

trade & industry

thirty-fifth year of publication  the b2b bringing opportunities in hike & bike & travel & tourism

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Caravan awnings, as with Airbeam by Vango, and Outback UK's brand new Trekker are at OTS



holiday moods

Two Trade shows with the theme centred on campground activities show the camping and outdoor trade's commitment to helping people get out there. They happen in September, when Cottingham and Stoneleigh events will see brands introducing innovations and the product introductions for 2016 sell through.

Trade&Industry is right on the case!

to social media for a health kick

The EOG is pushing on with their 'It's Great Out There' campaign and latest up is the #TakeSomeoneOutdoors social media competition. This third hashtag competition brings to European consumers a great opportunity to win a share of €20,000 worth of outdoor products.

During the opening two competitions thousands of people across Europe engaged with the EOG inspired hashtag, one that is now being widely used. It was so popular that very quickly was created 8,000 engagements, a potential reach of 14.2 million contacts for people across Europe to participate in the competitions.

Now the first European Week of Sport (7-13 September) will see 'Outdoor' as one of four focus topics. It brings an unparalleled opportunity to put the outdoor sector firmly on the political map for the long term. The aim is to demonstrate to policymakers that the public has been inspired by #ItsGreatOutThere. Getting behind the initiative helps the outdoor industry show it is taking a lead to help address the inactivity crisis that is facing Europe. The EOG campaign sends a strong signal to politicians in Brussels that with the right backing, the Trade can play a major role in achieving some of the key priorities involved in helping people gain a healthier life.

Nick Clegg at EOS 2015

Closing speech following the European Outdoor Summit 2015 in Sheffield is from local MP for Sheffield Hallam, Nick Clegg.

He joins Pentland Brand Chairman, Andy Rubin; the National Lead for Adults Health and Wellbeing in Public Health England's Health and Wellbeing team, Dr Justin Varney; the Director of Performance from The Centre for Health & Human Performance, Professor Greg Whyte along with President and CEO of Camelbak, Sally McCoy.

The annually organised EOS is in Britain this time around, and attracts leading executives from the outdoor trade and industry who will be networking with 200 or so delegates at the October 13-15 happening.

the 24th grand Show in a row

"Bodensee and Lake Constance - unique in this world."

Eurobike is the peer barometer of the global bicycle trade and industry, and Friedrichshafen has become the place where is found a comprehensive market overview of the industry. This 24th running of the Show grabbed the attention and attendance of important opinion formers and decision makers, being there to garner trends and developments. Industry representatives from all sectors of the bicycle trade found that things fat or electrically driven were cherries on the icing.

The ambience at the Messe was as rosy as a Bodensee fruit harvest, that other famed feature of Bodensee. This all brought Messe Friedrichshafen CEO Klaus Wellmann to say "The response this year was very good. Our customers are pleased with the excellent discussions and the good business. It all happened in the best possible weather, it's a Show flanked by trade show flair in Bodensee and Lake Constance that is unique in the world."

Eurobike 2016 will see a new concept with permanent testing opportunities and a second public day, which will mean an altered timetable. The Show's Silver Year will have a repeat of the Demo Day riding integrated as a permanent component of Eurobike. This means that testing services will be even better for trade visitors and in the future for bike fans too. The Messe will introduce a Sunday public day, after opening on August 31 and running to September 4, 2016, with Wednesday to Friday reserved for Trade visitors.

made in the Cycle City of Cambridge in 1900, The Light Blue is the Classic, a 100 tooth chainwheel and all. The 2016 versions now shipping from Ison



THESE ARE 2015 THE NUMBERS

1,350 exhibitors from 53 countries
45,870 trade visitors from 103 countries. (2014:46,300)
20,730 consumers/bike fans on public day (2014: 21,100)
1,766 journalists from 39 countries

For 2016 Eurobike returns with an altered timetable.

new contact details for the editorial Team at

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a round of e-power

Munich is where the eCarTec boffins will be networking on October, three days in all 20 to 22nd, at the World Mobility Summit 2015, held in Messe Munich. It's a happening that for some time has been a collection of events such as the eCarTec Trade Fair, Materialica and sMove360°, places and times covering the essentials of technology and concepts for future ways of moving around.

Big on the networking agenda will be topics connecting battery technology, probably the important single factor that involves electric and hybrid mobility. What comes from that part of the seminars and discussions will feed through to the world that is two-wheel travel, of that you can be certain.

European shopping centre footfall up by 1.2% in 2014

Shopping online may be the clicks thing but bricks come into it well, according to the International Council of Shopping Centres, aka ICSC. On their reckoning footfall in Europe rose in 2014, that footfall metric based on results collected from eight participating major shopping centre companies, recorded an overall rise in footfall of 1.2% year-over-year in 2014. The shopping spree was evaluated at 367 like-for-like shopping centres and 18.6 million square metres of retail across Europe.

Southern Europe, which includes Spain, Turkey, Portugal and Italy, out-paced the rest of Europe with like-for-like footfall rising by 3.4% from 2013 to 2014. Eastern Europe (that's Czech Republic, Poland and Hungary) followed closely, performing well with a gain of 3.2% in like-for-like footfall, with Northern & Western Europe reporting stable results. The encouraging 2014 outlook was led by solid like-for-like footfall gains in traditional large (+3.0%) and very large centres (+1.5%), this is reckoned a positive sign that shoppers continue to be drawn to these places.

The Chair of ICSC's European Advisory Board, Alexander Otto, said: "Despite the fact that e-commerce is becoming more and more important, the survey proves that European shopping centres are on the right path. By strengthening their character as a 'Third Place' they offer unique experiences the online world cannot provide. We have to meet the challenges of today's markets, adhere to the needs of our customers in order to make our shopping centres relevant and more attractive for today's and tomorrow's shopper."

teeing up for the Winter Games

"If you want to remain a global player in the sporting goods market you cannot miss the boom in China," tells Klaus Dittrich, CEO of Messe München. ISPO Beijing and the recently launched ISPO Shanghai represent an extension of the Messe moves with partnerships to help ensure that the market is covered for future times. The Chinese sporting goods market has continued to grow - although market players and pundits will be watching how developments play out following China's fiscal turmoil over the recent time.

With the 2022 Olympic Winter Games being staged in Beijing the market will have every opportunity to influence brand awareness across China and already announced by the home government there, comes a variety of initiatives to support the populations' health and further the importance of the sporting goods industry.

In the future, physical education is expected to play a part of the daily school schedule. At the same time, the construction of sports facilities will be endorsed.

"For years ISPO Beijing and Alpitem China have experienced record attendances and offer the ideal presentation space for established and new brands. That makes the Trade fair an ideal platform for companies to become established on the Chinese sports market" adds Klaus Dittrich.

The recently agreed initiatives pave the way for successful co-operation between ISPO Beijing and Alpitem China for the entire winter sports industry in Asia.

The next ISPO Beijing and Alpitem China will be staged February 24 - 27, 2016 at the China National Convention Centre, Beijing.

is this the future?

Twenty six pounds carried in a rucksack is no great load, but what's inside could end up getting you places quicker and easier than hoofing it, reckons product designer Alex Kalogroulis.

What could well be the smallest and lightest e-bike in the world is his wee folder called A-Bike Electric, weighing in at 26lbs. The wheels device is reckoned the ideal transport for busy commuters using rail or metro systems and so small it will hide under a keyhole desk.

Great Outdoor Brands

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large format, hi-res quality mapping

does much more than just show where you happen to be at this very moment

When the Satmap Active 12 Mapping Sports GPS arrived on the scene it became easy to understand what the design team were aiming for those years back. When the first model released won through to gaining the 2007 Outdoor Writers & Photographers Guild Award for Innovation of the Year, it was the first of very many accolades for a handheld that does much more than just re-assuringly show where you happen to be at this very moment.

This latest Active 12 boasts a new (HVGA) hi-res screen, hi-res (660dpi) OS mapping, Bluetooth Smart Connectivity for data sharing and sports peripherals, along with a barometric altimeter and enhanced software. That it has the genes of the tried and very trusted, award winning Active 10 means for me that I would trust my life to it.

That Satmap Systems Ltd maintains their stated mission to establish new standards in the global market for outdoor sports maps and GPS Technology shines brightly. Their endeavours have led the brand to bring to market continuous innovation and developments that show technical superiority with Satmap delivering first class products.

Over to Howard Dyson, the MD for Satmap Systems who tells "The Active 12 represents a solid evolutionary step forward for this award winning brand. The product confirms our belief that large format, hi-res quality mapping on a robust, feature-rich, but easy-to-use platform is highly valued by the serious users in the outdoor sports community". at OTS catch the Satmap Systems Ltd display by Burton-McCall



newcomer platform's 15th Anniversary

The application phase for ISPO BRANDNEW has begun for the 2016 happening and as a benefit award winners will get a gateway to the Asian market.

This keenly contested platform for sporty start-ups worldwide is now well into its 15th year. In the time since year 2000, ISPO has searched for and designated the most promising newcomers of the sports industry. Former award winners among them include GoPro, Naish Kites, Maloja, and Nixon who shape the market today.

The application phase for 2016 creates an opportunity for young enterprises to successfully launch themselves into the market. Besides numerous benefits for the award winners, ISPO BRANDNEW will open up the gates of ISPO Shanghai as of the 2016 event. www.brandnew.ispo.com

coming: OIA by the OIA+

A brand new UK Outdoor Industry Award, launched by OIA and working in association with OTS and The Telegraph Outdoor Adventure & Travel Show. The competition encompassing the whole UK outdoor industry closes for entries on September 1, after which the products entered will be first showcased to the Trade at OTS (September 15-17) for a panel of judges to select four finalists in each category.

In February 2016 the selected finalist products will be on display at The Telegraph Outdoor Adventure & Travel Show, for consumers to examine before casting votes for their favourites. Finally the product winners of each category will be announced at the OIA Conference & AGM dinner on March 16 at the Majestic Hotel, Harrogate. The new awards replace the OTS Novel Awards.

the OIA director's forum

The speaker at the OIA Directors' forum on the evening of September 16 at Stoneleigh Park is Cath Prisk, Director of Outdoor People and a Board Member of The Wild Network. The presentation is titled 'Dangerous Play' - will cotton wool kids want to get outdoors? (and what happens if they don't?) During her presentation Cath Prisk will relate the many good reasons for playing wild and roaming free, she will look at what the barriers are to playing out, why it's such a serious issue and what can be done about it. The Director's Forum is followed by a networking dinner.

"We have been lucky enough to have been involved with the OTS show from its inception and have enjoyed seeing its growth into the must attend event it has become."
Stewart Anderson, Snugpak



"Plenty to see, had to come back for a second day!"
The Outdoor Shop



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helping 100,000 getting to be outdoors

An independent charity, registered with the Charities Commission, aims to directly help more people to get outdoors. Using 1% from their sales take and proceeds from their events like the Big Shakeout, Alpkit wants to help overcome the obstacles that prevent people from Going Nice Places and Doing Good Things, tells David Hanney.

"Every month we'll support projects such as school kids getting to experience our National Parks and other Wild Places so they can ride, walk, swim, paddle or just enjoy nature. We'll help them

to support conservation projects from conserving river banks to re-wilding our open spaces. The Foundation will help fund mountain leadership, first aid and outdoor skills training so that more people can get involved with more expeditions".

Alpkit aim to help 300 projects a year, and that could amount to as many as 100,000 school kids getting into our open spaces as a direct result of Alpkit Foundation support

verdict on 6,000 speed cameras

high-mileage drivers more dismissive of the worth of speed cameras, IAM discovers

High-mileage drivers are more likely than any other type of road user to think speed cameras have 'little or no influence' in reducing the numbers of road casualties in the UK. That is according to a white paper issued by the Institute of Advanced Motorists' (IAM) Drive and Survive division.

The paper found 28% of high-mileage drivers have a negative view of speed cameras – 10% more than other drivers. It also found that more than half of those surveyed felt the roadside devices were little more than a 'money making tool' – higher than another category of road user.

The white paper was commissioned by IAM Drive & Survive which is the commercial division of the IAM and provides driver risk management services including tuition for companies and fleets. The report stated with more than 6,000 speed cameras of various descriptions across the UK in operation, the time was right to ask if there was any greater acceptance of them amongst drivers who spend the greatest amount of time on the roads.

Some 60% of respondents to the survey thought there were other reasons why speed cameras had been installed, other than at accident black spots. This compares to 39% of medium mileage drivers and 47% of low-mileage drivers thinking the same. High-mileage drivers are also the most split on whether the money generated from speed awareness courses should be used to operate speed cameras. And just over a quarter of high-mileage drivers believe speed cameras have not assisted in reducing the number of road casualties – the highest of any group. Some 27% of high-mileage drivers held this view, compared to 20% of medium-mileage drivers and just 16% of low-mileage drivers.

A survey three months ago by IAM Drive & Survive found 86% of fleets have experienced an accident in the past 12 months, while 100% of fleets have had an accident where one of their drivers was 'at fault'. Driving for Better Business says up to one in three road crashes involves a vehicle being driven for work. It added that every week, around 200 road deaths and serious injuries involve someone at work.

Craghoppers and OS mapping a partnership

Active, fast and lightweight clothing arrives as the OS Collection, following the deal between Craghoppers and map people OS. The clothing is designed to appeal to a broad base of map reading outdoor customers who want to 'get outside' for walking, running or cycling. Products reflect the OS logo in a subtle way via zip pulls and labelling.

The men's and women's ranges feature technical jackets, soft shell trousers, jackets and fleeces, and comes on stream from Spring 2016. The men's Jerome Gore-Tex jacket and the ladies Sienna Gore-Tex jacket are the anchors of the collection. The Pro Lite Softshell for him and her is a versatile softshell with the convenience of a packaway jacket. There are Pro Lite Softshell trousers too.



fitness meets business

dressing for success with the right fabric!

With the latest trend being called "athleisure" you see a phenomenon currently encircling the entire globe. A key challenge to clothing manufacturers is to make the Athleisure Collections simultaneously fashionable and able to meet the demands of the sporting branch.

But what does this clothing need to be truly functional? What alternatives are available to convey functionality to these fibres and fabrics?

Answers to such important questions can be found at the Performance Days in Munich on November 3-4. Comprehensive information about the focus-topic has been prepared for the exhibits at the Performance Forum, the Performance Gate and for the industry expert talks. You'll learn about the most important fibres, fabrics, and treatments for the new "athleisure wear".

every one's a winner with the Tour of Britain

The Aviva Tour of Britain is not just bringing top class bike racers to a British countryside but is also encouraging people to colour things brightly with bunting and yellow bikes. The race route takes in tarmac, cobbles and unhealthy steep gradients for 120 of the world's top riders. The stage race may be a struggle for the riders but it's arrival in some parts of the country demonstrates a definite boost to struggling rural economies - this is cycle racing attracting tourists: and don't they spend on local services and in the shops!

The Tour of Britain will be shown on ITV4 - each day at 1pm till 4pm - bringing more publicity from the air and on the ground. That's a great opportunity for locals to grab the cameraman's attention! Come the evening there is a one hour highlights programme. British Eurosport also show the race in the UK with both live coverage and highlights. that live coverage and highlights will also be shown worldwide in excess of 120 countries. That's mega-bucks publicity folks!

here's where you'll see the action

Stage One	Sunday 6 September	Beaumaris, Anglesey to Wrexham, 177.7km
Stage Two	Monday 7 September	Clitheroe to Colne, 159.3km
Stage Three	Tuesday 8 September	Cockermouth to Floors Castle, Kelso, 216km
Stage Four	Wednesday 9 September	Edinburgh to Blyth, 217.4km
Stage Five	Thursday 10 September	Prudhoe to Hartside, 166.2km
Stage Six	Friday 11 September	Stoke-on-Trent to Nottingham, 192.8km
Stage Seven	Saturday 12 September	Fakenham to Ipswich, 227.4km
Stage Eight	Sunday 13 September	London stage presented by TfL, 86.8km

travel and parking information: www.tourofbritain.co.uk

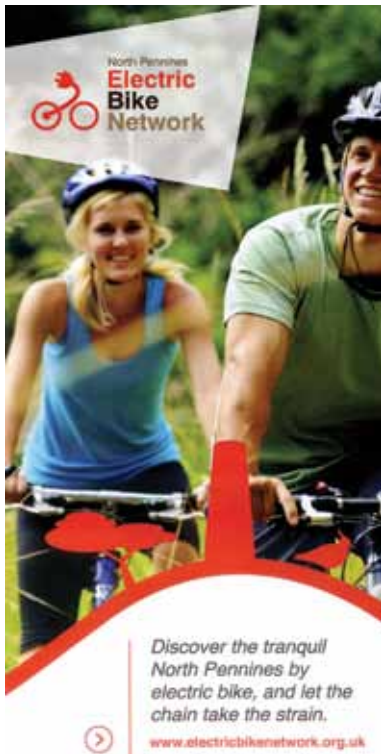
bicycles in the country

bringing 15,000 jobs and £650m to the economy

Research from charity Sustrans confirms that the health of the nation is getting better under the wheels of bicycles. The National Cycle Network supports over 15,000 jobs and people cycling on the Network for leisure and tourism bring over £650m to the UK economy every year.

The charity conservatively estimates that people who use the Network for holidays and day trips spend an average of £7 a day, although this figure is likely to be even higher for people who take cycling holidays. Employment and job prospects sees 15,262 full time equivalent jobs across the services industry, particularly in the food and drink sector where it supports over 10,000 jobs.

right: the countryside at your door on a tranquil campground



Pennine tours

A fleet of e-bikes from eleven hire points bring pleasurable cycling to North Pennines visitors. It is a Lottery Funded initiative of North Pennines AONB, giving opportunity for exploring one of England's most special places, on two wheels. Riders get helmets, locks, panniers with route maps and the hire locations include cafes, tourist centres and friendly bike shops.

www.electricbikenetwork.org.uk



CAMPING AND CARAVANNING CLUB

surveying tent opinions

Campers who've paid for and used their tents in fair and foul weather are being invited to tell! An online survey by the Camping&Caravanning Club is ranging questions to campers who have acquired their tent from a retailer or online since 2012.

By asking tent campers who've owned tens of thousands of different tents the same set of questions, The Club anticipates to garner in-depth information on which are the very best tents on the market. The survey runs until October 18, 2015, and the Club will publish the results at an industry awards ceremony at the start of the 2016 camping season.

The Club will publish the full survey results on its website and for the end user this will be helpful opinion, the findings can also provide in-depth information for tent manufacturers so they may bring on product improvements. Says Robert Loudon MBE, the Club's DG "Camping and Caravanning Club always welcomes tent campers, who make up a considerable portion of our membership. We're uniquely positioned to deliver useful information and analysis about how particular types and brands of tent stand up to the test of time, based on our members' own experiences. It will help campers buy smarter in future, also helping tent manufacturers to improve the quality and reliability of their products."

<http://bit.ly/tentownersurvey>

culture is a countryside thing

where the grass really is greener - County Durham has it!

For designers and the followers of fashion who just love how fabrics drape, then the County Durham event to grab is *Yves Saint Laurent: Style is Eternal*. Showing at Bowes Museum, Barnard Castle, the exhibition runs to late October 2015. You'll get in for £14, adults or £6 for students. As this also includes admission to the famed Museum that's a truly good offer that will enhance a visit to the Durham Dales. Tourists from far and wide come there to take on scenes like the gushing High Force, a 70ft sheer drop by the water running in a broad beck that has shaped the landscape. This is Pennine Way country, trekking past yesterday's mining and manufacturing might which employed thousands digging out the lead to build fortunes for landowners and for Britain.

Back indoors though, the showing of *Yves Saint Laurent: Style is Eternal* is the first exhibition in the UK to present a comprehensive display of the French designer's work and life. The show highlights the defining elements of his vision, and the significant influence it has had on fashion and the way we understand womens wear. "Fashion fades, style is eternal" Yves Saint Laurent once said. Articulating this idea, the exhibition will present fifty garments including some iconic pieces from the Russian Collection, the Mondrian dresses and the Tuxedo.

But if fashion isn't your bag then take a look at *Prehistoric People*, running to September 27 at Bowes Museum. The exhibition explores over 700,000 years of history in one gallery! Get along to discover what life was like in the Stone, Bronze and Iron Ages. You'll see amazing archaeological finds, interactives and craft activities.

Get the full picture in Barnard Castle - Charles Dickens loved it so much he stayed there and researched one of his famous novels, whilst based in the now closed Kings Head Hotel by the main street Buttercross.

For Bowes Museum you can book online at

www.ticketmaster.co.uk/venueartist/453005/2106877

or by phone: 0844 844 0444.



England County to County Challenge 2015

The First Backpackers Club Challenge has been designed to promote Backpacking and motivate the membership with a new challenge.

1 May 2015 - 30 April 2016



I encourage the membership to participate in this challenge and endeavour to achieve as high an award as possible. I appreciate the hard work and effort by Kevin in putting this first BPC Challenge together and am pleased that he has created this initiative for the benefit of the Backpackers Club. Well done Kevin Nick Miles, Chairman.

It encourages individuals to backpack in each of the 48 Ceremonial Counties of England during the stated 12 months by: camping on sites, at organised meets, arranged locations, wild camps or camping within one or more counties en route. As a challenge, it is also hoped to stimulate individual development and champion members to achieve one of the following awards:

- GOLD**
All 48 Counties achieved (100%)
- SILVER**
40+ Counties achieved (85%+)
- BRONZE**
34+ Counties achieved (70%+)
- ACHIEVER**
26+ Counties achieved (55%+)

Further details Backpackers Club : www.backpackersclub.co.uk
Kevin Jarvis: c2challenge@backpackersclub.co.uk

Snugpak

SNUGPAK REVAMPS EXCLUSIVE SOFTIE COLLECTION

Snugpak, the UK's leading sleeping bag manufacturer, will be showcasing its newly revamped collection of sleeping bags at this year's Outdoor Trade Show (OTS).

The Softie, first launched in 1988, was the first lightweight performance synthetic sleeping bag, and now, due to consumer demand, Snugpak has resurrected this British made range.

The updated collection comprises six Softie bags, which are made with top of the range materials, including Softie Premier insulation which is exclusive to Snugpak. This premium insulation is the result of Snugpak's research and development which provides a finer, softer and more durable insulation. The Paratex performance outers and wicking linings are extremely breathable ensuring a warm and dry night's sleep.

The new collection has a sleeping bag for every season and every budget, from the Softie 3 Merlin, a single construction bag which is ideal for hot climates and UK summer, weighing just 900g, to the brand new Antarctica RE, Snugpak's most extreme performance bag, which provides warmth and comfort in temperatures as low as -20°C. As well as revamping the designs, Snugpak has also introduced some new features across the collection, including a superior anti-snap zip baffle and internal mesh pocket.

Amongst a range of other new products being launched at OTS, Snugpak will be showcasing its latest innovation, the Hammock Sleep System, which improves comfort and warmth by maximising insulation and reducing wind chill when sleeping outdoors.

For further information, visit Snugpak on
Stand 41 & Grass Block 53-6 at OTS



waterproof knitted legs and dry feet

At the international leather fair in Milan (September 9-11) visitors will see Sympatex's Italian distribution partner Pidigi S.p.A. demonstrating the distinct ecological advantages of Sympatex's high-performance technologies. They will bring on, too, the latest laminate developments following further more development at Sympatex Climate Technology.

Based on a highly functional upper system, the functional specialist can now offer laminated knitted legs for the first time. These are waterproof to levels of 100%, and windproof as well as optimally breathable due to the extremely flexible Sympatex membrane. Another advantage lies in the seamless leg, which means it is taped with just one seam to the heel.

Customers can choose between a wide range of colours and knitting patterns. The material mix of the 100% recyclable and "guaranteed green" Sympatex membrane and the hydrophobic, knitted upper which offers year-round use. It is explained that with the extremely absorbent material, moisture is quickly transported away from the foot and is kept away from the lining by an outward suction effect. The advantage is a high level of comfort and dry feet for maximum performance in all weathers.

Sympatex partners using Moisture-tech by Sympatex include VauDe (outdoor sports), Deeluxe (winter sports) and Rock Fall (protective workwear). Due to the extremely absorbent material, moisture is quickly transported away from the foot and is kept away from the lining by an outward suction effect.

The advantage is a high level of comfort and dry feet for maximum performance in all weathers. Another longtime Sympatex customer, Baltes, has chosen Moisture-tech 360° for an innovative insole, which offers a perfect all-round solution for comfortable dry feet in any weather in combination with the Moisture-tech lining laminates. It is reported that excellent Empa test values have been confirmed.

www.sympatex.com



**UK MOUNTAIN BIKE
CONFERENCE 2015**



mountain biking's role in health, wealth and the environment

Kielder - Thursday October 15 to 17 October

A conference hosted by Forestry Commission England is to be held at Kielder Water & Forest Park, October 15-17. There will be an evening ride to Kielder Observatory - your mountain bike needs lights, please - where David Hall, Chairman of Northumberland Tourism & Councillor Val Tyler, Northumberland County Council will welcome delegates.

Speakers at the conference include the Mountain Bike Advocacy Group, Ted Liddle, Cycle TRAX; the Mountain Biking in Europe presentation will be by Mark Torsius, IMBA Europe. On Health and Wellbeing the speaker is Dave Buchan, Bike 4 Health; "Who are MTB riders in 2015 and beyond?" is the presentation by Andy Cosgrove, British Cycling.

Others contributing include Peter Rowlinson of the Forestry Commission England, along with Bridgette Hall, also of Forestry Commission England. A contribution on Rough Trail Riding for Disabled People will be given by Phil Hall, Roughriderz. Also highlighted will be "Sandstone Way; an Example of Best Long Distance MTB Route" with a presentation by Duncan Wise, Northumberland National Park.

The Thursday to Saturday conference is spread across locations at Kielder Water, and the organisers have stressed this is an area where people attending will need to ensure they have booked accommodation. Bellingham is the nearest "small town/large village" - where there are two campgrounds.



30 months walking about it

Supported by MPs and Ministers, with a Stranger's Room launch at Westminster, it's just 30 months since the outdoor community took to getting Britain on Foot. The rallying calls to be active continue, and their website brings you into the Trade picture, showing events for customers and thanking supporters.
www.britainonfoot.co.uk

the hill flattening device

an idea that helps riders get uphill quite a bit faster

An Italian sports ergonomist has formulated a product that may look to be just a wedge of plastic - but bike riders who have used the Dr Zani Zemo invention reckon it has near magical properties. Riders, having put in hours of testing, say their hill-climbing times, with the same effort, are a lot faster. ZENsystem



Slip (Patent Pending), is the first Cadence Booster, an idea that helps riders get uphill quite a bit faster. The Slip is from Skopre S.r.l.

info@skopre.com



most diverse seminar programme to date

a focus on sustainable transport

It's an annual happening bringing low carbon and fuel cell technologies into the limelight for the UK low carbon vehicle community. This eighth airing time takes place in Millbrook on September 9-10, a time when the organisers open a seminar programme for 2,500 delegates.

You may still register free at www.cenex-lcv.co.uk.

This year, the seminar programme is the largest and most comprehensive to date and will include more than 100 presenters across four parallel sessions. As with previous events, the calibre of speakers remains exceptionally high, with an increasing number of international speakers presenting for the first time. The programme has been designed with two aims in mind: firstly the event will focus on the best of 'Here and Now,' - showcasing the latest technology developments and results from research projects. The second aim is to look at the future direction for the low carbon vehicle industry - to ask and hopefully answer the question of 'What Next?' for technology developments and innovation support.

The seminar programme on September 10 will also feature the Sustainable Vehicle Technology (SVT) conference, run in conjunction with IMechE. Commenting on the event as a whole Robert Evans, CEO of Cenex said, "The LCV seminar programme always covers a broad range of subject matter, reflecting the diverse interests of the LCV community attending LCV events". Highlights of the seminars include presentations by Anna Soubry, MP Minister for Small Business, Industry and Enterprise; The Automotive Council and Dr Ruth McKernan, Innovate UK, will set the context for carbon reduction from a motor industry perspective, as well as provide a strategic overview of low carbon vehicle innovation in the UK.

To view the full seminar programme, do visit:

<http://www.cenex-lcv.co.uk/2015/seminar-programme-lcv2015.asp>

10TH ANNIVERSARY SHOW

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Britain's longest running trade journal for the UK bicycle business was launched as the first UK bicycles-only Trade magazine by the current Owner-Publisher Team.
OUR YEAR 35

OUTDOOR TRADE & INDUSTRY
longest running trade journal for the sector, *Outdoor Trade & Industry* derives from the original outdoor business magazine *Camping & Outdoor Leisure Trader*
OUR YEAR 25

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moving up a league for Brompton

staying in West London means the brand retains their well-trained workforce

Doubling up on the working space Brompton Bicycle have across four sites sees the company about to relocate manufacturing and storage facilities to a larger factory site in Greenford, London. It will be up and running by January next year, leading to increased production and meet a growing overseas demand for their bikes. The unified site will enable the company to improve efficiency, increase production and bring together its 240 staff under one roof.

Brompton has seen substantial growth in recent years and is now streamlining and unifying their processes. Moving to the new site, at 86,182sqft, means the manufacturer can house all processes in one facility. It's a long stride from when the Brompton bike was first designed and built by inventor Andrew Ritchie, in his flat in Kensington, West London. Full time production began in 1988 at the Brentford Arches and then moved ten years later to the current factory at Kew Bridge.

The brand's investment in its staff, who have months of training to gain the skills of brazing and bike assembly, means keeping the factory within London is essential to Brompton in order to retain the inherent craftsmanship and worker knowledge and expertise.

There is another reason for remaining in the local-ity too - Brompton is a bike made for cities, so remain within the capital provides the Brompton team with their daily

right: a truly useful steed for sustainable tourism



here is Brompton's 86,182sqft of design and production space

inspiration to continue evolving and fine tuning the folding bike's design to ensure it is perfect for city riding.

The new facility gives Brompton the chance to grow the company and double production to 100,000 bikes a year, further building on its current status as the UK's largest bike exporter, with around 80% of all bikes produced being shipped worldwide. The additional space will also be used to realise future projects and furthering development of the Brompton bicycle. www.brompton.com

socks for a journey to hell and back

Mountain Rescue Teams are wearing Bridgedale

When Bridgedale began their 2013 discussions with mountain rescue teams they found that most MRT members saw socks as one of their most important pieces of kit. With hours of search and rescue activity in often nasty weather over challenging terrains, the value of high performance and comfortable socks was at the front of their needs.

Today, Mountain Rescue teams from all over the UK benefit from Bridgedale's support, including the ten Lake District teams, all the major Scottish and Welsh search and rescue volunteers and other teams ranging from Northumberland to Dartmoor SART.

The all-round Bridgedale WoolFusion Trekker, an all-round sock, was already popular with MRTs, and the WoolFusion Trail and Ultra Light have also come on strong for warmer weather or general use.

At Bridgedale Steve Fowler, md, tells "as a company we are dedicated to showing our appreciation for the crucial rescue work carried out by these teams. Without these voluntary organisations, people's safety in the mountains would be very severely compromised".

As well as continuing to help UK teams, Bridgedale now plans to extend its partnership support to North American search and rescue teams. Steve Fowler commented: "With our Bridgedale North America subsidiary now up and running, we can easily coordinate our support with teams all over the US and Canada."

www.bridgedale.com

Chris Gordon, Bridgedale product manager, with Patterdale Mountain Rescue Team



Visit us at OTS 2015 to view our new ranges including the long-awaited Heritage Range, updates to the Primaloft® range and our all-new Travel range, featuring shirts designed to be easy-care to avoid hassle while you're on your travels and with inherent UV protection to keep you safe; whilst the subtle but attractive trims mean you won't look out of place going straight from the plane to a local restaurant.

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