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Slinger Bag receives Innovation Award

Slinger Bag, has received a Special Recognition Award from the UK Tennis Industry Association (UK TIA)’s Innovation Awards.

The brand was highly commended by the judging panel in the biennial competition that spotlights products aimed to improve the tennis experience.

Slinger Bag is the highly-anticipated portable ball launcher for tennis players of all ages and abilities. Slinger Bag will unlock improvements in players games by being a versatile 24/7 playing partner that enables players to hone their skills through repetitive drills or work on their court fitness and agility whenever they need to. Mike Ballardie, Slinger Bag CEO said: “We are delighted to have received the innovation award from the Tennis Industry Association. It’s brilliant to be recognised by the industry as a product that will change the landscape of tennis across the UK and globally, giving players the power to train on their own terms.”

“It’s a testament to the brand’s hard work in developing a best in class product - one that meets the needs of players, so they can improve their game.”

Created by entrepreneur and tennis fan Joe Kafka, Slinger Bag is set to correct an age-old problem for tennis players across the world, enabling players to hit balls without the need for a hitting partner. The company is preparing to take its revolutionary tennis ball launcher to market in spring 2020.

IN PARTNERSHIP WITH

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ASICS RECOGNIZED BY CDP

ASICS Corporation, a leading global sporting goods company, has been identified as a global leader for engaging with its suppliers on climate change, being awarded a position on the Supplier Engagement Leaderboard by global environmental impact non-profit CDP. ASICS has been recognized for its actions and strategies to reduce emissions and manage climate risks in its supply chain in the past reporting year. Over 4,800 companies in total were assessed by CDP and given a Supplier Engagement Rating, based on answers to selected questions about governance, targets, scopes of emissions, and value chain engagement of their response to the CDP 2019 climate change questionnaire and their overall CDP climate change score. ASICS is among the top three percent of organizations assessed by CDP, one of almost 165 companies on the Leaderboard this year. ASICS has been selected as a component company of global ESG indexes, the Dow Jones Sustainability Indexes (DJSI), created by S&P Dow Jones (US) and rating company RobecoSAM (Switzerland), and the FTSE4Good Index Series / FTSE Blossom Japan Index, compiled by FTSE Russell (UK).

Asics was recently included in Sustainability Yearbook 2020 published by S&P Global, which showcases the sustainability performance of the world’s top 15 per cent companies.

ESCAPE WINS BEST INNOVATION AT UK FITNESS AWARDS

Escape Fitness has been awarded a best innovation award at the recent UK Fitness Awards in recognition of its VECTOR training tool – a dial-in resistance tube system that’s being used at the highest levels of sports performance, physical therapy and rehabilitation.

The black tie event took place in a luxury hotel sky bar overlooking the city of Birmingham, with guests including ex-special forces soldier Ant Middleton and fitness icons such as Flex Lewis and Miqael Wilmott.

Nominated in the “Innovation In Fitness 2019 (Company)” category, Escape won the accolade for being a company that is at the forefront of producing and distributing cutting edge equipment for use by fitness professionals and personal trainers.

The VECTOR is the future of resistance bands, offering versatility that far surpasses anything else on the market. Its tubes are made from Kevlar (an incredibly strong material) that reduces the risk of snapback and, with the simple turn of a dial, you can immediately change resistance levels to progress or change exercises.

Eric Kaye, founder and CEO of Escape’s partners Kayezen VECTOR, said: “We want to thank Escape, PT Academy and the UK Fitness Awards organisation for this honour.

“Escape Fitness is a recognized global leader in functional training and we are thrilled to be partnered with a team that shares our mindset for helping people continuously improve their performance, health and resilience.

“Both Escape and PT Academy share our vision for how the Kayezen VECTOR’s dial-in resistance tube system delivers new exercise challenges for group fitness and personal training.

“We are excited to build on the momentum we have with Escape and PT Academy in 2020 and look forward to jointly developing even more applications for the VECTOR.

“The reason that we work so hard as a team in developing products, partnering with other innovators, and evolving fitness offerings around the world is to bring a new level of experience that changes the lives of operators, PTs and members alike,” explained Ben Hackney-Williams, head of content at Escape Fitness, who accepted the award on behalf of the company.

“VECTOR is the perfect example of how working together brings the biggest benefits. We hear from a lot of entrepreneurs, industry figures and celebrities on our Escape Your Limits podcast and one of the biggest trending topics over the past year is how a rising tide lifts all boats. This award win goes to further prove that collaboration is the way forward. On behalf of Escape I’d like to give a huge thank you to Eric and the team at Kayezen, the UK Fitness Awards team, PT Academy and everyone that voted for Escape Fitness and the VECTOR for 2019’s Innovation In Fitness.”
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Sports company PUMA has been named Top Employer Europe for 2020. It was the only company from the sporting goods industry to be given the award on a European level this year. This independent certification, awarded by the Top Employers Institute, underscores PUMA’s commitment to providing an attractive workplace for its employees. PUMA’s regional offices in Britain, France, Germany, Italy and Spain were also named Top Employers.

“It proves that all the work we’re putting in, to make PUMA a good place to work, is paying off,” said Dietmar Knoess, Global Director People and Organization at PUMA. “However, we will not rest on our laurels but take the feedback we have been given as a benchmark and see in which areas we can do even better.”

Paul Spencer, General Manager of PUMA UK, Ireland and Benelux, said: “The award is recognition of the work our organisation has put into culture, environment and our core principle of developing our people. It’s a great step and we will continue to ensure PUMA is a great place to work.”

The Top Employer Award is given to companies that achieve Top Employer Standard in the HR Best Practices survey, which covers more than 100 questions across ten topics. Following the survey, the Top Employers Institute carries out a comprehensive audit.

PUMA supports employees outside of work through financial and pension planning, childcare vouchers and a wide range of sports opportunities. PUMA also provides its employees with extensive development and learning programs.

PUMA RECOGNIZED AS A EUROPEAN TOP EMPLOYER IN 2020

AFTERSHOKZ SEES RECORD GLOBAL SALES GROWTH IN 2019

AfterShokz, the leading manufacturer of bone conduction technology, has announced the news that 2019 was a record year for the brand, which resulted in a sales growth of 55 per cent from 2018 to 2019 and record sales of two million pairs of headphones.

Since its inception in 2011, AfterShokz has been enhancing lives and changing the way people listen with its unique use of bone conduction technology. The products are sold in over 55 countries worldwide, in 23,900 stores and have built an excellent Amazon review rating of 4.5 stars.

With 457 patents, AfterShokz continues to pioneer innovation in the world of sports. Through a suite of proprietary audio technologies and open-ear design, the company’s award-winning headphones deliver premium stereo sound and a promise of safety and comfort that is second to none. AfterShokz has committed to innovating unconventionally and makes situational awareness a priority.

Ken Chen, AfterShokz Chief Technology Officer, said: “Over the years, we’ve relentlessly chased the best combination of performance and build quality, with the mission of continually improving our products, and delivering the best customer experience possible.”

He went on to add: “We now have four different products on the market, AEROPEX, AIR, TITANIUM and XHAINERZ which has helped us to cement ourselves as the leading manufacturer of bone conduction technology and open-ear sports headphones. In 2020 we will look to build on last year’s success and build our business with two new product launches which will help us target new and younger audiences.”

AfterShokz is the official headphones of England Athletics. Bone conducting headphones are the only earphones that are approved for use in all road races under the UK Athletics Rules of Competition. For more information on AfterShokz, please visit aftershokz.co.uk

Galvin Green appoints Nicholai Stein as its new CEO

Leading golf apparel supplier Galvin Green has appointed Nicholai Stein as its new CEO, based at the corporate headquarters in Växjö, southern Sweden.

The directors of the Swedish brand, which celebrates its 30th anniversary in the golf industry this year, have chosen to promote the former Brand Manager from within the company to replace Christian Nilsson, who left the organisation last year.

Having joined Galvin Green in 2013 from a senior marketing position with Lee Jeans at the VF Corporation, 43-year-old Stein has been instrumental in changing the designs of recent garment collections and introducing the fashionable EDGE range.

Stein said: “I’m proud to be given the task of taking the Galvin Green brand to the next level with innovative premium products designed by golfers for golfers. The brand has a very strong reputation across the golfing world and retains market leadership in key high-end apparel categories with garments increasingly made from sustainable fabrics.

“We need to continue to excite serious golfers and provide them with clothing that offers exceptional levels of comfort and performance each and every season. Our challenge is to go the extra mile in finding ground-breaking technology to incorporate into stylish products that genuinely surprise golfers with their originality and the distinctive Galvin Green feel-good factor.”

Galvin Green garments can be found at a host of the world’s Top 100 golf courses – including Bandon Dunes, Cypress Point, Pine Valley, Pebble Beach, Royal Birkdale, Royal County Down, Lahinch, Royal Portrush, Royal Dornoch, Ballybunion, Royal Melbourne, Barnbougle, Cape Kidnappers, Shannan, Casa de Campo and The Club at Nine Bridges. On the professional Tours, Christiana Beuzdenhou recently extended his three-year association with the brand, having won his maiden European Tour title at the Andalucía Masters at Valderrama last year. Other brand Tour ambassadors include Troy Merritt, Martin Laird, Ben Silverman, Theo Humphrey, Chris Paisley, Laurie Canter, Caroline Masson and Alexander Bjork, who has worn Galvin Green clothing since he began playing golf in his home town of Växjö.

NZPRO announce new partnership with OPRO

OPO is now the official mouthguard supplier of New Zealand Rugby League.

As part of the three-year agreement, OPRO will provide every single registered player in New Zealand between the ages of six-12 with a free Snap-Fit mouthguard; their entry level mouthguard that received the Queen’s Award for Innovation. OPRO will also be the official mouthguard supplier for the World Number one Ranked Kiwis, World Nines Champions Kiwi Ferns and the Junior Kiwis for their international campaigns, supplying each representative player with a fitted mouthguard.

Greg Peters, NZRL CEO, said: “We are delighted to enter into a long-term relationship with such a trusted and quality brand such as OPRO.”

“Their calibre of clients speaks for itself and we are extremely grateful for their generosity and what they are providing, not only our rugby league communities at a grassroots level but also our high-performance athletes as we set sight on the 2021 Rugby League World Cup.”

Daniel Lovat, OPRO Sports Marketing Director, added: “At OPRO, we’re passionate about fostering safe sport from grassroots to the elite level. As Rugby League’s number one ranked nation, we’re excited to help NZRL continue to achieve excellence into the future by providing every single player between the age of six and 12 with one of our award winning mouthguards.”

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About 80,000 visitors from all parts of the world flocked to ISPO Munich to gain inspiration from the latest sports innovations, trends and products that were showcased in Messe München’s 18 halls. Sustainability has become increasingly important. This commitment to the environment demonstrated that ISPO Munich has become much more than a pure product show - it is a network that fuels partnerships and initiatives.

Klaus Dittrich, chairman and CEO of Messe München, said: “The world is going through sweeping social change. Developments like climate change, globalization and polarization in our societies are so far-reaching that they trigger global discussions. We must find solutions to these problems before it is too late.”

The sporting goods industry understands its responsibility and focuses more than ever before on sustainably manufactured products and on the circular economy, something that encompasses a product’s entire life cycle. Product ideas ranged from a jacket made of plastic fished out of the world’s seas to vegan running shoes. But today’s consumers want something more than sustainable products. They also expect companies to increasingly practice a philosophy of purpose.

Dittrich said: “We have to meet the need to sustainably use our planet’s resources.”

“Platforms like ISPO Munich play a key role in launching initiatives and partnerships and raising awareness levels about the need to sustainably use our planet’s resources.”

Dittrich added: “We set up a new format designed to facilitate a discourse about important issues and to place it onto a stage for society to see – the ISPO SDG Summit. The integrative power of sports can help to build bridges and overcome hurdles.”

The summit will take place for the first time on June 28, 2020, in Munich, parallel to OutDoor by ISPO. Its objective is to develop solutions and joint projects that promote the United Nations’ Sustainable Development Goals (SDGs). One of the summit’s first supporters is Tegla Loroupe, who received the ISPO Cup honouring her outstanding social commitment. Her foundation operates a sports sponsorship program for refugees. She will lead the Stateless Athletes team into the stadium at the 2020 Olympic Games in Tokyo.

The running trend
People’s failure to exercise is one of the world’s major social challenges today. Running, one of the most popular sporting activities since the beginning of the 1970s, is one way to significantly reverse this trend. Leisure-time and hobby runners dominate the market, a place that continues to bring forth new brands and other innovations. The latest facts about the running market were presented to the audience at the 7th Runner’s World Running Symposium. With more than 300 attendees, every seat in the house was taken. The latest running shoe models and accessories were showcased in the new Shoe Village, an area that addressed the future market in the appropriate way.

eSports
Nearly 20 per cent of people between the ages of 11 and 17 are not sufficiently physically active, according to a recent study by the World Health Organization. Dittrich said: “We have to meet these target groups in places where their interests lie. For young people, these places are digital media.”

One major opportunity in this regard is eSports with top athletes acting as role models for the young generation. eSports have been an important aspect of ISPO Munich since 2019 and proved to be very popular this year as well.

Inspiration and creativity
The sporting goods industry demonstrated its creativity throughout the trade fair’s 18 halls. And there appears to be no limits in the textile segment: Function and fashion come together and are increasingly melding into a single unit. The Urban Lab has become the venue where the design community and creative individuals get together. It was one of the highlights of the fair. More and more brands have been signing up for the first time to showcase their products at the trade fair. This year’s newcomers included Sony with its innovative technical materials, and Save the Duck, with its vegan clothing range.

ISPO Munich in numbers
Around 80,000 industry visitors from 120 countries came to Munich (2019: 80,200). The countries with the largest number of visitors (in this order) were Germany, Italy, Austria, France, Switzerland, Great Britain and the Russian Federation. The ratio of visitors from outside Germany rose to 70 per cent (2019: 69 percent). There was an increase of visitors from France, Japan, South Korea and New Zealand.

According to a survey carried out by market research company GfK on behalf of Messe-Marktforschung among visitors, 45 per cent of respondents believe that ISPO Munich will continue to play an increasingly important role. 2,650 exhibitors took part in the trade fair (2019: 2,800). For the first time, Toyota joined traditional sporting goods and outdoor brands at ISPO Munich and introduced its mobility concept to the international audience.

The next ISPO Munich will be held from January 28 to 31, 2021, in Munich. The ISPO Munich Sports Week is in full swing and will conclude with the Night Run in Olympiapark on February 1.
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PrimaLoft promotes Chris Humphris to Senior Vice President of Global Sales

PrimaLoft Inc, the leader in advanced material technology, has promoted Chris Humphris to the position of Senior Vice President, Global Sales.

This represents a strategic move to align North American, European and Asian sales efforts for the company.

Mike Joyce, PrimaLoft president and CEO, said: “Chris’s extensive background as an integral part of our sales team, as well as his management experience in Europe and the Americas, makes him uniquely qualified to lead our global sales efforts. He has demonstrated time and again that he possesses the strategic acumen, as well as interpersonal and intercultural skills, to successfully lead our team on a global scale.”

Humphris has been supporting PrimaLoft in vital sales roles for more than 20 years and most recently held the position of Senior Vice President of Sales, Americas. As a truly passionate textile specialist, his experience covers outdoor performance apparel, as well as fashion.

Previously, Humphris worked at Concept III, a well-established US and UK-based developer of performance products, and a long-time partner of PrimaLoft.

In his new role, Humphris will remain based out of PrimaLoft headquarters in Latham, NY.

Evans Cycles has opened a new store at Leeds Station, replacing the old site on New Station Street.

The new store reaffirms a strong commitment to helping grow cycling within the region and brings the total number of branches within the UK up to 52.

With over 400 square metres across two floors, the new store will stock over 70 bikes for customers to try out as well as the latest products from leading brands like Trek, Brompton, Fox Clothing, GORE Wear and many more. The store also comes complete with a fully equipped workshop offering expert mechanical assistance, honouring Evans Cycles’ new 24 Hour Servicing Pledge.

The new store opening will also see the rejuvenation of the widely popular bike parking scheme, previously run in partnership with CyclePoint. Taking on full ownership of the initiative in a bid to encourage more cycling and ensure that local commuters have a safe place to leave their bikes when moving in and out of the city, 196 bike parking spaces will be available to use for just £1.50 per day.

In addition to the Secure Bike Parking scheme and state-of-the-art furnishing, customers at the new Leeds Station store will also have access to a host of the benefits shared with other stores across the country. These include 0% Finance, Price Match, Free Click & Collect, Free test rides and Evans Cycles’ market leading Ride to Work Scheme.

Commenting on the opening of the new store, Matthew Atkinson - Head of Retail at Evans Cycles, said: “We are hugely excited to announce the opening of our new store at Leeds Station and to be back home in the Cyclepoint unit. Network Rail, Leeds City Council and Evans Cycles have all worked together to reopen this vital facility for Leeds cyclists. We have invested in a substantial refurbishment and the facility now offers secure bike parking and an excellent range of products from leading brands including Trek, Pinnacle and Brompton. Our expanded workshop, along with our 24 hour service guarantee will keep our customers riding throughout the year. We have an exciting pipeline of activity planned for 2020 and look forward to sharing more store openings later in the year.”

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Tokyo 2020 Olympic Games have chosen Technogym as official and exclusive supplier of fitness equipment and digital technologies for the athletes’ preparation.


In Tokyo, Technogym will equip 30 training centres for the athletes to train prior to and during the Olympic Games. The main centres will be the Olympic and Paralympic Village.

Other training centers will be located at additional competition venues with a wide range of equipment, specifically designed to meet the athletic preparation needs of the different disciplines.

A total number of about 1,200 pieces of equipment will be made available to the 15,000 athletes – between Olympic and Paralympic, coming from over 200 different countries and performing in 33 different disciplines. Moreover, Technogym will provide a team of professional athletic trainers to support the athletes as well as all related services (gym layout, installation and technical service).

Tokyo 2020 athletes will have the possibility to train on a selection of the best and most innovative products covering all training areas such as cardio, strength and functional training. All Technogym equipment will be fully integrated with Mywellness cloud, Technogym’s digital platform enabling athletes to stay connected to their own personal training program directly on the equipment itself and via their mobile devices. The state-of-the-art solution that Technogym will bring to Tokyo includes all SKILL LINE, created thanks to Technogym’s long-standing experience as Official Supplier to the last seven Olympic Games and the best athletes in the world.

Nerio Alessandri, President and Founder of Technogym, said: “We are very proud of being chosen for the eighth time as the Official Supplier of the Olympic Games. At Technogym, we work every day to create the most innovative products and digital technologies to support athletes all over the world in reaching their goals. This important achievement represents a victory not only for Technogym but for the entire Made-in-Italy system.”

Yoshio Mori, President of Tokyo 2020, said: “Technogym will be the Official Supplier of fitness equipment at Tokyo. The brand has been providing fitness equipment to training and competition venues for the last seven Olympic Games. Together with Technogym, we are creating the best training centers in order for athletes to reach peak performances during the Tokyo 2020 Games.”

Glenmuir celebrate five-year agreement with Ryder Cup

Glenmuir, the Scottish golf clothing brand, has agreed a historic five-year partnership with Ryder Cup Europe which brings their association to nearly 40 years.

Glenmuir will be the Official Licenses of the 2020, 2022 and 2024 matches and to celebrate the partnership the brand has launched the Official 2020 Ryder Cup collection.

The collection is showcased and available online at www.glenmuir.com as well as the Official European 2020 Ryder Cup Shop. Glenmuir have embarked on a marketing campaign with video and image content with Ryder CupReady on their Instagram account @glenmuir1891 to activate this partnership.

Mikael Ruus, Managing Director, Glenmuir, said: “Being part of this truly global sporting spectacle since 1987 is a great honour for Glenmuir. The Ryder Cup is the most prestigious trophy in the game of golf and represents pride, passion and partnership. This ethos is aligned with Glenmuir’s own team values with everyone focused on crafting premium quality, functional and elegant products which are made using sustainable and renewable methods. We very much look forward to building upon the great past success of our Ryder Cup partnership as we embark on this next five year chapter”.

Tom Johnson, Ryder Cup Europe Head of Marketing, said: “Ryder Cup Europe and Glenmuir have a long-standing association and we are delighted to extend this partnership across the next three Ryder Cups, offering fans the chance to purchase high quality products from the Official Ryder Cup collection.”
When you read this we will have officially left the EU for good or ill, so what are you doing to take advantage of the Brexiters’ big promises? If you are like most small business owners the honest answer is somewhere close to ‘um, nothing’.

The New York Times, probably a newspaper that rarely if ever accompanies your eggs and bacon of a morning took a hard look at the prospects we Brits face and decided it didn’t much like them, despite making painful efforts at balance. I picked the NYT because it is serious and unencumbered with pro or anti Brexit views.

So, OK Boris, can you and your team deliver the Brexit promise? At the outset things don’t look very promising, because there is no clear game-plan for everybody to buy into and boy do we need that. A clear agenda is a necessity and quite simply you don’t have that. A clear agenda is a necessity to buy into and boy do we need a very promising, because there is nothing.’

One of the most telling points I have read in favour of leaving is that Britain had opted out of a number of elements of membership, notably the single currency. If you are a half-hearted partner, there’s no point in being in it at all. Does that remind you of the logic for marital divorce? Patrick Minford, a professor of economics at Cardiff University, says that it’s all about free trade: “Everyone talks about the EU as if it is a bastion of free trade and it’s not. We want to trade freely with everyone and that includes the United States.” Fair point.

There will be no carte blanche to sell anything we like to Europe. We will have to follow their rules without being at the table when those rules are drafted. There is also a transition period until the end of December 2020. Do not make the error of believing that being a retailer protects you from Brexit’s impact. I have read time and again that this will affect everybody. Business owners are citing as key benefits less red tape and fewer regulations. Seems to me, I’ve heard this one before. This time around it really ought to be true, since there’s nobody to say no. Financial and legislative independence come next. Memo to Rishi Sunak: how about some big cuts to business taxes to promote inward investment.

I keep reading uncertain weasel words, such as “it is our understanding that EU nationals will be entitled to continue working in the UK”. That’s hardly an unequivocal yes or no, which is what people need.

Will Calais and the NI be crammed with trucks full of essential goods for the NHS, our shops and online deliveries or is that all a piece of Remainer scare-mongering? Again how do we know? Nobody ever left the EU before.

Most notably, the big excuse has disappeared. Blaming Brussels/the EU is no longer an option. Our politicians will have to take it on the chin if anything goes pear-shaped. I wonder how many understand that.

Paul Clapham expresses his view on life after the EU

KEEP YOUR PROMISES

@SportsInsightUK
Keep warm and comfortable
The PULSAR Blizzard collection also comes in ladies’ styles, ensuring everybody can feel the benefits of this innovative collection of thermal garments. Keeping you warm in temperatures as low as -15°C, you can rest assured that these garments will keep you warm and comfortable while you’re out exercising in the cold.

SuperFit All Sport
The best just got better! Exclusive new design takes mouthguard technology into the future. InVent design aids comfort and breathing. Easy, quick fit technology creates a super custom mould and combines with an integrated Gel Fit Liner and gel windows aiding protection and comfort. Bio-Fit design, Low temp fitting

Prevents water trapping
Earol Swimm delivers a metered dose of a unique blend of oils into the outer ear creating a water resistant barrier. It is clinically proven to prevent trapped water, water borne bacterial ear infections, protects from dirty water, reducing irritable ears and hearing loss after swimming.

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Get fit with the Wexford
Gym fans will love the Gola Active Wexford trainer designed specifically for fitness sports, as it offers support while providing full range of movement. This ladies’ style comes in three colourways: black/fuchsia, grey/blossom and white/sea mist.

Super Soft Cotton
Take a walk on the wild side with this funky print. Fun, fashionable and super soft, you won’t have to sacrifice comfort for style with this classic cotton boxer model! They’re well suited for year-round use. 92 per cent combed cotton, eight per cent lycra, unique package front technology, long leg.

Arena Crazy Zebra
Patterned with technicolour swirls and zebras, add this wild women’s swimsuit to your pool kit. The Crazy Zebra One-piece is designed for the demands of frequent swimming and training with a high-tech fabric. Plus it’s quick to dry and has built-in 50+ UV protection.

Gear Club custom clothing
Custom cycling clothing from Gear Club are high quality and completely customisable, ready for you when you need unique performance apparel for yourself or your sports team. Their custom cycling tops are all custom-made to your exact specifications, and this means that you can perform in the style you desire – no compromises.

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Energise your mind and body with a mouthwatering berry and tropical flavour. Endo Sport CBD infused sports drink is especially formulated with 10mg of CBD, also providing optimal hydration while replacing lost electrolytes through physical activity. Their CBD is derived from all natural, agriculturally grown hemp (THC content less than 0.2%).

EndoSport.co.uk
Quality, Reliability and Innovation

in association with OutDoor by ISPO
Vango present the world’s lightest inflatable tent

Leading British outdoor and camping equipment manufacturer, Vango, introduced its 2020 technical collection at the Caravan, Camping, and Motorhome show in Birmingham.

This included the award-winning Project Hydrogen – the world’s lightest twin skin tent with AirBeam technology.

Adding two brand new models into its Force Ten Alpine Light Collection, Vango’s focal point for the 2020 range has been lightweight design and minimal pack size. With years dedicated to research and development, Vango launched the ultra-lightweight Project Hydrogen and F10 Neon tents.

With a total weight of just 0.7kg and a trail weight of 0.68kg, as the first-ever AirBeam technology tent in Vango’s technical range, the Project Hydrogen tent has already claimed the highly sought-after Outstanding Outdoor Gold Winner award in the Best Tent category by ISPO. Fast to pitch, Project Hydrogen can be inflated with a bike pump or CO2 cartridge and the highly compressible structure ensures the tent can be pack down to one litre.

Built on the successful design of Helium tent, the new Neon UL tent is the lightest poled tent in Vango’s Force Ten Alpine range. The manufacturer uses carbon fibre poles in combination with titanium pegs ensuring maximal strength with minimal weight, the Neon can be packed down to one litre with a total weight of only 465g and a trail weight of 445g.

Vango’s Marketing Director, Rob Birrell, said: “We are thrilled to finally reveal the ground-breaking Project Hydrogen to the public. Vango has been pushing the boundaries of the outdoor industry for over 54 years and this is the most exciting development within our technical portfolio yet. It has been a great honour for me and the whole Vango team to be part of the creation of such a revolutionary innovation.

“The greatest testimony for the significance of this development for the outdoor and camping industry is the Gold winner for the Outstanding Outdoor innovation in the Outdoor Awards by ISPO. It’s great to see all the passion, time and dedication our team invested in the development to be recognised by such a prestigious global institution as ISPO.”

Vango reached out to the world’s record-breaking cyclist and TV broadcaster Mark Beaumont to test the Project Hydrogen on his latest long-distance cycling endeavour in Patagonia. The ultra-endurance athlete said: “I’ve been a friend of Vango for many years and so I was delighted when they got in touch about the opportunity for me to test their brand new, cutting-edge technology in the terrain. On my cycling endeavours, I spend every night at a different location, therefore, I need a shelter that can protect me from the elements, is quick to pitch, and doesn’t add much to my travel weight – Project Hydrogen ticks all these boxes and is a superb bit of adventure kit.”
Raccoon Events, the Event Management company behind the award-winning National Running Shows (Birmingham, London and Paris) is launching a new consumer outdoor show in 2021.

The National Outdoor Expo will take place on March 27-28, 2021, at the NEC, Birmingham. The inaugural show has already signed up world-class inspirational speakers including broadcaster, writer and adventurer Ben Fogle, sportsman and athlete and adventurer James Cracknell OBE (pictured), adventurer and extreme endurance athlete Sean Conway and endurance runner Susie Chan, as well as signing up the Ordnance Survey as a main show partner.

Nick Giles, Managing Director of Off Leisure, said: “We’re delighted to be supporting the launch of the first National Outdoor Expo in 2021, and are hugely excited to see the whole of the outdoor community coming together in one place. At Off, helping more people to get outside more often is at the heart of our business, and we think this is just what outdoor enthusiasts need to get them even more inspired!”

The National Outdoor Expo ethos is ‘Empowering you to Get Outside and Get Active’ – research shows that an active outdoor lifestyle helps people live longer, stay younger and enjoy life more. The National Outdoor Expo will be a destination for outdoor enthusiasts and provide all of the inspiration, kit, tech, nutrition and advice to help you thrive in an active outdoor lifestyle.

The National Outdoor Expo will be packed full of interactive features, inspiring talks and the very latest gear for you to try and buy, all under one roof. The show will have five key areas: walking, climbing, cooking, camping and running.

The event has the endorsement of the Outdoor Industries Association (OIA).

Roo Gum and AP

Mountain Hardwear has appointed Danny Harkin as Brand Director EMEA with responsibility for product, marketing and sales across Europe.

Based in Mountain Hardwear’s EU headquarters in Geneva, Danny will continue the brand’s aligned global brand strategy to drive commercial success and build the brand in European markets. Danny previously worked at The North Face, where he held the position of Product Director.

Danny’s extensive experience spans 30 years with multiple management and leadership roles in product and operations in the UK, Italy and US. Joe Vernachio, President at Mountain Hardwear, said: “Danny’s appointment will bring a new dimension and clear focus to our European business model, aligned with our ongoing global brand strategy. Danny has the ideal background, industry network and expertise to take our brand forward and increase appeal across Europe.

“As a team we are committed to launching uncompromised, experience-driven design products for the global mountain and climbing community, which also limits any environmental impact. Danny is a welcome addition to our passionate outdoor family.”

Andrew Denton, CEO, Outdoor Industries Association, said: “Our mission to ‘Get Britain Active Outside’ requires inspiration, and what Raccoon Events have done at the National Running Expo certainly shows they can do that. They have a fresh, innovative approach to consumer expos and we are excited to be working with them to drive forward the industry and support more consumers being active outdoors.”

Leading outdoor specialist PR agency Media Contact Services (MCS) has been appointed to handle the public relations activity for the show launch.

Starting with immediate effect, MCS has been retained to support the launch of the new show to trade and consumer audiences, working with trade and consumer media and journalists to ensure the launch show is a success.

Mike Seaman, CEO, Raccoon Events said: “We believe that there is a gap in the market for a large-scale consumer event for people that are interested in an active outdoor lifestyle and we are excited to replicate our success in the running market with this new event launch. I am passionate about getting people active outdoors and I want us to create a community-led consumer show that is exciting, inclusive and will help to grow the market.

“The event will have a strong focus on sustainability and has been set up to support the market that we serve with donations to both the OIA and charities that encourage being active outdoors. The outdoor industry has incredibly supportive of our plans and it is heartening to see how many organisations have already confirmed their participation despite us not officially launching until March!”

Mike Seaman at mike@raccoonevents.com

Mountain Hardwear appoints Danny Harkin as Brand Director EMEA with responsibility for product, marketing and sales across Europe.

As part of its long-term global brand strategy, Mountain Hardwear has appointed Danny Harkin as Brand Director EMEA with responsibility for product, marketing and sales across Europe.

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Red Bull’s Head Of Commercial announced as keynote speaker

Dylan Wyn Pugh, Head of Commercial at Red Bull will be speaking on the second day of the OIA conference.

The Conference will take place at Shrigley Hall, Pott Shrigley, w Nr Macclesfield, Cheshire, on March 16-17.

At Red Bull, Dylan is responsible for driving the commercial growth and marketing expansion of Red Bull’s properties in sports, culture, consumer products and media.

He heads up the commercial team at Red Bull which includes working with brand partners to create video-led projects that inspire audiences to make the most of their time and talent.

Dave Bowler, Marketing and Communications, said: “Dylan’s keynote will focus on Red Bull’s central strategy of ‘Publishing with Purpose’ and building their global brand through athlete partnerships, while building upon and harnessing the brand’s credibility and publisher status.”

Delegates for the OIA’s 2020 Conference and AGM have been selling fast and it is advised that any potential delegates book as soon as possible to avoid disappointment.

Online booking for the conference is live and can be accessed via the event section on the OIA website where further information and conference updates will be available.

www.outdoor-insight.co.uk
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Accelerate your business with the biggest multisegment platforms in sports business.

OutDoor by ISPO 2020
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More information on:
ispo.com
Polartec launches lightweight Power Air in Houdini’s Mono Air Houdi

Last year Polartec Eco-Engineering set a goal for sustainable textiles that included the creation of the world’s first fully recycled and biodegradable fleece, other knits, insulation fills and breathable waterproof fabrics. In a step closer to their ultimate goal Polartec launched lightweight Power Air at this year’s Winter ISPO.

Polartec, the premium provider of innovative and sustainable textile solutions launched Power Air in 2019, a fabric that uses a construction technique that enables it to shed at least five times fewer microfibres than other premium fleece fabrics. In 2020, it will go one step further and use a lightweight version of the fabric, made from one yarn, is fully recyclable and has a higher PCR content. Plastic microfibres are migrating into our oceans, being consumed by plankton and travelling up the food chain.

Steven Levey, new President of Polartec, said: “Polartec’s Power Air lightweight version is, hands down, one of the best products we have ever had – and Polartec has some incredibly cool technologies. When you try lightweight Power Air it just checks every single box you can think of with the fully recyclable element mixed with the high performance and aesthetics.” Scientists still don’t know the full consequences of this on human health but it’s a growing concern, so much so that in 2018 microbeads were banned from health products.

Polartec is addressing this problem on an ongoing basis. One of its projects has involved working with Swedish outdoor brand Houdini, to bring the first product made with lightweight Power Air to market in the Houdini Mono Air Houdi. Comprising 73 per cent recycled plastic content, the fabric works by encapsulating air-trapping fibres – think bubble wrap – that results in an end product that is warm, comfortable and breathable yet sheds at least five times fewer microfibres when compared to other premium, mid-layer fabrics.

MERRELL LANDS RAGNAR RELAY SPONSORSHIP DEAL

Merrell has signed a deal with Ragnar Relay to be the official footwear partner for the inaugural Ragnar Trail Forest of Dean event in June.

By becoming Ragnar Trail Forest of Dean’s official footwear partner, Merrell will have a strong presence in the event village, offering trail runners the chance to test new products during the event.

Mike Saturnia, CEO of Wahoo, said: “Riding gravel is just as much fun as road cycling. Many participants in the events like marathons, triathlons, and new gravel races where the everyday rider can line up next to the pro. Everyone who rides a gravel event covers the same course, endures the same conditions, and takes on the same challenges to have an unforgettable experience. I have enjoyed a great World Tour career racing across Europe that included finishing the Tour de France.”

Merrell’s Marketing Manager, Tom Naylor, Managing Director of GEC, added: “We are really excited to welcome Merrell as the Official Footwear Partner who will be bringing their trail expertise to the Forest of Dean. Our runners will undoubtedly enjoy the unique discounts, exclusive Merrell training advice and try-me-ons in the Ragnar Village.”

In addition to its PCR content, the 100 per cent Polyester fabric is also fully recyclable. Houdini’s Mono Air Houdi is lightweight, warm and can be worn year-round. Named “Mono” because of the fabric’s one-yarn construction, its low-friction surface makes it perfect for layering in the winter whilst its breathability makes it a great go-to piece during a chilly summer evening. Houdini’s Mono Air Houdi has been inspired by the fit of the iconic Houdini Power Houdi and features a stretchy slim fit, snug collar hood and extended sleeves with thumb loops.

Ziener to clothe FIS Nordic World Ski Championships

German sportswear manufacturer Ziener has been named the Official Clothing Partner of the FIS Nordic World Ski Championships Oberstdorf 2021 presented by Stora Enso, following an agreement brokered by Infront, the exclusive media and marketing partner for the International Ski Federation (FIS) event.

It marks the first time Ziener has been named a sponsor and it will equip over 1,700 staff and volunteers throughout the event, which takes place in Germany from February 23 to March 7.

The agreement also includes the right to publish highlight clips on its own digital channels and logo integration on the event website and at the venue through video spots.

Ziener can also design an exclusive FIS Nordic World Ski Championships collection for sale online, in dedicated shops as well as via the company’s exhibition space at the competition.

Michael Witta, vice president of marketing at Ziener, said: “Ziener’s reputation as a top brand in the winter clothing market is well established and we are very happy to welcome them onboard as we build towards the FIS Nordic World Ski Championships. We believe this partnership benefits for both parties and will provide broad exposure for Ziener’s brand.”

Simon Sweeney, UK Marketing Manager at Merrell, said: “We are really delighted to be working with Ragnar Trail Forest of Dean this year and to have another avenue to showcase our running offering to the UK’s trail running community. Building on the success of Merrell’s partnership with the Ragnar event series in the US, it’s great to be able to replicate this relationship here in the UK and in such a beautiful location of the Forest of Dean.”

The debut Ragnar Relay Series will be delivered by Grounded Events Company (GEC), the organisers of the Brighton Marathon Weekend. Tom Naylor, Managing Director of GEC, added: “We are very excited to welcome Merrell as the Official Footwear Partner, who will be bringing their trail expertise to the Forest of Dean. Our runners will undoubtedly enjoy the unique discounts, exclusive Merrell training advice and try-me-ons in the Ragnar Village.”

IAN BOSWELL WILL RACE FOR WAHHO

After successful careers racing the European pro circuit on teams including Trek-Livestrong, Team Sky, and Katusha-Alpecin, American pro Ian Boswell has decided to transition from the road calendar to a new challenge - racing for Wahoo Fitness on a circuit of his own design that will include gravel and endurance mountain bike events.

Boswell will be chronicling his move from road to gravel racing in Wahoo’s new Frontiers campaign which will include podcasts and video episodes.

Wahoo, the leading maker of GPS cycling computers and connected indoor cycling simulators, hired Boswell as a full-time employee and gave him duties including training to race concept vehicles, which he will look to spend time with other Wahoo employees who are passionate about gravel. He will also be producing podcasts and videos at events throughout the season. Wahoo has previously sponsored Boswell as a member of Team Sky and Katusha-Alpecin, and approached him with the idea of racing gravel full time as part of a broader effort to support athletes seeking to take on new challenges.

Boswell will race for Wahoo alongside other top talents including defending Dirty Kanza winners Amity Rockwell and Colin Strickland, as well as Heather Jackson, and Peter Stetina, the defending Belgian Waffle Ride champion.

Heather Jackson will race some of the most challenging gravel events in the country in addition to racing a full slate of multisport events, including Kona 2020. Jackson is the American Ironman record holder and a five-time Ironman champion whose accomplishments will be featured in the third episode of Frontiers.

All sponsored athletes will rely on the class-leading ELEMNT ROAM GPS computer to help them navigate unfamiliar routes. They will train at home with the Wahoo Kickr smart trainer, and track heart rate data with the TICKR heart rate monitor.

Ian Boswell said: “I feel like the step I have made to walk away from pro cycling is the first step towards the rest of my life. I have had a good relationship with Wahoo since I joined Team Sky in 2013 and continued with Wahoo while at Katusha Alpecin. They even came on board to support my annual ride, the Peacham Fall Fondo, at my new home in Vermont. When Wahoo came to me with this idea for a gravel project in 2020, it immediately seemed like the perfect next step. I think gravel cycling and these events are still being discovered and what’s possible is still unknown, to me it is a sense of community and a new way to test and push myself.”

Mike Saturnia, CEO of Wahoo, said: “Riding gravel is just as much fun as road cycling. Many participants in the events like marathons, triathlons, and new gravel races where the everyday rider can line up next to the pro. Everyone who rides a gravel event covers the same course, endures the same conditions, and takes on the same challenges to have an unforgettable experience. I have enjoyed a great World Tour career racing across Europe that included finishing the Tour de France.”

OUTDOOR INSIGHT

www.outdoor-insight.co.uk
New CamelBak Zephyr
Designed for ultra-long-distance runners, Zephyr is engineered using the latest body mapping technology to optimize ventilation by detecting the areas which generate the most heat. The back panel on the men’s and women’s version differs accordingly. Offering 12l capacity and lightness as well as ultimate ventilation.

0116 234 4611
customer.services@burton-mccall.com
www.camelbak.co.uk

A great choice for rain
The Westport II is a waterproof and breathable women’s parka with a fishtail, smart ventilation and an adjustable waist and hem. A great choice for those rainy days. Helly Hansen’s stylish fishtail parka is waterproof and breathable with smart ventilation and styling opportunities. And pockets are large enough to store your essentials.

www.hellyhansen.com

Ultimate trekking rucksack
The Pinnacle 70:80 is the ultimate trekking rucksack for those heading out on longer expeditions; made to be tough and practical across any excursion. The Pinnacle features Vango’s innovative A1 back system meaning it is completely adjustable with one hand while on your back; perfect for variable loads and terrain.

www.vango.co.uk

Walks the walk
Applying street-smart aesthetics to the outdoor activity boot, the ecco Exostrike has what it takes to conquer the countryside but won’t look out of place strolling through urban environments. Stronger-than-steel, Dyneema Bonded leather uppers combine with an exaggerated tongue, partly concealed laces and a luxurious leather lining, resulting in a boot that both talks the talk and walks the walk.

www.eccoshoesuk.com

Support steps forward
Launching now… the new Provision 4. A mild-to-moderate guidance shoe and it exemplifies technical support in running shoes through the dynamic arch feature, Innovarch. Unique to Altra, Innovarch uses proprioception to help slow down pronation and neutralise your step cycle - this feature only engages when you need it without interrupting your natural stride.

0161 366 5020
sales@ronhill.com
www.altrafootwear.co.uk

Anker PowerPort Solar Lite
When you’re out enjoying the great outdoors, enjoy yet another perk: free limitless power. Simply spread out the solar panels or attach to your pack to start repowering your gadgets. Exclusive to Anker, PowerIQ discovers and replicates your device’s original charging protocol to provide its fastest possible charging speed up to 2.1 amps overall (with enough direct sunlight).

www.anker.com

Perfect for small families
The Portree 500 is an easy pitch, three-poled tunnel tent that features a side entry door and full stand up height living space. Clear windows allow light to pour into the spacious porch area, with Vango’s lights out bedroom area ensuring a darkened space for better sleep in the great outdoors. This tent is perfect for small families, couples, friends, weekend camps and festivals.

www.vango.co.uk

Packable Poncho
This waterproof (7,000mm), breathable (7,000gsm), windproof packable Poncho comes with a front pocket, hidden cycle straps and reflective details, making it an extremely versatile outdoor product. Become a stockist today!

028 90 790 588
sales@targetdry.com
www.macinnasac.com
New features for LED Lenser P7

The new LED Lenser P7 is 60 per cent brighter. A new and larger switch gives better grip for easier operation when wearing gloves. The recalculated lens, the updated cooling system, the latest in LED technology and improved ergonomics are all features that will impress demanding users.

Comfort, durability and breathability

The Frontier Women’s Pant is an all-round, high performance Soft Shell pant for active use on technical terrain. Combining 175g and 275g EXOLITE fabric these pants offer comfort, durability and breathability when moving fast in alpine terrain. An entirely-engineered fit block is combined with essential mountain features such as integrated venting pockets and reinforced kick strips.
Add them to your lifestyle!

Vortex Pro has a breathable mesh upper, plus a high density open cell in-sock for added shock absorption.

www.gola.co.uk
DAVID CACHÓN BECOMES NEW LEATT AMBASSADOR IN SPAIN

David Cachón, the versatile Spanish mountain biker, two times MTB Trials World Champion, and Spain’s most renowned MTB adventurer joins the #LeattFamily, becoming a new ambassador for the South African brand.

After retiring from competitive riding, David now lives a multi-track life within the MTB world. He is a publisher, editor and storyteller. He runs a local bike shop just outside Barcelona. He is an adventurer, embodying several trips a year with bike, discovering new trails across Europe and beyond. With his trials background, David Cachón spends his time on gravel, enduro and most recently e-bikes. It all depends where the adventure takes him.

David said: “I travel all over the world, trying to bring attention to the beauty of nature and make nice cinematic videos to inspire people to travel and explore. I try to partner with companies who share my passion and support my work. Leatt is an interesting brand with high quality products for what I do. Leatt is also from Cape Town, I haven’t been there yet, so maybe that’s where my new adventure will take me.”

In his new adventures, David will be equipped with the latest Leatt 2020 protection and apparel.

What’s the best trick you can do? Are you better than Danny MacAskill?

If you give me a 100€ bill I can make it disappear almost immediately, do you think it’s a good trick? I think I don’t stand out for doing great tricks, but thanks to the imagination and the mixture of some styles I get to do original and entertaining things. Personally, I have a lot of fun doing flips and tailwhips with my Street bike. Of course I’m not better than Danny, I think he has changed the game, has been very original and has managed to give the right touch to a sport that was hidden, as was the trial, has modernized and made it fashionable. Together with riders like Fabio Wibmer they represent the “new school” and are a great inspiration to me, I like what they do.

You travel a lot but how popular is mountain biking in Spain? What type of riding is most popular?

Cycling is a popular sport in Spain and specifically MTB has grown a lot in recent years. I think that right now we are experiencing a great transition from Enduro practitioners to the Ebikes. Undoubtedly, the electric bicycle will be part of the present and future of our sport.

How do you balance being a publisher, shop owner and traveller?

I have several trips planned to visit there. This way I can take a look on the new products that the Leatt boys have prepared.

Leatt is from Cape Town and you like travelling. Did you sign with Leatt because you want to go to South Africa?

I think you caught me. I had a pin on my world map for a long time and maybe now is a good opportunity to visit there. This way I can take a look on the new products that the Leatt boys have prepared.

Gravel biking is becoming very popular and E-bikes are unstoppable. Which type of riding do you like best?

I really enjoy any kind of ride on a bicycle, each style has something that attracts me and motivates me. From BMX or Trial, through Gravel, Enduro, Freeride, Downhill, Ebikes. Lately I am very hooked to Ebikes, I think they multiply the possibilities we have in the mountains and allow us to explore and access some of the hardest places. Also, I have a lot of fun going up and of course going down.

Is there any product / collection / technology of the brand that you want to highlight?

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Cycling is a popular sport in Spain and especially MTB has grown a lot in recent years. I think that right now we are experiencing a great transition from Enduro practitioners to the Ebikes. Undoubtedly, the electric bicycle will be part of the present and future of our sport.

What adventures have you planned for the 2020 season?

This year seems to be very busy, I have several trips planned to Cairo, New York, Turkey... surely Cape Town. I think that there will be fun and good times. It’s the great thing about travelling: experiences and discovering new places and different terrains where you can ride a bike.

“I think that right now we are experiencing a great transition from Enduro practitioners to the Ebikes. Undoubtedly, the electric bicycle will be part of the present and future of our sport.”
Exxel Outdoors has appointed leading outdoor specialist PR, Marketing and Event Management agency, MCS to launch and promote its Sierra Designs and Kelty brands and product ranges to the UK outdoor trade and consumer markets.

Starting with immediate effect, MCS will be handling all of Exxel Outdoors public relations activities in the UK, providing key support in the core outdoor and camping markets, as well as the wider online and print publications. MCS will also be providing Exxel Outdoors with exhibition support at key trade shows including OutDoor by ISPO and OTS.

MCS has been tasked with building awareness of the Sierra Designs and Kelty brands, its full product ranges of innovative tents, backpacks, sleeping bags and accessories and ultimately stimulating retail partners, sell through and business growth.

In 2015, Exxel Outdoors and American Recreation Products merged to become the leading provider of high quality, innovative outdoor recreation products as well as being the largest sleeping bag company manufactured in the United States. Based in Boulder, Colorado, the company maintains a broad and growing range of authentic outdoor brands in equipment and apparel for the camping enthusiast to the alpine expedition mountaineer.

Damon Street, European General Manager of Exxel Outdoors, said: “Since establishing Exxel Outdoors in Europe late last year, we have had excellent uptake from outdoor and camping retailers in the UK and Europe. Now we want to establish the brands, grow the retail offering and support our retail partners with the sell through, and believe MCS, with their knowledge of the brands and product ranges, the market and media, are our ideal partners to spread the word about Sierra Designs and Kelty in the outdoors market.”

Marta Williams, MCS Director, said: “We are delighted to handle the PR for Exxel Outdoors; our long-standing experience in and knowledge of the outdoor and sports markets means we are ideally placed to help establish the profile of the brand in the UK.”

The growth in the outdoor adventure sector coupled with a desire to spend more time with our pets is stimulating a boom in dog sports across Europe. As the exclusive European distributor of dog brand Ruffwear, Accapi Group started to dig deeper into the trend.

Sam Collier, Accapi Group’s director of marketing, said: “Ruffwear customers love to get outdoors with their dogs, and the variety of gear we provide allows them to run, bike, ski and even enjoy water activities, like paddleboarding, with their dogs. Our knowledge of the market tells us this is a growing trend but unfortunately there has been little research in this area, so we decided to conduct our own.”

Accapi surveyed over 200 active dog owners and found that over 70 per cent participated in a dog sport with their companions at least once a day. The most popular activity was hiking, with 78 per cent of owners hiking with their four-legged friends, followed by the dog pulling sport Canicross at 43 per cent, while participating in popular Parkrun events with a canine companion came in third at 38 per cent. The growing trend in SUP, or Stand Up Paddleboarding, was also reflected with 26 per cent of those surveyed taking their dog along for the adventure.

The survey also revealed the size of the opportunity for those retailing in the pet and outdoors sectors, with 75 per cent purchasing specialist sporting equipment to allow them to participate in these activities, such as special harnesses and waist worn leashes.

Accapi’s survey showed a wide range of breeds participating in these outdoor adventures. The most popular breed in the country was the Border Collie, followed by Spaniels in second, Terriers in third and not forgetting Labradors in fourth place.

Accapi hope that this research inspires even more dog owners to get outdoors with their four-legged friends.
**Osprey Europe launches Selective Distribution Programme**

Leading pack specialist Osprey Europe is launching a Selective Distribution Programme, which will ensure that every European retailer selling Osprey products lives up to the brand values and principles as well as safeguarding consumers. The Selective Distribution Programme means that only authorised retailers can sell Osprey products through their authorised brick and mortar stores, websites and/or platforms. This will enable Osprey to ensure that every customer receives the optimum experience that sets Osprey products apart. Through years of careful cultivation, Osprey has created and maintains a strong and secure retail network around Europe and as a result, the Selective Distribution Programme will see most existing channels remain in place.

Jonathan PETTY, Managing Director, said: "Our aim is to preserve and protect the investments made by these retailers in the consumer experience by ensuring that only retailers who make similar investments and are committed to customer service form part of our retail network. "Osprey is a brand that prides itself on designing high quality and premium products. We are always looking for ways of improving our products, as well as our processes and distribution systems, all for the benefit of our customers." The Selective Distribution Programme will be rolled out from January 2020 in the European Economic Area, Switzerland and the United Kingdom.

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**Slide Award winners announced**

The Slide tradeshow, which is organised by the Snowsport Industries of Great Britain (SIGB), took place on January 21-23, at the International Centre in Telford, showcased next season’s snowsport products. Exhibiting brands entered their top products into the Slide Awards that celebrate the very best new products for the following season. There are five award categories: Hardware, Software, Accessories, Fresh Brand and new for 2020, the Eco Award.

At the SIGB AGM, the winners of the Slide Awards 2020 were announced, with the Head Energy Management Circuit (EMC) taking top honours in the Hardware section, Patagonia’s Upstrike Jacket and Pants winning the Software category and the Böllé Rythm helmet, winning the Accessories category. The winner of the Fresh Brand category is the WeeDo Snowsuit for children and the top Eco product is the Picture Welcome Jacket.

**SLIDE AWARD WINNERS - 2020 HARDWARE CATEGORY**

**Brand:** Head  
**Model:** EMC

The world’s only Electronic Ski Dampering System. Former World Champion Aksel Lund Svindal said: ‘You can trust EMC to deliver smooth skiing and exceptional edge grip, whatever the snow conditions. When the ski bends and vibrates it takes the kinetic energy in the ski and transfers it into electrical energy through a Graphene Carbon Conductor. That energy is then used to absorb negative vibrations for a smoother, more stable ride.’

**SOFTWARE CATEGORY**

**Brand:** Upstrike  
**Model:** Upstrike Jacket and Pants

Made for missions deep in midwinter storms, when multiple peaks and lots of vertical are on the agenda. Patagonia’s most active, waterproof hard shell excels in unpredictable weather with a waterproof, lightweight stretch three-layer (54% recycled face) Gore-Tex and RXNo performance protection.

**ACCESSORIES CATEGORY**

**Brand:** Böllé  
**Model:** Rythm Helmet

The new Air Phenomenon with Active Panel Ventilation which allows air intake while panels obstruct anything from penetrating. Efficient air extraction from the rear shark vents effectively flushes out heat. The only certified snow helmet with this much ventilation and a hybrid shell, Nanogene, MIPS, AVID, Fidlock & Boa.

**FRESH BRAND CATEGORY**

**Brand:** WeeDo Funwear  
**Model:** WeeDo Snowsuit

WeeDo Snowsuits are a practical, fun, eco-friendly, onesie that will protect min monsters and unicorns from the wind, rain, and snow! With clever details like the grow system and the waist zip in case of emergency, the WeeDo Snowsuits are great fun in the winter.

**ECO CATEGORY**

**Brand:** Picture  
**Model:** Organic Clothing

Our first bio-sourced jacket made of bio-jelly pyroxan raparaguce-by-products unsuitable for human consumption, including also a bio-based membrane from castor oil. Bio-sourcing is an integral part of our quest as a company to wipe out fossil fuels in every aspect of our business. Bio-sourcing means creating a fabric partially made with plant material.

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**La Sportiva Spine Race double**

It was a double win for La Sportiva in this year’s Montane Spine Race. Both the men’s winner John Kelly, and women’s winner Sabrina Verjee wore La Sportiva running shoes throughout the 268-mile event.

The Spine Race has established itself as one of the world’s toughest endurance races - a non-stop ultramarathon along the Pennine Way, through hostile winter weather.

Kelly finished in a new men’s record time of 87hrs 53mins, four hours short of Jasmin Paris’s all-time record from last year. The US athlete, now based in Bristol, is also a Barkley Marathons winner and expectations were high for his Spine Race debut.

During the latter stages Kelly faced strong competition from Britain’s Jayson Cavill and Span’s Eugeni Rosello Pole, but both were forced to retire due to injury, leaving Kelly with a commanding lead.

Verjee finished in an impressive fifth position on 108hrs 7mins. Outright winner of the 2019 Montane Spine Fulsion - the summer version of the race - the British ultra athlete was a strong favourite for this year’s event and had a particularly competitive race, holding her position as first woman from the start and creating an unassailable lead.

Renowned for its mountain footwear, La Sportiva is equally successful as a running shoe brand and is growing rapidly in the UK market.

Both Kelly and Verjee started the race in La Sportiva Uragano GTX shoes, a winter running model featuring a protective gaiter and GORE Flex Construction. As the race went on Kelly switched to Blizzard GTX shoes with their integrated AT Grip Fixed Spikes for maximum traction, while Verjee moved into the Crossover 2.0 GTX shoe for their combination of grip, security and extra comfort over long distances.

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**SALEWA SUPPORTS INTERNATIONAL SCOTTISH WINTER CLIMBING MEET**

Salewa is the main commercial sponsor of the 2020 International Scottish Winter Climbing Meet, which sees 20 climbers from 23 different countries gathering in Aviemore in February. Revived by Mountaineering Scotland after a four-year absence, the Meet will see international guests teaming up with Scottish climbers for a taste of the unique delights of winter climbing in Scotland. All abilities are represented, with climbers from Israel and South Africa through to regular winter climbers from Europe, Scandinavia and North America. The Meet, from February 22-29, is being run by Mountaineering Scotland in close partnership with the Alpine Club, the Scottish Mountaineering Club and the British Mountaineering Council, and is sponsored by Salewa, Stuart Young, Chief Executive Officer of Mountaineering Scotland, said: “The delivery of the 2020 Winter meet has been very much a partnership approach and its fantastic to welcome Salewa on board. With their brand reputation and heritage, it’s a great fit for the event and we are very grateful for the support they are providing.”

Salewa’s UK Sales and Business Development Manager, Mark McCarthy said: “Salewa is delighted to be supporting the 2020 International Winter Mountaineering Meet as a grassroots event in the heart of the core mountaineer, and to allow some of the participants to experience, first hand, our technical mountaineering products. As an alpine brand, with a long and rich history rooted in the Dolomites, we are proud to have this opportunity to see our products tested to the limits in an environment they were designed for.”

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Osprey Europe launches Selective Distribution Programme

January 2020 in the European Economic Area, Switzerland and the United Kingdom.

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La Sportiva Spine Race double

PICTURE CREDIT: STEVE ASHWORTH

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These days, everyone could use an additional income.
So what better time to add embroidery to your business?

The state-of-the-art PR Series embroidery machines are designed to give you the basic equipment to get started, with the flexibility to fit most work places from a spare bedroom to a workshop or retail environment.

The business possibilities are endless with the PR series of embroidery machines.
PrimaLoft P.U.R.E. Adopted by Patagonia for Autumn 2020 Nano Puff Program

PrimaLoft has announced Patagonia as its first brand partner to adopt PrimaLoft P.U.R.E. manufacturing technology. PrimaLoft P.U.R.E., which stands for “Producing Using Reduced Emissions,” reduces carbon emissions during the insulation manufacturing process by as much as 48 per cent. Patagonia will incorporate PrimaLoft Gold Insulation manufactured with PrimaLoft P.U.R.E. for its Autumn 2020 Nano Puff program.

Mike Joyce, PrimaLoft president and CEO, said: “It’s very appropriate for Patagonia to be our first partner using P.U.R.E. For over ten years, we’ve collaborated with Patagonia to make each iteration of the Nano Puff even more sustainable than the last. Four years ago, this meant turning a critical eye toward our manufacturing process. Through four years of research and development, the concept for P.U.R.E. was born.”

After identifying large, energy-intensive ovens as the main culprit of carbon emissions in insulation manufacturing, PrimaLoft reinvented the traditional manufacturing process by removing the need for heat from these ovens. Typically, insulation manufacturing requires heat to melt bonding fibres, which provide structural integrity for the insulation. P.U.R.E. technology achieves this integrity without the need for melting, removing heat from the process.

By implementing PrimaLoft’s P.U.R.E. manufacturing technology, the insulation used in the new Nano Puff will not only have a drastically smaller carbon footprint, but will also be made with 100 per cent recycled PrimaLoft fibres.

Kristo Torgesen, Global Marketing Director, Technical Outdoor at Patagonia, said: “PrimaLoft went straight to the core in tackling this issue. They addressed the biggest culprit of carbon emissions in their manufacturing process and did so in a way that did not compromise the performance of the insulation in the field. The P.U.R.E. Nano Puff is our most environmentally responsible version of the style to date and still maintains its pinnacle performance.”

An extension of PrimaLoft’s Relentlessly Responsible mission, P.U.R.E. manufacturing arrives on the heels of PrimaLoft Bio, the first biodegradable* synthetic insulation, debuted by PrimaLoft last year.

*93.8% biodegradation in 588 days under ASTM D5511 conditions (landfill environment); 65.5% biodegradation in 639 days under ASTM D6891 conditions (marine/ocean environment). The stated rate and extent of degradation do not mean that the product will continue to degrade.

Outdoor performance specialist, Montane is strengthening its social responsibility efforts as it joins not-for-profit organisation, the Fair Wear Foundation in its fight for a more ethical garment industry.

Providing innovative, lightweight, breathable clothing and equipment for endurance sports and activities in some of the world’s toughest, most extreme environments, Montane strives to produce the highest performing, longest-lasting outdoor clothing and equipment.

Launched as part of Montane’s new Further Forever initiative, its membership of the Fair Wear Foundation will see it join over 130 brands operating across 80 countries in campaigning for safe, dignified and properly paid employment for all workers in garment and product manufacturing.

It is the latest step in Montane’s efforts to deliver ethical, sustainable performance clothing and equipment. As well as prioritizing durability with its lifetime guarantee against faults in workmanship and materials, Montane is also a significant supporter of initiatives to protect and cherish the outdoors.

Matt Hickman, Global Marketing Manager at Montane, said: “Our products are made for wild and extreme environments, so we’re bound to the survival of these places. As well as protecting the landscapes we cherish through our support of the European Outdoor Conservation Association and our partnership with the British Mountaineering Council, we are passionate about delivering the highest standards of performance, both in our products, and in our business.

“From reducing the environmental impact of the materials, we use, to demanding the highest ethical standards in our supply chain, our journey towards sustainability is ongoing. That’s why we’re excited to joining the Fair Wear Foundation as part of the launch of our new Further Forever initiative, which will be at the forefront of our sustainability efforts going forward.”

As a member of the Fair Wear Foundation, Montane has committed to a code of practice based on internationally recognised standards, rigorous third-party checks across its business and a commitment to make year on year improvements.

Alexander Kohutmam, Executive Director of the Fair Wear Foundation, said: “We’re delighted that Montane has joined Fair Wear Foundation in our fight for fairer, more ethical fashion and clothing production. Montane’s ongoing commitment to reducing the environmental impact of its products aligns perfectly with our belief that we must continue to strive to make a real and lasting impact and that only through collective action can we transform existing conditions and create a fairer garment supply chain.”

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A big year ahead for Neymar Jr

Neymar Jr is back in the goals for Paris Saint-Germain and looking forward to a bumper year in which he is bidding to win major honours for both club and country.

As a new decade begins, Neymar Jr spoke about his tough 2019 with injuries, why he thinks PSG can win the Champions League and reveals two dream five-a-side teams featuring players past and present as well as four players he wishes he had played alongside. The striker reveals all ahead of the fifth edition of Red Bull Neymar Jr’s Five. Here is what the the 27-year-old striker had to say in Paris.

What did you learn about yourself in 2019? Professionally and personally, 2019 was a tough year for me. It was a year full of learnings and turnarounds. I injured myself and had to come back. Then I injured myself again. Although it seems like a bad year, it was a year full of learnings and lots of experiences. I am taking the positive side of it so that 2020 can be better.

Do you think PSG can win the Champions League this year? Yes, I think there’s a possibility we can make it. In terms of the team and players, since I’ve played for PSG, this is the most prepared and strongest year we had in my opinion. So, I think we have a chance. Although PSG has never won the Champions League, we are going to fight for this title. We know our values and we hope to be in the final.

At 27, do you feel like you are still improving and your peak is still to come? Yes, like everything in life. Many good things happened in my life already but I always want more. I’m always seeking new challenges, and I always want to overcome myself. Hopefully, each match and each thing that is coming will bring something good for me.

What are your expectations for 2020? My biggest expectation for 2020 is to win everything I can with PSG and the Brazilian team. I’ll seek new challenges, I want to be in the Champions League final, I want to win the Copa America once again. Those are the challenges I intend to overcome in 2020.

Are there any players you would have liked to play side-by-side with, but never got the chance? This is a tough one. There are too many players I would like to have played with. Can I mention more than one? Romario is one of them, Ronaldo too, although I played during his ‘farewell’, and Zinedine Zidane and Zlatan Ibrahimovic.

If you had the chance to build a Red Bull Neymar Jr’s Five team with non-Brazilian players who are still playing, who would you choose? A team with players that are still playing: Messi, Suarez, Mbappe, Pogba and Hazard. A team with retired players: Xavi, Lampard, Gerrard, Beckham and Henry.

You’re friends with Rodrygo and Vinicius Jr. How far can these players get with both Brazil and their respective clubs? Both of them are amazing players. They are playing very well for Real Madrid. I’m cheering for them so they can win a lot of things with Real. They are young and have come to Europe recently, so they will have a lot of experience ahead, they will grow up and will get even better than they are right now. Brazilian people are a little bit anxious - people want fast results, want to see them winning every championship but it’s tough. The adaptation is hard, it’s hard to start playing your best in a club like Real Madrid or Barcelona. But both are playing very well so this is already a sign of a great personality. I hope they keep on this path, they keep focused and that they never forget to be happy. I’ll be supporting them.

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About Instituto Projeto Neymar Jr

The location of the World Final, Instituto Projeto Neymar Jr, is a private, non-profit association dedicated to social causes, set up by Neymar Jr and his family. It is located in Jardim Glória, in Praia Grande, where Neymar Jr spent much of his childhood. The Institute is an 8,400m² education and sporting complex catering for 2,470 underprivileged children aged seven-14 and their families.

About Red Bull Neymar Jr’s Five

Red Bull Neymar Jr’s Five is the Brazilian star’s signature five-a-side tournament bringing players aged 16 to 25 from all corners of the world together to celebrate their shared passion: football. It is a fast, technical and fun competition. More than 40 countries from six continents will be hosting tournament qualifiers, where players will compete with the same dream of making it through the qualifiers, to their national final to book a ticket to the World Final, which will be celebrated for the fifth time at Instituto Projeto Neymar Jr in Praia Grande, Brazil.
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Neon Packable Waterproof
The Neon range from Mac in a Sac has improved performance features (Highly waterproof to 10,000mm and Highly Breathable to 8,000gsm) which make this the perfect companion jacket for outdoor sports. Become a stockist today!

Wave Rider 23
Developed to keep temperature levels low and performance levels high. Wave Rider 23 features a dual compound midsole using U4ic and U4icX technologies for unrivalled responsiveness and exhilarating runs. Mizuno Wave cushioning technology provides ultra soft comfort in a super secure fit, coupled with a lightweight and breathable mesh upper to offer controlled temperatures and top unwavering performance.

Engineered for cycling
GORE C3 Women GORE WINDSTOPPER Base Layer Shorty+ boasts FORM FIT. It’s not skin tight, but also not excessively baggy. Form Fit garments provide a sporting silhouette without being body hugging. Other features include seat insert, water resistant, extremely breathable, designed for cool weather, engineered for cycling and weighs 100 grams.

Clears trapped water
Swim-eze works in seconds, relieving ear discomfort quickly and can be used by swimmers, divers and watersports enthusiasts. Swim-eze helps to eliminate the unpleasant symptoms of trapped ear water, the feeling of pressure in the ear, temporary impairment of hearing, and painful ear discomfort.

Enhance your performance
Tenola Limited is engaged in the design, development and manufacture of triathlon specific sports clothing. They are always looking at ways of improving their sportswear to enhance the performance of their customers and in 2020 they will be expanding their range.

Northwave Extreme Pro
Made from 100 per cent unidirectional carbon, the PowerShape Carbon 15 sole features the exclusive Powershape system on the arch of the foot that ensures 100 per cent of rider power is transferred to the pedals without wasting any energy. With a stiffness index of 15.0, this is the new performance benchmark for road soles.

Polar Ignite
Reach your true potential with Polar Ignite, a fitness watch for those who want to push their limits the right way. This new-generation workout partner takes care of the planning for you; it measures your recovery during the night, tracks your sleep and offers ready-made workouts that match your daily readiness. It features advanced wrist-based heart rate, Integrated GPS and Nightly Recharge recovery measurement.

Carbon Black RX
Brand new for 2020, the Carbon Black RX Knee Sleeve by Rehband offers a black sleeve and matted black logo. Perfect for competitions, available in six sizes, engineered with unique four panel pattern, classified as a medical device and choice of 5mm or 7mm thickness.
Muc-Off Launches Project Green Initiative

Muc-Off has announced the launch of Project Green; a commitment to deliver a multitude of environmentally-focused improvements across the British-based business.

Alex Trunnell, CEO at Muc-Off, said: “Muc-Off is a company whose business depends on the natural world as our playground, we are focused on preserving our surroundings to ensure everyone can get the same level of freedom and enjoyment out of the Great Outdoors as we do.”

As a brand which has always prided itself on developing products which limit the impact on the environment - from the original biodegradable bike cleaner to the concentrate version which was launched in 2012 – the business wanted to share its journey with consumers and build a trackable measure on how it strives for constant improvement.

The first focus area is plastic reduction with the cleaning and maintenance brand aiming to eliminate over 30 tonnes of plastic by 2023. This will be achieved through product and service initiatives as well as changes to product supply chain, shipping and packaging and an online progress tracker is shown on the landing page of the Project Green micro site.

Mike Cook, Business Development Director at Muc-Off, said: “As a key brand in the bicycle and motorbike community we have taken it upon ourselves to increase our focus on our environmental responsibilities. This is a focus that will continue as long as Muc-Off continues, and we will regularly add to these initiatives as we seek to be a leader in this field.”

The Project Green website details three key areas of focus: product initiatives, Refill & Recycle and partnerships. The ‘Product Initiatives’ section of the Project Green website details the eco-driven changes we’ve made to specific products from making M094 PTFE-free and biodegradable to commissioning a CO2 impact report of the No Puncture Hassle Sealant, while, also remaining transparent by highlighting where the business could make improvements.

The ‘Refill & Recycle’ section focuses on the recent launches of the in-store bike wash refill stations for Muc-Off dealers. The retail refill station scheme is one of the primary drivers of our plastic reduction objective; forecasted to save over 90,000 plastic bottles from being produced each year.

In terms of partnerships, Muc-Off has teamed up with 1% for the Planet, pledging to donate 1% of annual sales of the Nano Tech bike wash sold through in-store refill stations to their global retail network to support non-profit organisations focused on the environment.

Kate Williams, CEO of 1% for the Planet, said: “We’re incredibly excited to welcome Muc-Off to our growing global movement of over 2,500 business members. Not only is Muc-Off committed to supporting non-profits doing important work for our planet, but their new and innovative refill station initiative will allow people to make a more sustainable choice each time they need a refill.”

They’ve also partnered up the Marine Conservation Society; this charity organizes regular beach cleans including in the area local to the Muc-Off HQ in Poole as well as tackling plastic packaging pollution in our seas. This engagement began as a result of Muc-Off making a donation to this environmental charity to compensate for an administrative error around recycling business waste.

Although the company have been separating and recycling waste and packaging from their HQ for over a decade, there was a period from 2012 to 2016 when, as a small family business, it was unaware that once its turnover reached a certain threshold it had to register for a packaging recovery scheme. Since 2016, Muc-Off have been registered to the recovery scheme and the business now meet or exceed (where possible) the scheme’s criteria.

Muc-Off aim to ensure that Project Green is a focus which will never be finished; an ongoing commitment to deliver a multitude of improvements across the business.

Sigmas Sports, the road cycling and triathlon retailer, is opening its second multi-sports store in late spring.

Located in Oakham, Rutland, the store will be a hub for the active outdoor community in the area. The 4000 sq ft retail space at South Street will range premium brands from across the road cycling, MTB, triathlon and run categories, offering customers the same exceptional shopping experience that Sigmas Sports is famed for through its flagship store in South West London.

The opening of a new store reflects Sigmas Sports’ ambition to expand and deepen direct relationships with local cycling, running and triathlon communities.

The South Street site was not only chosen for its ample space and warehouse facility, but also for its location in the heart of Leicester’s countryside - home to the well-known Rutland - Melton International Cicle Classic. Ian Whittingham, Sigmas Sports’ Managing Director, said: “We are very excited to bring our retail offering to Oakham, a beautiful location with some stunning riding right on the doorstep. This expansion will allow us to engage with the cycling community around Leicestershire and beyond, bringing the same excellent levels of customer service that we’ve become renowned for in South West London.”

The store opening will create a number of career opportunities, Whittingham added. “Knowledgeable staff that deliver exceptional customer service are key to our success as a company. We’re immediately seeking applications from experienced retail professionals with a passion for cycling and triathlon.”
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PTO ANNOUNCE NEW BOARD MEMBERS

The Professional Triathletes Organisation have announced that Alistair Brownlee, Paula Findlay, Lionel Sanders and Skye Moench have joined the PTO Board of Directors.

Tim O’Donnell, Co-President of the PTO, said: “It is an exciting time for our sport and great news that athletes like Alistair, Paula, Skye and Lionel, with their wealth of experiences, have agreed to volunteer their time to the mission of the PTO to help the sport of triathlon grow and thrive.”

Two-time Olympic gold medal winner, Alistair Brownlee, said: “I am very pleased to be joining the PTO Board and am grateful for all the work done by the existing board members in establishing the organisation. I look forward to contributing to the vision of the PTO as we seek to support and work with all the stakeholders in the triathlon community.”

Paula Findlay added: “It is an honour to be able to serve as a PTO Board Member, as professionals begin to contribute our collective voice to the sport. While we are only just beginning, there are so many wonderful opportunities to explore.”

Findlay’s Canadian compatriot, Lionel Sanders said: “Really excited about serving on the PTO Board. It is fantastic to have an organisation of our own so that as a group we can support the sport. Triathlon has enriched my life in so many ways, and I know it can do the same for others. I believe the professional side still has a lot of room to grow and have a larger impact on the world. I am excited to work with the other members of the PTO Board on making this a reality.”

Skye Moench, former age-grouper, and now PTO World number ten, added: “Very grateful for the opportunity to serve on the PTO Board. Part of the beauty of our sport is that there is a path from age-grouper to professional, and now with the PTO, there is an opportunity to join forces and serve with athletes who have incredible experience in the sport, including a two-time Olympic gold medallist. There is no sport like ours, and I look forward to preserving and growing this legacy with my fellow PTO members.”

Collins Cup honour for Dave Scott

The Professional Triathletes Organisation has selected Dave Scott as the Athlete Emeritus Honour for the inaugural Collins Cup.

The Collins Cup is a Ryder Cup style triathlon event at which teams from the USA, Europe and the Internationals do battle to see who rules the world of triathlon. The Collins Cup is the flagship event for the PTO, an association representing non-drafting professional triathletes with a mission to celebrate the sport or triathlon. The PTO has determined that each year the Collins Cup race will honour an individual who has distinguished themselves in the sport of triathlon by recognising them as the Athleta Emeritus Honouree. For the inaugural Collins Cup, it has been decided that there would be no better person upon whom to bestow this honour than Dave Scott.

Tim O’Donnell, President of the PTO, said: “While we are deeply indebted to all the tremendous triathletes whose blood and sweat over many decades has paved the way for the PTO and The Collins Cup to become a reality, Dave was truly the progenitor of professional triathlon. In 1980, when, in his first Ironman championship race in Hawaii, he cut nearly two hours off the previous record, he established standards of performance that would forever drive all triathletes, amateur and professional, to challenge limits thought impossible. It is only fitting that the inaugural Collins Cup, the first event owned and operated by professional triathletes, pay tribute to Dave.”

The six-time Ironman World Champion is known by the nickname “The Man” for his intense training regimens and his unrelenting race performances that created a record number of wins. On a full distance course, he was the first athlete to go under 11 hours, under 10:30, under 10:00, under 9:30, under 9:00 and under 8:30. He also was the first to go under three hours for the Ironman marathon, the first under 2:55 and the first under 2:50. He has spent a lifetime defining triathlon first as an athlete, then as a coach, including coaching European Collins Cup Captain, Chrissie Wellington.

Dave said: “It is truly an honour to be named by the PTO as the Athleta Emeritus Honour for the inaugural Collins Cup. I am thrilled to see the PTO come together. It has been 40 years in the making and I am very pleased to see today’s generation of professionals have their own organisation and a voice in the sport. Given the $2,000,000 prize purse at The Collins Cup, I am very tempted to come out of retirement and attempt to qualify for the event myself.”

The Collins Cup is a unique new broadcast-friendly triathlon race which brings together the world’s greatest triathletes in a team competition to do battle to see who dominates the sport. Modelled on golf’s Ryder Cup, the format of USA vs. Europe vs. the Internationals will add a whole new level of competition and pure excitement to triathlon.

The PTO will host the inaugural Collins Cup at the extraordinary X-bionic® sphere in Samorin, Western Slovakia on May 29-30, 2020.

www.tri-insight.com
Be on the start line when IRONMAN 70.3 returns to Costa Navarino

Villasante was hugely impressed with both the location and the event. She said: “It was a demanding race, with rough sea and a highly technical bike leg, but in an impressive landscape. It’s the first time I’ve been to Greece and I’m really impressed by the place, the people and the hospitality. It’s a race that I will definitely suggest to anyone who is interested to run the distance.” Registration for the 2020 event - to be held on Sunday, April 5 - is now open. Additionally, entry is also available for a relay race and, for the first time, IRONKIDS, a running event designed especially for youngsters aged two to 13 years old, takes place the day before, in the picturesque seafront village of Odysseas.

The main event will see participants swim 1.9km in the Ionian Sea, cycle 90km of asphalt roads through picturesque villages, ancient olive groves and pine-covered hills, before running a half-marathon of 21km along pristine beaches and cobblestone paths. The race offers 40 qualifying slots for the 2020 IRONMAN 70.3 World Championship, in Taupo, New Zealand.

For those who are members of a tri club, the Tri Club benefits and reward system offers a range of benefits and prizes and the chance to compete against other clubs year-round. The entry fee includes race organisation – transition area, swim safety over, traffic management and stewards; entry to welcome dinner; entry to award ceremony; race day on-course nutrition at aid stations; athlete backpack; finisher T-shirt, medal and certificate; timed race results; post-race food; and post-race massage.

Tenola is a British company dedicated to the design, development and manufacture of high performance sportswear for the multi-sport athlete. Our business objective is to manufacturer 75% of the finished garments in the UK and maintain complete control of product quality.

Tenola range of sportswear focuses on triathlon incorporating triathlon suits, gym, swim, cycling and running apparel. We are always looking at ways of producing new and innovative designs. All our designs are developed with the overall aim of enhancing the sporting performance of an athlete whether it’s in training or competition.

Entering 2020, we will be expanding our tri-suit range for men and women to include:

- Two piece Tri-suit
- Sleeved tri-suits
- Swim training gear - chlorine resistant
- ITU tri-suits - (waiting approval)
- Gym
- Additional swimming accessories
- Running
- Additional swim training aids
- Cycling
- Triathlon
- Additional swim training aids

We will also be introducing in the 1st quarter of 2020 a range of training sportswear which will include:

- Additional training suits
- Additional swim training aids
- Additional running accessories
- Additional cycling accessories

We look forward to being a part of your triathlon journey.
WHEREVER YOU TAKE TRAINING

THE HEART OF SPORT
Things haven’t been going too well with my assistant Norman lately because he’s been taking too much interest in the business. Perhaps I should explain.

In my day, assistants were exactly that, putting goods into brown-paper bags, making sure we’d got enough milk for the tea, and coming in for an hour on half-closing day to mop out the toilet. Just because Norman has been with us since before the beginning of time, he seems to think that gives him carte blanche to come up with all sorts of clever-dick suggestions to improve the business, from vertical and viral marketing to customer-communication solutions, whatever they may be.

When I suggested that if he really wanted to improve the business he could clean the front window so that people could really get what we were selling, he got quite huffy and yesterday he didn’t come in.

When I rang to see whether he had died or been eaten by giant centipedes, his wife Enid said he wouldn’t be in for the rest of the week and that there was a doctor’s certificate in the post.

“He’s got Tall Poppy Syndrome,” Enid said. “And is that surprising, working for you?”

I didn’t have the remotest idea what she was talking about, but when I Googled ‘Tall Poppy Syndrome’ I found it was nothing to do with gardening or drugs, but was all about knocking down to size people who are bright and ambitious in the hope that they’ll get discouraged.

Apparently some Australian bloke invented TPS when he wasn’t watching the cricket. If you have a field of poppies and one gets taller than the rest, cut its head off. I thought that was how we had always dealt with success in business. We just didn’t give it a name.

According to Wikipedia, symptoms in really severe cases of TPS can include exhaustion, headaches, mood swings, unsociability and an inability to relate to other people.

By now, I was beginning to wonder if I’d got it, too.

It seemed that really bad TPS treatment could actually warrant a formal grievance leading to official disciplinary action under industrial legislation.

Not that I thought Norman would go that far (although Enid might - I’ve never liked that woman), but to be on the safe side I thought I’d better check that we would be covered by the shop insurance. The trouble is, only Norman knows where we keep the policy.

It was a bit odd at first being alone in the shop with no-one to blame when we ran out of tea-bags or to put a new light-bulb in the stockroom, but by lunchtime I was beginning to quite enjoy it and it was a relief not to have to argue about the anagrams in the Daily Express junior crossword.

I had just sold a packet of golf-tees and was feeling quite optimistic about the future as a lone trader when these guys came in from our biggest supplier.

We have to keep them sweet because they give us good credit and I normally leave this to Norman because he knows all the jargon and insurance. The trouble is, only Norman knows where we keep the policy.

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Third salesman: “Can you tell Norman that the data-mining symposium comes with a free weekend for two in Stow-on-the-Wold with Morris dancing and optional paint-balling? Should be a real gas.”

Me: “Sorry lads, I think I’m getting a migraine. Norman will be in tomorrow. Can you call back? Cheers.”

I’ve just been doing some pretty abject grovelling on the phone and Norman has graciously agreed to come back to work tomorrow so long as we can have a serious talk about his future and he can have the Saturday off to go to Stow-on-the-Wold.
We enhance cyclists, runners, and triathletes performance and accelerate their recovery

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