

38th YEAR trade and industry

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LAUNDERING SYNTHETICS - just one part of a big problem

microplastic in the aquatic environment

SIGNED: cross industry agreement launched by the European Commission

In December an agreement to address the release of microplastic in the aquatic environment was officially launched. In Brussels the European Commission and signatories from the European Textile and Apparel Confederation, the International Association for Soaps, Detergents and Maintenance Products, the European Outdoor Group, the European Man Made Fibres Association and the Federation of European Sporting Goods Industry have met and now signed the pledge.

These organisations represent the global value chain of garments and their associated maintenance, who agreed that viable solutions need to be found that will combat the release of microplastic into global marine and freshwater during an entire lifecycle of textiles. That is highlighted as one of the sources of microplastic floating in waiting and the subject of massive media coverage, hypertension even. The body language shows!

What the EU have brought to the subject means these associations commit to cross-industry coordination and stakeholder support through their set of effective and economically feasible measures. The wordage doesn't appear to promise unified action that will reach far into Consumer levels, though. The product buying public who actually are in the lead position when it comes to laundering garments will want more. It is seen that industry bodies can mutually work to better awareness and understanding of the issue and feasible solutions can be effectively applied by industry, authorities - and Bless - consumers.

We, as a Trade, can be in the driving seat as through this agreement it shows the industries want, would like?, to tackle this issue that is potentially affecting billions of people worldwide. That aside the new rules define common measurement methods that can go towards effecting reliable and harmonised test methods that identify and quantify the type of microplastic present in water and in the environment.

What the EU initiative encapsulates is a bond between producers who will be sharing knowledge and that clarions a call for collaboration across all the relevant industry sectors and other organisations, including research. Sharing information to define common priorities that will fill the knowledge gaps means generally there can be relevant advice on measures that reach out early and continue the clean up work. The problem with microplastics globally deserves a big place in industrial research, and the agreement lists participations that investigate and tackles plastics pollution.

"The industry associations believe that through mutual work and better

understanding of the issue feasible solutions can be found that can be effectively applied by industry, consumers, and authorities. Through the agreement the industries would like to tackle this issue that is potentially affecting billions of people worldwide" says European Sporting Goods Industry. That body represents the interests of around 1,800 sporting goods manufacturers through twelve National Sporting Goods Industry Federations. Outdoor and bicycle is part of that conglomeration.

What could happen now is that in the first half of 2018 a mapping of action on test methods and on-going research, discussions on potential harmonisation methodologies and conceivable cross-industry collaborations. By the end of 2018 it's planned to deliver proposals for the European Commission. The hope is to have feasible proposals that will fill knowledge gaps that, in their way, identify and quantify sources of microplastic pollutions in order to work on possible solutions.

There is going to be a lot of talking, and as everyone knows with such matters they thread quietly through EU chambers. In the meantime it is the individual and the individual company who need to reach out and take the ideal forward, plastics isn't a problem with just the shredding and dispersal of bits from a garment when it is washed: too much plastic for too long a time has tipped the survival prospects of plankton through to whales. That is the salt sea, though: the waterways where tiddlers swim, otters feed and Atlantic salmon comes home to breed, are at risk. This list could expand here on this page, but what YOU can do today has a real bearing on solutions confirming a caring for the planet. Rules thrashed out, documents being signed . . . but that isn't the *only* way for everyone across the Trades to action their concerns.

Let's all look at how to just stop using so much plastic at our businesses.

Don't put it in Room 101 though, that's a place in George Orwell's futuristic *Nineteen Eighty-Four* set in Oceania. There wasn't so much damn plastic there in those days! It's our call to help turn the clock back. **Peter rl**

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the way of things . . . in numbers

In the numbers count 2018 is our marker, in China it will be year 4716 when Rooster climbs off the perch and the Year of the Dog takes us walkies from February 16.

Some numbers gain *once-only* importance, a youngster's first birthday is a milestone; at the other end of the scale it's the *tens-of* that gets noted with the confirmation for reaching a hundred years of age greeted by a Royal message. Around 15,000 every year!

And numbers in our Trades?: The buying public can now shop at more outlets than ever but numbers of Retailers shops are slipping. The amount of money spent on the High Street brought both light and dark in Christmas trading, but not a lot of spark. Spending stayed with the modest low figures for the whole year. Weather and temperature numbers affect footfall - *too hot, too cold, too wet, too windy*, or not enough of any of it! We saw near-distress selling in the January "Sale" as an exercise of taking numbers from warehouses.

The Government's 25 year Environment Plan has too many numbers in it before fruition of any sort. We get 29-03-2019 before that, bringing numerous jitters? Hope not!

We count life as good - lots of opportunities to take.

Positive are those who see their glass half full, ignoring the "life is tough" line and making 2018 work for you ups the score, no big numbers perhaps but just watch the figures stack up. Silver linings first appeared back in about the third millennium BC, it was personal endeavour that counted back then. Our number at *tradeandindustry* is for the five of us to help link you into opportunity. We're rolling into our 38th year of doing that, such a lot of fun!

The Reliables: reliables@tradeandindustry.net

Peter Lumley - KSA

DATES in VIEW

It's never too early to make plans and all the Team at KSA work well ahead of deadlines: dates that do matter but are never chipped in stone. Even The Reliables don't attempt to predict what happens next in this world you live in. We next print in March - but please do see February as a time when we will be at an advanced position with that issue. A full diary for the publishing Schedule tells how we run through to late Summer.

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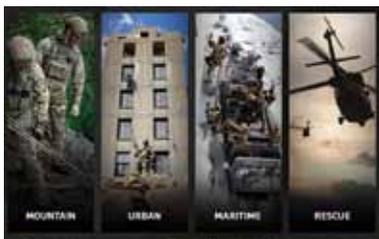
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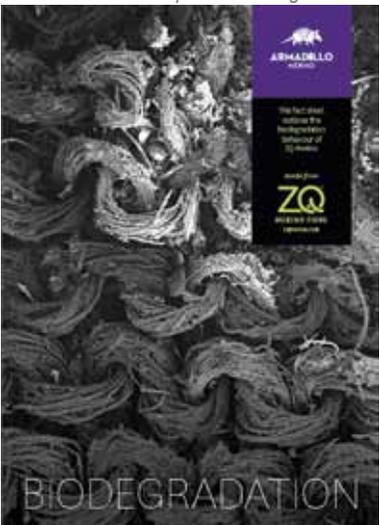
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not just equipment but technical information and product intelligence



BRIGANTES

'Where military buyers meet the outdoors market'

excess of £20 million annual spend

Often it takes one to recognise one, actually let's make that two in each case . . . last year from a reconnaissance across familiar ground selling what makers make and the military puts to work, South West based Brigantes initiated a bridgehead. Next month another wave follows, staking out positions in and around castle battlements. On February 15-16 the Outdoor Military Show is at Exeter Castle, the incomers will be mainly military buyers who are interested in purchasing outdoor clothing, footwear, equipment and accessories. The outdoor Retailer is being welcomed too.

Brigantes had already made effective contact with military buyers, which combined with their personal heritage and knowledge of the outdoors made a strong position for OMS to take more ground at this venue, where brands will showcase their specialist tactical clothing, kit and equipment to the military user - and outdoor goers, too. Incoming visitors can deploy from limited parking space under the ramparts, but with plenty of other positions close to the event. What visitors can reconoitre is a range of leading brands, marshalled over decades of experience on the outdoor industry field and developed to be used in the most hostile environment. This all represents a broad front in future military procurement, and many brands already have the product which appeals to the people in the field - and on mountain, moor and meadow, too.

Entry is by pre-registration only - register at <https://brigantes.com/oms>

a confirmation e-mail will be sent following registration

Visitors from beyond the military perimeter, all Retailers and similar outlets can see product deployed from brands such as Armadillo Merino, Buffalo Systems, Craghoppers, Silva. Snugpak, Mountain Boot Company with Deuter, Scarpa; Helix Tactical, Scott Sports, Palm Equipment, Marmut, Lowa with Task Force Distribution, Thule, Helinox. There's a Lyon Equipment spread of Ortlieb, Gregory, Light my Fire, Petzl, La Sportiva; The Proagencies have Outdoor Research, MSR, Therm-a-Rest, Eagle Creek. Snigel Design are there along with Keela, Terra Nova, GP Design, Hilleberg,

Lundhags, Keen, Icebreaker, Black Diamond, Point Blank Enterprises, Falke, Crux and Montane. It's the gear and the protection that people being outdoors will want to have in their kit store.

Line up of troops at the Press time for *tradeandindustry* was also when we heard Buyers were attending from MOD, UKSF and conventional forces. Between them they represent an in-excess of £20 million annual spend on main equipment.

Exhibitor who's there information supplied by Show organisers MCS

brands winning 'em over

people who bought, they've judged the deal

What keeps the show on the road for the camping and caravan Trade, the accessory and gizmo suppliers who do everything from a sleeping bag liner to alternative ways of cooking up a meal on grass at a campground, it is the public who decide about brands. A product may well sell, but will it fly? - that's out the door, I should add. In a joint survey by Practical Caravan magazine and The Camping and Caravanning Club, a lot of the answers were answered at an Awards evening staged in Manchester. On the caravan front and across a whole range of tents an Awards evening was co-hosted by The Friendly Club's president Julia Bradbury and with *Practical Caravan* magazine editor Niall Hampton presenting the awards.



Surveys like the one celebrated here are an important pointer to what the user has in mind about their purchase and this year the UK's most popular imported caravan brand came up with a satisfaction rating of over eighty-nine percent. That buy was the Adria, Gold award winner in the Owner Satisfaction Awards 2018 with best manufacturer of new caravans title and Gold.



March 2018 issue of *Practical Caravan*, selling from January 25 carries in-depth analysis of the winners and losers and with a detailed explanation of how numbers were crunched.

Owner Satisfaction Awards 2018. Category winners.

Best budget tents - Quechua; Best mainstream tents - Vango; Best premium tents - Karsten; Best backpacker tents - Vango; Best weekender tents - Hi-Gear from Go Outdoors; Best family tents - Kampa; Best traditional pole tents - Robens; Best inflatable-tube tents - Karsten; Best trailer tents - Pennine. **Pr**

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climbing indoors

and all in a comfy seat!

A screening of the documentary "Alan Hinkes - The first Briton to Climb the World's Highest Mountains" - is in the LowePro Buxton Adventure Festival series.

Terry Abraham and Alan Hinkes will both be there to present the film and then take part in a Q&A session with the audience, Tuesday, February 13 - 7.30.

The documentary celebrates achievements of a Brit who uniquely conquered all 14 of the world's 8,000+m peaks. There is a lot about mountains in the evenings footage of the Lake District and Himalayas.

Other Events On The Horizon:

Jan 30 - Best Of ShAFF 2017 - Sheffield

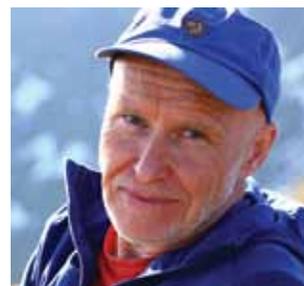
Feb 8 - Best Of ShAFF - Mountain

Mar 8 - Best Of ShAFF 2018 - Sheffield

9-11 Mar - Sheffield Adventure Film Festival

Mar 10 - The Cycling Podcast - Sheffield

www.buxtonadventurefestival.co.uk



Alan Hinkes - The first Briton to Climb the World's Highest Mountains - all fourteen of them, is at the LowePro Buxton Adventure Festival.

seventeen years at the company

An "ideas man" at high-performance outdoorwear and equipment brand Arc'teryx has been promoted to the position of VP Design for them - after 17 years working with the brand. "My philosophy as a leader isn't complicated, it's to encourage our design teams to constantly re-evaluate everything we do, so we can defend every direction we settle on" says Dan Green.

His history with the company has always been hands-on, first working the design floor, starting with packs and moving to gloves - really hands-on! - before he moved to becoming leader. "Ultimately, my task is to figure out how our product is going to be relevant in the future. It's an exciting time."

When engaged in fun Dan Green has always been at a place outside, his exploring eventually led him into Project Caving, mapping new cave passages. His navigating unknown terrain in the dark was quite an introduction to problem solving. At the company, collaboration is a key ingredient to innovation and development processes.

Arc'teryx Equipment president/gm Jon Hoerauf tells that "Dan has a history here that is rooted in being allowed the opportunity to do what comes naturally to him and that is to be hands-on, testing ideas and seeking new directions."



Dan Green

TR

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Fashion SVP Olympia . London number 7



Since 2012 Fashion SVP has attracted senior sourcing buyers from the UK, northern Europe and Scandinavia, visitors included plenty who attended the show to meet and evaluate new suppliers through the seminars and other show features where they were fed up to date information about sourcing expertise.

our Charles Ross was there to touch and feel product, discuss and listen: the illustrations and photos are his.

This was Number 7 of the Fashion SVP, held in London Olympia where collections from apparel, footwear and accessories manufacturers were displayed. Those looking to break into the UK and European markets or looking to increase their market share face to face contact with buyers, from famous European retailers to smaller chains, clothing brands, wholesalers and newer designers and boutique labels.

Fashion SVP has its own Advisory Board, consisting a panel of leading brands which advises the organisers on the latest trends and demands of the industry. The organisers hold meetings on a regular basis to ensure that the show is matching the buyers' needs, and this co-operative working relationship keeps the show organisers in constant touch with the latest thinking in the industry. **CR**

14.00 - 14.40:
"IS THE FAST FASHION ERA OVER?"

- Can 'buy less, buy well' overcome buy now, wear now?
- Are customers' changing behaviours killing off the seasonal buying model?
- How manufacturers should adapt

15.30 - 16.10:
"BRAND GROWTH AND ETHICAL SOURCING"

- How brands and manufacturers can attain the highest ethical and sustainable standards and both win
- The positive side of audits and certification
- How the next generation of innovation and performance in sustainable fabrics is on the way
- What tomorrow's sourcing managers will need to know

Speaker to be announced

above: quality seminars



above: Well attended, quality seminars were a feature. below: the Jobs Wall opportunities presented uniquely. on left: The Po Zu stand, good British designed, Portuguese made eco-shoe getting great growth. Their shoes were worn in the last Star Wars epic, there is a licensed range. pics.©CRoss

AUTUMN WINTER 2018 OUTDOOR WARDROBE

Regatta keeps upping the pace

"we work to think of new ways, new gear"

The intrepids who arrived several decades back in a Spa town to display a whole new raft of clothing for people playing in the outdoors, they would not have been thinking so far beyond their 1981 trading that they could have had even an inkling of what would be on Regatta's rails for AW2018. The company remembers there were just a dozen people then, between them doing all the jobs that are necessary to source, buy, warehouse and sell their brand of clothing.

The business would break out from the general ideas people held about outdoor clothing. Up to then the public were fed derring-do stories of tramping to high ground or chasing dreams of the big adventure in really dangerous places: that was another outdoor world, and being Regatta they tell "we just wanted to open our front door and have fun. And we wanted everyone else out there with us too".

"That meant we sat down and found wardrobe products that people could afford, clothing to get them outside and enjoying the fresh air without worrying about the cost. That's still what counts for us, and we work to think of new ways, new gear that helps inspire and encourage people". What's interesting is that Regatta are still able to see the wood from the trees, there may have been just a dozen Regatta people when they started out . . . "now there are millions." That shows as the Manchester business heads into Munich to kick off another year, this time showing an AW2018 that is a *chalk compared to the cheese* of that 1981 Harrogate stall in the Lower Hall of the exhibition centre. Now that half remembered lower floor car park cum exhibition space was of a hall of dreams for emerging businesses, that they dared to dream, and that dream came more than true is what you see with Regatta's 2018 selection.

Regatta are at ISPO in Munich 28-31 January 2018.
Hall B2, Stand 209.

CLOTHING TO LIKE

OUTDOOR ACTIVE. Combines an autumnal colour palette with lime green and oxford blue.

Classic sport styling with technical fabrics and features. In 35 new men's styles and 32 women's. All in Regatta's own patented ISO fabric technology. With Thermore 4-way stretch insulation too.

OUTDOOR LIFESTYLE. Range offers a ranging from fleeces, shirts and trousers to gilets and jackets. Faux fur trims, high shine fabrics, textures knits for look and feel. Lucasta is a waterproof and breathable isotex 5000 long length coat.

KIDS. The range offers 37 new products across both the Outdoor Active and Outdoor Lifestyle ranges for AW18.

Key are bright colours, with highly reflective trims and panels, adding visibility and safety.

FOOTWEAR. Updates plus the Men's Kota Thermo, lightweight waterproof hiking boot with insulation on the inner collar and under the footbed for ultimate warmth and comfort. One-piece upper.



being where the air is fresh

ski, hike, bike and boarding, along with dog sledding

Adventure travel professionals have a 2018 in front of them which opens with new product concepts and partners for people with a forward thinking mindset. Coming up in March the Adventure Travel Trade Banff gathering in Alberta, Canada, will challenge delegates to push themselves professionally. Theme for this annual event this time is *Empower Your Edge*, which will catch the newest trends defining adventure travel. As well as the networking and the listening delegates can mix the mood between scintillating snowsports, plenty of which this town has to offer. Ski, hike, bike and boarding, along with dog sledding, can come ahead of taking a dip in natural hot springs.

Here the air is fresh . . . *yep, fresh!* . . . below peaks like the just under 10,000 feet Cascade Mountain, and just along a way there is Alberta's more than seven million acres of protected land, keynote speakers, breakout sessions, . . . It's all designed to inspire and educate travel professionals, along with the sort of additional access that builds business opportunity. Take what Milena Nikolova will be engaging - "You need to keep an eye on where things are going and consider what that means for your own product portfolio and business opportunity overall." The Trendspotting Lab at Adventure ELEVATE is a prime example, whilst many may be imagining they can focus on the 'future' in just a little and deal with it later as a day-to-day matter, truth is whatever people may say, or think, get on the case now, as the future is actually already here.



RW

Travel Product Development Trends

Wellness - less a word more the need

Travel experiences bring opportunity to unwind - chill, as some say - and regaining a sense of control among the chaos encountered most days is what Wellness is about. I can recall how the time of calmness absorbed us in the pretty inaccessible interior of the Padjelanta Wilderness in Lapland. Hikers we met were executives so far from their office they were incommunicado, adrift amongst reindeer and soaring raptors with bomber size wings - appropriate as one guy we met actually had the job of heading up one of Europe's biggest, and most successful airline businesses. Now he was in heaven and avoiding any clock beyond his own body clock - which he was ignoring, anyway!

Research by the ATTA with Dr. Paige Viren and *Outside magazine* shows physical and mental health are key motivations for travellers when they seek out adventure travel. "We're seeing more trips offered as restoration, wellness, recovery, and digital detox, which seek to offset the intensity of modern life," Milena Nikolova tells.

Travellers do also have more interest in managing their personal impact on the destinations, it is not only the experience and learning about other cultures when visiting a new community but also helping in some way the people you meet. A leveller is taking interest in the farmers' markets, learning about their food production, local manufacturing, waste management (waste management, too,) and the environmental impact of being there in the first place.

In America those looking for positive and authentic interactions with local communities were researched by University of Montana, who found that communities nearest to US National parks may actually come to suffer from State legislation. The proposal to double the entrance fee at National Parks could reduce the number of people who visit, and this would adversely affect the surrounding communities that financially benefit from park visitors.

Cause, effect, consequence is the melting pot here, decisions brought in can turn Wellness opportunity a bit sour, and do nothing that's good in the end. In as much the same way as the UK Government deciding there would be a Referendum, and we now realise no-one was in possession of reliable CEC, any decision anywhere to cull footfall in places sometimes a little out of reach, that needs a lot of long and careful thought before restrictions come into play.

Pri

destinations around the world strain to support eager travellers

overtourism needs to be part of an early discussion

It's no secret that global warming is doing damage - just ask the sex change turtles - so in the same way it is destinations around the world that strain to support eager travellers, all places looking for a cooler spell. The plight of the path along Hadrian's Wall has plenty of people chewing the cud over this, as WallTogether will tell. On their patch there has been a helicoptering in of stone to shore up boot-trodden ground. In other places around the globe there are cities - conurbations, remember - where local residents protest the influx of foreign, and even domestic, visitors who are crowding the streets and exacerbated neighbourhood gentrification.

The complaint is that visitors to environmentally sensitive areas are in danger of destroying the very natural landscapes they want to see and experience. Think Thirlmere and Zip Wires, or recall the Via Verrata in green slate country that was objected against: these *don't-look-down* highways are all over the place, you call them *klettersteig* if you speak German. Truth is environmentalists and nimbys will continue to look for ways to manage and curb overtourism. When the local pub, Post Office or shop-garage closes because tourists no longer call by . . . that's when the vociferous minority, so disenfranchised of course! - will shrill most.

Social media and the peer-to-peer economy have greatly contributed to explosive growth in many places, and additional destinations will likely have to follow suit with creative visitor management solutions the issue that needs to be tackled because we live in an era when the time between initial development and any overtourism is significantly shortened," Milena Nikolova tells. "Discussions on managing overtourism has to be part of early discussions when promoting tourism."

smog, smog, glorious smog . . .

"The Extractive Industry is something which we can do something about" too. The photos of a hole dug in Australia so that a smog in China can develop, how obscene is that, something that parallels the existing tension between exploiting and protecting natural landscapes. It's no game of cards that scenic and historic terrain in the United States sees the Jack, Queen and King in the peoples' hands Trumped by the mindset that makes the land fair game for mining, hunting, ranching, harvesting and development. The size of Bears Ears and Grand Staircase-Escalante National Monuments are likely to be slashed significantly, in much the same way that over a century and a half ago the last Plains Indians stopped being a totally self sustaining set of nations as their lands were "opened up" for development.

Public land near Yellowstone National Park is under consideration for gold mining, opponents say that threatens to degrade waterways and destroy the natural beauty north of the US national park. Just another topic under the spotlight in Banff and featuring on your social media platforms, no doubt. We have fracking disputes around the English countryside and along the South Coast probes are dipsticking to see if there is oil in the banks of shale and rock down below. **Peter rl**



5,500 miles long: it often gets crowded!

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"the only true measure of success is durability"

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AA tows the Big Debt

Jobs cut threat comes for AA patrol staff business managers who face results of the unsustainable levels of debt left by the previous private equity owners, according to their union GMB.

"Latest figures show AA has debts of £2.7 billion with the costs of financing the debts at £185m per annum in the last published accounts. This is a company worth £1bn towing a £2.7bn caravan of debt" says GMB.

RW

EUROPE - new Green-Zones in force

seems only the bicycle offers unfettered travel

Belgium is one of those bicycling countries that delivers more than the opportunity to bounce over cobbles, it is now doing more to clean up the air you pump into your lungs as you pedal furiously. For drivers that means you shouldn't go driving into towns without first checking the extended low emission zones that now cover a lot of Belgium's capital and the entire metropolitan area with its 19 municipalities. All European vehicle owners must first be registered in the municipal database and older polluting vehicles are excluded from traffic. The restriction currently are imposed on Belgians, but foreigners will be required to register before the summer.



There is an information portal atlez-belgium.be where entry rules are summarised as well as limits for the environmental zone viewed on the



interactive map. On top of that the website provides important information on all existing and planned Belgian low emission zones. This is no new idea, seeing that Antwerp's low emission zone was put in place a year ago. All this shows a serious approach to solving the issue of air pollution, something that is increasingly important in Europe - and wow! Couldn't China learn a thing or two!

In France there are 17 environmental zones which even include entire departments. In order not to lose track of the rapidly changing situation across western Europe it's advised to check for changes on the Green-Zones App. Then if you are driving into Germany there is even more reason to make sure the vehicle's registration fully applies. **TR**

SYSTEM RUNS BLIND!

Uber: self-driving cars a 'problem' in bike lanes

Reports are circulating that in a place where there are an estimated 82,000 bike trips each day on over 200 miles of cycling lanes then riders could be mowed down by driverless cars. That has brought company engineers trying to fix flaws that threaten cyclists just days after the Uber operation announced it would openly defy Californian regulators - which means they would be breaking the law.

Honest to the point where they admit there is a "problem" with the way autonomous vehicles cross bike lanes, serious questions are posed about the safety of cyclists over hundreds of miles of demarcated routes, if not about how the company actually thinks. It seems Uber began to pilot self-driving vehicles in its home town of San Francisco, despite State officials there insisting that the company needed special permits to test the technology in a public place. It's reported that one of the biggest alleged transgressions on pathways from Day One was that the autonomous vehicles were violating safety rules and running red lights. Critics point out this is just another example of the Uber modus operandi and unethical tactics the company follows. Mind you, mowing down others on the road is probably a step too far even by them, or did perhaps someone forget to ensure the Uber vehicles weren't suffering from colour blindness. Eye-eye, a mandate for chaos! **Peter rl**

a countryside . countryside . scourge

illegal waste and fly-tipping

How to stop cluttering the countryside as well as waterways, which seem to get daily media attention, is now part of a Government plan to tackle the problem of unlicensed waste carriers and illegal fly tipping. It is a matter that ought concern everyone so the Government message is very welcome, says Daniel Long, founder and managing director at Clearabee. But all this certainly needs to be accompanied by education. "Most people unaware that they are still responsible for their waste, even if they've paid a licensed carrier to remove it, many just don't realise that they could still be penalised if their waste is not disposed of properly."

Clearabee is the UK's largest on-demand rubbish removal service operating nationwide, they service thousands of domestic and commercial customers across the UK each month. The biggest cost for waste carriers is disposal. Up to half of the fees we charge are taken up in waste transfer and recycling costs, so if you've got someone saying they can get rid of stuff for £10, the chances are that it will be dumped illegally.

People who trust their waste to third-party carriers should take reasonable steps to ensure it's a reputable carrier. Check out online reviews, check waste transfer notes carefully, avoid using cash-only operators or people with unbranded vehicles. "Remember that if the price sounds too good to be true, it probably is" says Daniel Long.

a shop on the outdoor stage

York Rally - the place to meet your Customers

There's no doubt that the founding fathers of the great Yorkshire cyclists' gathering which became a hugely successful York Rally would be pleased to see it now. As they started out in 1945, this June an all-volunteer Team will be working to bring together the Trade and their bicycling public for a full weekend of meet, greet and buy. Knavesmire is the place with plenty of business opportunity ranged for the cycling and outdoor industry to meet and sell to a public that participates in a wheel world of bicycle, seamlessly joined to engage the whole gambit of outdoor living. York Rally runs June 23-24th June.

The new independent Team took over organising the event from the CTC (now Cycling UK), where it had sat since inception in 1945, through 2012. It looked like curtains had closed until a group of volunteers from across the North of England decided to revive the Rally in 2015. The emphasis is firmly on grassroots participation and attracting a new generation of cyclists, of all ages and potential ability, keenness even.

With a vision of the Rally being a gathering point for all sorts of cyclists, and as a conduit to introduce riders, partnerships were forged with other other cycling bodies and now the Rally hosts the UK's national schools grasstrack championships, a busy Yorkshire cyclo-cross event with very popular junior races, all the huge site at Knavesmire in York. Authentic events like this are a real opportunity for the industry to connect and engage Manufacturers, distributors, dealers, traders of all sorts, charities and fundraisers, there is a place to exhibit at the Trade show and develop band awareness.

This fun weekend event is organised in such a way that York Rally appeals to all the hike and bike and travel types who are tourists and travellers. The Rally is as much an outdoor event as a cycling weekend with around 500 campsite pitches filled at the site each year, it is both 'lightweight' for cycle campers and those who backpack, along with motorised camping types with their tin tent or motorhome. Outdoor suppliers will find this a productive place to be.

With three Rallies under their belt the new Team are confident that the formula works and is very sustainable. They believe Companies will find being part of the Rally can lead to exploring the sponsorship opportunities where openings include a headline sponsor for the racing events in the grasstrack arena.

The main York Rally contact for Trade enquiries is Charlie Hodge, who can be reached at trade@yorkrally.org or on 07825 229 201. An introduction to Trade and sponsorship details are also available on the event website - www.yorkrally.org

York Rally is the place in June offering plenty of business opportunity - We'd love you to be there

nec coming up soon *kitting out time for camping and caravanning*

Consumers will see thirty-one pre-selected products in the UK Outdoor Industry Awards scheme, displayed at NEC on a platform supported by Ordnance Survey. Final winners are announced at OIA's trade conference in Cheshire mid March. The public are restricted to voting for just one product from each category; brand

related employees or from sister companies do not get counted. All votes are entered into a prize draw for 10 people to win an OS Maps 12-month subscription and also unlimited access to over 1.4 million ready-made routes. Online voting till February 28.

Half-term holidays makes this Show big for kids!



Six days, 350 exhibitors, just about every brand in the book!



KASK introduce a flyer

the new road helmet they call Utopia

Working at the coal face of competitive cycling with Team Sky the helmet maker Kask air tunnel tested ten of the best road aero helmets available in the market to create a 3D scan for a computational fluid dynamic simulation - they call that CFD. Helmets were tested at various speeds and yaw angles to reflect cross winds. At the end of the test, the drag data of Utopia versus the best competitor helmet resulted in a saving of up to 6 watts when riding at 50kph.



will be raced in the Team Sky new look



Coming to the market later this year the company claims their Utopia offers the very latest technology in aerodynamics and ventilation that will deliver a super-fast ride while retaining excellent safety and cooling capabilities.

Scheduled to be used by Team Sky, the helmet will first be raced in the Santos Tour Down Under, according to the stage profiles, and worn in white to match the Team's new look for 2018. Carsten Jeppesen, the head of technical operations and commercial at Team Sky tells "when it comes to aerodynamics there is little that is more important than the helmet, but it's not just about aerodynamics, safety of riders is the brand's first priority. Comfort, breathability, full temperature management and style will contribute towards optimising rider performance, that's what we have worked for with Kask."

About the new helmet, brand manager Ylenia Battistello explains aerodynamics and ventilation were top considerations during development and the Utopia is suitable for road racing and triathlon year-round in all climates. The helmet is built with a 5mm layer of breathable and quick-dry wickable padding comprising different hi-tech yarns made specifically for sporting, protection and wellness purposes, it's called Resistex. The formula is designed to take moisture away from the rider's head and move it to the helmet's outer shell, so contributing to a helmet that's comfortable to wear all day.

Far Infra Red and Wellness

The product and brand Resistex delivers four stylings from their Supplier and Carbon, the yarn said to have unique technical characteristics involving a continuous filament of conductive material based on active carbon. The reckoned benefits of using this fibre cover being antistatic, so dispersing electrical charges accumulated from the environment during physical exercise. With it the skin is protected and this helps combat bacteria and polluting allergies.

The contained bioceramics in Resistex product are the way body heat is meant to be absorbed by the yarn before being returned in the form of far infrared rays which work by penetrating the subcutaneous tissue, working to stimulate the microcirculatory system. Of the new KASK Utopia and all the science in design and production, it is from an Italian company founded in 2004 to specialise in development, design and manufacture for helmets used for skiing, cycling, horse riding, rescue and the safety world. ISPO B1 301 Resistex C3 634

Myself, although not actually with the Resistex brand itself but with other makers' garments I have used, it is my own experience in the outdoors field and during recoveries from physical trauma that FIR strengthens metabolism. I was first introduced to this by Nikken, a Japanese brand, I have some Acappii and Sixs, along with ESP which comes from Keela. I cannot guarantee that it deflects some effects of arthritis but I don't spend much time without wearing one or other of the base layers or Tees and shirts. I do know that when one brand's set was first delivered for trial to a top UK Team and their athletes, the guy who tried it first made sure the Team deliveries of the product were only made to Him! A block was put on it becoming full Team issue! **Pr!** peter@tradeandindustry.net



for packing dirties

When it comes to gear for travel then Eagle Creek were already offering solutions way back in the last century, now they've got new water resistant packs with odour prevention built in to the Pack-It Active Collection. Good for holding muddy shoes, wet gear and laundry, the bag construction features PVC-free materials having an anti-microbial treatment. It all comes as machine washable and with a lifetime warranty.

This Eagle Creek stuff comes in black, geoscape black, Earth view blue and Space Dye Coral. Perhaps we ought not mention coral and die at the same time, right! Shipping is on from now and how nice that the product is screen printed to tell users about intended usage and the antimicrobial material. Go just a bit different and Eagle Creek are offering the Pack-It Active Laundry Sling Pack in a style that you can take anywhere, has drawstring closure and an internal slip pocket for bits. *and here you have it*



time to head for the country - avoid foul smells, rats and urban foxes UK cities troubled by rubbish

If the love affair of townie types and nature lovers for urban foxes isn't curbed a little Londoners face the prospects of being up to their armpits in waste scattered by a scavenger which cannot legally be chased out of town. When favourite Tabby has their own *In & Out* aka the cat-flap, then that through the hole, carnivorous flea-bag fox is likely to make itself comfortable in the home kitchen. Perhaps the opportunity exists for a smart designer to come up with a tin opener foxes could use, then they could even be feeding themselves when other occupants of the house are asleep.

Complaints have mounted about overflowing bins in the Capital which bring foul smells and packs of rats, issues that affect Londoners who are cuddling up to around 33,000 urban foxes roaming the place. And that is with around eighty percent of fox cubs not reaching a second birthday. Yet the feeding of this vermin isn't necessary, the *BBC Wildlife* people - who, and don't they just love Reynard - reckon that urban foxes have a varied diet, eating earthworms, insects, fruit and vegetables and also a wide variety of both domestic wild birds and mammals. But rarely ta family Tabby, fox lovers say. So are they really gobbling up insects and large numbers of beetles, moth larvae from lawns and lots of Daddy Long legs so they don't go hungry? Birds such as pigeons they can have, but please do leave on the twig all those sweet little garden Songsters. Foxes give a chewing to rare, endangered field voles who often end up being teased and thrown around by playful foxes loving a bit of fun before the kill. Small pets, like rabbits and guinea pigs can be gulped down by foxes. Last thing you should do though is tell the kids, and on a camping or caravanning trip just watch out . . . urban foxes often take a trip to the country. It's their way of getting away from all the city smells and trash back home! **TR**

to You from **The Reliables**

Us five go looking for topics across sectors and interests around you. With *tradeandindustry* the reader is the most important reason for Us writing. We open dialogue to deliver independant coverage at the heart of the matter, with an unfettered stance. Our ethos demands we do that for You: we're always here - reliables@tradeandindustry.net

keeping humanity afloat

water, water everywhere isn't truly the case once you've filtered out the useless stuff . .

into the rescue plan come desalination plants

You can reckon it rains too much, possibly it doesn't even rain at all, yet water is so much a today-story that it may be surprising that the world has very little fresh water: so much of it is undrinkable, to make it worse the tap is beginning to rub very dry. The salty sea and oceans make up 97% of the world's water, there are tens of billions of tonnes splashing into the pond yearly, fresh water from the ice caps that is trickling in faster and that means rising sea levels are going to cause mayhem. There will be a huge supply depletion in the many cities that sit low down near the sea. Water, water, everywhere but not enough to drink!

Smart people will realise that if drinking water is in short supply, then really thirsty production systems are heading to a run-dry likelihood. You can dye yarn and fabric without water, but . . a lot of water gets soaked up or turned to steam in finishing fabrics. Then there's the daily laundry, sprinkling the lawn, washing vehicles, dirty faces of kids and a lot of other water tap turned jobs.

Emerging industries are certainly under threat, the growing population means much of India's water table drops around 0.3 metres a year, not helped where huge volumes of water are required for the process of turning iron ore into steel. The barren farms of Syria indicate results of extracting all the ground water. The recycling of water is practiced only by a tiny percentage of the world's countries. People could soon be getting very thirsty, many already are!

As all this occurs desalination is the option becoming more competitive as cleaning river water or lakes or sucking up drying aquifers is either no longer possible as the resource disappears or getting a lot more expensive. It's a fact that desalination can work on salt lakes: the Caspian Sea has 70% of global inland salt water yet it is almost surrounded by water stressed regions. Actually, inland brackish water is 100 times as abundant as salt lakes and desalination can successfully tackle that even when using less energy than is required to process abundant seawater.

So what's not to like?

Desalination has been expensive so often it has been the last resort, with Dubai, Saudi Arabia, Israel and Kuwait getting all or most of their water that way because there is no alternative. Desalination plants have simply got bigger with costs rising past the \$1 billion level, with the downside they bring to oceanic wildlife by sucking in fish eggs and invertebrates and spewing out concentrated brine which still kills wildlife because of poorly controlled outpourings. In most countries the most competitive desalination technology remains reverse osmosis using electric pumps where power cost can be dominant. Desalination plants almost always satisfied their huge appetite for electricity by fossil fuel plants on site or behind their grid connection, a global warmer we all know about.

Good news is that things are moving on a fair bit - Saudi Arabia has the world's largest operating desalination plant, but burning immense amounts of gas which is currently on tap, as does the 140MW one in Israel. But Saudi Arabia is heading entirely solar and whilst China is going to need some similarly heavy desalination it is deploying lots of wind with solar and solar alone desalination plants to deliver zero emissions. As with grid supply, the zero emission options are becoming lower cost than burning fossil fuels. Will the water run out first?

Desalination is practised in about 150 countries, whilst many more are bringing on the system, the demand is so varied that builds of all sizes are needed, and in quantity too. In volume of water refined, the medium and small ones may show a higher growth in future despite several monsters being in the pipeline, economy of scale can be outwith the matter of making ever larger

plants, seeing already there are diminishing returns. Economy of scale can also mean mass production of standard medium and small sized plants, at the present that work has scarcely begun.

The threats of cyber attacks, weather disruption shutting down grids and rising electricity prices being typical, then off grid zero emission electricity is increasingly preferred, with the user enjoying both predictability and just in time rapid adjustments. All this is contained in a report that goes to the heart of what future desalination is about, the IDTechEx report is, "Desalination: Off Grid Zero Emission 2018-2028". It predicts that, from very little in 2018, off grid zero emission desalination will be a quickly growing \$35 billion market in 2028. The report looks closely at a roadmap of new desalination and electricity technologies which boost performance and reduce costs, in particular reducing the largest cost element that comes with electricity. Embracing photovoltaics can deliver a three times efficiency, Aerial Wind Energy from tethered kites is more affordable and versatile than ground wind turbines and many new forms of water power which viably downsize and are sufficiently rugged and free of marine growth, that will work well. The explanations here should help people ponder the state of the world as humanity continues to work hard at ruining it. We are behaving sillier than its good for us all, in fact. The *them and us* factor deserves levelling.

There is benchmarking and best practise in other industries in the 160 page report, it covers 79 organisations, which brings forward new infograms and forecasts clarifying broad topics with interaction and the integration of emerging industry surrounding desalination plants. After all it is feasible to replenish the Dead Sea, provide drinking water and also overspill electrical capacity for communities. This style of initiative could expand into village, island or ship micro-grids. So how many islands? Which countries? What is best practice?

The increasingly popular mobile desalinators could often double as transport, provide electricity for farm robots and not just provide water. Some will replace increasingly unaffordable diesel generator sets which will need expensive modification to meet new emissions laws, beside workable strategies so we can avoid expensive, possibly dangerous, short lived batteries being banked at desalination plants.

Peter rl

The report "Desalination: Off Grid Zero Emission 2018-2028" from IDTechEx is derived through worldwide interviews, mined restricted databases and the thinking presented within many new ideas. Research was carried out in 2017/8, it will constantly be updated. www.IDTechEx.com/desalination

About IDTechEx. The company helps guide your strategic business decisions through its Research and Events services, helping others profit from emerging technologies. The business provides independent research, business intelligence and advice to companies across the value chain based on research activities and methodologies which provide data sought by business leaders, strategists and technology scouts to aid critical business decisions. www.IDTechEx.com.

AlcoDigital's alcohol and drug safety expert Suzannah Robin has helped numerous companies across the UK with their testing policies & procedures

how to handle effects of drug and alcohol abuse

the way to solve an impending reliance doesn't come with you handing out the P45

Businesses in the UK are becoming aware of the impact that alcohol and drugs have on safety and productivity in the workplace reckons Suzannah Robin, but she has a plan should an employee test positive for alcohol or drugs. Going further are processes to discuss how to identify and support those struggling with addiction, "at AlcoDigital we help companies in the UK formulate testing policies and procedures. Implementing professional procedures for testing employees, whether this is regular or random screening, that has brought benefits to the company and to Staff. It can cut absenteeism and lower staff turnover rates."

What should an employer do if a member of staff returns a positive test? A good policy should include a clear set of predetermined consequences relating to worker safety or the severity of the situation. Employees could be asked to stop working for a short period of time or be suspended pending further investigation, others could face instant dismissal. Then what are employers' obligation beyond that? And what can they do if they suspect an individual is struggling with addiction? Symptoms may present themselves gradually and become progressively worse over time, erratic behaviour, consistent absenteeism, deterioration in physical appearance and personal grooming habits, along with relationship problems, these are all examples of the effects of drugs and alcohol abuse. The way to solve an impending reliance doesn't come with handing out the P45 - both companies and the individual can be helped to recognise and deal with addiction, that means people can get along the road to recovery and stability.

Partnering with companies such as AlcoDigital helps implement best practice testing policies and set up procedures as part of a company's health and safety standards. There are free reviews for businesses looking to implement drug and alcohol policies.

AlcoDigital's single use breathalyzers retail at £2.99 each and are available to purchase in Tesco fuel stations, Fone Bitz stores or online.

You can also information on a complete range of breathalysers. www.alcodigital.co.uk



POSITIVE
ENERGIES

reflecting best of Danish design

The three day Velofolies at the Kortrijk Xpo in Belgium showcased wheels all the way from BMX to road bike and mountain bike and city bike into e-bike. A host of accessories punctuated with exciting fringe activities that's brought this bonanza to be 'the first cycling race of the year' and is reckoned to have become the biggest and most interesting bike show in the Benelux countries.



the new battery and the quick bike

The Positive Energies people influenced riders with their new type approved High Speed Bike (L1e-B) which can whizz around at 45Km/h. A new Patent Pending invention of "the best working and best looking removable battery in the downtube", is described as a giant leap forward in functionality and design. The brand reckon they've got the best of two worlds with their battery solution and what is the best motor developed Positive Energies with plenty of variety in available battery capacities including the

new extreme capacity 20700 Panasonic cell. Anodised battery packs give such a better look and promise of durability.

The Halo helmet (right) is just as pretty, a "red dot design awarded" bicycle helmet, the Pedelec (EN1078) approved and Speed bike 45KM/H rating NTA 8776) lid is made for riding speed often more than 25km/h. Finely stitched genuine leather with a ABS shell for better impact absorption but above all a helmet that definitely is stylish. It is from some years back now that Lars Munksoe, founder and owner of Positive Energies, along with Lars Andersen, the sales director who has his hand on the quality control function, were introducing their mindset that reflects the best of Danish design.



red dot design award

RW



GIRO D'ITALIA 2018: the NEW JERSEYS.

colours of Corsa Rosa

Italian woven, Italian made, the Italian brand

How fitting that on the last day of the Milan Fashion Week some highly desirable clothing was aired . . the Giro d'Italia presented their collection of 2018 leader jerseys along with Alice Rachele Arlanch, Miss Italia 2017 the race Lady. The leader jerseys of the Corsa Rosa were presented at a ceremony in the Gessi Milano, at the heart of the city, Castelli is the jersey brand, worn by bicycle racers since 1910.

The event countdown was provided by TAG Heuer, the Giro d'Italia Official Timekeeper. As of the race jerseys themselves, they are the brand Castelli who designed the jerseys, produced by Manifatture Valcisonin the special SITIP fabric. Sitip S.p.A. specialises in the production of warp-knitted fabric for technical sportswear and various other application areas. Warp-knitting is a type of extremely resistant fabric construction that prevents the yarn from fraying after a tear - handy, seeing bicycle racers are known to often bounce off the road as a matter of course! Sitip S.p.A. is a leading manufacturer of warp-knitted fabric, particularly popular not only in Italy but also worldwide. Their plant is in the Bergamo region of Lombardy in northern Italy.

The 2018 jerseys weigh just 124g and feature 3D relief logos of "Giro d'Italia" and "Trofeo Senza Fine" on its sleeves and back, both iconic of the famous race. The Pink jersey for the general classification leader is sponsored by Enel. The Sprinter's jersey is in cyclamen, with Segafredo sponsorship. The King of the Mountains jersey sponsored by Banca Mediolanum is colour blue - azzurra as my pal Pietro would tell. The jersey for the Young Rider leading the general classification is white, bianca as they say . . this one is sponsored by Eurospin.

It is all a very happy scene for Paolo Bellino, organiser RCS Sport md who tells "The return of such a prestigious and internationally popular brand like Castelli at the Giro d'Italia is so good, it highlights once again the global appeal of the Giro." Alice Rachele Arlanch said "Being chosen as the 'Madrina' of the Giro d'Italia is really a special honour, it is a unique experience I accept with great enthusiasm".

Race of the Two Seas

The 53rd edition of the Tirreno-Adriatico is scheduled March 7 to 13. As tribute to Michele Scarponi's memory the 5th stage will finish in his city, Filottrano. The route of the Corsa dei Due Mari was launched in the splendid setting of the Sala Macchi, inside the Sanctuary of Loreto.

more to go for

The Munich Fabric Start international fabric trade fair takes place in the MOC event center and the Zenith hall. The portfolio ranges across adult and childrens' wear to denim in street and sportswear. Eight different areas of this fair brings exhibitors from around the world.

The fair is accompanied by an extensive programme of lectures, panel discussions as well as fashion shows and presentations. It runs January 30 - February 1.

www.munichfabricstart.com



KEELA Merino and PrimaLoft at ISPO



New is the Talus Jacket for both Lady or Gent. the Tasman Merino for gents and the Torres for Ladies



FOR CUMBRIA's MRT spreading the word about

getting climbers, mountain-bikers and others back to safety

on the hill small differences can turn a safe and enjoyable walk into a tragedy

When Cockermouth Mountain Rescue Team's Mike Park wrote about MRT experiences on the hill and of avoidable mountain rescue incidents he called on the Team's specialist knowledge and safety advice for those heading for the fells. From a spate of avoidable mountain rescue incidents a new effort to help Lake District rescue teams spread important potentially life-saving messages to the walking community is triggered in the latest edition of Lakeland Walker magazine. What Mike Park's rescue diary reveals shows how the often life saving call-outs illustrate the importance of being properly equipped and prepared for any mountain walk.

This latest edition of *Lakeland Walker* magazine carries the first of a series of articles which demonstrate how small differences can turn a safe and enjoyable walk into a tragedy: "A lot of the callouts we attend could be prevented or at least be less life changing if people were to ask themselves 'What if?' before going out on the fells," Mike Park writes. "Being prepared and anticipating the weather and daylight hours can make all the difference."

The editor of *Lakeland Walker* is John Manning, he tells that .. "late in 2017 there was a spate of call-outs across Lakeland, many of which could have been avoided if the people who called for rescue had earlier given their plans a little more thought, arrived better equipped and perhaps taken note of the weather forecast before starting out."

"The frustration of some of the rescue team members, voiced on social media, was palpable. If *Lakeland Walker* can act as a platform for them to relay safety messages to fell walkers, then we might help make a difference, however slight, in the number of incidents which summon members away from family,

friends and colleagues. "Mike's column, as well as bringing home some of the terrible weather conditions in which the teams have to operate, also emphasised members' levels of commitment. In the short period featured, he attends three serious call-outs and many more team-related training days and meetings. It's an aspect to team membership that few people would ever suspect."

MRTs provide the service free of charge – and they never say 'No' !!!

Representatives of the twelve teams that comprise the Lake District Search and Mountain Rescue Association are writing further columns for the magazine founded in 1996, it is available through newsagents, some supermarkets and other outlets. Published bi-monthly, get information by telephoning 01756 701033. *Lakeland Walker* and sister title *Cumbria* are from Country Publications.

Peter ri

Twitter plays a part in being there, for thanking MRTs too. Remember - it's the good news that's always the best news!



AN INDUSTRY LEADER COMMENTS on

illegal waste - fly-tipping

Government's illegal waste and fly-tipping plans

How to stop cluttering the countryside as well as waterways, which all seem gets daily media attention yet seems to miss out on any concerted action, is part of a Government plan to tackle the problem of unlicensed waste carriers and illegal fly tipping. Treasury support cut-backs have left Councils in the lurch, and that has left too many of them being crippled with the cost of clean-ups. It could be just a diversionary exercise from Number 10 of course, seeing they are very much up to their armpits in the mire of a Brexit clean-up, but a cleaner Britain shouldn't be beyond grasp. It does come down to Us though, very much.

"It is a matter that ought concern everyone, and the Government message is very welcome", says Daniel Long, founder and managing director at Clearabee. "This all needs to be accompanied by education, it is still the case that most people are unaware that they are still responsible for their waste, even if they've paid a licensed carrier to remove it. They don't appreciate that they could still be punished if their waste is not disposed of properly."

Clearabee is the UK's largest on-demand rubbish removal service that operates nationwide, they service thousands of domestic as well as commercial customers across the UK each month. The biggest outlay for waste carriers is disposal. Up to half of the fees they charge are taken up in waste transfer and recycling costs. So when someone starts saying they can get rid of stuff for £10,

the chances are that it will be dumped illegally. People trusting their waste to third-party carriers should take reasonable steps to ensure it's a reputable carrier. Check out online reviews, check waste transfer notes carefully, avoid using cash-only operators or people with unbranded vehicles. "Remember that if the price sounds too good to be true, it probably is" says Daniel Long.

RW



I am Kate Spencer at

tradeandindustry

I help you with advertising.

Our readers are Buyers and Professionals who engage the bike, hike, travel and tourism Trades. They are in Britain, Europe, Globally - which means *our* b2b is read on every continent.

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and 2018 is bringing more opportunity

e-mail kate@tradeandindustry.net and then I will send you the leaflet that shows how my department will bring you right up to speed with our Services.

I don't do hard-sell or pressure - just plenty of friendly helpful co-operation like there's always been! One other thing - if this is your first KSA b2b just tell me - you'll see it free next time around.

DATES in VIEW

It's never too early to make plans and all the Team at KSA work well ahead of deadlines: dates that do matter but are never chipped in stone. Even The Reliables don't attempt to predict what happens next in this world you live in. We next print in March - but please do see February as a time when we will be at an advanced position with that issue. A full diary for the publishing Schedule tells how we run through to late Summer. office@tradeandindustry.net

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