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"I am delighted to be working with 73 Media and The Rugby Show. It is going to be an incredible event for any rugby fan. I am enormously grateful that they have chosen to donate and support Dallaglio RugbyWorks. This will go towards helping some of the UK's hardest to reach teenagers to help them get a job, build a career and secure long-term stability through the values of rugby. The support of 73 Media and The Rugby Show will make a big difference to the lives of young people across the UK who are often not given a first, let alone a second chance at life."

- Lawrence Dallaglio OBE, Founder, Dallaglio RugbyWorks



PARTNERS



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WELCOME

to this month's Sports Insight



At long last the lighter evenings and some warmer weather have arrived.

Marathon season is in full swing and any of you who took part in the London Marathon I hope you had a great time.

People will be looking to get out of the cold weather training kit to something a bit lighter.

But running is a wide and varied church, so Jonathan Quint asks the question "What do runners want?"

Paul Sherratt also takes a look at the changing face of the sports wholesaler.

With new technology popping up seemingly all the time, Fiona Bugler looks at the rise of podcasting, why it's a great medium for sports marketers, and shares an idiot's guide to getting started.

Is acting on impulse something you can influence?

Paul Clapham looks at the ways you can boost your sales with some handy advice.

We also speak to Olympic skier Chemmy Alcott about her career and life on the slopes as well as snooker legend Stephen Hendry.

I hope you enjoy reading this issue of Sports Insight!

England Athletics enters partnership with Runderwear

England Athletics and Runderwear, the specialist performance bra and underwear provider, have entered a new partnership.

Team Runderwear are continually innovating and are excited to share their chafe-free performance products with England Athletics registered athletes and RunTogether members, offering a discount, support and advice as well as product to try and bra fittings at Club Run nights.

Chris Jones, England Athletics chief executive said: "It is always great when we find a partner that shares our enthusiasm and enjoyment of athletics and running. We know the team at Runderwear have a real understanding of the sport and have produced some great products that enable people to enjoy their athletics

and running more.

"We love the fact that this is a company set up by people who saw something new that could be done to enhance people's experience in training and competition and have gone out to do something about that. I know many people from our member clubs and RunTogether groups will make the most of the Runderwear range and be able to relate to the benefits that it brings."

Richard Edmonds, Runderwear's co-founder, said: "We're thrilled to be the official bra and underwear partner of England Athletics. Athletics and running are part of the Runderwear team's DNA and most of our team are club runners. Speaking from a personal perspective, I grew up with my whole family being part of the local athletics club scene, so it's particularly poignant for me to be working with England Athletics."

Runderwear creates chafe-

free comfort for fellow runners.

Runderwear's performance underwear is supremely comfortable, with no side seams or labels, preventing irritation and rubbing. Runderwear's technical fabric is extremely soft, breathable and highly effective at wicking sweat away from the body.

Runderwear's women's range consists of a choice of underwear styles - briefs, hipsters, anti-VPL hipsters, G-strings, hot pants and long shorts - which you can match with a running bra in a variety of colours. The men's underwear range consists of a choice of briefs and boxer shorts (short and long versions).

Runderwear also has a premium Merino Wool Range of underwear, which as well as the chafe-free benefits of Runderwear, also boasts natural anti-bacterial and temperature-controlling properties.



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Canterbury signs Wales star Justin Tipuric as ambassador

Rugby clothing and kit provider Canterbury has announced the signing of Wales and Ospreys star Justin Tipuric.

The 29-year-old openside flanker played a crucial role in Wales' recent Grand Slam Six Nations success, playing every minute of their five games and winning 97 per cent of his tackles to help give them the meaneast defence in the tournament.

Having been part of two successful British & Irish Lions tours, including the most recent draw with the All Blacks, Justin will be using his experience to work with Canterbury and its product team to help design products for

its head-to-toe apparel.

Known for wearing a distinctive blue headguard for club and country he will be wearing Canterbury's new Reinforcer Headguard before the end of the season, ahead of a huge autumn for Wales as they head out to Japan.

Tipuric described the partnership with Canterbury as a 'natural fit'.

He said: "I grew up as a young child wearing Canterbury, so I have a really strong connection with the brand. Through their work with the British & Irish Lions and my region, Ospreys, I've seen first-hand the quality of the products they produce, so it was a natural fit for me."

"I'm looking forward to wearing more of their range both on and off the field, but also being a part of the process in the future and helping

to create products that both the professionals and the grass roots players and fans alike will enjoy."

Simon Rowe, head of sports marketing at Canterbury, said: "Justin has been one of the standout performers in this year's Six Nations and with his blue headguard, he's very distinctive. As the World's leading rugby brand, we want to associate with the best and when we heard that he had always been a Canterbury fan, we knew that the fit would be perfect."

"We share his passion for rugby and look forward to working closely together, tapping in to his considerable experience to develop new and innovative products for players at all levels of the game."

To shop the latest Canterbury range, visit www.Canterbury.com

Under Armour celebrates new EMEA HQ

Following the 2017 opening of a flagship store on Amsterdam's prestigious shopping street, the Kalverstraat, Under Armour is opening a new EMEA headquarters, located in the Citroën Building in the city's Olympic District.

The HQ contains office space for over 200 employees across all central functions - including Sales, Marketing, Supply Chain, Human Resources, Finance and IT - as well as showrooms for retail partners.

The launch was attended by UA founder and CEO Kevin Plank, UA

President Patrik Frisk, EMEA SVP and Managing Director Massimo Baratto, and athletes Yusra Mardini and James Haskell. Swimmer Mardini took to the stage for a Q&A where she shared her inspirational journey from refugee to Olympic athlete, while England rugby player Haskell, who had earlier led a special workout for staff, discussed his training philosophies.

Massimo Baratto, senior vice president/managing director EMEA, Under Armour, said: "We're thrilled to have opened this fantastic space. Innovation

is at the heart of what we do, and it's important that our new home reflects that ethos and inspires everybody who works here. It's a very exciting time for Under Armour, and this new HQ will set us up to continue growing the brand across Europe, the Middle East and Africa."

With 2018 revenue growth of 25 per cent, Under Armour continues to demonstrate commitment to growth in the region through partnerships with top athletes and clubs. Some of the brand's strategic partnerships include

World Heavyweight Boxing Champion Anthony Joshua and double Olympic Gold Medalists Teddy Riner (Judo, France), Jade Jones (Taekwondo, Great Britain), and Marcel Hirscher (Alpine Skiing, Austria). The brand also has partnerships in football with internationals Memphis Depay, Trent Alexander-Arnold and Granit Khaka, and clubs Southampton FC, Lokomotiv Moscow, St Pauli and AZ Alkmaar, as well as in rugby with the Welsh Rugby Union, ASM Clermont Auvergne and Wasps Rugby.

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NEWS

All the very latest in the sports industry...

HUUB AND WELSH TRIATHLON ENTER EXCITING NEW PARTNERSHIP

Huub, leading triathlon and cycling apparel brand, has partnered with Welsh Triathlon to assist in the delivery of a number of exciting projects planned for this year and beyond.

The first of the announcements is to offer Welsh Triathlon members a significant discount on all Huub products, including the wetsuits which have won the 220 Triathlon Wetsuit Brand of the Year six years in a row.

Using their membership account details, Welsh Triathlon members will have immediate access to Huub's award-winning apparel, as well as premium quality cycling kits and a wide range of products and accessories.

Huub's performance triathlon and cycling ranges have been scientifically tested using the latest aerodynamism technologies and are worn by some of the world's best athletes, with Olympic and Commonwealth teams being propelled to glory thanks to Huub's wetsuits, while the Huub-Wattbike team has won world championships and broken the individual pursuit world record in Huub's top-of-the-range cycling suits.

Dean Jackson, owner of Huub Design, said: "We are very proud to announce this partnership and to be able to demonstrate our fantastic products to a new audience. This affiliation is going to go from strength to strength and we are very pleased to be working alongside such a great organisation and wish the Welsh team all the best of luck."

Beverley Lewis, CEO of Welsh Triathlon, added: "The opportunity to partner with Huub is really exciting. Huub is an established brand with award-winning products in the triathlon marketplace.

Its innovative and forward-thinking approach fits well with Welsh Triathlons aspirations. It is fantastic that a leading brand is supporting the Welsh Triathlon membership and offering such great discounts and helping people to access our sport."



England Athletics announce new partnership with Kukri

England Athletics have partnered with team and club wear provider Kukri.

As well as supplying the kit for England representative teams, Kukri will also be providing the teamwear for England Athletics' Masters representative teams and enabling affiliated clubs to set up their own online stores selling their own clubwear, including bundles of club kit put together specifically for England Athletics affiliated athletics and running clubs.

England Athletics chief executive Chris Jones said: "In athletics and running we have a unique relationship between the athletes at the highest level and their clubs, who are the lifeblood of all levels of our sport.

"Pulling on international kit to represent your country is a high point of any athlete's career. But the deep connection all athletes have with their club, and the coaching and volunteer support

that enable them to fulfil their potential, is incredibly special.

"We know athletes of all levels take huge pride in wearing their club vest – whether they are competing for a national title, a youngster taking their first steps in the sport or someone who has been representing their club for many, many years.

"That is why we are delighted that this new partnership will see our international teams, including our Masters' road running teams, wearing Kukri, and also enable clubs to have the opportunity to work with Kukri to provide their own ranges of club kit.

"At England Athletics we hugely value the identities of each of our member clubs and the diversity that they reflect. Kukri's ability to enable clubs to have their own online shops selling their club wear resonated strongly with us."

Chris Marshall, Kukri Sports Sales Director of GB and

Europe, said: "We're delighted to be working alongside England Athletics as their official teamwear provider and developing a partnership built on common values. Whilst we take great pride in working with Elite athletes we are both equally passionate about encouraging participation and development at all levels of the sport. Creating a range and relationship that inspires as well as performs on the international stage, is central to our ambitions.

"We have developed our new Core Range which combines performance fabrics with an athletic fit which can benefit all athletes whether they are representing their country or their club. This partnership is a fantastic launchpad for the range and opportunity to develop our product further. It's a very exciting time for Kukri Sports and England Athletics."

There will be a bespoke new kit for England Athletics representative teams unveiled this

summer. A new kit specifically for those representing England in the Masters road running opportunities will also be produced.

Clubs will be able to set up online stores that sell their club wear. This can either be done using standard products from Kukri's teamwear ranges with personalisation such as club names and logos added. This can include items such as club hoodies, T-shirts, polo shirts, tracksuits, or plain designed vests. Or clubs can set up a Club Shop that sees more bespoke designs created for club members to buy such as specifically designed club vests or other club kit in the style of the club vest.

To find out more about how to set up an online Team Shop or Club shop please see the England Athletics website. Clubs can also access special bundles of club / team kit put together specifically for England Athletics affiliated athletics and running clubs.



4global expands its Sports Intelligence team

As part of 4global's continued drive to enrich the sector's understanding of the data it holds, Alice John has been employed by the company's Sports Intelligence practice as Business Development Manager.

She will work with the DataHub's clients and partners, in particular County Sports Partnerships (CSPs) and Delivery Partners, to help them translate their data and transform it into actionable insight. Her role will include helping the DataHub's clients to develop strategies, campaigns and programmes that attract the widest set of participants, using their data to deliver the right offer to the right people at the right time.

Founded in 2013, the DataHub is an automated way for all sport, leisure and physical activity providers to securely bring their data together, align it with consistent sector standards and

then access and share business intelligence and best practice. It holds information from more than 4,500 users including operators, CSPs and National Governing Bodies (NGBs), logging data from over 500 million visits to more than 2,000 venues.

Alice said: "I hope to play a leading role in helping the sector collect and analyse more robust data. I will work to support organisations to use data insights to develop strategies, programmes and campaigns, ultimately enabling them to deliver stronger offers to participants and members. Used effectively, data can enable organisations across the sector to measure and demonstrate how sport and physical activity can support participants to achieve a series of outcomes – including physical health, mental wellbeing, individual development, community and social development and economic development."

Sports nutrition brand Grenade among UK's fastest-growing international companies

High-growth sports nutrition brand Grenade has been named among the UK's top 200 fastest-growing international brands in the tenth annual Sunday Times HSBC International Track league table.

The prestigious list showcases Britain's mid-market private companies with the fastest-growing international sales.

Grenade, which ranked 90th, has enjoyed international sales of £11.5 million over the past two years – a growth of 62 per cent. This contributed towards total sales of £33.8 million in that same period.

Husband and wife and co-founders, Alan and Juliet Barratt have created a wide range of high protein, low carb, low sugar products, including bars, shakes, spreads and biscuits.

Grenade's first product was launched in 2010, but despite this success the business was left with just £27 in the bank.

Just seven years later the firm had made an impressive turnaround, and during a private equity deal Lion Capital valued the business at £72 million. The Solihull-based firm now employs more than 60 staff and its products are sold in 100 countries worldwide.

This latest entry in the Fast Track report comes just two months after Grenade was also ranked among the Sunday Times' top 100 privately owned UK companies with the fastest-growing sales.

To add to their accolades, just last month Alan and Juliet were named entrepreneurs of the year at the national NatWest Great British Entrepreneur awards.

Marking its tenth anniversary, more than 1,000 companies have featured on International Track in the last decade. Alumni stars include Aston Martin, Skyscanner, Lush and Fever-Tree.

Alan Barratt, CEO, said "It's humbling to think that a product which was first developed in my kitchen is now being sold around the world."





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UKRunChat announces partnership with Pro:Direct Running

UKRunChat has partnered for 2019 with Pro:Direct Running.

Pro:Direct Running is one of several specialist areas at Pro:Direct, the world's largest online sports store. Many members of UKRunChat will already be familiar with Pro:Direct Running as a valuable resource for their running footwear, apparel, nutrition and accessories. In its role as a running retail specialist, Pro:Direct Running also prides itself on providing excellent customer service, unrivalled product access and in-depth knowledge of its running products.

The partnership with UKRunChat is one of a number of partnerships for the retailer with industry-leading running brands. Pro:Direct Running is also, for example, partnered with parkrun as the official milestone t-shirt suppliers, delivering their t-shirts free worldwide. The onus is clearly on providing much more than a retail service, with fantastic insights into the world of running and exciting events and partnerships to inspire runners wherever they are on their journey.

For UKRunChat, the partnership with Pro:Direct is the latest in a series of partnerships announced for 2019 and going forwards. The online running community has collaborated with a number of running-related brands and companies in order to increase its offering and provide additional benefits to its many thousands of members.

Other recently announced partners include Charity Partner Macmillan Cancer Support, life insurance provider Fitness Rewards, distribution business 2pure, fitness and lifestyle brand Runr, professional physiotherapists C S Physio and treatment finding service Sports Injury Fix.

With a highly engaged community and an impressive online reach, UKRunChat is a respected name within the running industry and one which raises awareness and support for the partners it chooses to work with. #UKRunChat boasts some of the highest engagement stats in the UK, with a reach averaging between 12-15 million every 48 hours on

Twitter and up to 20,000 unique handles across Instagram, Facebook and Twitter every month. In turn, the partnerships help to raise awareness among the UKRunChat community of the many different resources out there to help them reach their running goals.

UKRunChat is a prominent platform for runners of all levels and interests, providing a unique space for members to chat, provide support and share tips on the sport they love. For beginners through to experienced, ultra-distance runners and all kinds of running professionals, it is the place to go for conversation about running 24 hours a day, 7 days a week.

Joe Williams, Director of UKRunChat, said: "We are delighted to announce our recent partnership with Pro:Direct and UKRunChat. Pro:Direct is the biggest online sports retailer and we are looking forward to working together for the benefit of the UKRunChat community. This is the latest in our series of partnerships for 2019 and reflects our ongoing commitment to partner with relevant, like-minded brands."

Dan Prettejohn, Brand Manager at ProDirectRunning.com, said: "We are thrilled to partner with UKRunChat, a leading community and influence within the running industry. We want to help runners of every level to 'Own the Run' using expert insights, training advice and the best running product for their needs. We look forward to developing our partnership over the coming months for the benefit of all involved."

Go to www.ukrunchat.co.uk for further details and use #UKRunChat #prodirectrunning to be part of the conversation on social media.



Leicester City star James Maddison opens new football training facility

Football stars who graduated from Coventry City Football Club's Academy returned to the facility where they began their careers to celebrate its striking new renovation.

England international James Maddison was joined by Academy graduates Jordan Willis, Jordan Shipley and Tom Bayliss to mark the official opening of the new 3,150 square metre indoor sports facility at the Alan Higgs Centre.

As part of major improvements to the Alan Higgs Centre for Coventry and Warwickshire Awards Trust (CAWAT), Rubb UK has supplied a state-of-the-art 47.5m wide x 67m long football training facility, which will be

used by the local community, schools and Coventry City Football Academy.

The Alan Higgs Centre is operated by CV Life, which provides a wide range of sporting, recreational, educational and social activities to community groups and individuals within Coventry. The centre has recently undergone a £13.5m refurbishment which includes an Olympic-sized swimming pool and a newly resurfaced outdoor 3G pitch, which sits alongside the new Rubb indoor football training facility.

The Rubb super structure is designed to accommodate a FIFA standard 60m x 40m football pitch with a run-off perimeter. This is surrounded by 2.4m high internal

rebound boards and a divisional and ball stopping netting system. The pitch specification is the latest SISTurf Soccer Pro 50 synthetic including 15mm insitu shock pad, creating the best surface and training environment to help bright young stars to progress.

Richard Stevens, Coventry City Football Club Academy Manager, said: "The facility will provide academy players with the opportunity to practice in a fantastic facility, the design and build is really impressive, and we have already enjoyed working in the indoor over the last few months. A big thank you must also go to the Coventry and Warwickshire awards trust for developing this outstanding facility."

The structure stands 12.9m high at its apex and comprises a galvanized steel frame to protect it against corrosion and a white translucent PVC-clad roof to allow natural daylight to illuminate the playing area. Completing the building specification is sidewall steel cladding, specialised sport lighting with motion sensors, large sidewall gutter systems, eight fresh air louvres and multiple access doors and equipment doors.

This training facility is Rubb's latest specialist structure in the sports sector. Other highlights include Sunderland AFC's, Newcastle United's and West Bromwich Albion's indoor football training facilities.



F45 continues their European expansion in Scotland



Following hot on the heels of their successful launch in Ireland, Switzerland, Netherlands, Czech Republic and Finland, and reinforcing their position as a global fitness provider, F45 celebrates a new milestone in their European expansion with the launch of their first site in Scotland.

Michael Dean, UK sales director for F45, said: "We are delighted to be opening a studio in Glasgow. We have worked tirelessly to create a truly innovative brand and franchise model that can flourish and grow in any country. Our goal is for there to be an F45 studio in almost every corner worldwide, and with the accelerated growth we have seen in just four and a half years, we are confident that we can make this happen."

Now operating in 40 countries, F45 was born in Australia in 2014 and has since taken the world by storm. Founded by former equities trader Rob Deutsch, who spotted a gap in the health and fitness market, F45 has fast become a global fitness phenomenon with over 1,500 outlets worldwide. Designed by Sport Scientists and Elite Athletes, F45's unique, team-based, high-intensity interval training consists of 45-minute workouts which feature over 4,000 fun, functional and efficient exercises and an extensive range of 35 workout programmes.

F45 Glasgow is set to open this summer and will follow the same high intensity, group training format that the brand has become synonymous for.

Michael Quigley, owner of F45 Glasgow, said: "We are so excited for the people of Scotland to experience the fitness phenomenon that is F45. The rate at which the brand has grown at in the UK and Europe over the last two years is a real testament to the innovative concept that delivers amazing results. We are thrilled to be a part of the F45 family and look forward to opening our doors to the public later this year."

The global success of F45 as a franchise network has encouraged many athletes, personal trainers and entrepreneurs to become part of this innovative fitness movement due to its relatively low start up and running costs, turn-key set up and generous return on investment.

In addition, F45 boasts an impressive array of ambassadors worldwide, including English Rugby Union player, James Haskell.

With further European openings scheduled for later this year, including sites in Italy and Spain, the phenomenal growth of the F45 studio portfolio continues to dominate the UK and European fitness industry.

Fusion Lifestyle unveils £1.8M Meadowlands Leisure Centre transformation

Fusion Lifestyle, the UK’s leading sports and leisure charity, revealed the results of its latest investment in Devon’s community sports provision at Meadowlands Leisure Centre.

Work at the centre, designed and delivered by Fusion, has seen the addition of a top-of-the-range gym fitted with the latest cardio equipment, free weights, and functional fitness kit plus a brand new, purpose-built studio, with tailor-made space for classes including yoga, Pilates, spinning, circuits and Les Mills Body Pump. A new café completes the transformation, overlooking Tavistock Park, beside the River Tavy.

The new facilities join the centre’s leisure pool, water slide, lazy river and fountain, and brand new poolside changing facilities, to ensure there are plenty of ways for the whole community to get active.

The Meadowlands transformation forms part of a multi-million-pound investment to improve six Devon leisure centres by Fusion, South Hams District Council and West Devon Borough

Council. Work has already been completed at Quayside Leisure Centre (Kingsbridge), Parklands (Okehampton), Totnes Pavilion and Dartmouth Leisure Centre as part of a three-year programme. Other locations being redeveloped include Totnes Pavilion and Ivybridge Leisure Centre where the most dramatic transformation is underway, with the construction of a brand-new swimming pool with a retractable roof.

Simon Smith, Contract Manager, Fusion Lifestyle, said: “The completion of the work at Meadowlands Leisure Centre will significantly enhance the experience for our customers and those in the local area. The investment will ensure this popular leisure centre can be enjoyed for years to come by the community. We are committed to nurturing and maintaining local sports and leisure facilities, which includes making a serious investment in their improvement and long-term up keep.”

Cllr Robert Sampson, Lead Member for Commercial Services at West Devon Borough Council, said: “I’m delighted to see these works completed, and the new facilities that are available to West Devon residents and our visitors. The Health and Wellbeing of our residents is one of our top priorities, and I look forward to seeing people from all over the Borough enjoying their new amenities.”

Anthony Cawley, Commercial Director of Fusion Lifestyle, added: “We are delighted to have opened the doors to Meadowlands Leisure Centre this weekend. This is a real milestone in our programme of investment across our Devon portfolio. We are passionate about providing great facilities for all the communities we operate in and continued investment is key to delivering this.”



Commonwealth Silver Medalist trains as swim teacher with Institute of Swimming

Commonwealth Silver Medalist and future Olympic swimmer, Jacob Peters, 18, is already taking steps to protect his career when he retires from competitive swimming, training to be a swimming teacher with the Institute of Swimming.

The world-class athlete, who competes internationally for Team England, made his debut appearance at the Commonwealth Games in 2018, winning a silver medal in the four x 100m relay medley, and competing in three individual events, 50m, 100m and 200m butterfly, reaching the final in each.

Peters, who trains at Poole Swimming Club, completed his A Levels last year and is now a professional athlete, with his focus on the FINA World Aquatics Championships, being held in South Korea in July 2019, and ultimately, the Tokyo Olympics in 2020.

Peters said: “The big dream is the Olympics. I’m very excited and determined to qualify and compete in these events and to proudly represent my country.”

To support his professional sporting career, Peters has completed the Institute of Swimming’s Swim England Level 1 Swimming Assistant (teaching) Course. Spending on average 25 hours each week training in the pool, usually in the morning and evening,

Peters wanted a job that would fit around his training programme.

He says: “Training to become a swimming teacher was the perfect solution. I obviously love the water, but also I needed a job that will fit my unusual schedule.”

Peters successful completed the four-day course at Fern Down Leisure Centre. The course is delivered through a mixture of classroom activities and poolside learning and includes at least four 30-minute swimming lessons to gain hands-on practical experience.

Peters, who has already found a teaching assistant role with a private swimming lesson provider, added: “I was surprised at how much I enjoyed the course, it went above and beyond my expectations. I was thrilled with the instant feedback from the kids that I was training with. It was great to watch the children’s faces as they grew in confidence in the water. I can’t wait to use the skills learnt, it’s a very rewarding job.”

Rebecca Cox, Managing Director of The Institute of Swimming, said: “We are thrilled that Jacob enjoyed his course and I’m confident that teaching swimming will be the perfect partner to his professional sporting career, as the role is so rewarding and offers flexible working hours. We look forward to watching him achieve great things both in and out of the pool.”

Speedo’s smartest ever performance range shows pure intent

Speedo has launched its smartest ever Fastskin range as it aims to combine the latest technology with almost 20 years of pioneering performance.

Starting with what the swimmer needs, the new Fastskin LZR Pure Intent and Fastskin LZR Pure Valor combine innovative new technologies and new fabrics applied intelligently to make the perfect suit for every type of competitive swimmer.

The result is Speedo’s most advanced swimwear and equipment technology to date, strengthening Speedo’s world class reputation as one of the most innovative brands in sport.

The LZR Pure Intent is the first swimsuit to use a smart fusion of three fabrics, allowing for additional compression in targeted areas to streamline, increase power

and reduce drag.

Both swimsuits will be available in black as well as psycho red colourways, to allow swimmers to express their own personalities after research revealed some athletes prefer bright colours that allow them to feel empowered and energised, whilst others prefer the powerful and strength-like focus of black.

Developed in Speedo’s global R&D facility, the Aqualab, a team (including experts in textile technology garment engineering, sports science, computational fluid dynamics, testing protocols and design) covered 350,000 miles throughout a three-year testing and development programme.

Speedo placed real importance in consulting with swimmers throughout the iterative process to ensure they could make the best suit

possible. This process involved 330 swimmers, including Caeleb Dressel (USA), Ryan Murphy (USA), Joseph Schooling (SIN), Emma McKeon (AUS), Mireia Belmonte Garcia (ESP) and Siobhan-Marie O’Connor (GBR), as well as club swimmers, masters swimmers and 10 world-leading coaches, to create a choice of performance swimsuits suitable for both professional and aspiring swimmers.

Speaking about the latest Speedo performance range, Caeleb Dressel (USA) said: “Having been a part of this phenomenal development process, I’m incredibly excited about the new Speedo Fastskin suits. I’ve seen first-hand the work that has been put into creating the best swimsuit in the world and the technology that goes into that.

“This is exactly why I signed with Speedo – they’re in a league

of their own when it comes to producing swimsuits that help me to go as fast as I can. I’ve already spent a lot of hours in the pool wearing the LZR Pure Intent and have seen the benefits it brings me and that only makes me even more excited for what is to come.”

Rob Hicking, Speedo brand director, said: “It’s been incredible to have the support from swimmers to shape the products exactly to their needs and the result of this is a new generation of elite Fastskin racing suits which are our smartest yet. This suits draw upon almost two decades of pioneering Fastskin technology and we’re now taking it to the next level.

“2020 is going to be a huge year for our athletes and this suit is a statement to the rest of the competitive swimming community – we’re taking this very seriously.”

ASICS APPOINTS GARY RAUCHER TO LEAD MARKETING, MERCHANDISING AND PRODUCT IN EMEA

Gary Raucher has been appointed by ASICS to lead a new category organisation focused on driving growth in running, core performance sports and sports style in EMEA.

As executive vice president, category, Raucher will lead marketing, merchandising and product across the region.

With more than 20 years of marketing experience, Gary has a proven track record of driving business transformation and growth. An accomplished marketing executive, Gary is recognised as a thought leader in building strong global brands and developing innovative communications.

Prior to joining ASICS, Gary co-founded a strategic brand consultancy working with brands to develop insight-led marketing strategies, drive consistent marketing activations and build world-class marketing capabilities. Gary has been the Global Head of Marketing at TomTom and the Global Head of Brand and Communications at Philips. In both roles, he led marketing transformation programmes which accelerated business growth.

Alistair Cameron, CEO of ASICS EMEA said: “Gary is a highly experienced marketing leader with an outstanding track record of building global brands. With Gary leading our new Category organisation, I am confident we will accelerate our future growth.

“The recent changes we have made to our organisation will enable us to drive category-specific strategies and take a more holistic view of the market.”



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OPRO sign England star as rugby brand ambassador

OPRO, the world's largest manufacturer of the most technically advanced mouthguard, have signed England star and World Cup 2014 winner, Vicky Fleetwood as one of their brand ambassadors.

OPRO have an extensive network of hundreds of schools up and down the country which, as part of the partnership, Vicky will be able to visit in an effort to inspire the next generation to take up sport. Vicky will also work alongside OPRO to help promote the importance and benefits of wearing a mouthguard and safety in sport.

OPRO have been involved with the sport of Rugby for over 21 years, which is reflected in their partnerships with over 40 professional rugby teams and associations including England Rugby, New Zealand Rugby and Australia Rugby. The partnership with Vicky further demonstrates OPRO's dedication to engaging,

educating and inspiring all those who love the game.

Vicky, who has an impressive 65 caps for England and who is also a qualified Personal Trainer, joins Great Britain Women's Hockey Olympic gold medallist, Shona McCallin, double Taekwondo World Champion, Bianca Walkden and British Karate world champion, Jordan Thomas, as an OPRO ambassador.

Vicky said: "I'm really excited to be on board with OPRO. I've been wearing their mouthguards for years, so it really was a no brainer when the opportunity came for me to work with them in a more official capacity.

"Anyone who plays contact sport knows the importance of having a mouthguard that fits perfectly, is comfortable but also provides the very best protection. That's what I have every time I wear my OPRO mouthguard and it's great to be on board with them, especially during an exciting 2019 with the men's

World Cup in September which will see many of the players and teams wearing their own OPRO mouthguards!"

David Allen, OPRO Chief Executive Officer, said: "Vicky has been a pleasure to work with so far and we are all looking forward to growing our relationship. She is a very passionate person, particularly when it comes to sport, fitness and nutrition, which resonates with us on many levels.

"Vicky has already achieved so much in her career and we are delighted to be able to support her on her journey."



EMS training poised for expansion across the UK

Bodystreet, an innovative workout studio that combines personal training with Electrical Muscle Stimulation (EMS) is expanding its UK operation with two new studios in Coventry and Edinburgh.

The new EMS studios join Bodystreet's growing UK operation of six existing franchises including locations in Worthing, Milton Keynes, Gibraltar, North London, Sutton Colfield and Bristol. The Edinburgh location will be the only EMS provider in Scotland.

Mark Holland, Master franchisor for the UK, has seen considerable growth of his operation since introducing the concept to the UK in 2017. Membership across the six sites has grown consistently month on month, with membership increasing by 25 per cent in January 2019 alone.

Holland said: "Growth of the EMS market in the UK continues. Our Gibraltar location, for example, has seen a 40 per cent growth in members since November 2018. Because the training is so effective and requires just 20 minutes once per week, we see huge growth potential in the UK. The reality is that the UK population is getting busier and more overweight. Bodystreet, through EMS training offers the perfect solution to help these people. My personal goal is to have 200 studios by 2025."

Bodystreet uses specialised EMS equipment from miha bodytec, the leading manufacturer of EMS technology. Already hugely popular in Germany, Bodystreet is leading the growth of specialised EMS studios in the UK as popularity continues to increase. While training, impulses are delivered to the body through a specially designed training suit containing electrodes. The extra stimulation creates stronger, more intense muscle contractions than conventional training, making EMS much more effective in developing strength, stamina and improving body shape.

Phil Horton, Country Director for the UK at miha bodytec, said: "The market potential for EMS training is vast. EMS is great for body sculpting, for athletes looking to get that extra edge, or for people recovering from injuries as a form of rehab.

"It can also be a great way to tap into an entirely new market – previously inactive individuals who don't like a typical gym environment. The proven model provides fast ROI which in turn, provides the opportunity for rapid expansion."

Bodystreet launched with a single micro-studio in Munich in Germany in 2007 and after two years of proving the concept, then expanded as a franchise system. Now, the number of studios has grown to almost 300 across Germany, Austria, Italy and the UK training more than 40,000 people every week.

The Coventry and Edinburgh studios are set to open in late March.



UFC GYM

UNITED KINGDOM

UFC GYM UK announces first two locations opening in April 2019

UFC GYM, the first major brand extension of UFC has announced that the first two United Kingdom based locations will open in Nottingham's City Centre and in Woking in April 2019.

The new fitness facilities enter the UK and Republic of Ireland as part of an exclusive 10-year partnership with TD Lifestyle plc., which has committed to opening more than 100 locations throughout the territory.

"UFC GYM's are an amazing way for individuals and families to work out and get in shape together," former UFC middleweight champion Michael Bisping said. "We have a lot of different training programs suitable for all ages and we're excited to finally bring our unique brand of fitness to the U.K. and Ireland."

Since debuting in 2009, UFC GYM has opened more than 150 locations in more than 25 countries and territories, including the United States, Australia, Canada, India, Mexico, Taiwan, Vietnam and United Arab Emirates

UFC GYM programming has been developed through exclusive access to the training regimens of internationally-acclaimed UFC athletes, providing members with everything they need for the entire family to move, to get fit

and to live a healthy life.

"Nottingham has always been a hotbed of combat sports, and with the cultural shift towards fitness, health and lifestyle, it makes the arrival of UFC GYM so important," said former UFC welterweight and UFC GYM UK ambassador Dan Hardy, "I'm very excited that the first home of UFC GYM in the UK will be in my hometown. I know how welcome a world-class facility like UFC GYM will be, with Nottingham making the most of this amazing resource in fitness and martial arts."

The Woking location will be a CLASS UFC GYM, the newest concept in boutique studio fitness that focuses on a result-based and class centric format.

"We are passionate about opening our new boutique fitness franchise model in the UK," said Joe Long, TD Lifestyle Director. "We are excited to open the first international CLASS UFC GYM, following on from the successful launch in the US. It's an honour to help bring UFC GYM's revolutionary style of fitness to new regions and to continually grow our Train Different philosophy."

CLASS UFC GYM will offer H.I.I.T and Boxing Classes, with state-of-the-art fitness equipment and high-spec recovery area, including cryotherapy units and physiotherapy facilities.

TECHNOGYM LAUNCH SOCIAL CHALLENGE

Technogym's social challenge Let's Move for a Better World, involving fitness clubs all

over the world to raise awareness in the fight against sedentary lifestyles, is back for the sixth year running.

The campaign leverages Technogym's cloud-connected equipment to motivate people to join their local fitness club, to move more and to share their results with the global Technogym community worldwide in order to win prizes for not-for-profit organisations in their local community.

Let's Move for a Better World's mission is to spread awareness of the benefits of regular exercise through a fun and exciting challenge that benefits the community.

Gym-goers around the world, from fitness clubs to hotels, are asked to join forces to donate their exercise and promote the Wellness lifestyle in their local towns or communities through a challenge based on MOVES, Technogym's unit of measure for movement.

By using Technogym's connected equipment, participants can measure their training efforts and donate their MOVES on MyWellness Cloud, Technogym's cloud-based digital platform. On reaching predefined movement goals, each club can win a Technogym product to donate to any non-profit association of its choice.

The more active gym members are, the more MOVES they collect and the bigger the donation will be to the local community.

Collecting MOVES is very easy:

- Download the Mywellness app and create a free Mywellness account to store all the MOVES collected during your workouts
- Log on to Mywellness at the gym using the login screen or via the QR code on each piece of Technogym equipment
- Select the "Let's Move for a Better World" Campaign from the Challenge tile
- Start moving and collect MOVES to support your community

Not a gym member?

Not a problem!

Head over to www.technogym.com/gymfinder to locate your closest facility taking part in the social campaign through the Gym Finder. You can download your personal LET'S MOVE Guest Pass to get free access to your local gym and join the Let's Move For A Better World community. #LetsMoveForABetterWorld

Elevate Tech Lab 2019: Meet the start-ups disrupting the physical activity market

At Elevate 2019, the UK's largest gathering of fitness, performance and healthcare professionals, attendees will once again be able to explore the latest ground-breaking products and services on show in the Tech Lab innovation space.

The Tech Lab will provide unrivalled sector insight to event attendees, featuring technology start-ups that are disrupting the physical activity market. Meet the companies, see the very latest digital products and services they are developing and understand how data from the sector is enabling innovation.

The Tech Lab is organised in conjunction with the London Sport-backed Sport Tech Hub and ukactive's Active Lab.

The innovative Sport Tech Hub empowers and scales early stage technology start-ups to encourage more people to live a physically active lifestyle while creating happier, healthier and more active populations.

London Sport will be showcasing members of the second cohort of their Sport Tech Hub Incubator programme at Elevate's Tech Lab. They will highlight some of the ground-breaking innovations taking place in physical activity and sport while demonstrating how individuals and communities can benefit. Confirmed tech start-ups include Deuce Tennis, Imaginative, Medichecks, Medopad, RunFriendly, StepJockey and Street Tag.

From Street Tag, a gamified healthy lifestyle app designed to promote and enhance community-wide participation in physical health activities such as walking, cycling and running, to Imaginative, an audio fitness adventure app to make exercise entertaining, mobile apps that offer physical activity solutions are growing in popularity and can be experienced first-hand in the Tech Lab.

The digital industry is also starting to place increased emphasis on empowering people to manage

their own health. Medichecks is a start-up doing just that, selling blood tests and health checks online, making the process easy, affordable and accessible to everyone, wherever they are in the country.

Commenting on their involvement at Elevate 2019, Alex Zurita, Specialist Advisor for Technology at London Sport, said: "Elevate 2019 is a great opportunity to showcase the latest Sport Tech Hub cohort, and their range of new technology that works to enhance physical activity and sport which tackles inactivity."

"Enabling more Londoners to benefit from physical activity is central to London Sport's vision, and our Sport Tech Hub start-ups offer incredibly creative solutions to some of the capital's biggest challenges."

"As the UK's largest event of its kind, Elevate is the perfect platform for Sport Tech Hub, and all other SportTech innovators."

Jack Connors, ukactive's ActiveLab Programme Manager, adds: "Elevate's Tech Lab is a fantastic place to showcase the



fit-tech pioneers in this year's ActiveLab cohort. Technology has the potential to completely change the physical activity landscape, and we're very excited to introduce nine ActiveLab start-ups set to lead that change to the Elevate audience."

With so much product advancement on display, the Elevate Innovation Awards, sponsored by FitnessCompared, will return again. As with previous years, a panel of experts will judge the best sector products and services in six defined categories: Best Workout Innovation, Best Facility Innovation, Best Health & Wellness Innovation, Best Rehab & Recovery Innovation, Best Innovation for Human Performance and Best Start-Up.

Daniel Jones, Founder and CEO of FitnessCompared, said: "FitnessCompared are delighted to be selected as the sponsor of the Elevate Innovation Awards. The fitness industry is moving at pace due to the demand by customer choice. The quality of facilities has increased dramatically over the last five years and fitness equipment suppliers have done a great job in meeting demand by supplying innovative products with leading engaging technology. This year's awards will embrace the best new concepts and products – mirroring the demands of the customer."

Elevate will take place at ExCeL London on 8-9 May 2019. For more information, please visit: www.elevatearena.com.

UFC GYM APPOINTS ZYNK AS UK DESIGN PARTNER

UFC Gym has appointed zynk as its design partner for the UK's first roll-out of the brand's gym in Nottingham and new boutique concept in Woking, which open in April this year.

The two-pronged brief will see zynk create an interior brand identity for Class UFC Gym: a new boutique offering targeting millennials and focusing on HIIT and BOX classes. With a focus on light, modern and fresh aesthetics, the new design is being unveiled at the inaugural Class UFC Gym site in Woking.

Stavros Theodoulou, managing director of zynk Design said: "UFC Gym has gained global respect for its dynamic fitness concept, so it is a privilege to be part of the UK design development and conceptualisation of the Class UFC Gym brand identity.

zynk is also designing the interior layout of UFC GYM's 16,500 sq ft site in Nottingham which will deliver the brand's innovative training classes inspired by its mixed martial arts heritage. This interior brand identity will mirror the US, with zynk focusing on spatial planning for multiple exercise zones, including UFC's trademark octagon boxing ring.

Other major elements include viewing areas; the efficient processing of people through the club; the effective flow of wet and dry traffic and the positioning of drainage and safety equipment.

Buyers and suppliers converge at the Sports & Leisure Forum

The Sports & Leisure Forum, organised by Forum Events Ltd, has announced Sports Insight Magazine, as well as sister publication The Running Forum, as official industry Partners.

Josh Oxberry, Event Manager for the Sports and Leisure Forum, said: "Sports Insight deliver unparalleled visibility and strategic insight across the sporting industry, from the sporting arena shop floor to the board table. This partnership is a perfect match for our forum audience."

The Sports & Leisure Forum is a unique event for sports and leisure procurement professionals which takes place on June 17-18 at the Radisson Blu Hotel, London Stansted.

Registration is open for VIP delegate spaces and supplier stands at the Forum.

It's a unique event that brings sports and leisure procurement professionals together for one-to-one business meetings, interactive seminars and valuable networking opportunities.

Throughout this two-day event, delegates will meet with credible solution providers who will be able to talk through projects, concerns and obstacles, offering the best advice as well cost saving solutions.

Attendees will also learn about the latest trends in educational seminar sessions led by some of the industry's leading lights.

It is entirely free for sports and leisure buyers to attend and each

VIP ticket includes:

- A bespoke itinerary of pre-arranged meetings with relevant suppliers
- Access to seminars hosted by industry thought-leaders
- Plenty of opportunity for networking
- Overnight accommodation
- All meals and refreshments
- An invitation to the gala dinner with entertainment

Delegates already registered for the event include representatives from Aspire Defence Services, Aylsham Learning Federation, Bath Cricket Club, Hertfordshire Football Association, High Five Health Promotion, Ice Arena Wales, Leyton Orient Football Club, Orangetheory, Parkwood

Leisure, Snap Fitness, Tendring District Council, The Hurlingham Club, The Winston Churchill Sports Centre, University of Hull, University of Plymouth Student Union, Wycombe Wanderers Football Club and more.

If you would like to join them, register your place at <https://sportsandleisureforum.co.uk/delegates-booking-form/> to avoid disappointment as there are just 65 VIP tickets available.

Alternatively, contact Rachel Gray on 01992 668475 or email r.gray@forumevents.co.uk.

If you are a supplier to the sector and would like to meet with 65 sports and leisure buyers, contact Josh Oxberry on 01992 374104 or email j.oxberry@forumevents.co.uk

MARU partner with UK charity Level Water

MARU Swimwear, a British performance swimwear brand, have partnered with Level Water, a UK charity that provides specialist one-to-one swimming lessons for children with physical and/or sensory disabilities.

As an official partner of Level Water, MARU will provide a variety of swim equipment to children and instructors to assist with the work that Level Water do. Moreover, MARU will run donation weeks whereby a percentage of their online sales goes directly to Level Water to help them teach more children to swim.

MARU, who have been supplying swimmers with fashion-led performance swimwear in vibrant colours for nearly 30 years, will make their swimwear available to

every child and their family who attends Level Water, as well as anyone fundraising on behalf of Level Water at a special discounted rate.

Level Water progress each child's swimming ability to being able to confidently swim 15m front crawl and backstroke. At this point, a child can be safe and independent in the water and can join group swimming lessons or their local competitive club.

In addition to learning to swim, Level Water want to help each child develop physical, social and emotional confidence which can have a real impact on the trajectory of their life.

David Allen, CEO of MARU, said: "Every child should have the opportunity to learn to swim in a safe and friendly environment.

The work Level Water do is to be commended and we are delighted to be able to help and support them in their efforts, not only to develop swimming abilities, but to also make a difference in a child's confidence through sport."

Ian Thwaites, Level Water Founder and Chief Executive, said: "There is a severe shortage of suitable swimming lessons for children with disabilities. Our lessons provide local and equal access to a sport children want to learn by teaching them the skills necessary to swim. We then support them to join group classes, creating a swimming pathway, free of barriers, to children with disabilities.

"MARU's equipment and fundraising support will help us teach even more children to swim."



OPRO sign UFC brand ambassador

OPRO, the world's largest manufacturer of the most technically advanced mouthguard, have signed UFC Welterweight star, Danny Roberts, as their first ever UFC brand ambassador.

The partnership with Danny forms part of OPRO's ambitious plans to continue to grow their presence in the combat sports market, cementing their position not only as the mouthguard of MMA, but also of combat sports as a whole.

This partnership comes after OPRO announced their global, multi-year licensing agreement with UFC back in January 2018. A deal which grants the oral protection giants the rights to produce UFC branded mouthguards and provide bespoke mouthguards to UFC athletes.

David Allen, OPRO CEO, said: "We're delighted to have Danny on board. Danny has been a fan of our mouthguards for many years, so this is a particularly exciting deal for us that reflects our continued growth in the combat sports market."

Danny, who has a record of five wins and two losses in the UFC, joins the likes of Double Taekwondo World Champion, Bianca Walkden, and British Karate World Champion, Jordan Thomas, signifying OPRO's commitment to providing only the very best protection for athletes across combat sports.

For Danny, it's also a particularly exciting time as he competes on the main card of UFC Fight Night 147 in a Welterweight bout against Claudio Silva. The highly anticipated event takes place on March 16 at London's O2 Arena and will see Danny wear one of his bespoke, custom made OPRO mouthguards.

Danny said: "I'm really excited to be on board with OPRO. Their mouthguards really are the real deal in terms of comfort, fit and protection. MMA is a sport of skill, power and precision so I need to know that I have the best protection when it comes to my mouthguard. OPRO mouthguards are a cut above the rest and I have complete confidence in its protection and fit as I head into my fight on Saturday."

OPRO have partnerships with hundreds of teams and associations across the globe including the likes of Great Britain Taekwondo, USA Wrestling, Wrestling Canada Lutte, USA Taekwondo and the German, French, Italian, Cameroonian and Northern Ireland Mixed Martial Arts Federations.



RunFestRun appoints Fusion Media

RunFestRun, a new running and music festival, has announced the appointment of Fusion Media as its Digital and Social Agency.

RunFestRun was launched earlier this year by Virgin Radio DJ Chris Evans and is billed as 'Britain's biggest running party'. It follows on from the success of CarFest, which has expanded since its introduction in 2012.

Taking place from May 31 until June 2, the grounds of Wiltshire's Georgian Bowood House and Gardens will play host to the three-day running-inspired festival. The full line-up of musicians and sporting heroes will shortly be announced. Paula Radcliffe and Steve Cram have already announced their involvement and attendance at the festival.

RunFestRun has briefed Fusion Media to handle the festival's social media. The agency will lead on creative social strategy, community management and content as well as working on a number of high profile celebrity and influencer partnerships.

For over ten years, London-based Fusion Media has been delivering creative PR and social services for endurance sports and active brands. As a fully-integrated boutique agency, their portfolio

of clients includes brands like Strava, Red Bull, Evans Cycles, GORE Wear, Wahoo, Shimano and Brompton. Their approach centres on talking authentically to active audiences while inspiring newcomers to get active.

Cat Stanford, Head of Marketing for RunFestRun, said: "We are delighted to be working with Fusion Media. We chose the agency because of their unrivalled experience and detailed knowledge of the audiences we wish to engage with for the festival. Fusion Media are a natural fit as, like us, they are passionate about running and can help us launch our new festival and expand and inspire our audience."

Adam Tranter, Founder and Director of Fusion Media, added: "We are really excited to be working with RunFestRun. They have created a really unique event and we are looking forward to helping them grow their presence in the UK. Working on a new project is always exciting, but what makes it even more interesting is having the opportunity to work with Chris Evans and his team with a combined vision to get more people engaged with running at all levels."

For more information on RunFestRun visit www.runfestrun.co.uk.

Arnold Palmer's legacy to be brought to life

Golf fans visiting this year's Arnold Palmer Invitational, presented by Mastercard at Bay Hill Club & Lodge in Orlando, will have a special opportunity to immerse themselves in the life and experiences of the tournament's iconic namesake in the Arnold Palmer Experience, a series of interactive experiences designed to celebrate the life of Palmer.

In the year of what would have been Palmer's 90th birthday, sporting fan experience experts Provision Events (PVE) have been commissioned to create the Arnold Palmer Experience to give visiting fans the opportunity to learn about the life of Arnold and live through some of the greatest moments of his career.

Starting in a 360-degree theatre, fans will learn about the life of Arnold in a film, created by PVE, that highlights his path from son of a groundskeeper to one of the most well loved and respected icons of

the game. From there, fans will move through a simulator area where they will take on some of the most iconic moments from his career including memorable shots from the 1960 US Open at Cherry Hills, the 1961 Open Championship at Birkdale and the iconic approach over the water on the 18th at host venue Bay Hill.

Visitors can then upload their swing for a side-by-side comparison with the swing of the great man, and share their unique comparison via social media. Also on show will be artefacts and information from key points in Arnold's life and career that will help visitors to immerse themselves in the life and legacy of the golfing icon.

Upon the appointment of PVE to create the Arnold Palmer Experience, Jon Podany, CEO of Arnold Palmer Enterprises said: "We are thrilled to partner with Provision Events on the Arnold Palmer Experience to honour Mr

Palmer and bring his legacy to life. Their body of work at events worldwide was very attractive and gave us the confidence that they were the right fit for the project. We can't wait to share the end result with our guests at this year's API and beyond."

Provision Events has been trusted with delivering immersive sporting fan experiences at the biggest events in the world such as The Olympics, the Ryder Cup, Wimbledon Tennis Championships and The Open Championship, but the responsibility for enhancing Palmer's legacy is something that carries special significance for the company, as Simon Jones, Head of Sales & Business Development at PVE explains.

He said: "There are only a handful of people that have come close to the impact Mr Palmer has had on the game of golf. So to



be trusted with this experience that will celebrate his life and continue his legacy is especially important to us. We're delighted to have been chosen to deliver the Arnold Palmer Experience and are incredibly proud of the work we've done on this project."

Plans are in place for the 360 degree theatre to remain open for Bay Hill members and Lodge guests following the tournament, and for it to then travel to Palmer's birthplace, Latrobe, this summer leading into his 90th birthday in September.

MOREYOGA TO OPEN 25 MORE SITES IN 2019

London's largest boutique yoga brand, MoreYoga, has opened a new studio in Woolwich and was due to open four more by the end of March. Three of the new studios will be standalone boutiques in Balham, Hackney and Croydon, while one will be in partnership with Everyone Active.

The studio with Everyone Active will open at Westway Sports & Fitness Centre, near Latimer Road, and is a sign of the brand's ongoing success with the leisure operator. Since starting the partnership in October 2018, classes at Marshall Street Leisure Centre have been at full capacity week in, week out.

This success will see MoreYoga open more studios in partnership with Everyone Active over the next 6 months in Bayswater, Victoria and Elephant & Castle.

Talking about the partnership, Regional Director Duncan Jefford said: "Over the past few years, the number of consumers opting into memberships at boutique studios has risen by 70 per cent. As a forward-thinking operator, we've partnered with MoreYoga to bring that boutique atmosphere into the yoga studios in our leisure centres. So far, that partnership is proving extremely successful, bringing significant benefits to both parties as classes have been at full capacity each week. The model clearly works, and we look forward to extending the partnership to more of our centres this year."

Shamir Sidhu, CEO of MoreYoga, said: "The London fitness scene is showing no signs of slowing down, with more people wanting affordable and accessible fitness studios. In a city where yoga classes can cost up to £30 per session, we are pleased that we can offer customers an option of under £10 per use."

"Our ambition is to bring quality, affordable yoga to everyone and we are pleased that the partnership with Everyone Active is going from strength to strength alongside our plans to open more individual studios."



Anytime Fitness launches unique over 55s membership Anytime Prime

Anytime Fitness, one of the UK's most popular health club providers, is supporting the increasingly active older population with the launch of Anytime Prime, an exclusive membership for over 55s.

The membership, available across Anytime Fitness' 155 plus UK clubs, provides a number of unique benefits to help over 55s achieve their fitness goals and lead healthy and social lifestyles.

Benefits include tailored low-

impact 'Prime' group exercises classes which focus on balance and flexibility, a dedicated 'Prime' focussed personal trainer for specific training and support, social activities for 'Prime' members during off-peak hours and local partnerships that support the local community.

Stuart Broster, Anytime Fitness UK Chief Executive, said: "Over 55s are a growing demographic in the UK and we recognise the need to support them both in their health and wellness but also social needs.



"As well as the membership benefits in the club, our clubs are establishing key local partnerships so 'Prime' members can enjoy a number of exclusive discounts and opportunities within their local community."

Anytime Fitness prides itself on the community spirit within its clubs and a membership dedicated to over 55s is a unique offering in the UK. The hope is that it will encourage members to embrace an active lifestyle and form new friendships.

Anytime Fitness clubs are open 24 hours, seven days a week and provide members with safe, welcoming training environments and a wealth of premium fitness equipment.

Overwhelmingly known for its convenience, Anytime Fitness has recently changed its brand positioning from convenience to coaching. Anytime Prime is one of many developments that showcases Anytime's dedication to coaching and supporting its members, in addition to a facility which they can use around their busy lifestyle.

It also offers a unique 'join one, join all' membership with members having access to all UK clubs and over 4,300 clubs worldwide.

MoveGB appoints new head of brand acquisition



MoveGB has appointed Chris Wood as head of brand acquisition.

Chris joins the MoveGB team as both an investor and also part of their core leadership team heading up acquisition and brand functions.

Joining with a wealth of experience in consumer marketing having previously served as director of brands at Hilton, MD for Europe at OpenTable and most recently chief commercial officer for fast growth health and beauty marketplace, Treatwell.

Wood will utilise his profound

knowledge to further MoveGB's partner strategy by providing an invaluable insight into the behaviour of their users, support their customer acquisition strategy and enhance user loyalty schemes. Most importantly to grow the value of the fitness industry by working collaboratively with their partners to increase retention and lifetime value of their mutual customers.

Excited to be joining the company, which was recently named the highest ranked private tech company from the South West of England in the Sunday Times Hiscox Tech Track 100 league table, Wood said: "MoveGB has all the components of becoming a billion-pound business. Highly scalable, total alignment with its partner base and a fantastic product market fit."

Justin Mendleton, MoveGB's Commercial Director said: "Chris is a fantastic addition to our senior team. His wealth of knowledge and expertise will help us build stronger partnerships with our network of providers as we endeavour to acquire more loyal customers for them."

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Callaway looking long term with Wiltshire as ambassador

Long-driver and rising social media star James Wiltshire is looking to add further yards to his game after agreeing an ambassadorial role with Callaway, which includes a full club fitting for his new clubs and an apparel contract.

Wiltshire, 28, has more than 28,000 followers on his YouTube channel and is regarded as one of the UK's up-and-coming golf influencers - and, in his ambassadorial role, he will be creating joint content with Callaway.

But he's also enjoying increasing success with a club rather than a camera, as his long-drive performances start to rack up. He is currently now preparing for a crack at the British title - the first event in the new European Long Drive Games - at Whittington Heath GC, Lichfield, on March 30. After that he'll be heading to foreign shores to compete at Münchener Golfclub, in Munich, on April 27-28.

Devon-based Wiltshire will consequently be playing Callaway clubs, wearing TravisMathew clothing and trusting OGIO luggage and backpacks for his travel needs. He will also be using an Odyssey Toulon Collection putter - the

fastest-growing, milled-putter brand in the world - which features Stroke Lab technology to aid the golfer's stroke.

Callaway's content manager, Owen Davies, sees Wiltshire as one of golf's rising social media stars and an up-and-coming long-driver, and feels he is a good fit for the Surrey-based brand.

He said: "James is a really exciting and entertaining character within the world of golf content. His authentic and unique style aligns well with the Callaway family of brands and we look

forward to working on some great collaborations in 2019.

"James is well positioned to highlight not only the market-leading innovations offered by Callaway and Odyssey, but also the unique products that OGIO and TravisMathew bring to the golf and lifestyle market."

A pro since the age of 19, Wiltshire earned his PGA accreditation aged just 22, and his popular YouTube channel features a mix of long driving, fitness, conditioning, and light-hearted course and club visits.



OWEN DAVIES, CALLAWAY'S CONTENT MANAGER (LEFT), SHAKING ON THE DEAL WITH JAMES WILTSHIRE

Honma launches 'ultimate' irons played by Justin Rose

Honma Golf, the premium Japanese brand chosen by leading Tour star Justin Rose, is introducing a limited edition set of irons made to his specifications for the more accomplished golfer.

Called the TW-MB Rose Proto clubs, the premium forged irons mirror the precise detail of those Rose played when winning the Farmers Insurance Open at Torrey Pines in January - only his second PGA Tour outing with Honma clubs.

"I really felt comfortable with the clubs immediately," said Rose about his new irons. "They look fantastic and they feel great," he added after his impressive victory, having tweaked both lofts and lies as late as the Dessert Classic a week earlier when he first put the irons into tournament play.

The clubs were crafted at the Honma factory in Sakata, Japan under the direction of Hiroshi Suwa, Head of R&D, who personally fitted Rose at his home in the Bahamas last year and was very impressed with his knowledge of club design.

"These irons replicate the ultimate set we made to precisely meet Justin's requirements on Tour," said Suwa. "He shows great attention to detail and can guess the spin numbers on his shots within 200 rpm with the naked eye. As a result, his preference is for precise control of spin on all the irons in the set."

In manufacturing the TW-MB Rose Proto sets, the master craftsmen in Japan added space between the toe and heel of the irons to produce a more upright and playable feel, while sharpening the toe to create a traditional Japanese forging. They also designed a straight blade to inspire confidence, plus a narrow sole width for a comfortable follow through.

The soft forged irons feature a two-layer plating and satin head finish, DG AMT Tour White S200 shafts (up to 20 options at no extra cost) and T//World grips.

More information about HONMA Golf equipment can be found at www.honmagolf.com





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F45 Training Secures a Growth Equity Investment from the Mark Wahlberg Investment Group

An investment group led by Mark Wahlberg and FOD Capital has become a strategic investor to F45 Training, through a minority stake in the company.

The Australian-born company undertook an extensive marketing process to identify the best growth-oriented investor, ultimately concluding that the Mark Wahlberg Investment Group was the best partner to accelerate F45 Training's ambitious global growth plans. This investment and partnership will ensure the continuous large-scale expansion of F45 Training across the globe and increase brand awareness, specifically in the high-growth US market.

The F45 Training management team, including founder and CEO Rob Deutsch and his business partner Adam Gilchrist, will continue to lead the company through its next phase of global growth. This new partnership will enable F45 to improve its systems and processes to the benefit of members and franchisees while continuing to deliver its proven functional training workout to millions of F45 enthusiasts across the globe.

Rob Deutsch said: "This is a monumental transaction for F45 Training. When we started the company, we knew we had something special and had bold plans to create a global fitness movement.

"The immense interest we were able to generate through this process proved the strength of the F45 platform and we are excited to embark on this partnership with Mark Wahlberg and his team of investors. Mr Wahlberg's genuine passion for fitness, proven business acumen and shared vision for F45 Training made this an ideal fit for the company, and we are proud to welcome him into the F45 family."

What started as a single Australian studio has transformed into the world's fastest-growing fitness franchise. Since its inception, F45 Training has pioneered the fitness industry with its innovative training and technology systems. This relentless focus on innovation, scalability, and the development of a great product have allowed the company to grow to over 1,500 studios across 40 countries, becoming a fitness

phenomenon unlike any other.

Mark Wahlberg said: "Together with my investors, we are excited to be working with F45 Training. The founders of F45 Training have done an incredible job building a global brand, and with this partnership, we hope to continue disrupting the fitness industry.

"The strength of F45 is that people of all fitness levels will find motivation and support in an F45 studio. We look forward to inspiring people all over the world to pursue their health and fitness goals by introducing them to F45."



ASICS partner with iRewind to produce innovative finish line content

ASICS and video-tech specialists, iRewind, have announced a partnership to produce innovative finish line content at a number of races in 2019.

The partnership recently provided over 13,000 Zurich Barcelona Marathon runners with bespoke finisher videos within minutes of crossing the finish line.

Working closely with ASICS, iRewind implemented a video technology system that was able to immediately identify individuals through RFID technology. Combined with innovative live-production technology that captures and uploads content as-live, each runner's one minute finisher video was available instantaneously via a bespoke landing page.

Once uploaded, the videos could be downloaded by runners and shared with friends and family via email and on social media channels including Facebook, Twitter, WhatsApp and Instagram.

Marathon participants were also able to access longer-form video content of their run within 24-hours of finishing, with a total of 28,000 pieces of branded short and long-form content being distributed to runners following the marathon. Within 48 hours, iRewind had registered 120,000 video plays, with over 12,000 videos being downloaded and shared (most via WhatsApp at 4k+).

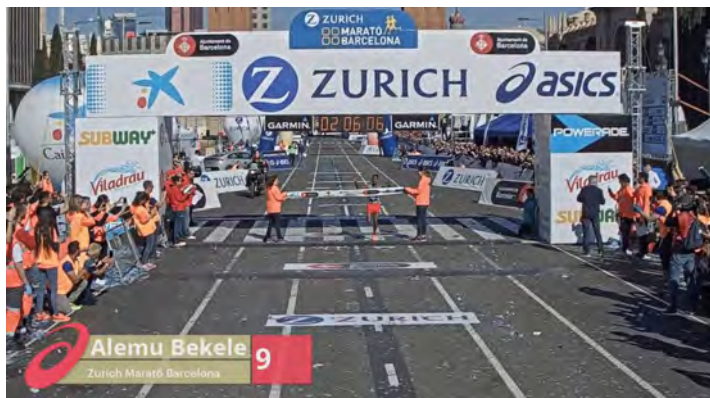
ASICS has partnered with

iRewind to offer the unique video technology and finish experience at a number of its European races in 2019 including the ASICS London 10k and ASICS Stockholm Marathon.

Robin Karakash, Director of Digital Marketing, ASICS EMEA, said: "We understand the emotion of crossing the finish line and the importance of capturing that moment. As a result are really excited to be partnering with iRewind and to be able to offer a best-in-class finisher video service, offering every runner a personalised near-to-live video, something which we are sure our runners will love."

Salvador Garcia Zalduegui, Head of Operations & Co-Founder of iRewind added: "With the help of the Barcelona Marathon finisher video content, ASICS was able to successfully activate its race sponsorship by combining the trend of shareable content with personalisation in an innovative way. The results in terms of interaction, engagement and shares after the first 48 hours really speak for themselves. We look forward to other upcoming ASICS races throughout 2019."

All finisher content will also be used to target consumers with bespoke promotional ASICS content. Branded pre-roll and outro content features key ASICS products, the brand's training hub and subscription to its membership scheme, OneASICS.



SCROPS makes a triumphant return to Glasgow



The Scottish Cycling, Running and Outdoor Pursuits Show returned after a year's hiatus thanks to the dreaded 'Beast from the East' in 2018.

The event – which took place on March 2-3 at the SEC Glasgow – attracted over 10,170 of Scotland's most discerning sports enthusiasts plus some

of the biggest and best brands in sport.

With over 20 fun and interactive challenges to suit all abilities plus opportunities to shop the latest kit, clothing and equipment, this year's event has been deemed a massive success by show organisers PSP Media Group.

Julia Girvan, event organiser, said: "We were just as disappointed with last year's unfortunate cancellation as our customers, but we've spent the last 12 months making sure that our 2019 show came back bigger and better than ever before.

"This year's show has been a massive success, with record numbers of guests enjoying everything that we had to offer, and we're already looking forward to the 2020 show!"

Brand new for 2019, this year's show boasted a 'Gladiator'-style Travelator, an enormous 60m indoor zip line, plus the chance to win trips to both the Berlin Marathon and the Grand Depart Classic.

A climbing wall, running and cycling tracks plus indoor Triathlon challenges kept show visitors entertained, while those in the market for a new bike, clothing, accessories and more could grab fantastic deals from over 100 exhibitors.

Visitors to the show were also joined by some of the UK's top athletes, including Team Sky's Philip Deignan, British Eurosport commentator Brian Smith, Olympians Jenny Meadows, Lee McConnell, Eilish McColgan, Greme Obree and Commonwealth Games medallist Marc Austin.

Top brands like Cannondale, Ribble, Hoka, On Running, Gore and Kinesis were also in attendance, so visitors could get advice and inspiration from the true professionals.

For more information on the Scottish Cycling, Running and Outdoor Pursuits Show, or if you'd like to find out more about exhibiting at the 2020 show, please contact events@psp.uk.net

LEADING LOW-COST GYM CHAIN XERCISE4LESS FEATURED IN THE SUNDAY TIMES' MASERATI 100



Award-winning gym operator Xercise4Less has been listed in The Maserati 100, which recognises one hundred game-changing entrepreneurs who are innovators in the business world.

This year marks the fifth annual celebration of UK entrepreneurial excellence. Dedicated to celebrating the positive impact entrepreneurs have on the British economy and society as a whole, The Maserati 100 in partnership with The Sunday Times was announced in yesterday's copy of the paper.

Xercise4Less was founded by ex-rugby player, Jon Wright, after his initial attempt to start a health club stalled during the credit crunch. The Leeds based company now has over 325,000 members across 52 gyms nationwide and plans to double in size by 2021.

Wright said: "To be named in The Maserati 100 is always a great honour. This year's list features some incredible other inspirational businesses so to be recognised alongside them is a fantastic achievement for us."



WHAT DO RUNNERS WANT?

Jonathan Quint, Saucony Marketing Director EMEA, examines how to discover market trends in the running community



Do we need to drop a hairdryer in the bath Mel Gibson-style to understand the needs of the modern-day consumer or is there a better, more scientific way?

We are supposedly living in a consumer focussed time. Retailers and brands alike are concentrating entirely on the consumer and spend untold hours attempting to align the brand and product values with those of the consumer. But do we really know what they're thinking?

The shift to digital marketing supposedly allows us to track

where every click came from and to trace the customer journey of every single purchase, but is this really helping us make better decisions? Do we have a more accurate knowledge of what motivates the consumer to buy?

Is research all it is cracked up to be? And are we drawing the correct conclusions from the data (big or otherwise) that we have at our fingertips?

Upsets

In recent years we have witnessed some of the most significant political upsets in modern history – none of which were remotely predicted by research agencies in pre event polls. Brexit and Trump for example. Even the 2017 General Election. The Tories won and lost a majority when they weren't supposed to. Brexit was never expected to gain the support it did, and as for Trump, has anyone ever met someone who voted for him (or would have done, given the chance)?

By the time you read this we may be looking at polls for a second EU referendum, can we really put our faith in those either?

More relevantly to this column, how do we find out what our consumer wants (and why they want it)?

Understanding

Before we try to predict the future, we need to understand the present. It's difficult even now to find out what is selling in our European marketplace in terms of running shoes, apparel and accessories. As brands we have sell-in figures, but so much can change before the runner pulls on the shoes we sent from our warehouse. Were they motivated by a clearance deal, by lack of competition, or by great knowledge of our brand or products at a particular store?

In the US, two or three agencies have been providing this information for several years and even though there can be

anomalies in the hard data, the trends are invaluable in showing how the market is moving. Key retailers provide data to industry analysts which helps us all serve the customer better. There is talk of this sort of monthly research coming to Europe too - the sooner the better!

Research

At the other end of the qualitative – quantitative spectrum, as part of our latest brand-led research, I recently joined a group of researchers going into consumers' homes and talked to them at length about their running habits, what makes them get out there run and what shoes and kit they select to get out there in, plus the process they go to make those purchases.

While practicality restricts sample sizes for obvious reasons, the depth and detail of the research is extremely high and can provide rich insights that are impossible to find elsewhere. Knowing the consumer and what makes them

tick, can provide direction for every part of our business, from product through sales to marketing.

In addition, these interviews can give immediate clues to what our consumers want, as well as creating starting points for further research in the future. In many cases this deeper questioning showed viewpoints that we expected, but they also revealed many new points of interest that opened the eyes of a team of researchers with several decades of industry experience between them.

Listen

Ultimately, we need to listen to our consumers whenever, and wherever we can, to expect that often they will confirm our experience and predictions, but also to listen with an open mind and to allow our assumptions to be challenged, to seek out new information and to constantly question our established knowledge.

“ Before we try to predict the future, we need to understand the present. ”

WHY SHOULD YOU RECOMMEND ENERTOR INSOLES?

Dan Gray, marketing director Enertor, explains why their insoles should be given top billing

For over 20 years, Enertor have been helping elite athletes to stay injury free - including Premier League footballers, Tour De France winners, Usain Bolt and other Olympic champions.

They use a special shock-absorbing technology which helps to minimise the ground forces affecting your joints, muscles and tendons. A clinical trial by the British Army and Melbourne University showed a reduction in injury of 66 per cent by Enertor insoles versus the control group.

Now Enertor are the only shock-absorbing insoles mandated by the British Army, reassuring the customer and giving the product instant credibility.

Enertor has undertaken far more serious testing and research than other insole companies and can back up its claims - for example in a specific trial on plantar fasciitis, Enertor insoles were proven to help 91 per cent of sufferers.

The shoe industry for too long has invested its money in quality uppers and soles but even the top brands spend less than £0.50 on



the actual insole, typically made with cheap EVA which bottoms out quickly.

Enertor insoles have been tested to last up to 2,000 road miles, the equivalent of four pairs of trainers. Enertor is trying to educate everyone to take more care of their feet; we wear shin pads for football, mouth guards for rugby and helmets for

cycling but yet the part of our body taking 98 per cent of the impact during sport are our feet, which often lack adequate protection.

We need to encourage people to wear insoles all of the time, in leather shoes, work shoes etc, not just while they exercise, which is a common mistake - customers are genuinely interested in this advice.

As Enertor insoles can truly help people with their foot/lower limb problems, they are a very positive product to sell, helping to build trust and rapport versus the 'pile 'em high' retailers. Customers will come back for advice on other products if they feel that the retailer genuinely understands their frustration caused by foot pain. Customers have often tried other insoles unsuccessfully before and feel reassured by the fact Enertors are mid-price range.

Bolt adds star-quality to what is predominantly a medical product range - his glamour proves extremely successful in Enertor posters, videos and other points of sale, which can brighten up any sports shop.

In addition, the Enertor 54 second video has proved really successful both in store and online - showing an egg bouncing off Enertor insoles but cracking on others!

Enertor also offers free store visits to educate staff on their products' USPs, as well as providing free insoles to all staff members

so that they can experience their benefits while they are on their feet all day.

In Summary: three key reasons why to sell Enertor

- Independently tested and proven to reduce injury.
- Unique shock absorption as used by elite athletes and the British Army
- Last 4 times longer than regular insoles.



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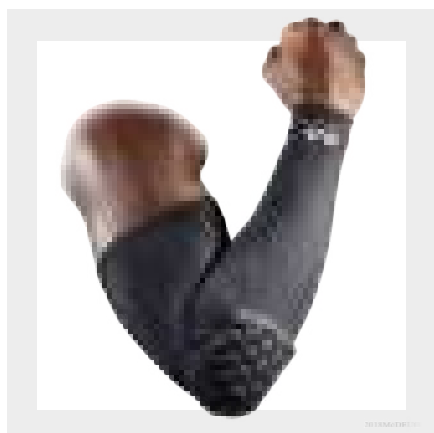


JuzoFlex Genu Xtra

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Enertor shock-absorbing insoles

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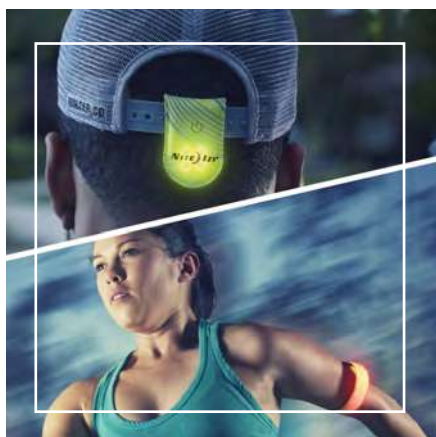


sports insight selects

Nano Tech Bike Cleaner

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www.muc-off.com



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NiteIze safety products include a range of colourfully bright accessories such as the TagLit and SlapLit. The LED TagLit marker has four bright LED's which magnetically clip to clothing, hats or bags. The SlapLit LED slap wrap includes a flexible and bright red LED for high visibility.

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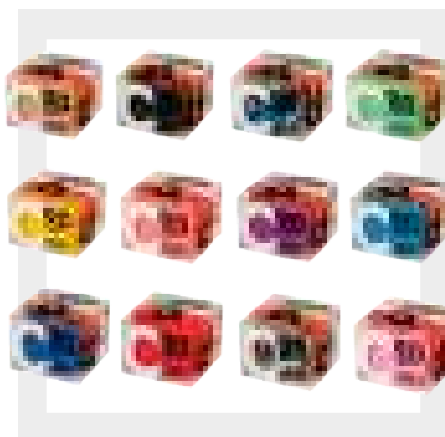


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The 401 USA 2020 Challenge

The 401 Challenge, Ben Smith, will be taking on his next challenge. Running 1,310 miles and cycling 17,000 miles through America. This challenge will see him run a marathon in every state capital and cycle to the next capital. Get involved with this amazing journey to raise money for two fantastic charities.

07392 978408

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Summer Running

Transitioning into the summer when the time to run is at its peak. The new range for 2019 Q2 is a collection of new products and colour option to refresh stores and runners wardrobes alike to help keep you going. And going. And going. Refreshing colour options.

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SmellWell this summer

A must for all sports footwear retailers this summer, SmellWell will remove the nasty niffs from overworked shoes. These small breathable pouches contain a secret Swedish formula including bamboo charcoal absorbing all moisture, killing the bacteria causing foot odour and leaving a pleasant scent. Plus great packaging for easy display. Swedish Odour Kill, Shoe Fresh, Easy to Post.

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Saucony Switchback ISO

Dial-in, log out. The new Switchback ISO. Saucony have partnered with BOA Technology, to take their dial lacing system and combine it with their ISOFIT construction to create a game-changing fit experience that quickly and easily hugs your foot. The new Switchback ISO launches March 2019.

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Enertor shock-absorbing insoles

As used by elite athletes from Premier League footballers, Tour De France winners to Olympic Champions, including Usain Bolt. Proven to reduce injury via its unique shock absorbing technology. Tested and used by the British Military. Replaces the low quality EVA insoles, every shoe should have Enertor!

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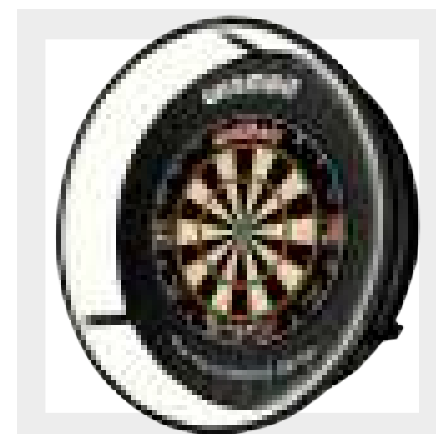
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sports insight selects

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Garmin announces professional cycling team sponsorships



Garmin have sponsored 11 professional cycling teams for 2019, including world tour and mountain/enduro biking teams.

The teams, which include several world champion cyclists, will be equipped with Garmin products that will inform, guide and motivate riders while helping to provide a

safer riding environment.

Garmin welcomes Team Sky and Rally-UHC Cycling, and is proud to continue sponsorship of EF Education First Pro Cycling, Mitchelton-SCOTT, Movistar Team, Team Dimension Data for Qhubeka and Trek-Segafredo this year. Even further, Garmin will

continue its support of the CLIF Pro Team, CUBE Action Team, Scott-SRAM and Trek Factory Racing mountain biking teams.

Susan Lyman, Garmin vice president of global consumer marketing, said: "These teams are full of talented athletes, including some world champion cyclists, and we are excited to get our innovative products onto their bikes to help with training, racing and adventure."

"Garmin has been a dedicated sponsor of professional cycling teams for more than a decade and we are proud to continue our commitment to the sport by providing the teams with GPS bike computers, cycling awareness accessories and multisport GPS watches."

The sponsored teams will be equipped with an array of Garmin products to help increase performance while also seeking to provide a safer

cycling environment. Edge cycling computers, including the Edge 130, Edge 520 Plus and Edge 1030, will provide data and key metrics to cyclists, as well as GPS and navigational support. The teams will also be riding with the Varia RTL510 Rearview Radar in training which will warn of vehicles approaching from behind, while a tail light brightens and flashes to alert drivers of a cyclist ahead.

Additionally, many of the sponsored teams will use multisport GPS smartwatches, including the Forerunner 935 and fenix 5 Plus, to monitor the distance they travel, the calories they burn and how much quality sleep they get every night. The teams will also benefit from the Index smart scale that measures weight, body fat, skeletal muscle mass and more.

To learn more about the gear these teams will race and train with, click here.

VELOCHAMPION to be Technical Sponsor for Team NIPPO Vini-Fantini Faizane



UK company Maxgear Limited, owner of the cycling brand VELOCHAMPION, has announced a major sponsorship deal with the Italian-Japanese Pro Continental Team NIPPO Vini-Fantini Faizane.

VELOCHAMPION is continuing its support of the Team as Official Eyewear Sponsor for the 2019 season and elevating this year's sponsorship to Technical Sponsor.

Ciaran Dunne, Managing Director, said: "We are very excited to continue our sponsorship of a Pro-Continental cycling team for a second consecutive year. As we approach the tenth anniversary year of selling our cycling products worldwide, we are proud to be associated with one of the leading Italian Pro Teams."

"This renewed team sponsorship will help showcase our products at the highest level of the sport and contribute to the development of new products."

VELOCHAMPION is also launching its new sunglasses model for 2019 – the Cyclone. These premium sunglasses have been rigorously tested by professional riders who have provided very positive feedback for the product.

The VELOCHAMPION Cyclone Sunglasses will be used by every member of Team NIPPO Vini-Fantini Faizane in UCI races throughout Europe and beyond. This includes the 2019 Giro d'Italia to which the team has recently been awarded a wildcard entry.

Francesco Pelosi, General Manager, said: "I've known the VELOCHAMPION brand for several years and I was always impressed by the quality and style of their products. They've really started to make a big impression in Europe especially in Italy and it was great to secure the brand as a Technical Sponsor for the second consecutive year."

"I'm confident that the sponsorship and quality of the VELOCHAMPION products will help the Team to many victories in 2019."

Keeping in line with the growing trend of a semi-panoramic field of vision, the frameless Cyclone is both stylish and lightweight, with beneficial features for #RaceReady performance.

The CYCLONE features four lenses for every weather eventuality, with a quickchange lens system, sweat reduction band to retract perspiration and anti-fogging technology for improved ventilation.

Movistar and Bkool Partner for exciting new race series

Indoor cycling simulator company, Bkool – which allows cyclists of all levels to connect with other riders from all over the world through its 3D simulator – has partnered with Spain's leading telecommunications firm, Movistar.

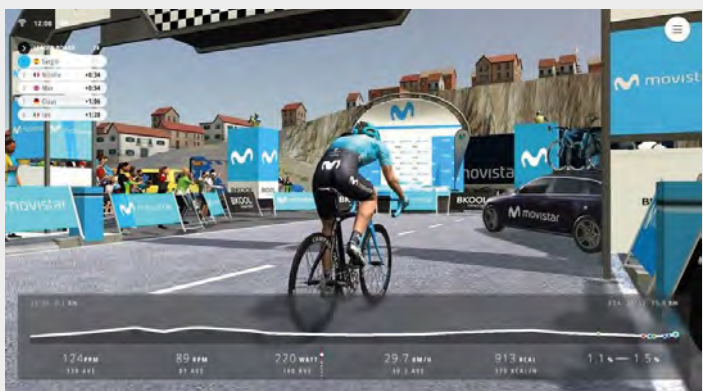
The partnership will see the launch of the Movistar Virtual Cycling competition. This is an international virtual event that aims to place Movistar firmly on the global map with the support of Bkool, combining online and on-site events, where participants will race against one another on 3D routes, emulating those of WorldTour events.

The technical aspects of the Bkool simulator have made this competition possible. Riders use their own bicycles with turbo trainers and connect to the Bkool simulator to train with and compete against each other, enjoying the realistic representation of road and race conditions and choosing from thousands of routes from around the world that are accessible only with Bkool.

The innovative new competition incorporates ten online races during the week of the most iconic cycling competitions in the world, including the Tour de France, Vuelta a España and Giro d'Italia, and will be hosted by Bkool on its advanced online Simulator. This will allow riders from all over to compete against each other for a place in the final, held in Madrid this September, at the international bike festival Festibike.

Javier Cepedano, Marketing and Sales Director of Bkool, said: "This is a superior partnership for us – marrying our sophisticated cycling equipment with one of the world's best racing teams, allowing both parties to perform to the highest of standards, with global recognition. The Bkool simulator creates realistic representations of the road and race condition, through its thousands of routes, perfectly replicating the distance, road gradients, slipstream, landscapes and weather of outdoor cycling. So, for anyone wishing to experience what the team endure during a race, we can now offer the opportunity to do so, from the comfort of their own home."

All that's required to get involved in the thrilling competition is a Turbo Trainer, a mobile, tablet or computer and a Bkool Simulator account, costing less than 10 € a month (but free for those who want to participate in the competition). Entry opens on April 1, with the first race on April 14 ushering in ten electrifying fixtures spread over five months.



BERYL HIRES ANDREW HILL, FORMER MD OF LONDON SANTANDER CYCLE SCHEME

Beryl, formerly Blaze, the British urban cycling brand has appointed Andrew Hill to head up the bike share Programmes and Operations.

This hire comes at the same time that Beryl announced a five-year partnership with Bournemouth and Poole local councils to deliver an innovative bike share scheme to the south coast. The scheme will be launched in spring/summer 2019, with an initial 200 brand new bikes. The gradual roll-out of bikes will increase with up to 1,000 available by summer 2019.

Philip Ellis, Beryl COO, said: "We are delighted to welcome Andrew to the team. He brings nearly 30 years of experience in setting up, delivering and managing complex technology-enabled businesses."

"At his past role as Serco's managing director of the London (Santander) cycle scheme, Andrew both transformed the delivery business and guided Serco's successful re-bid, transitioning the business to new technology and operating models."

"This a key hire for us as we move from bike-share partner to bike-share provider. Andrew will help us with our mission of promoting bicycles in solving city transport issues across the globe".

Andrew Hill said: "I'm thrilled to be joining the Beryl team at this exciting time, working with innovators who are creating great products and in an organisation that has a real passion for improving the world."

Beryl Bikes will be launching in Bournemouth and Pool in spring/summer 2019, with an initial 200 brand new bikes with a gradual rollout of bikes increasing up to 1,000 available by summer 2019.



THE BOSCH EMTB CHALLENGE SUPPORTED BY TREK COMES TO THE UK

The Bosch eMTB Challenge supported by Trek takes things a step further in 2019, expanding to hit the UK for the first time.

For its third season, the Bosch eBike Systems challenge series – jointly organised with bicycle manufacturer Trek – is touring six European countries, including an inaugural Scottish event in June, hosted at the TweedLove Transcend Bike Festival in the Tweed Valley, just 29 miles south of Edinburgh.

The challenge is aimed at eMountain bikers from different age and performance classes and promises plenty of fun for every competitor with an even wider choice of routes.

Building on the feedback from the previous two series, the “Advanced” category now includes an additional stage with an even greater degree of difficulty.

Participants must cover around 35 kilometres and negotiate around 1,000 metres of climbing. The stages, with a mix of uphill and downhill sections, are ridden against the clock without any prior practice. There are also transfer stages, in which the emphasis is on good orientation rather than just speed. A number of orientation points have to be found along the route – missing them results in time penalties. The eMountain bikers with the fastest overall times are the winners of each category.

The stages of the “Amateur” and “Advanced” categories are aimed at ambitious amateur riders and include demanding sections that will also provide exciting challenges for professionals.

Since last year a new “Explorer” category has been introduced where riders participate in the eMTB Challenge without the time trial element, so they can bypass all stages, and instead must pass more orientation points.

Due to last year’s high demand across the continental European events, the starting positions for the eMTB Challenge will now be limited to 150 per event, including the new UK event at TweedLove.

The kick-off will be at the beginning of May at the BIKE Festival in Riva del Garda (Italy).

Claus Fleischer, CEO of Bosch eBike Systems, said: “The race format attracts a variety of rider types and performance levels in the area of eMountain biking. Increasing demand is a positive sign: It shows that mountain bikers simply enjoy the thrill of the eMTB Challenge.”

Tempo Overcurve R5: fizik’s ‘asymmetric’ new road shoe

The distinctive-looking new Tempo Overcurve R5 is one of the first new models from fizik’s versatile new Tempo road shoe range – and introduce the ergonomic new Overcurve fitting system.

The Tempo road series is created for the most enjoyable riding experience. Designed to deliver the essential timeless look, the classic considerations of a road shoe have been redefined with a distinct identity and fizik’s famous form-fitting construction, build quality and attention to detail.

fizik Tempo road shoes are where the highest quality design and construction meets maximum versatility to suit every rider’s preferences.

The new Overcurve closure design features a staggered collar wrapping around the ankle, with a distinctly asymmetrical shape,

formed to follow the natural misalignment of the two bony protrusions from either side of the ankle. The Tempo Overcurve R5 shoe’s throat curves over the foot from its outer to its inner side.

Its closure is fast and secure, using a combination of a micro-adjustable BOA IP1 dial – which can be adjusted on the fly – along with a shorter Velcro strap for a fine tune fit of the forefoot area.

Luca Mathia Bertoncetto, fizik’s Brand Director, said: “We are pleased to bring the new Tempo Overcurve R5 shoes to market. Showcasing the versatile new Tempo shoe construction and R5 outsole provides an ideal platform on which to deliver the all-new Overcurve system.

“A study in ergonomic design, its form follows the natural shape created by the lateral and medial malleoli protrusions on either



side of the ankle – the asymmetric shape lends itself to an overlapping curve along and across the rider’s foot. It means a technically superior fit option to rival many others available.”

Tempo Overcurve R5 combines the best of fizik’s proven designs, materials and construction techniques with the new Overcurve closure design.

It features the R5 outsole, made with carbon-reinforced nylon with optimum stiffness for efficient delivery of your power through the

pedals, and some flex for comfort while remaining lightweight.

The upper is flexible to aid close fitting but tough enough to protect you from the elements and stay durable. Laser cut perforations (not punched or cut, to avoid danger of snags and rips) aid temperature management for all-year-round riding.

Tempo Overcurve R5 is available now worldwide in a range of five colourways – including the unmissable fluo options – and a full range of sizes.



Beryl to turn Hereford green with bikeshare scheme

Beryl, the British urban cycling brand, have entered a two-year partnership with Hereford local council to deliver an innovative bike share scheme to the area.

This follows the news last month that Beryl will move into the urban bike-sharing sector in its own right announcing their first location as Bournemouth and Poole.

From summer 2019, Beryl’s distinctive emerald green bikes will be distributed at key destinations across Hereford. The bikes will be available for hire via the Beryl App, which lets users find a bike, and then easily unlock it, simply using their smartphone. The App will be available for download on the Apple app store for iPhone, and the Google Play Store for Android users.

Users will be informed of the location of ‘Beryl Bays’, the preferred parking locations to leave the bikes. However, the scheme is designed with flexibility in mind and will allow users to park the bikes elsewhere for an extra charge, provided they are safely within the scheme area.

Beryl has significant experience in providing innovative technology for bike share schemes. Their patented Laserlight technology can be seen on the streets of London on the Transport for London’s Santander Cycles as well as the New York, Montreal and Glasgow scheme.

In 2018, Beryl launched two

dockless bike share schemes in London for corporate clients, and is now expanding to city-wide schemes. Beryl is also accredited with CoMoUK, which is the agreed standard of Best Practice for the industry.

Marc Willimont, acting assistant director for Regulatory Environment and Waste Herefordshire Council, said: “The bike share scheme is a welcome addition to the other travel options offered through our Choose How you Move project, which aims to reduce traffic congestion and improve quality of life by promoting and supporting increased walking, cycling, bus travel and car-sharing. Bike share will open up the opportunity to cycle in and around Hereford to many more people.”

Philip Ellis, COO at Beryl, added: “We are excited to be including Hereford in initial roll out of the Beryl bike share scheme across the UK, taking us a step closer to our mission to get more people in cities on bikes.”

He added, “At Beryl, we believe in the power of bringing private and public sector together to collaborate on common goals, such as getting more people to choose active transport. We’re proud to be working with Hereford as one of our local authority partners.”

For more information, please visit beryl.cc/bikeshare.

CeramicSpeed welcomes U23 Cyclocross World Champion Tom Pidcock with double-gold

Following his exciting win in Bogense, Denmark, newly-crowned U23 Cyclocross World Champion Tom Pidcock dropped in on the product development team at CeramicSpeed to celebrate his success, and get a first-hand look at what goes into the products that have featured strongly throughout his TP Racing Team during the 2018/9 season.

Pidcock and his TP Racing Team have been active participants in the development of the new OSPW X for cyclocross and gravel bikes. It was only natural that he visited CeramicSpeed’s HQ shortly after his victory to report on progress, but the team had a surprise in store for the star.

Pidcock was presented with a commemorative one-of-a-kind 24-carat gold OSPW to mark the latest milestone in his extraordinary progress through cycling’s age groups and disciplines, which include a Junior Paris-Roubaix win in 2017. In the 2018 European Championships he took the U23 medal, followed by the UK Elite Men’s Cyclocross National Title earlier this year and now, the U23 world title.

Coming a mere three weeks since the new X Series was launched at the VeloFollies trade show in Belgium, Pidcock’s win is very pleasing for the development team, particularly as the X Series defines a new era for CeramicSpeed, combining its trademark ceramic bearings, with innovative engineering to create products specifically designed to endure the harsh conditions of cyclocross and gravel riding.

CeramicSpeed’s Executive Vice President Martin Banke said:

“We were delighted to be able to welcome Tom and the rest of the TP Racing Team to our headquarters for the first time. We are a company founded from racing.

“‘Winning Mentality’ is one of our core values, so to not only witness Tom win the world title in Denmark, but have Tom visit only 48 hours afterwards with a World Champion’s gold medal around his neck, was very special for us. It was a pleasure to present Tom with such a unique gift as the 24-carat gold plated OSPW System. Tom is special talent whose accomplishments to date deserve to be celebrated.

“It’s great to see his career go from strength to strength, and exciting for CeramicSpeed to play its own part in Tom’s development as a rider of the future, as well as this latest victory of his growing palmares.”

New champion Tom Pidcock said: “It was great to visit the CeramicSpeed HQ recently, to meet the people behind the equipment, but also very interesting just to see the level of detail and work that goes into every CeramicSpeed product. I was blown away by that and was very proud to be able to show off my World Champion’s jersey to all the staff. Receiving the beautiful gift from CeramicSpeed was the icing on the cake.”



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The Road-E+ Electric Bike

With its purpose-built geometry, excellent weight distribution, and integrated power, Road-E+ keeps you going strong on busy commutes and other road adventures. The SyncDrive Pro motor can reach 120 rpm of cadence and a powerful 80Nm of torque output. Features include an innovative side release 500Wh EnergyPak, PedalPlus four-sensor system and RideControl EVO command centre, all integrated with a sporty ALUXX SL frameset.

www.giant-bicycles.com



Ticket: a bike that looks like a bike

With a near silent, stealth-like high torque motor from Aikema, which is smaller, lighter and more powerful than others in their range, Ticket is just what the discreet electric cyclist needs. It's light - just 16.5 kgs. Hidden within the frame is a Samsung battery capable of taking you at least 18 miles - probably much more. This isn't a range for everyone but it will suit many. Four out of every five car journeys are for five miles or less!

www.juicybike.co.uk



Stow-E-Way Black

Sometimes a full-sized bike just takes up too much space! If you live in a flat, commute by train or take your bike on your caravanning holiday then a folding bike is ideal. The Raleigh Stow-E-Way is both a proper folding bike and a proper e-bike with a strong but light frame which makes the bike a pleasure to ride.

www.raleigh.co.uk



Men's S-Works Turbo Levo FSR

The all-new S-Works Turbo Levo FSR 29 is by far the most stoke-inducing item on Specialized's list. It has a carbon frame with a Sidearm design, like you'll find on the new Stumpjumper, plus 150mm of Rx-tuned travel, a redesigned custom motor, a new 700 Wh battery, and a super long list other features that make it the ultimate trail bike—just with some extra oomph. The power to ride more trails is yours.

www.specialized.com

SNOOKER'S GOLDEN BOY



He dominated the world of snooker throughout the 90s, becoming the sport's youngest ever world champion: now Stephen Hendry chats to Peter Wallace about his meteoric rise, legendary rivals, and coping with the pressure of staying on top.



With six Masters wins (five of them in consecutive years) and eighteen Triple Crown Tournament victories, Stephen Hendry's legacy at the table is one that few can match or better. Having burst onto the scene in 1985 at just sixteen-years-old, snooker's youngest professional to this day, there was no question that the foppish and fresh-faced Edinburgh-born Hendry was destined for great things.

By twenty-one the precocious star had taken his first World Championship, dispatching veteran Jimmy White in a 18-12 final that proved beyond doubt the imminent changing of snooker's old guard.

"The pressure was easy to handle, for two reasons," Hendry, now 50, says. "Obviously, I had a very strong family bond, a mum, dad, brother, people who would help me keep my feet on the ground. I still lived at home until I was in my early twenties. But also, my manager Ian Doyle was very instrumental in making sure I never got too carried away, that I didn't take the prize money, and have it gone straight into my own bank account. It was in the company account and I was given a salary instead – so nothing went to my head."

His victory against White in '85 paved the way for a decade at the very top of the sport – competing

“ I don't think any of the players are really sort of kept under the thumb, as it were, the way I was ”

with some of the strongest players ever to grace the baize.

"I've had the fortune of playing against some great, great players," he nods. "Steve Davis was the toughest at the beginning, but there were players like Jimmy White, Willie Thorne: these people were great, great players."

I think nowadays the modern fan sometimes looks down on these players, thinking they couldn't make a 20-break, which is ridiculous! Then in the Nineties, Ronnie O'Sullivan, John Higgins all turned professional and they became some of the best in the world. Then later on there was Mark Williams. The most talented player I've ever played is Ronnie O'Sullivan by a mile, but I loved my battles with Steve Davis – they were great."

It wasn't just an unerring will to win that drove Hendry – "If I was on a 70 break and the frame was already won," he says. "I'd want to carry on and clear the table, every time." The Scot also became known for harnessing his natural ability into a gamut of awe-inspiring shots in high-pressure situations.

"There was the brown against Jimmy White in the '92 final,

when I was 14-9 down, that the commentator called 'the bravest shot he had ever seen'," he recalls. "It was a crazy shot to take on, if I'd missed it, I would have been 15-9 down going into the final session against Jimmy. He'd have needed 3 to win, I probably wouldn't have won it. Instead I made it 14-10."

"Then there was a blue with a rest against Steve Davis in a UK final as well. I think probably when people ask me what my favourite performance or match was, and one was the UK final against Ken Doherty when I made 7 centuries – that's something which still hasn't been beat. That's probably my best performance in a final."

But as stratospheric a trip to the snooker summit as Hendry had had, he'd be the first to admit that his career – which ended in 2012 after another sobering 2-13 defeat to compatriot Stephen Maguire – was "a tale of two halves".

"I had an unbelievable career," he says. "When I got my first table for Christmas at twelve and someone had said that this is what was going to happen over the next 34 years, you'd have said they were crazy. But there's my success and all my winnings, and then there's

the latter part when I wasn't having too much success, and that bit isn't the bit that I remember the fondest of course."

Since hanging up his cue, Hendry has been open about the demoralising effect that the 'yips' had on his game during the autumn of his career. Primarily a mental handicap that affects grip and wrist movement, the condition ate away at Hendry's natural penchant for easing out of tight situations at the table.

"It was much harder to find that mindset, because when you don't have that confidence in your game, you're thinking about that instead of letting it flow and come naturally," he nods. "You're on the back foot straight away so it's hard to go into the match feeling confident if you know there is something wrong with your game."

That being said, Hendry is a sure pick for an inclusion in the pantheon of snooker greats. Now a commentator for both BBC and ITV, he admits to still "missing the occasion" but has turned his attentions to working with young talent, particularly in China where he is Ambassador for 8-ball pool. When it comes to the future generation of stars closer

to home, however, Hendry has some misgivings over the state of modern snooker.

"I don't think any of the players are really sort of kept under the thumb, as it were, the way I was," he explains. "Young guys are driving around in Porsches and Rolls Royces straight away, and I wasn't allowed to do anything like that when I started winning."

"The culture is all towards social media and trying to make as much money as possible without putting too much effort in. Take football, it's the ultimate sport when it comes to being on TV and getting that money. So, I think there's the culture thing where young kids want things easily and aren't prepared to work too hard for it."

Even old pros like Hendry, however, are finding uses for the new outlets that modern interconnectivity affords them with their fanbase.

"I'm doing cue-tips on my Instagram account, where I give people tips on how to play shots or I take requests on shots to play, stuff like that," he nods. "I'd like to get more involved in snooker, getting people into playing snooker hopefully. I'd never be a head coach but just getting people into the game and offering expertise in a live format like on social media."

Me and the Table by Stephen Hendry is out now via Bonnier.

OTS 2019

The UK's only national industry show
July 9-11 - EventCity Manchester

OTS 2018 was hailed a success by all, with 950 trade visitors attending the show, representing a 7.5 per cent increase from 2017, and more buyers chose to stay at the show for longer to accommodate the increased number of exhibitors. The 2019 show will go ahead at EventCity, Manchester from Tuesday to Thursday, July 9-11.

OTS 2019 is booking up fast, with 115 exhibitors already signed up to the July event (just three short from the 2018 total of 118 stands); there are only ten per cent of stands remaining.

Exhibiting at the show for the first time in 2019 are DMM International, Kathmandu, Birkenstock, Mountain Hardwear, VauDe, Swim Secure, Kidunk, Cooltraxx, Real Outdoor Food, Grubs, Micralite, Diono, Head & Puma, Waspinator, Adventure Climb Rescue, Ticktwister, Red Original, Ecco, Adidas Terrex and On Running. Also returning to the show are Grisport, Odlo, Nitecore, Saxx, Water to Go, Lifeventure, Ruffwear and Highlander.

Many well-known brands are returning to OTS and have already booked space at the 2019 show including 2pure, Ark Consultants, Bradshaw Taylor, Buffera, Burton McCall, Lyon Equipment, Hi-Tec, Keela, Regatta, Mountain Boot Company, Osprey, Vango, Mammut, Summit, Craghoppers, Regatta, Lowe Alpine and Vibram to name but a few.

Marta Williams, show organiser from MCS, said: "Most exhibitors and visitors agreed that the week after OutDoor by ISPO, which is being held in Munich, fitted with their order deadlines and it offered good logistics for those needing to move their stands and samples from Germany to Manchester.

"Following the successful partnership with ROKS last year, the 2019 show is set to be the largest trade event of its kind in the UK industry calendar. The unified show finally brings together exhibitors from across the UK in one central location, and all

under the same roof for the first time.

"We have already had unprecedented re-booking from 2018 exhibitors with over 75 per cent of the brands from last year already booked for 2019. The new Manchester location, quality of visitors and laid back atmosphere made last years' show a great success."

OTS 2018 exhibitors had an excellent show:

Ralph White, Managing Director of Rosker, said: "It was very important that OTS succeeded to attract good numbers of existing and new customers. Our objective was to present a much wider range of products than we've ever managed to before. Moreover the trade needed a shot in the arm, which it got. Our hopes were more than met. We were busy much of the time and our meetings were high quality ones. I am happy with the return we will make on our investment. To buyers who weren't able to make it this year I would say make a note in your diary now for OTS 2019."

First time exhibitor, Jonathan Petty, Marketing Director of Osprey, said: "The Outdoor Trade Show was a great success for Osprey. We were able to showcase our new and existing product lines to current and prospective customers in an environment filled with passionate industry leaders."

Peter Rostron, from Helinox UK, said: "Helinox had a really positive show, we were delighted with the location of the show, timing of the show and our stand location. We were impressed with the number of retailers present, not only from the outdoor market but also from other sectors, it felt like there was a real togetherness between suppliers and retailers. Overall a big step forward and has definitely laid the foundation for a well-attended UK trade show which has been missing for a number of years."

Matt Moore, Owner of Proagencies, said: "We

always have a great time at OTS, the show is really well organised and this year the new venue in Manchester provided a great atmosphere and brought in plenty of retailers and journalists to keep us all busy, it never really feels like work!"

Jason Myers, Owner of First Ascent said: "Thanks for a great show - honestly it was absolutely fantastic - it felt right from the moment we started to carry everything in. I'll sign for next year right now!"

Sam Fernando, Sales Director of Keela, said: "Big thumbs up from Keela. OTS with a new venue, fresh look and positive energy promised much and it delivered! The Keela team were kept busy with visits from existing partners and walk on new accounts. The networking offered including Rescue teams was also a refreshing change.

"For us, OTS represents a platform that provides a complete overview of the UK outdoor market and effectively connects retailers and outdoor brands within the industry. We've enjoyed a high amount of visitors coming to our booth interested in further cooperation. We also appreciate the highest award in the UK Outdoor Industry Award. The whole team behind Skinners will definitely come back for OTS next year." - Petr Procházka, Founder & CEO of Skinners

Comments from visitors reflect the upbeat feeling of OTS 2018.

Simon Clark, Owner of Taunton Leisure, said: "I thought the show and the venue was very good and for us this helps us maximise our time to do business with key brands and a valuable insight to other brands that we may not currently work with. All in all a good effort and I hope that both the outdoor trade and retailers alike will support a single show going forward."

Trade visitors can register to attend the event by filling in a short form on the website, www.outdoortradeshow.com/visitor-registration. Entrance to OTS is free, includes free on-site parking and couldn't be easier to get to, thanks to the new venue being centrally located and conveniently close to all transport links.

OTS 2019 dates and opening times:
Tuesday 9th July 2019 - 9am - 7pm
Wednesday 10th July 2019 - 9am - 6pm
Thursday 11th July 2019 - 9am - 4pm



If you'd like to speak to the organisers about exhibiting in 2019, please call **Marta Williams** at **MCS** on **0161 437 4634** or email marta@mcspr.co.uk



THE ROLE OF THE WHOLESALER

Paul Sherratt, of Solutions for Sport, reviews the changing face of the sports wholesaler

As I sit here we are still in Brexit uncertainty.

By the time this is published maybe, just maybe, there might be some clarity.

However, whatever the outcome, it seems that the way in which goods ultimately arrive with the end consumer is likely to change.

Costs to bring goods in may increase. Suppliers shipping direct from central European warehouses may face some new challenges – increased cost and increased lead times.

UK sporting goods retailers may find that bringing in goods from overseas could be more problematic – more paperwork, higher free shipping thresholds, longer lead times – and this is likely to have some supply chain impact issues.

In my view, this may well play into the hands of the wholesaler.

Wholesaler Sourcing

The wholesaler business model is close to the manufacturer in the supply chain. They can source inventory directly from a manufacturer and buy in bulk or from a distributor who deals with the manufacturer. Ultimately, the wholesaler is trying to source valued products in bulk and at a very low price. They warehouse these products and have a catalogue for retailers to purchase products and sell them to their customer base.

Why Retailers Use Wholesalers

Retailers use wholesalers to easily source products at a low price. They can set margins and markups for the end consumer and quickly access inventory to stock stores. Working directly with manufacturers adds a time consuming element to the retail process and wholesalers ultimately handle this while storing inventory so it can reach the market quickly.

Retailers using wholesale services are typically selling other brand products.

History

Go back 25 years or more and the wholesaler was a different animal than we see today. The UK and Irish customer base was much greater, with a higher number of doors to sell to. Typically brands had a field sales force covering the territories, with multi calls per day and with the smaller customers being serviced by the wholesalers – at the time Cartasport, Reydon Sports and William Lindop.

The wholesalers represented a huge spread of brands and could service the customer base efficiently with next day (or in some instances same day) delivery. Brands were keen to embrace this model as it allowed them to concentrate on the larger customers whilst the wholesaler serviced the smaller customers and smaller top ups.

Declining customer base

However, as the sports multiples grew and the overall customer base began to decline so these smaller customers became more and more important to the brands. On the one hand they could no longer justify the additional margin demands on the wholesaler, and on the other hand their sales force now had time to call on these customers as there were fewer.

The result was that brands began to withdraw some product offer and deal direct with as many customers (big or small) in an attempt to maintain business and improve margins.

The wholesalers were left with a smaller product selection and fewer customers to sell to. The market could no longer justify three wholesalers and, in 2014, William Lindop Limited closed their doors after nearly 100 years of trading.

Today

But what of the wholesaler today? Roll forward to 2019 and, as the market has evolved, wholesalers are beginning to play an interesting and more important role in the marketplace again. The wholesaler business model is evolving to meet the demands of eCommerce, nimble online startups and Fulfillment by Amazon. The fast-paced world

of eCommerce has driven the wholesale model to accept dropshippers with potential fulfillment services.

The customer base has changed and, whilst many brands are reluctant to open with small or start up companies, the criteria of the wholesaler is often a little looser and, as such, their business has begun to pick up.

Uncertainty for sports retailers has forced many to purchase hand to mouth and reject the forward order model. Sourcing via wholesale across multiple lines and multiple brands ensures cash flow management is easier.

Marketplaces such as eBay and amazon have opened up some new channel opportunities and the wholesalers have embraced these either indirectly through a new customer base, or directly.

Reydon Sports has taken the model a step further and created a series of “house brands” that allow the retailer to hit certain price points, market requirements and sit alongside their branded offer.

Brexit

So, what if we sit these trends alongside any potential Brexit issues? The conclusion would be that distribution models will swing back towards local market stock holding with wholesalers being the best placed to take full advantage.

If the choice for a retailer is to spend time, effort and cost completing complicated paperwork to bring in a small order from a European based supplier versus the relative ease of ordering multiple brands and products from one source then the latter model clearly holds more appeal.

Brands, frustrated in the delays in shipping small orders from centralised warehouses (and the additional costs involved) are also likely to look for wholesale (and distribution) partners where they can bulk ship larger orders more efficiently.

If these trends continue then I see the wholesaler proposition being more compelling for both brand and retailer alike and a growth, over time, in the depth and breadth of product range they offer. They are best placed to service marketplaces directly due to their large stock holding and can cleverly match their business servicing retail partners alongside a direct approach.

The implementation of online ordering, tracking and invoicing will also ensure that the businesses remain relevant and efficient and the volumes being driven through this route to market will encourage additional brands to embrace the wholesaler.

I, for one, will be watching with interest.

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in association with **OutDoor**
by ISPO

New quality seal for outdoor products

The ISPO Award has become a highly-respected quality seal for the sporting goods industry.

It helps specialist retailers put together their product ranges and customers make their buying decisions.

In connection with OutDoor by ISPO, the coveted award is being adapted specifically for the outdoor industry and its needs.

The nomination period for the first ISPO Award OutDoor Edition will run from April 1 to May 17, 2019.

Like the ISPO Award, the new OutDoor Edition will serve as a guide for retailers, consumers and media representatives. The award will recognize the inventiveness of products as well as the conceptual idea and craftsmanship behind them.

Products from all outdoor segments are eligible for the award. The award's categories will extend far beyond classic mountaineering and climbing equipment. Products from other areas that consumers have viewed for years as "outdoor" can also be nominated—including things like camping, trail running,

urban outdoor or water sports.

"With the OutDoor Edition, we are systematically refining the concept of the ISPO Award and are moving in the direction of contemporary, consumer-focused communications," said David Badalec, Head of ISPO Business Solutions. "This idea applies to the categorization of the nominated products from the perspective of the future purchaser, judging based on practical criteria and detailed evaluation of the results."

All nominations will be judged on the basis of innovation, design, function and quality. A Gold Winner will be selected in each category according to these criteria. One to two Winners will be named as well. Products that are both exceptional and pacesetter will also be awarded the Outstanding label across all categories. The world's leading international sports business network ISPO provides

award winners with an extensive package including sales promotion and communication measures.

The award winners will be selected by an independent international jury made up of specialist retailers, designers, market specialists, journalists, consumers and athletes. The jury will meet for the first time in Annecy, France, after the nomination deadline passes. In addition to a fact-based, technical evaluation, the jury meeting will involve an experience-focused practical test of the products.

The nomination period for the ISPO Award OutDoor Edition will begin on April 1, 2019. The nomination deadline will be May 17, 2019. Special early-bird conditions will apply through April 17.

All info about the award and registration in 2019 is now available at <https://www.ispo.com/en/awards/ispo-award/outdoor-edition>

ANDREA CARRARO:
CREDIT OBERALP



ANDREA CARRARO JOINS OBERALP GROUP

Bolzano-based Oberalp Group, which includes brands Salewa, Dynafit, Wild Country and Pomoca, has appointed Andrea Carraro as General Manager for Footwear and Technical Equipment. Andrea joins the company from Fischer, where he was General Manager Footwear, and prior to this at Carrera and Smith. He will now take on the task of expanding the market position for Salewa and Dynafit in the ski touring, alpine running, speed hiking and mountaineering categories, heading up the Oberalp development team in Montebelluna.

In other Oberalp news, between March 9-10, Dynafit General Manager Benedikt 'Beni' Böhm succeeded in his Speed Transalp project, crossing the Alps on touring skis from north to south in one push in 28 hours and 45 minutes. The route, which normally takes between three and six days, runs from Ruhpolding in Bavaria to Kasern in the South Tyrol, covering 210km and 10,500 vertical metres. Together, Böhm and Dynafit will have raised 13,000 Euros for the Albert-Schweitzer Children's Village and Family Facility organisation, which helps disadvantaged children and families.

Vango's Tahiti 800XL Tent wins 'Best Inflatable Tent' category

Leading outdoor equipment manufacturer Vango, has won the sought-after 'Best Inflatable Tent' award for its Vango Tahiti 800XL tent at this year's Camping Magazine Tent Awards.

The annual awards celebrate the most innovative and technical outdoor products on today's market, with winners carefully selected by a panel of industry experts, including tent enthusiast and magazine editor Iain Duff.

Unique to the Vango AirBeam collection, the Tahiti 800XL tent scored top marks for its spacious living area which includes a Side Studio pod, Super King bedrooms, Villa Construction and a bright covered conservatory which provides families with the ideal space for socialising whatever the weather.

Judges were also particularly impressed with the tents' durable Sentinel Exclusive (5,000mm HH) fabric and innovative design features such as Skytrack System, Deep Sleep Bedrooms, TBS II Tension Band System and useful pelmet storage pockets.

Rob Birrell, Marketing Director, said: "I am incredibly proud to be part of a company that has a long and rich history in designing and manufacturing cutting edge outdoor equipment. We were the original pioneers behind inflatable tent technology back in 2011; a technology which undoubtedly revolutionised the camping experience, so it is great to see that we are still at the top of our game today by winning Camping Magazine's 'Best Inflatable Tent' award.

"We are delighted to be recognised by leading industry figures for our new Tahiti 800XL tent and cannot wait to see what our customers make of it too."

In addition to winning the 'Best Inflatable Tent' award, Vango was also recognised in the 'Best Weekend/Touring Tent' category for its Utopia TC 500 tent and in the 'Best Luxury Tent' category for its Anantara TC 600XL tent.



Storm appoints new sales manager

UK leading cleaning, waterproofing and after-care specialist, Storm Care Solutions, has appointed Lauren Kirk as Export Sales Manager.

Lauren will support and manage all the company's export customers, as well as drive new business.

With key account management and sales experience gained at previous roles including Terra Nova, Stratstone Land Rover and Bonnington Plastics, Lauren will not only look to develop customer relationships and generate sales internationally, she will also educate on Storm products; why people need to use them and how they can help.

Lauren's appointment comes as Storm strengthens its international brand presence with new distribution agreements covering Germany, Austria and Benelux in Europe and also for Chile and the United States.

One of Lauren's first undertakings with Storm was to represent the brand at ISPO Munich, where she met new and existing clients and was able to start putting names to faces and building a rapport.

Lauren said: "I am really excited to be joining Storm. The company offers some great opportunities and interesting products to work with and I am especially keen to

learn about the technical side of the products so I can pass this knowledge onto my clients and potential clients. I look forward to creating opportunities, developing relationships and contributing to the ongoing success of the business!"

Tim Wilson, Managing Director for Storm, said: "We are very happy to welcome Lauren to the team. Storm has been going through some positive changes over the past 18 months; with a company rebrand, increased demand in overseas markets and the appointment of a new UK and international distribution network. Having Lauren on board will provide a dedicated resource for our international markets and will support overall growth of the business."





WHAT IS IT OUTDOOR CONSUMERS WANT?

ISPO and the market research institute Rheingold provide exciting insights into the outdoor market

It has never been easier for the industry and trade to find out how their end consumers think. The ISPO and Rheingold study delivers results that will change the way of thinking in the sports industry in the long term.

"Ever new horizons" is the motto of OutDoor by ISPO, which will open its doors on June 30 in Munich for the first time. For four days, exhibitors will present their products, trends and innovations in the outdoor sector in eight halls of Messe München. "Ever new horizons" it is. Above all, this means that the focus is on the consumers. And thanks to the study, OutDoor by ISPO already knows what their wishes are. The free whitepaper for dealers and manufacturers provides real added value.

Markus Hefter, Exhibition Group Director ISPO Munich & OutDoor by ISPO, said: "Ultimately, it's all about the consumer. This is the central point. Therefore, we wanted to know what consumers understand by outdoor, how they interpret this term. The Rheingold study provided us with super exciting answers."

Consumers Are Asked About Their Outdoor Desires

The result was a psychologically motivated study with a clear statement: "Outdoor is a basic human need". This is also the title of the seven free whitepapers for dealers and companies.

In autumn 2018, the market research institute Rheingold, in Cologne, started with the surveys, first with online diaries to gain

initial hypotheses, then with interviews with 18 people from the ISPO Open Innovation cosmos - all with a different approach to the topic of outdoor. They were asked about their wishes and longings regarding the term outdoor.

Outdoor Is Closer to People and More Diverse Than Expected

The findings from this are likely to significantly change the outdoor industry in the future. Marcel Beaufils, Project Manager at Rheingold, underlines that: "In our fast-moving society, we need the time off that outdoor offers us."

He also refers to new paths that cyclists take in city traffic or small games in the park. "The biggest surprise for me has been how close outdoor can be to people."

Not only was the excursion to the mountains a pure outdoor experience for the interviewees, but also the little escape from everyday life, moments like jumping onto the curb by bike. The term "outdoor" is therefore not defined by stubborn facts, but by consumers. It can evolve again with new trends and social changes.

Retailers and Brands Can Support Consumers

At ISPO Munich 2019, Beaufils presented the study to the sports industry. He talked about how outdoor could become the church of today, because people's longing for time out is growing and outdoor brings recreation. Retailers and brands should support them on their way "to the outside". Basically, shopping is already the first step

towards an outdoor experience.

There are many possibilities, for example large Globetrotter branches with test areas. However, small retailers can also benefit from the study results. "You can do people justice on an individual basis," says Frank Quiring, Member of the Management Board at Rheingold. "We, as customers, want to be seen as an 'I.' And we want brands or dealers to support us with that." A few square meters are sufficient for this: perhaps a test area, for example, in which different light influences on sunglasses are tested. Or small mini ramps and surfaces to test mountain boots.

Four Dimensions of Being Outdoors

The first part of the outdoor experience is planning the trip. Between this very first step and returning home to everyday life with a new feeling of strength, there are a number of further steps. Brands can become reliable partners for end consumers in this process.

Rheingold has identified four dimensions of outdoor which are helpful in this respect. It starts with the classic "going into nature", followed by "survival tours and adrenaline kicks" and new fields such as "framed escapism" and "urban outdoor".

There is a lot of potential in this: high ropes course, Tough Mudders or indoor climbing are becoming more and more popular because people have less time and do not need so much equipment and remain flexible. In addition,

the need for sustainability and function is also growing in urban clothing - another opportunity for outdoor companies. Especially surf brands like Quiksilver or Roxy have recognized this for years.

Targeted Advertising to Make It Easier to Get Started Outdoors

All four dimensions depend on the current "longing" of consumers. "The industry can learn from the fact that it's about constitutions, that outdoor is not about addressing target groups, such as sporty young men, but about the four constitutions", says Quiring.

The respective constitutions, i.e. the respective mood of the consumers during the planning and execution of the next outdoor trip (park or mountain, by bike or on foot), can be specifically addressed by companies or retailers, also in advertising. "It should be recorded in the music, in the pictures and in the stories," says Beaufils. But also with the product names: The snowboard brand Bateleon, for instance, named one of its products Goliath. "You're awakening a world that fits to snowboarding. If I named some item for walking Goliath, it wouldn't work with the constitution."

The Outdoor Companies Still Show Too Many Professionals

If, for example, a company starts a campaign to enter the climbing market, it should first become clear "that there is no climbing target group, but a climbing constitution:

what climbing has to offer, what motives lie behind it," says Quiring. If the company knows that, they can develop various stories to get people into the condition to climb.

However, according to Rheingold's findings, too many companies still provide a difficult introduction to the outdoor world in their visual language. They show professionals, but the consumers do not all long for a competition, but also for relaxation. First of all, too much performance orientation is frightening - and most consumers cannot climb extreme mountains on their doorstep anyway.

The Next Step: Learning from the DIY Industry

Rheingold therefore sees the DIY sector as an example from which the outdoor industry can learn. In the past few years, in its designation, it has taken a step back from the small professional group, the craftsmen, and addressed all do-it-yourself people. Because the more people "do it themselves", the more new customers will bind themselves to the companies.

That's what this is all about. "We didn't do the study because the outdoor industry is in a bad way. Instead, we did the study to show the outdoor industry what potential there is," says Frank Quiring. Now it's up to the trade and industry to make use of it.

The white paper can be download at <https://www.ispo.com/en/outdoor/about-outdoor-by-ispo/whitepaper>

Haglöfs delivers positive 2018 and presents new strategy



In 2018, Haglöfs returned to growth with increase in net sales and gross margin. It was also a year that saw several milestones in the company's sustainability work.

To further accelerate growth, Haglöfs is now launching a 2022 strategy including a new product mix and further efforts in innovation, brand and digital sales.

Haglöfs has worked intensively to improve its operations, product

mix and brand. Last year it resulted in Haglöfs returning to growth with an increase in net sales and improved gross margin. According to CEO Carsten Unbehaun, this marks an important milestone in Haglöfs future journey.

He said: "Haglöfs is improving step by step. We're investing in every part of our operation, from supply chain and products to brand and sales channels. We have a very exciting journey ahead of us."

Last year also marked several milestones in Haglöfs sustainability efforts. The autumn season was Haglöfs' most environmentally sustainable to date; the brand presented one of the highest number of bluesign products on the market, one third of the clothing collection was based on recycled materials, and over 80 per cent of its product mix was labelled Sustainable Choice, Haglöfs own labelling system for the products that have reached the farthest in terms of sustainability. Further steps in social sustainability also resulted in Haglöfs achieving 'Leader'

status, the highest member category available, in Fair Wear Foundation.

During the autumn of 2018, Haglöfs developed a new strategy aiming to position the company as number one in key categories in the Nordics and strengthen the company's challenger position on international markets by 2022.

Carsten Unbehaun, said: "The strategy will enable Haglöfs to become much more focused. Our products, branding and marketing will better reflect our craftsmanship, heritage and competitive edge with high-performance products. We will also become much more consumer oriented."

One key focus area in the new strategy is an updated product mix with focus on stronghold categories. Beginning in 2019, business area Clothing will address the global market focusing on shell and insulation categories. Business areas Footwear and Hardware will primarily focus on low cut footwear and daypacks. To support this development, Haglöfs recently recruited Paul Cosgrove a new

Global Product Director, and will continue to invest in product development, innovation and a new design language across all categories.

Another key focus area is the continued transformation of Haglöfs into a digital and B2C oriented business. Over the last few years Haglöfs has reviewed its sales channels, introduced its own e-commerce channel and redeveloped its brand platform. Further investments in digital sales and brand are top priorities.

Carsten Unbehaun, added: "We see great growth potential in digital sales, together with our premium partners and through our own e-commerce platform. As consumers are becoming increasingly more digital we also see potential to build stronger relationships with our customers through digital communication to support brand preference and loyalty. One of our key priorities going forward is to strengthen our brand positioning as the progressive outdoor performance brand from Sweden."



QUAPAC'S TURNBALL SET TO RETIRE

Aquapac's Chief Executive, Tim Turnbull, is to retire after 22 years.

In his place, special accounts director, Mike Malavasi and sales director, John Kelly will be taking over and Mike's son, Gianluca, will assume responsibility for Tim's marketing role.

Tim began working at Aquapac in 1997, becoming chief executive in 1999.

He is now looking forward to a long and healthy retirement: "It has been an honour and delight to work at Aquapac for two decades and help build it into the leading, trusted brand it is today. All I have ever wanted to do is to encourage more people to enjoy the great outdoors. Something I'll be doing more of myself in my retirement."

Tim's tenure oversaw huge growth at Aquapac - who have now sold more than five million waterproof bags and cases across 60 countries - and winning The Queen's Award for Enterprise three times. Aquapac products are favoured by Search and Rescue, Emergency Services, Coast Guards and Lifeguards the world over.

The company was founded in 1983 by three windsurfers chatting in a pub about how they wanted to be able to listen to their Walkmans while out on the water. Tim joined 14 years later. Operating from a small factory in Lambeth, London, today 93 per cent of Aquapac's products are 100 per cent British manufactured.

Montane to sponsor TRADFEST 2019

Montane are lending support to Llanberis-based rock climbing festival TRADFEST, scheduled this year for May 17-19, 2019.

Originally founded in 2005, the event has gone from strength to strength. Based on the edge of Snowdonia National Park it is the perfect location to showcase some

of the best trad climbing in Britain.

Montane are excited for the opportunity to engage with a passionate and informed section of their customer base. Grass-roots events such as TRADFEST are an important part of Montane's outreach activity due to the high quality of interactions with

communities that are active and passionate about the outdoors.

Wim Stevenson, Communities Manager, said: "By their very nature climbers are a discerning bunch, and rightly so; they need to have unwavering confidence in their ability and their kit. We are looking forward to deepening our

relationship with them."

As part of our support of the festival, Montane will be showcasing new technical climbing products for both summer and winter seasons, and bringing sponsored climbers including Franco Cookson to be part of the festival programme.

Light My Fire moves to bioplastics

Following two years of intensive research and development, Light My Fire, the Swedish creator of iconic outdoor accessories, has moved its entire product line to bio-based bioplastic.

LMF decided to be one of the first companies to stop waiting for demand to grow, and instead take the initiative in production.

The new range of products, available from distributors Lyon Equipment from the end of March, is made using plastics derived from renewable crops including corn, sugar cane and tree cellulose. Bio-based plastics provide a way to effectively bypass the oil industry while providing a product with properties like conventional plastic.

Light My Fire's Sporks are now made from bioplastics derived from GMO-free corn, its food containers from sugar cane and wood fibre, and pack-up cups from sugar cane. The new colour palette

is inspired by nature; soft, earthy and peaceful.

In addition, all packaging and display material uses recycled or re-usable materials. The new packaging features a re-usable bag made from recycled PET, recycled card packs, and in-store dispensers include paper KraftBags and wooden displays.

The company, based in Malmö and Västervik, has been in operation since 1996 and is now distributed in 50 countries. Its iconic Spork product has sold more than 21 million units alone.

Calill Odqvist Jagusch, LMF's CEO, said: "By experimenting with various bio-based plastics,

we've found a solution that meets our sustainability objectives while not compromising on our product's functionality and durability."

Bio-based plastics are still in their

infancy and, as it wants to share its knowledge, LMF has made a fully transparent overview of its product materials and suppliers at lightmyfire.com/lets-talk-material



EOS 2019 DATES, THEME & VENUE ANNOUNCED

The theme and venue for seventh annual European Outdoor Summit (EOS) has been announced.

The Summit will take place from September 26-27, 2019, in Interlaken, Switzerland.

The EOS brings together high calibre leaders in the outdoor industry from across Europe and beyond, providing them with a unique opportunity to learn, network and share with like-minded individuals.

The Summit delivers inspirational speakers debating and discussing the pertinent topics, and this year's theme will be The Outdoor Industry - Redefining Boundaries.

Discussion points will include; what do business leaders need to do in order to shape a company of the future? The once firm and rigid business model boundaries needing to be rethought, and the ability of a CEO and her/his team to reshape an organisation's structure in a way that supports innovation and dynamic change, will be vital to success.

Keynotes and breakout presentations will look at the importance of outsourcing strategies, which will lead to workforces being a combination of both internal and external specialists.

Combining this with establishing collaborative relationships with other industries, competitors and communities will provide experience, economies of scale, creativity and diversity. It's a complex business world and time spent learning, thinking and networking on these issues will be a sound investment!

The EOS 2019 will take place at Congress Centre, Kursaal Interlaken. Located in the heart of Switzerland, Interlaken is within easy reach by public transport from Bern, Zurich, Basel and Geneva airports. Nestled between two lakes and surrounded by a stunning and unique mountain backdrop, the Congress Centre is centrally located between both train stations, making it easy to reach.

The conference rooms at the Congress Centre are just a few minutes' walk away from the many hotels available in the vicinity. The short walk through Interlaken will be a welcome chance for delegates to unwind after a productive day at the Summit.

Details about speakers and how to book a place at EOS 2019 will be available in due course.

Caravan, Camping and Motorhome Show 2019 hailed a success

Large visitor numbers saw a successful Caravan, Camping and Motorhome Show 2019.

A total of 91,383 visitors attended this year's Caravan, Camping and Motorhome Show at the NEC, an increase of 1.4 per cent on last year. Exhibitors reported strong business during the six days of the show, which offered the UK's largest display of caravans, campervans, motorhomes, caravan holiday homes & lodges, tents, awnings and accessories, all at one venue.

As well as five halls full of exhibitors, the show saw a packed programme of celebrity guests, activities for children such as the brand-new Bear Grylls Adventure space, a skating area and a climbing wall, plus features areas such as the Freedom to Go Theatre and the Top Dog Arena with amazing agility demonstrations by four-legged stars. Celebrities who appeared at the show this year included Julia Bradbury (Camping and Caravanning Club President), Matt Allwright and Martin Dorey (Caravan and Motorhome Club Ambassadors), adventurer and author Alastair Humphreys, stars

of 'SAS: Who Dares Wins' Matthew 'Ollie' Ollerton and Jason Fox, Great British Bake-off contestant Karen Wright, Paralympic athlete and Strictly Come Dancing star Lauren Steadman, TV gardener David Domoney, the Chef Campers, award-winning travel blogger Claire Hall and four-legged social media sensations, spaniels Max, Paddy and Harry.

Jenny Summers, NCC events marketing director, said: "Through working with existing and new brand partners we have increased the reach of the marketing campaign, as well as introducing new attractions to maximise the opportunity of hosting the event during half term. This year we have seen an increase in younger families attending the show thus lowering the overall average visitor age. We will continue to evaluate feedback to make next year's show an even bigger success for exhibitors and visitors alike."

Sponsors, partners and exhibitors were kept busy throughout the show and visitors took advantage of a host of special show offers, as they planned ahead



for short breaks and summer holidays this year. The popularity of the show reflected news that was released during the event by the UK Caravan & Camping Alliance, highlighting the major contribution of holiday parks and campsites to the tourism economy.

A new study has revealed that the sector generates £9.3bn annually, which equates to eight per cent of UK tourism's overall GVA, and supports 171,448 full-time jobs. The full 'Pitching the Value' report can be read and downloaded at www.ukcca.org.uk.

Rob Birrell, marketing director of tent supplier, Vango, said: "The Caravan, Camping and Motorhome Show provides us

with the perfect opportunity to showcase our new tent and awning collections for the season. Its central location continues to be popular, encouraging lots of our customers to visit, resulting in a busy, thoroughly enjoyable week."

Richard Taylor, Sales and Operations Director of Summit International said: "Our first time exhibiting at the show, we were impressed with the number of visitors and really encouraged by the level of interest and support for the Hydracell salt water activated hybrid lantern and charger system. Not only were visitors telling us they have voted for the product in the OIA awards, actual sales at the show have been excellent."



Vivobarefoot to launch new bio shoe range

Vivobarefoot has launched its new bio shoe range, featuring the Primus Lite Bio on the new line of plant-based performance sneakers.

Designed with outdoor performance in mind, the bio range is made from a combination of three innovative bio-based materials that reduce reliance on petrochemicals and, ultimately, create more efficient and sustainable products.

Each shoe in Vivobarefoot's new line is nearly 50 per cent plant-based, making it Vivobarefoot's latest stride in their quest to use sustainable materials in 90 per cent of its shoes across its entire product range by 2020.

The materials used in new Primus Lite Bio range are harvested by DuPont Tate & Lyle Bio Products, a joint venture between DuPont, a global science innovator, and Tate & Lyle, a world-leading renewable food and industrial ingredients company.

Through the use of these renewable, high-performance materials, Vivobarefoot is able to make a significant impact on the planet. Every 50,000 pairs of shoes produced using these materials equates to the saving of greenhouse gas emissions from 247,948 miles driven by an average passenger vehicle, or reducing CO2 emissions from 11,286 gallons of gasoline consumed.

Laurie Kronenberg, global marketing director at DuPont Tate & Lyle Bio Products, said: "We are trying to make a significant global impact through working with game changing brands like Vivobarefoot who are committed to producing products with fantastic technical performance and improved sustainability profiles."

"In working with VIVOBAREFOOT on optimising their plant-based content throughout the shoe using various Sorona fibre and Susterra propanediol-based solutions, it allowed us to model the environmental reductions in terms of greenhouse gas emissions and non-renewable energy on a raw material basis. Now that is impactful."

Terrex Free Hiker launched by adidas

The Terrex Free Hiker has been launched by adidas.

It is the first hiking boot with BOOST technology for endless energy-return cushioning, built to survive the toughest elements and temperatures.

A water repellent Primeknit upper provides sock-like comfort which stretches for different foot shapes, and even changes as the foot expands on longer hikes.

Breathable and lightweight, but with the necessary cushioning and long-term comfort the adidas Terrex Free Hiker weighs only 385g (men's).

The shoe flexes naturally with

the foot, while protection comes from a mid-cut profile and

Continental rubber outsole for grip on any terrain.

Combining uncompromised performance with style, this shoe packs innovation to take you from the city to the outdoors.

Tim Janaway, General Manager adidas Outdoor, said: "Now more than ever, our consumers are leading busy lives and are looking for a shoe that is as at home in an urban environment as it is in nature; seamlessly taking them from the city to an escape outdoors. Our response: the adidas TERREX Free Hiker."



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Extreme tactical version

The new tactical extreme aims to further cement the brand's reputation as "charger of choice" in the outdoor, aid and tactical markets. It houses a massive 12,000mAh capacity Lithium Polymer battery and offers users real power in a compact, durable shell. It features a bi-directional USB-C port for both charging a USB-C device and also recharging the unit itself via USB-C, a 12V DC output for charging larger devices such as SLR cameras, heavy duty torches and tablets plus a 5V USB output for smaller devices including smartphones, GoPros, smartwatches and GPS systems.

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Montane Featherlite Down Jacket

Insulation doesn't get much lower in weight or bulk than this. Exceptionally light, the Featherlite Down Jacket is highly versatile for year round mountain activities. Wear as a mid-layer when moving quickly in really cold conditions or as outer insulation on cool evening camps. Packing down to the size of a large orange, it will hardly be noticed when stowed in your backpack, whilst the PERTEX Quantum outer fabric allows the down to loft to its capacity on demand.

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Woolpower LITE Range

Woolpower LITE is a fabric that has exploded in popularity since Outwear started producing it. LITE is a thinner fabric that is good to use all year round. It feels cool against skin during warmer weather and warms the body when the temperature is cooler.

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PETZL LAUNCHES HELMET CAMPAIGN

With the release of its new Meteor helmet, Petzl is launching a drive to convince climbers they should wear helmets, whenever and wherever they are climbing.

Many would argue that the climbing world is in a position similar to cycling was 15 years ago, when often cyclists wouldn't bother with a helmet. Now, it's unusual to see a biker without a lid. Climbers will routinely wear a helmet for alpine or multi-pitch routes, but less often for sport climbing or single pitch routes where the risk of injury is still high.

Petzl's #HelmetUp campaign started in March, with a promotional campaign across print and digital media, featuring well-known Petzl athletes such as Nina Caprez and Vivian Bruchez. There is advice on choosing and adjusting a helmet correctly, and how to monitor its condition; the campaign story is at petzl.com/helmetup

Petzl is also going beyond the requirements of current testing standards by creating helmets that provide more effective protection from side, front and rear impacts. The current standards only measure protection against objects falling from directly above, and at 60 degrees to the side.

Petzl helmets offer enhanced protection against impact directly onto the side, front or rear with supplementary tests performed by Petzl. The Meteor, Sirocco, Boreo and kids-specific Picchu meet the standards for Petzl's top and side protection. In addition, Petzl's new Meteor helmet (pictured) and existing SIROCCO are dual-rated for climbing and ski touring.

G-SHOCK announced as an official partner to the Ministry of Defence

G-SHOCK has become an official partner to the Ministry of Defence and HM Armed Forces.

The collaboration will see the launch of a bespoke collection of G-SHOCK watches from the brand's iconic Master of G product category. Covering sea, land and air the timepieces correspond to the Ministry of Defence's Services: Royal Navy, British Army and Royal Air Force.

Ready for any adventure and the harshest of conditions, the Master of G collection is comprised of watches that will stand against the toughest of terrains. Equipped to resist the elements faced at sea, on land and in the air.

Thermometers, altimeters, digital compasses, GPS, and various other features give the Master of G collection a quality assurance that any service man or woman would be confident to have on their wrist.

The first models from the

G-SHOCK Master of G collection will be released in early 2020 and will be available from G-SHOCK UK directly, and will be listed in leading jewellers and watch retailers across the UK and around the world.

Jennifer Kelly, Senior Brand Manager, Casio, said: "We are thrilled to be working as an official partner to the Ministry of Defence. G-SHOCK is an unbreakable timepiece built from a 'Never Give Up' philosophy that makes us the perfectly equipped to support our servicemen and women both on and off-duty. We are already the watch of choice for many in the Armed Forces and look forward to strengthening our relationship further through this new partnership."

Tim Smith, Senior Licensing Director for IMG – the MoD's exclusive licensing representative, added: "Known as the world's toughest watch brand, Casio's G-SHOCK watches are built to last



and resist the elements, which are qualities that are strongly aligned with the Ministry of Defence. Working with them, we are confident that the unique identities and attributes of each of the three Services will be perfectly captured in this new collection. This is a very exciting collaboration and we are looking forward to the watches

launching next year."

A spokesperson for the MoD stated that "the Ministry of Defence is pleased to be working with Casio to launch a range of Royal Navy, British Army and Royal Air Force bespoke G-shock watches, which will reflect the individual qualities and personalities of each of the three Services."

New Chairman for the OIA



ROBERT BRIGHAM (LEFT) AND ROBERT LOUDON

Robert Loudon MBE has stepped down as chairman of the OIA.

The announcement was made at the OIA Conference and AGM following his three years in the role.

Robert has helped the association grow into the positive and impactful industry body it is today and will continue to serve on the main board for the foreseeable future.

His successor is Robert Brigham, Managing Director of the snowsports and outdoor retail chain Ellis Brigham, who was unanimously voted in by the membership as the new Chairman at the AGM on March 13. Robert took over the reins of the family business eight years ago and has helped steer the retailer through some challenging times.

Robert said: "I am very much looking forward to building on the great work already completed by my predecessor, Robert Loudon, and the rest of the OIA board.

"The outdoor industry is facing many challenges and opportunities

ahead, it is reassuring to know that we have a very strong trade association and I was pleased to see so many representatives from different aspects of the industry including brands, suppliers, retailers and partners at the recent OIA conference.

"The OIA has developed a strong voice for the industry and it is important that we maintain our high profile and work with our partners on our mission to encourage more people to become active outdoors. Having worked all my life in the outdoor industry I am honoured to take on the Chairman's role and keen to play my part in contributing to the overall success of the OIA in the future."

Robert was literally born into the outdoor industry. He started his outdoor career as a teenager selling ski boots, qualified as a ski technician by the age of 16 and over the years has worked in almost every position within the family retail chain.

NeoAir UberLite comes out on top at the Outdoor Industry Awards

Therm-a-Rest's NeoAir UberLite was selected as the as the overall Product of the Year at the 2019 UK Outdoor Industry Awards.

Following the public voting, which opened in February, the winners of the awards were announced at the Outdoor Industries Association's (OIA) annual conference and AGM.

This year's awards saw 90 products being entered for the ten different categories. The 90 products entered were on display to 950 trade visitors in July 2018 at the Outdoor Trade Show (OTS), the UK's largest outdoor trade exhibition.

The 30 finalist products were shortlisted by a panel of judges that included retailers, journalists and gear testers; Steven Reynolds, (International Manager, Alpine Trek), Jamie Shepherd (General Manager, Gaynor Sports) and Paul Casey (Managing Director, Hooked on Granite Ltd. T/A Joe Brown Shops and The Climbers Shop), as well as Chris Townsend (Gear Tester, TGO), Rob Ganley (Editor, The Camping & Caravanning Club), Will Renwick (Editor, Outdoors Magic).

The public voting was first opened online via the OIA's website at the start of February and then saw all 30 finalist's products being displayed at the Caravan, Camping and Motorhome Show (CCMS). This combined activity brought in 1,054 consumer votes and exposed to over 91,000 people to the awards at CCMS.

The winners across the ten categories are as follows:

Accessories - Pyramid - Lyme Disease Test Kit
Backpacks - Lowe Alpine - Altus 42
Camping Equipment - Hydra-Light - Supercell Lantern & Charger (SC1C-L)
Climbing Equipment - Petzl - Meteor
Clothing - Exotogg
Digital Product - Ordnance Survey - New OS Map Features
Family - Ordnance Survey - OS Picnic Blanket
Footwear - Skinners
Sleeping - Therm-a-rest - NeoAir UberLite
Tents - Terra Nova - Laser Compact 2

From these ten winning products, the panel of expert judges selected Therm-a-Rest's NeoAir UberLite as the overall 'Product of the Year'.

The NeoAir UberLite is the lightest insulated air mattress ever, weighing just 250 grams (regular size) it allows for unencumbered movement on multi-day expeditions. The UberLite shrinks down smaller than any other NeoAir has before, while still providing 6.3cm of cushion to offer some fast and light luxury. Therm-a-Rest have managed this space and weight saving advancement through their Triangular Core Matrix design.

The UK Outdoor Industry Awards is an initiative launched by the Outdoor Industries Association (OIA).

Entries for the UK Outdoor Industry Awards 2020 will open soon in the run-up to the Outdoor Trade Show (OTS) 2019, please keep a lookout for more information on the OIA website and via email and social media.

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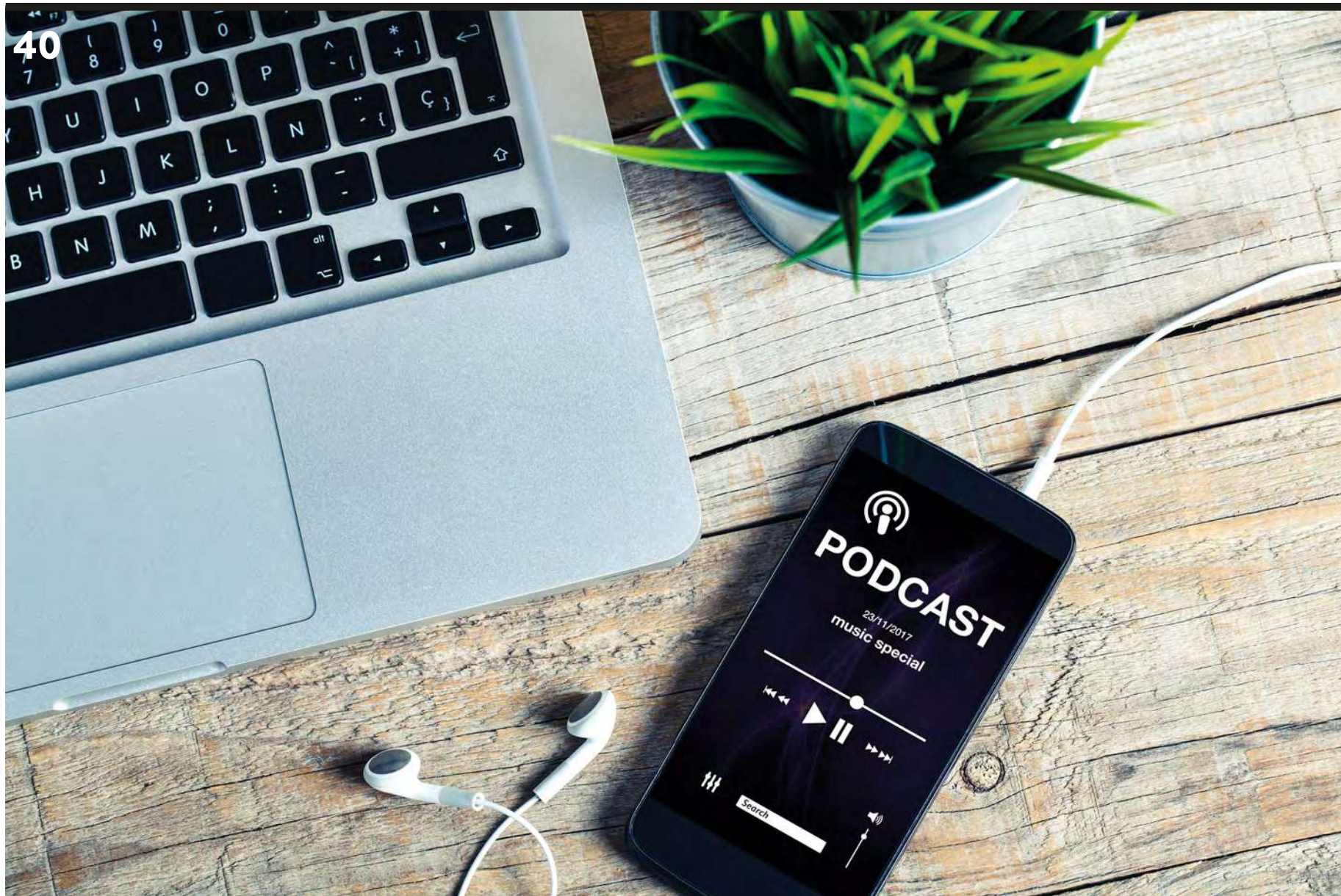
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FIND YOUR VOICE

Fiona Bugler looks at the rise of podcasting, why it's a great medium for sports marketers, and shares an idiot's guide to getting started

Podcasting has had a growth spurt in popularity and is now proving to be an essential part of any content marketing strategy. In September 2018, OfCom reported that six million Britons were tuning in weekly to podcasts, with a five-year escalation of 3.2 million listeners in 2013 to 5.9m in 2018.

Growth has been driven by increasing numbers of young listeners (49 per cent are in the 15-24 age group according to OfCom) engaging with the format, but podcasts are not new. The term

originally comes from combining iPod and broadcast, and as reported in City AM: "They predate Facebook, Youtube and Twitter, and the current RSS feed format was invented in 2003," and hosts such as Liberated Syndication (libsyn) who pioneered the system to host and publish podcasts in 2004 now host over 50,000 shows with 92 million monthly audience members.

"We have been following the rise of podcasts for some time," says Rob John, Senior Account Manager at the Content Marketing Association (CMA). "Last year

we produced a report on podcasts and voice technology, which was sparked by Ofcom's report. A growing number of our members also create podcasts for their clients or use them as a thought leadership and brand awareness tool for their agencies," he adds.

And the growth is set to continue: "There's already a growing battle for the podcast market with Spotify purchasing the Anchor platform and the Gimlet group of podcasts. It will be interesting to see how Google responds, especially as the company appears to be elevating podcasts higher up on its searches. The drive to launch a Netflix for podcasts is continuing too with heavily venture backed companies like Luminary and Breaker," adds Rob John.

In addition to this, technology continues to develop in ways that suit podcasting. Cars with wifi and Alexa installed mean you'll be able to listen on the go, and apps are being created for watches and phones that make syncing, downloading and listening to podcasts easier. Importantly big brands are leading the way as pointed out by Forbes, "Brands

An idiot's guide to getting started with podcast

Kobi Omenaka (<http://kobestarr.io>) Podcaster, Digital Marketing Consultant and Start-up Mentor has the following tips for getting your podcast live and online:

- 1. Equipment:** You can use an iPhone to record interviews with a voice recorder app. Apple's iPhone has an inbuilt voice recorder, Voice Memo which is free and means you can start straight away. You can also pick up a mic for less than £100, and for something more sophisticated there's a great selection of equipment from brands such as Zoom.
- 2. Location:** As well as using the right equipment, obviously it makes sense to minimize outside noise when recording a podcast – choose a meeting room not a coffee shop.
- 3. Editing:** If you have an Apple Mac you can use the free Garage Band software to edit your podcast. Another excellent free resource is Reaper (<https://www.reaper.fm/download.php>). Don't underestimate the time it will take to edit properly. An hour's recording could take a day to edit.
- 4. Uploading and broadcasting:** It's worth noting that iTunes is not a host. You will need to upload your podcast to a host service such as Libsyn (<https://www.libsyn.com>) first. If you don't have an Apple device don't worry as you can use a feed from Apple or iTunes on Android. And if you use Libsyn, for a small monthly subscription publishing tools are included and they will send to the relevant channel, based on your data.
- 5. Launching a show:** If you're starting a new podcast make sure you have a bank of six episodes to upload – and launch first with three of these episodes. As with delivering any content it's vital that you are consistent and plan your broadcasts.



like Pepsi, Starbucks, Google, Microsoft and Tinder have jumped in and increased their use of the ad format, indicating they are seeing positive results.”

Topping the iTunes sports podcast chart is football with the Peter Crouch Podcast (from BBC 5 Live who host three of the top 10 spots). It seems the days of bedroom podcasters may be numbered with the mainstream professionals such as BBC 5 live, the Guardian, Eurosport and Talksport dominating the top ten. Rugby and Formula One make it to the top ten, and other ‘star’ names include Gary Lineker and Bradley Wiggins.

Big brands, and mainstream broadcasters are in on the act, but the opportunities remain for innovative brands to reach their customers with tailored content. Podcasts can be platforms for innovation and diversity and thought leaders such as American-based Skye Pilsbury (inside.com/podcasting) predict more diversity as the medium matures, illustrated by shows such as the The Gay Footballer’s Podcast (<https://anchor.fm/tgfootballerspodcast>) launched in February 2019.

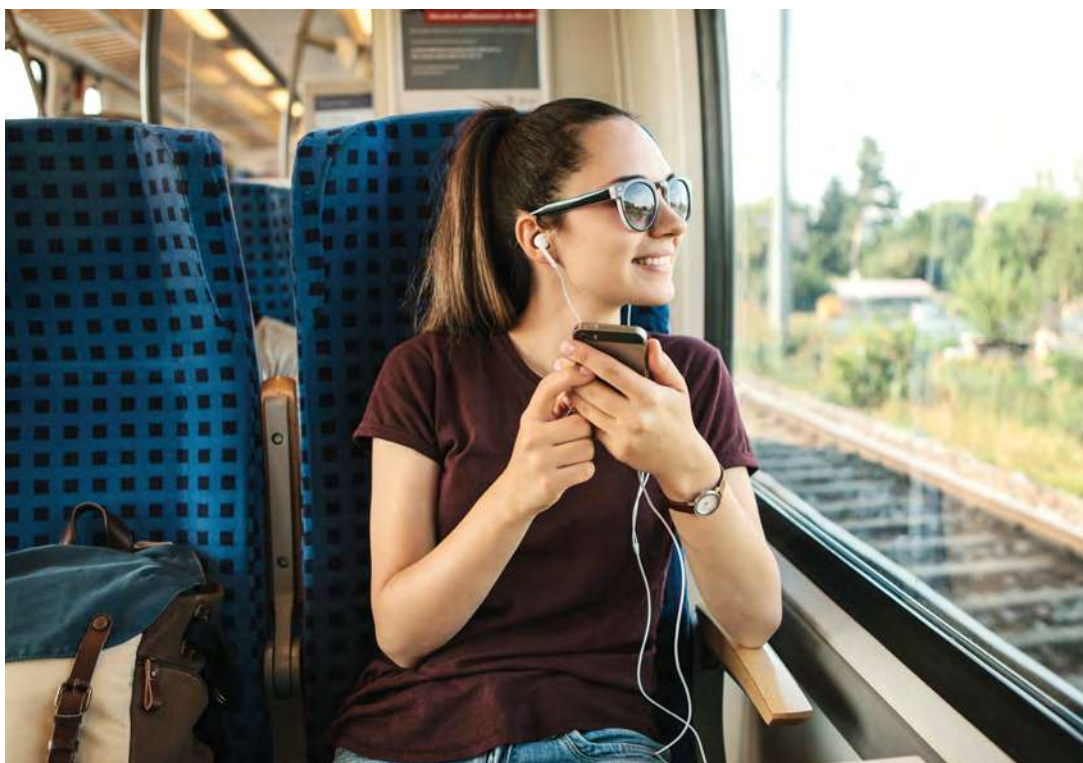
So why all the excitement?

From the brand and marketing perspective it’s worth noting that research has found podcasters are high earners, and as mentioned

above they’re younger. The website Why Podcasts clearly highlights the research which shows that 41 per cent of podcast listeners earn over \$75K and a survey from Edison research found as well as being well-paid, 61 per cent of US listeners were educated having completed at least four years of college.

As with any form of content marketing, one of the core challenges for podcasters and brands is retaining authenticity. “People love podcasts because of the close relationship between the podcaster and their audience and without this they will lose their wide appeal,” explains Rob John. The format works because it can engage a generation hungry for content but short on time, who can listen and work, or listen on the go. And podcasts are thriving in niche areas where passion is a focal point, a great example being sport. The engaging medium is grabbing attention in an economy that thrives on us being engaged, and the Edison research also found 85 per cent of people who listen to podcasts, listen to the end.

It’s perfect timing to create your podcast. Tap into your audience passions, interview them directly, tell their story. And watch for new Twitter-style podcasts, news and snippets that can be called up on demand from Alexa, Google or Siri in shows lasting less than five minutes all easily accessible on smart speakers.



Video

With the rise of Instagram TV and Facebook Live, video should also be a key part of your content offering.

- By 2021, 82 per cent of consumer internet traffic will be video, according to a recent Cisco study.
- Studies have found that just by including a video on your landing page, you can increase your conversion rate by up to 80.
- 54 per cent of people want to see more video content from marketers.
- Adding a video to your email can increase your click-through rate by 200 to 300 per cent.
- According to research by Google a result of watching a branded video on their phone, 40 per cent went to the store, and 28 per cent made a purchase.

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ACTING ON IMPULSE IS SOMETHING YOU CAN INFLUENCE

Paul Clapham looks at the ways you can boost your sales

Everybody makes impulse purchases from time to time. It's part of human nature: 'Ooh yes I fancy that and I fancy it right now'. Even the most buttoned-up of shoppers with a detailed list is not immune to making the occasional impulse purchase. For some people of course it's a problem, close to an addiction like gambling.

Can you build impulse purchase into a marketing plan? It ought to be impossible. By definition impulse purchases are unplanned, so how can you aim to persuade a customer to buy what they had zero thought of buying. But you can. And there are lots of brands for which impulse purchase is central to their marketing.

That could well apply to you. British shoppers make £21.7 billion worth of impulse purchases per annum. That equates to an average of £416 per adult. 62 per cent of consumers have items they wanted but admit they didn't need and 71 per cent have items at home that

are unused and which they are considering throwing away.

Probably the classic impulse purchase marketing strategy is Wrigley's Spearmint Gum. The product is available in just about every retail outlet and it sells consistently well. I would guess (Wrigley's wouldn't tell me, so I bet I'm right) that only a tiny percentage of customers go into a shop with Wrigley's on their physical or mental shopping list.

The key to Wrigley's success is product location right next to the till in a dispenser small enough not to discourage retailers from sitting it there, but generating good profits year round (a big advertising budget has done no harm either).

Let's just define an impulse purchase: when a customer buys something they hadn't planned to get. It's subtly different from seeing milk and realising you forgot to put it on your list.

There are three key tactics for driving impulse purchases and you need two or three of them

to get a result. First the product should be interesting, instantly understandable and something customers can see as a virtuous choice. Next create an air of urgency – only 'five days left', 'when they're gone they're gone'. (Personally I dislike this tactic, but it does work).

Third run a promotional offer of some sort – free, win or save help close a sale and free is the strongest, while win is weakest but all three techniques increase the perceived overall value of the purchase. Putting the product in a dump bin gives the impression that it is 'on offer' but it need not be.

Avoid the barriers to impulse buying. First customers have to be able to see the product, then they need to be able to pick it up. Once it's in the customer's hands you're nine parts home. If you have highlighted a product as an impulse purchase it should be carefully merchandised and most definitely not on the bottom shelf.

To quote Brian Ferry, I'm in with

the in crowd. Tell customers which new product or old favourite is flying off the shelves. It will drive yet more sales because people like having products that other customers like. It's logical, too: we use the same shop, we probably like the same products. OK some people always want to be different but the herd instinct is much stronger.

Effective display is critical to increasing impulse purchase. Big supermarket chains spend a lot of money getting display right. You don't have their megabucks budgets, but, happily, you don't need them. Small impactful changes typically produce better results than big bold and bloody.

One trick the supermarkets use is to slow their customers down by making floor tiles narrower in premium priced aisles – it makes people feel they are rushing so they slow up and spend more time looking at high end products

One impulse prompt that is definitely underused, by multiples

and independents alike is paired products: eggs and bacon, cheese and onions, tea and biscuits etc etc. This works in the booze aisle of supermarkets with gin and tonic.

By the way, the official name for this technique is transaction marketing.

Impulse purchase is to a large degree dependent on our fear of missing out: there it is, product x, better still at an attractive price, we like x and so does the whole family let's pile in and get some, right now. If we don't it will all be gone and my husband/wife/lover won't talk to me for a week.

Incidentally, all of this thinking goes into overdrive at certain times of the year, Christmas being the classic but by no means unique example. Anything related to holiday times when 'desirable' becomes 'essential' will bring on impulsive buying traits. Please note that the marketing techniques which succeed at Christmas often fail at other times when the pressure is rather less.

“ British shoppers make £21.7 billion worth of impulse purchases per annum ”



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It's just been downhill all the way

Olympic skier Chemmy Alcott talks to Tony James about her career and life on the slopes

As Britain's most famous and successful female Olympic ski-racer, glamorous media star and proud mother of two bouncing boys, it's probably fair to say that most of Chemmy Alcott's dreams have come true.

Nowadays, the dynamic 36-year-old, forced by injury to retire from international skiing, spends much of her time travelling the world, telling her story and inspiring the next generation to have the confidence, through sport, to create their own dreams - and do everything possible to achieve them.

"Sport changed my life," Chemmy says. "A sport like ski-racing teaches you so much. It's not just about winning, but in order to progress you must learn about losing, suffer the consequences of injury and have the determination to pick yourself up and crack on."

"All the charities I'm involved with use sport to teach life-skills to youngsters and help protect and empower them."

Despite retiring in 2014, Chemmy has continued to push herself to the limit, taking on massive challenges like the "World's Toughest Ski Race" in Greenland, London's 100-mile road race and climbing Mt Kilimanjaro. To date, her efforts have raised over £1 million for charity.

Married to former British champion downhill skier, Dougie Crawford, Chemmy is an active ambassador for several charities, including Right To Play - which provides children in need with educational games - Chemmy visits under-developed countries, raising money for conflict resolution and promoting sport and play to educate over a million children in some of the world's poorest communities.

We caught up with Chemmy on the road in Italy on her way to host a ski event in Alagna, only weeks after the birth of her second son, Cooper. Her father-in-law was at the wheel and her mother-in-law had charge of Cooper and his two year-old brother Locki. "This is the time you can do it, when they're little," Chemmy says.

"I'm so lucky to have amazing family support. I always thought I had a tough job being a ski-racer but I didn't know how tough life was until I became a mum. It's the most difficult thing I've ever done!"

Now a mainstay of BBC ski coverage, Chemmy is a main



presenter of Ski Sunday and a key figure in the BBC commentary team at this year's Pyeongchang winter Olympics. "I competed in the previous four and obviously it's not the same, but I really enjoyed passing on my knowledge and feeling that I was still part of the Olympics."

In 2012, while still an international ski-racer, she came fifth in ITV's *Dancing on Ice*, shortly after an 80mph crash while training for a World Cup downhill race in Canada which left her with a 20cm-long pin in a badly fractured leg. The break was so bad that bone protruded into her ski boot.

Doctors weren't too happy about her going on the ice, but Chemmy had her way. "I think I was the only competitor in the show who was less injured at the end than at the beginning," she says.

"Taking part helped me recover and get back to ski-ing and I loved it, although it was hard work."

Chimene Alcott - soon to become Chemmy - was named after Sophia

Loren's character in the 1961 film *El Cid*. She grew up in Twickenham, started skiing on a family holiday in France when she was 18 months old and first raced when she was three.

"I was competing properly when I was eight. I would ski six times a week on dry slopes. I raced every week growing up and that's why I won the World Children's Olympics at 11. For some of my peers it was their first race."

"My dad was a rugby player and mum's a very good swimmer but she retired from competitions after an injury in her early 20s," Chemmy says. "Her experiences helped me in my determination to get back to skiing even after I was badly injured because she taught me that you only get one chance to make a comeback."

She learned that lesson early. At 11 she broke her neck - the first of nearly 50 injuries which dogged her career - and needed two vertebrae fused together. Undeterred, she spent the summer training in New

Zealand, joined the British junior alpine team in 1994 and was named Sunday Times junior sportswoman of the year in 1995.

"For years I carried an X-ray of the injury so that if I was ever in an accident the doctors would know not to prise the vertebrae apart," Chemmy says. "Somehow I seem to have lost it."

A talented tennis-player, she was also into cars, still holds an MSA competition licence and has raced at Silverstone. "At 17, I took a week off to learn to drive. I practised for four days and passed my test on the fifth."

"I was very much a tomboy back then. I thought mum was going to give me the family's old yellow Metro as a present. Instead, she sent me to the Lucie Clayton Charm Academy for a course on how to become a lady!"

Over the next few years, Chemmy became indisputably the best woman alpine ski-racer Britain had ever produced. At a time when

UK skiers competing in the Winter Olympics was unusual to say the least, Chemmy defied the odds and pioneered a skiing movement that would inspire a new generation of young sportswomen.

She competed in all five disciplines - downhill, super G, giant slalom, slalom and combined - and took part in seven FIS World Championships and four Winter Olympics, was seven times British National Overall Champion and eight times Overall British Ladies Champion.

At her peak Chemmy finished 11th in the 2006 Turin Olympics, the best result for a British woman skier since 1968.

She is the country's only female skier to ever win a run in a World Cup and reached a career high of eighth in the world.

Looking back, Chemmy regards her performance at the 2014 Russian winter Olympics, at Sochi, as her "proudest performance and greatest achievement." She finished 19th in the downhill race after fighting her way back to fitness after a broken leg the previous August.

She said at the time: "After breaking my leg I knew it had to be all about the Olympics. I was no longer in a position to race in enough World Cups to improve my world ranking so I put all my eggs in one basket to do the Olympic thing."

"In Sochi I threw myself down that mountain with a confidence I had managed to create from absolutely nothing."

It was a sad day for British skiing when in March, 2014, Chemmy announced her retirement at 31 after the British Alpine Championships following a unique career spanning 23 years. Doctors had warned that further top-level skiing could seriously risk losing her leg.

"When you talk to past athletes and you ask them how they knew it was time to leave their sport, most of them say that if you're honest with yourself you just know when the right time is."

But retirement hardly describes Chemmy and Dougie's busy lives, which include running CDC Performance clubs for youngsters to learn life skills through skiing and it probably won't be all that long before their youngsters have their first sets of skis.

As Chemmy says: "With our genes, who knows how good they might be?"

“In Sochi I threw myself down that mountain with a confidence I had managed to create from absolutely nothing.”

A sideways look at the world of independent retailing

An inspector calls

Even as a child, I sensed an oppressive gloom settling on the shop at this time of year. It coincided with my dad piling up dog-eared petrol receipts (3s.6d. a gallon) on the office desk and shuffling through a lot of brown envelopes.

The years may have passed, and now I'm doing exactly what my dad used to do as the end of our tax year comes round.

My wife Doreen says that I look even more depressed when doing the accounts than he did - and with good reason, I might say. After all, I was actually done over by the Revenue and Customs last year and - like getting married and riding a horse and eating sushi - it's not an experience I want to repeat.

Of course, investigation of tax returns is the stuff of business folklore. Friends queued up to recount such stories as HMRC heavies putting a sweetshop owner into an armlock until he confessed to eating a packet of jelly babies without deducting VAT.

There were tales of brave souls who had paid Revenue fines in 2p coins delivered to the tax office in lorries, and of broken marriages and suicide bids after hours of waterboarding in spotlight cellars by

men who drove a Ford Ka and lived in Harlow New Town.

"Don't wear your new watch," advised my friend Harbottle, who once ran off with a tax inspector's wife and was stung for a whopping tax bill the following month. His main grievance was that he didn't get a rebate when the wife returned to her husband.

By now I had completely forgotten that I hadn't actually done anything wrong. But then, you don't need to. A computer in a shed in Norfolk picks out your name and the Revenue's hard-eyed special compliance boys oil their thumb-screws and stack your files into their Ford Ka.

Nor was my accountant particularly reassuring. "Statistically it's long overdue," he said hardly able to hide his excitement. "You've been lucky." Oh yes?

"The last time I had a client investigated it took five years and cost him £50,000. I did advise you to take out insurance, if you remember. There were some very good deals around at the time." Thanks, mate.

They say that 90 per cent of tax inspectors give the rest a bad name, but as it happened, the chap who came to see me seemed quite a decent bloke. He was small and



middle-aged with a paunch and an unhealthy complexion who explained that there was nothing personal in the visit.

It seemed that self-employed sports retailers were their most tiresome customers. Over 40 per cent had mistakes in their returns, and 35 per cent were late and the rest had disappeared, changed their names and were last heard of in Monrovia.

"If you were a dentist or a taxidermist, for instance, we probably wouldn't be here now," he said. "The problem is that the computer works on the random probability theory."

I said it was a bit late to make a career change that afternoon but I'd try to do it by next year, and offered

him a cup of tea and a jaffa cake.

When he left an hour later after eating most of the jaffa cakes, it was with a cheque for £1.20, half the price of a box of pencils that I admitted to also using for pleasure - doing the Daily Mail crossword.

The rest of the accounts, he had to admit, were fine. Actually they were excruciatingly deadly dull. That was always my dad's secret of getting a tax return accepted and thank goodness he passed it on.

So present your expenses, down to the last 50p car parking ticket and packet of elastic bands, in such meticulous detail that the tax inspector will be bleeding from the eyes and ears by the time he's finished with the file.

Have no pity when it comes to

documenting the depreciation on the stapling machine and wear and tear on the stockroom lino. Don't forget the 40p for the sponge you use to moisten stamps. Keep it up and you should have them begging for mercy.

But don't overdo it. Take warning from the experience of a friend, an importer of Taiwan cricket bats, Icelandic skateboards and trainers made from recycled motorbike tyres.

My pal was called at short notice into the local tax inspector's office on a wet Wednesday and asked: "Have you ever considered applying to the Charity Commissioners for a flag day?"

When he cautiously said that he hadn't, the inspector replied: "It's worth thinking about. You obviously run a non-profit-making charity." Having had his bit of fun, he then seized the books and found £10,000 of non-declared income in a building society in the name of my friend's Auntie Florence (deceased).

I suspect my accountant, sensing a nice little earner, was sorry to hear I'd escaped the Revenue's clutches and is expecting better luck this time, but I reckon I should be OK.

To be honest, dentistry is a bit outside my comfort zone, but there's a very reasonable online course on taxidermy.

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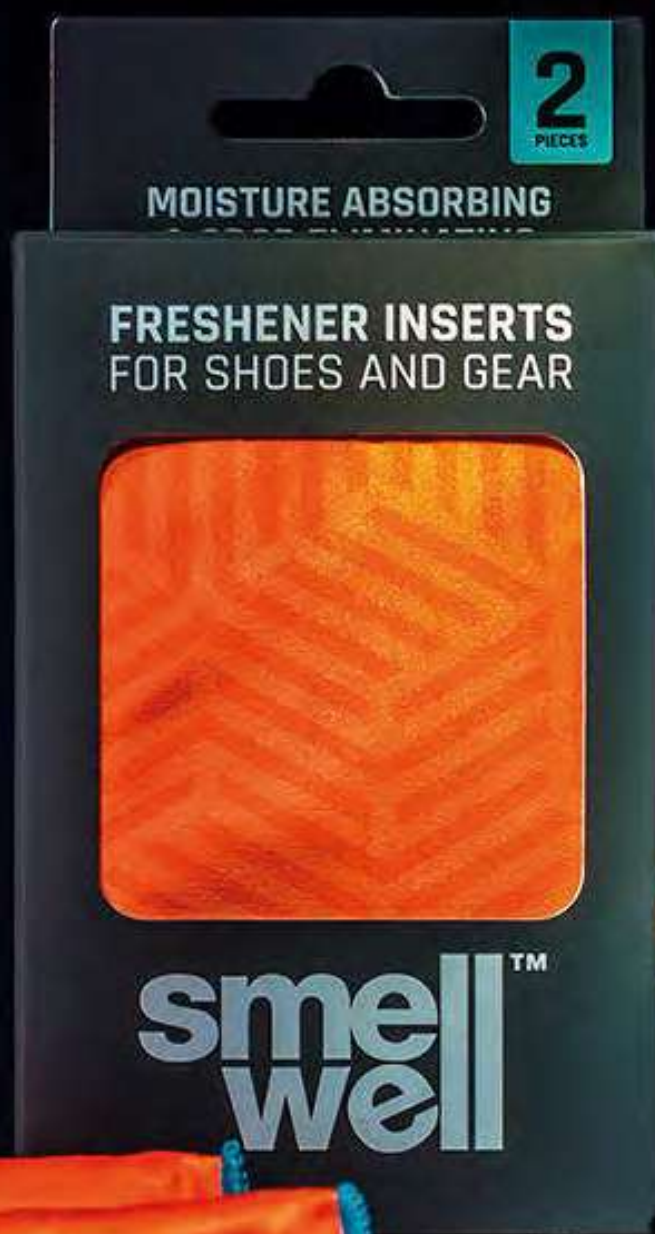
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