

CUTTINGEDGE



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

SUMMER 2021

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“Summertime... and the living is easy...”

Or at least, to paraphrase the old Gershwin classic song, for many it is getting easier. Like everyone, I had hoped that by the time I started to write this introduction the restrictions still put in place by the UK government to combat the diminishing threat from corona virus would have been lifted. However, that was another promise that was not able to be fulfilled and so we are currently looking forward to 'Freedom Day Mark 2' on July 19th... Fingers crossed!

For those of us that have managed to survive the pandemic, both physically and financially, these are still uncertain times. Unfortunately this is reflected by the number of companies supplying the shoe repair trade that are apparently reluctant to contribute and be featured in Cutting Edge – which is still the only trade magazine dedicated to shoe repair, and regularly read by thousands of repairers. Despite this, we are pleased to be able to continue bringing you so many of the news, views and interviews that you have come to expect during all the ups and downs throughout the years. We can't do this without the support of regular advertising and so I'd like to take this opportunity to thank those businesses that have stuck with us, including the European companies that continue to add a continental aspect to the content of the magazine.

As part of this collaboration I was very pleased when the head of one of our most loyal European contributor companies agreed to step into the 'Spotlight' for us. Rainer Buchholz of Renia, the respected German adhesive manufacturers, took time off from writing another of his regular informative articles to tell us a bit about his career and likes and dislikes. You can read what he had to say on page 20.

As I have always said since taking over the role of editor almost thirteen years ago, this is and will continue to be your magazine. So we always look forward to hearing from you about your achievements, your interesting hobbies, your quirky stories or anything else that you think might interest us and your fellow readers. However, it seems that you were too busy to get in touch this time – but I hope that as things return to something more like normal we can expect lots of good news from you so that we can include it in forthcoming issues.

Something that we certainly did not want to receive recently was the devastating news on June 11th that our good friend and long time colleague in the trade Gary Unwin had suddenly passed away while in Newcastle upon Tyne on business for Davenport-Burgess. Gary was a hugely popular and knowledgeable member of the Cutting Edge 'family' and I am sure he will be greatly missed by his many friends in the trade. On page 7 we have gathered together just some of the tributes paid to him and I know that those of you who knew him will want us to pass on your condolences to Gary's wife Christine, sons Ashley and Nathan and the rest of their family. I am sorry to end on such a sad note. I hope that we will plenty of good news for you in the Autumn issue of Cutting Edge that we aim to bring to you in early October.

Best wishes

Tony Driver
Editor



Inside this issue...

THOUGHTS FROM THE CHAIR	p4
GARY UNWIN	p7
DISCOVERING Etraining	p8
READER ARTICLE from Graham Porter	p12
IT'S MAGIC...	p18
SPOTLIGHT on Rainer Buchholz of Renia	p20
SOCIETY NEWS from SOMSR	p24
WEB DIRECTORY	p26
CLASSIFIED ADS	p27

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CUTTINGEDGE

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THOUGHTS FROM THE CHAIR



Happier Days. Gary took over from me as CE Chairman in 2013

As if the last year hasn't been bad enough for us, I recently received the shocking and devastating news that Gary Unwin, a good friend and colleague of our trade died unexpectedly. Gary had been a member of and a valued contributor to the Cutting Edge committee for many years thanks to the generosity of his employers Davenport-Burgess. He will be a huge miss to us all.

To start writing this month I looked back at some other thoughts I had put in over the years and realise just how much our trade has changed in the last decade.

Under normal circumstances we would be looking forward to our annual exhibition – a big event that we have had to cancel but hope to revive in 2022.

We usually get a good mix of exhibitors from all over Europe which now maybe seems far-fetched with so many barriers to trade. We are starting to see supply chain issues and non-availability of some stock due to delivery delays caused by a combination of Brexit and Covid. Everything seems stacked against normal working systems but I am confident that as a nation and as a trade we will adapt and survive.

We have seen a few lockdowns during the past seventeen months but as I am writing this the vaccination programme is on schedule with over 76 million doses administered, equating to 85% first doses given and 62% second doses to all those eligible. This great achievement is already proving to alleviate the death rate but we can't be complacent. However, this all points to some normality returning.

Even though the date for freedom has been moved it is on the horizon with all the hopes that trade will return to good levels, good enough for you all to survive.

I wish you all the best for the coming months.

Peter

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MARK JACKSON RETIRES



Mark Jackson retires after 32 years at Charles Birch in Rochford, Essex.

We are sure that everybody in the trade will join us in wishing Mark and his wife Julia a long and happy retirement.

Mark joined Charles Birch in Leeds in the late eighties and then soon moved down to Essex where he took over as manager in 1993. Mark was then invited to join the board of directors where he has helped steer Charles Birch through a successful three decades of trading.

Mark's wife Julia also retires after 32 years' service where she was office manager of the Essex operation.

"We would like to thank Mark and Julia for their tremendous service over the last thirty two years and wish then all the very best for their new life in the midlands" commented Chris Wilson.

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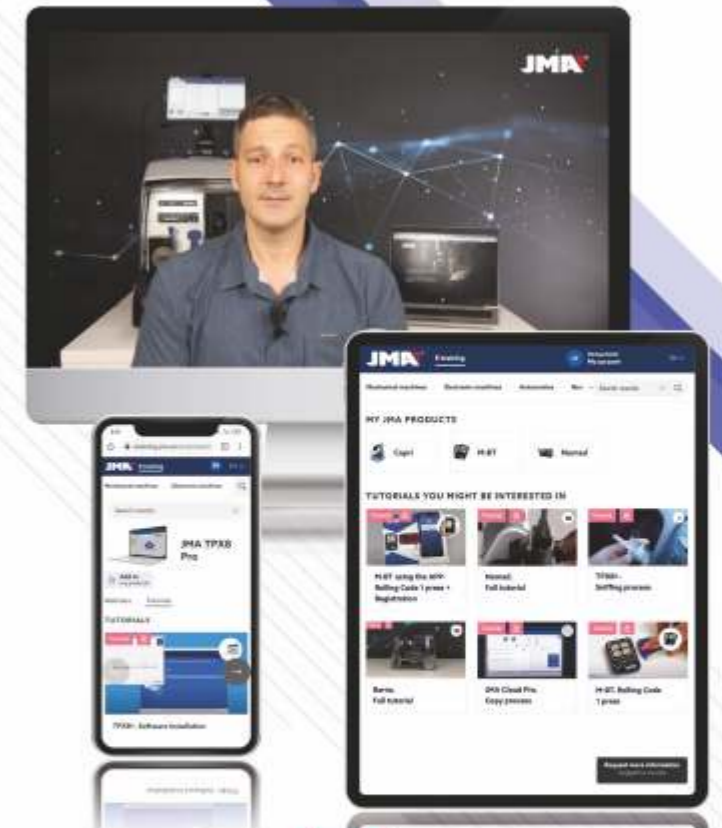
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Now Tarrago are proud to offer excellent protection and cleaning power for all leather types and any situation. Quick and easy application means that rain and dirt are never a problem and regular use actually prolongs the life of all types of leather footwear and clothing.

Tarrago Nano Protector provides an innovative top-class protection thanks to its "intelligent" fluorocarbon polymer content which forms an invisible protective film with a surface similar to that of a lotus leaf. This 'Lotus Effect' decreases the surface tension of leather or textiles so water, oil and grease are efficiently repelled.

Tarrago Oil Nano Protector offers your customer even better waterproofing and protection, and thanks to

its nutritive oil content it not only enhances the material to which it is applied but also dust, water, oil and fatty soiling will not stick to the surface, and will instead run off like little pearls due to the same "intelligent" fluorocarbon polymer content.

Tarrago Nano Cream is a nourishing, waterproofing and dirt-repellent cream which contains 31% original beeswax, which gives great softness and nourishment to the leather. This fluid colourless cream is specially recommended for

smooth High Tech leathers and technical materials like Gore Tex, as it does not affect breathability and provides high protection, but is not suitable for suede, textile or nubuck.

Tarrago Nano Leather Wax is a nourishing power leather cream high performance colouring and waterproofing of both smooth and synthetic leather. Its formulation with natural waxes such as beeswax and selected pigments makes any smooth leather remain as new for longer. High tech treated leather keeps its original waterproofing and breathability.

Available colourless or black. Not suitable for suede and nubuck.

Tarrago Nano Leather Refresh Colour Renovator revitalises the original colour of the smooth leather or synthetic garment or footwear, with powerful waterproof protection and additional oil-based nutrition lanolin. Nourishes and adds shine without brushing. Recommended for Gore Tex and other High Tech membranes. Available only in black.

To revive the color and appearance of nubuck, suede and velvet leather there is now Tarrago Nano Nubuck Renovator for great recolouring power and to add a powerful additional waterproofing. Also suitable for Gore Tex membranes and other High Tech leathers. Available in neutral and black.

For more information about High Tech or any Tarrago products contact T Colledge & Son on 0117 9717154 or go to www.tcolledgeandson.com



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GARY UNWIN

As you may already know, sadly our good friend and colleague in the trade Gary Unwin passed away suddenly and unexpectedly on June 11th.

He was just 62 and had been involved with the shoe repair and security trades with a career spanning over 40 years. During all that time he had been a loyal and important member of the Davenport Burgess sales team. It could rightly be said that he really was a 'key' part of the lives of countless people in the trade and will be greatly missed by everyone who knew him.

For many years he was a stalwart of the Cutting Edge organisation's committee and was its chairman between 2013 and 2015. He was also very involved in Cutting Edge national exhibitions and regional shows both with Cutting Edge and Davenport-Burgess where no doubt some of you will have met him and enjoyed both his great technical knowledge and his friendly personality.

Gary was a good friend to me ever since I became involved with this magazine and the shoe repair trade, and he was always a great help when he was part of the Cutting Edge editorial team.

After receiving the shocking news from Peter Coulson on that day in June I looked back through the magazine archive to the Autumn 2013 issue which was published shortly after Gary had taken over from Peter as chairman of Cutting Edge and we featured him in the Spotlight section. Reading through his answers reminded me of his amiable and down-to-earth manner and his final comment when asked how he would like to be remembered was particularly poignant.

His answer was what you might expect. He hoped he would be remembered as friendly, amusing, helpful and consistent – and finally as "Not a bad lad to know" ... Gary was all that and much more.

Here are just some of the tributes from his many friends in the trade...

RIP Gary. We will all miss you mate.
Tony

Tony Wright, Steve Davenport, Matt Davenport and the Davenport-Burgess staff:

It is easy for us all to take for granted the time we get to spend with our friends and colleagues, discussing work, sports or the general state of the world and how things are not what they used to be. But never does it enter our heads that this may be the last time we will get to see or talk to this person. This is the situation that we found ourselves in recently with the passing of our friend and dear colleague, Gary Unwin. Gary had been with Davenport-Burgess for over 40 years, he was a passionate and dedicated colleague, somebody who always wanted to be involved in all aspects of the business. Gary was the rare type of individual who really was loved and well-respected by everyone. This is certainly evident from the sheer number of cards and messages that have been sent from customers asking for their condolences to be passed to Gary's family. Although it is still very difficult for us to convey just how much Gary will be missed, we can at least express just how privileged we have been to be able to call him a friend. RIP Gary, gone but never forgotten.



Gary with his wife Christine & sons, Ashley and Nathan

Chris Wilson, MD Birch Group:

This is shocking news. Gary was a really great guy who I had the privilege of working with on the CE Committee. His humour and easy manner made every meeting a pleasure. Sincere condolences to his family and all his many friends inside and outside of the trade.

Robin Healy:

Such sad news. Gary was a good friend & colleague and was a highly respected member of our trade. He will be very much missed.

Rachel Jarvis, Ex Cutting Edge Secretary:

Such sad news. A privilege to have known and worked with him on the CE committee. A truly lovely guy and will be sadly missed by so many.

Caroline Collins, MD Shoestring / Victor de Banke:

What a shock. Such a great guy and colleague on the CE committee. So sad.

Kevan Tinlin, T Colledge & Son:

RIP Gary... First trade rep I ever spoke to out on the road 25 years ago. One in a million. Will be sorely missed. Condolences to the family.

Kenneth Simpson:

So sorry to hear the news about Gary. He was a really nice guy, fondly remembered. RIP Gary.

Nick & Dawn Clark:

Such a tragic loss. A lovely genuine man. Our thoughts are with Christine and their two lads. Sending our love.

Dave Fryer:

A sad, sad day. Proud to call him a friend as well as a rep.

Charlie Fogg:

Very saddened. One of the best reps you could have, and a friend that will be missed by many.

Andrew Waterhouse:

So sorry to hear about Gary. I agree with everyone here that he was a genuinely nice guy who worked hard to support the trade and was a friend to everybody. My thoughts are with his family.



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In this webinar we present JMA's BT Multiuser PRO and BT Slim devices for opening garage doors, fences and access doors with the user's smartphone, detailing their functions and copy modes.

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SOMETHING OLD, SOMETHING NEW...

This is the first article we at Standard have contributed to Cutting Edge for several months.

Like most companies we have been quietly going about our business during the pandemic, adding more and more of our people back to the workforce as we have become busier.

We are happy to report that we are now back at pretty much full capacity and building new machinery for the UK and overseas markets. It might seem redundant to say this, but we DO manufacture British-made equipment in our factory in Kettering. We only mention this because we still have the odd conversation with people who know us who still believe we import our machines from the continent !

We are so busy that at the moment we are loathe to offer fully reconditioned equipment, which has, at times been as much as 30-40% of our business. Why? Because the length of time involved in fully reconditioning equipment is so much longer than producing new or secondhand equipment. It takes a long time to strip old equipment. It takes a long time to refurbish all the components. It then takes a long time to rebuild as per a brand-new machine. All time we can ill afford to allocate while we are geared up to building new equipment where everything is on the shelf and can be easily assembled.

The good news (for the trade) is that we are more than ever open to striking favourable deals for new equipment - it is much easier to add another new device to a machine run than it is to stop everything to commence refurbishing a machine.



But, there are another 5 good reasons to look at new machinery rather than reconditioned.

- Quality, all new components
- Longevity of the machinery
- Finance companies are more inclined to assist with funding
- Greener more efficient performance
- Better, more effective extraction

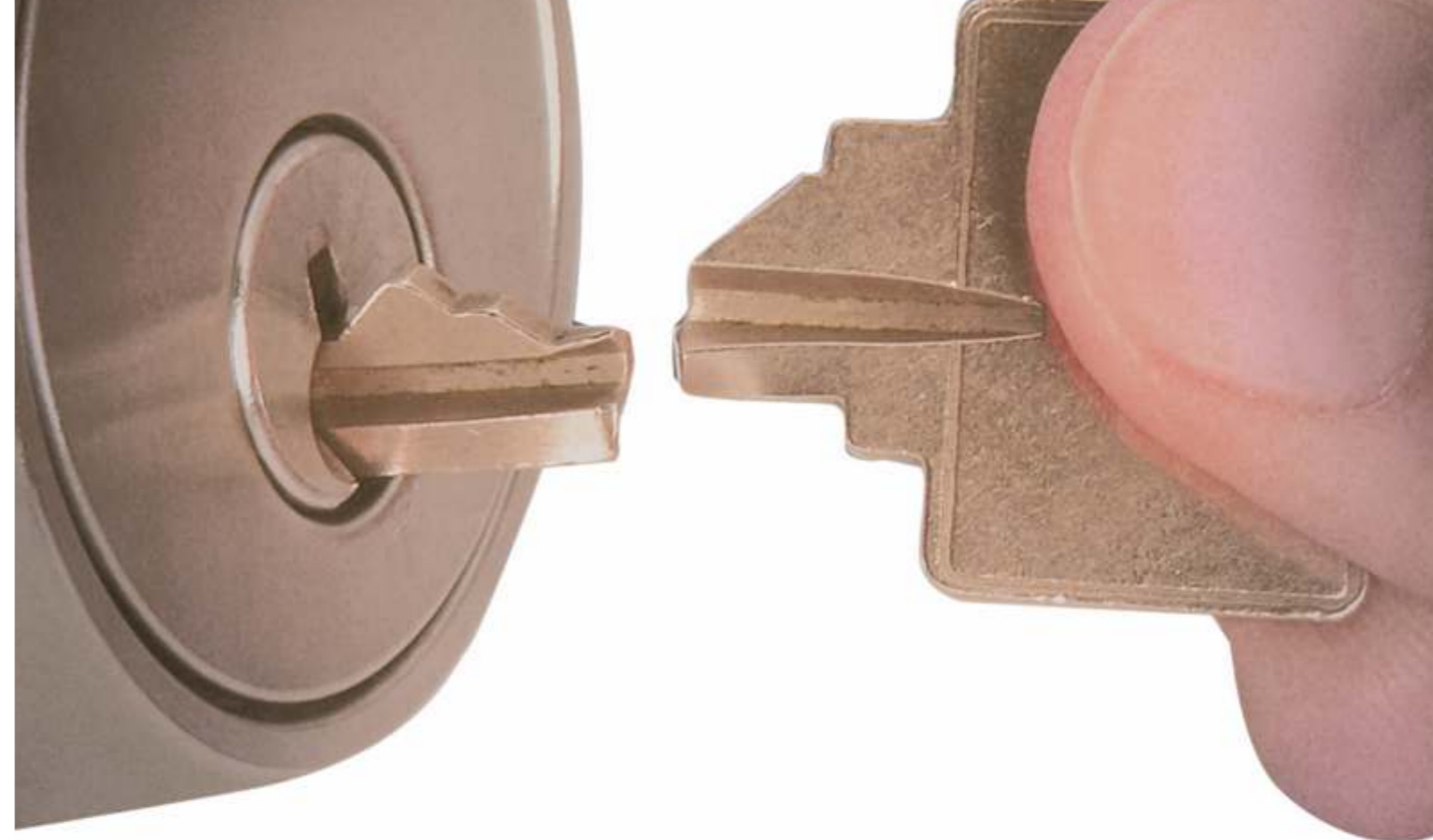
As we have mentioned previously, we have started offering, at the other end of the scale, good quality

secondhand machinery. This has been a spectacular success and truly opened our eyes to this end of the market. We are still, as time allows, preparing secondhand finishers and stitchers for sale and listing them on our website. A quick glance at this section of our website will give a flavour of how much quality secondhand equipment we've sold to delighted customers over the past year. We like to think the service of offering secondhand kit is a bit like buying from eBay.

- Except you aren't fighting others for the machines
- And the machine actually exists

- And you know the equipment is in good, safe mechanical order
 - And you know the seller won't suddenly vanish, or sell to someone else
 - And the equipment has a guarantee
 - And it has been cleaned
 - And it can be delivered and installed
 - And spare parts are available
- Come to think of it, buying direct from Standard is NOTHING like taking a punt on e-Bay.....!

Gary Lewis
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Reader's Story

ARE WE DOING OURSELVES A DISSERVICE?

Thoughts about our industry by Graham Porter

Over the last two or three years and in particular the events since March 2020, retail has taken a mighty bashing. Big names have disappeared, the face of the High Street has decayed and our trade has been no exception. To the list of usual suspects of online businesses enjoying lower overheads, stubborn councils insisting on milking shoppers with parking charges we can now add the Covid virus and the consequent lockdowns. A perfect storm.

Thankfully our government has stepped in with a raft of silver lining support measures. Rates relief, furlough payments and grants will ensure that our comatose businesses are likely to rise from the ashes once the economy begins to recover but it will be a long haul.

But this time away from the bench gives us time to consider another silver lining – perhaps the biggest of the lot. We now have time to think. So before we get back to work let us ask some gritty questions about our trade itself. What has happened over the last – say -60 years? Where it is now? What of the future? How do we explain our offer to the public? Can we hazard a guess as to how the public sees us?

I have saved many of the older trade magazines from the last 60 years from SoMSR and Cutting Edge and, best of all, a copy from the then 'British Shoeman' dated January 1957. I will draw on the editorials, articles, letters to the editor and artwork from these publications as I go along.

In broad brush terms all these magazines record a steady decline in the volume of shoes brought in for repair. From the early problems of traditional craftsmen bemoaning the arrival of moulded shoes to later grizzles about heel bars 'creaming off' the simple profitable work. Also in evidence is the contraction of wholesalers and other suppliers to the trade with many family firms simply closing and others either merging or being taken over.

But there is something else – so obvious that none of us give it a second's thought - the trade has described itself historically and still does as offering the customer shoe repairs.

We always look forward to hearing from you, the readers. After all, Cutting Edge is, as we always say, YOUR magazine. Usually we receive your stories – sometimes about your businesses, other times about your achievements, etc. However, we like to hear your opinions too... So recently we were interested to read the following article submitted by one of our most faithful readers who has his own take on how the trade should be thinking of itself and how it could then promote itself. We would be interested to find out whether you agree. Why don't you get in touch? Details of how to are on page 3 as always...

Question 1

Why? Why shoe repairs? Think about it ...for most of our work it is the last thing we do.

Look at it like this: If we own a car we need to replace the tyres from time to time. Tyres are designed to wear out and be replaced. Do we say we are getting our car repaired? No! Top-pieces serve the same function- they are designed to be replaced. Why then do we offer replacement top-pieces as a repair?

We have our cars MOTd. Do we say we are getting the car repaired? No! There is a world of difference between servicing an item and repairing an item.

A repair surely means rectifying damage: a shoe chewed by a dog, replacing a cracked stiletto heel, a car bashed in an accident, whilst replacing the components of footwear that are designed to be replaced should be described as servicing.

The trade has historically used the term shoe repairs to describe to ourselves what we do but what does that term mean in the minds of the public?

As a result we have dismally failed to offer what, in most cases, the customer actually needs done. Proof of this can be seen in the quality of footwear dumped in the collection bins of those of us who recycle shoes for charity. We know full well that many of those items have years of life in them given the replacement of top-pieces, a protective sole and a polish up. These shoes do not need repair, what they actually need is a service.

To emphasise the difference between the two terms the very word –repair- has recently been given loads of publicity with heavily stylised TV programmes where old, tatty and clearly broken items are brought in to a studio disguised as 'ye olde cosy country barn' to be genuinely repaired - not serviced.

It is time we stepped away from offering everything we do as a repair and reserved the term for the minority of

our work that is genuinely repair work.

Planting the idea that part-worn shoes can be serviced rather than repaired could see the emergence of a new market for our skills. Some, of course, may point to the once popular heel bar as evidence that there is nothing new under the sun. Apart from being robustly mocked by time-served craftsmen (and women – my daughter is a competent worker) the very term heel bar described a too narrow segment of the market. By creaming off the quick heel jobs they ignored heavier work leading to complaints that the full service people were left with the rubbish!

I take my car into a local business that trades as 'XXX TYRES' but they make it clear that they carry out every aspect of looking after my motor – servicing, MOT, valeting, replacement of worn out components etc. and they are always rammed with work with a two to three week waiting list.

How about 'SHOES SERVICED and REPAIRED'? Would such a slogan begin to implant in the minds of consumers that shoes showing signs of normal wear could be serviced?

The answer to question 1 is to look at our offer from the viewpoint of the customer.

Question 2

Now we would do well to ask ...who is our ideal customer? Of one thing we can be certain. It is not the mature person who has been a customer for years because they were brought up in a family where having their shoes repaired was the norm.

The ideal customer is a young teenage girl who has her stiletto top-pieces replaced ready for her big night out. She will likely turn into a life-long

customer for all our other services.

Problem here is most of the youngsters of this age have no idea of the work we do -our trade is a mystery. As a result we are likely to be familiar with a harassed parent who has removed footwear from a protesting teenager and brought the shoes in for... wait for it ... replacement heels, new laces and a polish.

The fact is we do virtually nothing to attract the youngsters. Our publicity and logos have consistently featured the inevitable aged bald geezer –complete with a dew drop... bent over doing something to a gaping boot sitting on a stool. Anybody sit on a stool?

Here's an example (bottom of previous page) from the 1957 magazine and one from a later publication with that chap cheerfully bashing a boot with a chippie's hammer and both of course are sitting on a stool.

Is either of these characters likely to appeal to a teenager? The first is somewhat scary with a message that means zilch to a teenager and the second is more akin to a violent thug, possibly high on something assaulting a boot. Neither reflects today's offer. Unfortunately some present-day organisations still cling to a similar style.

In contrast and remarkably several years ago the then 'Multi Service Association & The Society of Master Shoe Repairers' phew! ... came up with a cracking front page on their magazine dated November 2006.

Here it is.

Here is a younger contented chap, who clearly loves his work and is handling the shoes almost with affection. Surely an image that people of all ages can understand- even that rebellious teenager? The image was taken from Clip-Art, so is not subject to copyright, so I use it in my own publicity.

(I can assure readers that the next reprint will carry a revised headline!)

The answer to question 2 is that it is perfectly possible for our trade to present itself in a consumer friendly manner to target our ideal customer.



Question 3.

Not so long ago we chucked away all our household rubbish and it mostly went to landfill. Then along came Global Warming and the need to sort our rubbish and minimise stuff sent to landfill. Re-use – recycling – electric vehicles – insulation – have all become accepted as the way forward. Goodness me! We started it! But we have largely kept quiet, carrying on as normal whilst pairage declines daily. Only the later additions to our offer – engraving, watch batteries, keys, dry cleaning etc., have masked the loss of our core trade.

The answer to question 3 is that the recycling message is precisely what is likely to resonate with the youngsters. Couple that with a new warm, easily understood face is what will register with our potential new customers who may at last understand what we do.

The overall solution would be an inexpensive campaign waged on social media. It's all the youngsters look at as they spend their lives with a phone clamped to their right ear.

I bet anybody a pound we can turn our trade around for peanuts.

Graham Porter
BA(Hons) Law & Practice
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THROUGH THICK AND THIN - OR TOO THICK LET'S THIN (IT)? - A CLOSER LOOK AT RENIA SOLVENTS



The last issue of Cutting Edge featured an overview of some special purpose Renia adhesives. To carry on with this little series, let us now take a look at other useful products – in particular, the selection of solvents that Renia offers.

Schnellklebverdüner – Thinner for contact adhesives

Germans seem to enjoy creating really long words – take this product for example. Four words in English, one in German, and it has the same meaning. We could even add more, German words can fill entire pages, in theory – nobody in their right mind would use them, of course, but they would be grammatically correct nonetheless! After this brief excursion into the fascinating subject of linguistics: Our Thinner contains the same basic solvent mixture as most Renia adhesives. It is not strictly necessary to use this product with our adhesives – other Thinners might work just as well. But we still advise against that, for two reasons: On the one hand, many other contact adhesives contain Toluene or MEK, and so do their Thinners. So you'd be adding solvents we'd like to help you stay away from for health reasons, by using Toluene- and MEK-free Renia adhesives. On the other hand, these combinations have not been tested, so you might spoil the adhesive by adding the wrong Thinner. It is generally not a bad idea to stay with the original, just to be on the safe side!

deSohl – Sole remover

deSohl is stronger than Thinner, and still free of Toluene and MEK. It dissolves dried adhesives really well, so it can be used to remove worn-out soles very easily. It can also be used to thin MULTI-Colle and Colle de Cologne – it does an even better job than the Renia Thinner in this case. On certain materials, like some soft rubber types, it helps a lot to clean the surface with deSohl before bonding: This step removes grease and oil, if present, and dissolves the immediate surface just a bit, enough to give the adhesive a little more grip. deSohl (and Thinner) also melts TR, which makes for a good test for that material. Some of you might remember this product fondly from the Wiesbaden shows many, many years ago – it was served and drunk at the Renia booth! We still get inquiries about that sometimes ... Now, before any of our younger readers call the poison hotline: That was actually Wacholderschnaps, poured out of a deSohl can. Another little trade show secret: We only ever had five shot glasses at the booth in total, and no sink or running water. Luckily, that stuff was probably a good disinfectant!



Thinning Aquilim products

Sometimes we get this question: What can I use to thin the water-based Aquilim products? We could sell you a Thinner for these as well, no problem, but we can do even better: We made a deal with all the utility companies in the country, so now they all offer our special Aquilim Thinner. They even installed a tap right in your shop, and even your home! All kidding aside: Yes, regular tap water works just fine for this purpose.

In the coming issue, we will examine the Renia Primers and the Hardener in some more detail – and I hope the next National Exhibition will allow me to talk about these topics in person again, I am certainly looking forward to it!

R + L Solvent and Cleaner

This product acts as a Thinner for PU-based adhesives, like our Renia - Syntic-TOTAL and Renol asti. Do not use this to thin Neoprene-based products, you'd get a nasty surprise. The result wouldn't look overly pleasant, and it certainly wouldn't bond anything anymore! The fact that it breaks down Neoprene adhesives makes it a good cleaner though, and it also works well as a degreasing agent.

Dr. Rainer Buchholz, Renia GmbH, Cologne

Renia

www.renia.com

Leading the way with High-Tech products

No need to keep on searching!



COLLE DE COLOGNE Universal adhesive

For all shoe-related materials, including PVC/Vinyl.
Open time
5-40 min
1 ltr can w/brush
4 kg can
10 kg can

VULKOFEST 96 Contact adhesive

For all materials except PVC, extended open time for large-scale production.
Open time
10-120 min
1 ltr can w/brush
4 kg can
10 kg can

ORTEC Contact adhesive

Bonds all O&P materials including compact PE/PP, not for PVC.
Open time
10-60 min
1 ltr can w/brush
4 kg can
10 kg can

TOP-FIT Fast contact adhesive

For all shoe-related materials except PVC, extremely high green strength!
Open time
7-40 min
1 ltr can w/brush
8 kg can

SYNTIC-TOTAL Clear PUR adhesive

The best option for PVC/Vinyl, TR, PU, TPU, PS!
Open time
5-30 min
1 ltr can w/brush
4 kg can
10 kg can

All Renia adhesives are free of Toluene and MEK!

BONDING FOR LIFE!

AVAILABLE FROM ALL WHOLESALERS

THE PROFESSIONAL CHOICE

RENIA GMBH | D-51109 Köln | Tel.+49-221-630799-0

info@renia.com

Glenway's Trophy Street Online Digital Catalogue

At the beginning of this year, we were all working hard on a project that we believe could really help push all our businesses forward. We are proud of the range and depth of products we offer here at Glenway, but always find ourselves limited with what we can offer within a printed catalogue.

We will be running The Trophy Street 2020 printed catalogue again throughout 2021 but have taken our online flip catalogue to a whole new level and transformed this into www.trophystreet.co.uk

The new online digital catalogue has already been greatly received as there are some huge benefits in comparison to the traditional printed catalogue. We are gearing up for a huge introduction of new trophies and products, but we have been set back slightly due to business bouncing back this past month which is great news for everyone involved in the trade!

Here are just some of the questions we have been initially asked about this new way of showcasing the range.

What is Trophy Street Digital Collection?

Our range of trophies displayed online with search functions, product filters and extended product ranges. This is an information site only!

Why not just stick to the flip catalogue?

The online flip catalogue and hard copy can only contain a limited number of products. The new digital collection will be extended to offer a greater variety of products and a superior user experience.

There are products missing?

The online collection will only ever display products that are currently in stock, saving you the frustration of a customer requesting a potentially out of stock item.

Can customers shop online?

Absolutely not! This is a website that contains no other details other than product information.

What prices are displayed?

The only pricing shown is the RRP. All items displayed on the website ask the customer to contact their local trophy retailer for personalisation and engraving costs.

To help promote www.trophystreet.co.uk we have some marketing postcards that you can order free of charge to hand to your customers or include within orders. These include a QR code for easy scanning with a smartphone to direct you straight through to the entire range of products.

Our marketing materials can be found and ordered online at www.glenway.co.uk

A HEALTHY OFFER

T Colledge and Son are helping to keep you and your customers healthy.

They are giving a free box of 12 Sovereign hand sanitizers with all orders over £150.00 in the months of July and August. Please quote Sanitizer when ordering.



WELCOME TO BettaTags

My name is Vanessa.

Many of you will know me from my time at U-Marq and before that at Mastergrave, spanning 15 years and we may have met at one of the numerous trade shows where I was usually present on either the U-Marq or Davenport Burgess stands.

In May 2020 I found myself redundant, in the hardest time to find another job, so I decided to set up a business selling aluminium tags.

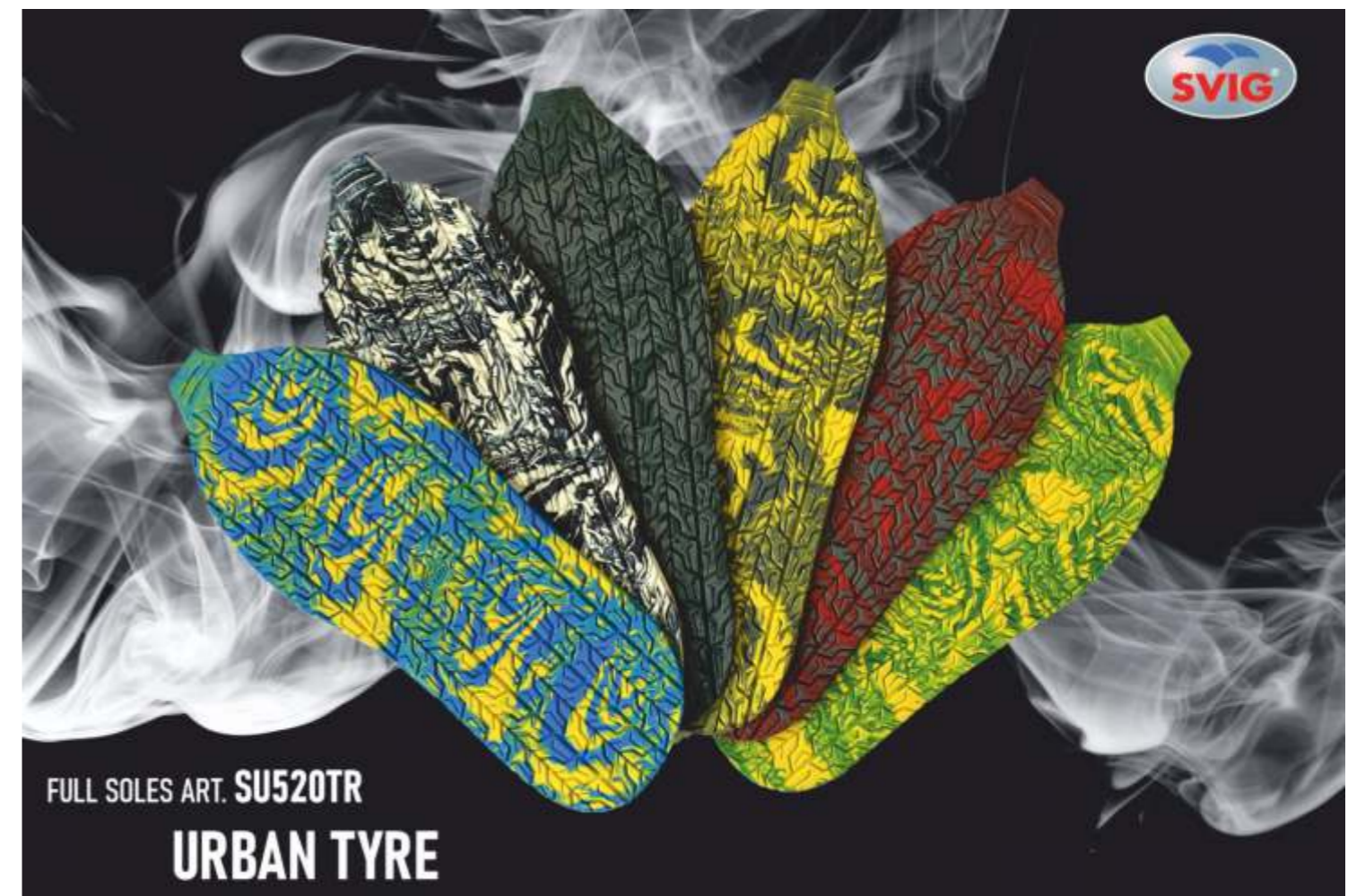
I approached a major supplier and was awarded the dealership for the UK and Europe and have been supplying tags into various sectors for a number of uses since, including of course for the pet tag market.

The standard range initially consists of the most popular shapes, in a variety of sizes and colours but, as a dealer, I am able to offer many others as required and am able and happy to help with special orders.

I also have gold plated & Nickel plated tags and brass and nickel discs in various sizes.

The purpose of this business is to sell BLANK tags to engravers. I do not offer an engraving service so I am not in competition with customers but I do have a large group of loyal customers who can help with big jobs if you're stuck for time or resource.

Please enquire at sales@bettatags.co.uk or just give me a call on +44(0)7887 791421



ADDING A MAGIC ELEMENT TO SHOE CARE

Charles Birch introduces the New Bama Magic Elements range. A range of cleaners and protectors that uses innovative cleaning technology that cleans physically instead of chemically.



Magic Midsole Cleaner: A water based, biodegradable cleaner that is specifically designed for use on midsoles. Midsoles are particularly susceptible to dirt which is often difficult and time consuming to clean. Using Bama's new technology, the Magic Midsole Cleaner uses 'physical micro earthquake' technology, microscopic bubbles move up to 8000 times per second. The 'magic' bubbles create a physical cleaning process which removes dirt from the midsole in just sixty seconds.

How to use:
Spray Magic Midsole cleaner directly onto midsoles.
Leave it to work its 'magic' for sixty seconds.
Using a sponge or cloth wipe the dirt away (For tough stains you can use the midsole cleaner more than once, it will not damage the trainers or uppers).

Magic Upper Cleaner: A new highly effective and cosmetically gentle upper cleaner. A water based and biodegradable smart cleaner for all upper materials with active ingredients that recognise dirt and binds the dirt particles to themselves, making the dirt easy to remove after just five minutes and minimal water required!

How to use:
Spray Magic Upper cleaner onto the upper of the shoes
Brush in the foam
Leave it to work its 'magic' for five minutes
Wipe away the dirt using a twisting motion with a slightly damp cloth



Three display stands for your shop, available free of charge when you order certain quantities (ask your local representative for more details).

Bama®

BAMA MAGIC ELEMENTS



Magic Protector: A long lasting protector using new 'Lotus Leaf' technology and uses bag-on-valve technology, meaning no harmful chemicals and propellants. Magic protector is a highly effective protector for all materials, it has no perfluorinated chemicals, silicones or propellants. The active ingredient contains water-repellent groups that connect with each other through physical interactions and turn with the repellent side outwards. This changes the surface structure making it similar to a lotus leaf in nature. Dirt and water can no longer adhere.

How to use:
Spray Magic Protector onto shoes (you can spray from any angle!)
Leave it to work its 'magic' for 15 minutes.
Also available in the Bama Magic Elements range: The Magic Cleaner kit, containing a 100ml bottle of Magic Midsole Cleaner and a sponge!
The Magic Cleaner Sponge, perfect for use with the Magic Midsole Cleaner to remove tough dirt.
The Magic Microfibre Cloth, cloths for ideal use with the Magic Midsole Cleaner to remove tough dirt as well as using with the Magic Upper Cleaner when slightly dampened.

CUTTING EDGE MAGAZINE IS NOW ONLINE

Find the best bits from the no. 1 trade magazine for today's shoe repairer at www.cuttingedgemag.co.uk
Find links to your favourite suppliers' sites by clicking on their ads...
Watch out for the news and offers that you might not see in your latest copy of Cutting Edge magazine...
Look back at the last issue...
And get in touch with us quickly and easily...



www.cuttingedgemag.co.uk

SPOTLIGHT



It was 2pm on a Tuesday in late June and everything should have been relaxed in the Cutting Edge office. The sun was shining, the editor and Fairweather had both had their two Covid vaccinations and Sajiv Javid had just announced that he is "very confident" about easing restrictions in England on July 19... there was even a new packet of HobNobs in the cupboard...

However, it was the 29th ... and in three hours' time the English & German national football teams were going to kick off their match in the Euros knock out stage...

"I remember watching England when they were really good... back in '66" mused Fairweather.

"If only they could go all the way this time. It would make great end to a really tough time for so many people..."

"I was just a young lad then. My dad took me to the qualifying matches at the old Middlesbrough ground and I started going to the Boro's games when the next season started."

It was a slow day in the office so the Ed had worked out how they'd be able to watch the match on his laptop.

"You'd better get on to your Zoom call to our latest 'star' in the Spotlight old man. No travelling allowed yet, especially to Germany – maybe next time – but until then I know that Rainer is looking forward to speaking to you... just don't mention 1966 – it was before he was born anyway – or the boys' 5-1 win in



Rainer Buchholz of Renia

2001, and then he probably won't bring up Gareth Southgate's penalty miss in '96 !"

With that Fairweather went off to prepare to talk to Rainer Buchholz at Renia, doing his best to remember his questions when his head was already too full of thoughts about football...

What was your favourite subject at school and has it helped you in your career?

I always liked Maths - being good with numbers certainly helps pretty much anywhere, but Maths is actually more, a way to structure your thoughts, a language to describe concepts and processes. Yes, I'd certainly say it has helped me along the way.

What was your first paid job?

If you can call it a job: When we still did regular mass mailing at Renia,, I folded the letters and stuck them into envelopes. I think I was 12 at the time, and I got 8 Pfennig per letter (about 0.04 €) – does that qualify as child labor? Starting at 15, I worked in the factory for a few weeks in summer. And at 19, between my conscript army service and university, I caused a bit of a family scandal by working at a gas station for three months!

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



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

Not continuing French and Spanish in school, and not making an effort to keep using and improving my skills in either language afterwards. These could have come in really handy in the past couple of years.

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

Not one person per-se, but every small business owner who keeps it all together, sometimes wearing many hats at a time, and whose own reputation and financial well-being are on the line every day. No golden handshake if you ruin the business, unlike a CEO at a huge corporation! These are the people who really keep our economy and the whole system running.

Where is your favourite place?

In a wetsuit, floating right above a tropical coral reef (doesn't really matter where), with colourful fish going by, maybe a sea turtle or a shark ... and with an unlimited air supply!

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

Since most reefs are a bit too far away for a one-day trip, I'd opt for a day out hunting in the Eifel forests instead. There are way too many deer anyway, and they are just so tasty!

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

I was always somewhat involved, by growing up next to the Renia factory, and my father and grandfather running the company. My first serious foray into the shoe repair trade was when I filled in for my father at my first Cutting Edge National Exhibition at the Doncaster Racecourse in 2006, due to a family health emergency. David Eyre was still working for us at the time, though I had never met him. So my father called and described me to him: "He looks like me, just a bit wider!" I got lost on the way to Doncaster, and my car broke down on the way back, but it was a great show!

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



It would have been fun to stay in science – my PhD is not in Chemistry, as some might think, but in Astrophysics. A very competitive field, and it is quite difficult to get a permanent job, not just a project-based contract. You get to see some amazing stuff though, and observing the Galactic Center with an 8m-class telescope up in the Chilean Atacama desert is an adventure of its own.

What do you consider has been your best achievement?

Managing to father such a cute daughter (she's six months old now).

I picked up Leathercrafting a few years back (carving, stamping, making small leather goods), and I have been taking classical dancing lessons for some time now. Both provide a great way to relax after a day of sitting in front of a screen or at an exhibit booth. Exercise too – if you ever tried a 7 ½ minutes Vienna Waltz at full speed, you know what I'm talking about.

Do you have a favourite film or TV programme?

I'm a bit of a SciFi/Fantasy nut, but with very few exceptions, I prefer the book to the corresponding film. I really enjoyed shows like Battlestar Galactica or Stargate – and, though a totally different subject, I discovered the ancient "Yes, Minister!" only recently. Hilarious, and surprisingly alike to current events in so many ways!

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

Bruce Willis. Well, actually John McClane (Die Hard) – because he'd know how to get out of a stuck lift! Or does that only work in the movies?



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

"Figuring things out for yourself is the only freedom anyone really has." Which is a movie quote, but it was given as advice in the film in question, so I suppose it counts.

... and the worst?

"Stock funds are best left alone, they are a long-term investment" – so I did not sell at +30% in September of 2000, but rather at -75% two years later. Not a huge amount of money was involved, thankfully, but it still stung. Thank you, not-to-be-

mentioned-by-name bank 'adviser'!

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

Maybe some really nice leather tools (these can get expensive), I'm not a big shopping person.

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

Be the best shoe repairer you can – master your trade and make sure every possible customer knows that! Not just the ones you currently serve, these already know you and what you can do. Since nobody is really "forced" to have their shoes repaired any more, you have to seek them out yourself and convince them they need your services.

How do you think 'Brexit' will affect the trade in future?

This very much depends on implementation over the coming years. It might impact the availability of certain components and materials – chemicals in particular. We'll do our part to make sure our products remain accessible, of course.

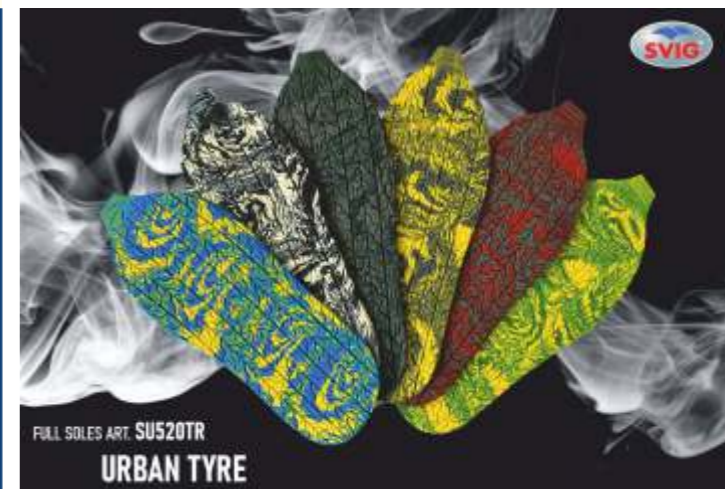
How do you see the future for the Shoe Repair trade post Covid?

If the trade manages to hitch a ride on the "Sustainability" bandwagon that is still gaining speed, we could see a recovery – to what extent remains to be seen. Then again, shoe manufacturers have no interest at all in repair-friendly designs, they'd rather switch to recyclable materials and still sell as many new shoes – call it Greenwashing if you wish. Such a demand can only come from the consumers, and for that they need to acknowledge the advantages of repairing shoes first.

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

I believe we have two ways to remain even when we are gone – through our children, and through our works or achievements, in any sense of the word. Seeing my family line continue, and not being forgotten – that would be my ambition.

By the way - England won the match 2-0 and Fairweather celebrated well into... the early evening!



OUT OF THE DARKNESS with NEW URBAN TYRE by SVIG

The Pandemic brought us all so many dark times with dull days and empty towns and cities.

Here at SVIG we wanted to find a way to spread some colour and excitement – and so our designers had a great idea... colourful footsteps to brighten the grey streets... Well, not actually footsteps but certainly colourful soles!

We are sure you know our popular SVIG TYRE flat full soles – the amazing anti-slip. Four Season winner. You might think that the 13 "standard" colours - black, white, grey, dark brown, tan, caramel, natural, green, yellow, orange, red, blue and light blue are enough ... but they are not enough for SVIG!

We felt the desire to make something different, more colourful, more individual – just like your customers!

Recently we have noticed more and more people wanting personalised shoes and asking for ways to make their beloved trainers unique. So, for all the people that love colours, that love to customise their footwear with a few unique details, we have increased the Tyre options with the new URBAN Line, comprising of 6 new colour mixes.

Check out our Vivid Light Blue & Yellow and Bright Green & Yellow combinations - great for energetic and sporty people... Then there are the more sophisticated Grey & Red and Grey & Yellow designs - for those who want to enhance their smarter sneakers... Or there is the subtle Grey & Bottle Green look for those who love to stand out but with a sober style... And last, but not least... there's the universal Black & White melange to repair the thousands and thousands of classic black or white sneakers we are surrounded by!

As we mentioned in the Spring issue of Cutting Edge magazine, we have been concentrating mainly on Full Soles so please keep following us to discover the new models and colours we are working on!

Find out about our latest products at www.svg.it on our FB and Instagram pages and in the Autumn 2021 issue of Cutting Edge!



STANDARD'S SUCCESSFUL RETURN TO THE ORTHOPEDIC & PODIATRY INDUSTRY



This time last year Standard Engineering Ltd announced that the previous orthopaedic manufacturing deal with A Algeo Ltd had reached its natural end. At the time Standard hoped to continue trading with Algeo's as well as supplying direct to the various trades and industries that purchased their equipment.

Well, the situation could not have gone any better. Algeo's have continued to sell ever more Standard Engineering manufactured equipment into the orthopaedic market, whilst at the same time Standard themselves have been selling numerous other machines directly to end users.

British made machinery is an ever more attractive proposition to the various healthcare industries who are looking to get the best deal. Not only on price, but with regard to access to ongoing service, consumables and spare parts.

Gary Lewis
Standard Engineering Ltd

TOPY MAKE IT SNAPPY !

Today, there are two leading footwear concepts - fashionable shapes and colours on the one hand and comfortable shoes on the other. The latter is often described as 'soft walking'. In fact, more and more soft, comfortable material is required in shoe repair - as both units, and soles and heels.

To meet this demand, Topy has launched a very fashionable and innovative sheet ready for the Summer season: CROCO.

As the name suggests, the design was inspired by nature, and the innovative crocodile skin design of CROCO has been very well received in extensive consumer testing prior to full production.

CROCO sheet is soft, very soft as it made from a special foam material. This fits the current market trend and is suitable both for comfortable leisure shoes as well as for orthopedic shoes. The softness and lightness ensure that CROCO is shock absorbing and really comfortable as well as having excellent slip-resistant properties.

For the more technically minded, the hardness moves in the low range by about 50 Shore A, the density in the range of about 0.55 g / cm3.

CROCO's design pattern is direction-free, so you can cut the units and halfsoles in any direction with minimal wastage from the sheet.

CROCO is offered in 4 mm and 6 mm thickness and 5 colours are currently available: black (181), dark brown (146), brown (135), beige (117), light grey (119) and white (109).

For orthopaedic shoes CROCO matches perfectly with EVA build up sheets (Topy Cellolight & other EVA material).

Ask T. COLLEDGE AND SON for the new CROCO sheets or contact TOPY (info@topy.fr) for further information.



THREE ESSENTIALS ANY TIME OF YEAR by Sovereign from T Colledge & Son.

Sovereign Leather Restoring Cream - a versatile 'must have' in 18 colours

Just what your customers need for cleaning, colouring and nourishing their tired shoes, hand bags, leather goods and leather jackets - it can even be used on leather furniture. Simply apply with a clean cloth and then buff to a beautiful shine on all leather items except suede and nubuck.

CATCH YOUR CUSTOMERS' ATTENTION WITH A GREAT DUAL COUNTER DISPLAY PACK FROM T COLLEDGE & SON

Pack Contains 24 assorted 150ml Sovereign Leather Restoring Creams - 3 each of Neutral, Black and Dark Brown and 1 each of Ivory, White, Bordeaux, Light Tan, Camel, Cognac, Forest Green, Cherry Red, Navy Blue, Taupe, Beige, Medium Brown, Dark Grey, Red and Bone and 2 counter display stands

Special offer price £65.28 (List price £81.60) RRP £6.99 per 150ml



Sovereign Dubbin Leather Food

Make sure you stock up on this excellent product for waterproofing and nourishing leather boots and shoes.

This high quality product is supplied in an ergonomic tin with the aroma of beeswax and a hint of honey. Available in 50ml and 100ml black and neutral.



Sovereign Mink Oil 100ml

Mink oil leather food, nourishes and protects all types of leather.

For more information contact T Colledge and Son 0117 9717154 or visit their website www.tcolledgeandson.com

Dunlop Tyre Soles

Ideal for many different repairs, Dunlop Tyre tread soles are available in range of colours: Black, Beige, Brown, Dark Grey, Green, Navy Blue, Orange, Red, White and Yellow.

The soles are available in one large size in a 4mm thickness which allows for use in a variety of repairs from casual shoes, boots and trainers, to work with orthopaedic shoes. Bearing the iconic Dunlop brand name, synonymous with good quality.

For more information on these and other Dunlop products

Contact T Colledge and Son 0117 9717154
www.tcolledgeandson.com



Society News

Information from the SoMSR office



Hello, Lesley here again...



So, here is a little update on what has been happening since you last heard from me. By the way, many thanks to those who came back with answers to my own questions*. It's always good to know that I can freely ask and get such a great response.

First of all, we are committed to providing a reliable, friendly, helpful service to our members and to those who request help or information from us. It isn't always easy to come up with instant answers but generally Peter C. can delve into his vast fund of knowledge and help me out.

Now to the good bit. We have realised that we need to sort out the SoMSR website and have been taking a long hard look at it. Some people may prefer the familiarity of the current set up but it really does need to be improved, both in terms of design, content and platform.

The new website is now a WIP, (for followers of LOD {Line of Duty} that means Work In Progress) and we are considering removing some of the less necessary content such as sales of branded clothing (generally available cheaper locally) and website design (ditto).

The Find A Repairer section is a specific area for improvement with an easier to use function. Some of the photos on the current site, although charming, are very dated. WE NEED NEW PHOTOS !!! Get your cameras out and please send us any interesting pics. An unusual or difficult repair job. A before and after pic. New shop shots, either interior or exterior. A favourite tool. Anything that would fit in with our aim to inform, educate and inspire.

And stories! Your stories are our life blood, we need to gather info and maybe use it as full articles in Cutting Edge magazine or as sound bites on the website. Little gems of interest - tips - hints - news so that we can spread the good word.

Hopefully we will soon have some more details and we can start to add content so please don't hesitate to get in touch. My contact details are as follows Email: info@somsr.com Tel: 07871 601085

It's your Society, I'm just looking after it for you but I need your input.

Keep watching this space

TTFN (Jimmy Young - not LOD)

SOLVING THE MYSTERY OF SHOE PARTS !

I received one very detailed reply to my question about shoe repair from a lovely chap called Ray Barlow who many of you might already know. Apparently he is something of a Legend in UK shoe repairing circles who has been involved with the trade for decades and was a senior judge in many Cutting Edge Shoe Repairer of the Year competitions – so he really knows what he's talking about when it comes to shoe repair – unlike yours truly!

He even included drawings of parts of shoes... you probably know them all but I was really interested to learn and just in case there are any of you out there who do need to brush up on your shoe parts knowledge here they are...



THE CHANGING FACE OF HEALTHCARE IN THE UK

Coronavirus has changed every aspect of our lives: how we work, how we shop and how we socialise.

It also appears to be changing how we look after our health. According to a recent national survey* a growing number of people in the UK are considering taking out private medical insurance, with 27% of those polled saying they have thought about paying privately for healthcare, compared with only 15% before the pandemic struck.

The NHS response to the coronavirus outbreak has been heroic. The skill and dedication of hospital staff has saved many lives. But to enable the health service to meet the unprecedented demand caused by Covid-19, many specialist treatments and routine operations had to be postponed. And concern over lengthening NHS waiting times is the main reason why people are now thinking about taking out private medical insurance.

Of the 1,000 people questioned for the survey three-quarters said it was long NHS waiting lists that was their main concern, while 67% were worried about the NHS being able to promptly deliver routine care.

Private health insurance can't prevent you from falling ill. But it does offer the peace of mind that comes from knowing that in the event you do need medical care you will be diagnosed and treated in the quickest possible time. And in these uncertain times that is something that many people seem happy to pay for.

For further information and quotations contact HMCA by telephone on 01423 799949 or visit the exclusive HMCA Society of Master Shoe Repairers website here: <https://www.hmca.co.uk/somsr>

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* Consumer Intelligence survey

New window sticker

The current window sticker advertising SOMSR membership measures 10cm x 10cm. The new prototype shown below comes in at a whopping 28cm x 28cm or nearly 10 times larger. It will have the words 'Approved Member' included on the finished article.

Once we have finalised the design we hope to be able to offer the new

version to our members at a very low cost. Just out of interest we showcased the new one on Facebook last week and received interest from repairers wanting one from as far apart as the USA and Australia. Unfortunately they are only available to fully paid up members of the society. If you would like one please let me know.



Don't push the button. Press PAUSE instead.

There is nothing wrong with free speech or expressing an honest opinion is there?

Well actually there could be for those making comments that could possibly cause offence to someone, doesn't matter whether it is an individual or a group of people.

There has been much in the media recently about the role of indiscriminate attacks on social platforms to malign people, the most recent being the very sad story of the beautiful but tragic TV presenter who took her own life. I'm not suggesting that all cases end this way but this was a salutary reminder that publishing your thoughts is not a given right.

For the benefit of our members and to avoid potentially damaging situations, before you post on to social media platforms and forums it might be best to just make sure that what you are

about to publish is accurate, true and, most importantly, can be proven. Make sure that what you say is not defamatory or could conceivably be seen as libellous or slanderous. The rules for the internet suggest that libel is the publication in permanent form of a defamatory statement. Slander is the publication in a transitory form. Generally if it's seen on the web it is seen to be libel. Damages can be sought in the most serious examples.

So, if you've got something to say, just make sure that what you say is not going to cause problems. You can make an opinion but it is very unwise to make a false statement that may damage the reputation of an individual or a business entity. Criticising on a social media platform might satisfy your ego but it's not nice and it might not be legal. Insinuating criminal activity is most definitely not acceptable under any circumstances.

Follow us on:



BECOME A SOMSR MEMBER TODAY
Join now at www.somsr.com

SHOE CARE



www.dunkelman.com
The DASCOWEBSITE.com – full details of the comprehensive range of shoe care products for cleaning, protecting and maintaining the appearance of footwear and accessories, plus a wide selection of insoles, laces, shoe trees and bootshapers

SHOE REPAIR



www.vibram.com
Log on to the VIBRAM website and discover the latest developments from this dynamic forward thinking rubber company. Register into the repairers' section to see the latest Vibram components which can be ordered through Charles Birch.

WHOLESALE



www.algeos.com
Algeos (A. Algeo Ltd) is the UK's leading supplier to the orthopaedic, shoe making, and footwear industries. Our product portfolio totals over 7000 product lines and includes several key European agencies for high-technology footwear materials and components.

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www.keyprint.co.uk
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www.charlesbirch.com
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www.sks.co.uk
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www.leatherandgrindery.com
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www.nwkeys.co.uk
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www.tcolledgeandson.com
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www.silca.biz
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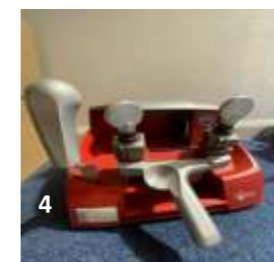
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