

# trade and industry <sup>YEAR 37</sup>

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

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COLOUR STORIES

REGATTA  GREAT OUTDOORS

PERFORMANCE  
INSIDE & OUT

FIND US AT ISPO

HALL B2 - STAND 209



## a more singular and less marketing-driven event

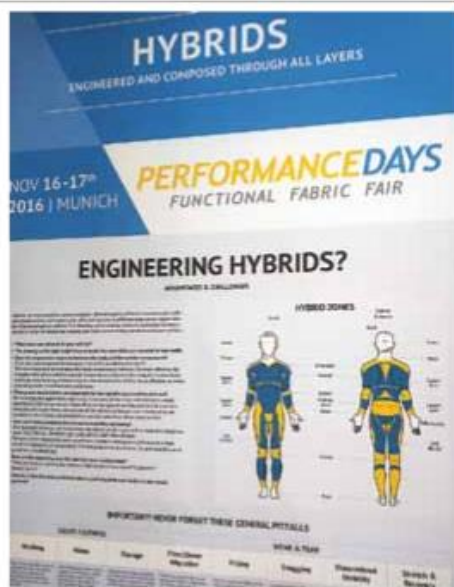
With a theme of Hybrid Engineering the fabric trade fair in Munich has moved onto another level of importance in the diary. Whereas in previous years a designer could turn up early in the day, zip around all the stands they wanted easily and still get out by the close of business: you don't do it that way now. The show has become so busy I know that despite requests from various exhibitors to expand their stands, there is no more room left at the location. The last fair, in November, even had a new room opened to accommodate extra brands, running alongside specific extra meeting rooms which doubled as brand presentation areas. It is this addition to the conference area where papers of

interest are presented alongside the most complete display boards and tables of the varieties of fabric selection seen at the show.

At a time when many are questioning the effective promotional budget of taking part in such exhibitions, it is a mark of the attraction of the whole event that a record number of visitors appeared this time. On top of which the relaxed social gathering, cases of beer, snacks, an oompah band and a DJ on the single evening of the show probably suggests that this more singular and less marketing-driven event is the way we should be going. We shall see.

The lead presentation was given by Stefan Posner, of Swerea, the lad that is leading the testing of PFC-free DWRs. The main conclusion from it was that legislation IS coming in SHORTLY and there is not a suitable alternative YET. So should the role of a DWR be re-assessed and would better laundry practice reduce the need for oil resistancy? Now that would be a good topic to air. Soon?

CR



as the man said "#GetOutside is the major UK consumer call to action"

## #GetOutside is for bike and hike

Ordnance Survey don't just do maps, they also do mentoring

The hope was to put outdoor activities firmly onto both the public and political agendas in 2012 when the Britain on Foot campaign opened. The idea appealed so much to the Trade that buckets of cash came from businesses to back the scheme. Talking the walk led to polling support from a Government identifying, as with cycling, and BoF could encourage and inspire people to get active. Three years on those who wondered if the trail had gone a bit cold were encouraged to see the Sport England's 2016 publish their 'Towards an Active Nation' which suggested that outdoors activity is firmly embedded in UK policy-making.

It was in November just past that Ordnance Survey picked up the Britain on Foot baton and straightaway hared off to discover Champions to ambassador with their #GetOutside brand hike, bike and happiness. Google "Britain on Foot" today and you get plenty: in fact you get the full works that an operation like Ordnance Survey delivers so transparently. The Trade will be as happy with this site as are sitebrowsers, with the OS outfit you won't get chased for advertising support to run a show, and you can bet The Champions they've picked are the bees knees when it comes to inspire and enthuse. The breadth of enthusiasm, a host of activity ideas, outdoor events and route descriptions are what the [getoutside@os.uk](mailto:getoutside@os.uk) people gather in. Impressive recreational support!

Firing up #GetOutside in November it was Nick Giles, Managing Director of Ordnance Survey Leisure, who said "We've worked with OIA for a number of years, and I am delighted to build this new partnership". Behind those words was a high octane energy bar of expertise, over the years a lot of us have bought OS maps to help travel unravel, and plan our course. Today it's The Champions at #GetOutside who are the guiding light. We'll still need an OS map. PrL



The Meek Family have a rather unusual story as Kerry and Tim quit their jobs, sold their house and took their children, Amy and Ella, out of school to go on a family Ed-venture. Their aim? To educate themselves and experience more of the UK as they travelled and lived in a caravan.

Throughout 2016, the family climbed the height of Everest by hiking their way around Britain's mountains.

Bear Grylls' approved, the Meek Family are ambassadors of the 'green time over screen time' mantra and encourage families to ditch the television for the great outdoors and survival skills.

You can find out about The Meek's adventures at <http://www.dontstaysathome.com>

Instagram: [@meekroadventures](https://www.instagram.com/meekroadventures) Twitter: [@meekroadventure](https://twitter.com/meekroadventure)

getting stuck into recreation, that's what these folks do - the Meeks family are part of the outdoor story you get from #getoutside, and it's what they're all!

## new clothing at ISPO from Regatta



New to the range this season is the Azuma, a water repellent polyamide ombre effect jacket with ultra warm, compressible Atomlight insulation. The Azuma jacket not only provides protection in minus temperatures but looks great and is available in 4 colours for both men and women. picRIGHT

The men's Sacramento III 3-in-1 is another new style this season, a waterproof and breathable Isotex 15000 jacket with a removable inner for added warmth. picBELOW The Sacramento III features highly reflective printed stretch panels in strategic zones for enhanced visibility along with a detachable technical adjustable hood, taped seams and adjustable cuffs.

From the lifestyle range: picLEFT The Hermina is a super-soft, over the head fluffy fleece with a cowl neck and adjustable drawcord at the collar, it comes in a variety of colours.

