

Time for leather. Since 1871.



Happy  
New Year  
2020

JR



RENDENBACH leather is valued as a premium, natural product worldwide – in the shoe repair and orthopaedic industries, as well as by shoe manufacturers and for tailor-made shoes. We have pursued this time-honoured craft in Germany's oldest city, Trier for OVER 145 YEARS.

THE JR-QUALITY GUARANTEE: We work hand in hand with nature to give our leather the comfort, durability and active breathing so valued by our customers. Employing centuries old methods of traditional tanning, we work exclusively with first class raw materials from Europe's best suppliers before subjecting the entire production to stringent quality controls throughout the process.

The JR-BRAND LABEL guarantees that our leather is naturally resistant to both water and abrasion. It is tough yet flexible, very comfortable to wear and has its own distinctive grain and attractive warm, woody colour. Isn't it time you chose JR-LEATHER?

JR-Leather has been tested for harmful substances and certified according to the Medicinal Products Directive (MPG – Germany/Austria) and ISO 9001.



Joh. Rendenbach jr.

www.lederfabrik-rendenbach.de

# Merry Christmas and a Happy New Year from Cutting Edge

**Hello everyone. I hope you're all doing well and looking forward to Christmas and a great year ahead. It's about time we had something to look forward to instead of waiting to find out where and when we can move on isn't it?**

There IS one thing that affects the trade that is gaining momentum. That's the movement towards sustainability and recycling that seems to be everywhere these days. It certainly appears that recycling centres are getting busier, and our local bottle bank is definitely pretty full whenever I go along (but then that could maybe have something to do with frustration over the 'B' word?!). We are being told by readers that they are seeing more customers who are keen to refurbish, rather than replace their shoes. I'd be interested to know what your experience is of this.

## TIME TO TAKE STOCK

In these uncertain times it makes sense for people to take stock, to decide what expenses are really necessary. Do we really need a new pair of winter boots when the ones we have can be revived, repaired or simply smartened up for another year?

That's the message that I'm sure most of you will already be giving your customers. However, if you're not already doing it I hope the advert on the back page and the articles on pages 6 & 22 will help you make your mind up to promote the idea of sustainability to eventually help the planet - and more immediately to improve your business's profits!

How about really encouraging customers into your shop by offering some sort of recycling facility? We have already featured at least one repairer who has found that by doing so he has increased his business's turnover. Maybe you have a similar story to tell? Let us know.

## A NATURAL CHOICE

More and more suppliers are doing their bit to help too by ditching as much of the plastic and non-recyclable packaging. If you think yours aren't pulling their weight why not let them know? There also seems to be a revival of interest in footwear protection and care that uses natural ingredients to care for leather. There's evidence that even the trainer market is looking at ways to reduce or even replace plastic in their manufacture.

The footwear market has certainly changed drastically over the years. How many repairers get asked to fix hobnail boots or supply studs to their local football team these days? They are just a couple of reminiscences that we've heard from one veteran repairer in the North East whose business has recently celebrated 100 years of trading. You can read his story on page 28.

## LOOKING FORWARD

Back to the idea of sustainability and it's worth mentioning that the Cutting Edge organisation's committee has recently told us that if there is enough interest from the trade in the idea they would be prepared to look at supporting repairers with publicity material, even giving it a national push with a campaign.

This is just one of the new ideas we can expect from them now that they have welcomed two new faces to the committee. They are Mark Rees of T. Colledge & Son and Emma Liptrott of Victor de Banke, who has also joined the magazine editorial team. We thought we'd introduce her to you by asking her to step into the 'Spotlight' this time. You can read her answers on page 30 but she is apparently shy (and she works at Victor de Banke/Shoestring!?) so she is the first person ever who hasn't supplied a photo of themselves for the feature.

So for those of you who don't already know her maybe you'll just have to wait until October next year to find out what she looks like. No doubt she will be with her colleagues at the Cutting Edge National Exhibition on the 4th.

Yes, that's right. After an absence of a couple of years, THE show for the repair trade is going to be back again at the National Motorcycle Museum. We will be releasing more details as we get them throughout next year.

So, lots to read again in this issue and lots to look forward to next year... I think all that remains for me to do is wish all of you a very merry Christmas and a happy and prosperous New Year.

See you in March 2020 !

*Tony*

Inside  
this issue...

DIGITAL MARKETING TIPS	p4
HELP SAVE THE PLANET	p6
CE SCOTTISH SHOW	p10
HELLO & GOODBYE	p14
SAVE THE PLANET... one shoe at a time!	p22
READERS' STORY Smiths Shoe Service, Sunderland	p28
SPOTLIGHT on Emma Liptrott of Victor de Banke	p30
SOCIETY NEWS from SOMSR	p32 & p33
WEB DIRECTORY	p34
CLASSIFIED ADS	p35

Plus all the product & company news you need to know !!

**CUTTINGEDGE**

incorporating The Shoe Repairer.  
4500 copies distributed FREE throughout the Shoe Repair trade to a regularly updated subscribers' list.

Editorial in this magazine does not represent the views and policy of The Cutting Edge Organisation, nor can the editor, production company or Cutting Edge accept any responsibility for advice given or product claims made throughout the magazine.

## EDITORIAL COMMITTEE

Tony Driver, Editor, 5D Publicity Ltd.,  
Peter Coulson, Siserve Ltd.,  
Emma Liptrott, Victor de Banke Ltd., & Robin Healy.

**EDITORIAL & ADVERTISING FOR CUTTING EDGE MAGAZINE**

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ADVERTISING  
& EDITORIAL  
DEADLINE**

**FEB 7<sup>TH</sup>  
2020  
Thank you!**



# THOUGHTS FROM THE CHAIR

Cutting Edge, still the number one magazine for the trade from the trade.

I can also report we had a successful show in Edinburgh recently, more about this later but it bodes well for the National Exhibition on 4th October 2020 at the National Motorcycle Museum.

Another hot topic nationally is recycling and sustainability where possible and this is an opportunity for our trade to highlight how we are the original recyclers, having been doing so for 500 years or more! Is this something you push to your customers? Perhaps it is something Cutting Edge could help you with?

Would you like to see advertising materials or a campaign based on recycling and sustainability to help your sales? Let me know what you think and maybe we can get things started to coincide with next Spring's Cutting Edge magazine...

As for Cutting Edge the organisation, there have been some committee changes. A natural process to keep

**I have to admit I do like going away in October or November to somewhere a little warmer and this year is no different. How a few days way the country changes from "ooh it's a little cold!" to "Christmas is upon us at the beginning of November???"**

This is the time of year that shoe repairs should be buzzing and it's good to note as I visit customers that at long last there is a sign of improvement in trade, something also reflected in machine enquiries.

Despite the situation on the High Street and the lack of clarity over Brexit perhaps normality is returning? I hope it is the same for your business when you read this issue of

the team 'fresh' means that we have recently welcomed aboard two new faces in the form of Emma Liptrott (Victor de Banke) and Mark Rees (T.Colledge & Son) I'm looking forward to good things from them both!

Merry Christmas and a Happy New Year to everyone in the trade!

**Peter Coulson**



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# DIGITAL MARKETING TIPS FOR YOUR BUSINESS

## 1. REGISTER YOUR BUSINESS ON 'GOOGLE MY BUSINESS'

simply search the phrase on Google and fill out the steps. [https://www.google.com/intl/en\\_uk/business/](https://www.google.com/intl/en_uk/business/) This will make your business appear when someone searches for it on Google. Be sure to fill out all of the information, because you will receive more walk-in customers who have found you on Google.

## 2. REVIEWS

they are important! 72% of customers won't take action until they have read reviews. Ask your current customers to leave you a review about their experience.

## 3. SOCIAL MEDIA PLATFORMS

the 3 main platforms are:  
<https://www.instagram.com/>  
<https://www.facebook.com/>  
<https://twitter.com>

## 4. INVEST IN VIDEO CONTENT

The rapid growth of YouTube, Facebook live and more, social media users are consuming more video content than ever before.

Content with video tend to get more exposure than content with a photo. Show people who you are and what your business does.

You don't need a fancy bit of kit, your mobile phone will work just fine.

People love 'behind the scenes' content! Before and after photos of work that has been completed. Big transformations of footwear or bags etc.

## 5. INTERACT WITH YOUR FOLLOWERS

Organising promotions and contests on Facebook is an excellent way to honour your followers and entertain them at the same time.

Ensure you answer any questions sent and always thank anyone that shares your content.

## 6. THINK BEFORE YOU POST!

Every piece of content you post on social media should be carefully thought-out. Have a clear intention as to why you are posting a piece of content.

Ask yourself

- Is this piece of content interesting and relevant to my followers?
- What action am I trying to get my followers to take?
- Don't forget the call for action – phone number, address and website details.

## 7. MAKE A COMMITMENT -

This is the most important step! Any kind of digital marketing requires regular updates. Try to post every 2-5 days minimum, so

you build up a following. Make sure that you are responding to customer questions, too.

## 8. IS IT WORKING?

The reason why a piece of content is unsuccessful could be down to

- Low quality content
- Headline didn't capture attention
- Posted at the wrong time of the day

Posting on social media is all about trial and error to see which ones have the best engagement.

**AND REMEMBER.....**

Don't forget to ask all new customers how they heard about you.

**Emma Liptrott,  
Victor de Banke**

# Angelus

BRAND



Ask your Charles Birch Representative for more details, call FREEPHONE Leeds 0800 591 558 or Rochford 0800 585 313

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

**CHARLES BIRCH**  
GROUP

# WE HAVE TO BE THE RIGHT TRADE, IN THE RIGHT PLACE AT THE RIGHT TIME...



## THE FUTURE SHOULD BE BRIGHT FOR THE SHOE REPAIR TRADE !

For a number of years, as we all know, the independent shoe repairer has been up against it, the reasons have been well documented from within this publication and elsewhere.

However the biggest challenge has always been the "throwaway society". Why spend £7.00 on a pair of ladies heels when you can buy a new pair for £9.95 from Primark, let alone £29.95 for a leather sole and heel for those shoes that cost £30.00 from M & S?

A vast proportion of the UK population would not even consider shoe repairing as an option.

This can change now with the kick back against this throwaway society. It is happening and it is happening now right across the country.

People from all ages and backgrounds are reacting in different ways; from the extreme activities of Extinction Rebellion to more modest changes such as taking your own bags when you go grocery shopping.

Sorting our rubbish and visiting the bottle bank is now second nature, this will only increase as supermarkets, councils and others advance the ease and effectiveness of sorting and recycling everything especially packaging.

It is fashionable now to eat more vegetarian meals, to explore buying electric/hybrid cars and to buy second hand clothes. We are not just talking charity shops here, though they are doing very well. Earlier this year Ralph Lauren launched their Re/Sourced website and Selfridges opened its first space dedicated to second hand clothing in its Oxford Street store called Vestiare.

"Sustainability" is the new word on everybody's lips and sending waste to landfill contaminating the earth for future generations is a pariah. Footwear is no exception.



Our poster quotes Business Green who estimate that 330 million pairs of shoes are sold in the UK alone each year with most ending up in landfill. They quote that most traditional shoes take around 50 years to decompose whilst certain components like the Ethylene Vinyl Acetate, which usually makes up the midsole of most running shoes, can last for as long as 1,000 years in a landfill" (ref. Chic Ecologist).

Nike, Adidas, Puma, Ted Baker, Schuh, Aldo and Patagonia are just a few of the brands that have major strategies in place for recycling their used footwear and making new footwear with more sustainable practices and materials – all are putting huge amounts of time, money and effort into reducing their carbon foot prints.

How can we turn this into more business for the shoe repair trade?

The aim is to bring our services firmly into the UK public's consciousness – reinforcing the message that:- those shoes/boots are worth repairing – those shoes/boots can be repaired.

The posters are the first step and they are freely available for all shoe repairers in A1, A2, A3, A4 and A5 and no you do not need to be a Charles Birch customer to receive them.

Possibly more importantly the "Help Save Our Planet" poster is available in PDF format from [www.charlesbirch.com](http://www.charlesbirch.com) for all users (you don't need to log on).

Please feel free to use it on all your social media platforms, and if you aren't savvy with all this, ask a friend or family member who is, to spread the message for you.

Finally let's all pool our resources. If you have any initiatives or ideas on how to build on this why not share them on Instagram: [shoerepairhelpsaveourplanet](https://www.instagram.com/shoerepairhelpsaveourplanet) and the same on facebook: [shoerepairhelpsaveourplanet](https://www.facebook.com/shoerepairhelpsaveourplanet).

A good starting place would be a picture of the poster up in your shop window, local village hall, supermarket etc.

As we said in the introduction to this article: **WE HAVE TO BE THE RIGHT TRADE, IN THE RIGHT PLACE AT THE RIGHT TIME.....THE FUTURE SHOULD BE BRIGHT FOR THE SHOE REPAIR TRADE.**

Let's all play our part in turning that 'SHOULD' into a 'WILL' BE BRIGHT FOR THE SHOE REPAIR TRADE.



**Help Save Our Planet**

**Renew Your Sole Tread**

**Restore Your Shoe Uppers**

**Recycle Your Footwear**

**Service Your Shoes Here**

The carbon footprint of the footwear industry is truly massive in size. It is estimated that some 330 million pairs of shoes are sold each year within the UK alone. Sadly, most of these end up in landfills, with conservative estimates suggesting that the average pair takes more than 50 years to fully decompose (Source: Business Green 2019). Everyone can double the life of their shoes by carrying out one sole and heel repair, this could potentially reduce the amount of footwear going into landfill by an incredible 50%. **TOGETHER WE CAN BE A PART OF THE SOLUTION**

**Vibram** **Angelus** **NANEX** **Bama** **TRG** **CHARLES BIRCH**



Get your free poster from [www.charlesbirch.com](http://www.charlesbirch.com)

# NEED A HELPING HAND THIS CHRISTMAS?

The original Nodding Cobblers are once again available from Charles Birch.

For only £695.00 plus VAT he will work away in your shop window, entertaining and attracting passers-by with his synchronised movements and welcoming smile!!

He is also great to talk to as he doesn't talk back or argue about Brexit or anything else!

He doesn't take too much space either – measurements: 40cm x 45cm x 85cm

For more information contact your local Charles Birch representative.



# Help your customers get to grip with winter

Vibram Arctic Grip is a state-of-the-art technology intent on changing winter footwear and it represents the most advanced cold-weather gripping system Vibram has ever created.

The Vibram Arctic Grip technology is entirely rubber material without addition of metal components or inserts and represents a new approach to the grip on icy surfaces (specifically on wet ice).

## BENEFITS

- Unparalleled technology on slippery, wet ice surfaces
- Outstanding durability
- Surface friendly: it does not scratch soft floors

Vibram Arctic Grip technology provides the best performance possible when the design of the sole features wide contact areas with the ground.

Now available from Charles Birch Ltd in three styles of sole unit. Please ask your local Charles Birch representative for more details.

## WARNING FOR YOUR CUSTOMERS

This product will not prevent slipping on cold, slick, wet, icy, or snowy surfaces. Always tread with care. This product does not replace use of crampons or spikes. This product is not intended for use on, and may harm, indoor surfaces.



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## LET'S BREAK THE ICE

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# The Cutting Edge Edinburgh Show, 29th September.



The last weekend of September saw the very best of your suppliers from the UK and Europe converge on Edinburgh for another Cutting Edge show at the Doubletree Hilton hotel at the airport.

Talking to exhibitors before the show it seemed that all their expectations for the day were fairly modest.

However, when the weekend came everyone seemed to be looking forward to making it a good day. Setting up in two large rooms at the hotel was done on the Saturday, and most exhibitors started early as they were looking forward to an evening in the city! Once that was done, various Ubers set off for town where many meals and meets with customers took place in preparation for the show on Sunday.

Despite one or two sore heads, Sunday morning started off well and, although there maybe wasn't quite the hoped for rush at 10am, there was a steady flow of visitors through the doors throughout the day.

Many of Cutting Edge's past shows have been so hectic that there was little time to chat, so the Edinburgh event was very good in that exhibitors could talk to their customers without a constant time pressure.

The relaxed atmosphere, the show layout and the availability of complementary tea and coffee made it very conducive for suppliers to have proper discussions with customers on a variety of topics.

During the day it became clear that some visitors had travelled great distances to be there. Shoe repairers from Elgin, Nottingham, Derby were there to make a weekend of it and one visitor had really boosted his Airmiles total to get there...

Chris Wilson of Charles Birch commented "All five of us on the Charles Birch stand were able to spend a good while chatting to customers with the Silca key machines and the Vibram Sole Factor display being big draws and Nanex and Angelus also creating a lot of interest.

I think we can also boast the longest travelling customer. Our friend Paul from Lefflers travelled from Melbourne, Australia to visit our stand and told us he was also heading on after Edinburgh to Milan for Lineapelle!"

Overall everyone was pleased with the day. Visitors seemed to get what they wanted and suppliers enjoyed good sales and meeting customers that they don't get many chances to see.

We are sure that the suppliers who were at the event, namely Siserve, Charles Birch, T. Colledge & Son, Victor de Banke, Cherry Blossom, NW Keys, Keyprint, Condor, Glenway, SIS and SKS/JMA, along with lots of other big name suppliers - will be pleased to see everyone from Edinburgh (and hopefully many more!) at the Cutting Edge National Exhibition which will be taking place again next year after a trial break since 2017.

The date is going to be 4th October 2020 and the venue will once again be the great central location of the National Motorcycle Museum near Birmingham.

It is already marked on your free year planner from us so make sure you keep that weekend clear and look out for more details about what is hoped will be the best Cutting Edge exhibition ever starting in the Spring 2020 issue of Cutting Edge magazine!



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# MAKE LIGHT WORK OF SOLING

**At SVIG we keep trying to develop innovative products and materials that are perfectly suited to our customers' needs.**

Recently it has become clear to us that the biggest requirements they have are for light and flexible sole materials.

So, as shown on the cover of our new catalogue, we are doing just that! Our customers, the shoemakers, orthopaedic shoemakers and cobblers among you out there, apparently already love our 'Zephir' micro rubber compound.

Now we're working to widen the range of products made with the more recent foam rubber compound 'Ghiblis', which is featured on the catalogue cover.

In addition to the sheets art.ZE661GH Ghiblis Moonlight, and art.ZE662GH Ghiblis Itaca which were both introduced last year, we're making a new flat sole; art.SU621GH Ghiblis

Zeus which will be available in December in 2 sizes. Check out page 26 of the catalogue for details.

The profile of Ghiblis Zeus has been designed to enhance the main features of such a state of the art compound, especially its flexibility. The Ghiblis compound is much appreciated not only because it is light and wear resistant but also because it is flexible, strong and offers great grip.

In addition, the profile includes specially designed grooves to enhance dispersion of water, and its width means it is great for use in orthopaedics too.

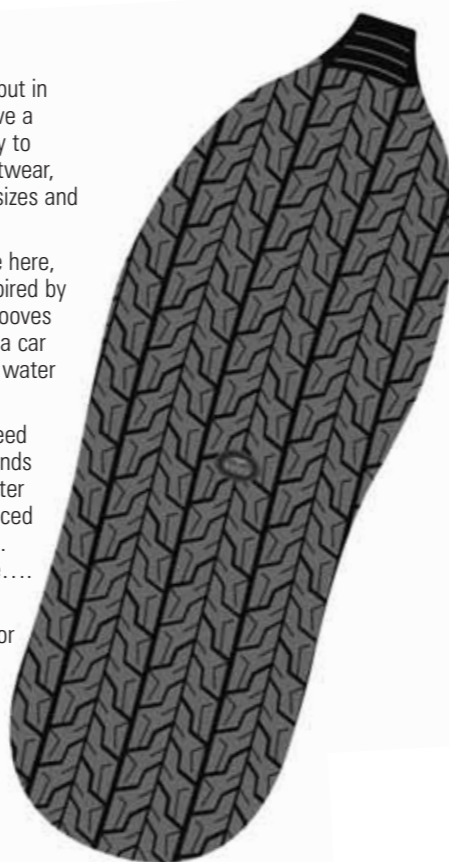
Not content with just this new product, we're already working to bring you other models of Ghiblis soles for introduction next year... At the end of December we will also have a great new, versatile product to offer you - art.SU520TR TYRE. For those of you who want to use fewer, but more adaptable, products Tyre is just right for you!

It will come in just one size, but in several colours and it will have a wide shape, so it will be easy to adapt to several types of footwear, and can be used for several sizes and in orthopaedics too.

As you can see in the picture here, the profile was obviously inspired by the tyres of the cars... its grooves work in the same way as on a car tyre to maximise drainage of water underfoot.

Also, just as in Winter you need tyres made of softer compounds for your car to give you a better grip, our Tyre soles are produced using our Trekking compound. Tyre is easy to work and glue... definitely a practical option!

So, contact your wholesaler or go to [www.svig.it](http://www.svig.it) for more details of these items - and look out for more great new products from SVIG in the Spring issue of Cutting Edge magazine in March next year!



# THE BEST MACHINES AT THE BEST PRICES

**At Standard Engineering we have always kept half an eye on the shoe repair equipment listed on various online auction sites. Partly out of interest as to what wonderfully ancient equipment people believe is still viable and worth thousands, and partly in the hope that someone is offering a Geneva Blake for pennies which we can snag back!**

Sometimes we know when a "new" machine is being offered online when we start getting numerous phone calls enquiring about the availability of obscure spare parts for a Lynx, Dove, or a Model H finisher. We often have to let down disappointed callers when we can't assist with parts for a machine that is upwards of 60-years old. Or, try to explain why they can't run a Power Master from a household 3-pin socket.

Recently it struck us that there were times we were scrapping equipment that was, frankly, better than most of the machines being offered on auction sites, appearing dirty, untested, potentially unsafe and often overpriced.

We tested the water as to whether this was a market we could cater for by putting a few traded-in finishers and stitchers through our factory in Kettering and offering them in a checked, cleaned and tested condition via a specially created page on our website.

We have been pleasantly surprised by the reaction within the trade, with many machines being sold lately

using this new option. Second-hand or mechanically reconditioned machinery prepared and delivered by Standard, complete with our seal of approval and warranty has proved a popular venture!

At the time of writing available for shipping is the ever-popular 700 and a Power Master - the once revered brand and market leader. Stitchers are thinner on the ground presently

as they sell pretty much as soon as they appear on the web page.

Emboldened by our success, we now show all of our newly checked-over equipment on our website in the "Machinery Available for Immediate Delivery".

**Have a look. We are confident you cannot obtain better machinery at a better price!**



## COVER

Art. LA250TR cm 63x73  
Art. FA250TR cm 6x73  
Compound: Trekking  
Thickness: 1,5 mm  
Colour: Black



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Welcome!



**Technical Manager**

SKS | JMA UK are pleased to announce the appointment of Aaron White as our new Technical Manager.

Aaron brings with him a wealth of knowledge having started in the trade as a bench locksmith when he left school. After a short spell in the British Army in the REME, he joined a family run locksmith business in Leighton Buzzard where he furthered his career.

After 15 years he moved to Milton Keynes where he joined a locksmith company assisting with large access control installations and alarms. After 28 years on the tools, he joined SKS in 2015 as an Area Manager where he assisted customers with lock, key and machine problems.

Aaron is excited about his latest role - "In my new role as Technical Manager, it is a great opportunity for me to further myself with the training available within SKS / JMA. With my experience on the road as an Area Manager, I hope to be able to assist the other Area Managers with any enquiries or demos when needed. I also aim to be an asset to the office, where I will be available to help colleagues with any technical enquiries. I am looking forward to working with Nathan, who has a good knowledge base himself and I'm sure we will both learn a lot from each other in the future. Eventually we will expand the technical team and increase the knowledge within the company so as to offer the best technical help possible".

Aaron will be based at our office in Berkhamsted, so please feel free to speak to him if you require any help.



**Marketing Executive**

We are also pleased to announce the appointment of a new Marketing Executive, Marlon Gunter.

Marlon studied graphic design & animation at university. He has over a decade of retail & management experience, meaning he is creative, driven and has the people skills needed to fit in from day one. Although this is his first time in the Locksmith industry, he looks forward to showing what he can bring to the table.

Marlon joins our in-house marketing team and will provide a fresh and exciting approach to all our marketing campaigns.

Arrivedeci!



It is with sadness that that we have to announce the departure of our National Sales Manager Paolo Leccese. Paolo is leaving due to being offered another position in his home country of Italy as an Export Manager and consequently has chosen to move back to Italy.

Since Paolo joined the business at SKS he has been a valuable and well respected member of our team. As an employee of the Sales Division both internally and externally, he has been greatly appreciated by his co-workers. The work and contribution, including the extended hours of dedication are greatly appreciated by everyone at SKS / JMA UK. We will all definitely miss Paolo's Italian charm, professionalism, and strength of character.

On behalf of everyone at SKS & JMA we wish Paolo good luck for the future and bid him a happy farewell. An announcement on his position will be made in due course.

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# TEAM JR in 2019

The end of 2019 is approaching and Team JR have had time to reflect on the many trips and exhibitions they have attended through this period.

LINEAPELLE, the huge international Italian fair is held biannually so twice we have taken our stand and our products to this exciting event. In between we visited the SSIA or Shoe Service Institute of America convention in Orlando which is always a great adventure for us. And of course there was the ISS 2019 Wiesbaden where we met up with many friends from the UK and the rest of the world. This event is held every three years and is one of the most important in our calendar. Then there have been shows such as the orthopaedic OST in Cologne. All hard work but immensely satisfying to be there.

A lot of interesting news and topics were discussed with customers at these fairs, sometimes we saw the same people at several events. A favourite topic as always at each event was what the future holds for our trade and how it is developing (or regressing). Sustainability is now a worldwide conversation that, like it or not, we have to consider.

Generally speaking over many years the shoe repair trade overall has suffered a decline, not just in leather repairs. It's mainly due to the rise of more casual styles in footwear, worn for comfort and fashion rather than classic style whether the occasion be formal, business or even an evening out to the theatre it's hard to spot a Goodyear welted shoe at all in this day and age.

And yet we see, and trust and believe, that there is still a niche for classic shoes made by traditional shoemaking methods and utilising the best quality materials in their construction. The extent of this trade may never regain its former volume but it does continue and should be encouraged. There is a growing realisation, particularly amongst the young, that recycling and repairing is the key to helping save our planet.

TWO THINGS IN LIFE ARE IMPORTANT..... (and are basic requirements for a healthy life)... a good bed and good shoes - because if you are not in one then you are probably in the other. Sleep well - walk in good shoes and your life and health will improve.

Ciao, Stefanie K.



# NEW ADDITIONS FROM CHARLES BIRCH

Charles Birch have recently added to their popular range of polishes and cleaners which are now in stock in their two warehouses.

The new range includes a neutral Dubbin, a Sportswhite, Express shine sponges in black and neutral, a Scuff Cover in black and an Elite liquid self shine polish in Black, Brown and Neutral. There is also a new top quality Birch Polishing Cloth.

All the above have an attractive price point of £1.95, whilst affording generous margins for the retailer.

In addition they have introduced a new Birch Hide Food in neutral with a RRP of £3.95 and a neutral Quick Shine Sponge retailing at 99p.



## THE NEW LEVEL OF PROTECTION

Because Nanex protects up to six months, your customers don't have to worry as much about treating their shoes every two weeks which makes this spray the cheapest in the market, when calculated as protection cost per day.

When you spray your customer's suede boots today, they can wear them without worry until the coming Spring!

Nanex is completely transparent, perfect for keeping bags and shoes of all colours fresh and beautiful.

Use Nanex in shop and charge a premium service fee for protecting your customers' precious designer items.

This product stands out next to regular shoe care aerosols and protectors. Perfect for the customer who really cherishes their footwear, bags and all other leather & textile accessories.



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GROUP

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**NANEX**

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**THE BEST PROTECTION**  
AGAINST STAINS & WATER

**UP TO 6 MONTHS**  
WITH ONE APPLICATION

**TRANSPARENT**  
AND BREATHING



**BUY IT AT**  
**CHARLES BIRCH**  
GROUP





KeyCoin the new Keyline virtual currency!

**KEYLINE KEYCOIN**

Since October 10th 2019, with the software update 3.00.0, the Keyline electronic key cutting machines need a valid Liger subscription package

KeyCoin the new Keyline virtual currency!

For updating software on Keyline electronic machinery

- > Update through Keyline Market (application) or Keyline Cloning Tool (pc programme).
- > Use code on scratch off panel at the back of Keycoin card to update
- > Not required for machines less than 2 years old
- > Not mandatory - the machine will continue to work without subscription (but without software updates)

150 tokens equates to one year subscription (but cheaper multi-buy options available)

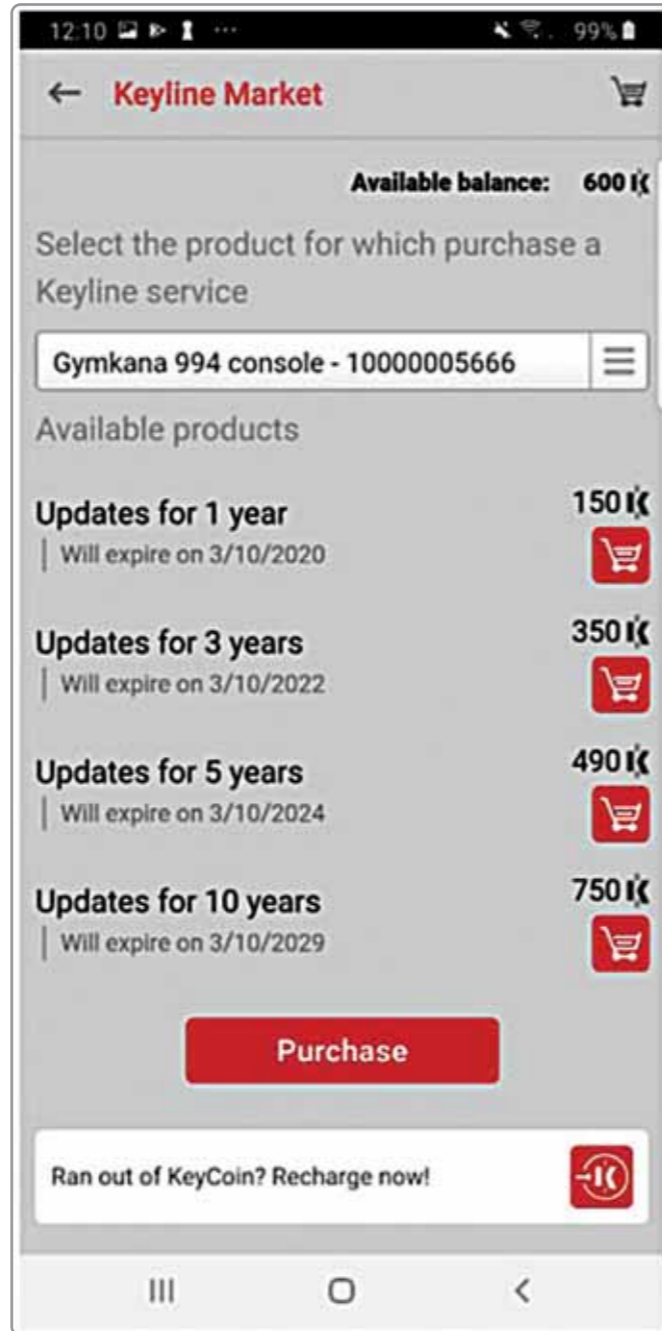
**HOW CAN I BUY THE SOFTWARE SUBSCRIPTION?**

- 1) Purchase a Keycoin card from NW Keys
- 2) You will receive a scratch off card with a unique activation code to be inserted into the Keyline Market section of the Keyline Cloning Tool or Keyline Duplicating Tool App to purchase a KeyCoin amount
- 3) Use the KeyCoins to activate the preferred software subscription
- 4) Your software is now activated

**FOR WHICH KEYLINE KEY MACHINES MODELS DO I NEED TO PURCHASE A SOFTWARE SUBSCRIPTION?**

All electronic key machines **excluding** the following models:

- 993 Power Lynx
- 994 Original Console (Blue screen LCD monitor)
- 996 Dezmo (versions prior to the introduction of the Liger operating system)
- Camillo Bianchi Reader and Camillo Bianchi Reader Advance
- 994 Gymkana (versions with KDT App using an Android tablet or phone)



# www.nwkeys.co.uk



- Online ordering – [www.nwkeys.co.uk](http://www.nwkeys.co.uk)
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 or phone NW Keys on 0151 944 1187 for more information



# A REASON TO CELEBRATE!

Cherry Blossom has been committed to polishing, protecting and prolonging the lifespan of all types of footwear since 1906. We were the first – and now only – UK shoe polish manufacturer, a British manufacturing past, present and future to celebrate.

The quality of our products is of utmost importance to us but don't just take our word for it, we have been awarded Shoe Care & Accessories Brand of the Year at the Footwear Industry Awards five times out of the last seven years. The proven quality of Cherry Blossom is sure to attract sales of our products within your business.

### EDUCATING CUSTOMERS TO PROLONG THE LIFE OF THEIR SHOES

We aim to support retailers as much as we can, perhaps the most important aspect of this support is to equip you with the knowledge you require to ensure customers are educated on how to make their footwear last longer. It's particularly important to educate younger generations, as they often believe that it's too much hassle or it will take too long, so we aim to dispel this myth.

### REDUCING THE CARBON FOOTPRINT

We also want to help you to educate consumers in the value of preserving their current footwear from an environmental sustainability perspective. As, as well as prolonging the life of footwear and improving its appearance, using shoe care greatly benefits the environment. Keeping clothing or footwear in use for just nine months longer can reduce its carbon footprint by 20-30%.

Educating your customers with these statistics is a sure-fire way to encourage them to take care of their shoes. Through expressing these messages to your customers, the importance of shoe care will start to sink in. Not only can they preserve their footwear, but they can positively contribute to saving the planet.

### FIRST CLASS CUSTOMER SERVICE PROMOTES LOYALTY

By offering shoe care products you are also offering an additional service to your customers. You and

they both know that their repaired footwear will last, resulting in their continued custom and loyalty. It also gives your employees a great chance to make add-on sales, this will help to build your profit and loyal customer base, having a positive impact on both your business and the environment.

Although we believe greatly in the importance of educating customers in the preservation of their footwear, we aren't naïve enough to believe that all of them will fully commit. Therefore, all our products are easy-to-use, and we also have a Midsole Cleaner and our new Trainer Wipes to offer convenient and quick-clean options.

### KEY OPPORTUNITY TO INTRODUCE SHOE CARE

The biggest opportunity to introduce Shoe Care is when you are repairing shoes as it gives you the opportunity to check the overall condition of the shoes, including insoles. This time of year is ideal for selling add-on products to take care of footwear and restore appearance, as the winter months offer more extreme weather in the way of hail, snow, ice and the use of grit on walkways and roads.

### WINTER SHOE CARE

An easy-to-sell product that's particularly suited to harsh weather conditions is Cherry Blossom's Universal Cleaner as it cleans and protects all materials whilst providing effective salt-stain removal, tackling the grit.

Then Ultra Repel is Universal Cleaner's ideal companion as it preserves the clean finish and provides a fast-drying, invisible,



breathable and water and stain-repellent coating. Mean shoes stay protected whatever winter throws at them.

Protecting and preserving shoe uppers ensures that fibres aren't damaged, reducing the amount of water that soaks through shoes, keeping feet dry and warm and avoiding damage to footwear. Your customers' comfort is essential so make them realise this. As you can make easy add-on sales by ensuring their comfort with our hugely popular insoles. We have a range of insoles which are suitable for use all year long but, during the winter months, we recommend our Thermo winter insoles. They provide additional insulation from the cold and they are especially soft and

cosy and designed to offer the perfect fit in all types of footwear.

### IDEAL TIME FOR SHOE CARE KITS

Another great way to offer your customers shoe care solutions at this time of year, is by recommending Cherry Blossom's Shoe Care kit or Sheepskin Care Kit which each include all they require to address their shoe care needs.

### MAXIMISING FOOTWEAR PERFORMANCE

You want to ensure the maximum performance of footwear when repairing your customers shoes, and Cherry Blossom is here to help! Our products are suitable for all year long, however, the winter months are particularly important, therefore, we believe at this time of the year our performance preserving products should fly off the shelves, as long as your customers are educated about their requirement for them.



# HAS ALWAYS BEEN PART OF THE FAMILY.



Protecting every step since 1906.



Grangers International Ltd  
Derbyshire S44 5FD  
cherryblossom.co.uk  
info@grangers-international.com

T: +44 (0)1773 521521 F: +44 (0)1773 521262

# SAVING THE PLANET – ONE SHOE AT A TIME



**It seems to be unavoidable – in every newspaper or magazine you open, on every channel you watch, everywhere in Social Media – the topic of sustainability seems to be the most discussed issue of our time (at least for the moment).**

If we leave the Domsday prophecies aside for a moment – no, the world will neither end tomorrow nor in twelve years (I'd go with about five billion years, give or take a few) – the underlying issue is certainly important: Resources on Earth are finite. Both energy reserves and raw material deposits are limited and will run out eventually. So using them efficiently and making sure as little as possible is wasted makes sense, and preserving an environment that is worth living in is also a worthwhile goal. And all panic aside – anyone who has lived in the 1960s and 70s might remember what actual, almost unrestricted pollution looks like – compared to those years, we have come a long way already.

Of course these discussions have not gone by the shoe and fashion world – we are hearing about new, supposedly more sustainable materials, soling and upper materials that can be recycled more easily, and construction techniques that allow for easier and more complete separation and recycling of shoes. But do you notice something? Specifically, do you notice what is missing? You might have heard of this almost forgotten group of people, long ago, who could actually REPAIR(!) worn shoes and extend their useful "lives" – they were

called "Shoe Repairers". Wouldn't it be amazing if they were still around today – we would not have to throw away and recycle our worn shoes, we could go to these aptly named "Repair Shops" and have them repaired, and we would not even have to buy new ones! Oh the amount of resources and energy this would save ... or in currently fashionable terms, by how much we could reduce our "carbon footprint" and contribute to Saving the Planet!

Ok, I am really sorry for this crude exaggeration. But this is what is happening: The discussion of more sustainability in our daily lives and our consumer behaviour is passing by the shoe repair trade, an industry that could contribute a lot more to reducing resource consumption than a "100% recyclable" short-lived plastic shoe from a Chinese factory! How can this be changed – how can we get the message "Repairing is better than recycling!" across to the public – to young people in particular, who might have no idea that shoe repair even exists? Might be as easy as just putting up a sign in your window with a phrase like that – I won't claim royalties, I'm sure somebody else said it before me, anyway. Or take it further, to Social Media in particular – it does not really cost you anything, and you can reach lots of people at a time, depending on how far your network reaches. How many people do you know, and how many do they know?

Now you won't be able to change the trends in shoe fashion overnight, or at all. The general consumer won't go back to "good", locally produced leather shoes in a

hurry – although that would be the most sustainable option, actually, as far as materials are concerned. But how many pairs could the average person afford per year in that case? We have been spoiled by the availability of cheap, mass-produced shoes, so we burn through more pairs per year on average now than our ancestors might have in a lifetime. What we see happening now is not a change in this behaviour, but ways to make you feel good and responsible regardless – outright Greenwashing, in many cases. The shoe industry is not interested in making a shoe last longer – the shorter, the better. So what you can do is adapt, at least somewhat: Even many of the currently prevalent plasticky shoes can be repaired when the right tools and materials are used – such as the proper modern adhesives and Primers. And while you are doing that, you could even customize their shoes, if the customers are down for that – who can say no to a pair of sneakers that looks like new, has a radically different and individual look, and even fits and is already broken in? Every shoe you refurbish this way means one less has to be produced and shipped halfway around the globe!

A small industry might not be able to change the consumption behaviour of millions. But if a wave like this one approaches, you can do one of two things: Hunker down – or stand up and ride it!

**Dr. Rainer Buchholz,  
Renia GmbH, Cologne**

*Renia*

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## TOP-FIT

/ FOR ALL SHOE-RELATED MATERIALS EXCEPT VINYL (PVC)  
/ EXTREMELY HIGH GREEN STRENGTH!  
/ OPEN TIME 7-40 MIN.  
/ 0.85 KG (1/4 US-GAL) WITH BRUSH  
/ 1 US-GAL  
/ 8 KG

## VULKOFEST

/ FOR ALL MATERIALS EXCEPT PVC  
/ EXTENDED OPEN TIME FOR LARGE-SCALE PRODUCTION  
/ OPEN TIME 10-120 MIN.  
/ 0.85 KG (1/4 US-GAL) WITH BRUSH  
/ 1 US-GAL  
/ 4 KG / 10 KG

## COLLE DE COLOGNE

/ FOR ALL SHOE-RELATED MATERIALS  
/ EVEN BONDS VINYL – THE MOST VERSATILE OPTION!  
/ OPEN TIME 5-40 MIN.  
/ 0.85 KG (1/4 US-GAL) WITH BRUSH  
/ 1 US-GAL / 4 KG  
/ 10 KG / 5 US-GAL

## ORTEC

/ FOR ALL O&P MATERIALS, EVEN COMPACT PE/PP!  
/ OPEN TIME 10-60 MIN.  
/ 0.85 KG (1/4 US-GAL)  
/ 1 US-GAL  
/ 4 KG  
/ 10 KG  
/ 5 US-GAL

## SYNTIC-TOTAL

/ CLEAR PUR-ADHESIVE  
/ BEST OPTION FOR VINYL (PVC), TPR, PUR, PAPER LEATHER, ALSO GREAT ON CHROME-TANNED LEATHER!  
/ OPEN TIME 5-45 MIN.  
/ 0.85 KG (1/4 US-GAL) WITH BRUSH  
/ 1 US-GAL  
/ 4 KG / 10 KG

## AQUILIM

/ ADHESIVE DISPERSION  
/ OPEN TIME 5-60 MIN.  
/ 500 G / 3 KG  
  
/ AQUILIM 315 ALL INSOLE MATERIALS  
/ AQUILIM GL UPPER LEATHER AND FABRIC  
/ AQUILIM 130 ALL SOLING MATERIALS

# NATURALLY THE BEST from Saphir

**T Colledge and Son are pleased to announce that they have stock of the complete range of Avel, Saphir and the prestigious Medaille d'OR shoe care ranges. Having been selling the products to the UK for last 12 years they now have the complete range including insoles and laces. Catalogues and Colours Charts are available for all products.**

Saphir shoe care products are a high quality alternative to the mass produced products available in the UK market. Manufactured in France for over 100 years Saphir only use natural ingredients for their products. They have become a world leader due to the quality and diversity of its leather care and renovation products and has successfully met the challenge of maintaining tradition manufacturing practices.

As a result of constant research and the successful combination of premium quality raw materials, Saphir products offer you the world's broadest range to protect and beautify all types of leather.

Used by the finest boot-makers, shoe-makers and leather goods manufacturers across the five continents and in over 50 countries, SAPHIR products maintain the leather's health and beauty.

Saphir are determined to pay close attention and respond to the legitimate expectations of leather industry professionals and a demanding clientèle. The goal is to offer them products manufactured from natural raw materials, selected for their efficacy: turpentine oil, beeswax, carnauba, lanoline and ozokerite wax, jojoba, mink, neatsfoot and sweet almond oil... With this policy, SAPHIR is the only brand in the

world to refrain from incorporating any resin or silicon whatsoever in the manufacture of its polishes, and from marketing any product harmful to leather life. This policy enables SAPHIR to strengthen its leadership position and international reputation day by day.

Today, your decision to distribute the SAPHIR range boosts the legitimacy of your specialist offer and enhances your image as leather goods professional. Saphir products will guarantee you the continued loyalty of your customers seeking quality and effica.

## PRODUCT NEWS



**Saphir Surfine Shoe Cream Jars 50ml**

This cream made with bees wax and sweet almond oil, moisturises and nourishes

in depth the leather by smoothening it. The accurately chosen mineral waxes have been incorporated to waterproof and protect the leather. These waxes are mixed with a solvent to clean the leather.

The pigments are highly concentrated and allow to recolour faded leather, without the risk of discharge on the bottom of trousers.

### **Saphir Renomat Cleaner 100ml**

Rénomat deep cleans and loosens the pores of smooth leather, of dirt and of resin or silicone based deposits. Essential before the usage of Saphir products, it opens the pores of the leather to allow natural nourishing agents from Saphir products to penetrate the deep layers of the dermis of the leather.

This deep hydration prevents leather from breaking. Especially recommended for the maintenance of light leather because it is always best to clean them rather than systematically trying to hide the dirt by recolouring.



**Saphir PATE DE LUXE 50ml Shoe Polish**

Thanks to a rigorous selection of different waxes, we have succeeded to create a high quality wax that recolours lightly in a traditional appearance

The formula is composed of beeswax carnauba wax and mineral waxes.

These different waxes are linked by a natural solvent, turpentine, a greasy solvent that nourishes the leather, and a petroleum solvent that cleans the leather and prevents overcharge.

### **Saphir Omni Suede & Nubuck Stain Cleaner 100ml**

Exclusive mixture of solvents and a cleaning basis, each component having a different function of attacking different types of dirt or patches which are often found at the same time on the surfaces.



**Saphir Renovatrice Renovating Cream Tube 25ml Available in 40 colours**

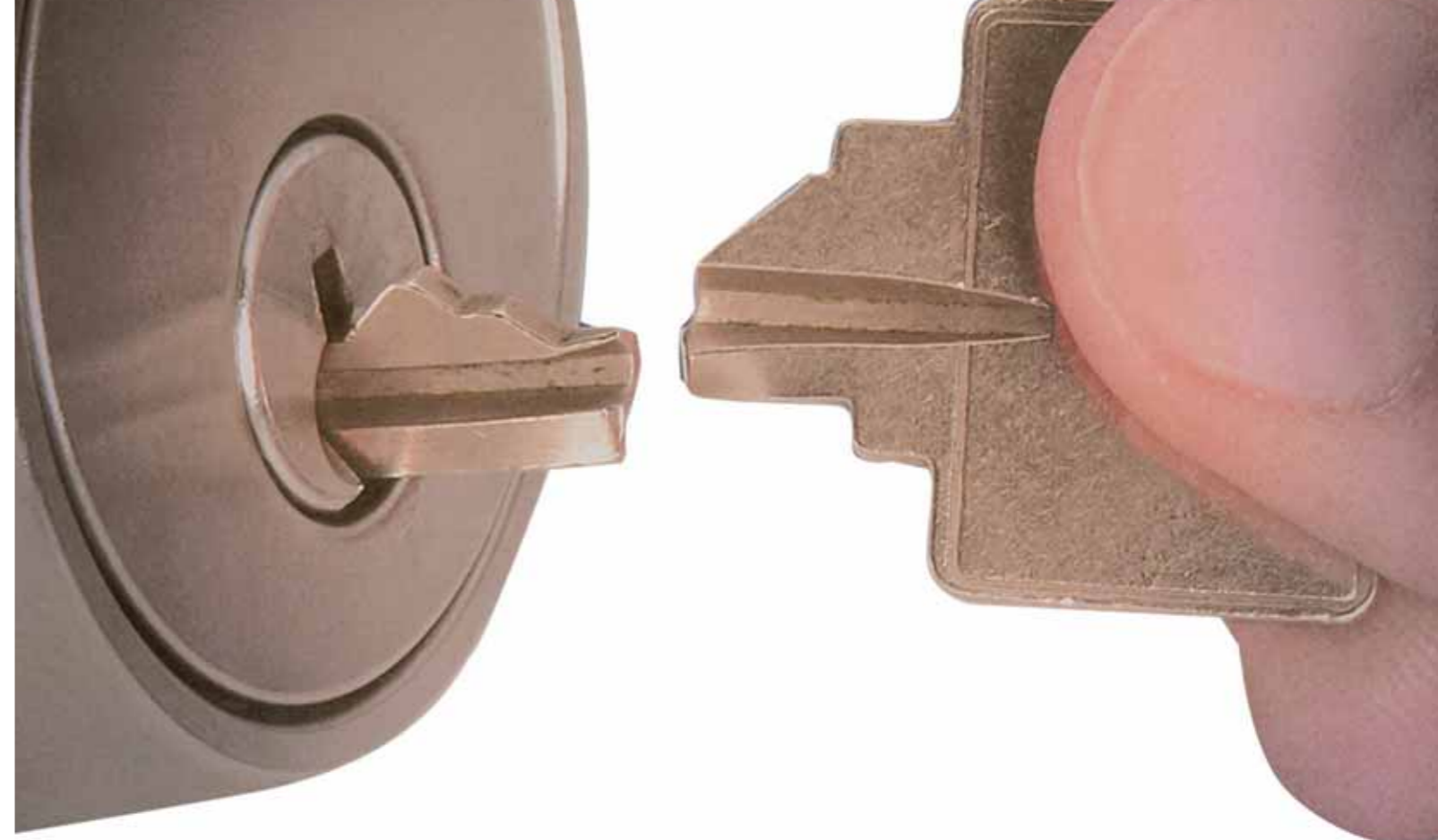
This product gives a new life to damaged, scratched, decolorized smooth leathers...

This innovation in leathers re-pigmentation allows obtaining new and shining leather without any effort.

Main characteristics: it doesn't go through the cloth, it resists frictions, dries quickly, it is 100% waterproofing,

covers rubs totally, etc. Its incomparable qualities allow being used as in shoes as in any smooth leather garment WITHOUT ANY RISK: leather dresses, jackets, leather goods, bags, furniture, etc.. To cover scuffs, scratches, cigarette burns and to revive the colour of all smooth leathers : shoes, clothes, leather goods and furniture.

It is presented in a box, which it is also a container for four tubes in the same colour.



# You'll never break with Silca.

Ask about the latest crazy deals on Silca blanks from Charles Birch

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

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Charles Birch Essex Ltd: Unit 7-8 Fleethall Road, Purdeys Industrial Estate, Rochford, Essex SS4 1NF. Tel: 01702 530656

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**BIRCH**  
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# Best sellers from T Colledge and Son

## Airplus Plantar Fascia Orthotic Insoles

Arch support insoles eliminate the pain associated with plantar fasciitis by increasing stability of the feet. These insoles are equipped with an orthopaedic device which provides relief at the arch of the foot and gel at the heel. Their ultra slim, ultra light design provides comfort and relief. The gel provides extra cushioning for the heel spur. Each insole adapts perfectly to the shape of the foot and the inside of any shoe.



## AirPlus Copper Insoles

Copper-infused fabric fibres help relieve pain  
 Helps prevent growth of odour-causing bacteria  
 Slim design ideal for everyday wear in most shoe types  
 Can be trimmed to fit most shoe sizes for optimal fit



## Topy Vera soles

Topy Vera soles are available in 2.5mm in three sizes Ladies, Mens and Mens Extra large, in black, brown and caramel. A hard wearing supergrip sole that has a pattern matching the ever popular Topy 6mm Veratop.

# NEW FROM VICTOR de BANKE

## Non Plastic Packaged Shoe String Brushes

Victor de Banke, ever committed to offering products with plastic free packaging alongside the newly introduced cardboard pillow pack laces.

**Buzz Suede Brush** – Universal suede brush with nylon and brass bristles for removing stains from coarse suede and softer bristles for more delicate suede and nubuck material.

**Dauber Applicator Brush** – The perfect sized round head for dipping into cream or polish with soft horsehair bristles for a gentle application.

**17cm Horsehair** – Hardwood handled 100% horsehair bristled brush to gain the best high shine. Perfect even for the most delicate of leathers.

All supplied with handy cardboard display boxes for counter use or hung using the attachment provided. Join us in making that early step to plastic free packaging.

## Famaco Shoe Care Kits

The perfect gift for the customer who takes pride in looking after their shoes. Famaco have introduced 2 new shoe care kits, the ideal Christmas gifts using premium products.

**Woodie Box** – Leather polishing set with 3 creams and accessories. A rustic looking box, a step away from the traditional shoe care kits on the market.

**Dandy Kit** – Dark brown or cognac leather compact zipped case with leather care products and high quality Bubenga wood accessories. Luxury at its best.



## Latest additions From Woly

Make sure to stock up on the newest additions to the Woly range.

**Woly Shoe Wax** – 250ml polishing spray to provide a natural lustre to waxed leather. Providing nourishment and protection, buffing with a cloth or horsehair brush for the ultimate shine. The perfect finishing spray for shoe repairers.

**Woly Metallic** – 250ml spray to care and add the sparkle effect to metallic material. An all-round treatment to give back the original shine with little effort. A simple effective way to cover up damaged metallic leather.

**Woly Repair Cream** – 15ml renovation cream in 7 high pigmented colours. Black, mid brown, dark brown, bordeaux, dark blue, camel and white. Recommended for heel renew as well as covering all scuffs and scratches to leather. Dries to a matt leather look, buff for a lustrous shine.

Don't forget to look on the Victor de Banke website for ongoing advice and tutorials. [www.victordebanke.co.uk](http://www.victordebanke.co.uk)

Contact Victor de Banke on 01858 467467,  
 Email [sales@shoestringuk.com](mailto:sales@shoestringuk.com).  
 Our friendly sales team are always happy to help!



Best Quality essential items  
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# CUSTOMER LOYALTY HELPS SMITHS REACH 100

In these uncertain times it is great to hear about those in the trade who keep on going despite experiencing some hard times. One such firm has managed to do so for so long it has become not just a shop but a 'footwear institution', selling and repairing shoes and leather goods to generations.

Smiths Shoe Service of Sunderland recently celebrated 100 years in the trade. Smiths was opened in October 1919 on Silksworth Row by a young shoe repairer called Frank Smith who was soon joined by his younger brother Ira and together they traded for almost 40 years. In 1956 they took on 17 year old Alan Humphrey shortly after he had left school. Tragically later that year Frank died aged just 62. Alan, who has been with the firm ever since and is now 80, takes up the story.

"All those years ago Ira told me that if I stuck with the business one day it would be mine. Frank was like another father to me. He would have been absolutely delighted if he'd known we were still running the business now!"

Ira died suddenly in the early 1960s and then, as promised, Alan became the new owner. In 1983 Smiths moved to their present premises on Sea Road in Fulwell.

Alan continues: "When I joined I was keen to learn all about repairs. When I started I was cutting pieces of leather for home shoe repairs. Back then industrial work boots were big business. We sold thousands of pairs of clogs to local workers – all leather soles and hob nails. There were no rubber soles."

Like many, the business has endured uncertainty over its hundred years, both locally and globally. Nothing much changes, does it? Alan recalls: "We lost out when the NCB provided miners with boots. It was the same with the shipyards. For a while our biggest customer was Pyrex but they too closed down, but fortunately Smiths had some other big customers such as the local Vaux Brewery and Sunderland AFC.

Alan adds: "Every Saturday morning we would sell on average a gross of studs for their football boots" (that's 144 for you young ones out there).



Alan, born and bred in Fulwell, married Joan in 1965. He is still involved with the business, but these days it is mainly run by their eldest son Ian, 49, who like his father joined the business when he left school, in 1987. He still uses the same skills taught to him by Alan, who in turn learnt them from Frank Smith.

Father and son both agree that customer service is central to the success of their business. Smiths'

have built up a core of several loyal customers. Alan explains: "I've probably talked myself out of many sales over the years. If I believe a pair of shoes isn't right for a customer, I'll tell them. If you do that you might lose a sale on the day, but you'll always get another in the future."

**Here's to at least another thirty years of success Ian!**

## 25 NEW SILCA KEY BLANKS JUST ARRIVED AT CHARLES BIRCH

New Cylinder and Dimple keys are now in stock to assist the UK's shoe repairers in duplicating keys for the latest locks on the market.

Check [www.charlesbirch.com](http://www.charlesbirch.com) for all the latest information on Euro Lock, Gevy, Ming-Tay, SOS, Picardie, Master Lock and Lowe and Fletcher keys. A few of the most popular are below.



EURO	GEVY	EUROLOCK	PACO	AMAN	LINCE
EUR2 8274	GVY3R 8299	EU24 8298	PCL1R 8301	AMN1 8093	LC26R 8291
TITAN	APEKS	TRIMARK	MASTER	ULTION	CINA
TN51 8270	APK4 8239	TM1RP P440	MSL5R 8289	BRS3R 8248	RC17R 8215

This winter, offer your customers the "vera" best comfort and grip!

**Veratop®**

Veratop® combines comfort and abrasion resistance with easy adhesion and finishing.

Black/Togo/Bronze  
Caramel/Beige/White

80\*60cm  
5 mm  
85 shoe A  
95 shoe A

**Verasem®**

Verasem® offers the same pattern as Veratop® and is available in sheets.

Black/Togo/Caramel/Beige

80\*60cm  
2,5mm  
3,5mm

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0117 9717154

**TOPY**

[www.topy.fr](http://www.topy.fr)

# SPOTLIGHT



The editorial office was hushed, the editor and his trusty reporter Fairweather had already almost demolished two packets of HobNobs and were deep in thought. Top of the agenda was who to ask to be in the Spotlight for the Winter issue...

**"How about CE's new chairman, Peter Coulson?"** suggested Fairweather.

**"He's been in already..."** replied the Ed.

**"Chris Wilson then?"**

**"Done... By the way did you know he's leaving the Cutting Edge committee? He'll be missed. He's been a mainstay since the start."**

**"Yes it's all change there isn't it? Caroline Collins has stepped down too. She's another one who has been there from the start. I think she was the one who came up with the name change from FRS back then..."** mused Fairweather.

**"That's it!"** exclaimed the Ed.

**"We need someone like them who can offer new ideas for the trade, maybe someone who has joined the committee recently, someone lively and vivacious would be good..."**

**"Mark Rees."** said Fairweather decisively

**"Maybe next time... we've featured Colledges earlier this year."**

**"Well it's a mystery to me who we can feature..."**

**"Got it!"** smiled the Ed **"Emma Liptrott at Victor de Banke! Caroline's place on the Cutting Edge organisation's committee."**

**"I don't know what she looks like Boss..."**

**"Not to worry just ask for the young blonde lady... You'll soon spot her!"**

So off went Fairweather down the motorway to Market Harborough, with a third packet of HobNobs in his rucksack...



Emma Liptrott (lady of mystery...)

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

At school I loved IT, I have a real passion for excel, producing spreadsheets and analysing the results. I'm an analytical person so I use excel a lot in my day to day. Boring I know!

**... and what was your first paid job?**

From the age of 15-16 I worked in a village pub as a waitress for a bit of pocket money. At the age of 21 I obtained my own personal licence allowing me to run my local village pub for a couple of years. It was fun but hard work.

**How and when did you become involved in the shoe repair trade?**

I started working for Victor de Banke over 16 years ago after seeing a small advert in the local newspaper. Working my way up the ladder, ive seen the industry change so much over the years and made many friends.

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

I'd like to have my own livery yard and stables somewhere in the countryside. My dad was a professional jockey, so I'd try and get him involved too.

**What do you consider has been your best achievement?**

I absolutely love visiting our customers, my recent trip to Scotland allowed me the opportunity to meet Darren Slater from Sole Saver. Darren was very welcoming and it was lovely to see his shop and to see how he has grown the business with his wife. His use of social media is perfect for showcasing his before and after repair work, making what looks like the impossible possible. I couldn't believe he has customers sending him footwear from all over the UK for repair.

**... and your worst mistake – if you have one?**

Too many to mention but this is how we learn and grow.

**Who do you most admire in Business (not necessarily in the shoe repair supply trade) today and why?**

I admire anyone who sets up their own business. To find a niche in the market and have determination and confidence to follow through with it must be admired. One of the hard parts is thinking of a service/product that is needed but isn't already offered or at least a better version.

**Where is your favourite place?**



Im a real home girl at heart but I have been on some lovely holidays over the years. One of my favourites would have to be Cape Verde which is made up of 10 islands off the west coast of Africa, I went a few years back before it became a popular holiday destination. I recommend the "blue eye" as a must see visit as it's a small natural pool formed by the ocean into the lava rocks. When sunlight hits the pool at a certain angle it changes colour to a beautiful turquoise blue hence the blue eye name.

**What is your favourite way to spend the day away from work?**



My free time is spent with my 5 year old son Harry, he's a cheeky little man who loves going out on adventures. We are lucky to live in a village so have the countryside to explore.

**Do you have any hobbies - or a skill that might surprise our readers?**

I love running although I wouldn't say I was any good at it. I have a love of biscuits especially chocolate hobnobs so need to do some form of exercise.

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



My favourite film would have to be Love Actually, it's a nice Christmas themed film with a great cast especially with most of them being British. I absolutely love Doc Martin and was lucky enough to visit Port Isaac in Cornwall last year where the programme is filmed under the fictional name Portwenn. It's such a beautiful fishing village and worth a visit if you are ever in the area.

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

I would have to say Rod Stewart which might shock a few people. My dad is a big fan of his and so I have been brought up listening to his music and watching him live. A talented man who understands the industry and that he needs to move with the times. He's clearly had fun.

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

My boss Caroline has always said "just get the order, we will make it happen".

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

If I was given £1000 I wouldn't spend it on myself, I would organise a big night out with the rest of the Victor de Banke team. It always gets a bit messy but that's part of the fun.

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

I would have to say engaging with their customers using social media. Facebook, Twitter and Instagram can play a big part in showing customers who you are, where you are and what you do. Have a look at the digital marketing editorial on page 4 of the magazine showing you simple things you can do to reach out to your customers.

**How do you see the future for the Shoe Repair trade?**

I think trainers will be out of fashion soon enough, making way for repairable footwear making a comeback. This will in turn see a boom in the shoe repair trade once again. We all know that fashion trends are forever changing, maybe platform boots will be back.

**...and finally, how would you like to be remembered?**

People will forget what you said, will forget what you did, but people will never forget how you made them feel.



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# Society News

The latest information from the SoMSR office



## President elect

After two successful years as President of SOMSR, Darren Slater is stepping down to make way for a successor. It's an honorary position and requires just a little time and effort to support and promote the industry.

We would like to thank Darren for his sterling contribution and input throughout his term of office.

If you think that you have something to give to the trade organisation and would like to put your name forward for consideration please get in touch with The Secretary, (aka Robin), on 07540 991089 or email at [info@somsr.com](mailto:info@somsr.com).

## Disposal of uncollected goods

Even if they've prepaid some forgetful customers still fail to collect their cherished shoes/watches/engraving etc. So what can you do?

Obviously there is a law for this, there always is. It comes way down the info in Section 12 of the Torts (interference with Goods) Act 1977 and is also covered within the Consumer Rights Act 2015 if you have time to look for it.

The remedy states that you can recover monies owed for uncollected goods by taking the following simple steps:-

First you must write to the customer at their last known address, you did write it down didn't you?

You must remind them of their obligation to collect and include full details of the items, what you have done to them, how much is due for the work you have done and details

of where and when they can be collected.

If no response and after a reasonable (but unstated time), you must write again repeating all of the above and in this letter explain in detail your intention to sell the goods if still uncollected.

Wait 3 Months.

You can now sell them. Should the payment received be more than the cost of your work and any expenses incurred by yourself in advertising etc. then you must send the proceeds, less your costs to their last proper given address and lawfully keep the money left..... providing of course that you have taken all reasonable steps to trace them.

Or you could just put up a sign that says 'Any goods not collected within Three Months will be sold' and save yourself a whole heap of trouble.

**PLEASE NOTE**  
**ALL GOODS NOT COLLECTED**  
**WITHIN 90 DAYS WILL BE**  
**SOLD TO DEFRAY EXPENSES.**

## Picture this ... a day in December Picture this ... a sky full of thunder.

The chances are that the scenario might be familiar. A customer picks up their repairs and, perhaps in the shop or later by phone or even a return visit complains that they have found substantial damage or a fault that definitely wasn't there when the (very expensive) shoes were brought in. And you have absolutely no proof that this is true or not. Their word against yours.

Over many years of visiting customers in their shops I've witnessed this happen on a number of occasions. It is never a good situation to be in and it is a problem which seems to be increasing with pricey shoes becoming more widely available than in the past and a compensation culture developing faster than a nasty rash.

So, look after yourself. Avoid the problem. Take precautions and get the smart phone out. Take a picture when the shoes land on your counter, probably not a good idea to do it in front of the customer though, they can be so touchy. But make a habit of it. Photo before work commences, and more than one snap if you can. Side – click. Front – click... all round click, click, click. More photos again on completion and try to take them from the same angles. Set up a routine, clear a space on the bench and use a plain background to give the pictures clarity. Prime examples of this type of complaint are often associated with L.K. Bennett, Christian Louboutin, Manola Blahnik and Jimmy Choo but the names are not important, it's the claimed value that causes the problem. We could



be talking about hundreds of pounds here.... plus the time and effort wasted in sorting it all out and the very real possibility of facing legal expenses and court fees from spurious claims that thanks to the power of the internet can be generated from home whilst surfing the net. Claimants don't having to make appointments or visit legal establishments to start proceedings these days, just a simple click and off you go.

So do your own click and save..... and cover yourself from any possible repercussions. You know it makes sense.

This also applies to bags, watches, engraving etc. but the current popularity of claims is centered on high cost fashion shoes and boots.



## The Shoe Box

It would be hard to find a more quintessentially English town than Haslemere, home to 10,500 or so residents and steeped in history with timbered and tile hung shops and houses and the only remaining example of a hexagonal, green painted post box designed by John Wornham Penfold. There's even a Farmers Market on every first Sunday of the month. It stands in the south west corner of Surrey and borders West Sussex and Hampshire with the beautiful Black Down hills nearby.

Amongst those 10,500 inhabitants are Andrew and Angela Nicolaou, who along with their son, Alex, have owned The Shoe Box on West Street since 2002. (The shop is actually celebrating 25 years in business on the same site this year)

Andrew comes from a shoe making family. His father Nick was a renowned Cypriot shoemaker and worked closely with famous designers such as Vivian Westwood, Patrick Cox and Emma Hope. At that time many brilliant designers were

completing their studies at Cordwainers College in East London (Now known as The London College of Fashion) and would whisk their designs down to Nick's shop to be made up. Andrew and his brother would assist closing uppers and generally learning the shoemaker's skills.

Following the recession of the early 90's the family factory closed and Andrew opened up a small workshop making cowboy style boots for a trader on Kensington Market. Taking an opportunity to relocate premises, Andrew moved into a unit behind Pentonville prison where he and his brother made handmade shoes and took their first steps into shoe repairs. Andrew met his future wife Angela around this time, hand crafting her a pair of sandals for their first date.

The skills of the brothers did not go unnoticed and soon they were asked to join the renowned Gina Shoe Company in the closing room where they perfected their skills under factory conditions.

After 8 years Andrew hankered after running his own business again and spent his spare time searching out new locations. Haslemere was one.

He spent a week with the original shop owner after which he returned to London, told his wife to start packing and within a few days had purchased the business and organised the move for all his family to their new location.

Starting off Andrew only offered shoe repairs and key cutting services but over the past 17 years he has expanded to larger premises next door and added many more. One customer brought in a pair of very pointed yellow kid leather sling backs which her daughter had sent as a special birthday present from Italy. Her daughter was due to visit and she couldn't wear the shoes because of the shape of the toe. Perfectionist that he is, Andrew deconstructed the front of the shoe, converted the shape to a peep toe and re-assembled to the original makers' factory standards. The customer loved them and shed tears of joy.

Everyone has a favourite machine or tool, Andrew is no different except

his choice is his cutting board. It's a family heirloom from the early 60's when his dad took it with him whenever he changed jobs. Soaked regularly with linseed oil it remains an evocative reminder of his family origins.

Andrew has a word of advice for anyone starting out. Look ahead, build long term relationships with your customers. Your work is your best advert and they will return frequently for good service and quality craftsmanship.

Joined now by his son Alex, The Shoe Box is a popular place for both residents and visitors to the area seeking quality workmanship and exceptional service.



## Smart Shoes? It's not just about polish

It's already in the system. Integrated technology that, through what you wear on your feet, can provide vital feedback about fitness, health metrics, location and much more. Mainly biased towards sports footwear, the big boys such as Nike, Under Armor, Digitsole and Xiaomi are spending millions researching new smart intelligence that can help increase health, wellbeing and performance.

Smart shoes have become more than just a polished look, now they can provide polished performance as well. So who is doing what? Amongst other things, Nike have developed self-lacing shoes which sense when the foot is inserted and triggers an automatic lacing system. How cool is that?

HOVR shoes made by Under Armor have sensors that record a range of vital metrics for runners including

pace, distance, steps, stride and cadence. All linked through IOS and Android phones. Amazingly the materials and construction of these shoes can allow the wearer to experience almost zero gravity and in exceptional comfort.

Digitsole have included recording all of the vital signs such as health, fatigue, posture steps and calories. They are also working on auto lacing and temperature control and regulation for future versions.

OK, all of the above leans towards sports shoes and improving performance but there are also new technologies being introduced to more mainstream footwear, specifically satellite navigation systems which can provide information on real time location both to the wearer and to a remote interface. For example, Ducere Technologies are making their Lechal shoe components for the visually



impaired. They contain an interactive haptic based navigation system which sends vibrations through the feet to guide the wearer safely towards their destination.

Other manufacturers have developed safety work boots which can alert a supervisor if they detect fatigue and

send a message in cases of slips or accidents. This isn't the future... This is happening now.

Smart shoes are the next big step, perhaps we need to start looking at gearing up for Smart Shoe Repairs.

With thanks to Mariam Jomha of PreScouter and Navneeta Kaul for the original article.

## #IFYOUREADINGTHIS

It might be time to update our member database. If your shop details are included on our website it makes sense to check them once in a while. If you have a moment please email your current full details, phone number, email address, website link, etc to me at SOMSR Global HQ [info@somsr.com](mailto:info@somsr.com) so that I can keep our records straight. Thank you.

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## SHOE REPAIR



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## INDUSTRY ORGANISATIONS



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