

CUTTING EDGE

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

SUMMER 2017

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to unlock
extra profits
inside...

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Summer is here !

Welcome to your new copy of Cutting Edge... It's easy to see that Summer is here... after almost two whole dry months here in Leeds the heavens opened just as I started to write this! I hope you still have plenty of waterproof polish and protector sprays in stock...

THE KEY TO A PROFITABLE BUSINESS

I hope your business is doing well, but it can always be better - so in this issue we have done our best as always to bring you news of products and ideas that will help you to unlock more potential profits.

One profitable area for shoe repairers that certainly seems to be expanding is the automotive security sector. Just as repairers discovered years ago when they started to offer what has since become a staple service offered by most shoe repair shops, key cutting for home and business locks, the current trend for cloning and programming of transponders is a potential money spinner. If you don't offer your customers this service it is really something to consider, especially with the new breed of easy to use equipment now available.

We have gathered together information from some of the leading manufacturers and suppliers about their new products that will make it even easier for you to offer your customers keys for even more makes and models of vehicle, potentially saving them money when they don't have to go to their car dealer while at the same time adding to your monthly income. Worried about the cost of new equipment? In fact with some of the new kit available you could apparently be able to recoup your investment in just a few months!

New to the idea of cloning, etc.? We have details of one firm offering presentations and demos around the country to help answer all your questions.

A HISTORY IN THE TRADE

We spoke to Richard Hawkins, the new MD of SKS, after the company the company became part of the Altuna Group - the largest and possibly the most progressive key blank supplier in Europe to find out more about the history of SKS. What he told us can be found in this issue's Company Profile feature on pages 12 & 13. While we were there we also took the opportunity of inviting one of their reps, Steve Hick to step into the 'Spotlight' this time. He had over 30 years of experience in his previous career as a repairer before joining SKS but you can find out why he would rather be on his allotment on page 26!

Someone with even more experience in the trade is Newark shoe repairer Barry Hazard who finally decided to step into retirement after 55 years in the trade. We talk to him on page 35 about his life and his time spent working at the same firm since 1966.

DATES FOR YOUR DIARY

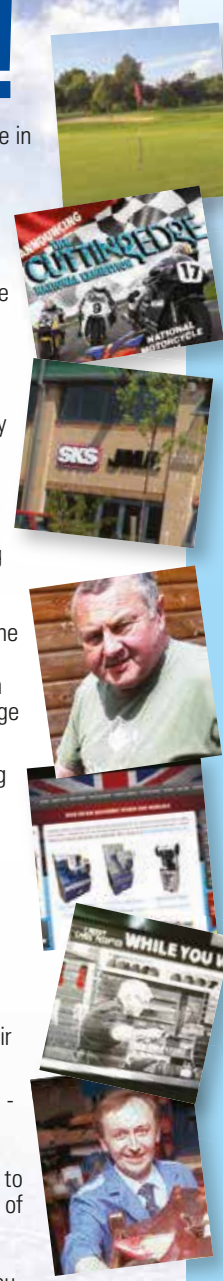
Don't forget a couple of dates for your diary... Coming up soon is Friday 23rd June at Staverton Park near Daventry in Northamptonshire. Have your say at the Cutting Edge AGM in the morning and maybe make a day of it by taking part in the Cutting Edge/SoMSR Golf Day at the golf course there in the afternoon. There are still limited places available for the golf so get in touch with the new Cutting Edge/ SoMSR head office on the number at the bottom of this page to reserve yours today.

Then make a date to visit the Cutting National Exhibition on September 24th at the National Motorcycle Museum Conference Centre near Birmingham. We will of course be giving full details of what will be on offer at the Exhibition in our Autumn issue but now is the time to be planning your visit, or to book your display space at this, the most important event in the UK shoe repair trade's calendar.

So I think that's it from me this time - apart from one last reminder to you repairers to get your stories in to us, and a message to ALL you suppliers to the trade out there, especially those of you that are Cutting Edge member companies... Please support YOUR magazine. We can't produce it for you without your help.

Thank you. See you in September.

Tommy



Inside this issue...

CHAIRMAN'S CHAT	p4
CUTTING EDGE NATIONAL EXHIBITION ANNOUNCEMENT	p5
UNLOCK YOUR POTENTIAL with the Sole Trader	p6
COMPANY PROFILE: SKS	p12
PUTTING YOU ON THE ROAD TO PROFIT	p17
NEW 4 page centre section FROM SOMSR	p19
SPOTLIGHT on Steve Hick of SKS	p26
BONDING WITH WATER	p28
INVALUABLE MANUALS GO ONLINE	p31
READERS' STORIES	pages 34 & 35
WEB DIRECTORY	p38
CLASSIFIED ADS	p39

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

CUTTINGEDGE

incorporating The Shoe Repairer.
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**AUG 4TH 2017
THANK YOU!**

Chairman's Chat

Welcome one and all to the summer issue of Cutting Edge magazine.

This will be my last Chairman's Chat as I will soon be stepping down after serving my two year tenure. I will remain a Cutting Edge committee member, but a new chairman will be elected at the AGM on June 23rd at Staverton Park.

Please come along to the AGM if you can as it will be great to have a few new faces to contribute to the meeting and have a say going forward. You may also wish to put yourself forward as a committee member. It would be great to have new input to the team.

Also on the same day, immediately after the AGM will be the annual Cutting Edge/SoMSR golf day. This year it will be a singles completion, with a cash prize for the winner. You can come on your own or with friends and colleagues, but availability is on a first come first served basis and places are limited so reserve your place by contacting the new Cutting Edge/SoMSR number on page 3.

I have thoroughly enjoyed my time as Chairman during which

we have amalgamated Cutting Edge with SoMSR to give a more fully formed organisation to help support and promote the Shoe Repair trade. This will be a great trade body which I hope will build on everything that we have done to date (all voluntarily) to help promote and support the Shoe Repair trade over so many years.

All that is left is to wish you all a great summer and a profitable future.

Dave Pollard



SoMSR/Cutting Edge Annual Golf Day

Join in the fun at our annual golf day. This year's competition is an event for individual players where the winner will receive £100. 2nd place will win £50 and 3rd £25. There are additional prizes for nearest the pin and longest drive.

Anyone associated with the trade can enter. Call Nicola or Susannah on 0113 200 3948 or email info@somsr.com to find out more and register for the day

JAMES SHOECARE ARE ALL HEART !

This time last year they were knee deep in mud and now the James Shoecare guys are swapping sludge for bike saddles for another charity fund raiser !

After the great success last year – taking part in Xrunner and raising in excess of £5000 for the Alzheimer's Society, Elliott and David James thought it was time for a new challenge.

After a few phone calls and some very persuasive conversations (!) Elliott, David and the rest of the team from James Shoecare / SoMSR all agreed to take part in the British Heart Foundation's London to Brighton race coming up on June 18th.

With over 7 million people in the UK living with cardiovascular disease the team thought it would be a great charity to try and raise funds for.

With your support the team are hoping to smash the figure reached last year.

If you would like to support this great cause please go to www.justgiving.com and search for elliottjames2017 to find the team's justgiving page.

Thanks for your support
David & Elliott James



MARTYN HARVEY

It was with deep regret that we heard the sad news recently that Martyn Harvey had passed away on May 17th.

Martyn, 67, was diagnosed with liver cancer only two months after retiring from his role as Chief Executive of MSA/SoMSR two years ago.

Our condolences go out to his wife Margaret and family.

ANNOUNCING THE CUTTING EDGE NATIONAL EXHIBITION

AT THE NATIONAL MOTORCYCLE MUSEUM CONFERENCE CENTRE

Junction 6 M42, Solihull West Midlands
SEPTEMBER 24th 2017

For more details and to book your place at this exciting event contact cut_edge@btconnect.com 0113 200 3948

Cutting remarks from the SOLE TRADER

UNLOCK THE POTENTIAL IN YOUR BUSINESS

Why do shoe repairers cut keys? The job requires different machinery and different stock - so why? We all know it's down to profit and of course it requires similar inherent artisanal skills, so it should be a good way to diversify.

A few weeks ago the Sunday Times published their "Rich List 2017". Reading it, just to check if I had somehow missed my sudden elevation to such exalted heights, I noticed something interesting in the business exploits of some of the wealthiest people in the UK. Many have something in common - they are diverse in their business interests.

Take for instance number one on the list with wealth of £16.2 billion Sri and Gopi Hinduja, whose company founding father advised diversifying across countries and sectors. Following his lead they have interests in oil, gas, IT, energy, media, banking, property and healthcare and more recently in commercial vehicles including buses.

We are all familiar with Sir James Dyson, number 14 on the list with wealth of £7.8 billion all from vacuum cleaners? Look more closely and we find a top end range of products in Hand Dryers, Hair Dryers, Fans, Air Purification and a massive investment going forward in AI (artificial intelligence) and the development of fast charging long lasting batteries. Even rumours of vehicle development.

IN YOUR INDUSTRY

What has this got to do with Shoe Repairing? Well you don't have to look far to see what a diversified Shoe Repairer can do - John Timpson and family at position equal 598th with £175 million (up from £130million in 12 months). OK it's not billions but



Sri and Gopi Hinduja

what a success story in an industry most would say is in decline. The reason is no secret though, diversification. They have recently added mobile phone and iPad repairs to an already long list of services which include locksmiths, dry cleaning, engraving, signs, gifts, watch batteries, straps and repairs, lighters, passport photos, and even a worthwhile line in "How to" books!

GET SOME PROTECTION

We all know the adage "don't put all your eggs in one basket" and as small retail businesses you should take it very seriously. Blockbuster video rental didn't, and is anybody still in the "cupcake" business?



John Timpson

Diversification done well protects a business from market changes, it drives extra footfall through your door and enables you to extract more money from each customer. Done badly it can drain a business of energy, drive and cash.

The adage "Stick to what you know" is another one to note.

So diversify into what you know? I wrote some time ago now about a repairer who had diversified into polishing and edging skis. I know another who takes good business from repairing motor bike leathers - both services developed from their hobbies and both perhaps extreme illustrations.

Luckily in the shoe repair industry there are lots of examples to follow and quite a lot of supportive infrastructure to help you along the way.

ARE YOU ONLY HALF WAY?

I suppose that most of you have diversified into key cutting but maybe have stopped there. Have you developed what you know into padlocks and security products, key rings, remotes, car keys and key storage perhaps? These are all further steps along the same road and all

simple to test through what is a good solid network of wholesalers.

If you are already into engraving have you developed by stocking and supplying trophies? You need do little more than keep a catalogue handy or preferably a screen linking to your provider's website (I do hope that they have provided consumer friendly white label versions by now)

Are you stocking gifts? Have you looked at your catchment area to see if you could do well with Zippo, a fabulous upmarket brand? You're doing watch batteries so can you extend into straps, repairs and other jewellery?

All these are small steps that assume you have taken the bigger one first. That first bigger step is important. Look at your market; consider your skills and the environment you can provide. It is no good adding watch battery replacement to a dusty disorganised counter. You will not do good trade displaying gifts on an unlit shelf. To entrust a piece of engraving to you the customer needs to feel confident in your skills to produce a beautiful result - you not only have to deliver but you have to look the part as well!

FOLLOW THE LEADER?

Not a bad thing to look at what others do successfully and emulate them, you may be able to learn from their mistakes. Whatever you do it is important to communicate with your customer, to show them what you are doing with good display, social media, fliers and word of mouth.

Diversify well and you too could be moving up the rich list!

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The diversification of Dyson

CHARLES BIRCH STEP BACK INTO THE FOOTWEAR BUSINESS



Charles Birch are proud to announce that they have extended their agreement with Vibram SpA to include Vibram Footwear including the famous FiveFingers and Furoshiki brands.

"The Birch / Vibram partnership has worked so well in the shoe repair and shoe manufacturing sectors that we were delighted to accept when we were offered the FiveFingers and Furoshiki distribution for the UK. This will take us into new markets including the Sports Sector which presents a new exciting challenge for our company".

Charles Birch have wasted no time in making their presence felt in the sports market as they have already managed to book the front cover of the dedicated Sports Insight magazine and booked their stand at the Outdoor Show at Stoneleigh Park, Warwickshire in July.

For more information on these new ranges, contact your local representative or log on to www.charlesbirch.com

Vibram perform best in China

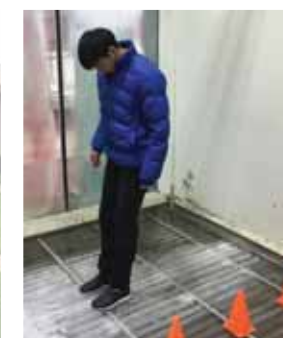
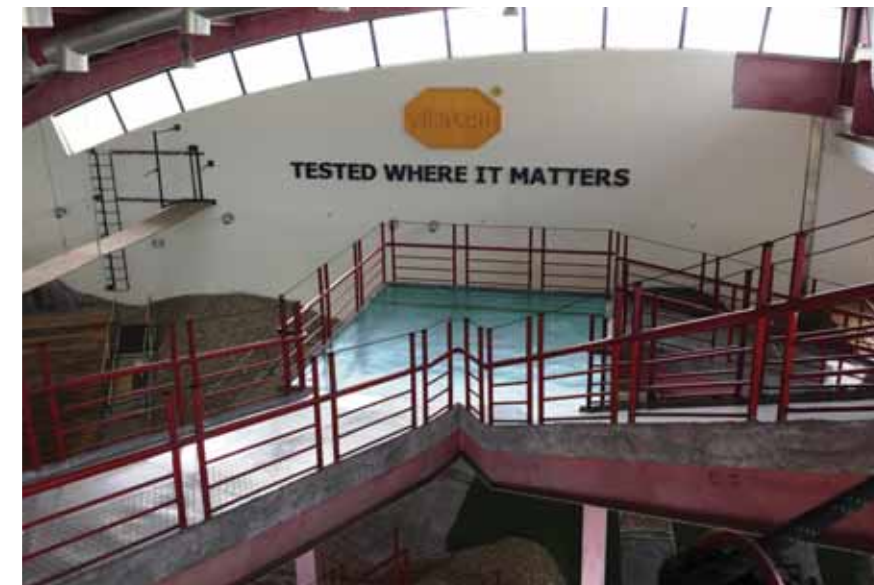
On their recent trip to the Canton Fair in Guangzhou, China, Chris Wilson and Andrea Jackson Brown from Charles Birch took time out to visit the Vibram Technical Centre nearby.

"We had heard that this place had scored in the top ten of the "Best Places to Work in the World" competition, only losing out to companies such as Microsoft and Google, so we were keen to see it for ourselves" said Chris Wilson, "from the moment we were met by General Manager, Eddy Zalunardo, we realised that we had arrived somewhere special".

The Vibram Technical Centre is more of a village than a factory. Most of the workforce live in the accommodation provided whilst guests are invited to stay in their onsite hotel. The hotel features its own spa area with swimming pool, gym and sauna.

Eddy was proud to show Chris and Andrea the state of the art rubber production facility where the Vibram designers work with the top footwear companies to design soles for most of the world's top outdoor footwear brands. As well as the latest design technology, the technical centre boasts one of the largest test centres in the world including heated terrain, an ice box and all types of climbing walls and extreme surfaces including the roof of the building.

"When Vibram say the rubber is "tested where it matters", said Chris, "they really mean it".



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THE SECOND GENERATION FUTURA PRO IS AVAILABLE NOW.

Following the hugely successful launch of the original Silca Futura in 2015, Silca have been working hard to make improvements including making it even faster and are proud to announce the arrival of the Silca Futura Pro.

Futura Pro, like its predecessor, is the electronic key cutting machine for residential and vehicle flat, cruciform, laser and dimple keys.

Futura Pro is a unique electronic key cutting machine combining two cutting stations in one user-friendly device. Ideal for inexperienced key cutters thanks to the software-guided procedures, this lightweight and compact machine is also perfect for professional locksmiths offering a roadside service.

WHY FUTURA PRO STANDS OUT

Futura Pro stands out for the quality of its key cuts, its speed and performance, its small footprint and its access to the widest key database available on the market via the integrated tablet.

- Exclusive double cutting station: Futura Pro is unique in having two cutting stations so flat, cruciform, laser and dimple keys, both residential and automotive, can all be cut using a single machine.
- Practical and easy to operate: Futura Pro is controlled by a removable, 10" touch-screen tablet, which guides the user step-by-step in all key cutting operations (for example in selecting the correct key profile of a cylinder key, the make, model and year for vehicle keys, in the choice of the right cutter, clamp, etc.). The tablet integrates Silca Software's main functions and data, including an extensive range of data cards and code tables for flat, cruciform, laser and dimple keys.

- Immediate process control: The colour-changing LED lights help the key cutter to immediately see the process status:

White: the machine is ready to proceed;

Yellow: the machine is cutting a key;

Green: the key cutting is complete.

- Faster cutting cycles: Futura Pro features faster cutting cycles thanks to a motor that delivers up to three times more power and cutters that reach speeds of 1585 rpm for flat keys and 12100 rpm for laser and dimple keys. A new tablet together with upgraded electronics deliver both faster response times and an all-round improvement in the machine performance.

- Improved hardware and connectivity with 2 USB ports: The machine is equipped with 2 USB ports at the rear: one for the tablet battery charger and one for the tethering connection so the Futura Pro and tablet remain connected and operational even when the Wi-Fi connection is lost or unstable.

- Space-saving and portable solution: Futura Pro is compact, lightweight and easy to carry. Featuring a safety shield that slides within the machine body and an ergonomic grip, it is perfect for small shops and vans.



- Functional and stylish: Silca prides itself not only on the outstanding quality of its products but also on their unique design. Futura Pro's "total black" new look is both distinctive and stylish. Revamped details include the new tool holder mat on the top of the machine and the protective motor cover made of polished steel.

NEW SOFTWARE FEATURES

- Shortcut function for vehicle key cutting code searches: Searching for the right vehicle key cutting code is now easier and quicker with the card search shortcut function. Just input the first letters and the software will prompt the make and model you're looking for, so you don't have to manually enter the entire field.
- Key cut preview: The preview allows the key cutter to check and correct the cut for a worn key. This function is now available also for laser keys.



For more information on the Silca Futura Pro and details of Charles Birch's interest free finance deals please contact Linzi or Craig at Silca Services on 0113 200 3926 or speak to your Charles Birch representative.

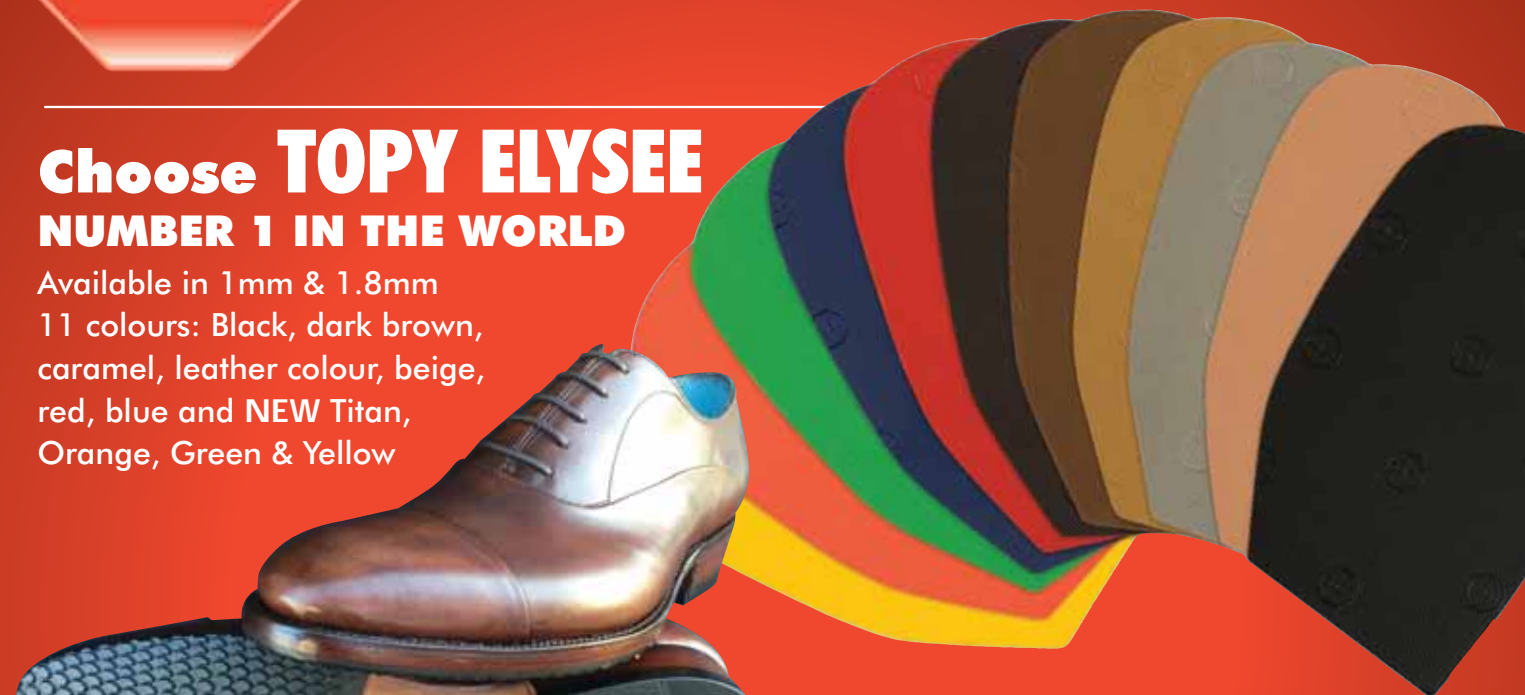


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THE
DEDICATED KEY &
LOCK SUPPLIER

In these uncertain times we all want to know the key to a successful business and how to keep it going through the good and bad years. So for this issue we decided to pay a visit to one such company, Hertfordshire-based SKS.

So where did it all begin? Like many successful international businesses, it started with just one man in a small shop in Harrow back in 1972. That man was Jack Simonds who creatively named his business 'Simonds Key Services' (SKS).

UNLOCKING POTENTIAL BUSINESS

SKS was soon one of the first Chubb Super Centres, offering key cutting and locksmith services. Young Trevor Brett worked in the shop at weekends and would eventually buy the business from Jack with his father Tony and brother Martin. They discovered a demand for key blanks by other key cutting businesses and soon started a wholesale business to supply their needs which operated from the back of the shop.



In 1984 they approached JMA to become their UK sole importer and launched JMA branded blanks to the market. Very soon the wholesale part of the business had become big enough to go its own way and so it was relocated from the retail shop (which is still there and is today owned by Martin) to Rayners Lane in North West London.

In 1992 Trevor and Tony decided to move the business forward again by selling a 25% share to the Altuna Group (JMA). This investment allowed them to move to bigger premises in Watford and to invest in new warehouse equipment. After moving to Watford additional product ranges were introduced, such as counter accessories, padlocks and some basic locks.

At the turn of the Millennium Tony retired but the business continued to grow along with its product range, so three years later it was time to move again to its current base in Berkhamsted. There, SKS currently employs almost 60 people and offers its customers a staggering 14,000 + products.

Now in its 45th year, SKS has recently undergone some significant changes. As we reported in our Spring issue the company is now owned by the Spanish Altuna Group (commonly known as JMA), the biggest producer of keys in Europe, that also owns Ifam which their UK operation has now been merged with SKS.

It was also announced that Trevor Brett, who has been their Managing Director for 36 years, will soon be leaving the company and Richard Hawkins will step up from Commercial Director to take over as MD.

IN THE HOT SEAT

We wanted to find out more about Richard Hawkins, the new man in the hot seat so we started by asking him how he first came to be in the security business.

"My grandfather, father & uncles were Master Locksmiths and together owned a locksmith shop in Watford. As a small child (many years ago when health & safety



wasn't so important) I would often go to work with my father during the school holidays and weekends.

I would serve customers, cut keys, create master suites, and make keys for old locks including vehicle locks. I left school at 16 and went to work in the family business full time. However, at 17 I wanted to widen my options, and I went to college for 2 years to get myself a Diploma in IT, another interest of mine. During this time, I continued to work part-time at the shop. I then tried my luck at a Sales job where I learnt the basics of selling.

It wasn't long before an opportunity arose as a Sales Rep for SKS, which had also moved to Watford. Although still young, I had accumulated a vast wealth of trade knowledge, so I was confident I could be successful and I got the job. During the next 4 years, I worked hard to be a success. Back in those days the SKS & JMA brands weren't as well known as they are today. Although things were going well I fancied taking advantage of my youth and having no ties I decided to go travelling in Australia and New Zealand which I did for 15 months. While there I worked at LSC which is the major Locksmith Distributor for that part of the world.

I returned back to the UK, needing a job to pay off my bills so I re-approached SKS for some temporary work. I re-joined as a Sales Administrator and this temporary job quickly became more permanent as I took on the role of Office Manager. A few years later I had the opportunity of becoming the Sales Manager working with our on the road sales team.



Trevor Brett (above) and Richard Hawkins



I enjoyed this role for several years before it was time to climb the ladder once again to Commercial Director and now I am looking forward to the challenge of becoming Managing Director as I begin my 18th year working at SKS."



CUSTOMER SUPPORT – THE KEY TO A SUCCESSFUL BUSINESS

We were also interested to find out what he thinks has helped the company grow so successfully.

"Undoubtedly our passion to give the best possible service to look after our customers" answered Richard without hesitation.

This might seem obvious but it is surprising how many companies forget this key factor. SKS do seem to have found the right balance between 'good old-fashioned service' and up-to-date efficiency.

"We have nine reps on the road covering the whole of the UK, helping customers, answering their questions as well as taking orders" he added. "We believe it is important to also have a strong Technical Department who can provide in-depth knowledge. Our customers can even send pictures of keys via Whatsapp and email for our guys to identify and our new website has a live chat feature so that customers can get instant answers before placing their orders."

In fact orders are another almost instant aspect of the SKS service. Goods can be delivered to a local shop next day before 12pm and also on Saturdays for convenient collection.

Does the new MD still have time to get 'hands-on' at SKS?

"I've always enjoyed the technical aspects of the locksmith and key cutting trades. I still try and take an active role in our publications, suppliers and new products. I'm involved with the technical

departments and enjoy working with the factory to produce new keys where I can, in between management reports & statistics!"

As well as all that we know that there are the free customer training sessions to organise and trade shows including the Cutting Edge National Exhibition to attend. How does Richard cope with it all?

"I'm lucky to have a great wife to support me and a dedicated team of department managers to ensure day to day operations run smoothly."

To find out more about what SKS can offer, why not go to www.sks.co.uk?

NEW INNOVATIONS FROM SILCA

Following the hugely successful launch of the ID48 Solution with Silca M-Box technology in 2016 which allowed key cutters to clone and cut keys for over 200 new models (including for the first time Volkswagen, Audi and Skoda), Silca have done it again.

They are proud to announce their new technological breakthrough:-

TEXAS 80 BIT SOLUTION for the cloning/programming of many more Toyota, Ford, Subaru, Kia and Hyundai models and the GOOD NEWS IS THAT THE UPDATE IS FREE to all users of Silca RW4 Plus and Fast Copy Plus.

No internet and no snoops are required for this cloning solution, simply download the free software from the Silca website and purchase the new T80, T41 and T39 chips from Charles Birch and you are ready to go.

Silca are also proud to announce the launch of the new transponder T50 transponder chip. This is a multi-use wedge transponder that works with the RW4 Plus or Fast Copy Plus to clone:

- Philips® Crypto ID41 for Nissan®;
- Philips® Crypto ID42 for Ford®, Seat® and Volkswagen®;
- Philips® Crypto ID4W for Ford®, Seat® and Volkswagen®;
- Philips® Crypto ID45 for Peugeot®.
- Multi-use transponder to copy Philips® Crypto type transponders (ID41, ID42, ID4W and ID45) for specific Ford®, LDV®, Nissan®, Peugeot®, Seat® and Volkswagen® vehicle models.

It's small compact size makes the new T50 perfect for Look A-like and Flip keys and other Silca transponder keys within the automotive range.

Please note that RW4 + M-Box + P-Box and Fast Copy + M-Box + P-Box do not support the cloning of this transponder.

For more information on both the new Texas 80 solution or the new T50 transponder chip, please contact Craig or Linzi at Silca Services on 0113 200 3926.



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OFFER CUSTOMERS A 'SHOE SPA'...



...with TOPY ELYSEE protective soles in new fashion colours ! Colours are "in" again- especially among the younger generation... So why not give a fashion "spring clean" to boring black and brown shoes – simply by replacing that worn, out-dated sole ?

Transform old shoes into a fashion statement! Coloured soles give the shoe the "certain something", an entirely individual style.

SHOW YOUR TRUE COLOURS
A display of brightly coloured soles in your shop window can bring in some new business when you offer your customers a Topy "SHOE SPA" to transform their shoes!

The best way to add a certain 'Je ne sais quoi!' to your customer's shoes is with Elysee – the worldwide BEST SELLER from Topy.

All Topy's high quality soles, heels

and sheets for shoe repair, are exclusively produced at their factory in France.

TOPY now offers 11 colours for their ELYSEE protective soles (see picture).

As well as the 'usual' black, dark brown, caramel, beige, and leather colour, there is blue and red ... and many customers asked TOPY to offer some more "cute" fashion colours. So ELYSEE is now also available in

4 new colours: titan, orange, green and yellow, in the standard thickness of 1.8 mm, but also in the thinner 1.0 mm, which is increasingly used for fine, fashionable ladies' shoes.

For further information, contact T.COLLEDGE AND SON or TOPY direct at info@topy.fr

Standard Service News

Standard Engineering Ltd employ a small team of service engineers, who help maintain and repair shoe repair machinery dotted around the country. Shoe repair finishers generally need very little input from our people – basic maintenance and good housekeeping will usually keep one of our 700's going well for years.

However, from time-to-time our finishers develop faults that only a qualified, time-served engineer, backed by a warehouse full of spare parts, can sort.

Over the expected quarter of a century (or possibly even longer!) life expectancy of a finishing machine you might well expect to log a handful of service visits. Taken individually these visits might seem a costly exercise – one, at the time, you may consider you can ill-afford.

However, we are talking about the machine that generates a large percentage of your shoe repair takings. And if you thought about the costs incurred, spread out over the projected life of the finisher, we estimate that you could well be paying out less than £1 per week.

One whole pound (new style please!)

Or, equivalent to the cost of a low to mid-range Sunday newspaper.

Or a quarter of a cup of a coffee from your favourite Barista

Or two thirds of a paperback from a High-Street Charity shop

Or half of a National Lottery Ticket

Or about six seconds' worth of a Premier League footballer

Makes the service Standard offer seem an ever better bargain than ever!



HICKLEYS – PUTTING YOU ON THE ROAD TO PROFIT

Hickleys, the vehicle key programming specialists, are hitting the road again with their popular presentations to explain the exciting opportunities that they can offer in vehicle key cloning and programming around the country throughout the year.

ALL YOU NEED TO KNOW...

Hickleys' experts will show how simple copying and programming vehicle keys and remotes adds extra profit for key cutters and auto locksmiths alike.

They will explain the services you can offer, the opportunities for business, the equipment required and the training and technical backup available from Hickleys.

POTENTIAL IMMEDIATE PROFITS...

The presentations will also demonstrate how the cost of investment in kit can easily be recovered in as little as 7 months or just 30 key programmes.

In fact purchases using lease finance can bring immediate profits as the equipment is paid for from the profit earned.

EXTRA SERVICES...

There will be live demonstrations of key cloning and programming on a variety of equipment and vehicles and demonstrates other services you could offer such as remote repair, remote virginising and eeprom services.

WHERE TO FIND OUT MORE...

Hickleys' experts will be in the following areas: Stoke on Trent, Warwick, Bradford, Carlisle, Ipswich, Luton, Warrington, Swansea, Brighton, Reading during the next 6 months.

To explore these exciting opportunities in vehicle key and remote services and register your attendance visit the Hickleys website: hickleys.com.



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Training Academy

Specialising in
Locksmith & Auto
Locksmith Training



More Than Just a Course

When deciding to train as a Locksmith or Auto Locksmith there is much more to consider than how quickly and cheaply it can be achieved or how much free tooling your given. You need to ensure the training you receive is first class and from a qualified, professional and currently trading Locksmith, and that it is an approved training centre able to offer you a qualification, that you get the best advice on the equipment to purchase and that you receive long term support whilst building your business.

The Benefits :

- Nationally accredited and revered training courses
- Approvals from all leading industry bodies
- Fully equipped training centre with the latest equipment
- Distributors of all the market leading brands
- In-depth team of product specialists keeping you up to date
- Technical support team offering help and advice over the phone
- Technical support forums, training videos, information books
- And much much more.....

Our Training Courses

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- 3 day Advanced Locksmith Training
- 5 day Safe Opening Training
- 5, 8 & 10 day Auto Locksmith Training
- Key & Remote Programming
- Advanced Key & Remote Programming
- Zed-Full Users Course
- Dedicated Courses for Merc, VAG & Fiat
- Eeprom & Microprocessor Programming
- Advanced Eeprom Programming
- Vehicle Opening
- Vehicle Remote Repair
- Silca RW4+ & ID48 Users Course



Centre Number 5463027



Locksmith Training
01823 328604

training@hickleys.com
www.hickleys.com



Standard Engineering Limited

WE DON'T REPAIR WE RESTORE

the art of shoe repair

David Lee is one of the British finalists in this year's (Shoe Services Institute of America), SSIA World Cup Shoe Repair Competition which is being held in Long Beach, California.

The international competition draws entries from across the world, and David said, that he had been "absolutely blown away by the standard of some of the other competitors."

He explained that American competition rules were very different from the UK, where entries were judged on the 'best repair', in the States he said, "repairs had to look 'brand new', as if they have just come out of a box. When these boxes are opened, it's just like looking at a new shoe. These are the standards we are up against.

Obviously being a repairer, you know that you can make the bottom of a shoe look really good. But one of the main things that stood out was how they were getting these finishes. They were not just buffing a shoe on a wheel, which is pretty much all I have seen in this country, polishing them, then that's it .. job done. They were actually going over the side of the shoe with an edging iron which gives it the appearance of a factory finish, and then using fudge wheels and bunk wheels to decorate the soles.

Also with the finish of a shoe, a lot of people will make the sole look as neat and clean as possible but they don't always spend as much time on the upper of the shoe, the sides and around the heel block and, to be fair, I was guilty of this before but it's only after studying these guys that I have been able improve how I finish a shoe."



I asked David what had originally inspired him to enter into the world of competition?

"Basically, it was in 2014 when Al King won the UK competition. I looked at the work he was producing and realised that he actually loved what he was doing, whereas I was just going through the motions. Sometimes we can focus too much attention on having quick money in the till.

So, inspired by Ken Simpson's, Remembrance Day themed shoes, I started playing around with some old shoes that had been lying about the shop. Drawing images and using dye cream to produce a range of Christmas images on the soles. I also took inspiration from top manufacturers such as Oliver Sweeney.

Then we began to incorporate these into the everyday repairs we were doing. By taking that extra time putting designs onto the soles, we started to notice an uptrend and by the end of that year the amount of leather repairs had pretty much doubled."

Wholly British built shoe repair machinery, backed by British based spares and service. High quality machines at competitive prices.

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The Society of Master Shoe Repairers. Join Today by calling 0113 200 3948 or visiting www.somsr.com

And what's next

"Although the UK shoe repair trade is going through a testing time at the moment, we never know exactly what the future holds and if I was told, this time last year, I would have two awards for shoe repairs, I would have laughed. But looking further ahead, I'd like to open my own business and already have a website up and running showcasing my work www.dlshoeart.co.uk but in the meantime I'm just going to keep improving!

"We don't repair we restore' and I love that feeling when a customer comes back and is blown away by a repair."

You can follow David's progress throughout the competition by joining the conversation @somsr_uk #dav-idleessia or visiting our Facebook page @somsruk

Would you like to see your business grow?

Build a website presence. Learn how to advertise on line. Provide your staff with customised branded workwear? Have the security of a complaints mediation service?

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CHAIRMAN'S WORD



Having been a member of the SOMSR Committee for over ten years, and more recently the Chair, I have had the privilege of meeting and getting to know a great many people within the trade. Many of whom have become personal friends. I have experienced both the pleasures and frustrations of working as part of a Committee, that represents a diverse range of people. I have particularly enjoyed being involved with those who have such a high level of enthusiasm for our trade.

However, recently and not without a great deal of agonising, the decision has been made to amalgamate SOMSR and Cutting Edge. There will be one Committee and thus, only one Chair. I have been planning to stand down for some time now and this has provided an ideal opportunity.

New and enthusiastic committee members are always welcome, so if you fancy getting involved, get in touch.

I wish you all the best for the future.



Shoe repairs don't have to be boring or predictable anymore

After more than 30 years of experience in shoe repairing Mark and Annette Edwards', second generation business has undergone a transformation.

With training at the Vibram London Academy, the purchase of new machinery and a facelift to the shop, their business has now been future-proofed for the next generation.

Annette said, "With our new Bagpress machine, with its 360 degrees of pressure, we can now resole trainers, 'trail and road running' - being a family of triathletes we know the difference. Offer different styles and colour options, Dr Martens in various colours, gents' formal shoes with cheeky colour twists, stilettos with more choice in sole colours and designs and even eco-friendly compounds, which are obviously more environmentally friendly."

So, I asked Annette how she thought these changes would affect their business for the better.

Diamond Vibram gives a new dimension to shoe repairs

Diamond Vibram gives a new dimension to shoe repairs

"We're already seeing it, there's been an increased interest right across the age range. Our new Vibram window display is amazing. It looks modern and it looks fresh and it's attracting all kinds of new customers."

Literally, it would seem

Annette went on to say, "Last week, a 7ft man dressed as a lion came into the shop. He was limping badly because he had just completed the London Marathon, raising money for a wild life charity. His feet were severely blistered after 7 hours of running and he wanted to know how much it would cost to re-sole his favourite Asics trainers! Apparently, he lived around the corner and had never been in before but he'd seen our new display and decided to come in and ask.

Pushing the durability of the Vibram product and believing in it ourselves, helps to sell it. Having pride in good solid work. Telling customers, 'You don't have to part with your fave shoes.' Not only can we save them but we can transform them. Shoes don't have to be boring or predictable anymore!"



The Society of Master Shoe Repairers. Join Today by calling 0113 200 3948 or visiting www.somsr.com

A WORD FROM CHRIS WILSON incoming chair

The trade owes an extremely large debt of thanks to David James, who has stood as Chairman of SOMSR through a very challenging transitional period. Through his appointment of new officers Nicola Ralphs and Susannah Boothroyd and his overseeing of the merger of Cutting Edge into the Society of Master Shoe Repairers, we feel sure that he has secured the future of both organisations. On behalf of the trade .. Thank you David.

On Friday June 23rd at 9.00am there will be the Annual General Meeting of the new SOMSR incorporating Cutting Edge, when David Pollard will also step down as Chairman of Cutting Edge after his two year tenure. The meeting will be held prior to the golf event at De Vere Staverton Estate, Staverton, Daventry, Northamptonshire, 01327 302044.

SOMSR would very much welcome an independent shoe repairer to stand as Chairman, or alternatively to stand on the Committee. If you are not able to attend the meeting in person, please send a message expressing your willingness to stand, to Nicola and Susannah at info@somsr.com . Please feel free to email for more information on what the role entails.

In order to ensure continuity for both organisations, I have expressed my willingness to stand in as Caretaker Chairman until an independent shoe repairer steps forward.

NUMBER CHANGE

SOMSR has a new number

We apologise to anyone who has been trying to get through to us but we now have a new number. We are available to take your call Mon-Thurs 9:00-3:00.



Calling all golfers and shoe repairers ARE YOU UP TO THE CHALLENGE



It is the Annual SOMSR/Cutting Edge Golf Day at Staverton Park Golf Club in Daventry on Friday the 23rd June and everyone in the trade is invited!

This is a mature, championship 18 hole golf course set in 150 acres of beautiful Northamptonshire countryside. A challenge to any golfer, this inspiring course has a mixture of lakes and bunkers, undulating parkland and overhanging trees with a signature 11th, par 5.

The cost per person is £45 with a £100 winners prize.

10:30-12:00 Coffee & Bacon Rolls
11:12-11:57 Tee Off Starts
4:00-7:00 Two Course Meal in the Main Hotel

So whether you are up for a challenge, or just want to come along to relax and socialise, in this beautiful setting, please call Nicola or Susannah on 0113 200 3948 to find out more and register for the day.

De Vere Staverton Estate, Staverton Park Golf Club, Staverton, Daventry, Northamptonshire, NN11 6JT



The Society of Master Shoe Repairers. Join Today by calling 0113 200 3948 or visiting www.somsr.com



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As part of our product growth we are pleased to be a wholesale distributor of C.O. Tilney and their Errebi cylinder range and RST mortice key blanks. We will also be offering their excellent range of key cutting machines.



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COMPARE THE (KEY) MARKET WITH SKS

With their latest key cutting publications; Comparison Book Edition 7 and Key Blank Supplement 367, SKS continue to lead the replacement key market. These new publications were created within SKS's technical department to provide useful and up-to-date information.

The Comparison Book is a great tool for quickly identifying key blanks when cut on a non-genuine copy blank. The new edition sees an additional 20 pages with over 2,000 extra cross reference entries of the latest keys. Currently the publication is on offer at £19.50 saving £8.

Supplement 367 includes the newest keys released since SKS's 365 catalogue was launched. The 24-page update includes 120 new references with scaled images and additional technical information. Ask your Sales Representative or request your FREE copy with your next order. Alternatively, you can download it as a PDF - www.sks.co.uk/downloads



3 STEPS TO A PROFITABLE AUTO KEY SERVICE

FROM HICKLEYS – THE AUTOMOTIVE SECURITY SPECIALISTS

In recent years there have been some huge steps forward in the vehicle keys that can be cloned and programmed and this means offering a vehicle key service can once again be a lucrative service to offer. Hickleys are automotive specialists and the automotive distributors for the Silca & Advanced Diagnostics products and offer a full package of equipment, training and support. Moving forward you can get your everyday needs from our huge stock of keys, remotes and transponders.

RW4 Plus cloning

The Silca RW4 Plus cloning machine can identify and clone most vehicle keys, the process is extremely reliable and simple to perform with easy step by step instructions. With the addition of id46 cloning a few years ago, the new id48 cloning last year and now 80 bit cloning just released it is now possible to clone 90% of transponder keys being used today.

MVPro key & remote programming

Taking the step up to key programming is nowhere near as complicated as people first believe and offering this service creates the opportunity to offer remote control keys for your customers, most new vehicles now have a remote key with the latest technology being proximity remote keys which

cannot be cloned but can be programmed, this additional service can offer extra revenue to your business and just one remote key a month is all it takes to cover the equipment costs.

Smart Remote

The latest and exciting product from Silca and Advanced Diagnostics is the Smart Remote universal remote emulating system. This new product enables you to create a specific vehicle remote from a small range of universal remotes quickly and simply enabling you to offer your customer a remote key service immediately and with the minimum stocking requirements.

Some vehicles have a manually programmed remote key and therefore Smart Remote can be used alongside your cloning service, this will enable you to clone the original remote key transponder, install it into a universal Smart Remote and carry out a manual program procedure.

Smart Remote can equally be used alongside your key programming service which extends the applications of Smart Remote and enhances your



programming service. Now it is possible to program a huge range of vehicle remote keys using Smart Remote on demand and without the need to keep huge stocks of vehicle specific remote keys.

For more information visit the Hickleys website: www.hickleys.com.



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DOWEL LIFTS

A must for those working on shoes, as well as those walking in shoes.

The Double Layer Dowel Lift, the original first, is a perfect combination of two materials: the rigid layer guarantees a strong pin support, while the soft layer provides silence and comfort. The Result is a resistant, quiet and comfortable shoe with a number of mounting advantages such as easy workability and ample guarantee as to the absence of internal air bubbles, thanks to x-ray testing.

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Hickleys Zed-FULL

IMMOBILISER SOLUTIONS

The Zed-FULL is the most professional and unique "all in one" immobiliser device in the world, the mixture of fixed & crypto cloning, remote cloning, transponder editing, eeprom programming and OBD key programming offers many leading solutions not available on other devices. The tool also offers a variety of purchase options to that gives the greatest flexibility on outlay and coverage.

24 Hour Unlimited Use Package Just £25 per day

Base Kit	Software Purchase Options	Features
£3495.00 incs- 100 credits	<p>Option 1. "Pay as you go" credits Each credit is 50p. Each task uses various quantities of credits. Using credits means you only pay for the software as and when you use it</p> <p>Option 2. "Unlimited use" subscriptions Buy a period of time (3, 6 or 12 months) and use all of the software as much as you like without any additional cost.</p> <p>Option 3. "Outright software purchase" Purchase a particular piece of software outright to use as much as you want but still use credits for the remaining features</p>	<ul style="list-style-type: none"> Cloning to many fixed & crypto transponders including ID46 & 8C Cloning to the latest carbon CN2 & ZED46 transponders for 4C, 4D & ID46 Built in frequency tester for remote keys unlocking a variety of transponders Recycling of used remote keys & key cards Remote emulating system for Fiat remotes OBD key & remote programming including pin code reading on a huge range of vehicles Built in component security code reading aerial for easy scanning Latest coverage of VAG vehicles including UDS systems New Mercedes & Audi smart key programming Pin code reading for Peugeot & Citroen vehicles OBD programming on 24v systems including Renault trucks Built in EEPROM programmer with no PC software required Over 260 individual immobiliser EEPROM files covered <p><small>Price is plus VAT</small></p>

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diagnostics@hickleys.com

SPOTLIGHT



The phone on the Editor's desk rang and he knew it was probably going to be bad news because the caller ID showed that it was Fairweather at the other end.

"Where are you Fairweather? You were supposed to be here an hour ago!"

"Sorry Boss! I'm in Selby near York..."

"I know where Selby is Fairweather... what I don't know is why you're there!"

"I was on my way to the office but my bike's broken down outside a pub in the town centre..."

"Oh really? How convenient for you!"

"No, honestly Boss it just conked out!"

"No Fairweather, it's convenient because as it happens I wanted you to meet up with Steve Hick who is one of the Sales Reps at SKS, and he lives in Selby! I'll give him a call and ask him to come to you. Shouldn't be a problem, he likes his Real Ale and better still he's quite handy with a spanner. He once told me he loves tinkering with old cars and motorbikes..."

A few minutes later Fairweather was sitting with a pint in front of him when his mobile rang. "Get another pint ready Fairweather..."

"What DO you mean Boss?"

"Come off it old man! I know you... As if you'd wait OUTSIDE a pub! Steve is on his way..."

"Cheers Boss!"

So later that afternoon, Fairweather asked Steve...

An easy question first... what was your favourite subject at school and has it helped you since you left?

Metal work, using milling machines and lathes. It was probably the most helpful subject too, considering the trade I ended up in. It always helped me to get out of trouble with broken machines over the years. It's also proven really useful with working on old cars and mopeds in my spare time.



Steve Hick, SKS

... and what was your first paid job?

At 11 years old, I was making up gun bags every lunchtime and after school working with my best mate, Hans Jensen, who is still a friend now. We got 50p a bag, thanks to Ron Snowden who gave us the job and helped me pay my way through my teenage years.

How and when did you become involved with the shoe repair & key/ key cutting trade?

Born and bred, third generation repairer. I was benching when I was 9 for my grandfather (without pay!!)

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

I'd probably either be in horticulture or selling home-made pickles and preserves, both tie in with my time down the allotment and my and my wife Elaine's battle to preserve the harvests.

What do you consider has been your best achievement?

Part-time helping Elaine raise our 3 kids, whilst running a very busy shoe repair shop. I also consider getting a job working for Trevor Brett and Richard Hawkins at SKS a real key achievement in my life. I applied with a CV with nothing but 30 years shoe repair/key cutting experience and next to no qualifications and got the job after the ONLY interview I've ever had. No idea why they took a chance on me, but I'm really grateful.

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

Leaving SKS and going into another industry. Totally and utterly boring! It was good to go back and a shock to the sales team at a Nottingham show when I turned up suited and booted, unannounced, to start work.

Where is your favourite place?

I have a couple, the first is Poland, I have really good friends there and the country is beautiful. I also love

'Yorkshire Terrier' Steve Hick of SKS loves tinkering with old motors...



visiting Poland...



Copenhagen...

Copenhagen but it's very expensive (especially for a tight Yorkshireman like me) but I visit my schoolmate Hans and his family as often as I can.

What makes your ideal day away from work?

Down at my allotment. I also like being in the garage or the shed with my various ongoing projects on cars and mopeds. My wife has yet to see one finished!



and especially his allotment!

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

I love Northern Soul music and can still dance the night away if the right set is played. I also love the old comedies of the 60's and 70's, Steptoe and Son, Til Death us do Part, etc.

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

My grandad, Pop, a stereotypical 1930's shoe repairer. As most of the lads in those days, Pop had problems with his walking with one leg 5½" shorter than the other. I was made, as a child, to do the stitching of the build up on his shoe. He was a big part of my childhood and always pointed me in the right direction.



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

"Work Hard, Play Hard and Never Grow Up"

Nickname at home, Peter Pan, Nickname at work, the Yorkshire Terrier.

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

Spend it on my Austin Seven, it (should) be finished then.

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

Look at your shop front every morning and improve its image. If it doesn't look good, the modern customer will walk to the shop that does.

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

The repair trade will be okay, it always has survived and it always will. There will always be demand for repair on quality and comfortable shoes. Always aim for the bigger and better jobs (through sole and heel etc.), they pay dividends in the long run.

How do you think 'Brexit' might affect the trade?

Hopefully it will bring back manufacturing of component parts into the UK, rather than relying on imports. But I guess time will tell....

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

I think I would like, and probably will be remembered as "the Yorkshire Terrier", never willing to give up.

RAW POWER



<p>Colle de Cologne The Real Multi Purpose Cement Open time: 5-40 minutes 850 g (1 ltr) with brush 4 kg (5 ltr) Free of Toluene and MEK! For all materials, even Vinyl (PVC) - the most versatile option!</p>	<p>Super-FIX All Purpose Cement Open time: 5-50 minutes 850 g (1 ltr) with brush 4 kg (5 ltr) Free of Toluene and MEK! For all materials except Vinyl (PVC), dries clear.</p>	<p>Syntic-TOTAL Plastics adhesive Open time: 5-30 minutes 850 g (1 ltr) with brush 4 kg (5 ltr) Free of Toluene and MEK! For all materials except EVA - can be used cold!</p>	<p>top-fit High-Power Cement Open time: 5-40 minutes 850 g (1 ltr) with brush 8 kg (10 ltr) Free of Toluene and MEK! For all materials except Vinyl (PVC), extremely high green strength, even on wet leather!</p>
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BONDING WITH WATER? – Shoe repair with water-based adhesives (part 3)

In the last two issues, we had a look at the different options and working techniques that allow you to use water-based contact adhesives for soling and other jobs inside the shoe, as well as on leather goods in general. Now of course bonding is usually about keeping things stuck together - but what do you do if you need to be able to open a bond again, or attach e.g. a zipper bit by bit? "Use Rubber Solution", you might say – is there a water-based, less toxic alternative though?

Correctable bonding? No problem with Aquilim GL!

When bonding with contact adhesives, trying to open the bond again usually causes at least some damage to the adhesive layers, if it does not rip them apart completely. On some types of jobs, this may be necessary though – and it is possible, using a special formulation that stays tacky for much longer. Just like Rubber Solution – but this product develops into a full-strength contact adhesive over time! So you are able to make corrections, and once everything is in place, you let the adhesive gain its full strength. The product also allows sewing within 10-20 minutes after joining the parts, if not sooner. Aquilim GL can be used for one-sided, wet bonding, just like Aquilim 315 (see last issue!) – and the final strength is practically the same.

Just sticky is enough? Try Aquilim SG!

Some bonds do not have to be permanent. Some cannot be permanent – it all depends on the job at hand. Aquilim SG provides that capability: Just apply it to one or both sides, let it dry for a few minutes, and you get a sticky layer that will grab on to almost anything! The bond will never cure, so you can open it after years if you have to. The strength is more than sufficient to hold e.g. leather pieces in place for sewing, or put in a zipper and sew that after a few minutes. And one big bonus on top: It works one-sided! So a sticky layer on the flesh side of a piece of leather will stick to the grain side of another piece – without sanding the other side or applying any adhesive to it. Think of the vamp of a shoe, or a handbag – and those fancy, punched/cut out patterns you often find on them. Do you remember all the Rubber Solution you peeled out of those little holes? That might be a thing of the past!

See for yourself – and let us know what you want to see!

We have been adding several new application videos to our YouTube channel, especially on the water-based Aquilim products. Just scan the QR-code below with your phone, that takes you there right away - or look us up on YouTube: <http://www.youtube.com/reniavideos>. If you have any ideas on what you would like to see there, what you would like us to show or explain: Let us know! We are always happy to add more content! info@renia.com is usually the best way to reach us directly.

In the next issue, we will examine another product commonly used in the repair of high-end, welted shoes: Cork bottom filler. You guessed it – a water-based version of that exists as well!

Dr. Rainer Buchholz, Renia Adhesives Cologne



ENJOY THE SWEET SMELL OF SUCCESS WITH TARRAGO



NEW - Tarrago Fresh Deodorant Spray

Tarrago New Fresh Deodorant Spray is specially designed to deodorise footwear. With its floral essence, it neutralises any odour and provides a fresh scent. With one easy application directly inside the footwear and its long durability, shoes will be fresh from heel to toe for 48 hours.

Tarrago Polish 50ml

Tarrago Polish is now available with new colour coded 50ml tins.

Available in 7 colours: Black, Dark Brown, Medium Brown, Light Brown, Navy Blue, Neutral and Burgundy, the unique formulation uses only natural waxes such as beeswax and carnauba wax and natural solvents such as natural turpentine oil. These natural ingredients allow for nourishing and waterproofing of the leather as well as adding colour with natural pigments.



Tarrago Universal Cleaner

Liquid cleaner suitable for all colours. Specially recommended for leather goods and upholstery. For all types of leather (footwear, bags, belts, etc.), suede, nubuck and fabric. Great for removing even stubborn stains such as ball point pen.

Tarrago Leather Balm 125ml

Wax-based cleaning and nourishing cream suitable for all colours. Specially recommended for leather, including patent and reptile leather.



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For every shoe repairer**



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soles and heels**



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The Casali range of universal half soles and men's heels are manufactured with a compound superior to rubber, is easy to work with and simple to trim.

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- Softness: the characteristics of the material are not affected by extreme cold or heat, unlike vulcanized rubber.
- Lightness: the compound is approximately 15% lighter than normal compact TPU.
- Good aesthetic appearance and unlike vulcanized rubber, without a bad odour.
- Innovative Design: a delicate look with studded tread patterns which work for both elegant as well as sportive shoes.

The new innovative product Mirror is ideal for luxury shoe repair.
The Mirror halfsole is extremely elegant due to its shiny surface. Light, soft and resistant to abrasion. The fashionable colours red, nut and black are suited to repair elegant and very luxurious shoes.



Invaluable manuals go online

Over the, well, centuries we suppose, Standard Engineering have built, supplied, maintained and supported many, many different machines. Far more than we can ever remember, and far more than we can still support. Manuals were invariably produced for most of the equipment. They range from complete device breakdowns, with every nut and bolt lovingly part-numbered, to basic, hand-drawn efforts.



Standard have, by no means, all of these documents in their vaults, but are beginning the process of digitising those they do have and posting on their website in the "Spares" section. Each of the manuals there are fully downloadable as PDF documents.

Obviously, the vast majority of the parts on obsolete machines are no longer made or stocked. However, we believe there is a value in making these old manuals available. One may include details of how to correctly thread-up an old Blake you might have. Or suggest how you should re-assemble that ancient cutter holder you have just taken apart!

The on-line manuals prove most useful, when a customer needs a part for a supportable machine and both they and the person at Standard are looking at the same information. This can be helpful when trying to pin down a specific part for a specific machine. The customer gets the part they need and Standard look like life-savers! Everyone's happy!

Keep checking back on the "Spares" page as more manuals will be added over time.





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GLENWAY 'TO GO' – the 'Go to' service!!

Since Glenway launched their 'to Go' service three years ago it has helped hundreds of their customers to make their lives easier and increase their profits and it can help you too.

By using Glenway's unique service there's no need to turn away a trophy order even in the busy season when you might not have the time to do the work needed on the trophy yourself.

This means you can offer any product featured in the fantastic 'We Love Trophies' catalogue to your customers confident that you can deliver the goods... or rather Glenway can!

NO WORRIES

All Glenway 'to Go' orders are delivered to the end customer in unmarked packaging with plain carrier notes so your customer simply believes the trophy has come from you. "Don't worry," says Tim Wilford at Glenway "...we aren't going to pinch your customers!"

In fact Glenway can actually increase the number of potential customers and let you concentrate on other jobs. For a very reasonable engraving and finishing fee you can rely on Glenway's team of 10 experienced 'to Go' staff to handle their order from start to finish. This fee can easily be recouped in the price to your customer.

A 'WIN WIN' SITUATION

Over the last three years Glenway's production department has changed beyond description and now has everything needed to provide a potentially 'award winning' service – 5 laser engraving machines, 7 diamond engraving machines, a full sublimation system, a sand blasting facility as well as a producing personalised centres for trophies...and this is going to get even better in July when the department is set to almost double its space to 3500 sq ft.

DON'T MISS OUT

Even in a few short years Tim has noticed how Glenway's customers themselves have also changed and points out "Many of our customers are more focused on having their own website – which is great as it potentially brings them more orders – but to be able to fulfil those orders in a busy shop needs more hands to do it... and we've got them!

So if you haven't yet let Glenway 'to Go' give you a hand you don't know what you're missing!"

To give Glenway 'to Go' a go, go to Glenway on 0116 2449613 or visit www.glenway.co.uk!



Bright ideas from Glenway



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 orthopaedic 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 halves 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) and light grey (119) with white (109) also to be available in July.

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.



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GARY'S SHOP IS NOW OPEN EVEN WHEN IT'S CLOSED!

When Shoe Key Services in the city of London decided it was time for a spruce up they faced two thorny problems

1 Working in such a tiny unit any new plant needed to be a like for like replacement

2 How to keep the unit secure while still letting passers by know what they were all about even when the shop was closed

The first problem was solved more easily than you might think with a call to Siserve who very quickly located and refurbished like for like replacements.

"We were surprised that Peter & Co could source, refurb and install direct replacements for both our band scrounger and finisher so quickly and at a very reasonable price" said owner Gary Holding-Parsons. So with new machines and new racking installed inside the shop what to do about the outside of the shop run by Gary and his wife Jo?

Gary explained...

"The shutters on the unit in an arcade next to Liverpool St. station had been painted about twenty years ago and were definitely looking a bit shabby, but rather than just re-paint them in the same dull green we wanted to do something to make us stand out from the crowd."



"While discussing the idea at home one evening our daughter Katie who is an artist said she would be willing to paint the shutters if we would just trust her to do something special for us.

We closed up on Thursday before the August Bank Holiday last year and took off for a long weekend in Devon leaving Katie and Sarah, another of our four daughters, to work their magic.

When we headed home on Monday evening we called ahead to see if we were allowed to pass by to look at what they were doing (they were still working away at 8pm) and when we pulled up in front of the shop we were gobsmacked!

We knew Katie was talented as she makes a living as a tattooist and when she's not in her studio she paints portraits commissioned online, but the sight that greeted us was absolutely stunning and bought a tear to all our eyes, we are so proud of her and Sarah for what they have achieved here with a bit of help from our granddaughter Harmony and family friend Rickie.

We were so proud that the next few weeks were a bit of a whirlwind of pulling the shutters up and down during opening hours to show friends and regular customers what our girls had done. And to be able to say with pride "our daughters did that" is so heart warming.

We think you'll all agree that the pictures you see here show how talented they are and we are so grateful that they all gave up so much of their time to do this.

Many, many thanks to Katie for definitely making us stand out from the crowd we are constantly getting comments from people who have passed by when we are closed and pop in the next day to say how much they enjoyed the artwork on our shutters."

Anybody interested in commissioning Katie for work can find her on facebook@sunflowerinkstudios where you can see more of her work or contact her to discuss your requirements.

BARRY STEPS INTO RETIREMENT AFTER 55 YEARS

One of the oldest independent shops in Nottinghamshire closed at the end of April. George Robinson Shoe Repairs in Newark started trading almost a hundred years ago in 1920. The business had been run since 1984 by its owner, Barry Hazard who first joined the company as a teenager in 1966. Now aged 70 he finally decided earlier this year to step into retirement after 55 years as a shoe repairer.

George Robinson ran his business on Middlegate in Newark until his death in the 1940s. His son-in-law, a Mr Charteris Purvis carried the business on and employed Barry and another repairer called John Edwards.

"I'm grateful to John as he taught me a huge amount," said Barry.

BEATING THE COMPETITION

The knowledge he gained obviously helped Barry because over the years he won competitions organised by Phillips, Meltonian and Punch and

was twice runner up and then winner of the National Shoe Repairer of the Year competition in 1992.

When the business moved to its Stodman Street premises Barry went into partnership with Mr Purvis & Mr Edwards. However, when he became sole proprietor of the business he never felt the need to put his own name above the door.

"I am proud of the George Robinson name because he was always known as a good quality shoe repairer and I hope that I have been able to improve on that," he said. "It will be sad to see the name disappear from the street."

During his long working life Barry has repaired everything from riding boots to running shoes and from motorcycle leathers to even ladies' underwear!

At his busiest he could find himself repairing up to 40 pairs of footwear a day, along with other work including engraving trophies and gifts as well as a postal service for the repair of



running shoes that would often bring in two mail bags a day from all over the country. The shop also sold shoes, slippers, leather goods and shoe accessories and supplied trophies and gifts.

Barry has been married to his wife Ann for almost 45 years and she worked alongside him in the shop for many years. It is tempting to call them 'sole mates' as they first met when Ann started work as a Saturday girl at the Middlegate shop!

HAZARD WARNING?

"It's been a good business and I have enjoyed every minute, but I feel 70 is the right time to retire."

Maybe it is time for Barry to take it easy? Not if he has anything to do with it! In fact he says that running up and down the steep and narrow stairs from the shop to his first floor workshop has kept him fit over the years.

"Some customers worried that I would fall and asked me to slow down but I have only one speed" he said "I didn't even think about it."

Business at George Robinson Shoe Repairs also remained brisk to the end, because as we all know there is always a demand for good quality work.

We are sure that you will join us in wishing Barry and Ann a long, happy (and probably busy) retirement.

If you have been a shoe repairer for even longer than Barry, or your shop has been trading for longer than George Robinson's – or if you just have an interesting story to tell - we would love to hear from you. Get in touch with us at our Leeds address on page 3 and you could see yourself in Cutting Edge magazine in the near future.

Picture courtesy of Newark Advertiser

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KEEP SHOES STAIN-FREE BETWEEN SUMMER PARTIES AND BACK-TO-SCHOOL...

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No rain does not mean no stain!

Footwear protection is usually something that people forget about in summer. The weather is drier, and conditions underfoot generally aren't as harsh as they are throughout autumn and winter, leading people to be more relaxed about the water-repellency of their shoes.

Summer, though, is also the season of ice cream, barbecues, garden parties, and cocktails. The potential for spills, splashes, and drips is just as high in July as it is in December. Keeping footwear protected then – especially as shoes are a lighter colour and more at risk of staining – is essential.

Cherry Blossom Protector 25% Extra Free Promotion (Available now)

Fortunately, Cherry Blossom's range of UK-produced shoe care products can help. Universal Protector, for example, is a spray-on rain and stain repellent designed for use on all kinds of footwear. It's safe to use on leather, suede, nubuck, and fabric, and provides excellent protection against summer showers and unfortunate splashes and spills.

Universal Protector also dries to an invisible finish, making it ideal to use on lighter or brightly coloured footwear. Currently available with 25% extra free, Universal Protector is as essential this summer as your customers' SPF50 and sunglasses!

Make sure you are ready to talk 'Back to School' to your customers

Of course, after summer comes the start of a new school year – and now is the time to start thinking about getting your shoe care range "Back to School" ready. Here at Cherry Blossom, we've already begun.

Our range of shoe care products are all perfectly suited for refreshing, restoring, and protecting all kinds of footwear – including school shoes. Products including our Traditional Black Shoe Polish, and the perennially popular Scuff Cover and Renovating Polishes help prolong the finish and restore the shine to leather shoes, while Universal Cleaner paired with Universal Protector will keep your customers' shoes looking their best.

So make sure you have plenty of stock of these lines – and it's worth thinking about a "Back to School" display just to spark a conversation with those parents going through their school uniform shopping lists.

Cherry Blossom featuring "Back to School" Shoe Care in the Sunday Telegraph

As part of our "Back to School" focus this year to drive interest for your customers, Cherry Blossom will be featured in the Sunday Telegraph this summer. With over 100 years of shoe care experience, and our status as the only remaining UK manufacturer of shoe polish, it's the perfect chance to share some of our tips. The feature will focus on everything needed to get children ready for the start of term come September, including all the essential shoe care information you need!

To find out more about Cherry Blossom, visit us at www.cherryblossom.co.uk Or call Pam Turner on 07968 643720 and Vicky Orme on 07702 954506 for more product information.

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