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Welcome to your Autumn issue of Cutting Edge.

I hope you have had a good Summer, both professionally and personally, but now that the evenings are getting darker earlier it is time to look towards the Autumn months and the inevitable colder, wetter days ahead.

I'm sure you will probably be well organised with a full range of footwear protection items to offer to your customers. But if you're not, don't worry... this is the magazine for you. We've got details of lots of products and loads of deals from the biggest and best manufacturers and wholesalers.

BACK TO BASICS

Then there are the other basics needed for the months ahead – the soles, the heels, etc. You'll find them all here too, of course. However, to really get your hands on some good deals on basics as well as finding some great ideas to help improve your business and your profits you really need to get to the Cutting Edge Show coming up soon!

HEAD NORTH FOR GREAT DEALS

Lots of big name suppliers will be at the Doubletree Hilton Hotel at Edinburgh Airport on the 29th of September. It's a great opportunity for repairers North of the Border and in the North of England to meet suppliers and get together with other friends in the trade. For those of you further south, why not make a weekend of it? See the bargains at the show and see the sights in Edinburgh!

You can find out more about many of the suppliers who will be at the show on pages 20 & 21.

It is always good to hear your success stories and in this issue we are pleased to feature not one but three!

Andrew Ingman, a repairer who opened his own

shoe repair and clothing business in Chesterfield eighteen months ago has already gained the recognition of prestige shoe manufacturers Barkers and Cheaney's. The secret to Ingman's success? " Basically we went backwards to go forwards". Find out more on page 16.

Brynn Hazelwood, the Bewdley Cobbler, has turned a simple idea into a success for his business. Since offering recycling facilities he has turned his shop into a focus for the local community and has seen his profits rise considerably. His story is on page 38.

TAKING THE INITIATIVE

Then the SOMSR section on pages 40 & 41 features Simon Richardson, another repairer who has used the public's interest in recycling to his advantage.

Recycling and 'make do & mend' are now very much in the news as is the scourge of single use plastics. It is good to see that suppliers are starting to tackle the plastics issue. One UK company, ShoeString has taken the initiative more than five years ahead of UK government ruling by removing plastic from their packaging. Find out how on pages 9 & 10. We hope to be able to bring you news of other suppliers doing their bit for the environment in the future...

So, I think that's about all from me this time. I hope you enjoy your Cutting Edge magazine and I look forward to talking to you in the Winter issue which we aim to send to you in December.

Tony

CUTTINGEDGE

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

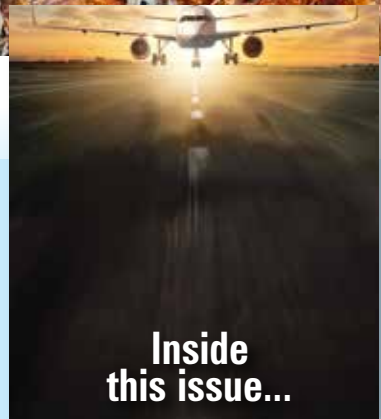
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Chris Fennessy of SKS p23

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from SOMSR p40 & 41

WEB DIRECTORY p38

CLASSIFIED ADS p39

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

**WINTER 2019
ADVERTISING
& EDITORIAL
DEADLINE**

NOV 9th

Thank you!

THOUGHTS FROM THE CHAIR

Just when we seem to be getting a Summer again, our thoughts turn to the Autumn.

I'm sitting down writing this in the glory of a late summer heading into September and it's 30+ degrees outside. I spent the Bank Holiday at Clacton and have to say that when the weather is as good as it has been you don't have to travel far for scenery and relaxation that you can rely on abroad. I just wish we could guarantee the weather in the UK.

What a strange Summer it has been! Such unpredictable weather doesn't help our trade at all. It seems to have been a very long time since I heard anyone say they were really busy on shoe repairs.

Is this a sign of the times or is it more politically related? I think it's a rut the whole country is in at the

moment. Many of the materials we use come from outside the UK, so all the uncertainties of Brexit & the USA going along with trade tariffs are affecting everyone. These are also difficult times on the High Street with online shopping contributing to the demise of many retailers.

Our trade is difficult to do online so in theory we should be prospering. However, with retailers disappearing fewer people are hitting the High Street. So it's now that we need to be more creative. Any ideas?

I think we need to look at jumping on board the current recycle and reuse trend. Perhaps we should be looking at a national publicity scheme to promote this??

So what good news do we have for September? Top of the list is Cutting Edge's return to another glorious part of the UK - Edinburgh - for the Scottish Show on 29th September at



the Airport Hilton hotel, where you will find your most reliable suppliers.

I hope you will take the opportunity to visit this most beautiful city and come to the Show to see what is on offer to help your business.

I look forward to meeting you there!

Peter Coulson

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The Joy Of Roadshows

With the 3rd Cutting Edge Scottish Roadshow taking place in September, Tim Wilford of Glenway takes a look at why trade roadshows are such a good idea for everyone concerned.

"It must be 25 years ago when I got a call from Mark Rees of T.Colledge in Bristol asking me if I wanted to come along to a roadshow at the Hilton Hotel in Bristol. It was a bit of a new concept to me, but once he explained the idea more, it was a definite 'Yes'.

The idea was simple.

Hire a big room in a hotel with easy access to the motorway network and a proximity to big populations. Bristol is great for this because not only is it on the M4 / M5 motorway junctions, it is close to South Wales, Swindon and Gloucester as well as the South West.

Then you need some exhibitors selling a variety of products without competing with each other for business. For example in the early

days we had Glenway for trophies, Standard Engineering for machinery, Gravograph for engraving, etc, etc.

The beauty of these shows has always been that they are interesting as well as it being relatively cheap for companies to take part in because the room cost can be split between the exhibitors, making them great value.

The footfall is obviously less than at a national show but the advantage of that is there is a more intimate feel and there is more time to spend with the customers.

The timing is also important. Holding the events on a Sunday from 10am to 4pm means that visitors don't need to specially shut the shop for a day, and for the exhibitors it means that setting up and taking down can be done in a reasonable time.

I still have good regular customers that I met at that first show, so a definite it has been a definite win, win situation for us at Glenway.

Since those early days I have done literally hundreds of roadshows ... in fact, I've even organised some



myself and many of them have been amazing successes.

For a trade like ours which is mainly made up of small businesses, Sunday is an essential. Naturally when someone has been busy working all the rest of the week, Sundays are cherished as a day off. So, ideally for visitors the venue needs to be within a one hour drive from home. Free parking is another priority and customers need to be able to get round all the stands within a short period of time - then there is still time to do something else with the rest of their day...

By leaving a minimum of two years between roadshows at the same venue means that potential

customers know there will be plenty of new products to choose from.

September is Edinburgh's turn again - back at a venue which is ideal for a roadshow. The Hilton Hotel is situated on the outskirts of the city at the airport. Perfect for anyone wanting to take a weekend break from further afield as well as being within easy reach of the capital, and Glasgow and other big towns are all within that important one hour drive.

The exhibitors are varied and their products are interesting, the parking is easy and there's even free coffee!"

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Charles Birch introduce Mini Vibram Diamond Shops

Following the successful introduction of the Vibram Sole Factor shoe customisation concept three years ago, several independent shoe repairers have become Vibram Diamond shops with great results.

Many more Vibram stockists would have liked to become a Vibram Diamond but did not have the space to install the full Sole Factor display. The new mini Sole Factor Display stand stands impressively tall at 240 cm but has a small footprint being 45cm wide by 40cm deep.



Full Vibram Sole Factor Display Diamond Store

- Stand with repaired samples available free of charge to Vibram Sole Factor stockists.
- Order 75 pairs or more from the Vibram Sole Factor range to be classed as a Vibram Sole Factor stockist
- Stand dimensions 240cm H x 45cm W x 40cm D
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Richard, 5-2-5 Overnight Locksmith.



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AWARD WINNING KEYWING UNLOCKS A NEW OPPORTUNITY TO ADD VALUE



Winner of the Design Council Spark Award and £65k investment from charity Versus Arthritis, the Keywing is an innovate new product providing opportunity for key-cutters and locksmiths to up-sell whilst providing real value.

The Keywing is a simple, and thoughtfully designed product that clips onto cylinder rim-lock keys. Once in place, it creates a larger surface area and longer lever, making keys easier to hold, grasp and turn, and locks far easier to open. Not only is it creative and functional, but a Keywing is a stylish add-on that makes keys easy to find and removes the regular 'which key is which' frustration.

The Keywing was recently designed by London-based designer Geoff Rolandsen. Geoff witnessed his father living with deteriorating dexterity in Australia and the challenges that it brought to his everyday life. Inspired when his father struggled to unlock his shed, and determined to make a difference to his life, Geoff set out to design a beautiful, desirable product that could help restore independence to his father and the 10 million people in the UK who live with arthritis and reduced hand-dexterity.

"It was incredibly frustrating to know that a task as simple as opening the front door is such a challenge to so many people" says Geoff.

Sarah Odoi, IP development manager at charity Versus Arthritis, comments:

"There are over 10 million people in the UK living with the pain and fatigue of arthritis. That's one in six people. Many struggle with everyday activities that we take for granted, like turning the key in a lock. That's why products like the Keywing, are essential in helping people to stay in control of their own lives, without the fear that they can't unlock the door to their home."

After significant demand SKS are excited to offer the Keywing to their customers as another high-quality product that provides a valuable opportunity for key cutters to increase sales whilst providing

thoughtful value to customers in their community.

Jason of JC Locksmith was an early adopter and adds **"The Keywing is a fantastic product to offer customers who often struggle with strong, new locks. It always grabs their interest and what a difference it makes."**

The Keywing comes with a premium, compact and eye-catching counter display unit that grabs attention and prompts an up-sell at the point of sale. The new concept naturally intrigues customers and provides a self-explanatory selling opportunity. If customers don't buy for themselves, the triple pack is also popular as a thoughtful gift for family and friends. The Keywing is handy for everyone, but extra helpful for customers who:

- May experience weakness or pain in hands (young and elderly or due to arthritis etc)
- Would like to make it easier to find and identify their keys
- Are struggling turning keys in stiff, new locks (a challenge when the lock is in perfect working order!)

The Keywing key turner is a new concept to many and you can educate your customers by letting them know that a Keywing could help them use their keys with ease.

Expand your service offering today. Ask your SKS representative for a Keywing trade starter pack with your next order. More details are also available at www.sks.co.uk or via email at sales@sks.co.uk.

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Dedicated to developing innovative shoe care products with proven efficiency and performance.



NEW PLASTIC-FREE BLISTER PACKS

Join us in making an early step towards plastic-free packaging.

Our extensive range of laces is now available in cardboard pillow packs.

For more information see Page 10.



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SINGLE USE PLASTIC - TO BE BANNED FROM 2025

ShoeString have already made their move...

Over 300 million tonnes of plastic are produced each year and almost half of this number is one-time use plastic.

Around 8 million tonnes of plastic are pumped into our oceans annually, polluting the waters and endangering sea life. ShoeString have decided to make the move early and offer the repair industry a true alternative to blister packs without the need to alter any of your existing displays, the new packs are made to measure identical in size to make a seamless transition away from plastic blister pack packaging. Even the smallest change will help to make a difference, which is why our new Pillow Pack Shoe Lace packaging, made entirely from cardboard is the way forward.

How will this change benefit your business?

Show your customers you care and are making moves ahead of government reforms to protect the planet and our oceans.

Our new Pillow Pack packaging has an open window at the front of the product, which allows customers to visualise the laces and feel the quality. As the laces are enclosed within the cardboard packaging, they will remain clean and dust free. Our new packaging blends perfectly with the ShoeString blister packs, so they won't look unfitting on a stand – we've tried! With new legislations being put into place over the following years, it's a huge benefit to get involved in the upcoming changes and make a difference no matter how small it may be.



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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

ALGEO PARTNERSHIP GOES FROM STRENGTH TO STRENGTH

Standard Engineering's partnership with Orthopaedic specialists Algeo continues to benefit both companies. Algeo can supply to their customers a range of equipment manufactured and specified to their exacting requirements. Standard get to utilise their manufacturing prowess, and continue to develop their machinery lines.

Algeo offer two floor-standing grinders, built by Standard – the "Salford" twin scourer, and the "Strathclyde" grinder, with a 100mm scouring band, and a bayonet which can take any of a number of tooling options.

Options include several different, small scouring tools & rolls, lamella wheels, pads, and brushes. And the beauty of these tools is that, as they are manufactured by Standard, they can fit any current Standard machine, whether it is a finisher from the 700 range, the "Strathclyde", or their new Bench Top Grinder.

These tools put the option of orthotic adaptations within reach of shoe repairers fortunate enough to own a finisher from the Standard 700 range, offering a further income opportunity.



U-MARQ the leading UK engraving machine and accessory manufacturer

In September 2019 U-MARQ will be moving from our present location in Crownhill Milton Keynes to much larger premises at:

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Telephone number remains: +44 (0)1908 623522

The move will allow U-MARQ to increase its services and product range as well as expand its research and product development activities. Future proofing the company for the next 10 years.



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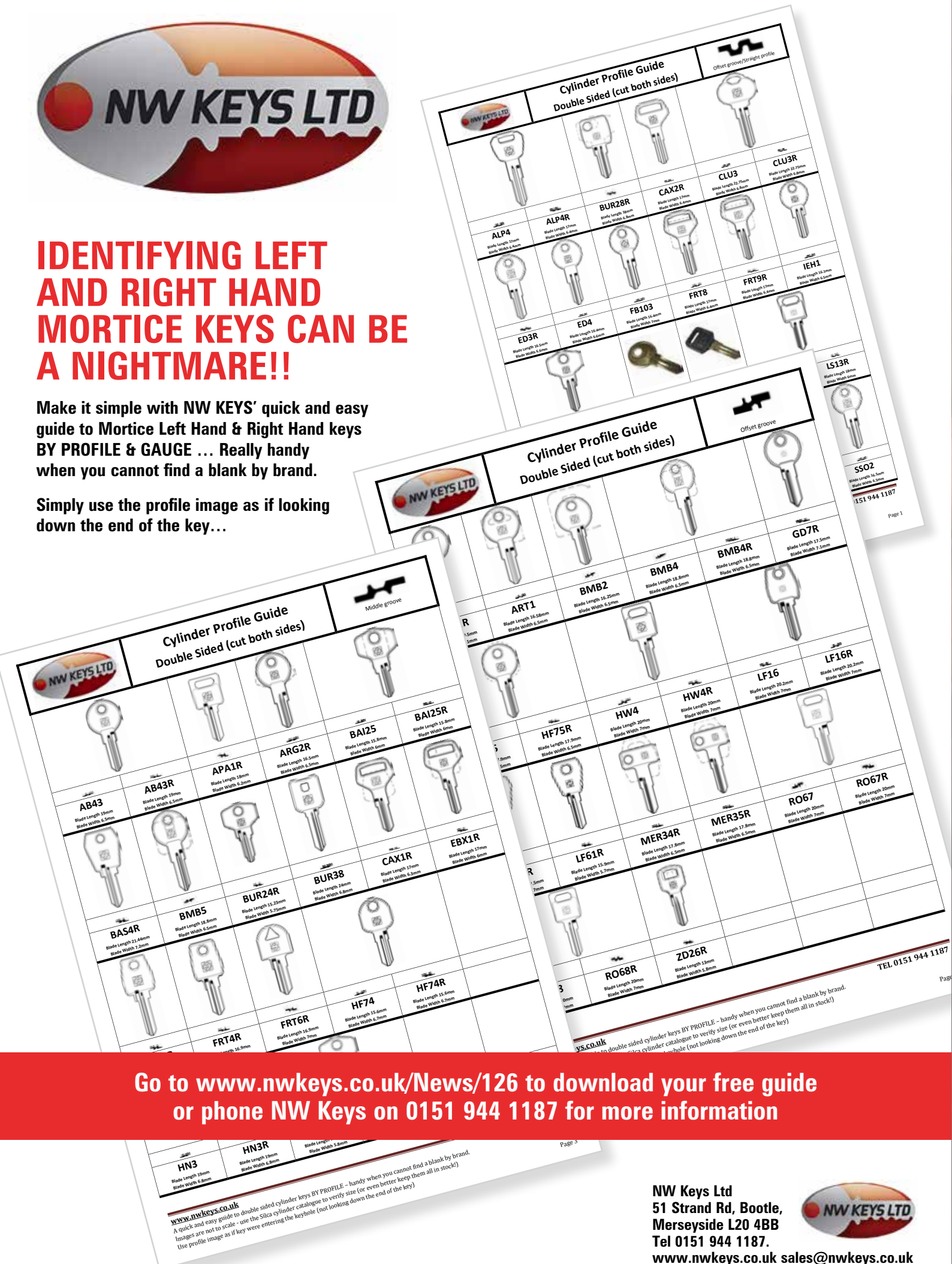
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INGMANS BACK TO THE FUTURE

If you had been in the shoe repair trade for over thirty years (and we know many of you out there have) with most of them spent honing your skills working with a well-known repairer, would you turn your back on all the 'diversification' that the trade has been banging on about for decades and open a business of your own offering high class gents' clothing, footwear and bespoke shoe repairs in premises described as "looking like an Eastern European canteen"? ... In Chesterfield ?

Now there's nothing much wrong with Chesterfield, but at first glance it doesn't appear to be a hub of high fashion. The mix of charity shops, pound shops and Greggs don't quite have the kudos of the establishments on Savile Row or Jermyn Street in London.

Despite this one enterprising repairer did just that almost 18 months ago and hasn't looked back yet.

As soon as you meet Andy Ingman it is clear that he is as passionate about the skilful repairing and making

of shoes as he is of quality footwear and clothing. We visited the impressive store bearing his name in the heart of Chesterfield's retail area and were transported back to the style and slightly faded elegance seen in hit TV programmes such as 'Peaky Blinders'.

Fitted out with a comfortable chaise longue in the window, and a well worn Chesterfield style armchair by the counter the ground floor is packed with gents expensive footwear, handmade leather goods, tweed jackets in every hue and flamboyant shirts and accessories for the discerning man about town.

The heart of the store, the bespoke repairs area is discreetly hidden behind a glass partition and what makes the store stand out from your 'average' shoe repair shop is that there are no racks of keys, no watch straps, no signs offering engraving of Fido or Fluffy's name tags.

"I had a clear vision of what I wanted Ingmans to give its customers, and it wasn't offers of 3 for 2 on key cutting or quick, while you wait watch repairs." explained



Andy is now living the dream that he's had for 20 years

Andy." Timpsons have all that covered..."

"When I decided to go it on my own I had 33 years experience of shoe repairing alongside Peter Bullock in shops in Chesterfield and York. Most of you will know of Peter's reputation for high quality work, and that was and still is what I'm passionate about too.

It seemed to me that our clientele, rather than wanting keys cut were more likely to be looking for a tie to complement their outfit just as much as the Barkers shoes that we had repaired for them. After trying to introduce this concept into Peter's business it became clear to me that if I was going to do it I ought to take the plunge and do it for myself."

So in April 2018 Ingmans opened its doors to the discerning folk of Derbyshire for the first time. Not



George with the briefcase commissioned by Joseph Cheaney & Sons



Andy & George with staff members (from centre to right) Abbey Proctor, Darren Twigg & Chelsey Goodall

in the 'East European canteen' that Andy described it as looking like, but in a former Burtons store on Burlington Street in Chesterfield.

Andy's great grandfather had been a cobbler in Andy's home town of Whitwell in Nottinghamshire, probably back in the Peaky Blinders era of the 1920s. Maybe that is part of the inspiration for Ingmans but more likely it is the dream of owning a clothes shop that Andy has had since 1999 when he read the newly published 'Gentleman: A timeless fashion' described by many as "the tried-and-tested guide on matters of

style and quality"

Ingmans reputation for its combination of unrivalled bespoke repairs and high quality handmade leather goods has come about through Andy's meeting with another craftsman, George Walker, or George Giovanni Walker to give him his full title. Some years ago, in his previous incarnation, Andy asked George to supply him with some leather belts and soon the two men formed a friendship and a shared respect for each other's abilities.

George has over 40 years experience of creating masterpieces in leather,

having been taken under the wing of a highly respected craftsman called Jack Cobb when he signed up for a training course with Jack soon after leaving the Marines in his early 20s.

We met George in his workshop bearing the name 'Cobb England', in honour of his old mentor, upstairs at Ingmans where he told us he had "always been able to make things easily" having started by helping his dad, a skilled tinsmith, at the age of 4. "I used to love helping him make patterns in his workshop. I was no good at English or times tables and such but my teachers were amazed by how easy I found geometry!"

When Andy and George decided to collaborate in the Cobb England venture, Andy, despite having

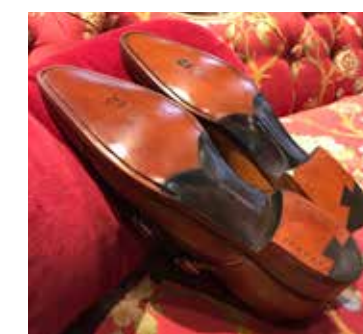
more pleased when Cobb England were commissioned by Joseph Cheaney & Sons, with their 150 year reputation for quality to design and produce a briefcase that was then retailed on Jermyn Street!"

Having reached the heights of London retail, Andy has since set his sights on the heart of the capital's financial district. Through connections formed when Ingmans took their banking to HSBC there are now imminent plans for the first Ingmans 'pop up' store on the mezzanine at HSBC's London headquarters in Canary Wharf.

"We are going to be offering HSBC staff the opportunity to have their shoes sent here to Chesterfield for us



Ingmans have transformed the former Burtons store



to carry out complete renovation and have them sent back 'gift wrapped' in our own bespoke boxes bearing the Ingmans' logo. We've signed a deal with DPD to be able to offer a 1 to 2 week turnaround on repairs for their customers to get their repairs back !"

Ingmans has certainly come a long way since Andy first started doing basic repairs at his Saturday job at the age of 14 and it is clear that there is likely to be much more to tell in the future.

We think his story is inspirational and we hope that you do too. If you want to tell us your own story, please get in touch. Our contact details are, as always, on page 3. In the meantime I'm going to start dropping hints to my wife about Christmas... There is a beautiful pair of burgundy brogues in size 10 just waiting on display down in Chesterfield...

decades of experience in the trade was keen to learn more, along with Darren Twigg who had followed Andy to the Ingmans establishment. They both agree that George 'took Ingmans apart and put it back together again'.

"Basically we went backwards to go forwards" is how Andy puts it.

Today these skills have convinced Barkers to appoint Ingmans as the first official repairers of their fine shoes. "We're extremely proud of this" said Andy "and we were even



NANEX GOES FROM STRENGTH TO STRENGTH

Twelve months on from the launch of Nanex in the UK, Charles Birch Managing Director Chris Wilson is pleased to report an unmitigated success: "in what was a tough year generally, the take up of Nanex by the UK shoe repairers has exceeded all expectations. The sell through in the shops has also been strong and we expect this to further pick up over the Autumn/Winter season".

WHAT IS NANEX?

Nanex spray is a water and stain repellent that physically bonds with each individual fibre of fabric or leather. This powerful binding allows the product to remain active repelling water and stains for up to six months. Nanex is also completely transparent and so is ideal for light colours or delicate fabrics.

Point of Sale: It is essential to communicate the benefits of Nanex to the customer. Charles Birch are pleased to offer a free counter stand with integral tablet and video with every order of 24 tins or more. Free posters are also available



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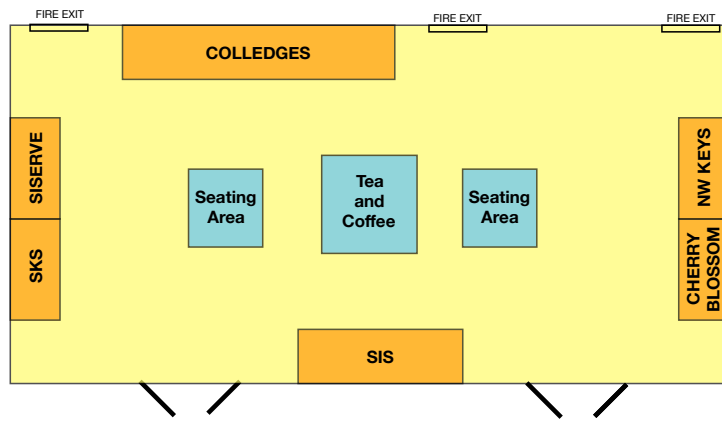


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CHARLES BIRCH GROUP

Charles Birch will be showcasing the new exciting brands and products that have been incorporated into their range during the year as well the perennial best-selling lines that will be featured in their special show offer deals.

The new complete BAMA range of insoles, laces and polishes will be featured alongside the newly packaged TRG range and their own branded BIRCH shoe care. As always with BIRCH there is something for everybody.

On the gift side watch out for the new ranges of ZIPPO lighters and NEBO torches as well as their new umbrella and walking stick styles.

Birch have more than doubled their watchstrap range, with the inclusion of more widths, colours and many new premium quality leather straps. These will all be on display alongside their ever increasing watch repair tool and Renata battery stocks.

Shoe repair components remain at the heart of Charles Birch and there will be great deals on Birch's own brand Premium Grade leather as well as Wares and JR, rubber components from Vibram, Heccsan and SVIG, TEK and Renia adhesives plus much, much more.

On the stand come and meet Ian Porter, the new Birch sales manager for the Scotland, Northern England and Northern Ireland area as well as other members of the Charles Birch team.



Their phrase "You'll Never Break with Silca" is not an idle boast. Taken literally vast amounts of research has gone into the making of each key blank to ensure that amongst other things it does not break in the customer's lock.

Made from a specially formulated steel known as "Easy Cut Steel" this special steel give key cutters the best of both worlds, a material that gives the strength of steel and yet is easy on the cutters like brass. This way not only does the key not break in the lock but it is also a lot easier on the cutters saving a busy key cutter £100's per year.

On display in Edinburgh will be a comprehensive range of Silca's electronic and mechanical machines. Craig Jordan and Lee Young will be on hand to demonstrate the new Silca Futura PRO Unlimited. Discover at first hand why this machine is benefiting so many shoe repairers' businesses. At the same time catch up on all the latest innovations from Silca on automotive key cloning and car key cutting including the latest RW4 Plus machine.

There will be great deals on Silca's industry leading mechanical machines such as the timeless Lancer Plus mortice machine and the ever popular Rekord and Bravo Professional cylinder machines.



A family owned business owned by Marco Bramani the great nephew of the founder Vitale Bramani which is dedicated to quality and innovation in the production of rubber components.

Having produced the first original rubber sole for climbing boots in the 1930's Vibram have never stopped evolving designs, materials and processes to ensure that they are still the world's no 1 rubber sole manufacturer. For this reason they are the preferred partner of major footwear brands like Merrell, Scarpa, North Face to name but a few.

Their innovation now means that they are making rubber soles for the fashion and lifestyle footwear as well as specific high performance sports footwear across a huge variety of disciplines from running to moto cross.

CUTTING EDGE SCOTTISH SHOW

29th SEPTEMBER

at The DoubleTree by Hilton Hotel, EDINBURGH AIRPORT 10am to 4pm.

Here are details of just some of the companies who will be there... Make sure you are too!



Visit the Charles Birch stand to see how the Angelus range may benefit your business.

COLLEDGE T COLLEDGE & SON

Distributors for Topy, DM, Svig, Casali, and Sovereign Shoe Repair Materials, Saphir, Tarrago, and Sovereign Shoe Care Products, LBS Watches and Watch Straps and Zippo.

At the Edinburgh exhibition T Colledge and Son will have a comprehensive selection of their vast range of products, with plenty of on the day only special offers. With new exciting additions. Products on show include Repair Materials, Shoe Care Products, Watch Straps, Watch Tools, Watch Batteries, Leather Goods, Belts, Walking Sticks, Shopping Trolleys & Luggage, Gift items & Pet Tags, Key Blanks & Key Line Machines. Include the new coding and electronic machines.

0117 9717154
www.tcolledgeandson.com

TARRAGO the leather care

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

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

Tarrago also offers a range of industrial products direct to the manufacturers of shoes and leather goods. Tarrago was the first company in the world to develop a water-based product able to change the colour of leather, even from black

to white: The Tarrago Colour Dye, which was created in the 60's.

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

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



TOPY is a family owned French company, founded in 1935. TOPY is a rubber manufacturer, specializing in the production of very high quality sheets, soles and heels for the shoe-repair and orthopaedic industry. TOPY is a famous worldwide for it's excellent high quality products.

TOPY has always exclusively developed a brand policy, supplying to the shoe-repairers high quality products. Who can ignore today the legendary resistance to abrasion of the protective half-sole " TOPY ELYSEE " ? We always offer quality price, quality service , and prompt deliveries. TOPY is one of the few companies in this industry to be certified ISO 9001 since 2006. This is why TOPY is synonymous with QUALITY, RELIABILITY and DYNAMISM.

Sample packs will be available on the day with plenty of special offers.



As the first and now only — shoe care range manufactured in the United Kingdom, Cherry Blossom has an unrivalled history of providing total product protection and a performance-based heritage spanning over 100 years.

The Cherry Blossom story dates back to 1906 and started with a commitment to polish, protect and prolong the lifespan of all types of footwear. It quickly became part of every household — becoming a new member of the family. Over the years, the Cherry Blossom range has evolved and grown to meet the demands of consumers,

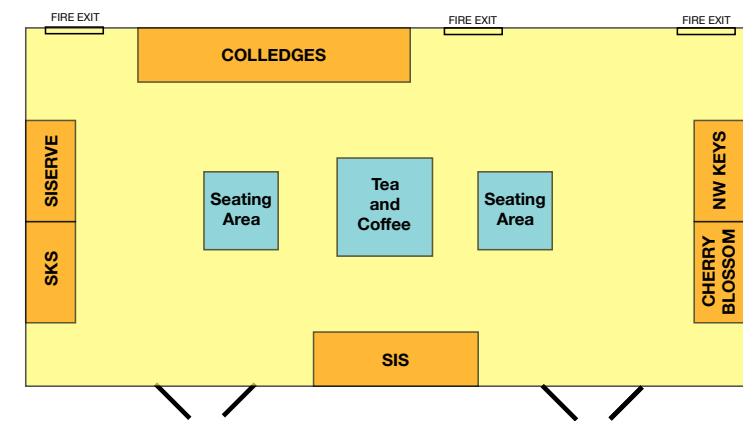
new footwear materials and traditional British weather — with the principle of protection always remaining at the forefront. To this day, Cherry Blossom still is, and always will be, part of the family.

The brand's aim is a simple one — to keep your feet moving, and make you feel and look your best, by preparing all footwear for the chaos of an unpredictable world.



Glenway Products are the no.1 supplier of trophies, awards and medals in the UK. Based in Leicester in the East Midlands, they have been trading for over 40 years. They originally starting out as an injection moulding company, manufacturing figures and trims for the trophy trade. They have now developed into a major wholesaler, supplying all things trophy.

As well as supplying trophies and components, Glenway also have a state of the art engraving and personalisation department. The skills and procedures on offer include standard diamond drag engraving, laser engraving, sand blasting, sublimation, glass and vinyl printing.



Every part of the process is done in house from design to finished product.



At NW Keys everything is under one roof!

UK and Italian high quality CYLINDER & MORTICE KEY BLANKS, Silca, Keyline & RST Key cutting Machines. Machine cutters, brushes and parts. Shoe Repair. Watch straps.

Largest range of Genuine & imported vehicle remotes, chips and cases in the UK. Patterned keys, Novelty goods. Sterling locks. Locksmith tools (including Original Mr Li lock picks. Batteries for car remotes and watches...

CHECK OUT www.nwkeys.co.uk FOR OUR FULL PRODUCT RANGE



Shoe String suppliers of over 520 different types of in stock shoe laces and the exclusive distributors for shoe care brands WOLY, FAMACO and SILVER plus an abundance of Shoe String branded essentials including MY BAG and WORK SITE. Take a fresh look at what Shoe String can offer you to enhance your retail sales. Call the girls on 01858 467467

Victor de Banke T/A Shoe String
www.shoestringuk.com



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

We will be displaying a few of our reconditioned and second hand

machines along with a selection of spares for many different makes.

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

Siserve - 0116 2717152 For more information on our shoe repair machines - www.siserve.co.uk



SKS are the UK's leading distributor and specialists in key cutting products and equipment with a true passion for selling keys.

With over 45 years in the trade, we offer a vast range of key blanks, key machines and transponders to suit every need. That, when coupled with our dedicated, in-depth and friendly technical support, makes SKS the one stop shop for key cutters, hardware stores and locksmiths.

At this year's show, we shall be demonstrating the JMA Multicode - an electronic key cutting machine that delivers a fast all-in-one professional solution for any business. Whether it is cutting household, dimple or laser keys to code, the JMA Multicode is the perfect choice. In addition, we will be showcasing the new TPX8 update for the TRS5000 EVO transponder machine. This easy to use and economical solution is a perfect upgrade to any car key cutting service. We will also be offering special show deals on all our JMA, Maxus and Ifam brands.

SKS is part of the JMA (Altuna Group) - the largest and most progressive key blank supplier in Europe

A Quick And Easy Guide To Material Identification

Knowing which material you are working with is essential – unless you want to limit yourself to just the “good” shoes that we all know should be worn exclusively: Leather upper, leather sole, welted construction ... wouldn't that be great?

Unfortunately, that is not the majority any more by far. So you need a method to identify and work with all the new “plasticky” shoes as well. In fact, this is less daunting than it seems: What you need to know is not the precise material something is made of – you need to know what to do with it to make it stick! In the following, we will assume that you are using one of the Renia Universal adhesives – Colle de Cologne or MULTI-Colle. If you prefer another Renia product, please keep in mind that Renia – RehaGol, where required, only works with the Universal adhesives or Renia – Syntic-TOTAL. Other than that, most of the following can be applied just as well.

QUICK IDENTIFICATION AND GROUPING

If we group soling materials by the treatment they require before bonding, we can distinguish four groups – please see the illustration for the color coding: **Easy** materials (red) just require sanding. Generally, any material that absorbs the first coat of adhesive needs a second coat – leather comes to mind here. **Greasy** materials (blue) also require cleaning with solvent, and the oilier and greasier they are, the more likely it is you need to mix the adhesive with 5-10% of Hardener C before proceeding. This mixture is then applied just like the regular adhesive, but the open time is shortened by about 40%. The mixture also needs to be used within 4-6 hours. **Slick** materials (yellow) require a chemical pretreatment with our RehaGol Primer. Sand the material if you can and then apply RehaGol with a metal-free brush. Then bond with Cologne, MULTI-Colle, or Syntic-TOTAL. If you are attaching a new unit sole, RehaGol can be used on

it instead of sanding – this is how the shoe industry does it. **Spongy** materials (green) may need to be reinforced. This is achieved by coating these absorbent foams (PUR and TPU) with Primer for PUR and immediately applying the adhesive afterwards. So now that you know what to do with each of these material classes, how do you find out which one you have in front of you?

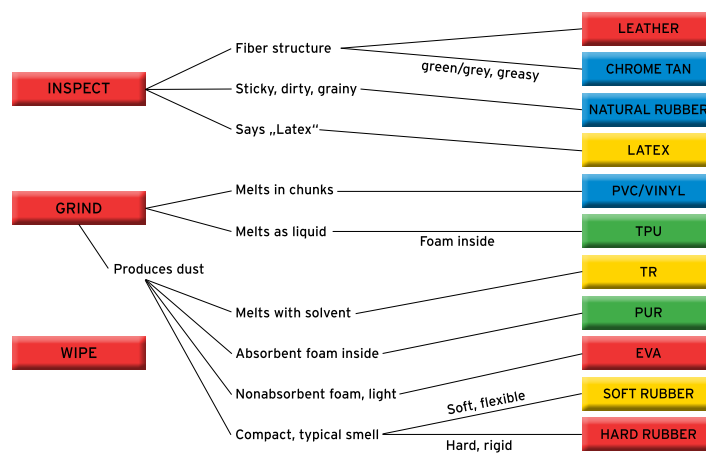
INSPECT – GRIND – WIPE – IN OTHER WORDS, DO WHAT YOU DO ANYWAY

First things first, take a good look – **Inspect** the sole. Does it have the typical leather structure (and smell)? Is the leather a bit greasy/oily, and does it have a greenish/greyish center? Is the sole grainy and sticky, and has it collected quite a bit of dirt due to the stickiness? Or does it simply say “Latex” on

the foam wet? Does the material become greasy/oily? As the next step, it is a good idea to **Wipe** the materials with solvent (if it makes sense – this is not necessary e.g. for leather), in order to clean off any residual dirt, or to remove oily and greasy compounds that have come to the surface during the grinding process. Once again, watch what happens: Does the surface dissolve a bit? Does it absorb the solvent?

And this is it, these steps should have provided all the information you need – take a look at the chart below. **Inspect – Grind – Wipe** – and depending on the behavior the material shows, choose the right treatment and start bonding! Now, mind you, there is going to be the odd shoe that nothing will stick to. The easiest way to tell that is the case is by looking at

Material identification - Made easy!



the bottom? It can be that easy sometimes ... This will already give you your first clue, or maybe already all the information you need to proceed. But anyway, **Grinding** comes next – for the shoe bottom and also, ideally, for the replacement soling material. Watch what happens when you do that: Does the material melt? How does it melt, in chunks or into a liquid? Does it produce dust? Is there any foam inside? Is

the construction: If everything is stitched or stapled, and nothing is bonded, so if not even the shoe factory could do it, then you will have a very difficult time with it as well. In that (hopefully rare) case, go back to the beginning – ask your customer to come back with a decent pair of shoes, but please be as polite and diplomatic as you can!

Dr. Rainer Buchholz, Renia Adhesives Cologne

SPOTLIGHT



The editor walked in to his office to find Fairweather squirming around on the old sofa by the window.

“What ARE you doing Fairweather?” exclaimed the Ed while his veteran reporter rummaged around in the pockets of his old mac.

“I really hope there are no holes in your pockets!”

“ There are! ” said Fairweather with an anguished look on his face.

“Oh good grief! Thank goodness that sofa's pleather!”

“What?... Oh heck, no! ...I've just lost my office keys Boss!”

“That's a relief... for me at least” smiled the Ed. “I'll give you my spare set. You can take them with you on your next Spotlight assignment. I'm sure you'll get new ones there. I want you to interview Chris Fennessy at SKS down in Hertfordshire.”

“That's a long way Boss”

“It'll be worth it. He seems like a good guy ...and I tell you what ... I'll even give you some extra from petty cash. Treat the two of you to some fish & chips. There might even be enough for a pudding!”

Next day, over lunch...

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

I had two, Art and Maths. I loved Art but was only ever an average artist, which is strange because now artwork has become a significant part of my daily work. I guess without that interest I would not be doing part of the job I do



Chris Fennessy of SKS is a real family guy!

today. As for Maths, I have always enjoyed Maths. As a child I always found it relatively easy and so it quickly became my favourite subject.

... and what was your first paid job?

I had my first paid job when I was 10 years old. The head cook at my junior school needed someone to carry in the food deliveries before school and put them away in the kitchen. As I lived only 2 minutes from the school I got the job and was paid the princely sum of £5 per week! (Which was given to mum to look after until the summer holidays!)

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

I had been happily working at Kodak for 11 years when in 2005 I was made redundant. My sister-in-law was working for SKS and asked me if I would like to meet with the owner for a chat to see if there were any job opportunities that might interest me. I only lived down the road from SKS so thought 'why not?' I met with the owner at the time Trevor and he expressed the need for someone to do a bit of artwork, photography and work on special projects like the website etc. I was honest and told him I had no skills in any of those areas but I was happy to learn and give it a go. I was offered the job that day as 'Project Developer'. I then paid to go to college in the evenings to learn some design skills and re-train. That was over 14 years ago now!

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

I would of loved to been a Chef or even better a Food Critic. I really enjoy cooking and eating (especially puddings!) I had an opportunity over

20 years ago to switch careers and train as a Chef but turned it down.

What do you consider has been your best achievement?

Completely changing career after leaving Kodak, re-training and learning a whole new trade/industry. ... and your worst mistake – if you have one?

Maybe not a mistake but a 'What if', During my time at Kodak I had applied for and got a job working for the British Film Institute. I have always loved film and sometimes wonder where I would be if I had taken that job and not rejected it all them years ago.

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



Dwayne 'The Rock' Johnson, the former wrestler, movie star and entrepreneur. I know it will probably be considered a bit of a weird choice but anybody that knows his story and how he went from just having seven bucks in his pocket to

a global business phenomenon will understand how inspiring his path has been. A perfect example of how hard work, determination, a positive attitude and a little bit of luck can pay off.

Where is your favourite place? (this could be anywhere from an exotic holiday destination to your local bar, or even your sofa... it's up to you !)

The Isle of Wight, I went there as a child and have loved it ever since. I even spent half of my honeymoon there and will be taking my kids there for the first time this summer.

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



Relaxing with my wife Clare and two children (Zak & Poppy), preferably by the coast watching the waves and eating proper Fish and Chips!

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

No real hobbies to speak of, I love any sort of card game or board game. As for skills, I'm not sure if this counts but I never forget a face. If I have spoken to or met you before I will nearly always remember your face (The name often takes longer to pop into my head!)

Do you have a favourite piece of music, film or TV programme? (– answer one or all as you wish)

Music – Anything by the Red Hot Chili Peppers

Film – Too many to choose from, I love movies of all genres but if I were to pick a few – The Magnificent Seven, The Departed, Heat, Aliens and the list goes on!

Programme – Game of Thrones, who doesn't like this programme? I am still trying to find something else to fill the void!

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



This is a simple one really, I would like to be remembered for being a hardworking, reliable, family man and all round nice guy.

I guess somebody interesting or famous so I could ask them hundreds of questions. Maybe Thierry Henry or Arsene Wenger? Throw in Robert De Niro, Denzel Washington and Keanu Reeves too. I could add more but I think the lift is getting full!

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

Always be the first person into work and the last to leave.

... and the worst?

I can't remember ever getting bad advice, maybe I have and I've blocked it from my memory!

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

A few drinks, a slap up meal and some tickets to watch the best football team in the world - Arsenal!

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

By utilising the ever rapid increases in technology. I can't speak for shoe repairs but on the key cutting and security side, it is all going to be technology driven. From computerised key machines to 'Smart' security products such as alarms, cctv, locks and padlocks.

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

I honestly don't know. The optimist in me is thinking everything will be ok but the pessimist is a little bit worried. I hope that once we are through the whole 'Brexit' mess, the whole industry can move on and get back to a more positive position. All of the uncertainty is definitely having an adverse effect not only on our trade but most other trades too.

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

I have a feeling that it will get increasingly hard to pull customers in off the high street, especially with the internet and other factors meaning less footfall for all retail businesses in general. Though I do believe with the correct use of social media plat forms and local interaction/promotion there is still a bright future for any skilled tradesman.

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

NEW SHOE SHINE BOXES FOR CHRISTMAS 2019

Charles Birch Ltd are pleased to announce the launch of their two new ranges of shoe shine boxes for 2019.

ANGELUS SHOE SHINE BOX

Made from Bamboo from sustainable sources, the Angelus shoe shine boxes will make a fantastic Christmas gift for all shoe lovers. The boxes come in three sizes small, medium and large and are available branded Angelus or plain so that retailers have the option to fit their own branded plaque.

The boxes will come with a variety of fills including the new Angelus branded horse hair brushes that are imported from Germany.

BIRCH SHOE SHINE BOXES

Finished in black faux leather, these shoe shine boxes will also be available in three sizes with a variety of fills. These quality shoe shine boxes will also make great Christmas gifts at a slightly lower retail price point.

All the shoe shine boxes will be available for delivery by the end of October, as there is only a limited number of each coming in Charles Birch recommend that their customers place their orders well in advance to avoid disappointment.

Contact your local Charles Birch representative or call **FREEPHONE Leeds on 0800 591558 or Rochford on 0800 585313**



Available in 3 sizes and with a variety of fills



Charles Birch in partnership with Silca



introduce the **FUTURA *PRO* UNLIMITED**

For more details go to

www.charlesbirch.com

Charles Birch Ltd: 4 Brown Lane West, Leeds, West Yorkshire LS12 6BH. Tel: 0113 243 3871

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

OFFER THE ULTIMATE SHOE CARE SERVICE THIS AUTUMN

As Autumn arrives, so does the annual shoe transition from light summer footwear into boots and more sturdy shoes. With this, comes an even greater need for shoe care. We want to help you increase revenue in this part of your business by focusing on protection products, merchandising and shoe care advice.

OFFER PEACE OF MIND

At this time of year, people often forget shoe care, until it's too late. The last thing people want is to have their footwear repaired, with the risk of it not lasting through the winter, and shoe care is the solution to this. So, now is the ideal time to recommend a range of products so people can prolong the life of their shoes and boots. It is proven that retailers who provide an assisted service are best positioned to trap extra sales of shoe care. For the Shoe Repairer, one of the key sales times is when shoes are being repaired.

Shoe Care offers you a way to make extra sales while providing your customers with friendly advice on how they can get the best wear out of their shoes, which means they'll be inclined to return to use your Shoe Repair services.

MAXIMISING PROFITS

For example, if you have just repaired a pair of leather boots, then why not recommend they protect them with a polish to keep them protected against the harsher weather conditions. Cherry Blossom shoe polishes come in a range of colours, meaning you can offer your customer exactly what they need to keep their leather footwear protected and looking like-new.

Perhaps someone has come to you to have their work suede shoes re-heeled before making the transition from sandals to winter shoes. This is a great time to talk them through cleaning and protection products such as Cherry Blossom's Universal Cleaner and Universal Protector. That way, they can make sure they not only look the part for work, but they can also keep their shoes protected from rain and stains throughout autumn and rainy days to come.

This is also the time when families are looking to make shoes last for the coming year. 'Back to School' shoes become very topical, so to make them last and to maximise sales, stocking products such as Scuff Cover and Patent Leather restorer are ideal for upselling during this period. Then, on top of this, families will be looking to resole leather work shoes, refresh their party shoes, or repair their summer sandals to put away until next year. So, stocking the Cherry Blossom range equips you with the tools to keep a shine in their step and return to you for the whole family's shoe repair/care needs.

PROTECTING CUSTOMER LOYALTY

Throughout the year, a well-merchandised display helps to attract impulse purchases but is also a great 'sales aid', in terms of offering Shoe Care advice when easily selecting appropriate products for your customers from an organised range. Make it easy for your customers and staff to identify the required products. When you have finished merchandising your display why not take a photograph so you can ensure you record positioning of products. Always top up your displays at the end of each day. Never let a gap appear as this could be a missed sale.

Now is the time to upsell your shoe care and keep your customer's feet dry this autumn through to winter and Cherry Blossom can help you. Investing in shoe care is investing in your customers and their loyalty. After all, it is great customer service to offer free advice and a way to help their shoes last for years to come.



HAS ALWAYS BEEN PART OF THE FAMILY.



JOIN US AT THE CUTTING EDGE SHOW, SEPTEMBER 29TH.

Protecting every step since 1906.

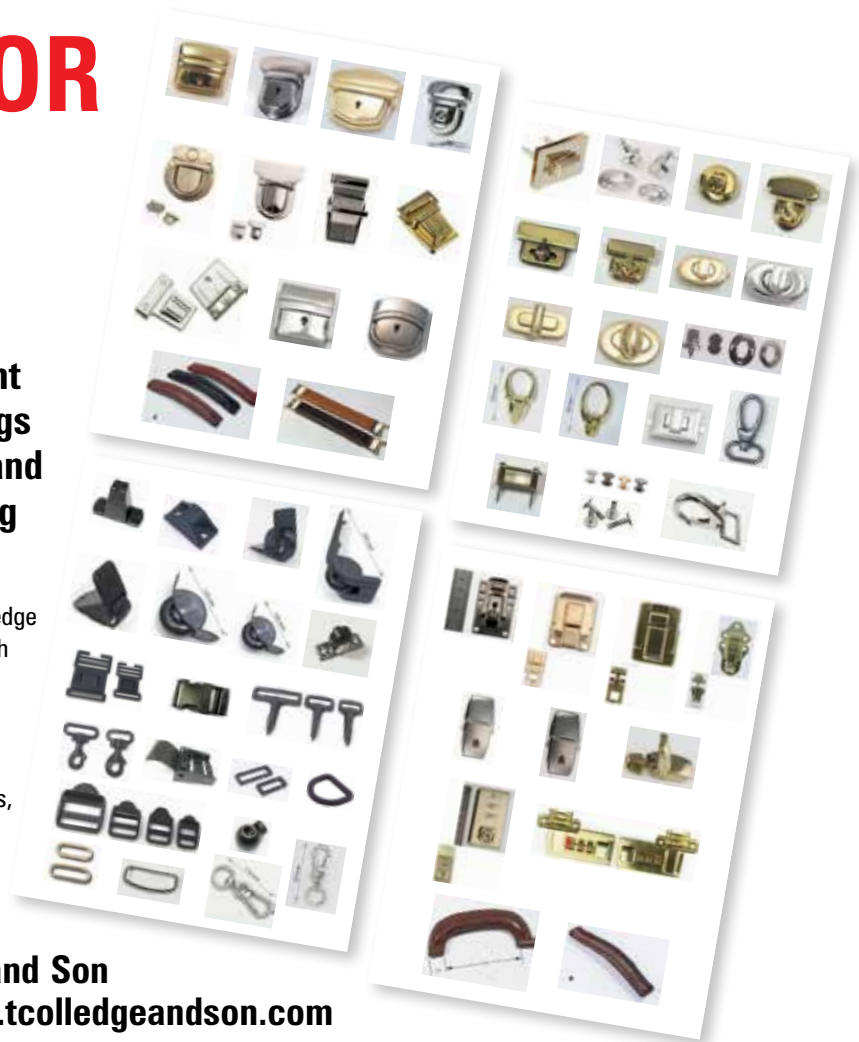
AN EASY FIX FOR HARD TO FIND FITTINGS

It has been increasingly difficult in recent years to obtain a good selection of fittings for repair work, as most manufactures and wholesalers in the UK making and selling these products have closed down.

However, by sourcing different items from around the world, T Colledge & Son have put together a comprehensive selection of fittings which are easy to find on their website www.tcolledgeandson.com.

T Colledge and Son have an extensive range of fittings for bag case and luggage repairs. These include different types of bag locks, bag attachments, sliders, fixings, case studs, case wheels, case handles, rivets, trigger hooks, loops and toggle clips.

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



GETTING THE BEST FROM STANDARD'S WEBSITE

Standard's updated website is up and running. One of the new features is a section given over to second-hand and reconditioned machinery that is ready and available for delivery. It's front-and-centre on the homepage, so there's no excuse in not finding it!

We had often been asked what we had ready for immediate delivery, and chose our website refresh as an ideal time to introduce this feature. There are details and images of equipment that has gone through our factory and is offered back to the trade with Standard's seal of approval. All the machines are set-up in our showroom, ready should you wish to come and try before you buy.

Another upgrade on the website is the addition of further machinery

manuals to allow customers to download for free, operation or parts manuals – particularly helpful when trying to sort a small issue. These manuals invariably feature the all-important part numbers, which, believe me, we are always grateful for when trying to identify and help supplying spare parts!

Between the online manuals resource and a dedicated spare parts phone line (01536 486 101), tied with the ability to take instant credit card payments, and make



next day, signed-for deliveries, we're there to try to ensure your vital machinery is back up-and-running as soon as possible.

Spares section of Standard website. Run the nifty QR code reader on your smartphone here:



SHINE
 Sheet art. LA150TR
 Half sole art. MS150TR D
 Trekking mm 1,5
 Colours: Black- Red - Beige

**BEST STYLE
 BEST COMFORT**

With the VERY BEST **GRIP!**

SVIG: The Italian top **QUALITY** rubber
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THE MICRO FINISHER - UNDER 9K ONLY 75cm WIDE!

UP TO 2K PART EXCHANGE

SEE OUR WEBSITE FOR MORE SPECIAL OFFERS

standard Tel: 01536 517 070 www.standardgroup.co.uk

TAKE A SHINE TO MORE NEW PRODUCTS FROM SVIG

In the Summer issue of Cutting Edge we told you that SVIG were working on more new products to introduce to the UK shoe repair trade.

The first of them was to be a new thin sheet material for ladies' fashion shoes...

We are pleased to say it is now available and its name is SHINE, made with SVIG Trekking compound, in super thin 1.5mm ideal for ladies' fashion shoes and available in red, black and in a colour new to SVIG - Beige.

It is available as half-soles (art. MS150TR SHINE) and as sheets, (art. LA150TR SHINE)

"Our popular Trekking compound is extremely comfortable and grippy... which means that ladies can be elegant as well as comfortable and SAFE...because the grip of this material is wonderful. Also, as users of Trekking already know, this compound is very easy to glue and work." said SVIG spokesperson Nicoletta Pinto.

"To ensure the best and most stylish repair for ladies' fashion shoes we have introduced double-layer pin heels (art. TS701 Super Duplex) in red, to add to the existing beige and black colours to go with our half soles."

Always searching for quick and practical solutions to their customers' jobs, SVIG have also just launched a new glue, ADESIVG ERP (available in 1/2, 1 & 4.5 litre tins).

This innovative adhesive can be used in 2 ways, both as EVA primer and as repositionable adhesive to glue rubber cup soles. Don't hesitate to ask for more information about this great addition to the SVIG range.

As if that isn't enough, later this Autumn look out for the other new ideas that SVIG are currently developing. Full details will be in their soon to be launched NEW catalogue....

Ask your wholesaler or go to www.svig.it to keep up to date!



This Autumn, wear TOPY, the French Tradition

Tradition

Moulded buffed heel in a classic style. Perfect combination with the Élysée soles.



Black/Togo
Caramel/Beige

6 mm
85 shore
92 Shore
Soft
164/166/168/170
172/174/176



SiSERVE



We are the HARDO agents for the UK & Ireland and can supply the best of new machinery to you.

We also supply a range of refurbished machinery including Power, Standard, Whitfield and K&B. All our machinery is guaranteed and built to your

Contact us for further details.



t: 0116 271 7152 e: office@siserve.co.uk i: www.siserve.co.uk

Power®

www.topy.fr



COLLEGE
T COLLEGE & SON

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SILCA - WORLD No. 1 FOR KEY MACHINES

Silca continue to combine the latest pioneering technology in key cutting, whilst preserving the quality & integrity of their ever popular mechanical machines

FUTURA PRO UNLIMITED

The latest model of Silca Futura enabling all shoe repairers to match the local locksmith and offer a computerised cut to code key cutting service. The laser eye also enables the copying of keys without codes. Ideal for cutting cylinder, automotive and drill/cavity keys.



RW4 PLUS WITH M BOX AND SNOOP

Supported by the enormous Goliath computer database at Silca head office, the new RW4 Plus enables the automotive key cutter to clone the biggest range of vehicles ever. Cloning has never been easier with the simple on screen instructions.



LANCER PLUS MORTICE MACHINE

The ultimate mortice key cutting machine, and the shoe repairers favourite for over thirty years. The Lancer Plus is strong, accurate and easy to use whether for side wards or face cuts



BRAVO PROFESSIONAL CYLINDER MACHINE

The machine of choice of most high volume key cutters, this semi automatic machine enables fast but accurate and reliable key cutting every time. As with the Lancer Plus these heavy duty machines will give years of trouble free service.



EVO DRILL/CAVITY MACHINE

With the huge increase in drill/cavity keys on the market this is the ideal mechanical machine to cut these types of keys. The tilting jaw mechanism allows for flat and inclined cuts and the smooth carriage allows for easy trouble free key cutting.



ASK YOUR CHARLES BIRCH REPRESENTATIVE ABOUT THEIR INHOUSE, INTEREST FREE, 6 MONTH EASY PAYMENT SCHEME

IS SHOE REPAIRING FINISHED?

I've heard this many times over the last 40 odd years and I'm sure I'll hear it many more times before I retire. While it's true that shoe repair as a part of the trade has shrunk substantially compared to 20 years ago, news of its reported demise remains premature.

When I first started in the trade back in the early Mediaeval period many industry people predicted that the new 'TUFF' brand would kill off shoe repair due to their plastic construction! Too many cobblers believed the negative headline but, thankfully, most battled on and are still around today.

Whilst shoe repair is much reduced as a percentage of work undertaken, it still has a value, and most businesses could not do without it. Shoe repair today is as relevant as it's always been. Perhaps more so.

We had taken up the message of "repair not replace" for years, and tried to convince a sceptical public. Worryingly, just as we, as an industry seemed to have taken our eye of the recycling ball, society has taken up our mantra. People want to do their bit to protect the planet's shrinking resources. Less single use. More re-use.

C'mon everyone, they're playing our tune!

The true value of shoe repair is still there, along with high margins, and I believe those still offering good quality repairs in an engaging manner will continue to see a steady flow of customers for years to come. I think we can all agree that engaging with the customer and the customer's needs is second nature to all

successful shoe repairers.

The image of the shoe repairer has changed over the last 30 years. We have moved away from the "good old-fashioned" dusty, untidy repair shops of the post war era. Thankfully! Diversification has dominated the trade over the same period, turning the average shoe repair shop into a multi-service outlet where many of the customers day to day activities can be catered for.

But, in the rush for the easier, "cleaner" services should we underestimate where we all started, and what remains the core of the business? We may use the expression "Multi-service" about ourselves, but to the public at large we remain "Shoe Repairers." Let's be proud of that!

Whilst shoe repair machinery is the largest and most expensive part of the business, it lasts the longest and requires very little maintenance over time. And, let's not forget, it is also very profitable work, often earning 90% of the sale price.

The work is often carried out in view of people who are increasingly in awe of trades-people with genuine talents and training. Shoe repairing allows you to showcase the quality of your craft through the work, and the finished product.

Quality modern machinery will allow repairers to do their work quickly and efficiently, and bolster their place on the ever-changing, more ecologically aware, High Street.

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Standard Engineering Ltd**



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For every shoe repairer



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Young customers will be dying to try this out ! - Tarrago Sneakers Dye

Dye especially designed by Tarrago for customising sneakers and casual sports shoes. Available in various colours, including pastel colours, metallic, fluorescent, mixing and limited edition colours



An environmentally friendly 1st - New Tarrago Premium Shoe Polish.

The first water-based polish formulation created with two types of natural waxes: a beeswax to nourish and soften the leather and a carnauba wax to provide a lasting shine and ensure a waterproof protection.

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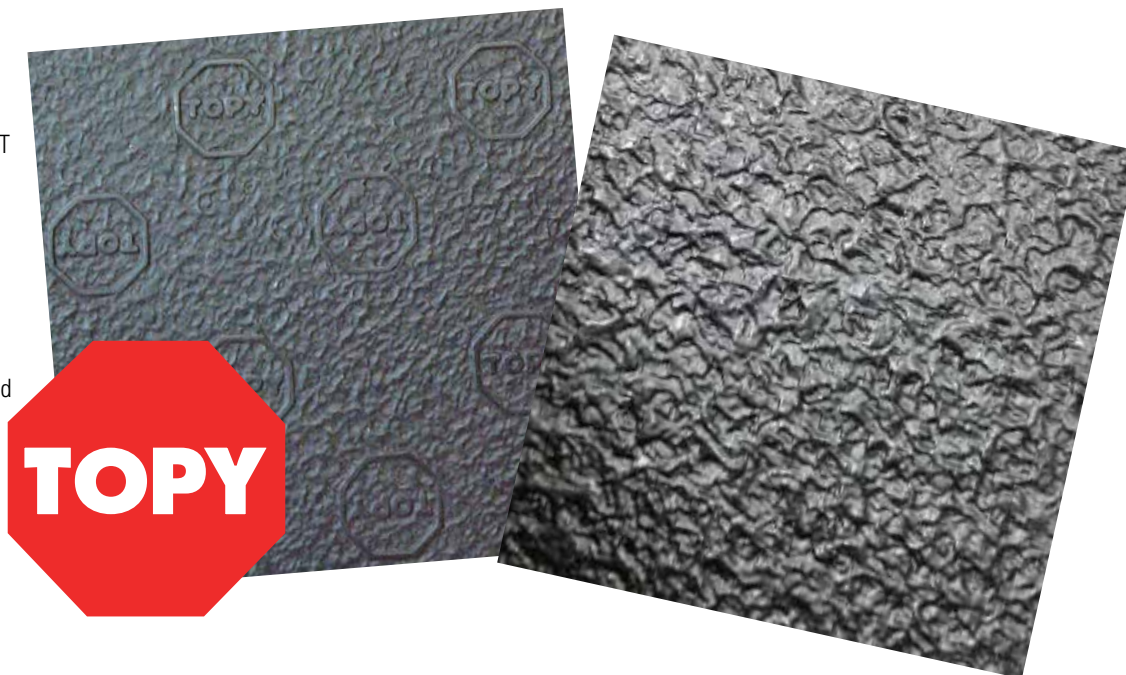
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- / 0.85 KG (1/4 US-GAL) WITH BRUSH
- / 1 US-GAL / 4 KG
- / 10 KG / 5 US-GAL

ORTEC

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- / OPEN TIME 10-60 MIN.
- / 0.85 KG (1/4 US-GAL)
- / 4 KG
- / 10 KG
- / 5 US-GAL

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- / OPEN TIME 5-45 MIN.
- / 0.85 KG (1/4 US-GAL) WITH BRUSH
- / 1 US-GAL
- / 4 KG / 10 KG

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

A BIG HELLO FROM ANDREW & ASH AT GLENWAY!

Hi, I'm Ash and wanted to say a big hello after picking up the torch from Tim here at Glenway.



I'm sure many of you were surprised to see the news of Tim's retirement, especially after a whopping 28 years at the UK's largest trophy wholesaler. I was excited when Andrew Sharp, the owner and MD of Glenway, welcomed me into the team at Glenway back in 2018, and after 13 years in the trade I'm very proud to now be the one to step into Tim's (large) shoes.

I must give a big thank you to Tim, from who I have learned a lot from over the past year, but perhaps most importantly, who showed me the way when it comes to a properly made pair of shoes!

The year has rocketed by at an unbelievable rate for me. The introduction of Trophy Street Bespoke, our new and refined personalisation service and new product has kept everyone on their toes and from what everyone tells me, busier than ever through the peak months!

What is Trophy Street Bespoke?

To most the words 'bespoke' and 'personalised' when medals and trophies are concerned often send fears of long delivery times, big setup costs, high minimum orders and complex ordering processes. Here at Glenway our aim was to completely change this.

Glenway have been offering traditional bespoke medals to custom designs along with engraved glass for a number of years but with times now changing and a bigger need than ever for all things bespoke, we set about a revamped services department alongside the biggest ever new selection of all things bespoke and personalised. All this packed into a separate 36 page brochure. If you haven't received your copies just give me a shout.

Fast forward to today, Andrew and I are both hard at work on the new 2020 product range and catalogue, and with a combined total of 43 years of brochure work between us it promises to be the best yet.

This along with new systems and offerings guarantees ordering with us is easier than ever before. To top things off we still need to decide what we take along to the Edinburgh show in September, where I'm hoping I will get chance to meet lots of people in the trade.

As always Glenway are just a call or email away. 0116 2448131 or drop me an email direct at ash.sinclair@glenway.co.uk



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BRYNN IS RECYCLING PACKETS TO HELP MAKE HIM ONE !



Everyone in the shoe repair trade knows that in order to be a success it pays to diversify, but recently we were contacted by the owner of one shoe repair business in the Midlands who has taken this to the extreme.

Until just over two years ago Brynn Hazelwood, the proprietor of The Bewdley Cobbler, had spent a career of over twenty five years in the financial services sector. However, his workload meant that he often spent at least three nights away from home every week. It was time for a change. Fortunately he was then offered a 'golden handshake' by his company. So, what did he do next? Ease into

early retirement and put his feet up? No, he answered an advert offering a shoe repair business in one of his and his wife's favourite areas of the country and went for it!

Now he's in charge of a successful business with an interesting take on diversification and the way in which it can improve your business in quite a surprising way.

We'll let Brynn continue his story...
"Hi - I always find Cutting Edge an interesting read and have learnt a lot from the various articles over the last couple of years."

Thanks for the compliment Brynn but let's get to the crunch...

"I bought the Bewdley Cobbler in August 2017 even though I was someone with no experience in the industry. I saw it as a potentially good business and I inherited a very good member of staff from the previous owner. I quickly set about re-engaging the local community and diversifying our offering, while learning the basics of shoe repair myself.

As someone with a keen interest in recycling I stumbled across a scheme operated by Walkers crisps and Terracycle offering to recycle any brand of crisp packet.

I felt that this might be an opportunity for the business, offering somewhere for people to recycle crisp packets,

helping me bring the shop to a much wider audience and the added benefit of being able to support charities (as Terracycle make a payment for everything they receive).

I started the Scheme in January 2019, quickly expanded it to include different recycling items and to date have sent around 65,000 items to be recycled and raising £400 for charity too!

I would estimate that to date my turnover has increased by around 25 to 30% over the last 6 months. A significant proportion of which, I believe, we can attribute to the introduction of the Recycling Scheme. My point is that diversification is key, but also it really helps to think outside the box.

My key objective was to engage and become part of the Community and I have achieved this through something completely unrelated to the core business that directly makes me no money at all.

My business is now seen in a very positive light locally, is a key community business and with the significant increased footfall, is now benefitting from increased sales."

Thank you for sharing your story Brynn. Let us know when you get Gary Lineker along for a publicity shoot won't you? Seriously though, it just goes to show how a bit of clever thinking can soon start to pay dividends.

We would love to hear from any of our other readers who have a successful idea they would like to share in a future issue. Get in touch with us, our contact details are on page 3.

THE SWEET SMELL OF SUCCESS

Following the launch in March, David Barber, the Sales Director of Charles Birch is pleased to report a resounding success:

"Shoe repair customers are always on the lookout for good quality lines that will sell during the summer and SmellWell fits the bill nicely" said David "not only is it a great product that really works but also the packaging and neat counter display stand make it a great impulse buy. The 24 pack deal with free stand has been a no brainer for many customers".

SmellWell has a trade price of £3.50 and retails at £7.99 and is available on the Charles Birch website or ask your local rep/office for details.



EXCITING NEW LACES FROM BAMA for October 2019



NEW SCARF LACES

Four Unique Designs
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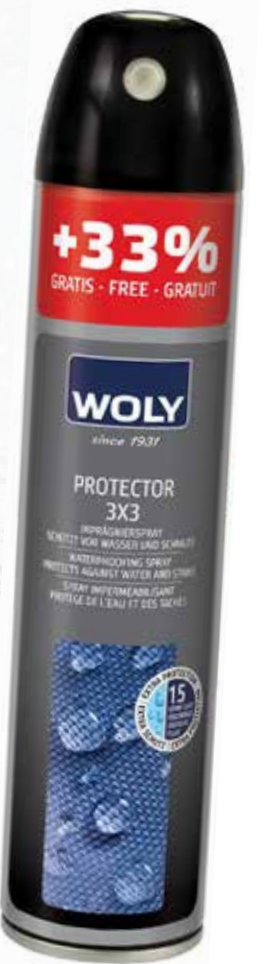
HAVE WE SEEN A SUMMER?

As we approach the upcoming seasons of Autumn and Winter, Shoe care is essential to keep footwear in good condition through the unpredictable weather.

The Woly Protector 3x3 spray is guaranteed to keep your customers shoes water tight for 15 days a must for the Autumn / Winter season.

The unique 3x3 formula invisibly penetrates the material, repelling water, oil and dirt. It is a multi-purpose spray that can be used on household items, leather chairs, clothing, making it a versatile product to create an ideal add-on. Guaranteed for 15 rainy days, which is visible on the can

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ITALIAN SHOE ACCESSORIES *Innovative design. ideal for luxury shoe repair.*

Society News

The latest information from the SoMSR office



COST AND CONSEQUENCES



How much does it cost to make a shoe? That is a question asked by many people when they are faced with buying a new pair to replace their worn out footwear. Especially when it comes to a nice pair of traditional welted shoes. But there are two costs. One is the manufacturing cost, materials, labour, machinery, overheads, packaging, advertising and distribution. Oh and that dreadful wordprofit.

At a very rough calculation, to manufacture a pair of 200.00 at retail shoes works out something like this (after removing the retail mark up)

The uppers - around 35% of the manufacturing cost. Including clicking, closing, assembling and print costs. The sole - around 15% . Labour and overheads - 25%, Packaging and Distribution - 6% Advertising - 5%. Leaving a profit margin for the makers of around 14%.

The other cost is the expense to the environment. The wastage in terms of natural resources. Of disregard of the consequences of abusing animal, carbon and mineral deposits, of creating toxic chemicals and harmful

waste water effluence in producing, manufacturing and distributing the materials required to satisfy the constant demand for new shoes. This is where perhaps we should be looking to educate the next generations in the mindset that reusing everyday stuff like shoes is not a sign of poverty or lack of means but rather an ethical act of respect for this earth and its future. If a pair of shoes costs more to buy but can be kept useable for many years because of its reparability then its effect on natural resources is minimal compared to the cost of replacing with new once it has served its purpose. What the next generation want to see is for nothing except food and medical products to be manufactured that cannot be repaired and everything else to have the possibility to extend its useful

life. Getting this message across could be the start of a revival in shoe repairing. You only have to watch the TV series "The Repair Shop" to discover that there is a movement towards appreciating traditional skills and craftsmanship. It would seem that people are keeping their mobile phones for longer. Not changing their car quite so often. Looking for longevity and not disposability. The trend is going more in the direction of sustainability and protection of natural resources. And our trade is uniquely placed to take advantage of the recycle/repair/reuse movement because that is what we do.

If you want to do more repairs start spreading the word..... It isn't just about the money...it's about the future.

PRIVATE HEALTHCARE IS PEACE OF MIND

No matter how fit and healthy we are, it is inevitable that at some point in our lives we will fall ill and need medical care. And when illness does strike it is to the NHS that most people will turn in seeking a diagnosis, treatment and recovery.

The NHS has for some years been showing signs that it, too, is now not in the best of health. A growing and ageing population is putting an ever-increasing strain on staff and services.

Reports of underfunding, a shortage of medical staff, noisy and overcrowded wards, cancelled operations and long waiting times will be familiar to everyone.

According to official figures there are 4.2 million people waiting for an appointment with a hospital consultant*. NHS England says the maximum waiting time for this type of hospital referral should be 18 weeks, but a growing number of health authorities are failing to meet this target.

Quick, private and convenient

Understandably, these lengthy delays are causing additional stress for patients, undermining their health and quality of life even further. How many people do you know whose

physical health and mental well-being has deteriorated from the anxiety of having to wait months for a hospital appointment?

All this can be avoided by taking out private health insurance. Seeing a doctor in private practice used to be only for the wealthy, but not anymore as the cost of private medical cover is becoming more affordable.

A private medical plan delivers prompt access to hospital consultants, thus avoiding lengthy waiting lists. Patients can choose from an extensive list of hospitals throughout the UK; if they need to be admitted, they will have their own private room equipped with TV and telephone, and visiting is arranged to suit patient and family. A quick, private and convenient service that removes many of the anxieties associated with NHS hospital stays. Furthermore, some providers have no upper age limit attached to their policies and cover can even be extended to include family members.

Taking control of your healthcare

However, those interested in taking out health insurance should not leave it too late. As we get older our healthcare needs increase. Therefore, as only some of the best health insurance companies provide cover for pre-

existing conditions, the best time to invest in getting private treatment for illnesses you may suffer tomorrow - is today.

By acting now you can ensure your future healthcare will not be dictated by NHS bureaucracy and, just as importantly, you will be able to benefit from the widest possible cover.

Private health insurance cannot guarantee good health, but it can ensure that when you are feeling unwell you will quickly receive the best possible care, when and where you want it. The peace of mind that comes with that knowledge cannot be underestimated and is often the most important factor for people deciding to take control of their healthcare provision and "go private".

The Society of Master Shoe Repairers has agreed with HMCA to offer discounted rates for medical plans. HMCA only arrange medical plans for membership groups and can offer up to a 40% discount off the underwriter's standard rates.

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

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*The King's Fund - How is the NHS Performing? June 2018 Quarterly Report.

TUC UPDATES AUGUST 2019

The Communication Workers Union (CWU) has called for a zero tolerance policy of ANY use of a mobile phone whilst driving ahead of a recommendation by MP's that a ban on hands free phone use should be considered. In a joint approach between the Royal Mail and CWU for an August Safety Campaign they are pushing the message that "Using mobile devices whilst driving is dangerous" and "No phone call is more important than your life, your safety and the lives and safety of other road users"

A Transport Select Committee report published on 13th August recommends that a complete ban on hands free devices should be considered.

NO ISSUES WITH KEYISHOES



If you are heading north on the M6 looking to find Keyishoes ignore the signs at Junction 43, you won't find them anywhere down that road. Instead keep going to 44 and then swing left on to the A689 and look out for the Kingstown Estate, there they are, surrounded by some very big names, Homebase, Currys, Argos, Next at Home and of course the ubiquitous McDonalds. This is where it is all happening around here.

Simon Richardson, owner of Keyishoes set up his mobile unit here ten years ago having decided that after two decades in the financial services industry he had had enough. To be fair Simon had history in the trade, his grandfather had been a shoe repairer down in Streatham and Simon himself had enjoyed working there as a youngster. From there he had taken the opportunity to do a YTS scheme (remember them, brilliant idea) at Timpsons. Having completed his City & Guilds he then became a manager for Mister Minit in and around Carlisle before heading down the Financial Adviser route.

Then, in 2009 he saw the light, looked closely at what direction he wanted to go in and parked his mobile unit in the main car park of the Kingstown Retail Park. It's a fantastic location, just off the motorway, loads of free parking and some big name attractions to bring in the customers. Although Simon's unit is mobile he doesn't move it around at all. Why should he when there is a large upmarket housing estate nearby and a growing industrial area right there on the route of the West Cumbria link Road?

When he started out Simon leafleted the local postcode area and even went to work half an hour earlier to target his industrial neighbours. Taking a very proactive stance, Simon didn't just shove a flyer through the letterbox, he went in and talked to people to get the message across.

The message? It's written all over the back of his van..... Don't bury the issueReuse. All this based on an enviro friendly platform. This alone brought interest from the local media and Simon enjoyed some very helpful publicity to get him started. The media loves this kind of message. Now Simon uses Facebook, Business Networking and runs a regular small advert in a local magazine to keep his theme being seen and heard. But the big tool he uses is to give advice to his customers. Subtle hints about which shoes to buy and where to



go for them means that many of his customers now buy footwear that is of better quality and repairable in an environmentally beneficial way. Many people have discovered the advantages of buying luxury goods. So why not teach them to look after those purchases?

In the beginning Simon did offer a collect and return service for shoe repairs which wasn't entirely successful. Not put off he moved on to offering diverse services such as engraving, watch batteries and straps and sewing repairs. Recently adding key fob repairs which, with the number of car sales businesses located on the doorstep has become a huge success. He also seems to attract the attention of classic car enthusiasts who are not allowed to leave the car park until a

photo has been taken by Simon who then adds it to his FB Classic Car group. A regular customer is Maddy Prior of Steeleye Span / All Around my Hat fame who pops in quite often.

His nightmare job? A pair of vintage 70's fashion boots which he had to completely strip, rebuild and restore. The owner is now a very regular and appreciative customer. His favourite tool? A manual cutter to trim off the excess materials on repairs. Everyone should have one he says.

Simon does have website but his prime tool is Facebook through which he generates direct enquiries and drives traffic towards his website. In his opinion, a mobile device friendly website is an absolute must to succeed in business today.

Limited by the size of his mobile unit, Simon is considering investing in a new custom built trailer with a more professional appearance but still carrying that same essential message. Reuse. Following his own theme, Simon is looking to power the machinery through sustainable resources instead of the petrol generator currently in use. His view is that whilst this might be initially expensive, the benefits in the long term are advantageous and the impact on the environment is lessened. He also hopes to use these points to his advantage through cooperation with the local press.

Simon and his wife, Jennie are genuine country lovers and enjoy taking Ted and Isla, their two dogs, on long walks in the beautiful surrounding countryside. In addition Simon is a fully qualified CAA (PFCO approved) drone pilot and some of his fantastic videos can be seen on his FB page.



The message from Simon is that communication with your customers is the key issue to the future. Explain the environmental benefits of reusing footwear. Pass the message on. (Ted just says Hi)

NEWS FROM SOMSR GLOBAL HQ



The new window stickers measuring 30cm x 30cm have now arrived and are now being sent out with renewal Certificates as they become due. They are printed on clear view easy peel vinyl and can be fixed and removed quickly and easily.

If you can't wait and want one now they cost 2.00 + 3.00 P&P from Head Office.

Email info@somsr.com or phone Robin on 07540 991089.

Please note - These are only available to SOMSR members



Does anyone have any thoughts on these ideas? Positive or negative answers are always welcome (and will be filed in the appropriate receptacle) Get in touch on the above contact details. If you like them let us know and we will see about getting them printed. In A4 size we can customize them with your shop name across the top.

#IFYOUREADINGTHIS

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

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www.tcolledgeandson.com
With over 20,000 lines in stock and an easy to use search facility, everything for the modern shoe repairer is a click-away. As well as offering a comprehensive range of shoe repair materials, a full range of shoe care products, key blanks, key machines, leather goods, watch straps and batteries, engravable products and gifts are available.



www.trlawman.co.uk
For the benefit of all shoe repairers, we stock a wide variety of items in leather, rubber, resin and other materials, full soles, half soles, dancer soles, toe pieces, soles and heels for welted work, randing, welting, Soltrack DIY repair kits, Indiana heels, soles and much more.

SHOE REPAIR



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

REPAIR MACHINERY



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Europe's premier manufacturer of new shoe repair machinery. We build bespoke new and fully reconditioned equipment in the UK for sale here and abroad. We offer nationwide service cover, backed-up with the country's largest parts and consumables stores. Our website features complete machinery brochures, offers, tips and advice and is regularly maintained and updated.

INDUSTRY ORGANISATIONS



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

THINKING OF SELLING YOUR BUSINESS?

Contact: Tricia Davies
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JOB VACANCIES

SHOP MANAGER/ FRANCHISEE
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For established shop in Aberystwyth.
SHOP MANAGER
wanted for Camberley store opening soon.
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HOW TO GET YOUR ADVERT ON THIS PAGE

There are 2 ways to advertise...

Make an impact with a DISPLAY AD. Your text (& even a small photo) will appear in a coloured box with bold type. Or for a cheaper alternative try a LINEAGE AD. Your ad will appear as type only.

And 3 ways to contact us...

Tell us what you want to say & how you want to say it...

BY EMAIL to: info@5dpublicity.com or
PHONE us on 0113 2251546

Or complete one of the forms below & send it with your payment by cheque, made payable to 5D Publicity Ltd to: Cutting Edge, c/o 5D Publicity Ltd., 56 North Park Grove, Leeds LS8 1EW.

If you need more space to write the words for your advert please send them on a separate sheet of paper & send it to us with your details on one of the forms.

CONTACT US BY 9 NOVEMBER TO GET YOUR ADVERT IN THE WINTER 2019 ISSUE

LINEAGE ADS : £9.50+VAT (£11.40) per 5 words. 5 words per line. Minimum fee 25 words.

ONE WORD PER BOX PLEASE

£57.00 inc VAT (minimum fee)
£68.40 inc VAT
£79.80 inc VAT
£91.20 inc VAT
£101.60 inc VAT

DISPLAY ADS: 1/16th page: £117.50+VAT (£141.00). 1/8: £225.00+VAT (£270.00) 1/4: £320.00+VAT (£384.00). Tick the box next to the size of advert you want

1/16 PAGE 1/8 PAGE 1/4 PAGE Write your words clearly in this space:

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