorts pad insets also transfers to making sure the hands and wrists get the best of comfort worlds. That's with Elastic Interface Palm Technology, another contribution to cycling made by Cypad.

design, materials  
and manufacturing  
skill is what  
delivers quality



SCICON Sports USA

## opportunity with entire portfolio

Since hiring local country manager Andre Pepin and sales manager Peter Eberhardt to support dealers, merchandising, product education and regional events Scicon Sports USA is now selling direct to dealers in North America from the brand's offices and distribution centre in San Diego, California. The offer is bigger than bags.

With a recent product launch across sport performance and lifestyle eyewear and a greater portfolio of bike bags the business is ready to service the market direct in the USA", tells Andre Pepin. "We are a premium brand and it is our aim to match our premium products with a quality service so dealers can now benefit from access to the entire portfolio, continuity of supply, competitive pricing, generous margins - and with no minimums." "That we now have better control of the market means Scicon can focus on the brand and provide best in class service" adds Christian Pearce, the company's global brand manager. Up to the end of November applications from intending stockists is open, with those applying within the deadline automatically entered for a prize draw to win two entries for a week long luxurious ASG Bike Travel Experience in Italy with participation at the Granfondo Pinarello. And that includes travel to and from the event and accommodation included. Dealer applications can be submitted on [b2b.sciconsports.com](http://b2b.sciconsports.com)

The brand Scicon was born out of a garage near Bassano del Grappa in Italy, the heart of the bicycling industry in 1980 to give professional cyclists travelling with their bikes some prime baggage. Sports eyewear was introduced in 2019 from the exquisite Cadore Valley, bringing to market a collection they guarantee to give perfect clarity, visual comfort and protection. [www.sciconsports.com](http://www.sciconsports.com)



**The Kino Power Wool collection** from PEDALED arrives as a first in the world of cycling apparel to be crafted entirely of Power Wool by Polartec. The fits are the Kino Jersey, Bib Shorts and Neck Warmer. Power Wool combines the strength and performance of synthetic fibres with the comfort, warmth and natural breathability of Merino wool. The system is layering, as opposed to blending, yarns into a bi-component knit fabric.



## Italy offer: pasta & pedalling

For a lot of people Bassano del Grappa is reckoned to be a cradle of world cycling, a place perfectly positioned to offer incredible cycling adventures. This is where ASG Bike Travel was founded to give riders an opportunity to experience and share the best of Italy.

The programme includes week-long guided cycling tours take journeying in and around Bassano del Grappa to iconic cycling destinations like Montegrappa, Asiago, Marostica, Valdobbiadene, Asolo, Treviso and Vicenza. There are also famed Italian Granfondo events such as the Pinarello Granfondo or the Rome Granfondo. [www.asgbikettravel.com](http://www.asgbikettravel.com)



## Canada to USA to Europe

- or anywhere in the world where people ski

It was a dozen of years ago when Kyle Reeves was at Interbike showing the first prototype of KtraK kit, a replacement rear-drive assembly that turns any mountain bike into a snow bike. It consists of a composite wheel and polyurethane track to boost traction so that difficult terrain, such as sand and snow, would be easy to traverse with 25 times better traction than the average bicycle tyre. The front ski runner turns the bike into a person-powered snowmobile and installation is reckoned to be quite easy; the rear bicycle wheel is removed and replaced by the caterpillar-like assembly, and the front wheel is removed and replaced by the ski; with quick-release hubs and this is the limit considering the new axle featured by most offroad bikes nowadays - so tools are not even required! Installed, the KtraK adds more or less 7 lbs to the overall bicycle weight.

In was in 2008 when KtraK appeared on the CTV show Dragon's Den - and there the offer made to Kyle Reeves was declined. In 2009 the Canadian product was offered a chance to be on display at prominent exhibition in Europe, Interbike and Ispo, KtraKs is now available at Skopre in a special deal until further stock is available.

