Above: It’s known that Graeme Campbell does the good job when selling product to Retailers. Keen is he, even Uneek come to think of it - and not just for taking the odd biscuit or two!

Below: You don’t touch it or rack it but ride it. Propello leads people to better cycling fitness, guiding and inspiring them in places like the Exmoor National Park. www.propello.bike/

Above: At ROK, Troll director Russ Gill was showing a super range of gear which the brand makes at their Skipton plant in Yorkshire. They are a specialist supplier in hike, bike and mountaineering. www.trolluk.com

Above: Mountain King produce poles at their North East England plant, at ROK their carbon trail running Skyrunner poles caught the eye, here being explained by Carolyn Spenceley (standing on right) www.mountainking.co.uk

Below) Spark has a lotta Lumens, 65 in fact, so blindingly obvious in the hands of Stephan Kamphausen. stephan@silverpointoutdoor.com's

Lined up here are below: Duncan Holme and Tom Carter, Lifemarque Ltd www.lifemarque.co.uk. Centre: Award winner aplenty is the Osprey brand - Ben Read is UK, Denmark & Finland Sales Manager ben@ospreyeurope.com. Right: Nick’s smiling, and why not seeing the OMM portfolio is growing. Their range suits the wants of specialist consumers following adrenaline hike & bike habits such as mountain marathons and challenge events. www.arkconsultants.co.uk

Inside: News & product for traders in the global camping, caravan, hike, bike and sustainable tourism sector
connecting bike & smartphone

COBI transforms the Winora RADAR into an intelligent urban bike

At Friedrichshafen Winora are to show their new Radar range carrying the COBI Connected Biking System integrated as control centre with it’s navigation function and automatic lighting.

All this puts the German manufacturer in as the latest bike brand to implement the Frankfurt startup’s B2B programme, launched at the Berlin Bicycle Week in March of this year.

It’s reckoned that hidden cables integrated through a downtube, a powerful battery and other well thought out features puts the new urban eBike at the head of the pack.

COBI’s influence connects the bike with the smartphone in an intelligent way, perfectly implementing the our design. Andreas Gahlert, CEO and Founder of COBI tells: “Finally the smartphone has found its optimum position on a bike: It is the control centre. COBI controls all of the bike electrics and integrates over 100 software features that enrich the riding experience, all happening in conjunction with the most advanced Winora Radar urban bike the brand has ever produced.”

The product range will be available in stores from 2016, each powered by a compact 250 watt TranzX motor, which fits perfectly into the frame design and in some models supports speeds of up to 45kph.

As to COBI their drive for the project opened at the beginning of 2014, with the vision to make Connected Drive in bikes available to all. Today their project has 13 investors, 6 partners and more than 36 employees on board - all working to see any bike become a Connected Bike. Behind it is the first integrated patented system for bikes based on popular smartphones. The system, which is developed in Frankfurt am Main, integrates six bike accessories into one design object: Automatic front and rear light, navigation, smartphone holder with charging function, bell and bike computer. Its greatest strength comes from the integration of over 100 functions that make cycling more connected, intelligent and safe.

tourist kit - 1

two impulse buys
Foodstuff carry is made easy and safe with Nalgene gear.
(info@firstascent.co.uk)
on right: Roaming types will find plenty of uses for these zip bags, different colours for different contents (www.lifemarque.co.uk)
scissors making designer-V socks

What a pity scissors are needed to make a lot of socks wearable! Surely makers appreciate many of their customers suffer circulation debilitation as a side effect of diabetes, comments Peter Lumley.

Almost every item in my sock drawer, for street wear or outdoor activities, has been given the sharp scissors designer-V treatment. That’s where I cut (literally!) down from the top cuff to take out the strangulation effect on my ankles. Despite having near sparrow-like bone structure there, I can count the friendly makers of socks on just three fingers - one of them is illustrated here.

This is not something that’s new... I have doled out that treatment to just about every brand tried from the assortment you see at every Trade show. Socks, after all are big business, yet has anyone come up with the solution? Nay, and believe me, I have been looking, and looking and... for years.

I do have a remedy, and pictured above are socks that don’t get the scissor treatment - the swing ticket tells much, or go:


The messages I hear about some special qualities inherent in sock brands may go down well with some wearers, but I have become near blue in the face with the telling of my problems. Help!

joining forces with the National Trust

Introducing their first lightweight hiker footwear 41 years ago spearheaded the family owned Essex brand Hi-Tec’s pioneering moves on the technological innovations and design trail. This has all contributed to gaining many industry footwear firsts - the company being first to use Vibram’s Rollingait technology. This is reckoned to be a meticulously engineered rounded midsole/outsole combination which brings natural foot motion with comfort.

Technologies like Vibram RGS, the V-Lite build system and OrthoLite footbeds, are features embedded throughout the new Flash series. This new collection includes moccasins through to hikers, with each style bearing eye-catching colours and modern technologies, being light in weight but promising durability. The wearer gets versatile footwear, for casual and countryside use as well as for the gym, trail or park.

Hi-Tec Sports has joined forces with the National Trust, launching the Walk-Lite Collection to help them with their work as a charity looking after some of the most spectacular walking locations in England, Wales and Northern Ireland. Hi-Tec will donate £1.00 to the National Trust from every sale on selected new styles in the Walk-Lite collection, covering men’s and women’s footwear.

making it more

“As a responsible manufacturer and supplier PrimaLoft are meeting the highest standards of worker safety, human rights, and ethical environmental and supply chain practices,” says Mike Joyce, president and CEO of PrimaLoft. Back in December 2010 PrimaLoft was the first branded synthetic insulation manufacturer to obtain the bluesign certification, for its high-performance insulations. Things are getting bigger!

Now the brand offers 16 different bluesign certified PrimaLoft Insulations, including staple fibres and continuous filaments. Certification adds up to bringing enhanced confidence for brands, retailers and consumers that PrimaLoft Insulation is an ethical and environmentally sound product. “PrimaLoft is the largest ingredient brand provider for bluesign approved insulations”, tells Peter Waeb, CEO from bluesign technologies. “The company continues to demonstrate awareness and responsibility to its customers and consumers, while cultivating positive movement towards sustainability in the manufacturing industry.”
the heat in the kitchen

OutDoor in Friedrichhafen was a hot affair

What is certain to last in the memory of visitors and exhibitors alike this year was Bodensee’s sweltering heat - noted by regulars that this was a big change from stair-rod rain or mist and damp. Then there was the exhibition itself where it was a task to find revolutionary product, but you can balance that with the surety that there was demonstrated much progress on the sustainability front, writes Charles Ross.

That OutDoor Show is where you focus on product, and set to networking with people you trust for their judgement. For sure, despite a lot of wandering through the Messe halls I didn’t find too much to get excited about, although the stuff that did catch attention is sure to contribute nicely to 2016 stockturn. Here is a summary, although not necessarily in order of importance - you can take your pick from what follows!

Thule is showing retailers they now should take the brand seriously, after seeing the wall of backpacks displayed.

Millican brought their Yurt & Casual approach to a different product. True Mountain team worked from a massive stand, and they are offering delivery times inside weeks. They also proudly gained a Gold award for the Aarn Kiwi packs.

Arc’teryx have redesigned their Acrux Mountain Boot and come up with a mixed wool trekking shirt.

Montane showed off the new lightweight Pertex waterproofs, more wool in their portfolio, and they are doing it better too.

Bergans are using the eclosear (plant based polyester) from Toray in a waterproof jacket, as well as Repreve, recycled polyester.

Hanwag’s new range is using chrome-free leather & a biodegradable sole.

Teko introduced real fishnet stockings and socks - made with (appropriately!) nylon recovered from discarded fishing lines and nets.

The Pivot by DMM comes as sexy as climbing gear is looking these days.

The lightweight kit from Klattemussens deserves to be more easily found in the UK.

Vango’s price-pointed sleeping bags come with more advanced technology than you’d expect to discover zipped into any cacoon.

Lowe Alpine introduce expandable packs - the Airzone Pro.

Pyua are launching a summer range and are looking for UK distribution.

Houdini are using a Teijin recyclable membrane for their waterproofs.

Naturetexx Plasma Wool Treatment – reduced impacts in processing from the people behind MAPP by Designer Textiles International.

Bradford’s HDWool highlighted their technical excellence.

Amatterrace’s PFC-free finish is showing better durability than C6 solutions.

Boreas & Macpac are still producing product which is truly stretching the design envelope.

Marmot has new product that comes RDS certified & PFC-free - and they have issued an undertaking to clean up all existing ranges in the next couple of years.

adidas’ terrex Agravic outdoor range seems to be gaining serious recognition.

Other trends heard and noted across the Messe halls

Jottnar were wandering the isles planning their European launch.

The Fluorine Council had a Booth to defend the accusations people are making against Fluoro-carbons.

OMM are getting ready for serious expansion in the Far East, starting with Taiwan.

The DAV (think the German version of the BMC!) are still leading the way on making Sustainability make sense and a difference for their members.

GreenRoomVoice is prompting industry thinking on the Circular Economy.

Hall A2’s Trend Show is getting bigger, brighter, better - there’s a great booklet too.

People are discovering there is still not a replacement ingredient for the DWR finishes; most accept that stain (sweat) resistance will decline as new formulations enter the market, ones that offer durable water repellency.

The EOG has a new President: John Jansen from Keen, with the vacated role at EOCA being filled by Anna Maria Rugarli of VF Corporation.

Footfall count reveals OutDoor visitor attendance was slightly down this year; what was noticeable was the drop off of countries attending the exhibition - positively, more UK visitors registered to be in Freidrichshafen this year.

Growth rate of the market was less than inflation across Europe (even with Russian stats removed) with the German market still twice the size of that of Britain & France. On group initiatives there is a push by the EOG to promote the EU backed week of sport (first complete week of September), with the Outdoor Day being the Friday, #ItsGreatOutThere
win-win with Gift your Gear
Certainly the biggest breaking news story at OutDoor was that the Gold Industry Award was given to Sarah Howcroft for her work with the Gift Your Gear project. For the Show, and the Trade, that is truly breaking the mould with a process, rather than a product being voted the top prize. Rohan are the only UK brand that has realised how this scheme also stimulates sales, and there is much talk of a US retail partner being announced.

ewerables and usables
Regatta Great Outdoors showed ROKS visitors their brand new camping range alongside Point 214 gear that’s designed to be fully weather beating. Under the Regatta umbrella you’ll see plenty that is soaked in technology - and selling at affordable prices. You will catch them again at OTS in September.

eco-friendly bigtime
Scandinavian brands who came to OutDoor with a group showing put over the bold statement that would be very hard to miss - we certainly didn’t!

cultural shift on roads
“fair and reasonable changes are needed”
Leading road safety charity, BRAKE, is backing the campaign calling for presumed liability for Scotland’s vulnerable road users. They’ve pledged support to Road Share, which is making the case for a change in Civil Law in Scotland to protect walkers and cyclists.

They are looking to see the introduction of new liability laws as part of a balanced package of measures to bring about a cultural shift on the roads. The charity’s endorsement of the campaign follows the publication of research which found that countries with high levels of walking and cycling and low casualty rates have adopted some form of presumed liability legislation. It is reckoned there is a clear and strong association between presumed liability and higher levels of safe walking and cycling.

The Road Share campaign has high profile support from politicians, professional cyclists and others, with their petition for a change in Civil Law grabbing headlines and wide backing.

Gary Rae of BRAKE tells that “Studies of our own have shown that too many drivers do not concentrate at the wheel, often flouting road safety. All too tragically, there are consequences to this, especially for more vulnerable road users such as pedestrians and cyclists.

“A simple, and ultimately very fair and reasonable change to our Civil Law, would constitute a big step forward to help change attitudes on the road and would clearly show that, as a nation, we consider road safety a priority.”

A Presumed Liability system means that following a collision between a motorist and cyclist or pedestrian, the motorist (that is via their insurer) would be presumed to be liable for injury, damages or loss, unless they could demonstrate otherwise. The groups also recognise that if a cyclist collides with a pedestrian, then liability will attach to the cyclist.

mixed and matched
The brand that takes great fabrics and uses fine styling and needlework is UK manufacturer Keela. Using abrics and systems from people like Harris Tweed and PrimaLoft the brand offers great choices for hike & bike and countrywear. Their Multiactive range is gaining a big following amongst the people who brave whatever the weather that comes their way. www.keela.co.uk

www.regatta.com
Doyen of the bicycle trade and industry Gary Fisher, who is reckoned to be the inventor of the mountain bike, says “mountain bikes with electric motors are going to be the next big thing,” and true, many of the 2016 model year innovations in this segment will be presented at Friedrichshafen when Eurobike happens. The special Demo Day is from 10am till 5pm Tuesday, August 25. Trade & Press only. The Eurobike international bike trade show runs Wednesday, August 26 to 28, 08:30 to 18.30, for Press & Trade only. Saturday 29th Eurobike is open to the general public, 09:00 to 18.00. More information: www.eurobike-demoday.com and www.eurobike-show.com.

Propello is a new service designed to deliver a variety of unique training programmes and coaching for cyclists, helping them achieve personal fitness goals. This is all headed up by Rob Wakefield, a qualified level 3 cycling coach, and the company’s tailor-made services are designed to take a rider’s training to the next level.

The personalised programmes are delivered across three levels - Debut, Sportive and Super Sportive and combine static and road training. The Propello Debut Training Programme is reckoned to bring a 25% fitness improvement in the first year of training. The Sportive grouping is for the more advanced cyclist who has some experience in structured cycling but wants a challenge. Propello’s Sportive Training Programme is formulated to help take 30 minutes off a 100km time in the first year of training. Things come a bit more testing for riders taking the Propello Super Sportive Training Programme course. The more experienced cyclist, who spends an average of 8 hours per week training and riding, should rise to having the fitness and ability to compete in any major cycle sportives in the world.

Then there is the Propello Bespoke Coaching completely customised plan, offering cyclists one-on-one interaction, tailored to their individual needs. Rob Wakefield, ABCC Level 3 Coach says “whether you are new to cycling, looking to beat your personal best or training for an event, our tailor made programmes have been designed to suit cyclists of all abilities who are interested in training. Because cycling is our passion and is a great way to improve health, fitness and wellbeing, our aim is to help more cyclists become stronger athletes.”

Rob Wakefield also runs bespoke guided tours in the stunning Exmoor National Park where Propello is based. These unique cycle tours takes riders through some of the UK’s finest landscapes, from woodlands to waterfalls, offering an ideal weekend getaway for any bicycle lover. There are four types of guided routes to suit each person’s individual requirements, so all that’s needed is to enjoy the ride and soak up the scenery.

More information www.propello.bike/riding in Exmoor National Park

For more information    www.propello.bike/
Here’s a bit of quality gear from Sue-Me, made up in British fabrics with a classy cut. The brand has super styled tees too. Seen on show at ROK, www.sales@sueme.com

Buff are known for doing a good job keeping necks warm, now they’ve moved up higher to introduce a collection of knitteds and wovens in jazzy colours and quality styling. These ones were seen at ROK, catch them at OTS. www.sales@buffera.co.uk

A FRIENDLY NOTE

copyright for some material appearing in this issue or on website may not be vested in KSA. Please request permission to copy, broadcast or hold in any form of retrieval system, any works from this b2b journal. The infringement of copyright is a theft and a prosecution may follow. © KSA 2015

For water carrying

Caravanners sitting on a continental pitch will spot Europeans close to their home country wandering around with a watering can, whilst they’ll often comment on the Aquaroll you are towing to the tap. But tables can turn and Brit campers and caravanners are realising just how useful is a Collapz when the water stroll calls. The big selling collapsible watering can is supplied by the Sorcit business.

What you get with the British-designed watering can holds a hefty nine litres, yet packs flat to a lightweight circular shape, just 24cm diameter by 10cm deep, ideal for easy storage. www.sorcit.co.uk

Tourist kit - 2 another impulse buy

There is often never enough room or space in a tent and the picture shows just how handy is the Whitby supplied hook ladder.

Locate it where there is a hitching point, hang what you want out to dry - and it’s not just for tents, we have one in our Compass ‘van. www.trolluk.com

Proud to be making it British - Skipton based Troll offer these unisex Omni trousers, good for all weathers and for any place. www.trolluk.com

HOME OF THE RELIABLES

BICYCLE TRADE & INDUSTRY

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

OUTDOOR TRADE & INDUSTRY

derives from the original outdoor business magazine Camping & Outdoor Leisure Trader.

The infringement of copyright is unlawful and a prosecution may follow. © KSA 2015

KSA publisher - editor Peter Lumley
email peter@tradeandindustry.net

KSA Partnership, KSA 1 Warwick Avenue, WHICKHAM, Tyne & Wear NE16 5QR
office telephone 0191 488 1947
journal archives www.tradeandindustry.net

杰克韦斯特法兰绒
Pitbulls Martínez
erance: Generic
Fur

Home Made: Fur Licensed
Fur

欧洲：Fur Yacht

企鹅 Right Manufactory
Merchandiser: Al fabricante, A distribuidor, Agl agent.

贸易和工业是由出版社，PDF版本是邮寄全球到人们像你一样，你的业务线上。它是www.tradeandindustry.net。要收到您个人的PDF版本直接到您的桌面，注册为Trade & Industry by e-mail to: office@tradeandindustry.net - please add PDF on the Subject line.
the goodwill in feet

You can bet your bottom dollar that if Trade show organisers decided they didn’t want booths displaying boots, shoes or socks then the show aisles would be pretty unattractive. These products are big till ringers and they also attract broad opinion as to what makes good footwear and sock compatibility. At the beginning of Britain’s backpacking boom - the one started at consumer level in 1972 - it was fashion to wear Scarpa Bronzos, writes Ron Warner. This choice was based on mountaineering habits and walking with a heavy pack. It was a time, too, when the likes of Tony Lack, at Pindisports in London, and Bob Brigham at the family business in Manchester, put true experiences at the forefront of opinion setting, and the selling function. Not so much later Chris Brasher, fleet of foot Olympic Gold Medal winner and mountain lover, began the revolution to take weight off your feet. He developed boots that still carry his name, ones which made, and make, moving on less of a weight carry. He was very persuasive, and right too, forcing other footwear makers to toe the line.

The market also ran on Ragg socks or those bright hued red knee length woolly ones that slowly faded with every laundering. Socks were less the topic of conversation in those times, and how much has now changed! Yet isn’t it strange that very few people marry the thinking that boots, shoes even, and socks shouldn’t be a product that sits on different shelves . . . they really ought to be sold as loving couples. After all your feet are pretty inseparable. Right and left!

above: when the going gets cold then Primaloft have top answers in many a product. Here it’s part of the construction for the Horizon brand’s Extreme Sock. www.horizonsocks.co.uk

below: They make Darn Tough socks in Vermont, USA, and Michael Moore will tell you how the brand is building a following here in the UK. contact is techsports-ltd@btconnect.com

above: Keen offered plenty of variety from their footwear portfolio which embraces all needs. Award winning Uneek (below) ditches all round tradition for a simple two-cord construction. Uneek is for all times - from beaches to trails to city-hopping and its reckoned this hybrid footwear brings all-day comfort.

below: Bridgedale socks were one of over a dozen brands shown by Burton McCall at ROK 2015 - next time you can catch them is at OTS. www.burtonmccall.com

below: Freet for feet

Andrew Jackson tells that the benefits of Freet add up to less shoe, bringing a way to unlock the potential of feet by allowing them to move more freely and condition naturally. Illustrated here is their Leap, weighing 325gm/size 42. It’s a two toe shoe with a stretch lace system holding feet in position - and he shows you just how flexible it is. www.freetfootwear.co.uk