

BICYCLE trade and industry ^{37th YEAR}

for all retailers & suppliers in hike & bike & travel & tourism

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



MOVING BIKE BUSINESS



BARCELONETA - AMMANN PARTNER

the style: biggest . best. taking you beyond dreams

in changing times there is the one constant - a Show with lots of happy surprises, reckons editor Peter Lumley

The big thing that goes the rounds at Eurobike is the keen networking, with real opportunity to share news and opinion from the people similarly placed to yourself, bringing an invaluable perspective into play helping Stockists and Suppliers alike plan for the upcoming Trade season. Above all Eurobike is big and bold and best for those wanting to progress their business. Don't just watch it at work . . . *join in!*

This place of bicycles and bicycling is etched indelibly on the Bodensee setting at Friedrichshafen and as with the swans that glide serenely on the Lake, what may well appear calm and collected on the surface is, out of sight and below the see-line, an experienced and powerful intent to do the job. The whole world comes to Eurobike because this is the Temple of the Two-wheel Trade, and offered up are newly sparkling gems, forged with ingenuity and a desire to make a ride by cycle the best ever thing on this planet. What is ranged in the Halls you can wear, you can use and you can admire - but above all it is there to buy and to sell.

Eurobike is the time and the place to see plenty of something that's new, probably a lot that's blue, too: yet it is the conferring and the confidence exchanges which take top place on the tick-list of things there to do. Friedrichshafen always gives a buzz that clicks much louder than the pawls on a hub, so when you want to switch off from aisle walking then get in the loop and spend time at the hub of chatter - the Eurobike Party. It's like no other meeting-of-minds place, and your long evening of fun and friendship there is likely to spill over into many days at your business recalling who it was that told you about a brand that is now giving you till-ringing joy. That's what Shows are about: it's good to know you, Eurobike!

the bike scene brings a compelling lifestyle, and it's been around for two hundred years or so. That rich heritage is shared on Bodensee where the programme of presentations at Eurobike begin ahead of Opening Day with the European Cyclists' Federation, in co-operation with the German Cycling Club, hold the 2018 Smarter Cycling conference. This year's slogan is "The Connected Cyclist: The Bike Industry's next Big Market". That aligns with the Show slogan "The (Bike) Future is Female" www.eurobike-show.com.

The Eurobike Guide is online, download from: <http://www.eurobike-show.com/eb-en/infocenter/guide.php>

A Bosch Performance motor using two batteries for a trip lasting 250km and everything on board makes this a ride from the future - but here today. The GSD is launched at Eurobike by Tern. It's a real shift for modern go-there lifestyle, a breakthrough in two-wheeled transportation.



AUG. 30 – SEPT. 2, 2017

FESTIVAL DAY SEPT. 2

FRIEDRICHSHAFEN, GERMANY

WWW.EUROBIKE-SHOW.COM
#EurobikeShow

PARTNER REGION



Hannibal once took thirty-seven elephants there . .

tourism industry sees potential of e-bikes in the Alps

Crossing the Alps, whichever way you do it, is about one of the most scenic journeys you can make. It may be a bit athletically challenging of course but with an e-bike, what a fascinating travel experience. More fun and less pain certainly describes the impression many people gain when they take their first ride on an e-mountain bike. For those who do give it a try, the power of the motor and a battery make it an experience to savour. And such a great way to cruise the Alps.



The e-bike is smart in helping people spend the day doing more than they had thought probable at breakfast time and Retailers have a real sales pitch there - "an e-bike helps you go places where you'd not normally venture". A ride in hilly terrain, take it a stage further and you'll be crossing the alps, something that Hannibal did with thirty-seven elephants in the year 218BC - a wee bit of time before bikes came on the scene!

There are people out there who are ready to help with planning a trans-Alpine tour, and as dozens of new bike routes across the Alps have been opened up for the tourism industry then these tours have become bestsellers. Take your pick, a guided transalpine light tour, or extremely difficult routes that mean climbs of several thousand meters. It's rumoured there is a gourmet transalpine tour, in which participants experience adventure on a bike during the day and enjoy star chefs and leading hotels in the evening. Something like a big game safari minus the elephant!

The Alps Bike Tours operation is offering two MTB transalpine tours specifically for e-bikers, and in comparison this year the company's guides will thread more than a hundred conventional bike tours across the Alps. So for areas in which tourism is strong, e-biking in the Alps is what you do for quiet fun and a wide view of peaks and crests and eyeball rattling descents.

The South Tyrol's Kronplatz region, tourism partner of Eurobike and naturally the venue for this year's Eurobike Media Days, has gold standard appeal. "In general, long distance routes are becoming more and more popular for mountain bikers. The e-bike is making a very important contribution by expanding this target group, as they enable bikers who are not quite as fit to complete longer

routes", says Artur Costabiei, director of the Kronplatz tourism association.

E-bike tourism is also represented in the show's Eurobike Travel Talk on September 1. There tourism experts will deliver ideas and share views on new trends for bike vacationers. For the Trade this is an opportunity to see how the e-bike really fits into tourism, it'll helping you pitch a shop presentation to encourage footfall which can then lead to better sales. **RW**

check the programme to catch Show ideas: www.eurobike-show.com following those elephants:

www.history.com/.../hannibal/videos/hannibal-crosses-the-alps

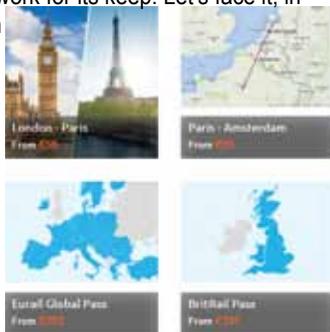
killer queues, luggage restrictions, little chance to be yourself : become a tourist, do work & play!

departure lounges and the flight not to fancy!

There are a lot of good reasons to go do business and research in Europe, but if you are concerned by the threats of time-waste queues whilst border checks take place then maybe you should be thinking about a different path to the destination. As one of those who has flown into Europe from Newcastle through Schipol time and again I still shudder about when we kept the limo at Linate waiting in the parking lot for five hours longer than anticipated. Forget the cost, I will certainly try very hard to miss out on that experience and frustration again! Yet watching the current news channels it seems that shuffling a yard at a time towards a Passport check in Europe is getting to be the norm. There's also the uncertainty brought with baggage handler strikes or finding your luggage won't fit into the overhead locker after all. A flight is meant to be the quick way to get to the destination but these little problems. ... little?... can disrupt any finely tuned programme. There's a lot to be said for getting there without being in the air.

Ever since the days when Cologne beckoned us with IFMA, SPOGA, and Munich offered up the ISPO in the time before Friedrichshafen came to the fore with Eurobike and OutDoor, I've never rushed the gate. Being in the hike and bike and travel game I have always tried to turn a Show visit into an opportunity to get the leisure gear going out and making it work for its keep. Let's face it, in just about the same distance as driving London to Edinburgh you can get quite a way towards southern Germany: that introduces new places and opportunity on the way.

Altenahr in the Ahrweiler super-wine valley is a favourite stop-off: it's close enough to Dusseldorf to be seriously considered as the place to go at Caravan Salon time. Altenahr sits towards the head of a steep sided volcanic valley, on a twisting road that follows the Ahr towards the Rhine. It's nice cycling country



and the popular hills make Rotwein Weg an easy stroll once you get on the upper plane by way of the Seebahn. There's a train that turns the trip into a circular route, it's all good-grub country and those autumn winefests . . . be there!

For Friedrichshafen there is but one place to be: Markdorf. Now don't get me wrong but after a long day in the Messe then easy ten or twelve minutes gets you to Camping Wirthshof to prelude an evening in the Wellness Hotel or on your pitch at what must be one of the very best camping sites across Europe. Avoid the crowds that throng the Lake, the open air pool at the site is just the way to relax, the restaurant is as good as you get and for sure it's the nearest you can come to enjoying a holiday when it's Show-go time. You're in fine cycling country!

Check the Show courtesy bus service, a direct morning and evening service between the Messe and the Wirthshof gates is helpful or there is also a rail line connecting both the apple orchard garden village and Friedrichshafen.

Rail options can be checked through Rail Europe - www.raileurope.com - you'll find their service is easy to use and all the ticket options are sorted for you.

If d-i-y travel plans appeals then try the Man at Seat 61 - www.seat61.com - and by the time you've scrolled around the website you'll be wondering why you ever thought flying was something you just had to do. **Peter ri**

followed by adventure talks from Boardman Tasker Award winners Andy Cave and Stephen Venables.

On November 1 The Adventure Syndicate takes over, with Lee Craigie and Emily Chappell telling stories of their cycling competitions and expeditions. Lee is a former Commonwealth Games, World and European Championships athlete, as well as adventure cyclist and Cycletherapy founder. Emily is a former cycle courier turned author who has crossed the world on two wheels in a series of inspiring expeditions. The year end BAF comes on December 6 when legendary hill runner Nicky Spinks will provide her personal perspective on a career that links the Dewsbury 10km event in 2000 to setting the Double Bob Graham record after pulling past a cancer affliction ten years earlier.

BAF Director Matt Heason tells. "We try to cater for everyone and this year we've had climbers, runners, cyclists, mountaineers and more. That continues from September to December, with more inspiring, adventurous, gruelling, exciting and aspirational talks in the heart of the Peak District. **RW**

visit www.buxtonadventurefestival.co.uk.

Adventurous entertainment this September

bikers, hikers, sport stars

The Buxton Adventure Festival in association with LowePro returns in September 2017 with top adventure speakers from around the UK. New sponsors LowePro and Exodus Travel have joined Buxton Opera House, Buxton Advertiser and Buxton Old Hall Hotel to ensure the festival continues to bring top adventure speakers to the heart of the Peak District. On September 13 the British cycling champion Dean Downing is interviewed by cycling journalist and current Masters Team Pursuit World Champion Nik Cook. The audience will hear all about his career as a top-class competitor on both the track and road. On the same evening the rider who battled back from life threatening cancer to set the world distance record for cycling over seven consecutive days earlier this year is on stage. James Golding covered 1,766.2 miles, adding to the more than £3million he has raised for charity through various cycling challenges.

Boardman Tasker Night is on October 11, a time of celebrating the lives and achievements of British mountaineers and authors Peter Boardman and Joe Tasker. There will be readings from their seminal works by Martin Wragg and Steve Dean

carry the kids, bring home the bacon, pick up a passenger -
above all here's a way to stretch the ride potential

GSD family compact utility

This really looks like the future, here and ready but not just for urban riding, a countryside bike like no other and probably the ideal transport to go with motorhome living or camping holidays. As urban transportation specialist Tern Bicycles unveil the GSD they also introduce the new e-bike category: 'compact utility'.

The two wheel plot is designed to carry two kids, a week's worth of groceries or 180 kg of cargo, and reaching to just 180cm in length it is no longer than the standard Roadster. As an example of Tern's renowned folding technology, the GSD packs down so it will fit into a VW Touran or into the average urban apartment. Sizewise it will fit five footers through to lanky people, offering wheels for more or less all the family. But it gets better . .

A Bosch Performance motor, with up to two batteries, is reckoned to give a reach of up to 250km and comes fully equipped with integrated lighting, rack, mudguards, double kickstand, two XL panniers, and even retractable passenger foot pegs. The GSD brings to riders a go-there lifestyle, in fact a go-anywhere lifestyle which is gained with this new breakthrough in two-wheeled transportation. It'll turn heads, for sure.

It all comes down to realising that most of the e-bikes on the street simply resemble the traditional bike with some added energy, and that is where Tern came out of the starting blocks with this model, which is as near



a do-it-all on two wheels as can be imagined. Josh Hon, Tern Team Captain tells "we see that all of the valid compromises made in designing the original muscle-powered vehicle are carried over to the ebike" and there you have it, a plain and simple explanation of the concept. "The Tern GSD is the result of fundamental insight: when you design a bicycle around an electric drivetrain, you don't need to compromise key functionalities like comfort and cargo capacity to optimise for speed" says Josh Hon. With a Bosch drivetrain, 20 inch wheel bikes ride just as fast as 700c bikes yet thanks to smaller wheels, it can deliver punchier acceleration. The smaller wheels also allow us to maximize cargo capacity and we've designed the GSD so it will give bike travel just as comfortable you get with the Dutch-bike riding position".

At tradeandindustry we reckon the GSD is just as likely to be used away from conurbations, engaged in catering for two wheel tourism needs - and that will open market opportunity for bike retailers. It'll be used on the allotment garden run of



pictures: above - here you have it: the GSD. right: Two batteries, more use-time. left: Can be transported easily

of course, but also used in the leafy greenery on long stretches of Sustrans routes in the County Durham hills and such places. Then, if the battery life is as good as reckoned, doesn't that just open the door to the wheely good life. The GSD puts a new slant onto how to be a camping tourist, for longer rides too. Certainly this bike has the virtue of being user-friendly for parking up and storing safely indoors, something the design team have thought long and hard about. Result is the GSD packs small to fit into tight urban environments and will work with standard bike racks on cars. The patented Tern folding technology lets the GSD pack even smaller – a claimed three seconds is all it takes to reduce the height by a third and the width to not quite a half. As the whole thing will fit inside a mid-sized car like a VW Touran then it'll certainly slide into the innards of a tin-tent. On top of that there is a specially designed rack that allows the Tern to roost vertically when stowing into a tight space. The future is here, this Tern is going to be a popular one - ride it at the Trade fair. **Peter ri**



tradeandindustry says "we reckon the GSD is likely to be seen catering for two wheel tourism needs. It will open up market opportunities for Retailers"



fashion biking kit for leisure too

Take the Italian tradition for style and design, add the collaboration of rh+ and ISA Spa and what you get is a clothing collection inspired by the latest trends in colour and motifs that draws directly from the international high fashion catwalks.

The Bike Fashion Lab is a creative and experimental laboratory where cycling and fashion meet to emerge together in a harmonious and unexpected combination that wraps performance with style. This is clothing dedicated to cyclists looking for a 100% bicycle kit that's not out of context when off the bike. Bike Fashion Lab has that rh+ collection inspired by the latest trends in color and motifs, one which draws directly from the international high fashion catwalks. Go looking for it in Hall D at Eurobike. **TR**

ISON DISTRIBUTION

New brands at Ison,

I.D. | 01353 662 662
sales@ison-distribution.com
ison-distribution.com

FACTORY OF THE FUTURE FOR THE TEXTILE INDUSTRY

opportunity: a day to explore the transitions

Twenty minute case studies to highlight how companies and operations are facing the main challenge for the EU manufacturing textile sector are part of a day of presentations and studies for industry moves from a cost-based competitive advantage to a high-added value competitive advantage. Feel the difference! This will happen in Aachen, Germany on October 5, when delegates assemble for Day Workshops exploring the transition into a flexible, digitalised and demand-focused manufacturing sector. There is opportunity to explore opportunities of the next EU H2020 programme, the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over seven years, that runs up to 2020. Schemes that engage there should later attract further private investment which will help more breakthroughs, discoveries and world-firsts by taking great ideas from the laboratory to the market.

There are exciting prospects to share with textile industry experts and researchers on Factory of the Future topics, for example how to integrate human

to robot co-operation, creating new business models and the circular economy. Delegates will hear about future models of production, the modular factory and mass customisation development.

The opening address at 9am will be from Bruno Mougin of Techtera with Thomas Gries, ITA both talking about the industry of the future. That is followed by presentations of business models and industrial strategies supporting novel supply chains for innovative product and services.

There is an early-afternoon presentation on the European point of view from European Textile Platform, seeing textile research in Europe is extremely broad ranging from advanced fibre materials research through to sustainability, digitisation and development of new applications of textiles in new high added value end markets, then this will be a prime session.

Later delegates will hear about the Soft and Flexible Textile handling automatised systems, all in the run-up to a session addressing conclusions and perspectives. Final event of the afternoon is a laboratory visit, for which delegates must additionally register.

for full details contact@techtera.org

TR



FACTORY OF THE FUTURE FOR THE TEXTILE INDUSTRY

single cloud platform solution that retailers appreciate

technology that helps retailers face and overcome challenges

It is fifteen years since Manchester-born technology expert Ian Tomlinson created Cybertill when doodling on the back of a napkin. At that eureka moment he realised there was more to retailing than having a counter top cash-holding till to keep tabs on what was going on in the business. Today his Knowsley-based company employs over a hundred people working with around five hundred clients on a nationwide spread. What is done from there is Retail Store and its sister brand Charity Store offering a single cloud platform solution for retailers, storing information and processing EPoS, e-commerce, mail order, supply chain and head-office software. It's the cloud technology which helps retailers face and overcome the challenges presented in multi-channel selling, working in store, online, from mobiles and click and collect. The system works to deliver a seamless customer experience, says Ian Tomlinson. (pictured)

There is also the threat to businesses through cyber crime, something which is almost an every day occurrence that takes your mind from what you really ought to be doing: selling things. Ian Tomlinson's Cybertill system is a true cloud solution that can handle threats twenty-four hours a day all year - Leap Day too! That is bringing a peace of mind that doesn't cost the earth.



The company works by using a best of breed cloud provider to resolutely secure things, making huge investments in data security and compliance through Amazon Web Services to host client data within multiple high security, high availability data centres where everything is managed to the latest PCI level 1 and ISO 27001 security standards. Cybertill is fully ISO 27001 security accredited, which isn't always the case - businesses are warned to look out companies offering supposedly high security Cloud solutions but who don't publish where the data is nor do they conform in many cases to any security standards and this is a little frightening in this day and age of highly sophisticated hackers and criminals. www.retailstore.co.uk

RW

ride 2 work day

Four years old and growing is this one...since riding out in 2013 this year the nationwide event takes place on Wednesday, September 13. As a celebration of cycling the plan is to make it bigger than ever, and seeing that year on year it has attracted more people, more businesses more bosses to ride more miles to work than what's not to like. The weather forecast for the day is bright and sunny, no wind, plenty of down-sloping roads and a lot of people turning pedals. This is the day to make commuting pay even better because there's a big prize pot that's bigger than ever. A cycling holiday for two in sunny Catalonia can be won, courtesy of Headwater and there's also a range of cycling accessories from people like Muc-Off, Blaze, Showers Pass, SeeSense, amongst others.

TR

www.cycletoworkday.org

Pledge, cycle and party your way to a better commute this Cycle to Work Day



interbike marketweek

Reno-Tahoe becomes new home from September 2018 and Interbike Marketweek will open with World-Class Consumer Cycling Festival

America's biggest is moving house & home

America's Interbike show has selected Reno-Tahoe as the new home for the Trade show and as the site of the newly-created Interbike Marketweek for 2018. It all opens with a weekend consumer festival at Northstar California Resort, with the Trade-focused OutDoor Demo prelude the Interbike trade show at the Reno-Sparks Convention Centre. The project is initially planned to run through to 2022. "We're extremely excited about this move for a multitude of reasons," tells Pat Hus, vice president of Interbike. "For the first time in a very long time, we've been able to hit the reset button on Interbike and OutDoor Demo and give the industry something new and fresh that we couldn't do in our previous locations".

Interbike, which is part of Emerald Expositions, remains at the Mandalay Bay Convention Centre for 2017 with the OutDoor Demo in Boulder City, NV.

62% of British SMEs voted to remain in the EU.
41% report Brexit has negative impact

it's a real world

SMEs in Britain reckon that product sourcing and their bottom line are being negatively impacted more since Pound Sterling took the drop, that's the information coming from Liberis, the first company to offer a Business Cash Advance in the UK. Their findings show 41% of over 500 SMEs surveyed reckoned the triggering of Article 50 has had a negative impact on their business. In the people count 65% say leaving the EU will not affect their ability to hire staff but product sourcing and bottom line have taken the biggest hit since the leave vote.

Almost two thirds of those surveyed said they voted to remain in the EU, but of the business owners who voted to leave the EU, retail was the sector who voted to leave the most, a 17% count, suggesting that access to the free market might not be as important to UK retailers. Over half of those said they haven't felt any positive or negative effects on their business.

Of the positive effects of Brexit only 12% said sales and leads have benefitted, although 65% of respondents don't believe leaving the European Union will affect their business' ability to hire staff. The overall picture is still one of uncertainty with 52% of respondents assuming there is going to be a negative impact.

RW

About Liberis: Traditional lending simply doesn't reflect the nature of small businesses and on a mission to do things differently, and to do things better, Liberis became the first company to offer a Business Cash Advance in the UK. That changes completely the way lending works for thousands of their customers, they say, with the company providing access to over £160m of funding since 2007. "It's a fairer and more flexible way to borrow, allowing SMEs to repay the money they need by taking a small percentage of their credit/debit card transactions. Keen to continue being different to banks, Liberis have no arrangement or penalty fees and the cost never changes. So, not only does this keep repayments in line with the borrowers' cash flow, it also frees them from traditional finance, fixed monthly repayments and nasty surprises. www.liberis.co.uk

more than just a new eyewear brand

there's a strong touch of heritage on this ride into Europe

The Canadian company Ryders Eyewear is coming to Eurobike to demonstrate how this authentic brand designs their products on the deep understanding of customers' needs. Founded in 1986, they are one of the leading manufacturers of bike and sports eyewear in North America today. Ryders enjoy quick and direct access to parent company Essilor's state-of-the-art eyewear technologies, aiming to offer some of the world's best sport eyewear. What is now happening is this new player entering the European market of bike, sport and outdoor glasses, one that doesn't rebadge the designs of OEM manufacturers. History shows that came from the legendary North Shore Vancouver bike scene in the early years of mountain biking, and naturally the heart and soul of the brand remains in two wheel sport. Company diversification has seen brand gain recognition in other disciplines such as mountain and adventure sports and lifestyles.

Being a subsidiary of the globally active Essilor Group gives Ryders strength in depth, with access and help from the largest and most innovative optics enterprise with over 64,000 employees (of which 400+ are scientists) across 69 countries, 33 production sites and several thousand patents. Essilor supplies lenses and technologies to almost all the manufacturers of premium sport glasses, that means Ryders and their customers benefit by being in the front line of the latest lens technologies.

From the New Year the company will strategically develop the European market. Agents, reps and distributors exist in the key markets, and there is currently a central warehouse in the UK for their efficient logistical attitude. Being at the Eurobike trade show in Friedrichshafen puts this as the first time they have campaigned in Europe: "We have been preparing for expansion into this market for eighteen months" explains general manager Jayson Faulkner. As one of the founders of the outdoor brand Arc'teryx and still an enthusiastic North Shore mountain biker, he adds "Europe, we are ready to go!"

Key to way forward stems from the launch team realising that there is nobody out there gasping to pull on a new sport eyewear brand, Jayson Faulkner reckons he sees important arguments on his side: "We are authentic. We have a long heritage and, for instance, with the Fyre lens the buyers will get to having the technologically most advanced lens on the market".

"This is the product that is absolutely unique, as it combines five cutting-edge technologies that have never been put into one lens before". The eyewear is highly innovative, of the frame the Invert is a unique, patented design that runs along the bottom of the lens instead of over the top, and is utilised in a

number of their performance-oriented frames. "This improves the field of vision, combats fogging, and provides protection for the athlete's face in the event of a crash. This is what performance eyewear should be!"

www.ryderseyewear.com

heritage talks!

The mountain biking scene was an emerging sport in the 1980s, and no-one will say that the gear going the rounds then was anything but rustic. Then over a few short years things began to really happen - and that's where Whistler and Vancouver's notorious North Shore began to hit headlines. Thirty and a bit years back the first ever Canadian Mountain Bike Championships were held, local boy Brent Martin took the 1986 honours and in only a little time on he founded Ryders.

He had just one aim, to provide cyclists with high quality, performance-oriented eyewear that they wouldn't hesitate to use, especially in the most destructive, eye-searing conditions. Mountain biking, road cycling, endurance mountain sports, they present the most unique and challenging environments for eyewear and the brand designs, tests and produces products to directly solve problems that are encountered in these hostile activities and environments. Today the company is still operating out of Pacific Northwest, still headquartered in North Vancouver, everything Ryders does is influenced by their drive for adventure, their love for providing like-minded people with hard-working gear. It is certainly a big community spread wide, It's coming right down the trail into Europe. **RW**

Eurobike - Stand A4-203



Koroyd protection with Endura helmets for road and MTB

The close collaboration of Endura with Koroyd demonstrates evidence that the Scottish brand's philosophy of Renegade Progress is moving at top speed. The explanation comes with the comment: "We reach there by embracing radical technologies and we change the game in even the most established sectors."

Koroyd's unique construction manages energy absorption considerably more efficiently than traditional materials, they say. The full Koroyd core at the heart of Endura's flagship MT500 mountain bike helmet and new Pro SL road helmet enables them to be the first to meet the Koroyd Safety Initiative which sets safety standards greatly exceeding those laid out in the current helmet certification. It's reckoned that the system reduces the risk of skull fracture and fatal traumatic brain injury to less than 5%.

The crowning ... sorry, no pun intended ... glory of the new aero helmet collection comes with the D2Z Aeroswitch Helmet with Koroyd core, detachable tail and full, anti-fog visor with magnetic attachments. Endura tell it's a helmet that looks fast even standing still and test data supports the impression. It's claimed the D2Z Aeroswitch Helmet is faster than the flagship aero helmet of six leading brands.

For the garment locker brand followers will welcome the new Aero Collection, developed with Drag2Zero's Simon Smart. Endura's relationship with former F1 aerodynamicist Simon Smart is long-running with earlier collaborations helping Alex Dowsett break the World Hour Record in 2015.

This latest collaboration with Simon Smart, developed and tested in the Mercedes-AMG Petronas F1 wind tunnel in Northamptonshire is a collection the company says changes the game for aerodynamic clothing: "our suits, jerseys and bibshorts are faster through the air than our competitors across a range of speeds". That means Eurobike is the early opportunity to get close to the new D2Z Encapsulator Speedsuit with Silicone Surface Topography - known as SST. Optimised for a low-profile, time-trial position and speeds between 46kph and 58kph, the garment has an integrated dossard pocket and an aero version of the brand's 1,000-series pad, specifically shaped for an aggressive riding position. This is the same garment worn by Movistar Team and Cervélo Bigla.

Visitors can also examine the new D2Z Road Suit, D2Z Jersey and D2Z Bibshort, garments that utilise the same Silicone Surface Topography combined with heavily textured fabrics which is optimised for speeds between 32kph and 50kph in a more upright road bike position. For riders seeking an unbeatable combination of speed and comfort, the D2Z Road Suit or D2Z Bibshort and Jersey, is the perfect solution. **RW**



All tribes, One party. Celebrate with us on Wednesday, August 30th, from 5:30pm at the Endura booth (A7/201)

BY ARRANGEMENT:
your delivery
by post.
to Inboxes.

37th YEAR

tradeandindustry
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.

in PRINT.
as the **PDF.**
INTERNET
archived.

tradeandindustry
longest running trade journal for the sector, *Outdoor TradeandIndustry* derives from the original outdoor business magazine *Camping & Outdoor Leisure Trader*

subscribe: office@tradeandindustry.net . give name & company . you get it!

FORME dozen of product launches

signalling a new era with model offers

A sustained market interest in a brand, even more so with a specific item or model, often rewards the investment in formulating the design and organising the throughput of product out of the factory, to the distributor channel and on to retailer display by stockists. The "last years model" act can bring new buyer attention, but what price the valued customer who buys the product but then discovers it's an old hat thingy they can no longer tell their mates about? Peer pressure isn't so kind in that instance so the company who decide they will no longer have model years attached to a particular model but will add version marks, that will definitely minimise the problem for riders, at the same time it will make stockists a great deal happier.

Moore Large, with their new Forme line, are following that trading style and will offer retailers more frequent product launches throughout the calendar year in line with seasonal trends. That signalling of their intentions to follow a more logical product lifecycle comes with a full four dozen new machines in the first range under the management of Adam Biggs, (right) now back at Moore Large.

It was in 2010 that brand manager and bike racer Adam Biggs was founder of Forme, so naturally the brand has always been a huge interest to him, his return to working at the Sinfin Lane base in Derby, where he is now Premium Bicycle Sales Director, will drive his efforts to make Forme one of the UK's largest multi-discipline bicycle marques. Third week of September sees the new Calver cyclo-cross race frame introduced, there will be an Ambassador Programme for what is reckoned will be the lightest in its bike category, one jockeyed by National Champions. There's a "Countdown to Cross" campaign to lift awareness around the offer, all tying in to Forme's new three year deal in sponsoring the Notts & Derby Cyclo-cross League, which is one of the UK's largest race programme.

In the overall model line-up there are high end categories such as Adventure Road models, retailing between £2200 and £3000, with a Performance Road Flash series priced from £2k to £5k and which fit Forme's Tailor Build programme in two carbon lay-up options. The younger rider figures well, with Junior models for road/cyclo-Cross, ATB and front Suspension MTB. Retailing in the £2 to £3k range there will be an extended offer from Forme of e-bikes for 2018, the hope is to replicate the success of the brand's debut range which went to sell-out level. Other models to be launched early next year will cover new MTB Trail and MTB Enduro models, ladies City Bikes, Sport Road and the brand's first Steel Adventure Bike.

It's no surprise that the company philosophy of giving stockists plenty of opportunity sees Forme have a full supporting P&A range, timed to coincide with the launch. Dealers signing up to the range will benefit from leading margin and terms, free next day delivery, frequent Area Sales Manager training, demo day support, POS and custom shop fitting opportunities. It all adds up to being involved with further marketing support highlighting the 'Formed by the UK' philosophy, Tailor Fit and Tailor Build incentives. Adam Biggs is certain this will all help to drive customers to Forme retailers.



distribution partnership with RooDol

just in time for an indoor session

Riders wanting to up their fitness level can go for it in a lot of ways but has anything been invented that does balance, aerobic and cadence training better than when you sit on a set of rollers? And you can do the revs knowing that you can have music while you play and needn't worry about headwinds, cold rain or daft traffic! Pre-race warm-ups come easier, too, you check also the bike fit is just right as well.

More low key and easier on the pocket than a turbo trainer, yet eminently - even traditionally - usable, they come a lot lighter to lift into the cupboard . . . RooDol's

patented foldable training roller systems are now added to the Moore Large brand portfolio for exclusive distribution in both the UK and Eire.

On offer: two trainers retailing from £195, the 'Compact' version with smaller cylinders for both mountain bike and road and the 'Track' with larger cylinders said to bring more inertia, stability, balance and resistance. Brand Manager Graham Darby says "we have been looking for a suitable set of trainers for some years and now we have discovered a brand that really understands indoor cycling, with all its pedalling twists and turns." When you become a RooDol stockist, then there you have it!

Shipping from August - Moore Large is on 01332 274252.



Wainwright Golden Beer Book Prize 2017

author becomes second time winner

award series celebrates the best books about nature

A book with a unique take on experiences from a century ago is about the British soldier, nature and The Great War. *Where Poppies Blow*, written by John-Lewis Stempel, suggests that their relationship with animals and plants around them took a profound place of importance, and goes a long way to explaining why soldiers fought, and how they found the will to go on with their day involvement in the horror. Above all, nature healed and despite the bullets and the blood it inspired men to endure. The author takes a Wainwright Golden Beer Book Prize for the second time, making John Lewis-Stempel the winner of the competition which celebrates the best books about nature and UK travel. The announcement of the win came just as the world marked the centenary of the Battle of Passchendaele, the writer gains a £5000 award, made by prize judge Matt Baker at

innovative centre-axis driver

The message is that the multi-tool has just got a reality check. We grasped the situation first at happy ROKS in Kendal when Dalesman showed us the sharp end of a product that they are sure is going to cut the mustard at counters like yours. Center-Drive is the revolutionary design you get when holding Gerber's new multi-tool, the innovative centre-axis driver opens to align like a real screw driver, yielding maximum torque and rotation. The promise is that no productivity is sacrificed with the addition of a 30% larger outboard blade and one-thumb opening sliding jaws. It's the full size, real tools. - the multi-tool just got a reality check.

What comes as surprising is that until now no multi-tool has ever offered a full-size driver on the centre axis with a standard bit.

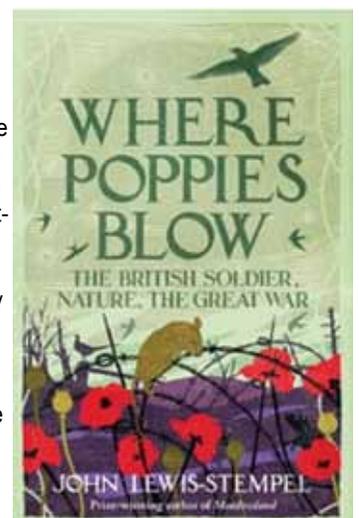
The result is all the ergonomics and torque you'd expect from the real thing, it's all ready at the flick of a thumb. And that flick access to a full-size outboard knife that is 30% larger than the competition. Don't worry; reverse thumb support gets the job done in confidence. One-thumb opening sliding jaws deliver instant command of the spring-loaded pliers, so you can grab and take control of whatever's at hand. "It has everything I need, and nothing I don't" reckons Alicia Elfving, someone who's a motorcyclist, photographer and journalist. The sort of person who takes to the road and wants to take care of whatever needs getting done, that can be done with a multi-tool. www.dalesman.uk.com



Countryfile NationalTrust Theatre at BBC Live in Blenheim Palace, Oxfordshire. It happened at the end of a public event celebrating nature writing and the Wainwright Prize shortlist. Included in the selection were poems, extracts from letters, field notes and diary entries, *Where Poppies Blow* provides an incredibly vivid picture of life on the Western Front as seen through the relationship between man and nature.

"Beautifully written and profoundly moving it is a reminder of the atrocities of war but John Lewis-Stempel cleverly weaves in the story of the animals and wildlife that survive, die and thrive alongside the men and women who lost their lives" says the chair of judges Julia Bradbury said: "The book is destined to be a modern classic, it's an extraordinary book about the healing power and resilience of nature in the darkest of times.

Where Poppies Blow confirms John Lewis-Stempel's two loves, nature and military history, as the winner this time it follows *Meadowland*, his study of a field in Herefordshire, from 2015. He had two books on this years shortlist. **RW**



the denimexpert in striving mode

sustainability and improving social standards

An entrepreneur with a passion for sustainability and a man who has committed himself to leading the garment industry of his native country Bangladesh to 21st century standards wants to align his country's garment industry to the future. Mostafiz Uddin (pictured right) is looking to establish a wider awareness towards sustainable production and constantly is seeking exchange with experts from around the world. The Denim Expert Ltd jeans manufacturing company he founded ten years ago now employs 1,800 employees making product for leading fashion brands and retailers. He targets sustainability and improving social standards in Bangladesh as immediate goals and to get there Mostafiz Uddin is the founder and ceo of the non-profit organisation Bangladesh Apparel which stages the denim trade fair Demin Expo and other events to advance the topic of sustainability.



Telling of the way he offers his employees working conditions which meet the highest social and ethical standards, designed to ensure a strictly sustainable production Mostafiz Uddin's vision is to increase the living standard in Bangladesh through economic growth and better working conditions. What he hopes to achieve is to make Bangladesh the centre of global jeans production. And his role in forging progress is based on the realisation of what actually is going wrong in his country and how to effect change. "Information is vital, you must know how change is working" says Mostafiz Uddin, "and if entrepreneurs know how to implement sustainability in their companies and if the employees know how to follow sustainable working processes every day, they will all see that the system is fundamentally important. With my company I want to show that it is possible to work in a sustainable way and be successful in business".

He sees the goal as being that in a few years all of Bangladesh's apparel companies will work in a fully sustainable way to provide the world market with high quality clothing. "I want Bangladesh to be the world's number one producer of garments"

The journey is more than just his vision, and by ensuring there is constant information threads and with persuasion the country will see the remarkable advantages of sustainability, he adds. Mostafiz Uddin reckons that

by working for that and with effort put to addressing factory owners, buyers and professionals within the industry it will urge all to seriously think about issues such as workplace safety and fault prevention.

The Bangladesh clothing industry is reckoned to have put millions of dollars into investment for safety remediation and there are now 67 LEED certified garment factories in the country while 280 more are said to be in the offing, leading a steady move towards sustainability. As a business Denim Expert Ltd pays workers a monthly salary of 100 to 150 Euros, "all our workers are routinely trained in health care and fire safety. We also offer them education in our qualification centre for the denim industry, and when your employees are motivated they will produce the best product" reiterates Mostafiz Uddin.

A major event in the region is the 7th Bangladesh Denim Expo, November 8-9, with the main topic "Transparency." There is an exclusive fashion and innovation show titled "Denim Innovation Night." Towards the middle of 2018 is the second edition of the Sustainable Apparel Forum. Denim Experts Ltd are an exhibitor at the Munich Fabric Start, September 5 and 7), then Kingpins in Amsterdam (October 25-26) after that it's Bangladesh Denim Expo (November 8-9)

POLITICS and FREE TRADE AREAS

nineteen years of talks between EU and Japan

The long haul to lace up an agreement on ski footwear may be close to being signed. Since the first rounds of negotiations in April 2013 and a prompting for since 1998, Japan and the European Union has been shuffling towards sorting a Free Trade Deal. The aim of any agreement is to foster sustainable economic growth, boost global trade and also generate jobs both for the EU and others - this one is in connection with European ski boot and sports footwear companies and trade

Leaders involved in prolonged discussions have now reached a political agreement, in principle, one which is described by officials as "a beacon of light at foggy times when many countries and regions are tempted to tackle economic difficulties through protectionist measures." The 24th EU-Japan summit saw Donald Tusk, President of the European Council, Jean-Claude Juncker, President of the European Commission, and Shinzo Abe, the Prime Minister of Japan, meet to reiterate their solid commitments to finalising the FTA "as soon as possible." Soon?

The promise in the official communiqué is that when in place the FTA will "enable substantial

benefits for both trading partners and ensure lower costs for imported as well as exported goods with producers". That's also designed as a means to help increase consumers' purchasing power. "We have tasked our respective negotiating teams towards a rapid finalisation of the agreement that would allow for the internal procedures to start soon, both in the EU and in Japan" said the top trio at the talks.

Currently the ski boots industry meets 27% import duties into Japan, with 17% into Europe. "A substantial amount of high skilled jobs in the ski boots production sector are located in Europe, and it's reckoned that the ski boots cluster in the Montebelluna area of Italy itself produces 60% of the world's Ski Boots. Design, distribution and marketing located in the EU make it a connected example of

European industry composed of SMEs" they add.

The anticipated result from the near twenty years of negotiations, assuming they are now more or less concluded, is to secure an open, predictable and transparent trading environment in Japan which will also enable companies to invest, maintain and even expand jobs in the EU. That's also intended for Japan where a number of subsidiary companies have been established.

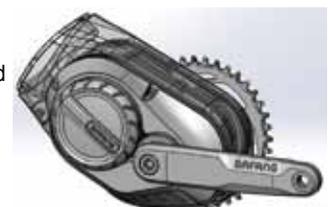
Rene Harrer from the company Head, he's FESI's ski committee chairman, is reported as saying that "European Ski Boots Companies pay almost 20million Euros in import duty every year. FESI hopes that the final FTA text will include ambitious duty reductions for ski boots and the elimination of tariff quotas for footwear."

PrI

more in the tank

Asian manufacturer Bafang has announced a breakthrough in power mid-motor technology they say means multiple new options in the integration of drive train and batteries, software programming and tuning for most frame designs, and especially for full-suspension bikes. The company enters the high end competition sector with a completely new developed platform of three mid-motors for application in the various global speed and wattage restrictions.

On the battery front Bafang had already announced development of an automated battery production facility in Suzhou for the assembly of the battery core packs. The strategy includes that customers in the future can also choose to develop their own final battery pack size, shape and material or cosmetic design options. Bafang : Hall A6 at Eurobike.



for EDITORIAL contact
reliables@tradeandindustry.net

they are now preparing the next
tradeandindustry

or contact
the publisher & editor

Peter Lumley
peter@tradeandindustry.net

the b2b for ●hike ●bike ●travel ●tourism

OUR 37th YEAR

tradeandindustry

Home of The Reliables

"the only true measure of success is durability"

to ADVERTISE contact
kate@tradeandindustry.net

helping your business with:
tradeandindustry

LANDLINE 0191 488 1947
or text only 07769 588 247

Kate Spencer
will then contact you

first flat folding bike helmet makes Trade debut

sorting solution to a problem

The man who has twice won a British Inventor of the Year competition reckons he has got the answer to his worry that 83% of cyclists don't wear a helmet simply because they are too cumbersome to carry around when off the bike. The man is Jeff Woolf OBE, he has designed a folding helmet! (right)

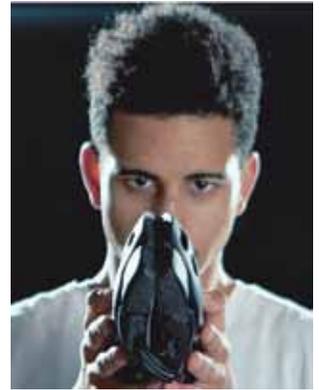
The product is Morpher, it's already won numerous prestigious awards, which include *Time Magazine's* top inventions of the year. A compelling sell for the product also comes over strong in a video demonstrating a way to make cycling safer for everyone. At Eurobike the Morpher helmet, which is truly portable off the bike and combines safety with practicality, will be demonstrated on the Strategic Sports stand, that's the company who manufacture it for the inventor.

The helmet opens and closes in seconds, is designed to fit easily into a bag, is patented worldwide and has CE and CPSC safety certification. Says Jeff Woolf "the potential market for Morpher is enormous and there are a number different routes to market, including bike share schemes, consumer sales and retail groups." In the video promotion viewers will see the inventor passionately telling of the dangers when cycling without a helmet - the opening clip cleverly shows a skull tapping onto the pavement - but what also comes over most is that Morpher will fold to fit into its carrying case, one you can tuck under your arm or sling in a carry-bag.

Cycling is not the only activity where this new helmet will fit, the adrenalin junkie in ski action would also be a customer, and Jeff Woolf sees this market amongst the opportunities on the horizon for his invention. In a crowdfunding exercise his backers passed and re-passed this hoped-for investment needed to put the idea into production: at Eurobike is seen the result of a lot of design expertise. The inventor is hoping to attract more investment so he can take the Morpher idea further in the quest to prevent head-banging problems. www.morpherhelmet.com When you follow the link you catch the video and gain access to on-line shopping. Morpher is listed at £115 delivered, or 127 Euro / 149 USD. The CPSC certification covers the USA / Canada. CE 1078 covers the rest of the world, but not Australia. CPSC certified helmets aren't certified for use outside the USA or Canada neither are CE 1078 helmets certified for use in the USA. RW



Jeff Woolf OBE has designed a folding safety helmet that debuts at Eurobike. The product has potential in other sports, he reckons.



centuries of lock expertise

The British company Squire has a history which carries down through eight family generations and comes renowned for their expertise, having been at the forefront of international lock making since 1780. Their first bicycle locks were introduced in the 1960s. Snaplok was the UK's first combination cycle lock to achieve Sold Secure 'Silver' status. Today there's a new look website that is part of the major brand relaunch devised to show the Squire product's premium brand status for 'toughness guaranteed.' The whole exercise helps sell-through, the presentation is based on extensive market research helping the buyer choose and ask for the right choice of bicycle security. There are cable locks, D-locks, and the padlock and chain sets as well as specialist combination locks. Consumers check Squire's new website, finding their local stockist by entering their own post-code. www.squirelocks.co.uk



PARKING CHARGES "FLEECE" TOURISTS

so are they stopping people popping into your shop?

Just how busy our roads have become, and how so many people simply don't understand the way the bicycle helps beat congestion and cut down on vehicle emission nasties is reflected in a West Country campaign. The move to highlight how many tourist attractions fleece visitors by charging them extra to park their cars has been launched by motorists' lobbying group the Alliance of British Drivers, it's backed by top tourist attraction Wookey Hole Caves.

Families travelling to tourist hotspots often find they have to pay extra to park their car or the only parking available is in council-run car parks that charge over the odds and by the hour. Hugh Bladon, who was one of the founders of the Association of British Drivers 17 years ago, tells: "There is an attitude that motorists are a bottomless pit of money. Tourist attractions and councils benefit from visiting motorist, who come to spend their money, yet they are then penalised for arriving in a car". He hasn't mentioned the plight of independent Retailers, though, the very people who sustain the link for shoppers from the local population needing to provision themselves. You'll know how many waspy yellow lines encircle your shop which catch your customers and sting them with parking fines just for wanting to pop in to buy . . . not everyone can ride a bike to town, although that is sometimes the option.

As Hugh Bladon puts it "a scandalous situation exists with people being fleeced when they arrive at attractions and tourist hotspots, they have no choice but to fork out on parking charges, and that seems to creep up and up, right? Perhaps tourist attractions should be transparent in their advertising to say there will be a parking charge on top of the entrance fee." Owner of Wookey Hole Caves, Daniel Medley backs the campaign. He said: "We provide free parking for around one million vehicles over the course of the year, including cars and coaches. We have overflow arrangements for the busy days in the summer".

"When you are in a location, like ours, where people come by car then we are pleased to see them and want to help as much as we can. Tourist attractions in the middle of towns and cities often don't have much parking so people are forced to use local authority car parks, which can be very expensive" he adds. The tourists coming to town can often work against the interests of local Traders working to attract customers to their shops. Unless you sell coffee and cake of course!



In what is something of a dog eat dog situation, the West Country people reckon that research shows Alton Towers Theme Park charge £6 to park a car and also provides an "express parking" service at a whopping £16. Says Daniel Medley: "There are some attractions where parking adds up to a full 25% of the entrance fee and that can't be fair on the public. The whole point of "tourism" is that people "tour" and that entails travelling around by car unless they are on an organised coach trip." ED: Bike riders are tourists too, Daniel!

At *tradeandindustry* we agree with that when you look at people's almost total reliance on the motorcar surely they are the soft target. As much as we love bike and hike, as tourists we do need a tin-tent tug though, and when we do a big shop it isn't with a cargo-bike. Good old Sainsbury's and Lidl have free car parking - and I notice people are good at filling the bays there: perhaps some are tourists? Peter rl

picture: looking closely and behind The Witch you'll spot two motorhomes parked up . . . were they having a brew?

Is your business blighted by parking restrictions? Do people visiting local attractions spoil it for regular customers? here at reliables@tradeandindustry.net we'd like to hear

tradeandindustry

published in print; the PDF version is mailed globally to professionals
KSA Partnership, ksa 1 Warwick Avenue,
WHICKHAM, Tyne & Wear NE16 5QR
office telephone 0191 488 1947
journal archives: www.tradeandindustry.net



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

distribuito ogni mese all'intero mercato britannico. Ai fabbricanti. Ai distributori. Agli agenti.



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

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

HOME OF THE RELIABLES

reach them by e.mail: reliables@tradeandindustry.net

KSA publisher - editor: Peter Lumley
e.mail: peter@tradeandindustry.net

advertisements: Kate Spencer
e.mail: kate@tradeandindustry.net



not only the bicycle b2b

● we're about camping & outdoor leisure & travel & tourism

and next up: ● Gear for families and those getting their outdoor leisure on wheels

● in a tin tent ● touring by motorhome ● holidaying in luxury tent accommodation ● or weekendng

● what's for families ● what's for all year trips

● where to go & see the brands displayed



do take time and join in
the **NEXT ISSUE** is being worked
on right now by **The RELIABLES.**
There's still **space to fill** and **space to let***
for EDITORIAL for ADVERTISING
final input to pages - August 28

OUTDOOR tradeandindustry

for retailers & suppliers in the outdoor leisure business

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

✂ advertising ● full page ● half page ● quarter page ● straps ● earpieces ● advertorials

My promise: our tradeandindustry b2b Clients get personal attention & help that works.

kate@tradeandindustry.net landline: 0191 488 1947

Text-me on 07769 588 247 for your Call-back