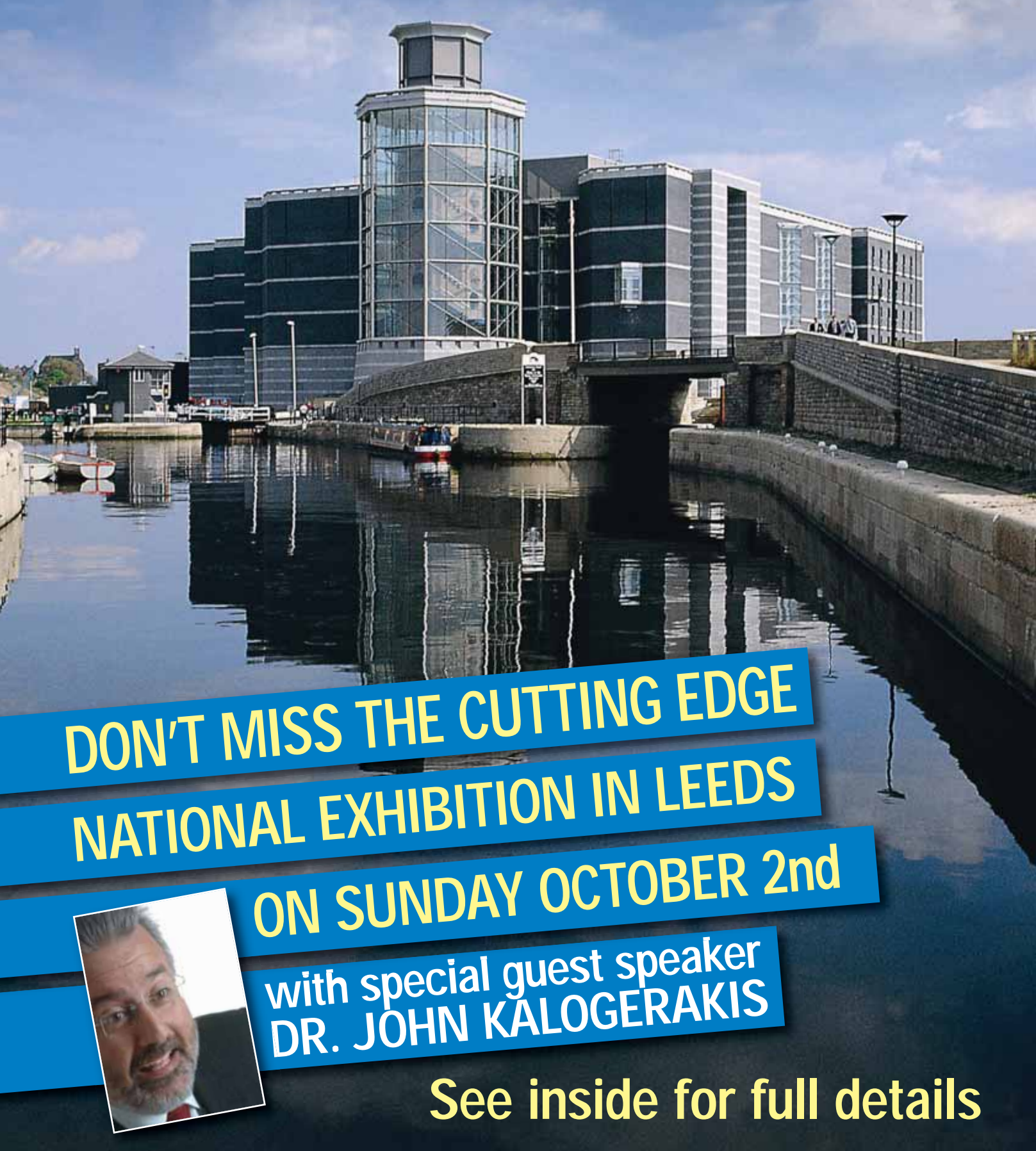


CUTTINGEDGE

THE No.1 TRADE MAGAZINE FOR TODAY'S SHOE REPAIRER

AUTUMN 2016



DON'T MISS THE CUTTING EDGE

NATIONAL EXHIBITION IN LEEDS

ON SUNDAY OCTOBER 2nd

**with special guest speaker
DR. JOHN KALOGERAKIS**



See inside for full details

CUTTING EDGE EXHIBITION

IN LEEDS at the ROYAL ARMOURIES NEW DOCK HALL ON SUNDAY 2nd OCTOBER



FREE ENTRY

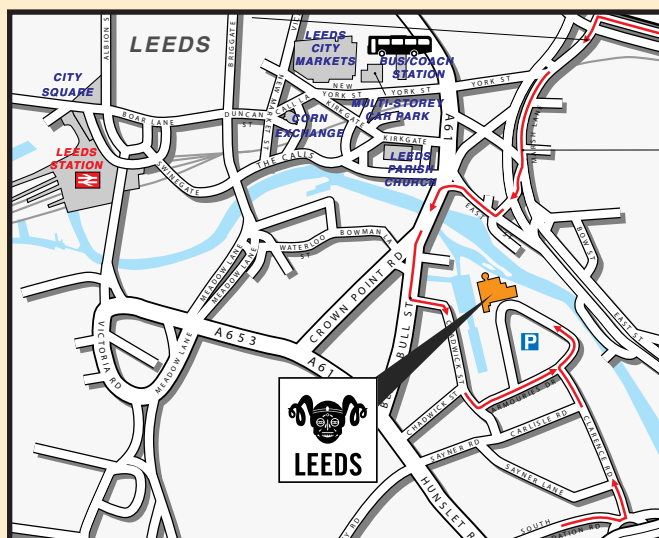
Entry to the Cutting Edge Exhibition is free as usual, of course.

As well as being home to the National Collection of arms and armour with over 8,500 objects on display in six themed halls, all of which are free to visit, The Royal Armouries also has Leeds's biggest exhibition venue situated in a stunning riverside location as part of the £350 million pound development close to the centre of the city. New Dock Hall is the perfect location for the 2016 Cutting Edge Exhibition.

FREE PARKING

CUTTING EDGE are providing visitors with **FREE PARKING** close to the venue on the day of the Exhibition. Claim your free parking ticket (valid for 6 hours) when you visit the **SOMSR** stand.

LEEDS' BIGGEST EXHIBITION VENUE



GETTING THERE

The Royal Armouries is well signposted on all major routes around Leeds. Just follow the brown tourism signs for The Royal Armouries with the distinctive 'horned helmet' logo.

FROM THE NORTH: Follow the brown signs on the A64

FROM THE SOUTH: M1 users exit at M621 Junction 4 & follow the brown signs. A1 users follow the signs on the A64

FROM THE EAST: M62 users exit M621 at Junction 4 and follow the brown signs.

FROM THE WEST: M62 users exit M621 at Junction 3 and follow the brown signs.

For complete details and maps of how to get there – even by free Water Taxi from Leeds – go to www.royalarmouries.org/visit-us/leeds



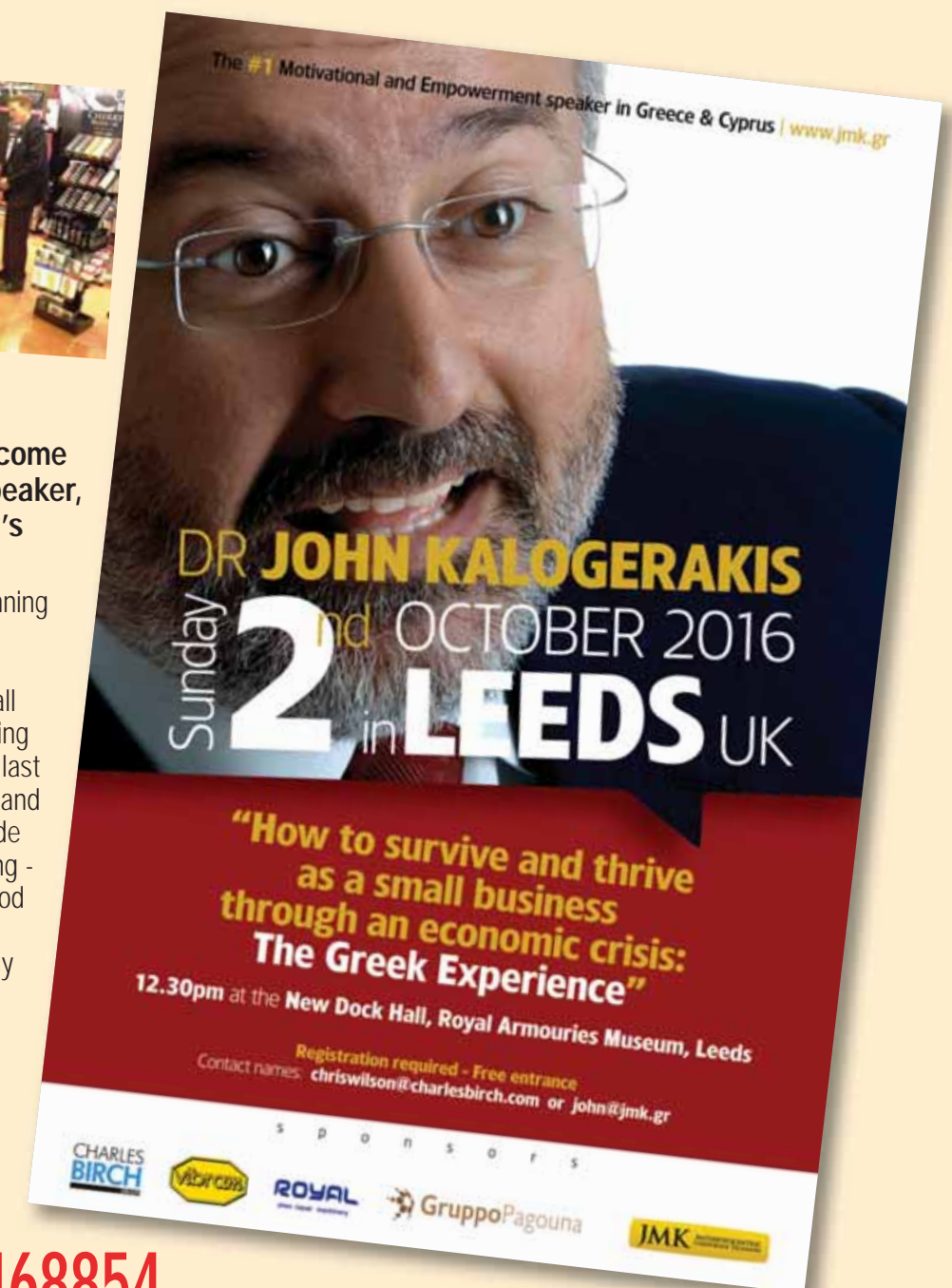
- Lots of BIG NAME suppliers
- Great Show Deals
- Exciting New Product Launches
- Special Offers

LATEST NEWS

Cutting Edge is delighted to welcome world-renowned motivational speaker, Dr John Kalogerakis to this year's exhibition.

John is tuned in to the difficulties of running a small business especially in a difficult economic climate in the UK and draws relevant comparisons with the way small businesses have suffered in Greece during the economic meltdown there over the last few years. He will be highlighting first-hand experience of the Greek shoe repair trade and how some businesses are flourishing - and offering practical tips, ideas and good practice as well as motivating and challenging the audience in an extremely positive way.

"We feel sure that everybody who makes the time to listen to John's talk will greatly receive a massive energy boost and gain a lot more besides."



FOR FULL DETAILS email: cut_edge@btconnect.com

or phone 07468 468854

**We hope that
YOU entered
and you ARE
A WINNER
in 2016!**

**We look forward to meeting
you at the Cutting Edge
Exhibition at Leeds.**

**Could it be YOU who wins
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the title of Shoe Repairer of
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Hello and welcome to your Autumn issue of Cutting Edge magazine – our biggest ever!

**There's so much to share with you that we've
added extra pages, full of all sorts of news,
views and interviews...**

SO LET'S START WITH THE GOOD 'NEWS'

We say hello to some companies that may be NEW TO YOU. There are more of our regular NEW PRODUCTS features, we invite not one but two NEW FACES to step into the Spotlight and we have one of our favourite items, an interview with a repairer also making A NEW START – after more than 25 years in the trade!

However, THE BIGGEST NEWS is that the annual Cutting Edge National Trade Exhibition is taking place on October 2nd in Cutting Edge magazine's home city of Leeds at the fantastic venue of THE NEW DOCK HALL at The Royal Armouries museum!

A GREAT DAY OUT

The museum is a great place for a day out – even if you aren't involved in the shoe repair trade. There are thousands of fascinating exhibits, even a life-size armoured elephant! There is sure to be something for everyone but if that isn't enough, there is also the opportunity for some serious retail therapy in the hundreds of shops in nearby Leeds city centre. So when you come along why not bring the family and make it a weekend to remember?

All your favourite suppliers from the UK will be there, joined by some top European manufacturers, as well as some new names. It is always good to see new faces at the Cutting Edge exhibition. It shows just how important to the trade it has become. You can find details of the companies and see where their stands are going to be on pages 22 & 23 and find out more about what some of them can offer you in our 'Meet the Exhibitors' section which starts on page 24.

MOTIVATING & CHALLENGING

This year's exhibition will be another first for Cutting Edge.

As well as it being the show's debut in Leeds, the Cutting Edge committee is delighted to welcome Dr John Kalogerakis to speak at this year's exhibition.

Dr Kalogerakis is a highly respected motivational speaker on all aspects of life and business with an excellent worldwide reputation. He will be offering practical tips, ideas and good practice as well as motivating and challenging the audience in an extremely positive way.

While on the subject of inspiration, I hope that you were inspired by the offer of a £1000 prize to enter the 2016 JR Shoe Repairer of the Year competition. We will soon find out as the winners will be announced at the show!

... FINALLY, THE BAD NEWS

There is a goodbye from Tim & Robin Healy after more than 40 years each with their family business, Edward Healy & Sons... I'm sure you will agree that the shoe repair trade will miss them both.

I hope you enjoy your magazine. I'd be interested to find out what you think about it so please stop by the Cutting Edge magazine stand at the exhibition. I look forward to meeting you there.

Bye for now

Tom

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Company News
throughout!!**

CUTTINGEDGE

incorporating The Shoe Repairer.
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Repair trade to a regularly updated subscribers' list.

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AND ARTWORK FOR
ADVERTISING TO US.**

**NOV 5TH
2016
THANK YOU!**

Chairman's Chat

This arrival of this issue of Cutting Edge confirms that Summer is almost over so hopefully you got your share of the sunshine to lift your spirits as we approach the end of the year!

The Cutting Edge Charity Golf Day was enjoyed by all that took part, despite the threat of wind and rain. It managed to stay dry for us all and everyone had a thoroughly enjoyable time with the funds raised being equally divided between two charities, namely Children with Cancer and the Alzheimer's Society.

A big thank you to all who contributed - whether it was by entering a team or sponsoring a hole or helping out with the organisation of the event. An extra special thank you goes to Glenway for providing the trophies and gifts for the raffle, as well as Keyline for kindly donating hoodies and rucksacks.



A GREAT VENUE FOR OUR ANNUAL EVENT

As the Cutting Edge Exhibition is taking place on October the 2nd at The Royal Armouries in Leeds, I am sure it will prove to be a great venue for our annual event. Please make a date in your diaries to attend, as it is there for the whole trade to benefit from and is still the only UK Trade Show for the Shoe Repair industry. It is the visitors as well as the exhibitors who make it a great show to attend - where better to meet and chat with your

fellow repairers and see products exchange ideas ?

One last thing, if anyone out there would like to have a say on what is good about the industry and has ideas that they would like to air, please get in touch with Cutting Edge at the addresses on page 5 as I am sure the trade as a whole would love to hear what you have to say.

Well, that's all from me for the moment and look forward to seeing you in Leeds.

Best regards
Dave Pollard



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INTRODUCING DR JOHN KALOGERAKIS

Cutting Edge is delighted to welcome Dr John Kalogerakis to speak at this year's exhibition at the Royal Armouries in Leeds on Sunday October 2nd. Dr Kalogerakis is a much respected motivational speaker on all aspects of life and business with an excellent reputation that precedes him worldwide.

Born and educated in Crete and Athens, John finished his education at the University of Strathclyde in Glasgow. He studied Naval Architecture (B.Sc. in 1982), then Production Management & Technology (M.Sc. in 1983), and Applied Industrial Robotics (Ph.D. in 1988) after which he worked for 7 years at Swan Hunter Shipbuilders in Newcastle-upon-Tyne. It was here that John began to appreciate the importance of psychology in management.

After returning to Greece to do his national service, John held other senior management and sales and marketing roles before deciding to set up his new company, JMK Anthropocentric Corporate Training & Development.

INSPIRATION

John says of the name: "My inspiration is embedded in the name of my company: 'The Human being' (O Anthropos = Ano Throsko = Looking up). All begins and ends here.

We always stress that: 'Systems make things possible, people make things happen'. We help people to believe in their strengths and abilities, discover their 'Element' and their skills and eventually achieve great things, leaving behind

barriers of insecurity, diversity, different cultures, colour and origin.

Eventually, people who find their inner strength, build their confidence, find happiness and develop inner peace, are those individuals who succeed everywhere".

As well as the importance of psychology however John is also very tuned in to the difficulties of running a small business especially in a difficult economic climate. John recognises the drop in shoe repairs in the UK and draws relevant comparisons with the way small businesses have suffered in Greece during the economic meltdown there over the last few years.

HOW TO THRIVE AND SURVIVE

In his presentation "How to thrive and survive as a small business through an economic crisis" John will be highlighting personal, first hand experience of the Greek shoe repair trade and how some businesses are flourishing despite the horrors of the Greek economy.

John will be offering practical tips, ideas and good practice as well as motivating and challenging the audience in an extremely positive way.

Chris Wilson from The Charles Birch Group who are sponsoring the talk commented: "Running any business can be a lonely job and it is sometimes a challenge for all of us to remain self-motivated and positive. For this reason we feel sure that everybody who makes the time to listen to John's talk will, at the very least, receive a massive energy boost but are highly likely to gain a lot more besides.



Dr John Kalogerakis, guest speaker at this year's exhibition at the Royal Armouries in Leeds on Sunday October 2nd.

"We are delighted that John is prepared to give up his time to travel from Greece especially to address our trade and we would like to thank him for this. We hope that as many independent shoe repairers as possible will come to Leeds to hear him".

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VdeB

NEW KIDS EASY LACES READY TO GO BACK TO SCHOOL

By popular demand, Charles Birch have introduced a KIDS range of Easy Laces.

Available in carded only the KIDS range starts runs from size -1 to 5 (instead of the usual 1 to 10) and carries only 14 pieces instead of the standard 20. The retail price reflects this dropping to £3.99.

Available in six colour ways: Black, White, Blue, Boys Rainbow, Girls Rainbow and the one all the girls will want Pink Glitter.



New counter stands and posters are freely available to all Easy Lace customers.

Again by popular demand, Charles Birch have also introduced a Brown casual lace to add to their existing colour ways.



...ON THE BUSES

September brings an exciting new initiative as Easy Lace goes on the buses for six weeks in the Leeds and West Yorkshire area.

The new Easy Lace adverts will go on the backs of 30 buses which will be seen by an estimated 80.5% of the Leeds population of 585,316 on average nearly nine times each, that is a total of over 4 million viewings.

"The take up of Easy Lace amongst our customers has been fantastic" said Birch Sales Director David Barber "and this initiative will help awareness amongst the general public which can only be good for sales".

The advert points to the www.easylace.com website which encourages the public to visit their local stockist. So all the West Yorkshire Easy Lace stockists need to get ready for the rush...



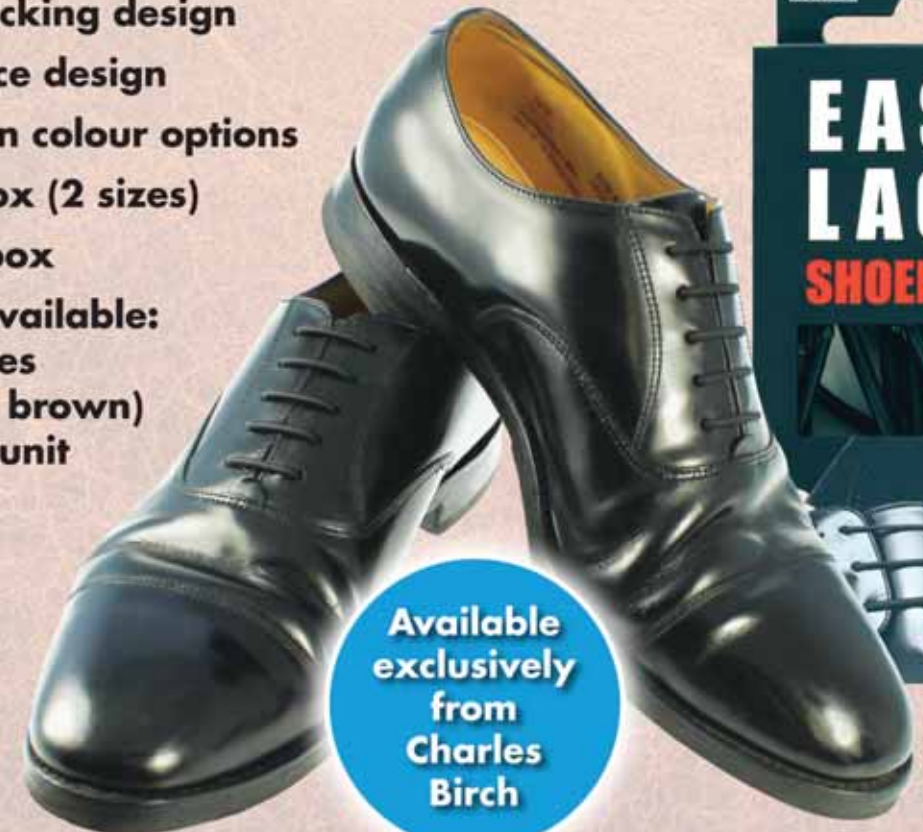
DON'T MISS OUT!

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When carrying out vehicle key programming one of the initial considerations is how are you going to get the vehicle security code and maybe the mechanical key cut code.

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Once you have passed the stringent security check you can log on to the Hickleys website 24/7 and request codes.

The availability of codes is ever changing, so only the codes that are currently available are displayed on the code request page.

Each code is priced individually and can be paid by credit card, PayPal or even charged to your trading account. Our secure payment system can store your details making a purchase only a few clicks away. Once the code is ready the automated system will send you the correct code by text and email directly to your phone or PC.

We offer a huge range of security codes and key cut numbers for the widest range of vehicles. The service has built up an excellent reputation

and grown from week to week, we believe this comes from the success of three key elements,

- 1, A service you can rely on.
- 2, A very competitive price
- 3, A rapid response time.

For instance Peugeot security & key codes are only £20.70 and normally arrive within the hour. Vauxhall Security & Key codes can be purchased without any supporting documentation and only cost £35.50. Hyundai security & key codes are only £10 and arrive within a few minutes, the list goes on and on.

How Does it Work?

Before having access to our new Code Service, you will first need to register to use it. This is to ensure that the vehicles codes only end up in the hands of the people that need them. Once your application has been accepted, we will "switch you on", to enable you access to the service.

After agreeing to the terms of service, you will be presented with a

list of vehicle manufacturers to select from. Selecting one of these manufacturers will show you all available codes for that manufacturer, along with pricing information and the estimated time that it will take to obtain the code.

After selecting the code you require, you will be asked to enter the VRM (registration number), and in some cases some other information about the vehicle. Each code requires different information. You will also be asked to supply your mobile phone number.

After proceeding through our checkout process in the normal manner, your code will be applied for. At this stage, unless we cannot supply the code, the code is paid for and once the code is available, you will receive an SMS text message and an email with your required codes(s).

If you haven't registered go to Hickleys.com and register now.



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VRM Lookup

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For further information please call the Dunkelmann Sales Hotline: 01536 760760, or come and speak to us on our stand at the Cutting Edge Exhibition in October. We would be delighted to see you there.

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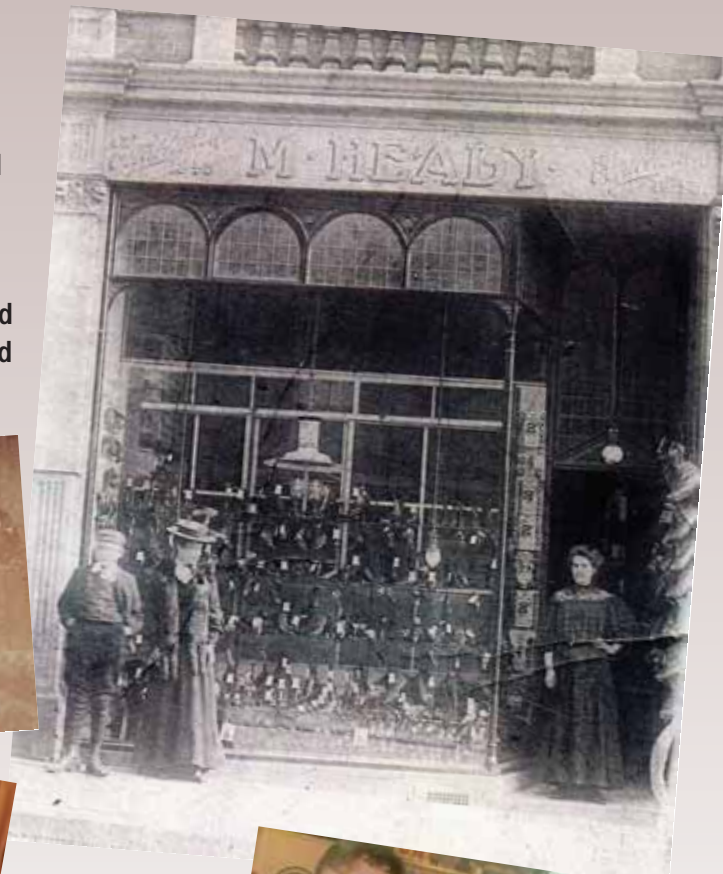
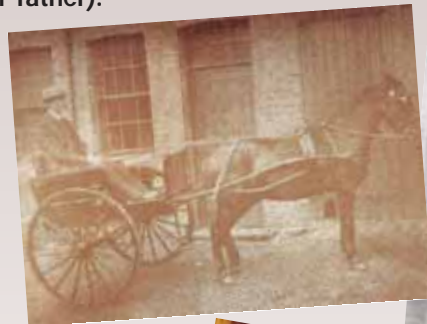
Ever since being knobbly kneed lads in short trousers Tim and I have been involved with "the family business" which was allegedly started in 1843. The lady pictured in the shop doorway circa 1903 is Mary Healy, descended from the original family of clog makers who had come over from Ireland 60 years previously. The business then passed through Edward to Fred (Grandpa – that's him pictured on his horse and cart below) then to John (our father).

During the early years of our lives we lived in a freezing cold Victorian terraced villa attached to the warehouse. As children our days were spent climbing over piles of leather bends, pinching wood pegs for catapult ammo and, when told to, stacking shelves with boxes of rubber heels and soles. Jobs to keep us occupied in the dark winters and long hot summers of old.

We would match replacement stiletto heels and search for kid leather heel covers that looked vaguely similar to the originals. We counted out shiny nickel studs and tiny eyelets into little paper packets and weighed sharp nails and flat hobs into bags on antique scales that had previously served not only our grandpa but also his father too. We still have the scales and yes, they are for sale. All this before the school day had started and once again when it had finished.

As teenagers we would earn pocket money cutting strong leather belts from thick shoulders of leather, two shillings and sixpence per belt and sold to the local miners. We also despatched weekly ex-RAF clogs, seventeen and sixpence per pair, postage at half a crown, carefully wrapped in brown paper and tied with string, to all parts of the country. This was in the fifties and sixties, before the days of Tetris, Nintendo and Atari Consoles. It was even before BBC2. We were always kept busy by the need to earn some cash.

Leaving school, first Tim and then I, went off to work at "proper jobs" for a few years before circumstances dragged us back in to the family fold. The start of the Seventies saw both of us working together with our parents and going out on the road seeking out new customers in exotic far flung places such as Bolsover, Bradford, Cleckheaton, Cleethorpes and Hull.



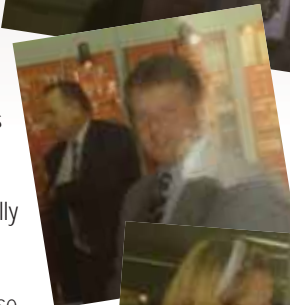
We can't go without mentioning Maria and Hilary, the voices at the end of the phone line who so many customers recognise. They too will miss the friendly camaraderie that exists in our trade. They won't miss some of the awkward b*****s though!

And so it is now actually the time to say goodbye...

Thank you to all of those who have travelled with us, we very much appreciate your company in our efforts to provide a good old fashioned reliable service. We have thoroughly enjoyed being part of this wonderful trade.

To George Georgiou we would like to wish the very best with his new venture and hope that the name of Edward Healy & Sons will carry on for a much longer in his capable hands.

Goodbye
Tim and Robin Healy




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Tarrago Heel & Sole restores the colour of new and old soles providing a shiny and intense color thanks to its high concentration of pigments. It is ideal for leather soles, but it also works great on rubber ones too!

It is very easy to apply:

1 Remove all dust and dirt before application to the damaged area with for example Tarrago Universal Leather Cleaner.

2 Shake the bottle well to mix the pigments.

3 Apply over heels or soles. Use carefully and sparingly.

4 Leave dry for 3 minutes

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6mm & 9mm Rubber heels



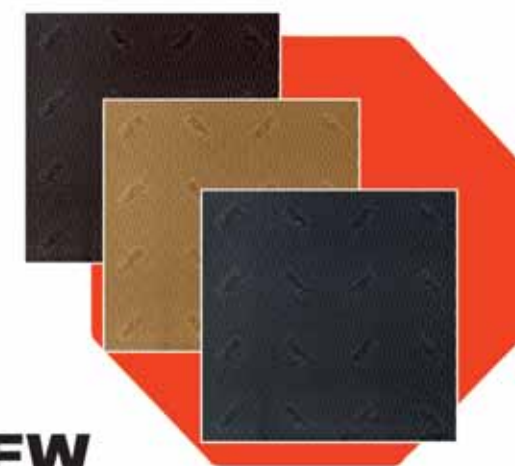
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Black Beige Brown Caramel Blue
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Topy's fine ribbed stick on sole
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A WINNING TEAM

With the backing of the Alma group, Dunkelman & Son are in a position to offer you the most complete range of shoe care and footwear accessories in the world.

The acquisition of Dunkelman & Son Ltd by Alma FRC in February 2015 saw the amalgamation of two family run companies, both with a similar long history in shoe care.

This year, Dunkelman & Son (known throughout the trade as Dasco the shoe care specialists) celebrate their 70th anniversary. While last year, Alma's main brand Saphir celebrated its 95th anniversary and the 90th anniversary of the Gold Medal awarded in Paris for the quality of its leather care products.

As a group Alma FRC now employs over 125 people in three different countries: the UK (Dunkelman), France (Avel and Perfecta) and Spain

(Tarrago). The group has 2 manufacturing facilities in France and exports to over 70 countries. The Alma group also has 2 laboratories and employs 3 qualified chemists. As a result of ongoing research and the very effective combination of premium quality raw materials, Saphir has the world's broadest range of products to protect and maintain the appearance of all types of leather. Saphir is now France's foremost brand and a world leader.

"With the Dasco and Saphir brands (Saphir Médaille D'Or and Saphir Beauté du Cuir) and as the sole distributor of Kiwi and Bama in the UK, Dunkelman can offer you an all-encompassing selection of applied shoe care to effectively protect, clean and renovate all types of footwear and materials", reports Kevin Burton, Dunkelman Sales Director.

"We also have an impressive

selection of insoles, laces, shoe trees, bootshapers and other accessories. Dunkelman are recognised as the premier UK supplier of shoe and leather care to the trade and will remain based in Northamptonshire".

Dunkelman are rolling out a striking NEW look for Dasco. "The smart new graphics have been designed to reinforce the importance of specialist formulations developed specifically to provide optimal care for different materials and footwear", adds Kevin.

"Material types and uses are clearly illustrated on the front of the packs to aid product selection. While this smart new look also reinforces the brand's established reputation for premium quality".

"Dunkelman are also currently working with Alma to develop a range of products aimed specifically at the younger market... so watch this space".
www.dunkelman.com

NEW CUSTOMER ADVISER FOR HARDO

Mehmet Inan has been a member of the sales team of HARDO Maschinenbau GmbH since 2015.



The family company with an international focus, which was founded in 1935, supplies innovative technology all over the world, especially in orthopaedic and shoe repairing technology.

The customer adviser, who was born in Germany, has many years of working experience all over the world and speaks 4 languages. Mr Mehmet Inan brings a great deal of expertise that he utilises to the full in looking after and advising his clients, meaning that he can offer customised solutions.

Why not visit the Siserve stand at The Cutting Edge Show and meet him?

Contact: HARDO Maschinenbau GmbH,
www.hardo.eu
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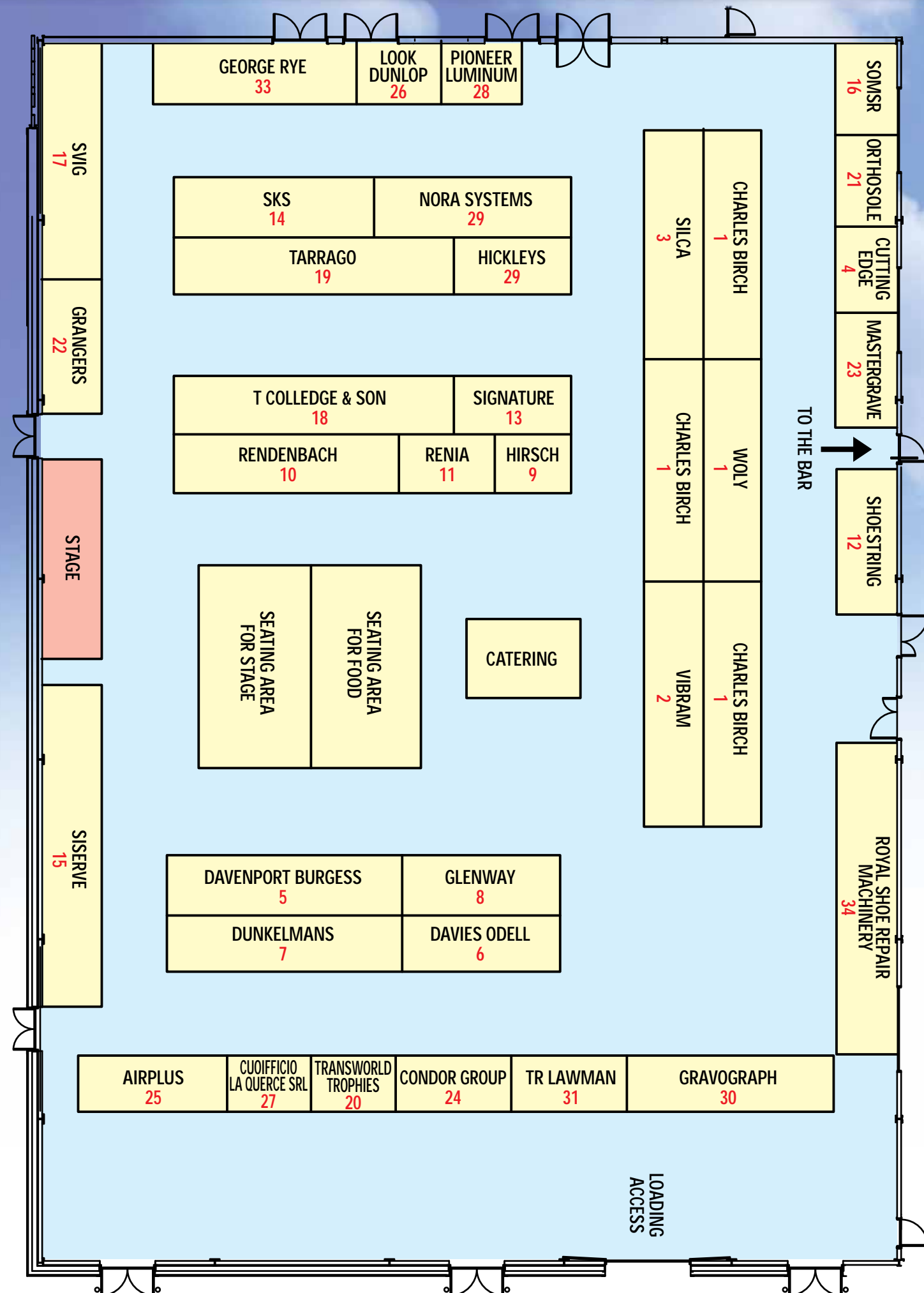
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www.charlesbirch.com



MEET THE EXHIBITORS

Some of the companies at the show have taken the time to tell us a bit more about themselves and what they can offer...

CHARLES BIRCH GROUP:

The Charles Birch team will be pleased to give a special welcome to all visitors to their stand in their hometown of Leeds. Established in Leeds in 1965 Charles Birch will be celebrating this event with lots of special show offers and price discounting across the whole range thereby helping to make your visit worthwhile.

Their new innovative products include the new KIDS Easy Laces in six colour ways, the whole Woly, Shoestring, TRG and Dasco shoe care ranges and of course their market leading range of shoe repair products.

See their fabulous ranges of gifts, fancy leather goods, umbrellas, walking sticks and leather belts which are bound to give your sales a boost this Autumn/Winter season and all at special show prices including free display stands.

PLEASE NOTE: any visitor to the CB stand wearing Easy Laces in their shoes will receive a card of the new Brown Casual Easy Laces and a card of the Kids Pink Glitter Easy Laces free of charge.



CHARLES
BIRCH
GROUP

T COLLEDGE & SON:

We are the UK distributors for Topy's unbeatable range of repair materials, DM and Sovereign repair materials, Saphir's superior shoe care products and Tarrago Shoe Care, who have an enviable choice of colours in not only their Shoe creams and dyes, but also their excellent renovator Quick Color.

Also launched for the Leeds exhibition is the Tarrago Sneakers Care range of products.

Also at the show:

A full range of LBS watch straps (catalogues available) and Renata Watch Batteries. A new extended range of bag fittings and straps. Key blanks, key machines and key accessories. Great gift ideas for weddings, birthdays, christenings, engravable gifts - including photo frames, tankards and flasks, pet tags and Zippos.

Also from Zippo - sun glasses and reading glasses with stands available.

Leather goods - including belts, purses, wallets and bags.

Shopping trolleys and luggage.

Travel Blue travel accessory collection.

To see our full range of products visit our website www.tcolledgeandson.com or visit our stand at the Leeds exhibition.

COLLEDGE
T COLLEDGE & SON

DAVENPORT-BURGESS:

Key Cutting & Engraving

The largest range and stock of keys and key blanks in the UK, supported by 150 years of key blank manufacturing make Davenport-Burgess the preferred supplier for the professional key cutter.

Our HD brand of keys has now been extended with the introduction of the new HD Steel range, offering the quality customers have come to expect, with a price that satisfies the most frugal of key cutters.

Our close association with Keyline as their longest serving distributor enables us to offer customers an unrivalled level of value and expertise. So, if you are considering replacing a key machine or cutting Transponder Keys, visit our stand for some very special deals.

With over 50 exciting new or revised products our stand is the first call for visitors offering a key cutting service and our range of exclusive top quality key accessories can bring that extra impulse buy.

Why not consider offering your customers an engraving service? Like key cutting, engraving can bring in a high return for a modest outlay, so come and try the new U-Marq range of easy to use engraving machines.

Ask about our extended payment terms and interest free credit; you may be surprised to find how close to self financing an investment in new equipment can be.



DAVIES ODELL:

Davies Odell Ltd, the Rushden based manufacturer and suppliers are pleased to once again be attending the industry leading Cutting Edge Exhibition 2016 and along with a number of new products.

Sales Manager Tim Soloman will be your contact on the stand and he is looking forward to meeting customers old and new at the exhibition

Showing on the Davies Odell stand will be a mixture of old favourites as well as a number of new products. One of the new designs on display will be the fabulous new lightweight BritGrip sole unit alongside a new range of EVA soles. The company are also very hopeful that they will be able to launch a new range of Phillips repair products. These feature new designs and a compound developed to perform to a high standard.

If you are visiting the exhibition then please do take time to visit the stand, pick up a copy of the latest brochure which lists the complete portfolio of products and talk to Tim about what Davies Odell can do for you!

www.daviesodell.co.uk tim.soloman@daviesodell.co.uk Tim Soloman – 07894 423891



DUNKELMAN & SON LTD:

Dasco, Saphir, Kiwi & Bama

The acquisition of the company by Alma FRC in February 2015 has put Dunkelman & Son Ltd in a position to offer the most comprehensive range of shoe care in the world.

Dunkelman & Son have been developing and manufacturing high quality shoe care for over 70 years. Their DASCO brand has gained a reputation for premium quality and a modern, innovative approach to shoe care. For over 15 years Dunkelman has been the sole UK distributor of KIWI and BAMA to the shoe trade. And now we are in a position to offer you Alma's SAPHIR brands, the world's broadest range of products developed to protect and care for all types of leather. First launched in 1920, Saphir is now France's foremost brand and a world leader.

Visit our stand to see just how comprehensive a range of premium quality, specialist shoe care Dunkelman has to offer. Let us show you specific products that will be of particular interest to your customers in the Winter Season. And don't miss the chance to see Dasco's striking NEW design.

www.dunkelman.com



GLENWAY PRODUCTS:

Glenway Products are the number one supplier of trophies & awards in the UK. Based in the heart of Leicester in the East Midlands, they have been trading for over 40 years.

They originally starting out as an injection moulding company, manufacturing figures and trims for the trophy trade. Over the following years they have developed into a full blown wholesaler, supplying all things trophy.

As well as supplying trophies and components, Glenway also have a state of the art engraving and personalisation department. "If it needs a name on it, we can do it!" says Paul Knapp, who oversees their engraving department. The skills and procedures on offer include : standard diamond drag engraving, laser engraving, sand blasting & sublimation. Every part of the process is done in house from design to finished product.

In conjunction with the engraving department, Glenway also offer a drop ship service. If a customer in Birmingham gets an internet order from Glasgow, the order can be completely finished in Leicester, and sent direct to the customer. This saves both time and expense. This service is available to all customers.



GRANGERS INTERNATIONAL (Cherry Blossom Premium):

Cherry Blossom Shoe Polish was launched in 1906. The brand quickly became a household name and continued to grow in popularity.

Today, Cherry Blossom is one of four brands owned by Grangers International – a company dedicated to the protection of all apparel and equipment. Cherry Blossom Premium was launched in July 2011 to develop sales within the Footwear Specialist Sector and has enjoyed meteoric growth year on year. Since the UK Footwear Industry Awards were launched, the Company has won the Best Shoe Care and Accessories Brand Category four times out of the last five years.

Full product protection is right at the heart of everything we do at Grangers International, and by extension, at Cherry Blossom. Cherry Blossom products clean, polish, protect, and restore all footwear, while our range of accessories improve both performance and comfort. Our goal is to help your customers make a perfect first impression time and time again!

Cherry Blossom Premium will be featuring its complete range collection which comprises of Shoe Care, Insoles, Shoe Trees, Laces and Shoe Accessories together with new exciting products and special show promotions.

We look forward to seeing you in Leeds. www.cherryblossom.co.uk



HICKLEYS:

Hickleys will be displaying and demonstrating their hottest new product for the key cutting market, the XCUT. The XCUT is a new high resolution profile cutting machine that enables you to produce a blank with the profile you require. How often do you face not having a blank in stock or you need an obsolete or maybe a difficult to obtain key to complete a job. A potential lost sale is something we all want to avoid and having an XCUT means you have always got the blank in stock. With a blank blade at only £1 and leasing on the XCUT at only £3.50 per day the correct blank can be available to cut in only 5 minutes.

Also on display will be our range of Auto locksmith tools including key cloners and Key programming from the leading manufacturers Advanced Diagnostics, Silca and Zedfull. In addition we will have a selection of duplication and electronic key cutting machines and vehicle opening tools from Mr Li and Access tools plus our extensive range of vehicle keys, remotes and remote repair parts. If you're looking for anything Auto then our team will be on hand and pleased to discuss your needs.

Phone: 01823 328532 Web: www.hickleys.com email: sales@hickleys.com



TR LAWMAN:

TRL is ideally located for nationwide service to the repair trade with its well established and new lines of products and services.

Our product range includes a full range of quality leather half soles and full soles, including some of the best known names in shoe repair, such as Harvey Lee and Sewflex, resin half soles and toe pieces, Dancer Soles and the Soltrack Repair Kits complementing a full range of resin, EVA, rubber and leatherboard sheeting. One of the latest additions to our offering are the high performance Poron PU foams and Renia adhesives and chemicals.

With further additions of new fresh look, colourful products in Indiana and Soltrack collections of heels and half soles TRL will continue building its product offering and service.

Take a look at our website www.trlawman.co.uk For more details, email: sales@trlawman.co.uk or call us on 01933 355 805.



RENDENBACH:

The traditional method of oak bark pit tanning has prevailed through four generations of leather manufacturing at Rendebach. Our uncompromising dedication to this environmentally friendly tanning has led to a product of exceptional quality.

Leather with the JR brand label is waterproof and extremely abrasion resistant, tough yet flexible, very comfortable to wear and visually distinguished by its attractive grain and warm, woody colour. Qualities which are valued worldwide by renowned shoemakers, orthopaedic suppliers and the international shoe repair trade. To meet our clients particular requirements we can offer creative advice and a flexible manufacturing process tailored to suit a specific demand.

Traditional oak bark pit tanning relies on the use of biodegradable renewable materials and a slow tanning process taking up to nine months to complete.

We work hand in hand with nature using only first class raw materials from Europe's best provenance and the entire production process is subjected to stringent quality controls from start to finish.

JR offers a complete range of sole leather products: soles, heels, heel blocks, bends, split bends, shoulders, welts. Heel caps, toe caps and rubber inlay soles.



RENIA:

Renia Adhesives, based in Cologne, Germany are world renowned for their highest quality products that solve every bonding requirement that a shoe repairer will ever have.

This is thanks to the extensive testing and development by the experts in their own laboratory. Renia have been developing and extending their range of adhesives for more than 80 years and now every Renia product is the safest on the market because all their adhesives are free of Toluene and MEK.

There really is a Renia product that works on all footwear materials and meets every challenge in footwear manufacture and repair. So because Renia know that you pride yourself in the excellence of your work they do everything they can to help you maintain that standard.

Their website, www.renia.com provides detailed information about all Renia products, and for clear instructions on how to use them and to make your work even more efficient www.youtube.com/reniavideos is the place to go.

Or for 'hands on' advice make sure you visit the Renia stand at the Cutting Edge Exhibition in Leeds where one of their experts will be pleased to help you.



ROYAL SHOE REPAIR MACHINERY:

The new name in Shoe Repair Machinery in the UK. Royal Shoe Repair Machinery is built in Athens, Greece to extremely high standards. The proprietor Aris Pagounas will be on hand to discuss all aspects of the machinery including the precision workmanship of their own tool makers who make 95% of all parts in their sister factory very close to their assembly plant.

All visitors to the stand will find the pricing very favourable compared to other machinery available on the UK market. However price is of secondary importance to Aris who is always working to perfect his machines. Innovations such as quick release motor electrics and easy access to motors from the top of the machines so they don't have to be moved in tight spaces are just two.

Look out for the new A45C Bag Press, which effectively presses the sole on from 360 degrees, ensuring that those wrap around toes and cup sole designed units stay stuck. This new, modestly priced, press will enable all shoe repairers to take on new jobs and especially those exciting new Vibram units.

All Royal Shoe Presses feature heavy duty, silent and oil free compressors. All finishers are available in single of three phase. Ask your Charles Birch representative for details and see for yourself at the Cutting Edge Show in Leeds.



SILCA UK:

Lee Young, Matt Vince, Craig Jordan, Linzi Robins and the rest of the Silca team look forward to welcoming you to the Silca stand at the Cutting Edge exhibition. They will all be keen to demonstrate the latest state of the art technology that is only available from Silca, the world's leading manufacturer of key blanks and key cutting machinery.

Of particular interest will be the new ID48 cloning technology using the RW4 Plus and the new "M-Box". Discover how simple it is to use and how you can open the door to cutting more car keys than ever before. At the same time check out the Silca Futura the best way for all key cutters to enter the computerised world of key cutting.

However most money is still earned on the standard cylinder machine, often the most neglected machine in the workshop. Perhaps it is time to upgrade to a new Silca Bravo Professional the most acclaimed cylinder machine on the market. Ask for a demonstration.

Whilst you are at it ask about the great deals available on all regular and coined to order blanks.

Bring your transponder machines for updating. Craig and the team will be pleased to upgrade your RW4, ERA 3, Fast Copy, P Box with the latest Silca software. They will also be pleased to introduce you to the wonderfully useful Silca App and help you to download it on to your phone/tablet.



SISERVE:

Once again Siserve are proud to be exhibiting at the Cutting Edge Show and showing our support for today's shoe repairer.

We will be displaying the latest developments to the HARDO Ideal115 alongside a some of the range of machines we offer. In addition we will be introducing the new Photo systems - the ideal photo processing unit for small shops using dry inks, a small investment for potential growth and diversification for the modern shoe repairer looking for more returns. Why not visit us and see the introductory offers we have on these machines.

Based in Leicester and with our strategic locations a service call is never far away, combined with many decades of experience we can repair machines faster to save you money. If you prefer to do some work yourself we carry a large range of spare parts and are very happy to offer advice over the phone to help you. With honest advice we should be the first you try.

Siserve - 0116 2717152 For more information on our shoe repair machines - www.siserve.co.uk and for more information on our NEW photo machines - www.photosis.co.uk



SVIG:

Svig was established in Vittorio Veneto in 1948 and, as everyone knows, is one of the most important Italian leading producers of rubber articles for shoe repair and orthopedics.

In 2006 Svig joined F.B.G. Srl group together with Fratelli Barbieri srl; the latter, well-known for its MOVI® mark, deals with products for shoe care, accessories and components. Svig and Fratelli Barbieri together offer a complete range of products both in the national and foreign market.

EXPANDING

In 2007 Svig moved to a new factory which was expanded at the end of July 2015 with the construction of a new warehouse for the complete Svig range which includes rubber sheets, heels, half soles, full soles, wedge strips; micro rubber Zephir® sheets, welt and full soles; EVA and cork sheets; and Adesvig glue, the universal adhesive for the SVIG rubber products.



TARRAGO:

Tarrago Brands International have been manufacturing and marketing top quality footwear and leather care products since 1940. A complete range of creams, dyes, sprays, cleaners, repair products, insoles and laces are now sold in more than 60 countries.

Tarrago Brands International products are sold only in specialty shops and shoe stores or shoe repair shops, not supermarkets.

Tarrago also offers a range of industrial products direct to the manufacturers of shoes and leather goods. Tarrago was the first company in the world to develop a water-based product able to change the colour of leather, even from black to white: The Tarrago Colour Dye, which was created in the 60's.

PIONEERING

Tarrago also pioneered the application of nanotechnology in the care of footwear, with the development of products such as Nano Protector waterproofing. Recently Tarrago has done a new revolutionary step by creating a whole range of products to take care of sneakers, the Tarrago Sneakers Care Line, and also a complete Outdoor line.

You can find the products by visiting www.tarrago.com or by contacting T Colledge and Son who have been distributors of Tarrago in the UK since 2000. www.tcolledgeandson.com



TOPY:

The TOPY Company is a family owned company, founded in 1935.

TOPY is a rubber manufacturer, specializing in the production of very high quality rubber sheets, soles and heels for the shoe-repair and orthopaedic industry. The head office of our company is situated in the outskirts of Paris. Our manufacturing plant is located in the Maine & Loire area. At this plant 90 production workers are employed. TOPY is a famous worldwide reference for professionals and general users.

INNOVATION: Our continuous efforts in research and development allow us to keep all our products at the highest quality and design demanded by the footwear industry. Our expectations and demands to be the best in our industry lead us always to try to improve the quality of our products. Our range goes from the traditional compact rubber, to expanded rubber, PU and to EVA products for orthopaedics.

TOPY has always exclusively developed a brand policy, supplying to the shoe-repairers high quality products. Who can ignore today the legendary resistance to abrasion of the protective half-sole "TOPY ELYSE"?

We always offer quality-price, quality service, and prompt deliveries. TOPY is one of the few companies in this industry to be certified ISO 9001 since 2006. This is why TOPY is synonymous with QUALITY, RELIABILITY and DYNAMISM.



VIBRAM S.P.A:

"Without doubt the most innovative and exciting supplier in our trade" according to Charles Birch Group MD Chris Wilson, and he should know having been their distributor for over four years.

Take a look at all the new sole and heel designs and special compounds that offer everything from super grip, super hard wear and super lightweight. Take a special look at the new Rendenbach Leather Sole with the Vibram insert including MCT technology that stops our city gents falling over on the ice – genius!

Fabio Papini will be on hand to explain the significance of the new Vibram Academy in London and the new "Sole Factor" campaign. Learn how your business could become a Vibram "Diamond" shop and what is involved and what are the benefits.

All visitors to the Vibram stand will receive a free pair of MCT soles and heels worth £13.95 plus VAT - limited to one pair per shoe repair business only.



VICTOR DE BANKE:

Victor de Banke (formerly known as Shoe-String) specialise in manufacturing a wide range of Shoe-String shoelaces and insoles in Market Harborough.

The mainly brand represented by the Company include Woly, Famaco, Shoe-String, Clean Heels, Loving My Bag, Shoellery, Work Site, Heute being the exclusive distributors for all. Victor de Banke are also able to produce under Private label for retailers.

Victor de Banke pride themselves on exceptional customer service and giving the customer what they need from a shoe care supplier. Exceptional knowledge of the products they supply and dedicated training for customers and their staff.

Victor de Banke will be exhibiting new stands and stand deals at the show and many new product innovations.



SERVICES TODAY

Words From Sarah...



Hello valued members and welcome to our Autumn edition of Services Today.

Many of you have made me feel super welcome and I really feel like I've settled into the SOMSR role well so thank you for your continued support! We've had some great new members join and it's been fantastic to get feedback and ideas on how we can move SOMSR forward. The next couple of months are quite exciting for me as I get to put some ideas into play including the launch of our new look website, increased interaction on Social Media, better ways to attract customers to our services and subsequently your shops – all positive stuff!

I am very much looking forward to meeting many of you at the CE exhibition on October 2nd. This is a first for me so be gentle! If you are staying over the night before and would like to join the committee for dinner please be sure to let me know so we can book you in. Who knows, Mr James may even get a round in....

That's me done; We've packed quite a bit of reading in this issue so grab a cuppa, feet up, get comfy and enjoy...

Chairman's Corner



David James

With the referendum over, the country has settled down with a New Prime Minister and Cabinet. We, at SOMSR have another new face. Sarah Hall has taken over from Lois. Sarah is settling in well and successfully finding her way within our organisation. As she was unable to benefit from handover time, please be patient if she cannot answer questions as quickly as you would like. Sarah will be at the Cutting Edge Exhibition in October for you all to meet and put a face to the name.

We are always looking for new people to join us on the SOMSR committee. New people bring new ideas and enthusiasm. In return, you will create potentially useful contacts within the industry, along with making friends with people who understand the issues that arise in our field. I believe that I have gained a lot during my years on the committee. Contact Sarah or myself (david@jamesshoecare.co.uk) if you are interested in joining us.

Finally, I would be interested in any thoughts you have with regard to our trade and how exiting the European Union may affect our trade (or not). I'm looking forward to meeting as many of you as possible at the exhibition on the 2nd of October in Leeds. Lastly, I would like to say a big 'Thank you!' to Jak for his amusing insights to the world of shoe repairing and key cutting. They have certainly made me smile. Thanks for the time and effort that you have given and good luck for the future. Enjoy What's Left of the Summer. David. Chairman.



A Day in the life of...

Barry Dunne and Pauline Maxwell are a married couple who have together run Oval Shoe Repairs in Kennington, South London for over 20 years.



Our shop is right next to the Oval Tube Station in South London and it has just enough room for two stitching machines, a finishing machine, a press, a patcher, two key cutting machines and a couple of customers. Not a lot of room for retail, so we concentrate on the repairs and we do cut a lot of different keys. We also have a hatch onto the Tube's entrance hall which is very handy but does mean that every time a train comes in or out, a wind howls through the shop and everything that is not nailed down gets blown away. The hatch was useful too when the Tube station closed unexpectedly and the staff locked the doors and disappeared. Passengers continued to get off the trains and found themselves locked in; they had to climb through our hatch and pass through the shop just to get out!

The Tube station is a focal point for the area, so there is usually something going on; There are magazines handed out every morning, occasionally people stand outside proclaiming their beliefs (whether religious or political), and during the summer there are the large crowds and the many ticket touts when there is cricket at the nearby Oval Cricket ground. The National Theatre has a costume and rehearsal area nearby so we do see quite a few thespians going past plus the residents of the local half-way house like to sometimes come into the shop because they like the smell of the glue!

Our shop has been in a couple of films. Well, one film actually, as it was cut out entirely from "London Boulevard" with Colin Farrell, even though they had spent about 5 hours filming him exiting the Tube and walking past our shop.... My daughter got to see Colin in the flesh (he is smaller than you think) and it was the only time when having parents who ran a shoe repair shop was "cool"! We were not too upset to get edited out as it was an awful film (in my opinion) and at least we did not feel obliged to buy it. The second film was a really good "B" movie, "Attack the Block". It starts out with a long shot of the Tube Station and our shop can just about be seen next to it. We do own that film, especially as it is about what would happen if an alien invasion happened in a South London council estate.

It does add interest to your day to see so many people from all around the world going past the window and, ideally, many of them coming in and using our shop. I can usually work out what a person wants, despite neither of us speaking the same language. The foreigners that come in and say "Please excuse me, I do not speak English very well" puts me to shame. My excuse is that there are so many languages spoken by our customers that I would not know which one to try and learn.

The downside of working in the shop for such a long time is when fully grown adults come in and tell us that they remember coming into the shop as children... it makes you feel really ancient! It is scary how much time has gone by... it certainly does not feel as long as that.

Would you like to feature in 'A day in the life'? Email your shop stories to - info@somsr.com

HANDY KEY CARE KITS

Improve your customer service by giving your customers their keys, watches or small engraved items back in these hand 'Key Care Kits'. Each kit contains one key card and one plastic bag. You can use the card to write the customer name, price and time of collection on the back of the card.



Pricing:

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Or email info@somsr.com



How well do you know Leather?

Shoe repairers are experts in all things leather and this understanding is important to you. To make good Shoe care you need to understand leather.

The raw material

Rawhide is primarily what is needed to make shoe soles. Uppers are made mainly from calfskins, the hides of young steers, goatskin and horsehide. Calves provide the most beautiful raw material, with the finest leather with the fewest blemishes. The older the animal, the thicker the skin, making its surface coarser and more prone to blemishes.

Tanning leather

Tanning is a process aimed at conserving and transforming the perishable hide into leather, suitable for making shoes and other garments, the finished leather must exhibit the following important properties: it must not break when dry, not rot when wet and should be supple and pliable.

Since it is one of the central processes in making leather, tanning is the basis for good leather properties.

Mineral tanning

Uses primarily chromium salts for tanning. This is why it is generally called "chrome tanning". It is the form of tanning most frequently employed today.

Synthetic tanning

Makes use of synthetic tanning agents. This method is particularly well suited for use in combination with and as supplements to other methods of tanning and largely offsets the variations in the effectiveness of natural tanning materials.

Vegetable tanning

Uses vegetable tanning materials and tree bark. It is a time-consuming pit tanning method employed for tanning bottom leather or also in combination with other methods for tanning upper leather.

Combined tanning

Brings together the advantages of the vegetable, mineral and synthetic tanning methods.

Currying the leather once it has been tanned

After being tanned, the leather is subjected to currying, in which a number of processes actually make it ready for use. These processes are largely determined by the use for which the leather is intended. **Skiving** removes irregularities in the surface of the leather. **Grain buffing** treats scars on the surface of the hide, which is not always smooth. **Staking** makes the leather smooth and supple, while **boarding** emphasizes the grain. Most importantly, the leather is given the desired colour finish, which can range from the transparent tint of aniline dye to the completely even colouring of pigment dyes. The leather can also be finished so as to have any gradation between a deep, dull sheen and a gleaming patent leather shine, or it can be embossed to resemble natural reptile skin. The work involved in dressing leather in a factory is thus determined to a great degree by the influences exerted by the current fashion trends on the colours and styling of the leather surface.

The goal of all these efforts, however, is to conserve the special quality and natural properties of the leather.

Dear Deidre... ...I'm going BUNKERS!

So, once again a bunch of Industry golf pro's, ahem, players got together for the annual CE Golf Day. With holes kindly Sponsored by James Shoe Care, Crystal Galleries, Standard, Gravograph, Charles Birch and U-Marq with prizes kindly donated by Glenway and Davenport Burgess. Umarm and Charles Birch, a fantastic competitive day was had by all. After a fierce few rounds, Nick Poole and Ron Maddison from Grangers emerged victorious as the winners! Well done to all!



Cutting Edge Team



Glenway Team



Instruction was being taken with the utmost seriousness



Humm, wheres the one with go faster stripes



Charlene literally tried to kill me



So did Tim.....



Robin Healy



Hole 10 kindly sponsored by Charles Birch where I was brave enough to remove my helmet



Action Shot



The pressure is on



Gary modelling his new range for Littlewoods



And the heavens opened just as we stepped inside



Mr Lister you missed your dinner



WINNERS

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Join now at:
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Or come and join up at the Cutting Edge Exhibition!

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in Sheffield



Social Media Tips

By Martin Wynter (James Shoe Care Barkingside)

Facebook Videos

Is Facebook video for small business a win? According to Facebook it is. In fact, they just stated that 4 billion videos are watched on the platform everyday.

I too watch at least 5-10 videos a day. I'm a fiend. So to go back to the original question, is Facebook video a win for small business? My answer is yes. It's engaging. It's fun. And people like it.

The key is getting it right for your audience. Content comes first. Always. Without great content these Facebook video tips won't work. If you video your work try not to make it last too long, 2 to 3 mins is long enough. If your up for it, do a standard video at your place of work with focus being on what services you provide, your location and contact details. If you are not confident in speaking why not just get someone to video you working and add wording to explain what you do.

The next thing to do is share the video in as many local Facebook groups as you can but do check first to see if the group allows to post on that day as some groups have special days for posting your business promotions. Good news If you are posting from your personal page and not business Facebook are now allowing you to post videos and pictures in the same post which is very handy.

ShoeDoctor Martin Wynter



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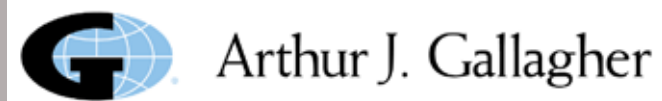
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NEW Catalogue
Out Now!



Victor de Banke release new Footcare & Accessories Brochure Have you got your copy yet?

SOMSR are continuing to team up with AJG to offer you great deals on insurance....



Whether you're a shoemaker, premium cordwainer, footwear manufacturer or a High Street shoe repairer, you'll know the market is in a state of flux. The relative cheapness of new shoes and rising consumer demand for trainer-style footwear has changed the face of manufacturing in the UK. These pressures have reduced demand for shoe repair - despite an initial bounce for 'make do and mend' as the recession gathered pace in the late 2000s - and sparked diversification into areas like key cutting and locksmithery.

While your business risk may have changed shape, you're still seeking innovative risk management with highly competitive premiums. That's why it makes sense to work with a shoemaker and shoe repairer insurance broking partner who understands the pressures you face.

We are one of the UK's leading insurance brokers & working in close partnership with **the Society of Master Shoe Repairers (SOMSR)** as their approved Broker for all members, we have the experience; expertise and knowledge to mitigate your shoemaker and shoe repair insurance risks, cost-effectively, precisely and simply.

We can arrange bespoke footwear insurance solutions typically covering:

- Buildings - from workshops to retail premises
- Capital assets - your tooling, machinery and associated equipment
- Stock - protecting your inventory from all types of risk
- Fire safety & security - risk profiling and management
- Public access - liability and exposure protection for the general public
- Liability - employers' and public liability protection

We deliver quality service and bespoke Retailer Insurance solutions that fit every contour of your business - innovatively, flexibly and competitively.

Professional advice and expertise

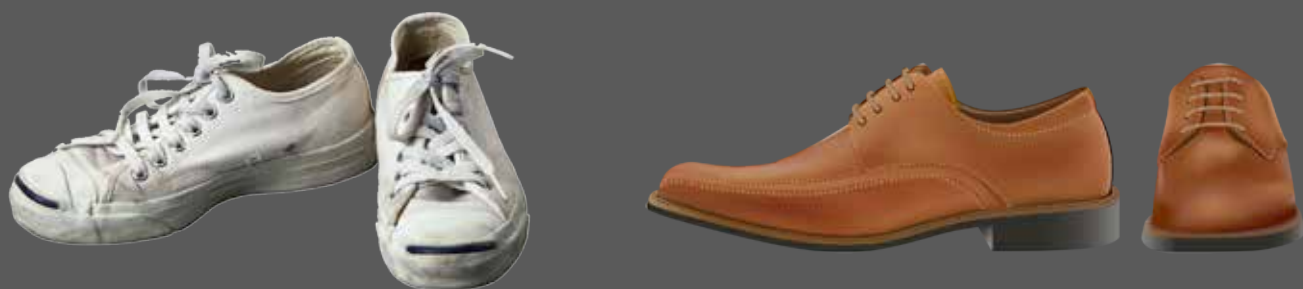
What you'll really enjoy about us is all our helpful, knowledgeable advice. We already understand your market, so we're here to answer all your questions and to recommend only the insurance you really need. Clients who've had bad experiences elsewhere tell us how much they appreciate this.

If you would like to discuss your Insurance requirements with a **dedicated SOMSR** Team at Arthur J. Gallagher please call:

Richard Breeze
Tel: 0116 247 2607
Email: Richard_Breeze@ajg.com

We LOVE this phrase, sent in to us by Gary from The Little Cobbler

Don't lose the shoes that you use!



DO YOU LISTEN TO THE RADIO IN YOUR SHOP?



Knock Knock.
Who's there?

Alison

Alison Who?

**Alison to my radio everyday...
Groan!**

Now, I'm a huge fan of Ken Bruce and his Pop master quiz. I've even been caught belting out 'Total Eclipse of the Heart' along with Bonnie as a Saturday girl in Dotty P's but it appears that these dulcet tones whilst working don't come for free.

I'm hearing stories of members getting irritating cold calls from PRS, PPL, PPI, MFI, DFS.....

Let's clarify a few things;

Gov.co.uk states the following: You'll probably need a PRS for Music licence if you play recorded music in public, eg a radio, CD or music channel on your business premises. Yep - stock room out the back and staff only included.

A PRS for Music licence also allows you to play live music on your premises - just in case you wanted to bring your euphonium to work.

PRS for Music collects and distributes money for the use of the musical composition and lyrics on behalf of authors, songwriters, composers and publishers.

In most cases you'll also need a PPL (Phonographic Performance Ltd) licence to legally play recorded music in public. PPL collects and distributes money for the use of recorded music on behalf of record companies and performers.

Another option is Jamendo. These guys answer the needs of anyone searching for any style of music to be used in many ways including as background music for commercial space; all at a fair price and with all rights included. With such use of their songs, artists find new sources of revenue while getting wider exposure and should keep the likes of PRS & PPL off your back! www.jamendo.com.

Don't get caught out. You may have already received phone calls from PRS & PPL asking for crazy money but be armed when they ring and check out their official tariffs at www.prsformusic.com and www.ppluk.com. Further information can also be found at www.gov.uk/licences-to-play-background-music.

Just remember - no dad dancing.....

Did You Know?

1. Podophobia is the fear of feet.
2. At a Chinese wedding one of the bride's red shoes is tossed from the roof to ensure happiness for the bridal couple.
3. At a Hungarian wedding the groom drinks a toast to his bride out of her wedding slipper.
4. The first lady's boot was designed for Queen Victoria in 1840.
5. Six-inch-high heels were worn by the upper classes in seventeenth-century Europe. Two servants, one on either side, were needed to hold up the person wearing the high heels.





Last Words from Jak, sniff... More than a weekend Job

As I enter into the last couple of weeks of my time in the cobblers trade I've been asked to reflect in this final article on some of my experiences. So I will do so with the aid of as many shoe puns as I can fathom.

Shoe's on the other foot. I started in an independent, Northern, quality-driven business only to be thrown into the hustle and bustle of London life at the esteemed James Shoe Care. Where path becomes paRth, and £25 becomes a pony.

On a shoestring student budget, ironic in my case that it was the selling of shoestrings whilst cutting keys and getting degrees which made my student budget a lot more comfortable.

Shaking in my boots, heel grips will sort that out. The dread when the question comes, 'Jak can you engrave this customer's priceless family heirloom?'. Remember your training, if all fails give it out with confidence. Key to success, being a goody two shoes.

In someone else's shoes. 'Yeah had a great night in them'. The classic witty comment to give to a lady picking up her wonderfully repaired stiletto heels.

Tough as old boots, learning to appreciate what makes a good pair of boots, such as Trickers last for generations. **Fill someone else's shoes**. I've been lucky enough to work in two fabulous institutions both of which filled with characters that make student life actually seem boring. The customers seem to think it's the glue, unknowing that the fun police actually stopped that a long time ago.

Wouldn't want to be in his shoes. Be it the repairer or the local drunk who wanders in shouting in a slightly slurred fashion, "Right you're all fired, but the good news is, you're getting a pay rise!" The smell hit us before he could utter, 'Canyou repair.... These?'

When the shoe fits, and it has over the past 3 years due to this trade being a thoroughly enjoyable accompaniment to my studies and I'm incredibly grateful to the people who have made it so. This is important as far too few consider this skilled trade for either part or full time employment.

However, I have concluded that in the national interest, I must, along with the Prime Minister, Boris, Farage, Roy Hodgson and Ian from Greggs down the road, with a heavy heart, tender my resignation.

So for the last time,

Jak Abrahams
On the edge, the Cutting Edge

'I still have my feet on the ground, I just wear better shoes.' – Oprah Winfrey



NEED A HELPLINE?

Helpline numbers are available for members to call for free advice. Just quote your membership number when you call.

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Peter Tales
T: 07596 547686
E: info@horologyconsulting.co.uk

KEYS

Peter Morgan or John Wilkin at SKS
T: 01737 355465 or 01442 291400
E: john@skskeys.co.uk

SPECIALIST ADHESIVES

Dennis Bramble at Quick Fix UK
T: 01892 522 827

ENGRAVING

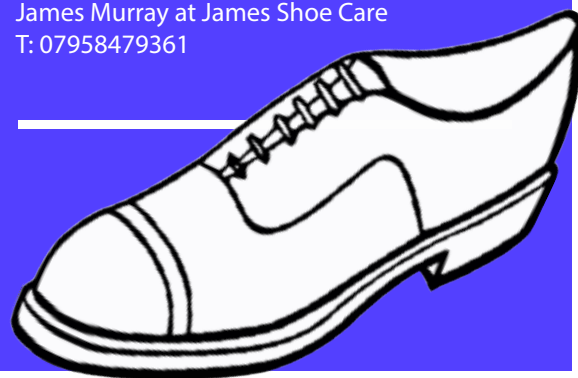
James Murray at James Shoe Care
T: 07958479361

LOCKS & SECURITY

Chris Fennesy at SKS
T: 01442 291400
E: chris@skskeys.co.uk

PATCHERS & SEWING MACHINES

Robb Myers at Sew Amazing
T: 020 8980 8898
E: sewamazing@dsl.pipex.com



Where it all started, Greens' Derbyshire, coming up to their 70-year anniversary with a family history of three generations of Greens.

BARRY MIZEN — TRYING TO DO OUR BIT

The tragedy that befell the Mizen family in 2008 is well known, particularly within our trade. How the family has responded has been both heartening and humbling. Anyone who heard both Barry and Margaret speak at the Cutting Edge pre-show dinner at Sandown a few years ago could not help but be left in awe of the raw humanity they showed.

They have turned a tragedy few of us could imagine into a campaign dedicated to doing amazing good within their community. Details of what the Jimmy Mizen Foundation continue to do are found at their website - forjimmy.org. When they had finished their talk, we were all left wondering, and doubting whether we would be as strong were we ever in their place.

The Shoe Repair trade has hosted and supported numerous efforts over the years in support of the Foundation, be it through Cutting Edge, the Shoe Repairers Forum or individually. We chipped in here and there, but it wasn't until we were reading about Barry and Margaret's fundraising efforts and other good works that we spotted a way we could help further. Barry, in one of his interviews, mentioned in passing about his old shoe repair machinery, and how noisy and dirty it was.

We don't necessarily have the best charity runners, golfers or other fundraising people at Standard, but what we can do is build shoe repair machinery. Our Managing Director,

Keith Malyon, ever the loyal South Londonite, got in touch with Barry with an offer to supply him with a new, full-set of our latest repair equipment free of charge as our way of helping the Mizens in the best way we could think of.

Some months later we supplied Barry with a complete set of our latest equipment, including the Model 720 Finisher, Air-Flo pressbench, bandscourer, and flash activator, in the hope that we could make his working day just a little easier, leaving him more time for all the great work he is doing in the community.

Barry was kind enough to write the following,

"Dear Keith, Gary and all at Standard

From both of us and the rest of our family could we please offer our heartfelt and sincere thanks for the remarkable generosity you have shown to us. The machinery will make a huge difference to the business both in terms of a much improved product and increased productivity.

To further enhance the shop I am making further improvements....and I would love to make it a showcase for Standard machinery...

All the very best, Barry"

We would like to wish Barry all the best for the future and hope that we have gone some way to make a small difference to a real hero in our trade.

All at Standard



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Love our thread!*

"Geneva"



See our website for offer!
01536 517 070
www.standardgroup.co.uk

MAKING A RIGHT ROYAL ENTRANCE AT THE CE SHOW

Aris Pagounas from Gruppo Pagounas in Athens is proud to introduce his wide range of shoe repair machinery at the Cutting Edge Show in Leeds on Sunday October 2nd.

These high quality machines are proving to be a great success around Europe and beyond thanks to the high quality of manufacture combined with the very competitive pricing.

Following their meeting at Wiesbaden earlier this year Chris Wilson, MD of the Charles Birch Group, took a trip to Athens to see the manufacturing process for himself:

"I was very impressed with what I saw", said Chris "the whole process from the laser cutting of the steel cabinet, to the manufacturing of the parts, the two part spray painting and the assembly was very

professional and efficient which enables Aris to produce a quality product at a low price. I was also impressed that Aris is offering a two year guarantee on all parts thereby showing real confidence in his product".

A deal was done and Charles Birch have now received and sold their first machines and have another order on the way. Aris Pagounas himself will be attending the exhibition in Leeds to talk to customers.



There is a 2 year guarantee on all Royal machinery parts

ROYAL



RIDING HIGH

Riding Boots

T Colledge and Son now stock a collection of high grade quality riding boots in various styles and colours. All are handmade with calf leather uppers, leather linings and Goodyear welted leather soles.

For more information contact T Colledge and Son 0117 9717154
www.tcolledgeandson.com



A75C NEW BAG PRESS

This new press will help bond the sides and toes of the unit as well as the sole. This is already proving popular with all shoe repairers who fit moulded rubber unit on all types of footwear as well as flat trainer units with a wrap-over toe piece.

This inexpensive press, which as with all Royal shoe repair machine presses, comes with a quiet oil free compressor. Ask for a free demonstration of the new Bag Press at the Cutting Edge Show.



New improved packaging....
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They have maximum breathability keeping feet 100% dry with added antibacterial treatment. Great to ease problems with fallen arches or other orthotic problems

A microwave needs to be used to heat insoles before adapting to shape of the foot.

For more information contact
T Colledge and Son 0117 9717154 www.tcolledgeandson.com

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SIGNIFICANT PREVENTION IN JOINT PAIN

COLLEDGE

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Tired of "Cobbler's Headaches" brought on by glue vapours?
Have you considered a Standard "Air-flo" workstation?



This standalone 50cm filtration work unit will help freshen the air for both you and your customers. It can also accommodate a powerful flash Activator - as shown.



01536 517 070
www.standardgroup.co.uk
Making shoe repairing just that little bit easier

DO YOU STILL HAVE A NIGGLY "COBBLER'S HEADACHE?"

A couple of years ago Standard Engineering launched the "Air-Flo" range of benches and Pressbenches which incorporated an air filtration unit, specifically designed to take away an appreciable proportion of the fumes caused by the application of adhesives.

The "Air-Flo" Pressbench was a fully inclusive press and work unit, including filtration unit, powerful swing-arm press, air lines, silent compressor, hobbing feet, storage and work areas. All in all, a good piece of kit.

Adhesive fumes are unavoidable in a shoe repair shop. Most cobblers probably don't even notice them anymore, except when a customer makes a comment, or they find themselves going home with nagging headaches night after night.

The problem with marketing the "Air-Flo" Pressbench is that repairers, by and large, don't invest in their press unit in the same way they might in their finisher. They can see the value of updating a finisher, whereas a press is seen very much as a secondary device. Very few repairers will buy a brand new pressbench unit to sit alongside their old, battered finisher, making it look even more tired! Our solution – the "Air-Flo" bench.

The "Air-Flo" bench is small enough to fit into most repair shops – it is only 50cm wide – but gives the same filtration technology as the "Air-Flo" pressbench, as well as storage areas for glue pots and lin



bins for neatly storing away anything else you don't want hanging around and cluttering your shop. The quiet device will, if used as your adhesive bench, greatly benefit both you and your customers by giving you a cleaner, healthier working environment.

As with everything else we produce, the "Air-Flo" bench can be painted to match most machinery colours or shop décor. Please see our advert opposite for contact details.

SPARE A THOUGHT...

Within Standard Engineering's website is a section titled, "Spares". Within this webpage – www.standardgroup.co.uk/common-shoe-repair-machinery-parts-spares is listed the most common finishers and stitchers used in the UK, along with links to most of the main consumables for these machines Standard can still supply. Over time Standard will expand and refine these listings to be as comprehensive as possible a list of readily available parts for a whole host of devices, some long obsolete.



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850 g (1 ltr) with brush
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Free of Toluene and MEK!
For all materials, even Vinyl (PVC) - the most versatile option!

Super-FIX
All Purpose Cement
Open time: 5-50 minutes
850 g (1 ltr) with brush
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Free of Toluene and MEK!
For all materials except Vinyl (PVC), dries clear.

Syntic-TOTAL
Plastics adhesive
Open time: 5-30 minutes
850 g (1 ltr) with brush
4 kg (5 ltr)
Free of Toluene and MEK!
For all materials except EVA - can be used cold!

top-fit
High-Power Cement
Open time: 5-40 minutes
850 g (1 ltr) with brush
8 kg (10 ltr)
Free of Toluene and MEK!
For all materials except Vinyl (PVC), extremely high green strength, even on wet leather!

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RENIA ADHESIVES: THE SAFEST AND EASIEST SOLUTION FOR SHOE-REPAIR AND SHOE-MAKING!

BONDING WITH WATER? SHOE REPAIR WITH WATER-BASED ADHESIVES (PART 1)

First things first: If you are looking for a one-stop, universal, one-adhesive-fits-all, complete water-based solution for every job in the shoe repair shop – you can stop reading now and come back in a few years (maybe). There are some basic rules in Chemistry that even Renia cannot ignore... But if you are interested in learning a bit more about the options that are available today – not for every job, but for certain applications that are even made easier this way – then please keep on reading!

SOLING – DIFFERENT, BUT POSSIBLE!

Yes, it is possible to use water-based adhesives for sole and heel attachment. How do we know? Because more than one shoe factory is already doing just that! But what is possible on the factory floor might not be so easy in a repair shop and on a worn shoe:

- Old vs. new material: Fresh materials are much easier to bond than anything that has been worn through the mud and the rain, and even much worse. That just takes a toll on the materials - and solvent-based adhesives generally fare better under such more problematic conditions.

Water resistance: This depends on the adhesive – but generally, water-based adhesives are more susceptible to water and other environmental conditions than solvent-based products. Considering the weather in Britain, such a bond might be short-lived...

Heat activation: Water-based PU systems need to be heat-activated in order to bond at all – water-based Neoprene adhesives also benefit from activation, but it is not necessary in every case. There are also systems that include a heat-activated crosslinker. This greatly increases the water resistance, but requires reaching a pre-set temperature, on the whole surface – and then the bonded parts have to cool down under pressure.

Working technique: Soling with water-based adhesives requires pressure – on the whole surface at the same time, that is. Hammering? Not a chance. Pressing bit by bit? Also not an option. With a fitting last (as in the factory) or a

well-matched pressure plate on your press, you can do it – anything else is a gamble at best.

If we have not scared you off yet – please take a look here:

www.youtube.com/watch?v=pUu4zQwWV58

Yes, it is possible – with the right products, the right equipment, and the right technique:

Products: Renia – Aquilim 130 is a PU-based system, so it works on PU without a Primer, and also on PVC – not to mention rubber and leather. Aquilim 234 also works very well on those two, as well as on EVA, just not on PVC. Both bond TR with Rehagol as a Primer. Aquilim 315 is much more tacky than the two others, but may have less water-resistance, depending on the materials it is used on.

Equipment: Your grinder is your friend here – even more so than for solvent-based adhesives. Even repair materials fresh out of the box should be sanded lightly – do you know how long they have been in the box? Indispensable – a proper shoe press with the right pressure plates. Aquilim 130 and 234 need to be heat-activated – with a heat gun, oven, heat lamp, hair dryer... you name it.

Technique: There is one word that you have to constantly repeat to yourself when using water-based adhesives: thin, thin, thin! All Aquilim products are more than twice as concentrated as solvent-based adhesives, and they spread very well. So they go on thin, and they have to – otherwise they won't dry, and they won't work! When are they dry? That's easy: The adhesive goes on white, and dries totally clear – within 10 minutes if applied thin enough. Once they are clear, they are ready to go. In case of Aquilim 315: start bonding! For Aquilim 130 and 234: heat, then start bonding! Remember, you only need to activate the adhesive layer, not the whole shoe. All Aquilim types can be dried with heat as well, in a minute or two. Aquilim 234 and 315 are tacky, Aquilim 130 is not – it only bonds under pressure, so make sure the sole or heel does not slip before you press. Let the bond cool down under pressure if needed. All Aquilim products have a high initial bonding strength – so you can start finishing the shoe once you take it out of the press. As with any solvent-based adhesive, let the bond rest at least over night before you give the shoe back to the customer – they'll put it under strain quickly, so you'll need all of that final bonding strength!

In the next issue, we will take a look at more things you can do with water-based adhesives in the repair shop – trust us, it gets much easier from here!

Dr. Rainer Buchholz, Renia Adhesives Cologne



TOP DEALS ON TOPY PRODUCTS

NEW AT THE CUTTING EDGE EXHIBITION: Topy VeraSoft is a new product based on Topy's excellent Veratop that has been designed for extra grip, extra wear and a softer cushioned effect. This gives greater comfort and stability for the repaired shoe or boot.

FANTASTIC OFFERS from Topy. These promotion packs are on offer from Topy are an excellent opportunity to try some of their best selling repair materials...

TOPY PROMO PACK 1:

Topy 9mm Turbo Plus Heels
20 pairs size 2 black + 1 pair TEMPO black/red free!
20 pairs size 3 black + 1 pair TURBO 6 mm black/green free!
20 pairs size 4 black + 1 pair TRADITION black free!
& 1 TOPY Apron free!
List Price = £115.00
ON OFFER WITH 50% DISCOUNT = £57.50
Offer also includes New TOPY Catalogue, TOPY Sticker, TOPY Pen, TOPY Pad, VULKOSOFT sample strip

TOPY PROMO PACK 2:

Elysee 1.8mm SAS
10 pairs size F2 black + 1 pair F2 red free!
TOPY PR CONT
10 pairs size H2 black + 1 pair H2 leather free!
10 pairs size H3 black + 1 pair H3 caramel free!
& 1 TOPY Apron free!
List price = £78.00
ON OFFER WITH 50% DISCOUNT = £39.00
Offer also includes New TOPY Catalogue, TOPY Sticker, TOPY Pen, TOPY Pad, VULKOSOFT sample strip

TOPY PROMO PACK 3:

Vulkosoft Strips
VULKOSOFT strips: Buy 30 get 33
10 strips 25mm 1" (black/5, caramel/3, brown/2) & 1 strip free brown
10 strips 30mm 1.1/4" (black/5, caramel/3, brown/2) & 1 strip free brown
10 strips 35mm 1.1/2" (black/5, caramel/3, brown/2) & 1 strip free brown
List Price = £145.00
ON OFFER WITH 50% DISCOUNT = £72.50

TOPY PROMO PACK 4:

Cellolux Soles
CELLOLUX full sole HL 4 mm black: 2 pairs
CELLOLUX full sole HL 6 mm black: 2 pairs
& CELLOLUX full sole HL 4 mm light grey: 1 pair free!
List price = £58.00
ON OFFER WITH 50% DISCOUNT = £29.00
Offer also includes New TOPY Catalogue, TOPY Sticker, TOPY Pen, TOPY Pad, VULKOSOFT strip sample, ELYSEE protecting sole F2

Exclusive
NEW PRODUCT RANGE

HD

STEEL

Davenport Burgess is delighted to announce the launch of their brand new product range – HD Steel.

The historic brand of HD ensures superior quality key blanks at a great price. Until now the excellence of the HD product range was limited to brass. Sales & Marketing Director, Matt Davenport explains

“I’m really excited to extend our heritage brand. Our customers can now benefit from the quality they’ve come to expect from HD in our new premium steel key blank range. The introduction of steel gives an alternative to brass, which also presents a great cost saving too.”

Davenport Burgess has added the most popular selling items to the HD Steel key blanks product line. As a company that continually seeks opportunities to meet the changing needs of their customers, the HD Steel product range will continue to develop.

With over 100 years in the Key & Lock Industry, HD is a brand you can rely on.

For more information about the new HD Steel key blanks product range please call the Davenport Burgess helpful sales team on 01902 366448 or visit www.davenport-burgess.com.



**davenport
burgess**

HOME OF THE HD KEY

☎ 01902 366448
☎ 01902 602472
✉ sales@davenport-burgess.com
🌐 www.davenport-burgess.com

SECURING HOMES WITH AVOCET ABS CYLINDERS



Nowadays, home security is increasingly important for the householder, and retro fit upgrading of locks – particularly europrofile cylinders is on the rise, driven by internet demonstrations of how easy it is to bypass a standard cylinder by snapping, bumping, drilling and even picking. Lock snapping is now the most common bypass method used by intruders in the UK, and can take less than 13 seconds.

TS007 or technically known as TS007:2014 is the industry response to these concerns, and is a rating standard awarded through rigorous testing, aimed at the retro fit market (cylinders that fit into and operate larger locking devices, such as those fitted to a typical UPVC door on a domestic property). It is designed to achieve similar levels of security found in complete door and lock assemblies rated to BS and PAS highest security standards

TS007 uses a star rating and the use of a third party certification mark, typically the widely recognised Kitemark.

The star rating is imprinted on the cylinder and/or door security furniture. Together they must have an accumulative three stars to meet the minimum security requirements. For example, if the cylinder has one star and the door furniture has two stars, the requirement has been met. Furthermore, a non-rated handle can be used alongside a 3 star rated cylinder.

TS007 was devised by the Door and Hardware Federation and the Glass and Glazing Federation, with involvement from the UK's leading

lock and door manufacturers, together with Police professionals and insurance executives, and has a long list of eminent supporters including British Standards Institute, Guild of Architectural Ironmongers and The Association of Chief Police Officers.

Now we understand why TS007 was devised, and how important the star rating is, the easiest complete solution is obviously to fit a 3 star rated cylinder.

Here at DB, we are regularly asked by customers about star rated cylinders, but like them, we were unsure which to recommend. So we decided, for everyone's peace of mind, only the best is good enough.

Developed over the last 7 years by dedicated security professionals, the Avocet ABS Cylinder is the only cylinder to continually achieve SS312 Diamond Standard and pass all the industry's most robust security tests earning itself a feature on the BBC's Watchdog Test House.

ABS cylinders are Secured By Design (SBD) accredited. SBD is the title for a group of national police projects focusing on the design and security for new and refurbished homes, commercial premises and car parks. It supports the principles of 'designing out crime' through physical security and processes.

A property owner or developer is awarded SBD status if the development achieves the required standard.

Anti-Attack Benefits of ABS

ABS Response to Lock Snapping – Lock snapping targets the cylinder weak point, located around the screw fixing position. Applying

pressure at this point may snap the lock, compromising door security. If an ABS cylinder is attacked, the front sacrificial section will break away. If the attack continues, the second sacrificial section will deploy. At this point the patented ABS Break Secure Cam blocks access to the lock mechanism, totally stopping entry.

ABS Response to Drilling – Drill attacks destroy the pins along the shear line, allowing the plug to turn in the cylinder. ABS cylinders have 16 anti-drill pins throughout the cylinder barrel and plug located before and after the sacrificial snap points.

ABS Response to Bumping – Using a specially made bump key inserted in the lock, the attacker taps it whilst applying turning pressure. The vibration causes the pins to “bounce” around the shear line and eventually achieve the correct positions for the plug to turn. ABS has a pin-within-pin system preventing the pins from bouncing.

ABS Response to Picking – Lock picking is the art of opening a lock without a key by the use of special tools. Nowadays many tools are available to the locksmith (or criminal) to ensure countless locks can be picked. ABS cylinders feature both a magnetic pin and magnet in the key, along with 6 trap pins which are activated if the plug is turned without the key.

Summary

ABS cylinders are the complete solution to achieving TS007 with complete confidence. They are continually designed and developed to be always ahead of the top security ratings. They are unconditionally endorsed by the police and insurance companies. They are promoted by a company of dedicated professionals with a superb national marketing campaign including TV and radio.

Contact DB Sales for further information about this fantastic opportunity.

01902 366448

sales@davenport-burgess.com

www.davenport-burgess.com





TALKING A LOAD OF OLD COBBLERS!



A NEW BUSINESS KEEPING UP OLD TRADITIONAL VALUES

I'm sure that we are all aware that although competitive pricing and quick service are still important, it now seems that they are not necessarily the most important factor for customers.

There seems to be a real movement towards the desire for 'good old-fashioned service'.

For one repairer that really seems to be paying off. North eastern Gary Puggmurr told us that it had been his dream to have his own shoe business since he started out as a Timpson trainee more than 25 years ago. However, despite his background with the Manchester-based giant he didn't want to go along the 'fast fix' route. In fact seven years ago when he first contacted us at Cutting Edge to tell us about the history of Potts in Darlington, where he was then employed, Gary told us that his heart was in the traditional skills and values of the shoe repair trade.

"That was a long time before many in the trade seemed to share my way of thinking" said Gary when we met at what he calls his 'new/old' shop in the north eastern market town of Northallerton.

LIVING THE DREAM

He finally achieved his ambition of his own business in April this year when he became the new owner of Dennis & Parry's the shoe repair business started by Mr Dennis almost 150 years ago in what had once been an outhouse in the pinfold of the market town – an area where stray animals were rounded up and kept.

As with many shoe repair businesses, Mr Dennis was succeeded by his son Arthur who teamed up with David Parry in 1923. By the 1930s it was a thriving business. Dennis & Parry employed two men and six apprentices. Old business records show that the apprentices earned £1 15s per week

which increased to £2 10s when they qualified, and Mr Dennis and Mr Parry paid themselves the princely salary of £3 10s a week. Between them, they made 600 pairs of boots and shoes a week, and carried out countless repairs. In 1933, a journalist from Town and Country News visited and was amazed by the array of up-to-date devices. He wrote: "The number of ingenious machines in use is really surprising."

OLD & NEW SIDE BY SIDE

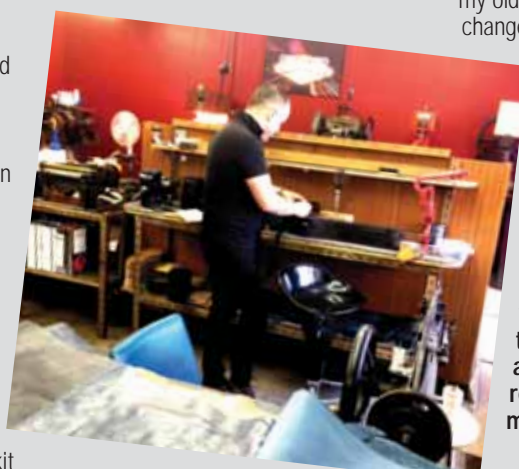
Today the Dennis & Parry shop is an interesting mixture of old and new with freshly painted deep red walls making a great backdrop for the old wooden shelves and even older machines that stand alongside some of the newest kit available to the trade. Old archive photos are displayed next to digitally printed signs advertising the latest offers for countless types of repair work and shoe care products.

When Gary bought the business he discovered an array of old machines and tools gathering dust along with a mountain of leather. After a good clean with a pressure washer some of the machines were brought back to life by to be used again while the others are displayed in the shop window.

They make an great talking point, not that he needs an excuse to talk! My fact finding visit would have been half as long if Gary wasn't as he put it "too much of a nosy bu**er!"

He made sure that every customer

received a friendly greeting, a bit of banter and left with a smile as well as their repair, from a simple ladies heel replacement to a more complicated repair to a suitcase.



BUILDING UP TRUST

One gentleman brought in an expensive pair of brogues in desperate need of new soles and heels. "This might take a bit longer to do" said Gary "but I'll make sure they get a good polish and tidy up as well. They'll look good as new. When do you want to have them back? Will Friday be OK?" "No rush" said the old chap, "I'll call in next

week, I'll be here for market day.. But I'll pay you now" Proof of the trust that Gary has already built up with his customers.

In a brief gap between customers he told me that he likes to think that his customers think of his shop as being the equivalent of a hard-working back street garage always prepared to help keep them on the move. "They know I'll do a good job for a fair price. I have to because I see a lot of them in the pub after work!"

So apparently he does get some time off, despite being a one man band and recently winning a contract with the nearby army base to repair their drill boots and also starting a lucrative trade in saddle and riding boot repairs with a nearby stables and riding school.

"Not too much..." Gary said as he posed in front of the newly revamped shop (all the painting and decorating his own work of course) in the little street full of expensive cars, like the Lexus Sport owned by the gent with the brogues "... one day I want a car like that. It 'll make a nice change from driving to work in my old Fiat. Otherwise I wouldn't change a thing."

Gary certainly seems happy as a pig in... a pinfold! We wish him - and all you hard working repairers out there - all the best for the future.

We are always keen to hear from you to find out how you make your businesses work well for you. We're nosy bu**ers too! So please get in touch and you could be the next repairer featured in your magazine.



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We are now entering into the main season for Shoe Care and the opportunity to increase this part of your business can be achieved by focusing on your winter specific products, merchandising and customer service.

It is proven that Retailers that provide an assisted service are best positioned to trap extra sales of shoe care. For the Shoe Repairer one of the key times is when Shoes are actually being repaired. This is where you come in!!!

In terms of maximising sales there are also other aspects that contribute to selling Shoe Care so let's look at all these areas as a plan to ensure you increase your average basket sales throughout this busy period and all year round!!



OFFER THE COMPLETE SHOE REPAIR & CARE SERVICE THIS AUTUMN



RIGHT RANGE

Make sure you have good stocks of the Winter favourites such as Protector Spray, Dubbin, Thermal Insoles and Bootshapers. Protector Spray is very impulsive especially in wet weather so to have some of these products near the till will encourage add-on sales.

EYE CATCHING DISPLAYS

A well merchandised display helps to attract impulse purchases but is also a great 'sales aid' in terms of offering Shoe Care advice when easily selecting appropriate products for your customers from an organised range.

When you have finished merchandising your Display why not take a photograph so you can ensure you record positioning of products. Always top up your displays at the end of each day. Never let a gap appear. If a gap happens you have your photo as back up to remind you.

Make it easy for your Customers and Staff to identify the required products!!!

SHOE CARE PROMOTES VALUE FOR MONEY FOR THE CUSTOMER.

Shoe Care is not a pressure sell but provides your customers with friendly advice on how they can get the best wear out of their shoes which just reinforces the reason why they like your Shoe Repair Services.

NOW EVERYONE SMILE

It is not what you say..... it is how you say it..... Be friendly and smile this always puts customers at ease.

KNOW YOUR PRODUCTS

Try out the Shoe Care products yourself, know what they do. Personal endorsement is the most effective. Please refer to directions on products for application details.

OBSERVATIONS WHILST YOU ARE REPAIRING SHOES

Identify shoe upper type.

Does the suede have any stains? Suede Cleaner is an ideal product to introduce.

Are the Laces worn out? An opportunity to show new Laces.

Are there deteriorating insoles inside the shoe that need replacing? New insoles will give the shoes renewed comfort

Is it raining outside? Talk about Protector to help keep shoes dry and stain free.

Does the Leather need a polish? Shoe Polish and Shoe cream are ideal to nourish and maintain the leather.



TIMING

Select the most appropriate Shoe Care product and start to introduce the features & benefits into the conversation when the customer returns for their newly repaired shoes. Same tactic even in the 'while you wait' situation when handing back the repaired shoes.

WHAT CAN YOU SAY?

"To make sure you keep your Suede Shoes looking good we've got this really effective product called Protector. I use it myself and it really works well. It invisibly shields the Suede from rain and everyday stains which means that you will maintain the appearance of your shoes for longer and ensure you get maximum wear."

BE POSITIVE

State the features and benefits. Confirm personal endorsement where possible and finish on the main incentive to buy which tends to revolve around prolonged wear of shoes and value for money.

SIMPLE TARGET

Aim to introduce Shoe Care with every Shoe Repair through offering friendly advice. Make it your Company Policy. After all it is great Customer Service to offer free advice.

You will be amazed at how much your Shoe Care sales will increase by setting this simple target.

MASTER PLAN

RIGHT RANGE + ORGANISED DISPLAY + GREAT SERVICE + SIMPLE TARGET = SATISFIED CUSTOMERS & MORE MONEY IN THE TILL

Submitted by Paul Lister, Cherry Blossom Premium.

NEW PRODUCT LAUNCH!

zippo®
EYEWEAR

From the manufacturers of the world-famous Zippo windproof pocket lighter.
A brand new collection of Zippo reading glasses and sunglasses.
Finally an affordable designer brand of eyewear.

SEE THE DIFFERENCE

Reading glasses sold in a 24 piece pre-pack display.

Sunglasses sold in a 20 piece, 8 piece or 6 piece pre-pack display.

Single pairs available for replenishment orders.



24 piece reading glasses display.
RRP at £7.90 per pair

20 piece sunglasses display. RRP at £14.90 per pair



For stockists contact:
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Leeds 0800 591558. Rochford 0800 585313
T Colledge and Son www.tcolledgeandson.com. Tel 0117 9717154
Zippo UK Ltd www.zippo.co.uk. Tel: 0208 964 0666

ZIPPO SELECT 2016-2017 CATALOGUE – COMING SOON



Cutting Edge readers will be interested to hear that a brand new collection of Zippo lighters is about to be introduced, just in time for your Christmas sales.

The Zippo Select 2016-2017 Catalogue.

The Oxford English Dictionary defines the word Select as “something exclusive and of the best quality, chosen for excellence, best or preferable, appealing to refined tastes”.

The catalogue spectacularly justifies using the Select word in its name, with an exquisite handpicked collection of Zippo lighters. It is a collection selected from hundreds of concepts submitted by Zippo’s best designers, created to appeal to even the most refined tastes.

The highlights from the Select Catalogue include:

Stunning Zippo Elephant & Alligator lighters with front and rear emblems, housed in mirrored gift boxes.

An Armor™ antique brass steam punk design lighter showing off a 360-degree multi-cut process that allows engraving to the edge, over the edge, and around the entire lighter.

An Armor™ gold plated lighter, with a wrapped 360-degree multi-cut carving of a Dragon.

Fusion printed lighters. Zippo’s newest printing technique, Fusion, gives the designs an iridescent metallic look reminiscent of stained glass.

New licensed lighters from Anne Stokes & Jack Daniels.

A lucky horseshoe emblem lighter and a Fusion printed clover lighter.

Zippo logo lighters.



To get your copy of the 2016-2017 Zippo Select Catalogue please contact Zippo UK or their stockists:

zippo

Zippo UK Ltd
www.zippo.co.uk
Email: sales@zippo.co.uk
Tel: 0208 964 0666

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GEM-RX5 Pack



GEM-FX5 Pack



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Universal 350 Pack



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A GREAT DEAL MORE WITH SOVEREIGN



**Sovereign 5 Star
Shoe Repair Materials
Fantastic Quality
Great Prices**



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Sovereign Shoe Repair Materials

T Colledge and Son have been developing the Sovereign brand for a number of years to meet the demands of the the UK shoe repair trade. The products are good quality, good value and specifically designed to accommodate most types of repair jobs, include all the extra large sizes.

If you have not used Sovereign repair materials before or have already used these products a new Sovereign promotion pack is now available.

Why not try out the Sovereign range with A SPECIAL 40%OFF PROMOTION PACK?

Save £112 on this Sovereign promotion pack with a list price of £280.00 - now on offer at just £168! Featuring a selection of the most popular soles and heels including the Sovereign Parade 8mm rubber ¼ steels, the ONLY available rubber heel with a steel ¼ tip.

The pack includes: 10 Pairs each Ladies 2mm Sovereign Mesh SAS, Mens 2mm Sovereign SAS, Ladies & Mens Sovereign Excellence 1.8mm Soles, Ladies & Mens Sovereign Excellence 3.5mm Soles, Ladies & Mens Sovereign Excellence 4.5mm Soles, Mens Sovereign Excellence 5.5mm Soles, Sovereign 6.5mm Heels 3 3.1/4 3.1/2 & 4, Sovereign 8.5mm Heels 3 3.1/4 3.1/2 & 4, Exclusive Mini Rib ½ soles ladies XL & Mens XL, Trekker Heels 3.1/2, Mens Trekker 1/2 Soles, Mens Sov-Rib SAS, Ladies Sov-Rib SAS and Sovereign Parade Rubber 1/4 Steels Medium.

For more information contact
T Colledge and Son 0117 9717154
www.tcolledgeandson.com



A GREAT WAY TO MAKE PET TAGS STAND OUT

Pet Tag Display Stands

Great new design for marketing pet tags. 20 new different design pet tags. Stand comes with 40 tags assorted, 2 of each design. The new display stand which is designed to look like a kennel has an eye catching design that holds the different tags. It can easily be placed on a counter, window or wall for maximum selling potential.

For more information contact
T Colledge and Son 0117 9717154
www.tcolledgeandson.com

GRIP GETS A CLEVER TWIST FROM SVIG

Svig is constantly involved in the creation of new products to satisfy the appetite of their customers for innovation and quality.



Recently Svig have concentrated on the production of new soles in both compact and micro rubber. The latest innovations are the new Monte Bianco unit SU615 in the well-known Zephir® micro rubber (see advertisement) and the latest flat sole art. SU519 Jumping.

These and the latest cup rubber sole in Trekking rubber (art. SU550 Casual) will be on show at the Cutting Edge Exhibition.

Visitors will also be able to pick up the new Catalogue no.6 updated with the all the latest innovations - including their clever Winter heel TA 238 Rotor.

Thanks to its insert with nails a perfect grip is assured on icy surfaces so there is no risk of slipping on ice or snow anymore. No more need to change shoes when arriving at your destination - thanks to a simple rotation mechanism that re-adjusts the nails in their slots, sunk in rubber, with no risk of to damage the floor.

Make sure you visit the Svig Stand to see these great ideas for yourself!

BAGS MORE ON OFFER FROM COLLEDGE

With the increase demand for bag repairs T Colledge and Son are continually extending their range of fittings.

New to the range are coloured nylon zips in 20 different colours. Various different types of attaché, suitcase, brief case and general bag handles.

Leather strapping in 6mm 8mm 10mm 12mm 16mm 20mm and 25mm in 11 different colours.

New to the strapping range is black patent leather in 8mm 10mm 12mm 15mm and 20mm, French hooks, trigger hooks and swivels in various sizes in NP gilt antique bronze and gun metal.

Turnlocks and tucktites in various designs sizes and colours. Case corners, case studs, belt and bag buckles, case locks, webbing, press studs and bag clasps.

For more information contact
T Colledge and Son 0117 9717154
www.tcolledgeandson.com

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Colours: Black - Dark brown - White

Toe: 10 mm

Heel: 23 mm



SVIG: Italian top QUALITY rubber



VIBRAM STEP INTO LONDON

LONDON ACADEMY OPENING SEPTEMBER 2016

Following the successful launch of their Athens Academy in June, Vibram are set to open their London Academy in London in September.

Taking over the site of the old City Cobbler business in City Road near the Old Street Tube Station, the new Vibram Academy will be located in the heart of one of the fastest growing areas of the city, known locally as the City Tech area.

The Vibram Academy will be introducing the new Sole Factor concept which was the idea of Marco Bramani the President of Vibram and grandson of the founder Vitale Bramani. Sole Factor is about using innovative, stylish and functional soles to transform all tired footwear into becoming favourites again, not just "as good as new", but often "better than new".

The concept has been rolled out worldwide with excellent results all over Europe, America and Japan. Now it's the UK's turn. Working with distributors Charles Birch, the Vibram technicians will be specially trained to work with the different styles and compounds that Vibram has to offer.

All independent shoe repairers will be welcome to visit the academy by appointment to learn more about Vibram and the Sole Factor concept. An exciting development for the trade.



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- Plantar Fasciitis
- Hip Pain
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STAND 4

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SPOTLIGHT



"I'll want paying double time for this, Boss!" Fairweather wasn't a happy man ... "Just 'cos this is our biggest ever mag you can't expect me to slog round Leicestershire to interview TWO blokes for the Spotlight feature and not get properly paid for it!"

"I'm not asking you to interview two blokes" smiled the Editor

"But your note said I have to go to Market Harborough AND to Cutting Edge's new head office."

"Yes, but not to talk to blokes... to two lovely ladies! One's definitely a fast lady and I think you might be tickled pink to meet the other..."

"Well why didn't you say before Boss?" Fairweather was a happy man! "I'll still need extra cash up front though and I'll need a couple of hours off to get myself smartened up a bit..."

"Only a couple of hours? Take the rest of the day off and here's a tenner, get a haircut and a good shave... but for goodness sake don't wear that revolting aftershave. Charlene Larke at Cutting Edge and Sarah Hall at SOMSR need to be able to breathe to answer your questions!"

A couple of phone calls and a day later, a surprisingly dapper reporter arrived at a pub in Kibworth Beauchamp in Leicestershire, a VERY happy man – having arranged to meet Charlene and Sarah there. "Landlord, a pint of your best ale and two house white wines for the ladies..."

I know I shouldn't splash out but what the heck ? – I'm getting expenses for two trips after all, thought Fairweather to himself "...and three packets of crisps please!"



Charlene Larke

Cheers ladies! An easy question first...

What was your favourite subject at school and has it helped you since you left?

Charlene: Choosing one is actually difficult. I loved both art & cookery- Art as I'm very creative and cookery because the teacher used to wear lots of lovely jewellery... it also reminded me of cooking coconut cakes with my Nan on Saturday afternoons whilst watching Big Daddy and shouting at the wrestling!

Sarah: My favourite subject was Drama – my grandmother used to call me 'Sarah Bernhardt' I guess it helped me considering my career to date has always been in sales!!

... and what was your first paid job?

Charlene: My first job was Redemption Manager at the Alliance & Leicester Building Society head office in Brighton working out redemption figures to close mortgages and signing all the deeds in the vaults.

Sarah: My first paid job was in a little local Off Licence aged 13... I'm fairly sure that would be frowned upon now!!

How and when did you become involved with the shoe repair and trophy trades?

Charlene: When I joined the Glenway team I suddenly became involved in both by dealing with trophy orders in the office and meeting repairers at shows. It will be great to attend the show in October for the first time in my new Cutting Edge role!

Sarah: 13 years ago I took a sales and accounts role with Shoe-String and although I left to have my first child soon after, Caroline and I kept in touch and I returned early this year. The SOMSR role sort of 'fell into my lap' Good timing I guess!?

How would you like to earn a living if you were not in the job you are in at the moment?

Charlene: If I could choose any job it would be to own my own craft cafe selling my fantastic scones, clotted cream & homemade jam!

Sarah: Sorry, I feel a bit dizzy... I think it's the smell of cheap aftershave...

What do you consider has been your best achievement?

Charlene: Forget work, that has to be my son Oliver who is 18 years old and the most polite, loving, thoughtful, funny, wonderful son a mother could ever, ever wish for !

Sarah: Aside from my 2 beautiful children? Running and finishing the London Marathon this year.



... and your worst mistake?

Charlene: Not putting more than £10 bet on my 330 to 1 odds for my team Leicester City to win the Premier League last season!



Sarah: Possibly sitting next to you. It's your aftershave isn't it ? It smells like Brut!

(Hai Karate, actually. I've been keeping it for special occasions since 1986...)



Sarah Hall

Where is your favourite place?

Charlene: It has to be Salo in Lake Garda where we go every year. It's just the best place on Earth! Close second comes our garden hot tub on a summer's evening with a glass or two of Prosecco!



Sarah: Somewhere in the fresh air!

What makes your ideal day away from work?

Charlene: A morning walk with my partner Tim (Willford) for tea & toast at our favourite cafe in the village or coffee in Market Harborough, a bit of shopping then a pub lunch and lazy afternoon in a pub garden followed by a film at home with M&S or Waitrose yummy food!



Sarah: Simple. Shopping, of course!

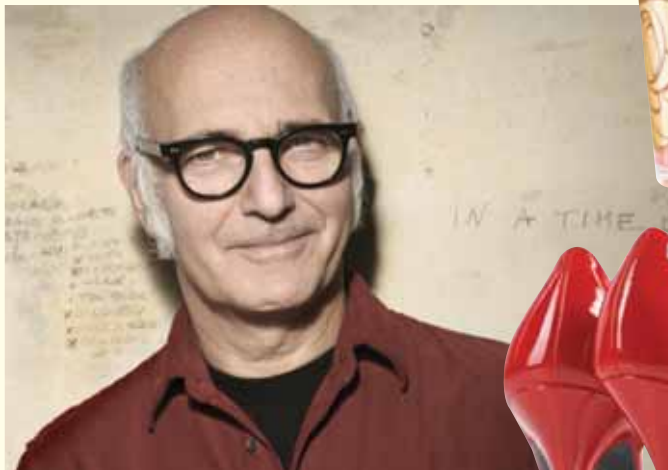


Do you have a favourite piece of music, film or TV programme?

Charlene: You can't beat a good Midsomer Murder on TV and my favourite film is Shirley Valentine, a good one to watch whilst ironing if Geoff the ironing man is on holiday!



Sarah: Music - Ludovico Einaudi; I Giorni... Film – far too many to mention...TV – Don't watch much!



Ludovico Einaudi

If you were to get stuck in a lift who would you want in there with you, and why?

Charlene: Tim and Oliver. My two favourite men. We'd just tell jokes and laugh until we were rescued.

Sarah: My late mother. To have one final chat and goodbye.

What is the best piece of advice that someone has given you?

Charlene: My dad told me, if you're not sure about something then delay making a decision and think about it.

Sarah: Don't sweat the small stuff; it's helped loads with my 2 kids!

... and the worst?

Charlene: "We'll be ok" said the ski instructor as we went 'off piste'...into a wood!!!

Sarah: Don't get piste before your Spotlight interview! I'm beginning to think I ought to have...



If you were given £1000 to spend on yourself what would you do with it?

Charlene: I would spend it all on perfume. I love to smell nice. Aqua Di Parma Peonia Nobile is my favourite.



Sarah: Shoes, shoes, shoes!

What in your opinion is the best thing a shoe repairer can do to improve their business?

Charlene: Offer a pick up drop off service at local businesses, offices, etc. Personally I never seem to have the time to get shoes repaired and keys cut. To have them delivered would be ideal!

Sarah: I believe that all small local businesses should do their utmost to ensure local customer loyalty. Communities seem to be getting stronger and are supporting local independent shops more than ever. Shoe Repairers should absolutely play on their strengths by continuing to offer amazing customer service, super quality repairs and small incentives to ensure their customer returns to them and only them the next time whilst ensuring those customers know what other services they offer.

...and finally, how would you like to be remembered ? Or if that is too morbid - what are your ambitions for the future?

Charlene: I would just like to be remembered for being lovely! And ambitions for the future? For me & my family to continue to be very happy & healthy in life...

Sarah: My ambition? To beat my current time at the next London Marathon!

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Cutting remarks from the **SOLE TRADER**



NOW SHOPPING IS *FUN* YOUR SHOP MUST BE *FUN* TOO!

We all know that the shopping experience is changing and that if the high street is to see a genuine resurgence then it needs to embrace the effect that technology is having on consumer's shopping habits. Shopping is being combined with leisure and entertainment. Consumers now require a more immersive experience and retailers need to work with that trend.

The majority of clothing and footwear is still bought in store, customers still in many cases prefer to "shake, feel and rattle". Even the hottest tech retailer Amazon is experimenting with "bricks and mortar" stores. The story of high street shopping is far from over, the fat lady may well be stood in the wings but her song has yet to be written.



WHAT IS YOUR CUSTOMER EXPERIENCING?

I have said before in this column that you need to check out the way your shop looks to a customer by approaching it from their side of the counter and keeping it looking bright attractive and welcoming. What about the shopping experience that you are giving customers - are you using the kind of technology that improves your customer's experience?

How do you accept payment? There are now a myriad of ways to pay - cash, cheque, chip and pin, contactless, biometric, wearable and mobile phone payments. Although 52% of payments in 2015 were made using cash* 179.6 million payments were made in March 2016 using contactless, up 12.9% on the previous month and up 184% year on year.** After a slow start way back in 2007 clearly payment convenience is moving very fast indeed and the modern shopper now is much happier to pay and go.

Are you ready to give that service? I know that in the past I have bemoaned the fact that some of you, not many I hope, still don't accept credit cards or sometimes even surcharge for their use, clearly that cannot go on. I note from the UK Cards association that along with many high street retailers Timpson accept contactless payment. I also understand that the cost of upgrading from chip and pin to contactless is minimal and security protocols and administration remain similar. No excuse then for not improving your customer's experience at the till.

KEEPING THE CUSTOMER WAITING

Many of you provide a 'while you wait' service or at least 'while you shop'.

Waiting in store provides you with an ideal opportunity to build a relationship with your customer. It is my belief that 'while you wait' services - e.g. watch battery changes, key cutting and simple engraving should be done out of sight of the customer. It adds to the perception of skill required and therefore the

value of the job. Shoe repair perhaps is different but even that in today's environment is perhaps better not seen. Given that the customer has to wait do you provide an area for them preferably with somewhere to sit? Is there anything to do, perhaps newspapers to read, drinks machine, products to browse? Can they sit and check their emails, update their Facebook profile or check their bank balance using free Wi-fi? Yes I said free - this is surely now a given. I find nothing more annoying than being asked to pay or being forced through a long login procedure designed to extract too much information.

KEEPING IN TOUCH

Leaving the job with you and collecting it later? How do you tell them when it's ready or do you make them guess?

SMS texting is hardly new it has been with us for more than 25 years. My doctor and the optician remind me of appointments by text why don't you send customers a text when their repair is ready? This makes it really convenient for them if they have continued shopping elsewhere or even if it is a couple of days later. You could also use email in a similar if slightly less convenient and immediate way. Both methods give you the advantage that you can contact them again in the future, to send them a special offer or to remind them of your services. It could also have a link to your web site giving them full access to your services.

Accepting technology change is not always easy and can sometimes be expensive but when it is driven by the consumer's interest and demands it is essential that you respond. It is essential that you begin to provide a good customer experience that enhances their day and helps immerse them in a pleasurable leisure time shop.

Soletrader

*source: Payments UK

** source: UK Cards Association

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Europe's largest Trophy, Awards and Personalisation event is taking place at The PTA (Passenger Terminal Amsterdam) for three days, from 15th - 17th October 2016. Just 20 minutes from Schipol Airport and opposite Amsterdam's Central Train Station, the show is easily accessible for the visitors who attend from over 70 countries worldwide!

Tracey Greenfield Euro Trophex Show Organiser said: "Visiting the Exhibition is a must if you work in the trophy, awards, engraving and personalisation industry. If you are looking to identify suppliers, manufacturers, distributors or worldwide export opportunities then this is the show for you.

"At the show you will see a broad range of companies from around the world offering a wide variety of products and services, not just in the trophy sector but many other areas

providing potential new business opportunities for all those that participate and visit".

The show has grown over the last 15 years to include stunning Trophies and cups in a variety of materials and finishes, striking and innovative medals and awards, elegant glassware, beautiful silverware, stylish plaques and plates as well as an impressive range of promotional items and corporate gifts to help you expand your business.

With 'Live' demonstrations and displays Euro Trophex 2016 will give you the chance to source ideas for your customers, get up close and personal, handle and test the products, see the latest developments and trends in your field and discuss your requirements in person with those who have the knowledge to help you find the best solution for your business.

You can also be first to pick up the

latest worldwide catalogues launched exclusively at Euro Trophex and pre-order your stock for next year, and you can cast your expert opinion by voting in the Euro Trophex Awards to identify those companies whose innovation and commitment are driving the industry through the use of design and materials.

Engraving Machines, Lasers and Heat Presses will all be demonstrated, giving you a valuable insight into how easily and effectively these machines can be integrated into your organisation. The latest developments in glass and crystal sublimation, photo imaging, laser engraving, embroidery, giftware, signage and promotional items such as badges and pins and corporate gifts will make this three day exhibition a truly useful resource to keep up-to-date with what's happening in the marketplace and influence the direction in which you take your business.

You can connect with suppliers old and new and learn more from the wide range of exhibitors there to help you to discover, learn and understand more about the latest advances in technology and you can take advantage of any special 'show offers' that exhibitors will be offering exclusively for Euro Trophex visitors.

With all that on offer why not save time and money by visiting Euro Trophex 2016 to meet all of your business needs under one roof! Visit www.eurotrophex.com and register for your FREE ENTRY PASS today. If you work in this industry this is a show you cannot afford to miss!

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