

CUTTING EDGE

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

SUMMER 2022



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Dainite
British Made
Exclusive Soles & Heels



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Dainite - Ridgeway

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Dainite - Medway

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Welcome to the Summer issue of Cutting Edge. We are still with you through thick and thin...

...Just as we have been for almost twenty years. The first issue of Cutting Edge was published in October 2002. It's hard to believe it. Time flies ... when you're enjoying yourself, so the saying goes!

We have always tried to bring you the best of all the news and interesting articles that you want, and to give suppliers to the shoe repair trade a unique platform to promote their products and services too, especially since I took over the role of editor back in late 2008.

Over the years we have received many positive comments and compliments about Cutting Edge magazine from both readers and suppliers - but we are never complacent.

WHAT'S IMPORTANT TO YOU?

So, before our 20th anniversary issue which will be coming up in October, we would like to know what you like most and want to see continue, what is important to you and what sort of new articles and extra information you might like to see in future. If there are some things you don't like, let us know that too. It could be anything from the seemingly trivial to the name of the magazine itself! Whatever we find out, we will

take note of, because we want to produce a magazine that is right for its readers going forward.

DOING OUR BEST FOR YOU

Please get in touch and we will do our best to keep you informed and entertained for as long as we can... meanwhile I hope you enjoy this issue!

Have a good summer and I'll see you here again in the Autumn – by which time let's all pray that Ukraine might be free from the suffering and devastation caused to its innocent population by the barbaric Russian invasion... Slava Ukrayini.

Tony

Tony Driver
Editor

EDITORIAL & ADVERTISING FOR CUTTING EDGE MAGAZINE

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CUTTINGEDGE

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

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AUTUMN DEADLINE

for EDITORIAL & ADVERTISING

SEPT 12th

Thank you!



THOUGHTS FROM THE CHAIR



Welcome again to the Summer edition of the Cutting Edge magazine for all shoe repairers. Summer is actually looking like Summer at the moment although it has taken a while to get here which means less shoe wearing and a downturn in repairs for a few weeks.

Travelling around there are marked differences in recovery to pre covid figures.

London, for instance, which is traditionally the busiest place has many shops struggling due to closed offices, home working and not the foot fall - something that is affecting all trades in the city. The further out you go the better the recovery seems to be, mostly on ancillaries like key cutting and watch repairs so it is looking better for the trade.

I have also had a few people ask about an exhibition but these have been rare questions. I believe we are still in an unstable market in which there is little trade support for a show this year. It is something we will work on to see if we can do something next year but the hard

facts are trade shows need an overhaul and not just our shows - numbers are down at all shows of this type. Partly this is due to our changed buying habits and the internet where you can showcase new items instantly.

Looking forward to Autumn we can all hope there will be a new (old) feel to the High Street and at long last we can start planning for the years ahead with renewed hope and faith that there is a future for our trade.

Best of luck to you all

Peter

JEVON & STANLEY
est 1944



BLISTER PACKS OR PILLOW PACKS? What's the difference and why you should trial Pillow Packs

Our shoe laces are packaged into a variety of different packaging. The most popular form of packaging for retail has historically been Blister Packs. Blister Packs are made of a cardboard backer card and a plastic sealed case, with the shoelaces displayed in between the seal. This type of packaging has been the most popular due to the dust prevention and minimal damage caused to the product, the added plastic covering provides this product protection.

Pillow Packs are now becoming increasingly popular, Pillow Packs are the more modern Blister Pack, completely made from cardboard whilst offering dust coverage and protection of the product. With our pledge to become plastic free by 2025 and as we start to reduce the use of single use plastics in our range, our Pillow Packs are becoming a favoured part of our plastic free range.

With Pillow Packs taking the shelves by storm in our shoelace's range, they're not the only product which is plastic free, the ShoeString Insoles range made the switch in 2019 and were the first product in the ShoeString range to be completely plastic free.

Help us make the change and switch from using single use plastics. Trial our Pillow Pack Laces for no extra cost, just reference Cutting Edge!



SOLE FACTOR



Ask your Charles Birch Representative for more details.
Call FREEPHONE - Leeds 0800 591 558 or Rochford 0800 585 313
www.charlesbirch.com



JMA REVEALS ITS NEW WEBSITE at www.jma.es

The user experience, in-depth nature of the information provided and attractive design are the cornerstones of this revamped website.

JMA, a European leader in key manufacturing, has recently carried out an overhaul of its website at www.jma.es. This new website is a drastic shift in terms of design, information and user experience when compared with the previous version. From the moment you land on the home page, visitors will notice a strong commitment to visuals aimed at highlighting JMA products: keys, duplicator machines for mechanical and electronic keys, remote controls for opening doors, gates and access points, transponder technology for vehicle keys... All these product lines are easily identifiable and searchable via the main menu.

One of the main objectives of the

new website was providing a positive user experience whilst ensuring it can be used from any device (computer, mobile, tablet, etc.)

Comprehensive information on all JMA products

One of the major evolutions on the new website at www.jma.es is the ability to access the entire catalogue of JMA products. It is now possible to access thousands of JMA product files and find all the information you need on keys, machines and cutters, as well as on garage remote controls. The 'Products' section also offers direct access to the specific online JMA catalogues so that searches can be performed using more exhaustive criteria.

Technical support and user training, an essential factor

Another very important section is the 'Support' section, which provides

access to all the JMA websites aimed at offering support to professionals in their day-to-day business. This section provides a link to the ecatalogo.jma.es key catalogue, this invaluable resource provides the visitor with access to the complete catalogue of JMA key blanks. You will also find access to the remotes.jma.es remote control catalogue which is a constantly updated guide to programming garage door remotes that contains written instructions plus video tutorials. Lastly there is a link to the etraining.jma.es online training platform, where registered users can access tutorial videos, webinars and live training sessions, etc. Furthermore, users can open the 'Support' section to contact the JMA Technical Assistance Service.

Stay up to date with the 'News' tab and follow JMA at trade fairs; see the launch of new products and be the first to read about what the company is doing.

Finally, the corporate area of the website has also undergone some significant improvements. This section highlights and explains all the work that JMA does to offer the best products and services to locksmithing and hardware professionals. A friendly approach to this endeavour seeks to ensure that JMA becomes their best partner and colleague.

The corporate area also offers the contact details of and access to the various JMA subsidiaries around the world. It also includes a new Job Opportunities section where professionals of all sorts can find out about joining a company that leads its sector and has a significant international presence.



Don't forget to sign up to receive the JMA newsletter to be the first to hear about all the latest JMA updates.

www.cuttingedgemag.co.uk

JMA
UNITED KINGDOM

KEY MACHINE
DEALS

UPGRADE YOUR KEY MACHINE WITH THESE GREAT OFFERS

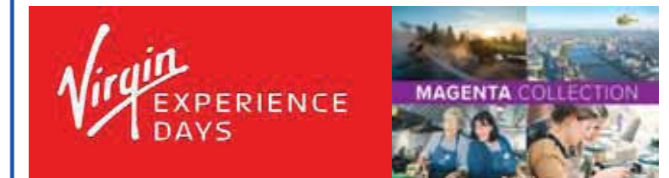


MULTICODE SPECIAL PACKAGE DEAL

- 1 x JMA Multicode Machine (Worth £7463.14)
- 1 x JMA Multicode Magnum Jaw (Worth £566.69)
- 1 x JMA Multicode 9F Magnum Cutter (Worth £81.04)

PLUS:

- 1 x Discount of 7.5% (worth £608.31)
- 1 x Magenta Collection Voucher (Worth £200.00)



For anybody who is just plain confused on what to give that certain someone for their special occasion, look no further. With big cat encounters, deluxe spa days and fast rides on offer, this Magenta Collection gift voucher covers everything. For animal lovers, car lovers, those who need a day off and those who enjoy the finer things in life... the Magenta Collection offers an impressive something for everyone.

AM045
PACKAGE PRICE
£7502.55 + vat

LEASING OPTION: 3 Years
Weekly: £61.43* Monthly: £266.21
Equal to cutting 5 keys per week!



ON SITE TRAINING



DEDICATED TECHNICAL BACK UP

JMA VIENNA



AM029

Plus - 2000 x Universal key blanks
(1000 x U-5D & 1000 x U-6D free of charge)

ONLY £1644.11 + vat

LEASING OPTION: 3 Years
Weekly: £13.53* Monthly: £58.65
Equal to cutting 5 keys per week!

JMA CAPRI



AM028

10% OFF
Plus KB580 Dimple Keyboard FREE! (Worth £105.99)

ONLY £2774.30 + vat

LEASING OPTION: 3 Years
Weekly: £22.83* Monthly: £98.84
Equal to cutting 2 keys per week!

JMA VOLGA



AM010

Plus - AC016 (cutter) & AC201 (brush)
+ 150 each 373, 360 & ER-5G key blanks free of charge

ONLY £2321.87 + vat

LEASING OPTION: 3 Years
Weekly: £19.11* Monthly: £82.82
Equal to cutting 3 keys per week!

JMA
UNITED KINGDOM

@sales@jma-uk.co.uk

www.jma-uk.co.uk

@sks_limited

S.K.S Limited T/A JMA UK Tel: 01442 291400

Member of Altima Group

TAKE CARE WITH SOVEREIGN

from T Colledge & Son

New Sovereign Premium Shoe Polish 50ml. High quality shoe polish containing only natural waxes and oils for the discerning customer.

Available in eight colours. Black, Bordeaux, Dark Brown, Honey, Light Tan, Medium Brown, Navy Blue and Neutral.

Sovereign Shoe Cream 50ml and Sovereign Quick Colour 40ml Dyes are available in 111 different corresponding colours to match any shoe or bag colour.

Sovereign Leather Restorer Cream 150ml Cleaning and nourishing cream for leather furniture, shoes, hand bags, leather goods and leather jackets. Can be used on all leather items except suede and nubuck. Apply with a clean cloth and then buff to a shine 18 Colours.



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PREPARE FOR ANY WEATHER

with Sovereign Waterproofers and Cleaners from T Colledge & Son

Make sure your customers' shoes and boots are ready for any weather with:

Sovereign Dubbin Leather Food 100ml

Sovereign Mink Oil 100ml

Sovereign Pure Neatsfoot Oil 150ml

Sovereign 100ml Saddle Soap Leather Food & Cleaner

Sovereign Super Cleaner 150ml

Contact T Colledge & Son on 0117 9717154 or go to www.tcolledgeandson.com for full details

A STRONG MESSAGE FROM VIBRAM

Vibram have introduced their "REPAIR IF YOU CARE" in the UK with a strong sustainability message to support the "SHOE REPAIRS HELP SAVE OUR PLANET" campaign.

Vibram recognise that the shoe repair side of their business fits perfectly with their eco friendly approach. Vibram have implemented "The Sustainable Way" strategy which brings in seven guiding principles:

1. It's a matter of strategy and daily operations
2. It believes in renewable energies
3. It's based on reducing energy consumption and waste
4. It's committed to recycling waste in a circular approach
5. It produces, sustainable, durable, innovative high quality products
6. It aims at involving people and communities
7. It is committed to environmental and social non profit organisations

The introduction of the unique and pioneering N-OIL ECOSTEP NATURAL compound that is made of 90% natural ingredients and without the use of solvents and chemicals is an example of Vibram "walking the walk". This is the latest step in an eco-journey that started with the extremely popular ECOSTEP RECYCLE which is the compound consisting of 30% recycled Vibram rubber another unique Vibram innovation in our trade.



Charles Birch have around 100 Vibram "REPAIR IF YOU CARE" packs to give away this will consist of a "Be Sustainable" window sticker (195mm x 170mm), a "Repair if you Care" window sticker (105mm x 145mm), a "Be Sustainable" counter card (210mm x 295mm) and 500 lace tickets highlighting Vibram's "Sustainable Way".

To receive your Vibram REPAIR IF YOU CARE PACK, please contact Victoria Wilson urgently on Victoriawilson@charlesbirch.com or 0113 243 1155, there is only a limited number and once they are gone, they are gone.



Posters for the "Help Save Our Planet Campaign" are still available, why not ask Victoria for a fresh poster and be sure to have your shop posted on the Instagram (follow on [shoerepairshelpsaveourplanet](https://www.instagram.com/shoerepairshelpsaveourplanet)) and Facebook (follow on [Shoe Repairs Help Save Our Planet](https://www.facebook.com/shoerepairshelpsaveourplanet)) pages.

Watch out for the new Help Save Our Planet posters that will be unveiled at the Leeds Open Weekend

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Power®

STICK WITH SVIG FOR QUALITY



By now we are all aware just how good the rubber products made by SVIG are – and quality products deserve quality adhesives to get the best performance.

That is why, as well as constantly developing even better sole materials, the SVIG chemical/technical team have also worked for many years to produce SVIG's own adhesives range, ADESVIG.

SVIG wanted to offer their customers a complete kit of dependable products, both rubber and adhesive, to help them avoid the awkward situations that happen when customers come back to repairers complaining about soles becoming unglued from their recently repaired shoes.

But sometimes quality products (both rubber and glue) are not enough by themselves.

How many times does a wonderful rubber product seem to be poor due to gluing problems and so it is rejected by cobblers? If repairers are using a good glue but it doesn't stick the rubber correctly they often assume that the problem is due to the rubber quality.

Even expert cobblers sometimes find they are facing something that could be called a 'non-sticky situation' but this is almost always simply due to a lack of information about the technical features of a product.

In fact, one good glue is not necessarily good for all the products and repairs. Different rubber compounds and/or repairs require specific adhesives.

So here is a simple guide to how the ADESVIG adhesives range is composed and the main advice on how to use different products for every type of rubber made by SVIG.

ADESVIG SVIG ADHESIVES:

POLYCHLOROPRENIC ADHESIVES: perfect for bonding rubber products

- ADESVIG: strong adhesive, yellow colour, available in 1 and 4.5 litres tins.
- ADESVIG E (yellow): more fluid formulation, available in 1, 4.5 and 20 litres tins.
- ADESVIG T (transparent): more fluid formulation, available in 1, 4.5, 13 and 20 litres tins.
- ADESVIG TENAX PLUS: strong adhesive, high tenacity, glues even after hours of application, almost transparent colour, available in 1 and 4.5 litres tins.
- COLD: thinner for polychloroprenic adhesive, available in 1 and 4.5 litres tins.

POLYURETHANIC ADHESIVE WITH PRIMER

Perfect for gluing PVC, polyurethanes, rubber, TR, thunit, leather, synthetics

- ADESVIG PVC: polyurethanic adhesive of transparent colour, it needs to be reactivated by heat, available in 1 and 4.5 litres tins.
- ALOSVIG: halogenating primer for rubber and TR, available in 0,2 litre tins.

ADESVIG ERP: rubber and synthetic resin based adhesive dual-use:

1. As "Primer" – particularly suitable to bonding preparation of EVA and foam micro rubber.
2. As "Repositionable Adhesive" – particularly suitable to glue rubber cup soles. Light colour, available in 0,5, 1 and 4.5 litres tins.

All SVIG adhesives are toluene free; for further information please check out SVIG's safety data sheets and technical sheets.

ADVICE FOR BONDING OF SVIG PRODUCTS:

- COMPACT RUBBER AND ZEPHIR FOAM RUBBER PRODUCTS: easy to bond with ADESVIG polychloroprenic adhesives.
- RUBBER CUP SOLES: easy to bond with ADESVIG polychloroprenic adhesives, but for a stronger bonding we recommend using ADESVIG PVC polyurethane adhesive after having applied ALOSVIG Primer or after using the Repositionable Adhesive ADESVIG ERP; in both cases it is necessary a final pressing.
- GHIBLIS FOAM RUBBER PRODUCTS: easy to bond with ADESVIG polychloroprenic adhesives, but for a stronger bonding we recommend using ADESVIG PVC polyurethane adhesive after having applied ALOSVIG Primer.
- EVA PRODUCTS: easy to bond with ADESVIG polychloroprenic adhesives, but for a stronger bonding we recommend using ADESVIG PVC polyurethane adhesive after having applied ERP Primer.

To learn more about SVIG adhesives and technical features of their products.....don't hesitate to contact their UK wholesalers.

Find out about the latest products from SVIG at www.svg.it, on their FB and Instagram pages and in the Autumn issue of Cutting Edge!

A DATE FOR YOUR DIARY THE CHARLES BIRCH, LEEDS OPEN WEEKEND

SATURDAY 10th & SUNDAY 11th SEPTEMBER 2022

at Charles Birch Ltd, 4 Brown Lane West, Leeds LS12 6BH Times: Saturday 10.00am - 7.00pm and Sunday 10.00am - 4.00pm

The Charles Birch team are looking forward to welcoming their customers from all over the country for a weekend of fellowship, fun, product demonstrations, presentations and of course, one time only, crazy deals.



Vibram's Stefano Peruzzo (The Master) and his team will be travelling over from Italy to hold three separate specialist seminars where he will be giving live demonstrations.

They are:

1. **Materials Recognition:**
Saturday 12.00pm-1.30pm & Sunday 10.00am-11.30am
2. **Cup Sole Repairs:**
Saturday 2.00pm-3.30pm & Sunday 12.00pm-1.30pm
3. **Climbing Shoe Repairs:**
Saturday 4.00pm-5.00pm & Sunday 2.00pm-3.00pm

Space on these seminars is limited so please register early by contacting Victoria Wilson on 0113 243 1155 or email Victoriawilson@charlesbirch.com



Silca will be represented by Matt Aartsen and Lee Young who will demonstrate all the latest Silca key machines as well as giving advice and tips on all aspects of key cutting and key recognition. The open weekend will herald the launch of the new RW Silca Car Key Cloning Device.

Bama

Bama will be launching their new Bama Essentials Range and will be giving demonstrations on their whole range of products including the popular Bama Magic Elements products with lots of old trainers being given a new lease of life.

Angelus artists will be on hand to demonstrate all aspects of the new trainer art craze that has crossed the Atlantic from the US and is taking the UK by storm. Watch out for the launch of a brand new range of dyes that will complement the Angelus, TRG and Dylon offers.

There will be clearance and special offer deals across the range, including special cash (we pay your VAT) deals. This will include brand new Royal Shoe Machinery that can be bought as seen at crazy low prices as well as leather soles, rubber components, shoe care, keys, key rings, and gift lines, all at low, low prices.

A double decker bus bar will offer free drinks to all our guests and a pork roast and a pizza van will ensure that no one goes hungry.

Put the dates in your diary today.....



JOIN THE CAMPAIGN AND HELP SAVE OUR PLANET

The Help Save Our Planet campaign has been a huge success so far, encouraging new customers to repair their shoes instead of throwing them away, simultaneously helping our planet by reducing waste in landfill and bringing new business to the shoe repair trade.

Have you joined the campaign yet? Order free posters from Charles Birch to display in your shop to draw in more customers and raise awareness of the benefits of shoe repair. Our posters start at size A5 to fit perfectly in small shops, and our largest size so far is A1.

Send a picture of your shop and any information you would like to share to victoriawilson@charlesbirch.com and we will feature you on our Help Save Our Planet social media pages. You can also post your own pictures with the #shoerepairhelpsaveourplanet.



Follow us on Facebook and Instagram @Shoerepairhelpsaveourplanet

We are also excited to announce that a brand-new Help Save Our Planet poster will be available at the Charles Birch Open Weekend on the 10th and 11th September 2022 at our Leeds warehouse, don't forget to pick one up free of charge to keep the message in the forefront and your shop looking fresh.

Together we can spread the message of the benefits of shoe repairing rather than shoe disposal.

www.cuttingedgemag.co.uk

Silca Bravo Professional



The only choice for the nation's professional volume key cutters



www.charlesbirch.com

CHARLES
BIRCH
GROUP

AS TIME GOES BY...

Part 1 - What happens when adhesives and additives age?



Time affects pretty much everything – and unlike the three spatial dimensions, it has a direction (forward). In theoretical physics, "forward in time" is defined as the direction with an increase in entropy – in layman's terms, closed systems get disorganized as time passes, and you have to invest energy to organize them again. Sound familiar? Think of your shop or your house, especially if you have kids, and I'm sure you will see this principle at work there! Another experiment that easily shows the passage of time: Leave a tasty sandwich out on the table for a couple of days or a week, and it will lose its appeal completely at some point ... there are fascinating hi-speed videos of this process out there, albeit a bit disgusting!

So while we all agree that everything will degrade over time – some things quickly, some things more slowly – shouldn't the same apply to adhesives and related products? Of course, just to a varying degree and in different time frames! Ideally, this should not be an issue – you run a repair shop, after all, not a museum! But over the years, I have been to many shops and lots of wholesalers' warehouses, and it felt like being in an antiquity store many times ... so I know this can be an issue. Therefore, let's take a look at some common chemical products found around the repair shop and how they age!

Finishing wax:

This is an easy one – we often come across wax sticks that date back 30-40 years at least (because we find colors that we never made after we acquired the brand decades ago!), and they still work fine. In other words, no worries, this stuff will probably outlast you – and your children, and your children's children!

Solvents (Thinner, deSohl, Acetone, etc.):

On the chemical level, nothing is going to happen to these products in a relevant time frame. But if they are kept in cans with plastic lids (or plastic bottles), a very small amount of solvent will migrate through the plastic and evaporate over time. A typical 5 ltr can loses around 50 g of solvent per year, depending on factors like ambient temperature. So even if the can remains tightly closed, it will mysteriously get lighter and lighter as the years pass. If you ever receive a half-full, somewhat rusty can, it still probably left the factory completely full – just many, many years ago! In a solvent mixture, the rate is different for each solvent, so in this case, the composition will also change. This will probably affect the performance of the product as well – you simply do not have the exact mixture that you bought anymore, and it might not have retained the properties you actually need.

CR (Neoprene)-based adhesives:

These products are also affected by solvent migration (see above). So over time, the adhesive will thicken up a bit. This can be fixed easily by adding a splash of the appropriate Thinner (make sure to use the correct one, the wrong one can actually break down the adhesive). As more time passes (3-4 years, usually), CR adhesives tend to get a bit more stringy, and they can eventually

turn to a gel-like substance, or solidify completely. This takes many years though – we once came across an all-metal can that was 17 years old, and the adhesive seemed almost "caramelized". It would have still bonded, if only we could have gotten it out of the can! Also, CR adhesives tend to darken over time. These points apply to all adhesives of this type, but there are vast differences based on quality: Many cheaply made products separate into solvent and solid phase within a few months or even weeks of production, before any of this happens. Some start thickening up in the can considerably even over a few months. This hints at a formulation that is unstable to begin with, or at an insufficient mixing process. If it says "shake before use" on the can, this usually has a good reason – namely that the manufacturer is worried about phase separation.

Stay tuned for the next issue of this series when we will examine the aging process of PU-based adhesives and typical bonding additives/primers.

Dr. Rainer Buchholz, Renia GmbH, Cologne



THINK BIG!



BONDING INNOVATIONS MADE BY RENIA

Renia GmbH · K In/Cologne - Germany
Renia USA Inc. · 6180 Atlantic Blvd.
Suite N · Norcross, GA 30071

All Renia-Adhesives
are free of toluene and MEK/Butanone
are best on all O&P-Materials
dry clear - no glue-line
have an extremely high green strength
It is that easy with Renia-Adhesives.



ZIPPO 90th ANNIVERSARY

Zippo celebrated their 90th Anniversary earlier this month with a party at the European Headquarters in Dusseldorf.

The celebration started with a presentation from new European Managing Director David Galliker who outlined a series of exciting plans for the future. He then introduced the US team from Bradford, Pennsylvania who gave a series of interesting presentations full of insight into the history and manufacturing process of this iconic brand. Mr George Duke, sole owner and grandson of the founder Mr George Blaisdell gave the final talk.

Founded in 1932 the newly designed pocket lighter was patented in 1936 and has featured in over 2,000 movies, TV shows and stage plays, with the Zippo lighter playing a key role. The Zippo pocket lighter has become ingrained in American culture and is a global icon of durability and reliability. The new 90th Anniversary Editions are now available:



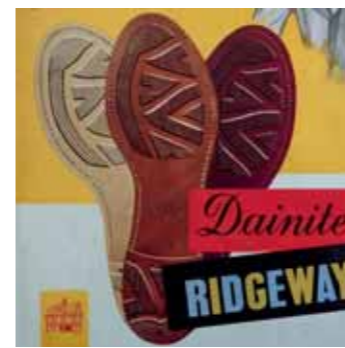
The UK were represented at the 90th Anniversary Celebrations by Chris Wilson and Peter Partyka from Charles Birch Ltd. Seen here having a drink during the evening Zippo Rhine cruise.

For more information on the Zippo range contact a member of the Charles Birch team or visit www.charlesbirch.com



DAINITE RIDGEWAY UPDATE

The resurgence of interest in the Dainite Ridgeway continues a pace with latest progress being tooling laid down for a larger size 12-13 sole and accompanying heel top piece.



Now incorporated in many of Trickers and Edward Green designs in the UK and gaining international popularity through Viberg Boot in Canada and Regal in Japan, Ridgeway is a superb addition to any country boot design.

For the repair trade, UK repairers can obtain soles and heel units from the wholesaler, Leather & Grindery Suppliers Ltd.

To learn more about the Ridgeway style it can be seen on the Dainite website, Dainite twitter feed or any of the above-mentioned shoemakers' websites.



BIRCH POLISH CAN FILL THE KIWIS GAP

Availability and pricing of Kiwi products continue to be problematic with several lines like Kiwi Polish Dark Tan 50ml and Shine & Protect Black not available until July and the replacement price of regular lines going up exponentially. The new retail price of Kiwi Polish has now gone up to £2.25 whilst Parade Gloss is up at £2.99. We are told that the prices may come back down in July but who knows??

In the meantime Charles Birch are able to fill the vacuum with its ever popular Birch range. Birch Shoe Polish which continues to retail at £1.50 continues to perform extremely well in seven colours and the Renovating Polish is proving to be extremely popular in all ten colours with an RRP £2.25.

Birch Elite Instant Wax Shine and Birch Express Shoe Shine Sponges are also helping to fill the void left by the absence of their Kiwi equivalent products.

For more information on the Birch shoe care range and the current availability of Kiwi branded products visit www.charlesbirch.com or contact your local Charles Birch representative.



CX & McQUEEN LACES

The importance of having the right lace in your shop

Although shoelaces are something someone rarely thinks about, they are a fundamental part of our lives. A milestone in a child's life is when he or she learns how to tie his or her own shoelaces. Before athletes go out on the field or court, they must secure their shoelaces. Before each of us heads out to work or school we mostly all secure our shoelaces if we are wearing shoes with laces.

As fashion becomes more mediated and in the public eye, it has become very apparent that people want to be more individual and take pride in what they wear. Shoelaces allow us to do this in a very simple and low-cost way. This is one of the reasons why we at ShoeString are always looking for the next best fashion shoe so we can offer the right laces for the trend. Some of our most popular new ranges are the CX Range which have been created for New Balance trainers & the McQueen style laces suitable for Alexander McQueen trainers which have become incredibly popular recently.



McQueen laces are a lot wider than your normal flat shoelace and they come in 3 different colours Red, White & Black. As for the CX, New Balance style laces, these are a lot more unique as they consist of a really textured thick braid which you don't usually see on laces and they come in a range of bright and neutral colours. Trainers are becoming seemingly popular as people dress more casually for work which shows the importance of having a wider and more individual range of shoe laces in your shop; the sneakers market aren't looking for standard neutral laces, they're looking for fashion style, velvets, metallics and designer laces.



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MAGICAL GROWTH

Bama Magic Elements, the eco-friendly range of Trainer Cleaners continues to grow in more ways than one. Sales have continued to grow with many shoe retailers, repairers and sneaker cleaner specialists making Bama Magic Elements a key part of their shoecare display.

As well as sales growth, the Bama Magic range also continues to grow with the introduction of Bama Magic Soft Comfort Eco Insoles. These insoles are made from 100% recycled yarn and 60% recycled ecofoam with "I love my planet" embossed into the ecofoam. However they are extremely effective with the special air flow system helping to keep the feet cool.



The Bama team have also been busy during the Spring of 2022 and have moved their production and logistics to a new purpose-built facility in Gorzow in Poland.



THE BAMA MAGIC RANGE

Is developed with the highest standards of mindfulness and sustainability

- **Dynamic Ecofoam** – Insole for extra cushioning and moisture absorption with 60% recycled foam and 100% recycled yarn.
- **Lotus Leaf Effect** – Energy efficient protector without fluorine compounds, silicon or propellants.
- **Smart Foam** – Upper cleaner works water based with clever active molecules.
- **Microearthquake** – Water based Midsole Cleaner cleans physically not chemically.
- **Smart Microbiology** – Shoe Deo powered by microbiology that effectively removes malodour.

BAMA MAGIC ELEMENTS



Ask your Charles Birch Representative for more details.
Call FREEPHONE - Leeds 0800 591 558 or Rochford 0800 585 313
www.charlesbirch.com



Silca Semi-Automatic Cylinder Key Machines

BRAVO PROFESSIONAL v REKORD PRO S

When it comes to key machines Silca are widely recognised as the world brand leader. With mortice machines the Silca Lancer appears to be in a class of its own thereby removing any great debate.

However when it comes to cylinder machines the new upgraded Silca Rekord Pro S is making a stand against its big brother the Silca Bravo Professional. So we thought it would be helpful to analyse the two machines and thereby assisting shoe repairers to make an informed choice.

Performance

The Bravo Professional still wins on performance with its large handles and smooth and stable carriage movements. The patented dynamometric clamping system which prevents over tightening and ensures perfect key locking is also an advantage. At 21.5kg it is heavier and more stable than its little brother at 19kg.

However the Rekord has been updated and the new quick rotation clamps, the new higher cutter speed (1350-1620rpm against the Bravo 650-780rpm) and automatic cutter starting when you lift the carriage has helped it to narrow the gap on performance.

Size

The Bravo Professional has dimensions of 400mm width x 520mm depth x 400mm height whilst the new Silca Rekord has a width of 330mm x 430mm depth and 270mm height. This may be helpful if space is at a premium.

Price

Expect to pay between £600.00 and £700.00 more for the Silca Bravo Professional

Verdict

For volume key cutters where the cylinder key cutting is the shops principle money maker we still recommend the heavier duty Silca Bravo Professional.

However where cylinder key cutting is not the "all day every day" backbone of the shop and perhaps space is at a premium, the Silca Rekord Pro S would be a very fine investment.

Contact the Charles Birch team for more information and download the latest information from www.charlesbirch.com



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BRAND



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Call FREEPHONE - Leeds 0800 591 558 or Rochford 0800 585 313
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Society News

The latest information from the SoMSR office



DEAR DIARY

Summer is here..... lots of fun things going on! Join in the Wordsearch competition to win a prize Trug with leather handle for your shop



Postal Repairs – thank you to all those who provided details on Postal Repairs, keep them coming in so we can let members of the public know you provide this service.

Well done to the chaps who grabbed the JR freebies (tools and bits) have been posted to Ken Simpson Simpson Shoe Repairs and JR aprons to Mark at Banbury Shoe Repairs.

Whilst visiting North Walsham I paid a visit to see Andrew and Mark Morton. Not all shoe talk: football, bulldogs, American bulldogs, Norfolk, more football Andrew and Mark have a cute shop with a range of shoes, key cutting, bags and shoe repairs If ever visiting North Walsham, go and say hello.



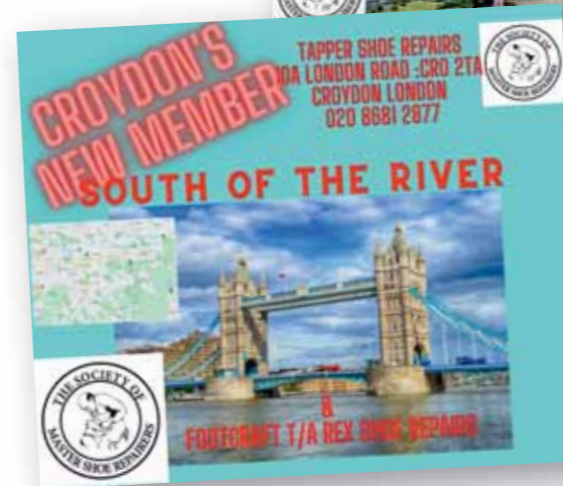
Send us your 'how to' videos of repairs & we could get them online for you



If you are proud of what you do and want to showcase your skills, please send your story with pictures to us for inclusion in a future issue of Cutting Edge. Email to: info@somsr.com

WELCOME NEW MEMBERS

Market Cobbler has joined our Team as a SOMSR Master Shoe Repairer in Peterborough and South of the River in Croydon, Nick Tapper is the latest addition to the SOMSR team



MASTER MEMBERS

Moors Brothers have their SOMSR Certificate. They are a family business going back many decades. Read their story at www.moorsbrothers.com



...and here's a nice little note from Danielle at Percy Stride who we featured in the Winter issue

WORDSEARCH for SOMSR Members Only

C	D	A	I	N	I	T	E	W	H
O	Z	Y	C	H	E	R	R	Y	B
L	A	T	C	D	J	K	K	L	L
L	S	I	P	S	A	W	F	B	O
E	X	E	E	V	R	E	S	I	S
D	C	T	S	I	E	O	A	R	S
G	B	I	I	G	N	M	I	C	O
E	N	G	L	Q	I	G	N	H	M
K	M	H	C	U	A	R	E	E	D
F	S	T	A	N	D	A	R	D	Q

The grid contains the names of 10 advertisers taken from the SPRING 2022 issue of Cutting Edge Magazine. 9 of them are listed, once you have those you should be able to find the mystery one. The names go horizontally and vertically (NOT DIAGONALLY) but can read in either direction left or right, up or down.

The prize for the first SoMSR member to contact the secretary with the correct answer is a sign written, handmade wooden trug which can be used as a display item or as a counter sales basket.

Email your answer to: info@somsr.com

1. BIRCH
2. CHERRY BLOSSOM
3. COLLEDGE
4. DAINITE
5. RENIA
6. SILCA
7. SISERVE
8. STANDARD
9. TIETIGHT
10. ?????

WIN!





COLIN HARRIS

The Life & Time Of Colin Harris, The Man, The Organiser, The Legend

Colin Frederick Harris was born to Frederick & Gladys Harris in Chasty Nr Holsworthy on the 11th of March 1925. He was one of nine brothers & sisters, Mac, Bill, Gwen, Marg, Betty, Beryl, Reg, & Donald.



When he was a baby an accident almost blinded Colin and this meant that at a very young age he was sent to the Blind School in Exeter.

While there Colin always wanted to be on the go, and spent most of his time looking after people. He was made a prefect and then became head boy. He also learned a trade after a two-year course in shoe repairing when aged about 14. He became so good at his new skill that the school offered Colin a job at the school mending shoes so that could be used and passed on.

Colin also loved football and played for the school team and then later for a local side when he was older. Colin would say "They would call me "twinkle toes Harris" because he was so fast & tricky. He would often challenge people saying "I will give you ten yards start!" He would always win.



Colin also learned to play the drums at school and played in the school band. During WW2 Colin teamed up with a few friends and played in a dance band with some other travelling musicians. Colin could never read music but played by ear, and was very quick to pick up the latest songs.

Due to his love of music and dancing Colin met his his future wife Emily. They



married on 16th December 1950, on a very snowy day with the 1st Exeter Scout troop as guard of honour. One day off & then it was back to work.

Colin & Emily had a son, Paul, in Feb 1952. What a little monkey he was... like Colin, into everything.

In 1965 Colin helped move the school from its old St David Hill home to a brand-new School at Topsham Road. That's when Colin's Life really changed. He was given a lovely new two bedroom flat. He was on call 24 hours a day but he loved it, the school had a lovely new swimming pool, its own scout hut, football pitches, and even a little scout camp with chickens & donkeys.

Colin would always be thinking of something extra to do and would organise big fetes with big Stars of the time to open them such as Dicky Valentine and Des O'Connor. He wrote hundreds of letters to companies including BBC, & Westward TV asking for prizes and donations, raising thousands of pounds for the school and his beloved Scouts.

He was also still involved with the Boot & shoe trade Association in the 60s to the 80s and with long-time friend Ron Parkhouse ran the South West Division. Tragedy hit Colin in April 1973 when Emily fell ill and died, he was heartbroken for a long time, but then he met Olive a long-time friend who had lost her husband in a similar twist of fate, they both liked music, dancing & going out together & got married in 1979 and he became a loving stepdad granddad to all the family.

Colin had joined the Cubs and then the Scouts when he was boy. Later he became Scout & Cub master, which took up lots of his time. He would organise Scout & Cub days, and days out, scout camps, jumble sales, old age parcels at Xmas. The Scout camps were on a big scale, Colin would get favours from anywhere he could - BRS Road Services, MOD, Blatchford's, Exeter police, who would take Colin, & a few other members of staff, helpers and as many as 50 boys to places like Torquay & Exmouth, They would stay for about a week. The boys would make kitchens and do their own cooking, make their own showers and toilets! They would go



swimming in the sea, & finished it off with the Camp Fire on the Thursday which was the highlight of the week with sing songs, playing games & a lovely stew or soup which Colin was famous for.

Colin's 1st Exeter scout troop were a very active and often won swimming galas and sports events, and even First aid competition against able body troops which made Colin very proud & happy. All Colin's dedicated work was recognised when he was awarded one of the first Silver Acorn medals for his 40 plus years of scouting.



Colin retired in 1990 but still could not sit still, he was still in the "Order of Moose" and worked hard to help raise money for others & was Branch Secretary for the musician's union, he also still played in the band at parties. He loved doing the Children's parties the most when he organised the children's games: playing old Farmer Brown, Uncle Tom Cobley & musical chairs with all the family.

He was also one of the founder members of the Old Pupils & Teachers from the West of England School for the partially sighted association, which helps old pupils meet up and help each other, Colin would always say my sight never stopped me doing anything.

Another passion of his was football & he loved to go and watch his son Paul play. Colin & Olive loved to go on coach trips to Brighton, Eastbourne and lots of other places.

Colin was invited to go to Buckingham Palace for the Queen's Garden Party in 1998 for all the charity work which he did and he said that it was one of the best days of his life. He said he got very embarrassed when he met the Queen & Prince Charles. After having a few drinks and nibbles he sat down for a bit of a break when someone sat down with him and asked him if he was enjoying himself. Colin said yes and asked the man his name. He answered "Charles" and then Colin asked him what he did... He replied "I'm Prince Charles".

In 2009 Colin became ill and went to a nursing home to help him recover, but his health went downhill, so it was decided to send Colin to Hay House for specialise help. Colin enjoyed his time there & was one of staff favourites. Many thanks to all the staff at Hay house.



Sadly, Colin passed away on the 6th of January this year. He was a devoted husband, dad, granddad, stepdad and to the end his sight never stopped him doing anything. He was at his happiest when he doing something for someone. He will much missed by everybody who knew him.

Sent to SOMSR by Paul Harris

SPINA

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TREKKING COMPOUND



COLOURS:

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DARK BROWN	TAN	NATURAL
CARAMEL	RED	ORANGE
YELLOW	GREEN	BLUE
LIGHT BLUE		

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SHOE REPAIR



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www.silca.biz
The SILCA website – for full information on the latest electronic and mechanical Silca machines. Log on and register to the Silca Electronic Key Catalogue (EKC) to access the largest range of key blanks in the world and where you can even build your personal catalogue. For more information call Silca Services on 0113 200 3926

INDUSTRY ORGANISATIONS



www.somsr.com
The new Society of Master Shoe Repairers website is now online with details of how you can join SOMSR and promote your business.

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