

# trade and industry

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July . 2019

## as customer bait -



PICTURES from ITALY with Peter Lumley

"Never, since a first Trade visit in 1968, has there been one bland moment." INSIDE: the product and the beingThere

## try innovation not *me-too!*



Getting more footfall and customers begins with the Shows - and you are Being Served! First up is OTS at Manchester, then Eurobike.

MORE INSIDE



### the tourist purse: much bigger than it looks!



Annually a near million people see the Madurodam tourist attraction in the Scheveningen district of The Hague in Holland and its 1:25 scale models of famous Dutch cities and historical places. Their beingThere could have started on a campground holiday.

THE QUESTION. Are you getting tourism to work for you?

hike . bike - two business sectors where the customer always has seen innovative break-throughs - product to excites and, *better*, which sells! The backpacking picture (above) from decades back highlights the market offer which built business opportunity for Berghaus and Karrimor and the USA importer CampTrails. A shopping sea-change followed! More recent times sees science and technology playing a big part in selling products. The Zen Slip (above right) is in that league: their uphill riding faster design began in a laboratory. Skopre have it now, go see it at Eurobike.



9th - 11th July 2019  
EventCity, Manchester

Visit us at OTS on stand 56 to see top brands in the outdoor industry such as CamelBak, Jetboil, Stanley and more.

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[eurobike-show.com](http://eurobike-show.com)  
#EUROBIKESHOW

*“retailers must ensure they are thinking innovatively about how to attract customers”*

## as consumer shopping habits change - what about yours?

A report reckons 61% of Brits are worried that our high streets are going to disappear completely over the next ten years. New research from KIS Finance is telling that British Retail Consortium flagged up a 3.5% fall in the number of shoppers visiting stores or a retail park during May, with the high street hardest hit where footfall was down by 4.8%. In a survey of a thousand UK consumers KIS unearthed the finding that it is “convenience” which is a key factor affecting shopping habits - if local high streets had free parking and easy accessibility, consumers would be more likely to shop in-store. Is that the case?

On store closures it is Northern cities and Scotland which have been worst hit, with people anticipating many more are to come. James Child, Retail Analyst at EG, says there doesn't seem to be any sign of these closures letting up. “It is quite likely that there will be a continuation, if not an increase of the negative headlines in retail. The raft of CVA's and administrations in the sector has culminated in an expected 1,600 store closures across the UK, with over 18 million square foot of prime retail real estate vacated. When we break down the events of 2018 there are some trends which appear to be continuing into 2019 – due to fragile trading conditions and economic uncertainty”.

So what would bring people back to the high street? The top answers from those who were interviewed showed customers look for more staff to ensure that the shopping experience is quicker - 41% took that firm view. They also looked for clearer stock check in store (34%) Self-checkout service pleased those wanting to avoid queues (26%). An open-all-hours service so that you can also shop at any time appealed to 27%.

So how will the high street look in ten years time - on that it seems consumers are worried that independent stores won't exist. Their idea of what-stays and what-goes indicates a Remain list which include restaurants, coffee shops and second-hand shops. Retail chains and department stores along with Clubs seem likely to still be there but not banks, travel agents or independent retailers. Holly Andrews, md at KIS Finance tells - “With store closures flooding our newsfeeds recently, we were interested to find out what the future holds for the high street and how consumers' shopping habits might affect retailers' footfall. It is obvious from our research that people do still like going into store to shop, but it just isn't as accessible as online shopping happens to be right now.”

To save the high street Holly Andrews reckons retailers must ensure they are thinking innovatively about how to draw customers in, many retailers are struggling with their stores is because consumer shopping habits are changing. The high street needs to change with it, creating a more community led atmosphere with more accessibility and variety for everyone.” report: <https://www.kisbridgingloans.co.uk/finance-news/the-future-of-the-high-street/>



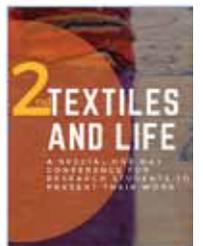
York Cycle Rally time with Liz Colebrook (facing camera) talking Flying Gate bikes with Trevor Jarvis (left/back) and editor Peter Lumley. With them is Iena Potse, advertisement contact for tradeandindustry and other on-page sponsorship offers: [ksa.iena@radarpublishing.com](mailto:ksa.iena@radarpublishing.com)



## opportunity: textiles and and Life

The Manchester & Cheshire Section of the Textiles Institute organises a conference to focus on the needs of students, graduates and postgraduate research students who present their research to industry at a Conference being held in November. A reminder that an abstract of a proposed paper must be ready soon has been issued. “Everyone comes into contact with textiles everyday, so whatever aspect of textiles is being studied then the invitation is to share research with us whether it be design orientated, technology driven or business related” says the Institute. The accepted abstracts will receive either an oral presentation opportunity or gain a poster display.

Contact is J.Wood, they are found at [textileinst.org.uk](http://textileinst.org.uk), in Manchester.



THE INDUSTRY SHOP WINDOW



# this is the ONE show.

Opportunities galore - you walk through the aisles and it is your first look at a way to make your till ring. The culmination of well over a dozen years of talk, walk and trust and thrust from the seasons of Stoneleigh after the Spa Town era. Here is a site to see, the event at a city of outdoors that is indoors for just three days. Those 72 hours, plus some for build-up and break-down, bring to our shore almost as much of a united business front as you may expect from a gathering of rivals. Together they all make up the Team on the pitch tgetting people into a beingThere outdoor frame of mind. Big opportunities are on offer and this is the ONE show. Those who visit will have much to talk about!

Chinking glasses, a lot of water and - dare we hope - a lot less plastic to drink from, the mark when products are revealed. That's the eagerly anticipated ambience now the building blocks of this industry led OTS are cemented into place by a Team who themselves will be in a celebratory mood. We remember the Scots who set up a media contact service that bloomed into the MCS operation: now forty years doing it.

That's the company who have beavered to bring a unity of purpose to disparate characters called brands and such

names. You meet a less *different in kind* bunch of exhibitors at OTS, who despite the dictionary definition of disparate, are very far from being not able to be compared. A family of families with a meal prepared by chefs wanting others also to enjoy it. Let's face it a shoe is a shoe - Vibram or leather is the sole, and the sole umbrella between people and the elements is a skein of something which originated as animal, vegetable or mineral.

That all comes together in OTS where we have the very soul of heritage and happenings Customers will use in the cathedral of countryside, there in the outdoors. Being a part of it all, that is our birthright. It begins right now amongst aisles in the Manchester Event City. People got up this morning to the first day of the rest of their life . . . be with them as they throng past pillars of promise in a big hall full of product.

That's where the beingThere begins for your customers.

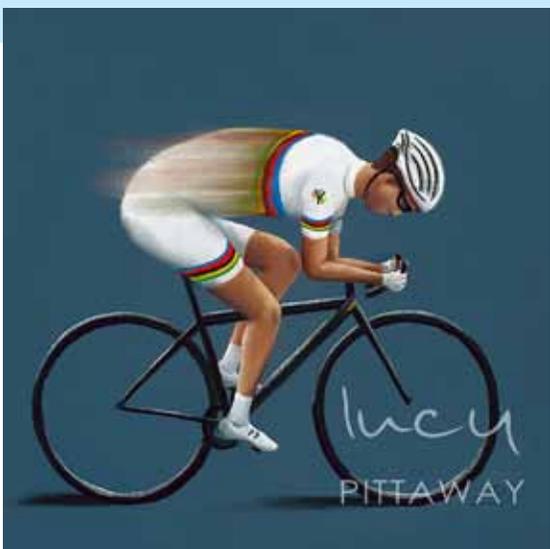
Peter Lumley . editor

## some things happening 40 years ago

In the first £1 million deal for a football signing, Trevor Francis signs for Nottingham Forest. Then Manchester City pay a British club record fee of £1,450,000 for Wolverhampton Wanderers midfielder Steve Daley. Miners turn down a 20% pay increase, opting for strike unless they receive a 65% pay rise. Inflation lifts to 13.4% Elton John becomes first musician from the west to perform live in the Soviet Union. It's forty years since Margaret Thatcher came to power. James Callaghan had called the General Election, from the BBC a question was raised by Newsnight "does the UK is once again on the brink of a sea change." Yes! Margaret Thatcher became the first female Prime Minister of Britain. £4 billion worth of public spending cuts are announced by the Government. There was a 2.3% contraction in the economy for the third quarter of the year, bringing fresh fears of another recession. Ayatollah Ruhollah Khomeini returns to power after being in exile for about fifteen years, the Iranian Revolution ends, Khomeini gives the order to expel foreigners from Iran. Fifteen yachtsmen die and dozens of yachts are lost in the Irish Sea when a storm hits the Fastnet yacht race. In New York Sid Vicious, former guitarist of the Sex Pistols guitarist, is found dead. The London Borough of Haringey is the site of the first J D Wetherspoon pub established by Tim Martin.



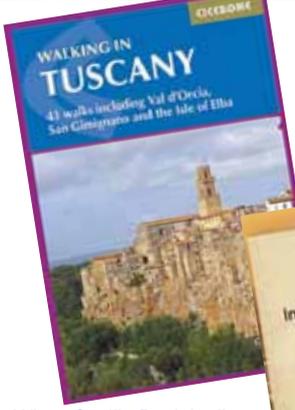
Yorkshire artist Lucy Pittaway has celebrated the UCI Road World Championships coming to the UK in 2019 with five striking pieces of artwork. In Spring this year Lucy was named the UK's Most Popular Published Artist for the second year running by The Fine Art Trade Guild, and is now three times Official Artist of the Tour de Yorkshire. The week of the 92nd edition of the UCI World Championships will start at different towns and cities each day with every one of them finishing in the centre of Harrogate. This is a big boost in tourism take and helps support the local social structure and the sustainability of the rural region. The county creates a colourful, characterful and picturesque backdrop for an event which will be seen on tv screens all around the globe. Lucy Pittaway comes from Brompton on Swale and her family business produces not just artwork but a range of tea pots, plates, mugs, calendars, diaries, greetings cards, notebooks - and more.



The website for the annual autumn Motorhome & Caravan Show 2019 is now live at [www.mcshow.co.uk](http://www.mcshow.co.uk) October 15-20 at the NEC, Birmingham.

## the sea 'n Elba they go together, just like a walk in the park

This autumn on the Isle of Elba you can join walking festivals organised by Parco Nazionale dell'Arcipelago Toscano. These run September into October - a good chestnut time. There is a Spring programme too. For self-organised walks on the Island several trails are described in the Cicerone published "Walks in Tuscany." You get to see lots of trees, seascapes in every direction and a lot in the way of places you'll not want to leave. So return! <http://www.visitelba.co.uk/>



Gillian Price wrote the book describing routes on Elba



When Cecilia Pacini talks about Portoferraio's Villa della Grotte you hear just how much loving care she and her team have given to this Roman antiquity.

## Angels!

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I particularly enjoy fundraising because I know where that money is going. I know it's going to help provide a Marie Curie Nurse to go into the home of someone who is very ill, and that will make a difference.

Marie Curie Hospice, Elswick



WHEN DRIVING IN EUROPE

# get that diesel out of here!

*environmental badge for fine particles is mandatory when entering the green environmental zones*

The environmental badge for fine particles was introduced in Germany in 2007 - a dozen years on the alarmingly hot pan-European temperatures have brought driving bans, not only in other countries and cities but regions where engine powered tourism is the crossing or starting point for bike, bike and tourism. For instance only green badge allows entrance to the around sixty German environmental zones. This rule applies for all cars, buses and trucks. with three different pollutant classes - the registration number of the vehicle as well as a stamp from the officialissuing authority needs to be shown on the badge. These are coloured depending on the emission norm of the vehicle. classification table; [www.environmental-badge.co.uk](http://www.environmental-badge.co.uk)

In Germany around sixty environmental zones need vehicles of the N1-N3 and M1-M3 categories (cars, buses and trucks) must show the badge. As the different emissions like particulate matter, sulphur dioxide and nitrogen oxides also have to be reduced in Germany, it is only permitted to drive into all German environmental zones, except one, with the green environmental badge. Since last year, 2018, only vehicles with legally allowed NOx emissions are permitted to circulate in German cities. Go to [www.umwelt-plakette.de/nc/en/bestellshop.html](http://www.umwelt-plakette.de/nc/en/bestellshop.html) to order the German environmental badge for the green environmental zones in Germany. There are also restrictions and German traffic bans for diesel vehicles, with NOx environmental zones imminent, for instance blue environmental zones will be introduced where a NOx emission level is particularly high and the legal limits have been exceeded. A blue environmental zone or traffic bans for diesel vehicles could be introduced permanently and with fixed limits.

## pushing for UK sales right now

Helinox tell that the brand is now has sixteen European markets covered, sales in the first half of 2019 are in line with growth ambitions. They now are to push for UK customers through the ProAgencies operation, with dealer interest being handled handled by Lawrence Friell in the North, Matt Moore for the Midlands and Seb Murphy for the South. ProAgencies are handling all of Helinox's UK sales with immediate effect.

Helinox is known for its design and production of cutting-edge lightweight outdoor equipment and furniture, including chairs, cots and tables, shade, trekking poles and umbrellas. UK operations are overseen by Helinox EMEA, a wholly owned subsidiary for Europe run by CEO Andrew Shand. Helinox have a regional customer services office in Amsterdam and work with a warehouse and logistics partner in Rotterdam. The brand will be presented to UK on the Helinox stand at OTS in Manchester from 9-11 July

In order to be informed about the current status of the temporary zones (which vehicle with which badge is allowed to drive), check the traffic restrictions in real time on: [www.green-zones.eu/en/green-zones-app/info-the-green-zones-app.html](http://www.green-zones.eu/en/green-zones-app/info-the-green-zones-app.html). Information about the Green-Zones-App is available in nine languages at: [www.green-zones.eu/en/green-zones-app/info-green-zones-app.html](http://www.green-zones.eu/en/green-zones-app/info-green-zones-app.html). **France - Crit'Air** The French environmental badge Crit'Air is compulsory in all French environmental zones for all vehicle types. Information <https://www.crit-air.fr/en/html>



## Russian bicycle industry Association joins WBIA

After eighteen months of growth, the World Bicycle Industry Association's affiliates from Europe, in CONEBI, and from the USA, Japan, Taiwan, India and Mexico have welcomed to the group the Russian Federation to its representation work before the United Nations and the Working Party on Transport Economics and Trends. This non-profit organisation's goal is to promote and facilitate the spread of bicycle, e-bike and motorcycle transport in Russia as well as to solve issues on economic, technical and legislative grades in terms of research and development, manufacturing and application by working closely with government agencies and industry associations at national, European and on a global scale.

Pavel Shmidov of NADBM tells "we are eager to represent Russian Industry in WBIA and provide our experience for a steady growth and development of a strong international industry advocacy within the United Nations framework. Theirs is a strategic importance for the bicycle industry and the WBIA has a crucial role to play in the context of the United Nations' Sustainable Development Goals, which ranges from sustainable cities to industrial development through innovation and research."

Take out on all this is that the United Nations' work has a tangible link with national mobility and industry policies: the ongoing revision of the ECE R22, the new global resolution on the Blind Spot Information System for trucks and the discussion on traffic rules for light electric vehicles, all shaping the way mobility may develop across the world over the next ten years. CONEBI and WBIA President Erhard Büchel tells "we have a strong WBIA that has been working with the United Nations for almost two years and with NADBM joining the association, it strengthens our hand."

The next WBIA General Assembly is to take place at Eurobike 2019 in Friedrichshafen.



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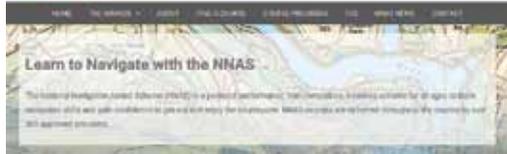
to see the full Insect Shield range visit [www.keela.co.uk](http://www.keela.co.uk)





## the Latin word is *navigare*

# ... get it right and you don't end up lost . . .



Talk to anyone working in the outdoor industry and ask them what they actually do then you'll probably get something along the lines of "enabling people to get into the outdoors, safely and comfortably." That's where a perfect combination of People, Place and Product comes in - an ethic that applies to the National Navigation Award Scheme - aka the NNAS. In Manchester for the second time they are meeting the Trade from a booth at OTS, there to explain how NNAS enables people of all ages to get into the outdoors, safely, comfortably and with greater confidence. They reckon that is important because give the average Jo Public the best kit available then drop them into the heart of the Scottish Highlands then your next step could be to call the local search and rescue team! Yet equip that same individual with the skills to read a map and to use a compass: now they have the freedom to explore and enjoy the outdoors way beyond the horizon.

This year NNAS celebrates twenty-five years of activity after being launched at the Royal Institute of Navigation in London. Over that time, through its Navigator Awards and the refreshed Outdoor Discovery Awards (the former Young Navigator Star Awards) they have enabled thousands of individuals to enjoy being outdoors with a more mindful confidence. The NNAS has also helped shape the teaching of navigation with its Tutor Award the only structured course in the UK for those wishing to teach, and help in the teaching, of land based navigation.

That operation sees the NNAS giving everyone (People), the skills to safely negotiate their environment (Place) using it's unique set of Navigation Awards (the Product). Operating through over 350 providers across the UK and further afield, the scheme offers one or both of these NNAS awards. Many of the providers deliver open courses to the public whilst others run private courses for



*twenty five years ago the National Navigation Award Scheme opened the book on getting to where you expected to be . . .*

It is reckoned that the number of people who have taken a National Navigation Award course at either Bronze, Silver or Gold level has topped the 50,000 mark. The NNAS is sponsored by Suunto compasses and Harvey Maps with the scheme being supported by outdoor organisations for its sound training system for teaching the skills of land based navigation, and enabling participants to gain the confidence and skills to plan and safely execute their own journeys into the countryside.

NNAS is recognised by SportsLeader UK, British Orienteering, The Royal Institute of Navigation, Mountain Training UK, Ramblers UK, Air Cadets, Plas y Brenin, Glenmore Lodge and the Kingswood Educational Outdoor Centres, with centres in France, those along with others.

their DofE group, School or cadet groups. Groups like SkillForce also use NNAS awards to fulfil their aims. That means a lot of walkers, cyclists, horse riders and others have learned to navigate with confidence and accuracy.

The NNAS through People, Place and Product facilitate life changing events for all who venture outside. Knowing where you are heading is important. Knowing where you are is essential. Retailer, manufacturer and training providers can all join the NNAS in delivering this reality to all ages and backgrounds. A truly inclusive offer, which can only help your business.

**Meet the NNAS at OTS**



## hills can be made easier for the rider

*gaining a faster transition through the pedalling dead spots is the key*

*a special report from Italy by Peter Lumley*

A reduction of muscle fatigue during demanding climb is what this is all about, a lot of testing on the road and in the laboratory has brought close attention of riders to advantages that the Cadence Power Booster brings. Through collaboration between Dr. Zani Zeno of Italy (pictured right with Stefano Doldi of Skopre) and Skopre Srl in Italy, this Zen Slip device is in a non-deformable superlight wedge that is fitted between the sole and the cleat of the pedal.

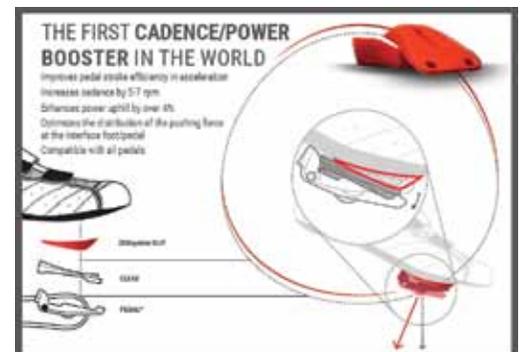
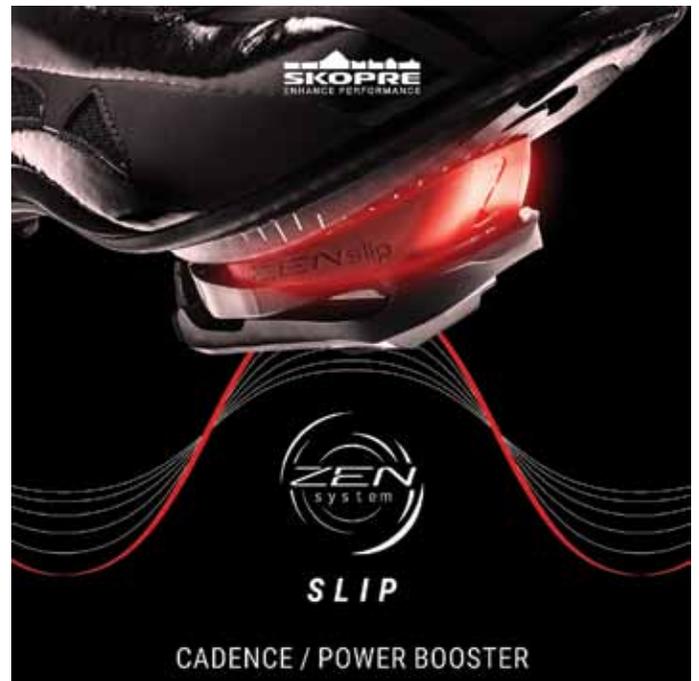
Riders keep the exactly identical position of their foot while it changes the plane of the pedal, thus triggering dynamic activities throughout the rotation of the crank. The reckoned result is a faster transition through the pedalling dead spots, and especially for the lower one. This comes about through a change in the effective vector force. It's a renowned success!

Riders confirm the feeling during the full rotation (30-150 degrees is normal, followed by a slipping effect at the dead point, the lower part of the rotation at 150-210°. The dynamic effects are most evident when climbing uphill, where the inclination of the bicycle with the consequent extension of the lower transition of the pedal accelerates the passage at the dead points, and especially the lower one. Visibly this is recognised when riders find less need to rise on the pedals to revive the action. Science shows improved acceleration uphill from 140° with the power continuing through the dead point and up to 215°

It is reckoned Zen Slip brings about a reduction of muscle fatigue during a demanding climb and is a means of using lower gear ratios and a consequent increase in the cadence rate. Cyclists may use longer cranks, an increase from 170mm to 175mm, and from 175mm to 180mm (on both road and mtb!) and maintain the same cadence, especially uphill, so obtaining noticeable improvements in speed performance.

There are a host of testimonials, as with Jason Crowe, Polar Electro Italy - "on the road I noticed the opposite upcoming stroke pulled through easier, especially on a climb"; Claudio Savini a former pro cyclist from Cesena tells "....it improves the passage at the bottom dead point, while the opposite leg flows easier than normally; mid-thigh muscles feel more at ease." Another rider, Franco Magli, President Prov.UISP Bologna, tells: "on the slope of the Croara when the slope changes the rhythm accelerates by dragging one leg to the other and pedalling through the dead spot comes easier. From time trialing the amateur rider Gabriele Davi says he has found that Zen Slip improves the effect of pushing the foot in the different phases of pedalling especially in the dead spots, "and I noticed an increase in cadence even on substantial climbs keeping 90 rpm, and between 100 and 105 rpm while on the flat". The Cannondale coach Paolo said that Ivan Basso the pro cyclist detected better pace and improved cadence by 5-7 pedal strokes a minute. There are others with that same happy result.

An added benefit of the Zen Slip fitting is riders can use a longer crank than normal without experiencing the usual downside found with using those longer cranks. Skopre are at Sant'Agata Fossili in Italy



## signing after three years

The Federation of the European Sporting Goods Industry welcomes the Energy Council's green light for the Free Trade Agreement between the European Union and Vietnam. The Council's consent sends a strong and positive message for free and sustainable trade. Once in force the agreement will eliminate over 99% of customs duties on goods traded between the two sides.

Vietnam sales through imports have been increasing in the last years, in particular in the footwear and textile sectors, these being the second and third most imported category of goods from the Southeast Asian country. In addition to creating new opportunities for EU firms, in particular in the sporting goods sector, the trade agreement aims to support Vietnam's transition towards a more competitive and more sustainable economy. FESI is calling on all Member States, the Commissioner Malmström and the Romanian Trade Minister to sign the agreement and the newly elected European Parliament to quickly begin ratification.

"More than three years after the end of the negotiations, I am glad that the Council finally gave its consent to the signature of this agreement. Vietnam has always been a strong partner for our industry and I'm sure this agreement will bring great benefits for European and Vietnamese companies, workers and consumers", says Frank Dassler, FESI President. EU imports from Vietnam's textile and garment sector is indeed one of its most important industries, comprising in 2014 around 4000 enterprises and giving work to more than 4.5 million people.

Despite the significant economic advantages offered in this deal many stakeholders have expressed reservations due to human rights and other legitimate issues. "The Sporting Goods Industry is fully aware of the concerns regarding labour rights and working conditions in Vietnam. Over the last few years, FESI members have been actively engaging with various factory partners, independent organisations, international programs and partnerships in order to address these challenges and make sure that the Vietnamese workers effectively benefit from this agreement", said Jérôme Pero, FESI Secretary General.

UNWTO Executive Council meets in Baku

## tourism - it is here to stay

*in an industry of many faces, many places - with many Trade opportunities - let it make the difference to your brand*

With international tourist arrivals having grown by 4% over the first quarter of 2019, following on from 6% growth in 2018, the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism has met in Azerbaijan for the 110th Session of its Executive Council. The Council brings UNWTO Member States together for top-level talks on the direction of the global tourism sector. It's a broad business opportunity, and worth the exploring!

"It is an immense pleasure to be in the dynamic city of Baku for the 110th Session of our Executive Council," Mr. Pololikashvili said. "The Executive Council gives UNWTO Member States a thorough overview of UNWTO's activities and progress over the preceding year, and makes key recommendations on the path ahead. Our time in Baku offered us the perfect opportunity to discuss the challenges presented by the ongoing rise in tourism numbers, including through the creation of more and better jobs and through driving gender equality. Mr. Fuad Nagiyev, Head of the State Tourism Agency of the Republic of Azerbaijan, expressed his support for the UNWTO's mission, noting that it was "an honour" for the country to have been chosen to host the session of the Executive Council. "UNWTO events, including this Executive Council, are great platforms for promoting the potential of tourism and for forming and developing good working relations with both UNWTO and its Member States," Mr Nagiyev added.

Fulfilling UNWTO's vision of tourism as a force for good Member States welcomed the progress made as UNWTO works to fulfill the current management vision. More specifically, the Five Priorities underpinning Secretary-General Pololikashvili's mandate include making tourism smarter through embracing innovation and digital transformation and growing competition and entrepreneurship within the sector. At the same time, making tourism a leading source of more and better jobs, and a top provider of education and training is another of UNWTO's priorities. The meeting in Baku heard of progress achieved to make tourism more inclusive, seamless and a means of safeguarding and promoting social and cultural heritage. It also considered the impact of a full environmental sustainability programme.

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EOG STATE of TRADE report

## fifty percent sales are made in France, Germany, UK

*the 2018 wholesale market was worth €5.81bn*

It was climbing which climbed, much was close to standstill in 2018 yet these results more or less matched expectations. That is shown in the latest research from the European Outdoor Group of an outdoor market in something of the doldrums, sell-in during the year was generally flat compared to the previous year. It is reported this was quite similar to that experienced in 2015 and '16.

The figures originate with the EOG comprehensive State of Trade project, using data on 115 outdoor market brands in Europe with information of seven main categories and 48 separate sub-categories. The wholesale market in 2018 was worth €5.81bn, which is 1% down in value and 0.5% down in volume on the previous year. "However, the outdoor market continues to be resilient, in the context of challenging market conditions, with increasing competition from non-core outdoor entrants, and the turbulent social and political times" says the report.

Countries and regions generally performed in line with the overall figures, recording growth or decline ranging from +1% to -1%. The year was slightly more difficult in Austria and Switzerland, a view supported by feedback from EOG members. Once again, the largest three individual country markets were Germany, France and the UK, which together represent 50% of the sector, and therefore heavily influence the development figures.

Within the climbing branch, data for 2018 reveals strong growth - 5.7% in value and 6.1% in volume. Elsewhere, figures again reflected the overall picture, though there was more of a decline in sleeping bags which was -4.7% in value and -4.9% in volume.

"Despite some clear challenges in the market, the outdoor sector continues to show resilience, driven by innovation and the ability of the industry to adapt" tells Pauline Shepherd, EOG head of market research. Adding - "the growth in climbing is encouraging and is another example of how our sector plays a role in developing wider sporting goods and lifestyle categories. Its inclusion in the Tokyo 2020 Olympic and Paralympic Games Climbin has clearly had an impact on the wider general public awareness, that being reflected in the figures."

As the EOG continues to enhance and expand its market research programme the association is running a pilot report on snowboarding products as part of State of Trade 2018, and figures will be published around the end of the year. For sell-out, the EOG has been running a retail point of sale project with retail members for the last 18 months. The association will now open up this project up to the wider market, for any retailer or brand with retail, that sells outdoor products in Europe. [www.europeanoutdoorgroup.com](http://www.europeanoutdoorgroup.com)



*some of the report detail*

## sustainability engagement

*on recycling, waste management and battery production*

The second edition of the World Cycling Forum was held in Rotterdam. Organised by the World Federation of the Sporting Good Industry with Bike Europe it brought together international experts and companies gathered to present several projects and talk about the bicycle trade and industry matters in the context of sustainable development.

Dr. Fiona Bull from the World Health Organisation, Philippe Crist of the International Transport Forum and Denis Pennel of the World Employment Confederation were amongst those talking about sustainability from different angles. This brought a prominence and awareness to the forum, making it a valuable platform for key discussions. On the agenda was a CONEBI presentation about the role of European legislation on industrial development, analysing matters like recycling, waste management and battery cells production.

making the cut

## Special Achievement 2019 ISPO Award

A Gold Winner label is awarded to the best product in respective categories, assessed by a jury meeting in the French Alps who came together to put submitted products through their paces in an authentic atmosphere. The ISPO listing in the jury's words included:

**THE NORTH FACE TENTE FUTURELIGHT JACKET** reported to "bring a new level of waterproofing comfort to users with unmatched levels of fabric breathability. Nano-spinning allows to fine-tune levels of breathability, lets air move through while maintaining waterproofness. This technology is setting a new standard in comfort and performance while maintaining sustainable practices in the fabric creation process, using recycled fabrics and a production that cuts chemical consumption".

**PETZL FLY** - "designed for (ski) mountaineers, this harness features a world premiere: the patented construction of the belt uses an innovative loop technique that makes metal and conventional buckles obsolete. Removing the comfort foam, this lightness miracle minimises the weight from 120g to only 90g. Multiple gear loops and ice-screw retainers transport all the equipment required for technical adventures".

**VAUDE REDMONT 1L JACKET** - "the choice to use GOTS certified (organic) cotton using natural dyes is a double win: no use of pesticides or herbicides during the growing process and it doesn't hinder the natural biodegrading process of cotton the way synthetic dye does. The durable wind- and waterproof 1L jacket represents a new generation of street, urban, and outdoor wear that cares about both style and the planet. Trims and logo applications are of certified cork".

**adidas MYSHELTER PARLEY JACKET** - "...by adidas it shows how outstanding outdoor performance and urban lifestyle goes together. The three-layer, yet very breathable construction and clever details make the jacket suitable for an active urban lifestyle (e.g. when commuting to work) and make no compromises in terms of style. The non-dyed fabric highlights the inner seam tape, which shines through the outer fabric showing a powerful message: *For the Ocean*".

Vaude

Petzl

The North Face



## ISPO Gold Winner Award is for the best product in a category

the jury selected these items for listed categories:

**Base Layer:** Palgero made in Merino/SeaCell. **Mid Layer:** DEVOLD of Norway. **Trailrunning Apparel:** Norrøna bithorn driflex1 Anorak. **Insulated Apparel:** adidas TERREX FAST HIKING WINDWEAVE LIGHT INSULATION WINDBREAKER. **Mountain & Hiking Jackets:** adidas TERREX HIKING 3L WATERPROOF ZUPA-HIKE JACKET. **Mountain & Hiking Pants:** Fjällräven Abisko Midsummer Trousers unwaxed G-1000 Air Stretch. **Outdoor Lifestyle Apparel:** TOREAD Light Change Skin Jacket. **Trailrunning Footwear:** TECNICA ORIGIN customised fitted shoe. **Poles:** KOMPERDELL FXP Carbon Series. **Lighting & Energy System:** NITE-CORE HC65 Headlamp and F4 Charger & Power Bank. **Bike Gear:** ENDURA MT500 Full Face Helmet. **Bike Accessories:** ORTLIEB Up-Town Click-on cycling basket. **Duffels/Travelbags:** PEAK DESIGN Travel Duffelpack 65L. **Trekking & Touring Backpacks:** LOWE ALPINE AirZone Trek 35. **Hammocks:** TICKET TO THE MOON LIGHTEST HAMMOCK just 228g. **Sleeping Bags:** PAJAK 4TWO designed to be recycled. RAB Mythic Ultra 180 hand-filled down sleeping bag. VAUDE Meglis Eco 700 SYN Sleepingbag has two arm-openings and great stretch. **Tents:** MSR Hubba Hubba NX. VANGO Project Hydrogen inflatable-tube tent. VAUDE Lizard 1-2 P Ten.

There were other brands assessed then

Award listed by the jury - visit

[www.ispo.com/outstanding-outdoor](http://www.ispo.com/outstanding-outdoor)



PERFORMANCE FORUM will feature only fabrics and accessories that have proven to be sustainable. PERFORMANCE DAYS is working to maintain its reputation as an absolute pioneer in the textile industry for functional fabrics and accessories for the sport and fashion sector. General Manager Marco Weichert tells "We at PERFORMANCE DAYS have always been known for pushing the boundaries". Believe it! Register right now.



FOR HIKE & BIKE PEOPLE

## waterproof . made in Germany

*something from Eurobike for travel and touring*

Ortlieb are expanding their e-bike bag family of E-Mate with the matching handlebar bag, the E-Glow, and realising that no two handlebars are alike, let alone the bikes they steer the German manufacturer is making adapters which offer universal solutions for all handlebar variations. They are working to provide four different adapter versions as optional accessories for each handlebar bag. Suitable for e-bikes or classic bikes the versions come with or without a lock.

For Up-Town City and Up-Town Urban handlebar baskets Ortlieb offer the ideal companions for shopping or strolling around town. The Commuter Daypack High Visibility is for those who cycle to work and prefer to carry a their laptop and work stuff on their back. The brand completely revised the classic Velocity, now offering it in two sizes, plus an added laptop compartment. Also there are two smart organisers for the Back-Rollers with Packing Cubes to help organise packing panniers for touring. The Commuter-Insert is even perfect for commuters to bring along a laptop, a change of clothes and snacks for the office.



### BUSINESS SERVICES

## the Web - it's what they do

A family run business founded over eight years ago from a North East England base provides services and training products that can help businesses maintain the best possible internet presence. The company Radar Publishing reckons that being present on the internet not only means having a well designed and running website, Other factors they help with are email marketing, optin pages and SEO.

Working across all sectors of businesses, founder and owner Gerben van Dijk and his wife Iena Potse have a big connection in bikes and travel - as you'll find with Dutch people, they love the outdoors and have a long association with bike-packing holidays together. Gerben tells - "it's a joy to work with our team on projects. Then on most days, after a day of inspiring work it's good to get on your bicycle to ride home. It means getting fitter, getting fresh air and enjoying the scenery of the North East."

At Radar We have expertise in all areas, as well as training material that transfers some of the knowledge to our customers. We simply aim to provide the best solution, taking into account different levels of expertise and important factors of time and money varying with each Client. We cover more than actual Website design and Website hosting, our offer covers email marketing and optin pages, Search Engine Optimisation along with Images, photography and video clips. "We are a company engaging Social Media integration and for Courses for social media and traffic generation.

[www.radarpublishing.com](http://www.radarpublishing.com)

*Remembering a remote place:  
camping 'wild' at  
Jökulsárlón, Iceland*





around each and every corner on the Isle of Elba are sights your will remember . . . just about everything is in the tourism book of island happiness!

destination beingThere

*they call it an outdoor gym  
- and you'll find it's a place with everything*  
**the magic island**

walking festivals, beaches and bike challenges.  
Peter Lumley goes to where Napoleon once lived

To picture how people lived at the Villa delle Grotte in Portoferraio you have to grasp that the Romans never did things by half, and this hilltop crowning villa which looks across the bay to the city of Portoferraio is reckoned to have been something very special. The harbour town itself is an almost completely intact ancient urban

structure, with fortresses, narrow, stepped and cobbled tiered streets which retains a classic charm while catering at the same time to the modern tourists. Here is where you step off the ferry for the Isle of Elba, and as appealing and welcoming you will find the wooded and beach proud interland this part of Elba is a place to sit and soak up just relax into the way of an island. Do it the once and you want to be back . . . but have that time again and again, it still will not be enough!

Sailing into Portoferraio, the first thing welcoming you will be the Martello Tower, representing the first of many fortifications around a broad bay shaped like a horseshoe, this central part of the city. The port, called the Darsena Medici, is a very secure area classified as a "port of refuge." Precisely for this reason, on days of strong wind and rough seas, vessels of considerable tonnage will drop anchor in the marina and wait for better weather in order to continue sailing. Rough seas or not, even when the sun sometimes running for cloud cover, it makes no difference to the true ambience of this magic island.

photos: Peter Lumley . KSA



at the Villa delle Grotte in Portoferraio, seeing a view which has been this way even since before the Romans arrived to build their villa.



ships and boats and planes - Isle of Elba is a the heaven of a place and for easy access then fly to Pisa. A coach service operates to link with the ferry, box your bike or bag the boots - go!



what a place to have as your home!





above: Gianpietro Beltramello, company boss at Gabel

The Gabel operation truly has the *Made in Italy* badge as I saw when at their plant. An upper floor with main offices and a display and sales functions room, along with a poles product design unit in one part and the graphics and marketing department where multi-lingual swing tickets and booklets are designed.



made in Italy . used all over . NOW on the BRITISH ROUND

## poles are part

*Nordic, Ski and testing places are in the field and at university laboratories*

There are poles - and also poles which are a bit more than just how they may look when they are twirled past the knee on the trail. It is a bit like the towns down the road from where Gabel produce their Made in Italy products at a smart techno-factory: there is plenty of history.

This is a family business, and Galdino Beltramello began making poles in "around 1952" he tells in his autobiography. Today his son Gianpietro heads up the business and across the couple of days I spent with him in the factory near Bassano del Grappa it became clear that the walking poles Gabel produce are far removed from ever being labelled sticks.

Yet stick at it is something the family have done, Grandfather Beltramello was a rope-maker, supplying the tackle for rural and farming communities, son Galdino first put his hand to trucking and then to fruit supply but it was his passion for skiing that clinched the next business phase: he had began his ski sport using the kit he personally made. *Bingo!*

Monte Crocetta was the local mountain where he started to ski, he was soon winning trophies, in 1956 Gabel was founded with the company being registered in his wife's name: Galdino had a full time job elsewhere! Manufacturing and marketing operations were the Beltramello family mainstay until 1984 when Gabel S.r.l was founded, in son Gianpietro's name: he had just turned 18 years old. In 1990 Galdino stepped off his daily involvements with the business. This July in Manchester at OTS it will be Gianpietro Beltramello who will be on the Gabel booth: you will find he demonstrates *appassionato* in no small measure. Peter ri



HMRC's July 31 deadline

## payment on account is due

If you are one of the 15% of the working UK population who are self-employed then be aware the Self Assessment system means you are expected to make twice yearly 'payments on account', the next deadline is at the end of this month - July.

Help comes from David Redfern, director of DSR Tax Claims Ltd, who explains why these payments "on account" are necessary. Yet perhaps you are not affected by them, and he guides you on that one, too. Taxpayers responsible for settling their own tax bill, are required to use HMRC's Self Assessment system to calculate and settle their dues, but concerns have been raised that HMRC have not sent payment reminders. A fault in their system has not been corrected.

David Redfern tells: "If you know you had no tax to pay in 2018/19 then you could request that HMRC reduce their payment on account demand and so then reflect your current tax position.

"Due to a technical error in January when taxpayers weren't notified of requirement to make a payment on account, not rectifying this error in January themselves by contacting HMRC means they won't receive any form of reminder: they will face interest charges on unpaid tax".

Even where you have closed your business, until your tax bill is completely settled you are still required to make payments on account or risk an interest charge". David Redfern has called for more awareness of tax issues for the self-employed and small businesses.

for DSR Tax Claims Ltd visit <https://dsrtaxclaims.co.uk/>

**BURNHAM BOY**  
Peter Lumley

beingThere  
bike . hike . travel . tourism

here's the book about **beingThere** the brands and the people who made it happen . .

how Fausto Coppi changed Essex cycling. backpacking all began with a family camping magazine. take an engine, then add three wheels. play with a rifle and throw handgrenades.

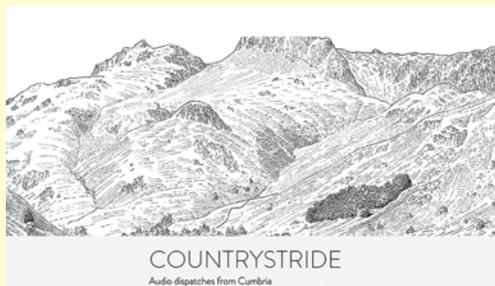
published by [www.feedaread.com](http://www.feedaread.com)  
isbn: 9781788764230

published last July it became Book of the Month in August and again in September

buy this book from [www.feedaread.com](http://www.feedaread.com) or the [www.beingThereGuru.com](http://www.beingThereGuru.com) website means an author's donation reaches Marie Curie Hospice, Elswick

# Countryside

through his audio despatches you listen and share the knowledge and perceptions from a rich diversity of people from Cumbria and the Lake District. It all happens when Mark Richards gets on the Countryside trail



COUNTRYSIDE  
Audio despatches from Cumbria

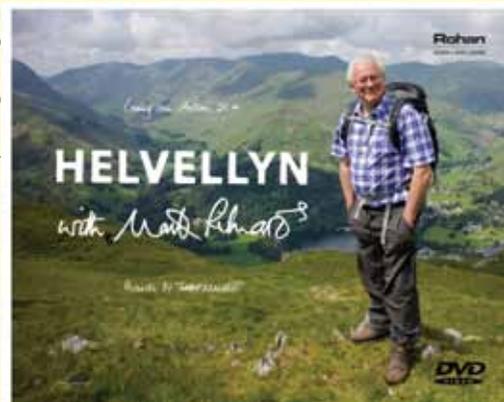
“long enough to genuinely explore ideas, enabling listeners to be immersed in the setting so always they learn something unique”

Walking frees the mind, being unshackled from daily strictures and demands the themed conversations naturally flow, enabling casual, yet thought-provoking interactions to evolve in-step with an easy pace. That helps listeners closer to appreciating the great health and restorative benefits of walking, tough or tame, whilst encouraging them to learn how to use eyes and ears in natural settings. There is always a welcomed interaction with people met on the path. Not just fellow walkers, but those engaged with their own daily round, so just as life happens, then it is the asking and the looking that makes the story - something not to miss! This is where you hear an unique blend of immersive field recordings and inspiring interviews frequently looking to the wider world and then relating back to the allure that Cumbria exerts.

With the Mark Richards despatches each podcast is shaped into a single walk presented by the author, illustrator and former farmer. His diversification came decades ago when he moved north from Oxfordshire to live and work locally to the Lakeland mountains, the fells and the countryside rubbing up against rocky bastions and alongside the Romans built barrier of Hadrian's Wall. Each of the podcast is illustrated with Mark's linescape art and photos taken on the day.

Mark Richards' podcasts are produced by David Felton into fifty minute episodes that come long enough to genuinely explore ideas, enabling listeners to be immersed in the setting so always they learn something unique. You soon realise Mark Richards is driven by a desire to open minds, to understand how and why... to deliver a broad-brush approach to the choice of guests. It is not always easy to challenge the orthodox, yet giving passionate people a platform can pitch one person's view against another - so widening the debate. The podcasts help you catch up on the guests and those whose families who have lived in the area for many generations, you'll meet politicians, environmentalists, writers, historians and a whole host of an un-anticipated world you meet when walking.

Countryside Podcasts are available on diverse platforms, downloaded direct from the website:  
[www.countryside.co.uk](http://www.countryside.co.uk)



## the count is now at a third

but female entrepreneurs are still reckoned to be under-represented

The South West of England has the highest proportion of female-run businesses, according to the latest research from Paymentsense. Data from the company's 70,000 small business customers across the UK, found that almost two in five of SMEs, that's thirty-nine percent, in the South West are run by women. That's closely followed by Wales where 36% of listed businesses belong to females. The figures also suggest that 34% of UK SMEs are now female-run, that's an increase on 2017 data which reported that just 19% of UK small businesses were led by women. Despite this increase the data still points to significant underrepresentation of female entrepreneurs across the UK.

The study also displayed that a balance of business ownership varies at the city level. Carlisle topped the city list with half the businesses there being run by women. Torquay comes second with 47%, closely followed by Telford, Truro and Shrewsbury, all at 45%. Of the 100 cities and towns analysed, London sits in the bottom ten, with just 30% of Paymentsense customer businesses being run by females. Lowest proportion of female entrepreneurs comes with Slough registering just 36%. the lowest proportion of female entrepreneurs with 26%.

Females are still underrepresented in traditionally male-dominated industries according to the study. The sectors with the smallest proportion of female-run businesses are construction (24%), repair (23%) and automotive (17%). Jacqueline Gallazzi-Ritchie is director of All England Gas, a heating and boiler service specialist. She tells "unfortunately, while these statistics are bad news for women looking to break into the business world, they're also unsurprising.

Having worked in law and the energy sector, I've spent my entire career in male-dominated fields and the fact that I've always worked with far more men than women, has made me aware of the gender equality issue".

"There needs to be more representation for younger people and during school. It's only recently that any efforts have been made to encourage girls to pursue STEM subjects and careers, so this definitely needs sustained investment to change the status quo over the coming years. I don't think a gender balance will be achieved until the perceptions of male-dominated industries change to be more inclusive and females are encouraged and educated early.

"Of course, I believe everyone is capable of achieving their goals, regardless of their gender, but these statistics prove that there are still some obstacles making it harder for women to reach high-flying positions in a lot of industries. So, I really do hope we start to see things change in that respect."

Paymentsense is Europe's largest merchant services provider, they enable over 70,000 SMEs to process over £10 billion worth of card payments per year. From card readers to semi-integrated solutions and payment gateways, Paymentsense supplies small businesses with low-cost card processing solutions that allow them to take payments in store, online, over the phone and on the move.

## the non-stop itch stopper

Insect Shield technology comes from years of research and field study, being used by the US Army, international rescue & relief organisations too, this Keela package is trusted amongst the professionals. Users find that it is a permanent fix which does not require any later re-application. The active ingredient is bonded into the fabric to retain effectiveness throughout the full life of the garment. Bugs just hate it! You will love it!

Boffins who created Insect Shield used in Keela products worked to prevent active ingredient being lost outside the system, and - better - is reckoned to be more environmentally friendly than fabric treatments which require wastewater management protocol. The Scottish producer Keela put as key in their clothing portfolio this Insect Shield protection against biting insects, and including their own home country's famed no-see-um (almost) midges, as well as fleas and ticks, the mosquito, ants, flies and those sort of irritants which bug your day, Night time too!

Here is a built-in odourless technology which stays with your clothes and not on your skin, bringing a relief that is safe for everyone to use, young children especially and pets that need protection against pests.

Catch up with Keela at OTS in Manchester.

## the opportunity to have your say

Got a topic for the Trade and for the Industry? Open the dialogue here on any topic, any time frame. But, with respect though - we don't do arbitration. Do keep us in the loop - and especially when there's a real story needs doing . . .

[office@tradeandindustry.net](mailto:office@tradeandindustry.net)

## a message from the team

Us guys go looking for topics the Trade and the Industry should know more about. We've done that longer than anyone and we tend to go places others won't. We explore and open dialogue in a style where *tradeandindustry* b2b delivers you the opportunity through reporting that's as proudly independent as it gets. We're here: [office@tradeandindustry.net](mailto:office@tradeandindustry.net)