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a KSA business to business publication phone: 0191 488 1947 e-mail: office@tradeandindustry.net December . 2014

wheeling in forward thinking

From February 1 in the New Year a changed Bicycle Association of Great Britain sets out to represent all bicycling business interests across the nation. "Implementing change is never easy, but change provides the Association with some real opportunities for growth." says Phillip Darnton who remains the Bicycle Association's executive director. As the Bicycle Association finally closes their Coventry office, manager Pat Morris is made redundant and company secretary Mel Payne leaves the company. Joining the BAGB in the newly created role of operations director is Steve Garidis, formerly of Cycle Training Affinity. He reports to Paul Stewart, BA president, and assumes responsibility for management and administration of the BA. He also will progressively be taking on a number of projects that currently are handled by Phillip Darnton.

The appointment of Steve Garidis was confirmed by BA president, Paul Stewart of Moore Large. He comments: "With the phenomenal growth and public interest in cycling the BA has a major opportunity to expand its role and reputation on behalf of the whole cycle industry, particularly in its relationships with Whitehall and Westminster. With this appointment we can now start to capitalise on those opportunities and provide leadership to the whole industry. The engagement, support and advice which the BA provides to its membership, whilst already substantial, will be expanded and improved going forward."

"For some time the Bicycle Association has been considering how best to ensure its future" says Phillip Darnton, "as current arrangements have worked well there was an inevitable inclination not to progress any

changes. As the key people involved in the day to day running of the Association are not getting any younger the BA was approaching an inevitable, but natural, transition point". That time has arrived.

Of their new man, Steve Garidis came into the bicycle industry arena in 2007 with an administrative role with Cycling England, one which ultimately became one of those quangos axed by the coalition government. In 2010 Steve Garidis co-founded the e-bike hire business Electric Bike Network, and recently was director of Cycle Training Affinity, a provider of information to the Department for Transport and Bikeability cycle training. Clearly a man in the right place at the right time, and with the right connections, Steve Garidis is well suited to the building of a stronger Bicycle Association. He says "these are dynamic times for cycling, and I am looking forward to working with the Council to help ensure the BA remains as the lead body for the UK bicycle industry, and plays a key role in securing the future of cycling."

inside: more news from industry associations



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The Camping and Caravanning Club's

National Council has elected a new Chairman, Essex born Anne Dearing. That signals for the first time in its history the Club has both a female chairman and president at the same time. 'Becoming the Club's Chairman means the world to me – it's the ultimate accolade,' tells Anne Dearing. It follows the election of TV presenter Julia Bradbury as Club President, chosen by members at the Club's AGM a year ago. Living with her husband in Cornwall for 44 years, Club members for 31 years, Anne Dearing owns a caravan and enjoys touring the UK all year round. The Club Chairman is responsible for overseeing the Club's executive, management and main committees, and the role is the pinnacle of the Club's democratic Committee structure.



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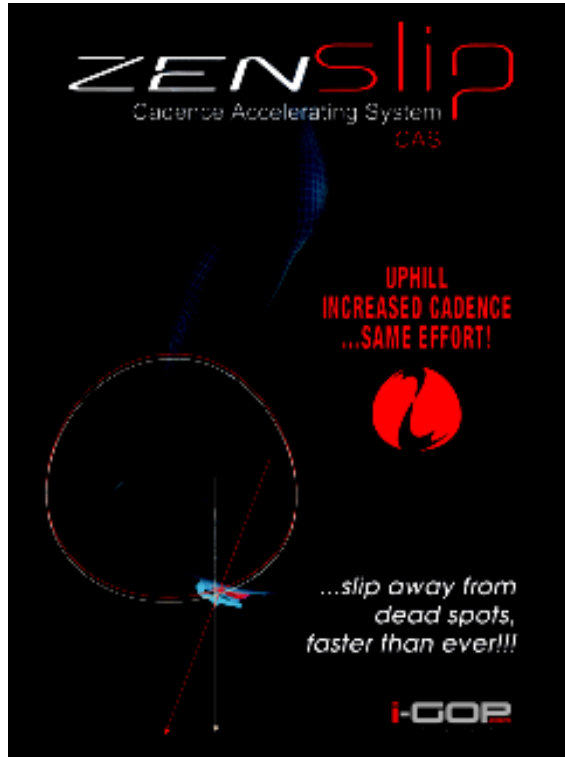
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the Surfing space at Seven Dials in London. Another in-store picture is on page 6.



selling £60 Beanies!

Getting Cold Water Surfing recognised as a distinct product segment has found plenty of takers and now there is an area set aside for the category at ISPO. Finisterre will be there meeting the Trade.

In London they pull in the public at their well merchandised shop with good product density and a lack of 'special offer' stickers that is refreshing to see. Their 1500 sq ft site in Seven Dials is holding the baton left by the disappearance of Patagonia there.

Finisterre is known for breaking into new practices as demonstrated by its provenance work with Bowmont wool and the CWS wetsuits, for which it's said they have 1,000 people wanting to be test pilots! Then, for those in the outdoor industry who say that prices have peaked: these people cannot get enough of the right wool to make Beanies that sell for £60 a time!

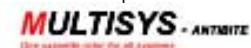


The legendary Fausto Coppi raced Edco kit, just part of the bicycle equipment story and provenance of this Swiss maker



Here are pictures of the new gear from Cambrian, who are the exclusive EDCO UK distributor - and plan to hit the ground running in January 2015.

EDCO have been manufacturing since 1867, making bicycle parts since 1902 and were bought in 2007 by Dutch engineering group TSG who expanded the product range from hubs to complete wheel sets in 2008, followed by MonoBlock cassettes in 2014 and with 3AX pedals for 2015.



more about this on page 8



EDITORS DESK

2015 - chance for the best year yet

In pulling together this once a year issue of seeing out the old and in with the new I guess mine is not a solitary vigil in wondering what is around the corner come New Year.

For some, had there been an inkling of what the coming 2014 would deliver then there's a very good chance they'd have fast-forwarded to the brighter times. Back then some would probably have wanted it to be 2015 already, and that's how it'll be for us all come 00.00 at Year break, just around the corner. It's the future, and it is sure to arrive bang on time . . .

The wish from here at KSA and from The Reliables is that You & Yours reap the rewards of aspirations and endeavour. We hope you'll get to travelling safely and you'll all stay well and out of harms way. There'll be happiness and there'll be disappointments in 2015 for sure, but that's no different to any of the years that have come along since ever! Us here will celebrate in the warm at the Gateshead Sage - being well entertained before fireworks time. A lot of more of that bang on time stuff!

For all of you, if there is any New Year Resolution to bring lots of satisfaction then it'd be to achieve what sales guru Harry Foxtan meant when he penned his thought-provoking words . . . "get on with your life as you want, just avoid being the busy fool".

We shouldn't read that as meaning we ought not happily fool around from time to time, but rather just if it suits the occasion. Always let's sift the chaff and watch out for the distractions all of us get from those who are nothing more than busy fools, happy to scatter distractions on the winds of time.

Folks, let's take 2015 give it a good run for the money.

Peter Lumley - editor
peter@tradeandindustry.net Twitter: @prlumley

A group of people in winter gear hiking on a mountain trail with a large dog. The scene is set in a mountainous area with sparse vegetation and a large, leafless tree on the left. The people are wearing colorful jackets and hats, and the dog is a large, shaggy breed. The background shows rolling hills and a clear sky.

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IMPLEMENTING CHANGE IS NOT EASY

end of an era sees shake-up of drivers at Trade association

The closure of the Bicycle Association office at The Quadrant, Coventry, brings to an end the group's long association with the city. Based locally since late Victorian times they had a previous home by the main line railway station, where Starley House housed the Motorcycle & Bicycle Association of GB & Ireland. A place resplendant with an oak paneled board room and offices on two floors it was a paid-for home which accommodated the thrusting two wheel UK business set of the time.

Starley House was named in celebration of James Starley, the father of the cycle industry, and the BA lived there until the powered two-wheel sector split from the pedallers in the Trade association moves that led to downsizing and relocations for both. Now the vision for a more dynamic Bicycle Association sees current president Paul Stewart head up the association moves that take place from February 2015.

Changes which necessarily happen in company re-organisation sees people leave the scene, as with the departure from the BA HQ team of Pat Morris who has been the loyal lynchpin of the BA's administration. With 37 years continuous service at her desk Pat Morris has helped the function and the office aims of twenty presidents.

Pat Morris first joined Starley House in 1963, left to raise a family and then came back to the organisation in 1977. "The departure of Pat Morris marks the end of an era in the BA's long history," says the association's executive director. "We also see Mel Payne leaving his job as company secretary, that role now taken by ceo of Schwalbe UK Philip Taylor, a past president of the BA and member of the Council.



this photo is from a BA agm at Starley House. Pat Morris is on the left; a former BA secretary Josie Foster is on the right, with another HQ staff member. The annual general meeting was always run in the formal manner of a truly organised operation.

PHOTO by Peter Lumley, KSA Trade&Industry archives

the out-there coffee maker

new all in one Vacuum coffee system

Folks can often be heard singing about the Blaydon Races, rejoicing with Geordie Ridley's mid 1800s words which today rank as the Tyneside anthem. Folks can just as often be heard singing on about their favourite brew of coffee - and the two can often meet!

Just a short stroll from where those Blaydon races took place on the river side at Stella Haugh stands the Pumphreys business, a brand famed for their roasted coffee since 1750. Get all that into a mix with the hundred and more years of Stanley expertise in making food and beverage products and you'll find there's a lot more to sing about: welcome to coffee heaven, wherever you just happen to be!

To help you get there Stanley have come up with the new all in one Vacuum coffee system which allows you to carry everything you need to brew your favoured flavour: hot water, ground coffee and cups. The Stanley system is built to last a lifetime and will do the job first and every time no matter where you are. Get yourself really hot coffee freshly brewed, exactly as you like it.

Stanley have been fuelling adventures for over 100 years, they are experts when it comes to making food and beverage products. The very flasks our grandparents relied upon almost certainly came from Stanley, and many can now be found hiding in the back of their garage. But don't just wait for them to be handed down to use again - get your very own, very new for 2015, all in one Vacuum coffee system. Get to brew on the move. *(pictures show it)*

The stainless steel (so naturally BPA free) vacuum insulated bottle is reckoned to keep water hot for 15 hours, the dry storage stopper holds a bottle's worth of coffee grounds whilst the lid separates into two cups - perfect for sharing, if you must! Just as if you were at home, pour the hot water from the insulated bottle into the integrated pot, add your favourite coffee grounds, and then let it brew for a few minutes before using the coffee press to finish off the preparation of your really nice cup of coffee.

The Stanley claim is that the leak proof system not only keeps hot drinks hot, but works for cold beverages too for up to 13 hours. You can expect iced drinks to stay that way for up to 50 hours. Available from January in two different sizes: 500ml - RRP £44.99 and 1 litre - RRP £54.99.

www.burton-mccall.co.uk phone: 0116 234 4600

our favourite coffee

The office morning break at Trade&Industry is when we drink Pumphreys Italian High Roast Coffee. At Blaydon the beans are treated in the traditional way, where the Italian style is to roast until the beans turn black and oils are produced, that gives this coffee a lovely acidic edge. It's a roast that's proved to be very popular with those of The Reliabes who work out of Milan - and you know how very particular the Italians are about their coffee!

Pumphreys have a Coffee Subscription scheme where their selected 'Coffee of the Month' arrives at your door in a hand-packed 250g monthly parcel. Their team of green coffee buyers carefully select different and sometimes unusual beans to feature each month. These are then hand roasted on the open-flame roaster by the brand's very own Award Winning Barista and Head Roaster at Pumphreys, Stuart Lee Archer.

Subscribers get six monthly shipments of the fresh Coffee of the Month, bringing the opportunity to taste new flavours and experiment with at your own office or home coffee brewing morning. With each selection comes a fact sheet about the beans and because of the way Pumphreys choose their beans, you get the chance to try a microlot of coffee which otherwise is not widely available.

drink the mountain

Pure Jamaican Blue Mountain Coffee is known all over the globe as one of the rarest and most costly of all coffees. It has a rich taste and distinctive aroma that makes it unique, the perfect balance of acidity and body. Pumphreys roast Jamaica Blue Mountain Wallendorf Estate, which is the most recognised and most sought after Jamaica Blue Mountain brand in the world. The Blue Mountain expanse is in the eastern part of Jamaica, and only coffee grown within the parishes of Portland, Saint Thomas, and Saint Andrews qualifies.

Located at the eastern ends of Jamaica, the majestic range of hills known as the Blue Mountains rise up to 5,000ft. It's here where the terrain, the soil, the rainfall, the thick Blue Mountain mist combine here to create the perfect conditions for the cultivation of the world famous, distinguished and delicious Jamaica Blue Mountain Coffee. www.pumphreys-coffee.co.uk



INDUSTRY LEADING FOOTWEAR BRAND PRODUCING IN EUROPE

Durand amongst new factory product

Early in the New Year Keen will start European production of three premium hiking shoes. Their new production site in Europe will be home to a brand new centre of innovation based on discerning European standards, and give full attention to reducing the environmental impact of current production processes.

Four years ago, the company opened their own factory at the Portland, Oregon, hq with the aim to create a space for learning and exploring, a role-model facility allowing for forward-looking footwear manufacturing. That now enables Keen to produce high-quality shoes, and also manufacture top-of-the-line models closer to the main sales market. In Europe, come 2015 Keen will be increasing the number of shoes they will produce from this new centre.

Already from the brand's Rotterdam hq many shoes are shipped to the Europe, Middle East and Africa region every year. In collaboration with an experienced Italian production partner, who owns a modern factory in Romania, Keen now produces a part of these in Europe. John Jansen, their general manager who heads up EMEA business tells: "Our trade partners can expect even higher quality, production on demand, faster delivery times, greater continuity in terms of styles, as well as a basic range of always available products starting in the 2015 fall/winter season." Of the footwear range in Keen's 2014 launch, the Durand now will be European-made. The models being manufactured on the EU continent will be recognisable by their logo, European Made. www.keenfootwear.com

Trade involvement helps EOCA have a record year

The Conservation Association that is doing more for the corporate social role in industry than any one else is the European Outdoor Conservation Association. Some potted statistics from 2014 make fascinating reading: 1 in 3 participants of the European Outdoor Summit donated extra on top of their delegate fee; 1/5th of a million unique visitors visited their website; just short of 100,000 votes cast in the poll to decide what projects the funding should support; and the creation of a Sustaining Member status brought extra funds directly from Pertex, Nikwax, Patagonia, Keen, the EOG, ISPO, and Outdoor at Friedrichshafen.

Since the formation of the Conservation Association over 1.5 m euros has been awarded to projects which have seen 500,000 trees planted, 220km of trails restored and over 100 tonnes of trash cleared from the hills and rivers. This best sums up how belonging to an association can really enable direct CSR work for the better good of all who participate in outdoor activity and appreciation, all through the power of working with industrial rivals. For an industry that has seen the disruption brought about by the effects of the Foot & Mouth scourge, EOCA offers the power to do more good than any individual brand, that is very much a prime reason to subscribe to this Association. www.outdoorconservation.eu



Inside the north of Covent Garden London flagship of Finisterre you see a brand gaining presence after moving from pop-up retail sites in the capital to their first proper London shop. Their push for Cold Water Surfing sees them displaying their product lines at ISPO.

Charles Ross reflecting on retailing in 2014

It may seem like ages ago, but looking back at OTS, there were lots of new brands at the Stoneleigh show and chatting to them revealed most feel that the nature of retailing has to change. In these days of Kickstarter type crowd-funding mechanisms almost every new venture has considered this type of project to finance a production run. Then comes the testing time . .

and that can change things for us

Traditionally retailers have shied away from brands that sell direct to the consumer, as it was feared that supporting this method of working didn't make sense for their sector. Fortunately the internet has restrictions, with the main one being consumers really like to feel the quality of a new brand before purchase. It figures that too many of them - and us - have been burnt by great, sometimes even cynical marketing of a lower spec product bought virtually. For certain retailers have the ideal arena to offer a better service and if common ground can't be found then I think the biggest loser will be the shop.

In my experience when consumers are coming across the threshold then a good shop will make sure Staff demonstrate their master role in the purchase process, ensuring their endorsements and advice steer the gear purchaser towards what they want. This is exhibiting why loyalty is a two-way process so for those who suggest that retail is dead, I challenge them: why are mono-brand shops opening

Around the aisles at OTS it was worth having a second look at a whole number of stands like Bowhurst (selling packs), Buffalo (clothing still made in the UK), Burton McCall (GoalZero power sources), DexShell (Porelle membrane accessories), Keela (almost everything that matters in clothing), Kozi Kidz (smarter designs), Oboz (new footwear), Rosker (Hanwag boots and the Primus connection), Silverpoint (technology), SMG Outdoor (Kelty + H.A.D.), Snugpak (clothing), Storm (packaging), Sugru (applications), Terra Peak (packs), True Mountain (just about everything), and Elliot Brown (watches). Check through those product offers and you have the making of great New Year trading.

For me the show was a great opportunity to hear at first hand the thinking behind the brands, and on the day being able to handle the product itself, well isn't that reason enough to see retail places really work for brands. Primus Winter Gas was the overall winner at the Novel Awards, and it was good to see Paramo recognised for their first bike specific clothing.

The highlight of OTS for me was the Director's Forum which (even after a long day working) on the subject of Sustainability is a topic that has been on and off the OIA agenda in recent times but now that the awareness of those participating in the European Outdoor Group's version or the American version has been realised, it gets to be taken more seriously here.

At the OIA Directors' Forum it fell to Mark Held (of the EOG) to open a convincing conversation highlighting the moral principles versus stakeholder debate. It revealed how some areas of concern were but sensible reasons that deserved to have this area of business taken seriously. The exposure to risk and understanding needed to be managed - as surrounding the Greenpeace Detox campaign or the threat by Four Paws towards Down provenance.

Good thinking time was put to showing how the loyalty of staff, hence reducing the turnover and retraining costs, and the need to see improvement in access to capital, have meant that Sustainability has changed from a principled

access to capital, have meant that Sustainability has changed from a principled argument to a strategic profit issue. Luis Brown gave lots of hard facts concerning the detail of changing to a more sustainable way ranging from the common sense of switching to Ecotricity and measuring the change of impact so there is proof of progress - so useful if it is a longer business journey.

Nick Brown was more restrained here than normal, but his passion still showed through as he re-inforced three main themes: the importance of measuring your progress, even if you aren't yet reaching your goal. The influence and popularity of NGOs are business drivers for the subject: of damage to the environment and consumers caring about ecology.

Millennials are now tired of traditional marketing campaigns pushing messages towards them, as opposed to engaging them in conversations. The key for design and sustainability is quite simple: make it last longer (whether physically, comfort levels or emotionally) plus addressing the need to cut down on its impact during manufacture/ usage/ disposal. Products have their greatest sell-on value as a complete unit, thus recycling should always be the last option, and so replace any thought towards landfill. In future scenarios what is being suggested is a performing society as opposed to a product based lifestyle, i.e. you will be supplied with fleece to keep you warm, but you won't own it in much the same way that Dinner Jackets are hired. Remember, Aristotle coined the phrase 'True wealth lies in the utilisation, not the ownership.'

Catherine Whitehead of Paramo with the Ciclo Jacket award. right: Ralph White of Rosker, overall winner with Primus Winter Gas, alongside Caroline White of the YHA



working to bring you the joys of Spring

the **February** issue offers new product info, we talk to prominent people and take you places. A line-up of bike & hike & travel & tourism ideas help you get tills ringing. Forecasting the difference, that's us.

the **March** issue will see us trying on Headwear, Clothing and other Stuff for Taking on the Sun. We'll be checking news for the Summer and into-Autumn Trade Shows, so plenty of prospects for selling.

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PrimaLoft have nearly doubled the number of brand partners adopting Performance Down Blend and are introducing PrimaLoft Black Insulation Down Blend for Fall 2015 at ISPO Munich 2015, Hall A6/304.

working for social and environmental sustainability

Backed by independent third-party audits applied to the entire supply chain PrimaLoft offer the Responsible Down Standard (RDS) as an option for all of its Performance Down Blend brand partners working with the Gold, Silver and Black variations of the technology. There is the rider where brands that elect to use RDS certified down will incur a small increase upcharge based upon current market demand.

RDS-certified products have been completely traced along the supply chain to validate the source of material, confirming the down does not come from animals subjected to unnecessary harm, which includes force-feeding and live plucking. That leads Jochen Lagemann, Managing Director Europe & Asia PrimaLoft to tell: "Our heritage is rooted in finding the best solutions for users demanding performance, warmth and comfort despite the weather. We are proud to also be at the forefront of social and environmental sustainability among other component brands to be able to offer best-in-class products for use year round to our brand partners."

Lauded around the 2014 winter tradeshow by U.S. and European media, PrimaLoft Performance Down Blends received accolades including one by the UK's OWPG with the Derryck Draper Award for the "Outstanding Innovation of the Year". Chris Humphris, Sales Manager Europe at PrimaLoft, picked up the award at an October meeting of OWPG, where he said "It's an honour to win such a significant award within the outdoor industry, judged by experts in the gear testing field".

Respected brands debuting PrimaLoft Performance Down Blend products for the first time in Fall '15 include Atomic, Bergans, Browning, Eider, Engelbert Strauss, Eska, Kappa, L.L.Bean, Maloja, Marmot, Montane, Red Fox, Scotch & Soda, Tierra, Volcom, Ziener and 66 North, amongst others. Existing partners taking the Fall '15 opportunity include Black Diamond, Cabela's, Lands' End, Head, Helly Hansen, Kjus, Reusch, Red Fox, Salewa, Sherpa Adventure Gear, Stone Island, Vaude, Under Armour, Westcomb.

The PrimaLoft Performance Down Blend product is created by a proprietary process that fuses water-repellent, fluorocarbon-free treated down with PrimaLoft insulation. Specifically, this hybrid insulation is engineered by intimately blending premium down with moisture blocking, permanent water repellent PrimaLoft ultra-fine fibers, combining the best attributes of both materials. Completing the Performance Down Blend line, the product provides comparable warmth in construction to 550 fill down and retains 94 percent of warmth when wet while drying four times faster than untreated down. PrimaLoft Gold Insulation Down Blend has comparable warmth in construction to 750 fill goose down, and PrimaLoft Silver Insulation Down Blend provides comparable warmth in construction to 650 fill down. www.primaloft.com

"The Keela Munro has gained legendary status over the last 12 years. It has been used on hikes across Iceland, climbing high peaks in the Alps and the Himalaya and walks in all terrains and conditions."

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To see the full collection visit the Keela Stand at ISPO 2014 Hall B6 Stand 218



SDEA brings you top help & tips for retail success

For somebody who has natural design creativity and flair, the art of good store design may be simple. But for many, designing an exciting store can be really tough! You may have thousands of different products to display in a compact space. You may be fearful of losing existing customers or missing a valuable sale and have certainly never considered your store as a work of art before. Does this sound familiar? Then read on.

Setting up a shop is not an easy option these days. The competition is vast, the sophistication and demands are intense and to make matters worse, the continued depressed economic climate means consumer confidence and spend is at an all time low. Even the muscles of the multiples, flexed and toned to perfection, leave them struggling for survival.

With so much competition it is amazing that any independents are still trading. Getting the right mix is essential for survival. You must be aware of the trends and be prepared to apply them to your business, boasting both unique products and unique instore interior! No more cramped, cluttered stores, which is where so many retailers go wrong. A modern, minimal interior, backed up by good customer service, is the answer and works every time. It gives the customer more space to shop both physically and emotionally and in turn allows the products to stand out, increasing sales and securing repeat business.

The good news is that people still love to shop, but the bad news is expectations are now even greater! They want the latest trends, they want to keep up with technology and they want the best, above all they want the 'best' price. This is where the Shop and Display Equipment Association can help. They a vast array of suppliers and manufacturers who between them can offer literally thousands of innovative and exciting ideas. Many of these companies will be able to put together a themed project, as well as designing, manufacturing and installing it for you – a complete turnkey operation!

and here are the ten top tips for independent retail success

- 1. Strip out the clutter** to create a clean and a more spacious environment where the customer feels comfortable and wants to stay longer! Help them want to buy things.
- 2. Branding is vital** – whether you are an independent, or multiple chain store the overall design must reflect your corporate identity, brand heritage and outlook.
- 3. Consider the product range** you stock and see how they fit together, what colours and styles work best together, what they convey and what message do you want to get across.
- 4. Identify your target market** and aim your product displays and shopfittings at that audience. If your target audience is younger, the store needs to be bright and bold, fashionable and trendy. When attracting the 30 to 40 somethings it should be more stylish and elegant with a contemporary edge. Remember, older shoppers are not as old as they used to be!
- 5. Choose a relevant theme**, create a unique feature, enlarge upon it and make it the very essence of your shop. You could do this using props and accessories and also be flamboyant and quirky, or you could use actual fittings and fixtures to help

convey the store's overall outlook, like selecting rugged style unfinished shelving and railing for an outdoors feel. Bear in mind that smart, modern, relatively neutral fixtures and fittings will create the perfect backdrop allowing the product to shine! Whichever route, choose designs embodying your core ethics.

6. Stunning windows bring the shoppers in! Be creative, use lots of colour and have fun. When the shop is closed it continues to work so it needs to be powerful. Windows and instore displays must work together in order to entice the customer in and excite them into purchasing. Another popular alternative is to open up the entire storefront using a glass facade so that the customer can see right across the store and navigate their journey before even entering. Large format graphics have become popular display aids.

A picture speaks a millions words, and are economical and easy to roll out to multiple branch stores.

7. Good lighting is essential. It has the ability to make or break even a great store layout. Bright lighting is imperative for successful display, way finding and the customer's feel good factor. There are a number of thriving retailers using dramatic, theatrical lighting within very dark stores to suit their inherent identity, but there is no place for a poorly lit store. Ever.

8. Smells and tastes are also important. No one wants to enter a foul smelling store, or changing area! Delightful aromas of coffee and the like entice people into buying.

9. For the perfect retail mix add a variety of instore events, special offers and customer loyalty benefits to bring additional footfall and sales in quiet times. It's a good strategy.

10. Good customer service. There is absolutely no point in investing in your store interior unless you invest in your staff. Polite and courteous staff, well informed about the product and willing to help and offer advice are what customers want.

bringing home a bigger picture

SDEA produces a unique guide to retail display, full of creative and innovative ideas and inspiration for creating retail environments that work. It lists association members with detailed descriptions of their products and services.

The showcase gallery offers a visual interpretation of their many retail display items and the quick reference guides help you locate a supplier by the retail trade or the products in which they specialise. The Directory is usually priced at £10, but the first fifty *Trade&Industry* readers can receive a free copy - call 01883 348911. email: enquiries@sdea.co.uk

opportunities to develop trade links

Marking an important step in their history the Shop and Display Equipment Association (SDEA) takes over the International Shopfitting Organisation (ISO) on January 1st in the New Year.

This comes as SDEA reports a period of growth and development that strengthens business links between shopfitting & display suppliers in the UK and continental Europe.

After 58 years trading as an independent organisation ISO will now be incorporated into SDEA at its headquarters in the UK. It is the first time since the 1970s that ISO has been based in Britain.

Current ISO Secretary General, Preben Bailey, now retiring after 10 years at the helm, tells "we are happy that such a professional Association of our industry is promising our former members not only similar, but in many ways obviously better terms of international membership".

"This incorporation adds a new dimension in our offer to retail groups" SDEA Director, Lawrence Cutler says. "Many of them are now expanding into mainland Europe, that means we can bring many more invaluable opportunities to develop additional cross border trade links. Already the UK's leading retail display industry body and one with many decades of support for both its members and retailers, SDEA provides services to the retailer, including the Retail Display Directory and its own extensive online database and a telephone helpline".

www.shopdisplay.org

BICYCLE trade&industry

Britain's longest running trade journal for the UK bicycle business, launched as the first UK bicycles-only Trade magazine by the present Owner-Publisher Team.

OUR YEAR 35

KSA publisher - editor: Peter Lumley
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office telephone 0191 488 1947

journal archives: www.tradeandindustry.net

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

expédié mensuellement par courrier à tous les intervenants du marché britannique: fabricants, agents, distributeurs, magasins.

distribuido mensualmente por correo a todos los interesados en el mercado Británico: fabricantes, agentes, distribuidores y tienda

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Jeden Monat fuer den ganzen britischen Markt erhaeltlich. Für Hersteller. Für Lieferanten. Für Haendler. Für Verkaeuffer.

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HOME OF THE RELIABLES

UK's largest two wheel tyre distributor expands portfolio with EDCO wheels for the premium end of the market

A company with 43 years of experience within the tyre industry has expanded their bicycle portfolio from a solitary Continental brand to include Swiss wheel & component manufacturer EDCO. For Cambrian Tyres this is a natural step, from tyres onto complete wheels, especially with a European company that hand build all their wheels and who are targeting the premium end of the market. "This is in line with a large segment of the Continental brand that we've been distributing for the last 25 years", tells Cambrian's southern sales manager Mark Turner, who first approached EDCO.

Cambrian become the exclusive EDCO UK distributor and have their official UK launch at the London Bike Show in February (Stand LB300). Their UK specific website is already running, stock is available from the year turn. The wheel range starts at £549.99 rrp and extends via the carbon clincher and tubular options through £1199.99 up to £2149.99 for the 999 gram SuperSport Neggia Light 25mm (tubular) set. Each wheel is hand built using Sapim spokes and comes intensively tested. Cambrian are targeting a select dealer network and will not offer EDCO products to online dealers. Every EDCO wheel set will be supplied with Continental tyres.

"We have been looking for a UK partner to place EDCO products into the market via a strong sales team and investment in both stock holding and marketing," says TSG group CEO Rob van Hoek. "Our strengths are in engineering expertise including patented features like our MultiSys cassette bodies which replace needs for separate Shimano/SRAM & Campagnolo compatible wheels, plus our 7 axle CNC drilling machine which ensures spokes holes are always drilled at the correct angle." info@edco-wheels.co.uk www.edco-wheels.co.uk



EDCO's precision tool makers and machine builders are based in Switzerland. Founded in 1888 the company became part of Total Support Group (TSG) in 2007. EDCO focus is on producing state of the art wheel sets in aluminium, carbon or a combination of the two. During this process, a number of new processes were developed and patented. Cambrian Tyres has been the exclusive UK distributor for Continental bicycle and motorcycle tyres since 1989. They are regarded as the largest two-wheel tyre distributor in Europe.

Cambrian Tyres www.conti-tyres.co.uk www.cambriantires.co.uk phone: 01970 626777

ISPO MUNICH

Hall B6/Stand 400



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EXPERIENCE THE DIFFERENCE

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Outer material

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GORE® C-KNIT™ backer
(smooth texture)



Policy & Action at the European Footprinting, Update by Defra

an assessment of current practice

Key objective at this government conference was for Defra to look at Policy & Action at the European Footprinting Update. It is a cross-industry collaboration, as opposed to being seen to be better/ worse than your rivals. This is crucially a b2b exercise, the consumer being already too confused by portraits of the greenwashing issue. It can fairly be said that "Regulation" is a good ruse to get the industry talking, but crap at the detail of the methodology.

Footprinting is all about benchmarking so that progress year-on-year can be assessed. Objectives of the first session broke into three sections: a) overview of the various footprinting methods used; b) identifying most effective methods; c) assessing costs. Just 25% of companies were UK operations only and 57% of them use footprinting methodologies; 80% of the companies had over 1,000 staff, whilst a third of them had less than 250, SMEs. The questions centred around both product and organisation assessments; most of the companies use multiple methods: there was an even spread between those than use 1, 2 or 3 different methods of which the most common was ISO14044, just ahead of Green House Gas protocol and UK PAS 2050. On organisational audits most used the GHG protocol system. Resource efficiency had improved most (83% by companies using these methods); but it had zero effect on cross-border trade. The main influence was within b2b companies.

The minority supported the single audit methodology as it is seen to have a limited impact. No audit method was ideal, so none reached all the parts that companies wanted; the strength of the single method was as a comparative tool only. It was felt that if Defra (for instance) provided leadership on the subject to decide what method to use, then it would be accepted - but only if all other methods were deleted!

Of seven distinct sectors defined for the conference it was the Textile sector which had the lowest participation of the categories; Chemicals had the highest participation. In the Textile Product sector the most common audit was the 'no audit done' choice, followed by the ISO 14044; whilst in Textile Organisational sector it was ISO 14064 methodology. An hour long individual table discussion addressed questions: What key benefits do companies realise from footprinting? How tangible are these benefits versus the cost implications? (massive debate in this area about holding on to young staff) Why do companies use multiple footprinting methodologies? Do companies use multiple methodologies for the same product? What potential benefits would a single methodology offer? (There was much talk of the Higg Index from the Sustainable Apparel Coalition) What are some of the other key issues to consider? How do footprinting practices vary by sector?

At the afternoon session it was current practice stats that made interesting reading. In the US Fairtrade is no longer niche as it is 15% of all sales (the fastest growing part of the market). In FMCG it can account for a 20% higher price point, but the biggest b2b reason for footprinting is the saving on manufacturing cost, yet an increase of sales being the least popular. The advantage of applying common business analysis tools is that it creates a level playing field, which was most observed in the presentation by Karin Ekberg (now with PE International having moved across from Adidas) who highlighted observations from the footwear industry. Like many parts of the outdoor industry many factories produce for a variety of brands and changing locations or materials generally has a big impact, whilst changing transportation/ sales methods/ usage/ end-of-life procedures bring little change.

reported by Charles Ross

BERGHAUS AUTUMN/WINTER 2015 RANGE

Hydro family grows

Autumn-Winter '15 sees Berghaus enhance Hydro with innovations in face fabrics, membranes and insulation. New products ensure that the brand's apparel collection for next winter is more comprehensive than ever. All this complements a comprehensive choice of styles made with Gore-Tex fabrics, the result of Berghaus' long term partnership with W.L. Gore & Associates.

Berghaus Hydroshell was introduced for spring/summer 2015 and has proved to be Berghaus' most successful innovation launch to date, achieving great market penetration with a wide range of products. For AW15, the company has added two fabrics: highly breathable Hydroshell Air and 3L Hydroshell Elite Pro, the first new three layer waterproof fabric that Berghaus has developed in 15 years. Every apparel category gets the Hydro treatment and the brand is set to build on the major innovations of recent seasons.

Alongside the successful Pro Kangchenjunga jacket in Extrem, the men's and women's Baffin Island jackets are made out of Hydroshell Elite Pro and the new Air. Elite Pro is reckoned to deliver outstanding levels of durable waterproof protection in the main body, with reinforcement in the key wear areas.

Created by the MtnHaus design and development team, Hydroshell Air combines polyamide ripstop face fabric incorporating stretch, with a non-woven electro fibre nano PU spun membrane. The effect is said to offer an extremely high level of breathability in a waterproof fabric, reducing humidity significantly during high levels of activity. Air has been used in key heat zones on the Baffin Island jackets, which have been tested extensively in the laboratory and during expeditions by house athletes such as Mick Fowler and Michelle Blaydon.

Berghaus peer launch of Hydrodown in its clothing has been followed more recently by synthetic Hydroloft. Since launch, these ground-breaking innovations have enabled Berghaus to develop one of Europe's leading collections of insulated apparel. From highly technical garments in Extrem and Mountain to effective winter warmers in the Trail and Everyday

(continues in next column)



Baffin Island
Hydroshell Jacket

ROKS is HAPPENING in MID JANUARY

You can meet up with even more Trade ideas coming from highly reputed and familiar faces at two ROKS shows. All are cutting edge suppliers and manufacturers. At the exhibitions you can get to have a drink and a nibble while you network with brands. People who have Rokked before reckon this is how Trade shows should be! Relaxed, friendly and informal, with no pressure to buy. Plenty of new collections on preview, special discounts, swag bags, competitions and a lot more...friendly and welcoming smiles too! Edinburgh, January 20-21 at the Ratho Climbing Centre.

www.rok-uk.co.uk/scotland-exhibitors.html

Come the summer, ROKS is back in Kendal, July 2-29th, returning to the Castle Green Hotel.

categories, Hydro insulation is seen as a key component across the Berghaus autumn/winter 2015 range, with a combination of stand alone down and synthetic styles, and hybrids that use both innovations.

In addition, the new season also sees the introduction of Hydrodown Fusion, which fuses together clusters of Hydrodown with super fine Hydroloft fibres. The result is their new insulation technology designed to keep the heat in and the cold out. Fusion is quality down treated with a durable water repellent (DWR). This is blended with naturally hydrophobic Hydroloft fibres, forming insulation which absorbs significantly less water than regular down, dries faster than regular down and retains insulation even in wet conditions, ensuring the user stays warmer for longer.

the Circular Economy

As part of the Disruptive Innovation Festival at the Royal College of Art's sustainability hub, two events explored innovation and the circular economy, practically and conceptually, writes Charles Ross

But first the warning: green-washing and too long an "action" period (i.e. people saying it was not an immediate concern) has seen some power taken out of the environmental movement. The Circular Economy could follow that route as companies merely applied the latest box-ticking requirements, alternatively - for the better - there could be more traction, as the provenance of manufacturing brought. It is necessary to pay close attention to this!

At the hands-on workshop, Business Modelling for a Circular economy was the perfect complement to the evening panel discussion, Peering into the Next Wave of Innovation. The phrase 'circular economy' is increasingly used by business, media and academia as a generic term for an economy that is regenerative by design.

As Ken Webster, Head of Innovation at the Ellen MacArthur Foundation, described during the panel discussion, "the circular economy is defined by a set of principles: with two, separate, cycles: biological materials, designed to re-enter the biosphere, and technical materials, designed to circulate with minimal loss of quality"

Diversity provides strength and resilience: the shift towards an economy ultimately powered by renewable energy; one embracing systems thinking, that reflecting the real-world where systems are non-linear, feedback-rich, and interdependent. Then thinking of cascades, as products are repaired, re-used, re-manufactured and recycled is realising more value, and managing resources with less waste. Surely the future?

The conventional, linear 'take, make, use, dispose' model has relied on large quantities of easily accessible resources and energy. We live in a different paradigm, bound by legacy systems and resource constraints. Input prices, which declined for most of the 20th century, are rising and increasingly volatile, driven by physical, and, as noted by Mark Shayler, director of Ape & the ISPO 2014 Sustainability Breakfast main speaker, by political access.

Rapid consumption patterns are losing a lot of value to landfill: it has reached around \$2.7trillion of the \$3.2 trillion created by the FMCG industry each year. Between those with the biggest marketing budgets (brands like Schoeller didn't even bring that part of their team) as simple posters lined the rabbit warren of shell-scheme booths we encountered here today.

PD has a more distinct positioning than Munich Fabric Start (seen as the German rival to the Paris Premier Vision) and over 1100 visitors. The dominant WL Gore were not amongst the exhibitors, but almost all their rivals were present. The seminar programme had many similar topics based around forthcoming environmental improvements in fabrics & stewardship, technological developments, plus trend predictions - all delivered in English.

The single most interesting area was the Performance Forum which summarised the best new fabrics being offered for baselayer, midlayer, softshell, 3 layer, hardshell, lightweight and high density alongside the Performance Wall of Accessories.

The 14th incarnation of the fair is April 28-29.

