

# CUTTING EDGE

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

WINTER 2021

*We wish all our  
readers a happier,  
wealthier and healthier  
year in 2022*

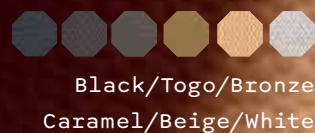
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wall planner  
inside



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## Welcome to the Winter issue of Cutting Edge.

### What a year it's been again!

This time last year I think we were all very unsure about what 2021 might bring but now I hope that you are feeling more optimistic about the next twelve months. Back then nobody – probably not even those brilliant scientists – could have imagined that within a couple of months there would be a vaccination against Covid-19, let alone the number now available.

At the time of writing this there are well over 50 million people in the UK who have had at least one jab and 9 out of 10 of the whole population have been offered their second. I'm one of the lucky 10 million plus who have now had their booster. So, regarding the nation's health the situation does seem to be steadily improving.

However, regarding business and trade it seems there is still a way to go until we can all feel more confident. Every week there are companies that inevitably cease trading. Every one of them is a tragedy and though some may only affect a handful of people there are others whose demise is felt worldwide.

### A bolt from the blue

One such proud company is J.Rendenbach. JR is synonymous with quality leather products and four generations of the Rendenbach family has supplied shoe manufacturers and repairers from the world-class tannery in the German city of Trier for over 150 years. It came as a bolt from the blue in October when an announcement reached the Cutting Edge office to tell us that the world-class tannery will be closing its doors for the last time early in 2022. Although we all know that things can change, it really looks like the amazing products from JR will soon not be available on the market anymore, which surely is a sad thing for this industry. Throughout all my time with Cutting Edge magazine I have really appreciated the support given by JR and will miss the people there that I have come to know through the years. I wish Hanns Rendenbach and Stefanie Kamminga and the rest of the JR employees all the best for the future.

Many of you will also remember that for several years JR sponsored the Cutting Edge Shoe Repairer of the Year competitions. The winner of the 2016 competition Dean Westmoreland, who now owns his own successful business, Yorkshire Sole, is becoming a TV star. Read his story so far on page 24.

We were pleased to find out from Mike Stock, the MD of Harboro Rubber Company that since being featured in the company profile in the Autumn issue of this magazine Could this be more than just a coincidence? Mike wouldn't confirm or deny it when he was interviewed for the Spotlight in this issue but we'd like to believe it is!

### Some optimism for 2022

So maybe things are looking up for 2022? Although it was announced very recently that the upcoming Weisbaden show in Germany has been cancelled, we were pleased to be contacted by Tracey Glover at Smart Media & Events who told us that there will be an exciting new roadshow much nearer to home in January.

The TEAM Roadshow on 24th & 25th January at Walsall Football Club will showcase the latest trophies, engraving, awards & medals. Find out more on pages 20 & 21. Make a note of it on your free 2022 year planner that we've given you with this issue and I hope I will see you there.

Until then I hope you enjoy reading all we have to offer in this issue of Cutting Edge – still the number one magazine for the shoe repair trade – and that you have a great Christmas and New Year.

Here's to a happy, prosperous and healthy 2022. See you then.

*Tony*

Tony Driver, Editor



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CUTTINGEDGE

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SPRING 2022  
ADVERTISING  
& EDITORIAL  
DEADLINE

MARCH 7th

Thank you!



# THOUGHTS FROM THE CHAIR

2021, what a year and one I am sure we will all be glad to see the back of but what will 2022 bring? More of the same? Only this week we've heard that the big show in Wiesbaden (held every 3 years) has been cancelled for 2022 due to lack of guaranteed exhibitors which is quite a blow, add that to the news from Joh. Rendenbach about the tannery closure it begins to look ominous.



Certainly the phone lines at Siserve have been quiet and the outlook is a lot different to only 2 years ago but how has that translated to the High St?

When I've been around shops it has seemed like they are getting busier and heading towards pre Covid figures so there is some hope on the horizon even though it will be a different world for many years.

Cutting Edge has been in limbo but now we can provisionally look to events as we remember them including considering an Autumn show. We now have an excellent admin team in place headed by Les looking after us all and the industry interests, if you get a call from her any time please give her a few moments of your time if you can.

This magazine is not immune to Covid but as always Tony is doing a sterling job of producing and distributing it. It is far superior to any other shoe repair trade magazine I have seen from around the world and I hope you will support the advertisers who make this all possible.

As most of you know I volunteer with St John Ambulance, something I have done since childhood so stretching to over 40 years. Less known is that some years back I was admitted into the Order of St John.

Come forward a few years to 2019 and I received notification of promotion within the Order to that of Commander which is indeed a great honour afforded to very few people around the world.

For each step within the Order there is always an investiture held at the historic Priory Church and St John's Gate by the Lord Prior which due to Covid had been delayed until October 2021 when I finally received my medal and some good memories.

So the year is over, Christmas is here once more and it is time for reflection.

I hope this time of year has been good for you and that 2022 will prove to be the real corner we have turned instead of the hopeful ones we keep seeing.

Peter Coulson

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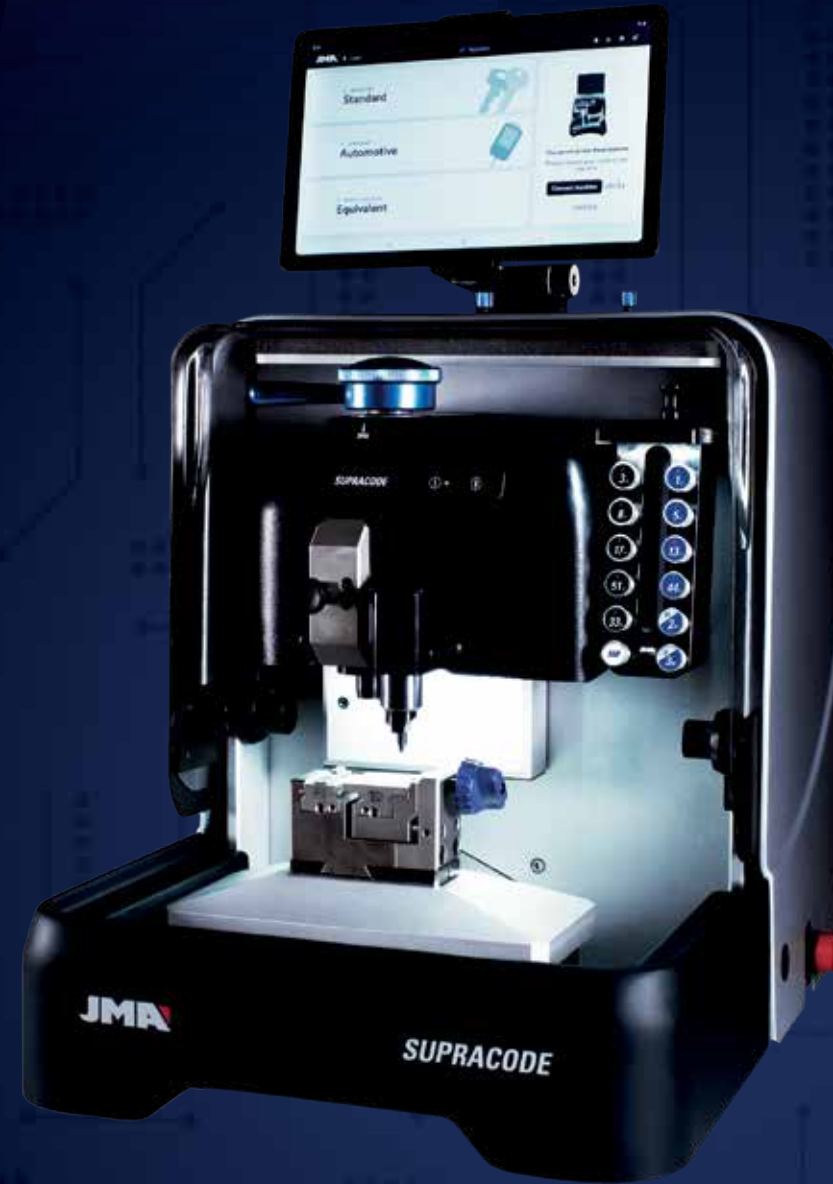
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## STICK WITH NEW CASALI MIRROR SOLES TO ADD STYLE TO WOMEN'S SHOES

**New colours available from T Colledge & Son**

Casali Mirror soles are an innovative design with a shiny lacquered finish ready to add impact to women's high fashion shoes.

Offer your customers a brand new look for their shoes with a choice of 14 colours, including the famous Casali red as well as black, brown, chocolate, caramel, beige, nut, cream, rose and transparent, and these new colours for 2022: gold, silver, grey and sand.

The soles come ready for sticking so no other preparation such as scouring is needed, just simply stick them on!

Casali Mirror soles are made from a high-tech compound in modified TPU guarantees improved performances compared to the standard TPU and vulcanized rubber. They are lightweight and soft yet with great resistance and are non-slip. The material remains soft in every season, is lighter by around 15% and is more elastic. Resistance to abrasion is 30(+10) mm3 (DIN53516)

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## Treat your customers Royally with Sovereign

**SOVEREIGN TRADITIONAL DYE** is a penetrating spirit dye suitable for leather suede and nubuck. The dye is available in 10 colours black dark brown medium brown cognac bordeaux red purple dark grey and mid blue. One of the great advantages of selling this product is that you do not need to stock a leather dye and a suede dye as this dye does both types of finish. Tried and tested for many years in the shoe manufacturing industry, the dye represents a high quality retail product at a great price, allowing for great profits. Trade price £2.50 RRP £7.99

**SOVEREIGN LACES** The complete solution for your shoes, boots, and sports shoes. 22 different colours. Sizes 45cm to 180cm Available in flat, round, cord, waxed and leather

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**SOVEREIGN PREMIUM WAX POLISH** 50ml Tin is a unique traditional wax polish containing only natural oils and waxes which allows for perfect cleaning and nourishing, while giving a perfect shine to leather shoes. Available in 8 colours -Black Bordeaux Dark Brown Honey Light Brown Medium Brown Navy Blue and Neutral. This is not a cheap product, it is a quality product, which represents good value for money to your customers. Trade price £2.50 RRP £7.99 Currently available as a SPECIAL PROMOTIONAL OFFER £12.99 per pack (12) £1.08 per tin



# Goodbye JR



**The news that the JR tannery is to close early in 2022 after producing high quality leather products for over 150 years no doubt came as a shock to most people in the footwear industries. One man who was closely involved with JR for decades and for several years was the link between the German company and the Cutting Edge organisation & the Shoe Repairer of the Year competition is Robin Healy.**

Here are his thoughts on the demise of this remarkable company and its people...

### To Trier, with love.

For those of us who have been lucky enough to visit Trier, home to the historic J. Rendenbach tannery, the announcement of its closure after 150 years of production came as a massive shock reverberating around the world from West Coast USA to the Far East and beyond. I was instantly transported back to the times I spent touring the factory, inhaling the distinctive aromas of hides, oak and mimosa bark, watching the giant shredding machine strip bark and being hypnotised by the gentle massaging of the leather in the sunken pits. Truly evocative moments.

I first came across the JR brand name in the late 1980's when, for the very first time, foreign companies were allowed to exhibit at the FSRS Exhibition at G-Mex in Manchester, organised by the late great Eric Wilson. I think we discovered JR leathers on the stand of the German wholesaler, Gotz GmbH., one of the first European companies to come to the UK.

My father, curious as ever, made contact with Gotz and accepted their invitation to the next German Federation Exhibition at Wiesbaden. It was there in the bustling Rhein-Main Hallen that he came across the fascinating sight of a hut constructed mainly from leather sides and bends surrounded by the sensuous aroma coming from sacks of oak bark, acorns and mimosa. Unable as ever to resist the attraction of the elegant German lady who was looking after the stand my father struck up a conversation with Heike who spoke eloquently and in beautiful English about the merits of this wonderful product. Like so many of us, he was smitten by both the product and its beautiful advocate, thus began our relationship with the JR brand.

Over the years and through the efforts of Heike and the late David Eyre, the UK based representative of JR (and Renia of course) Rendenbach developed a strong bond with the British shoe repair industry sponsoring the famous JR shoe repair competition for many years. They supported all the exhibitions

and also were huge advertisers in Cutting Edge magazine. No one could doubt the intense passion of owner Hanns Rendenbach for the merits and benefits of his product. He was immensely proud of its heritage and was dedicated to educating the world as to its unique qualities. Hanns was a truly great ambassador for the shoe repair industry. When Heike asked if I would take on the organisation of the JR competition in 2011 I was delighted to become a (small) part of this world wide brand and ran it successfully for a number of years showcasing the incredible skill levels of some of our finest craftsmen.

Time passed, circumstances change and people change and several years ago we were introduced to Stefanie, another lovely German lady with a quirky sense of humour and impeccable English who also had a passion for bringing the JR message to everyone. Always a welcome sight at our exhibitions J. Rendenbach became almost part of our DNA, an institution and always one of the busiest stands on the day.

Sadly worldwide events, not entirely connected with the Covid pandemic, have left Hanns with little alternative but to cease trading and so we have to say goodbye to our very good friends from Trier. To Hanns we must thank him for his generosity, his intensity and his dedication and we send our good wishes to him for his future projects. To Stefanie, who has now left the company, we must say Auf Wiedersehen and wish her all the best for her future. I'm sure she will find success in her new career and hope she stays in touch with all her worldwide friends.

And Heike... Heike, for so long the face of JR in many countries around the world remains a good friend. She now works for a major sparkling wine producer based in an old castle in the stunning Rhine Valley. I've been there to see her a couple of times. She sends her best wishes to all of those who remember her.

**Fond memories of some remarkable products and some even more remarkable people.**





# 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 / cm<sup>3</sup>.

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

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

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

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



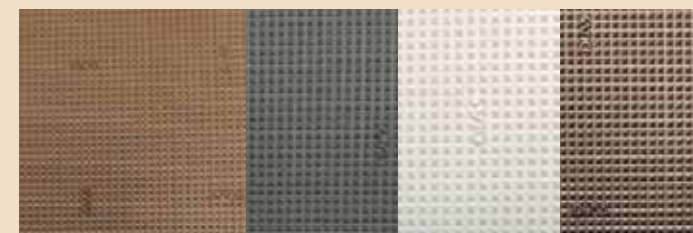
## New & Exclusive Svig Deelite Pyramid Micro Sheets

Great quality

Available in Black Brown Caramel & White

4mm.....	£18.00	less 20% =	£14.40
6mm.....	£24.00	less 20% =	£19.20
8mm.....	£28.00	less 20% =	£22.40
10mm.....	£32.00	less 20% =	£25.60

Sheet size 73cm x 45.5cm



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

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

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

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

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



### Sovereign Dubbin Leather Food

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

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



### Sovereign Mink Oil 100ml

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

For more information contact T Colledge and Son 0117 9717154 or visit their website [www.tcolledgeandson.com](http://www.tcolledgeandson.com)



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List price £4.50 per pair

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(in packs of 12)

## German Oak Bark Leather Soles Gruben ½ soles

Size 13 5mm.....	£63.00	less 20% =	£50.40
Size 17 5mm.....	£74.00	less 20% =	£59.20
Size 13 5.5mm.....	£66.00	less 20% =	£52.80
Size 17 5.5mm.....	£76.00	less 20% =	£60.80

Per 10 pair

### Gruben Full soles

XL 5mm.....	£13.50	less 20% =	£10.80
XL 5.5mm.....	£14.50	less 20% =	£11.60

Per pair



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# NOT ANOTHER RE-RUN?

## Some thoughts on 2022 from the (adhesive) manufacturing perspective

**As 2021 draws to a close, I am sure we here at Renia are not alone in wondering how the next year is going to turn out:**

At the end of last year, as you may recall, there were high hopes for 2021 regarding a return to normality – now, 12 months later, we are looking back at another crazy year, with grave economic turbulences in addition to the ongoing virus situation: Crippling material shortages in all industry sectors, huge energy cost increases, serious labor issues, and inflation rearing its ugly head once again.

What will change in 2022? Unfortunately, these are difficulties that won't magically disappear over night – New Year's Day can easily come with memory loss on a personal scale (caused by the preceding night), but for the economy at large, it is just another day. We have so far not seen any indications of the raw material supply situation becoming easier, and energy costs will most likely continue to soar in the foreseeable future as

well. Add the steadily increasing regulatory burden into this mix (EU Green Deal, EU/UK-REACH, to name just a few), and you can predict that producing chemical products like adhesives in Europe (geographically-speaking, not just the EU) will get ever more difficult and expensive as time passes.

But as we have seen as well, outsourcing and globalization cannot be the answer – in a pinch, “the shirt is closer to you than the jacket”, as an old German saying goes. We have seen that in the past year: Products made in Asia are first and foremost sold in Asia when there is a shortage on the world market – steel, consumer goods, chemicals, pharmaceuticals, you name it. And if a single little piece or substance is missing, with no alternative options or suppliers available, local production of finished goods grinds to a halt as well.

Fortunately, it was always our policy at Renia to keep a large supply of raw materials for our products in stock (9-12 months' supply in

many cases) – most Economics graduates would have considered that extremely wasteful, if not downright crazy two years ago! Because we never subscribed to the “just-in-time” approach, we have managed to keep all our products available so far, and we are planning the same for 2022. And even though we cannot really be considered a “local” or “domestic” source for our many UK customers, and although Brexit or rather the reaction to it has not made things simpler, we are still easier to reach and to deal with than a supplier on the other side of the planet would be, and we have been working with extremely reliable UK distribution partners for a long time. We are proud of our small part in the British shoe repair trade. Being a relatively small business ourselves, we are well aware of the difficult situation that many such companies are going through at this time.

We had hoped to see many of our customers at the Wiesbaden show which was planned for March 2022 – which, alas, is not going to happen next year, it has now been

postponed to June 2023. Sounds a bit like déjà-vu, doesn't it? There are still many shows planned for next year (including a few that we usually attend), but who knows what will happen over the next few months? Germany is already tightening Covid-related measures again, as are many other European countries. We will try our best to not have this impact our ability to produce and supply our products – but just like 12 months ago, we will have to wait and see how things turn out.

Whatever happens, Renia will go on and keep supporting the shoe repair trade, in the UK and elsewhere.

These are rough and uncertain times – so keep calm, and keep on bonding! And as usual, if your glue ever arrives frozen (there are some predictions for a truly “polar” winter this time around) – you know the drill, and if not, please refer to refer to the last few winter issues for the details!

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



## YOUR SUCCESS OUR GOAL

**TOP-FIT**  
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/ OPEN TIME 10-120 MIN.  
/ 0.85 KG (1/4 US-GAL) WITH BRUSH  
/ 1 US-GAL / 4 KG / 10 KG

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

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



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# CRESPINO - The latest SVIG innovation uses their Trekking compound for safety & comfort this winter

**Elegant high heeled shoes for ladies and smart lace ups for men are all very well, but we all know that they are not always the most comfortable choice of footwear – and add to that the problem of Winter weather means they can be a disaster!**

Not everyone wants to quit their favourite smart shoes in favour of trainers... So how can you help your customers to put a Spring in their step – even though that season seems a long way off?

The answer is simple – and yet again the SVIG team have it!

They have created Crespino – a super thin layer using high quality SVIG Trekking, one of their most successful non-slip and durable compounds.

Although only 1.8mm thick, art. LA319 Crespino can make all the difference to elegant shoes for both ladies and gents, and as it is

available in 8 colourways each subtly marked with the SVIG logo it can also add some extra style!

## A PERFECT MATCH

Stylish shoes require a perfectly refined repair, so that is why Crespino 1.8mm thickness protective sheets are complimented by Crespino top lift sheets in 3 versions:

2 double-layer versions in XT and Duplesoft compounds, the first harder and stiffer for small-medium size heels, the second one with the tread-layer softer (in Trekking compound too) for medium-large size heels and the third one in Trekking single-layer compound for wider heels.

## COMFORTABLE, STYLISH AND VERSATILE

Although created to make dress shoes more comfortable, Crespino sheets in Trekking compound are also excellent to repair of casual shoes, sneakers and even as rand

for shoe-boards (Nicoletta – Is this correct? I do not know what a shoe bord/board is. Is it another name for the sole ?? )

Crespino is very easy to trim and work and for a very strong fix it simply use polychloroprene adhesives.

The full range of available colours and thicknesses is shown in the SVIG catalogue and at [www.SVIG.it](http://www.SVIG.it) where you will find all the latest SVIG latest products.

**Or look for our FB and Instagram pages ... and of course there will be more news from SVIG in the Spring 2022 issue of Cutting Edge!**



# DAINITE TAKE A STARRING ROLE

**Says Mike Stock, MD of Harboro Rubber Company**

Since the last Cutting-Edge Dainite feature, I am happy to report that post-covid business picked up very well from mid-summer and we've needed to recruit to build capacity.

The Dainite team are doing a great job of managing post pandemic business issues and we've successfully increased capacity in the factory and are getting our products out quickly to meet customers' demand.

High spots for the brand recently have been the use of Dainite soles

by Crockett and Jones for designs in the recent James Bond film, No Time To Die and George Cleverly have used Dainite on footwear designed for the lead characters in both The Kings Man and The Batman films which are released soon. We are delighted that Dainite is seen as a credible and trusted British brand for this type of opportunity.

Our marketing team are working on features to present the origins of our sole designs, knowledge of which may have been lost over time.

Our Ridgeway sole has seen a resurgence in popularity recently with

Edward Green, Trickers, Viberg and Sanders all now featuring styles with this sole. Take a look at the Dainite website Stories page to read The Ridgeway Sole: Behind the Name.

The website [www.dainite.com](http://www.dainite.com) continues to be refined and is a very useful both for customisation inspiration for repairs and for consumers looking to buy footwear with Dainite soles.

Our Twitter, Facebook and LinkedIn content is lifting awareness of our brand in the UK and internationally. We post several times a week with Dainite news and features and current fashion trends at [#dainitestudded](https://twitter.com/dainitestudded).

**Plans for 2022 include new point of sale items. We'd love to hear from you to know what you think might work best for you. Please email us at [dainite@harboro.co.uk](mailto:dainite@harboro.co.uk)**



## FOR ALL YOUR MACHINERY NEEDS

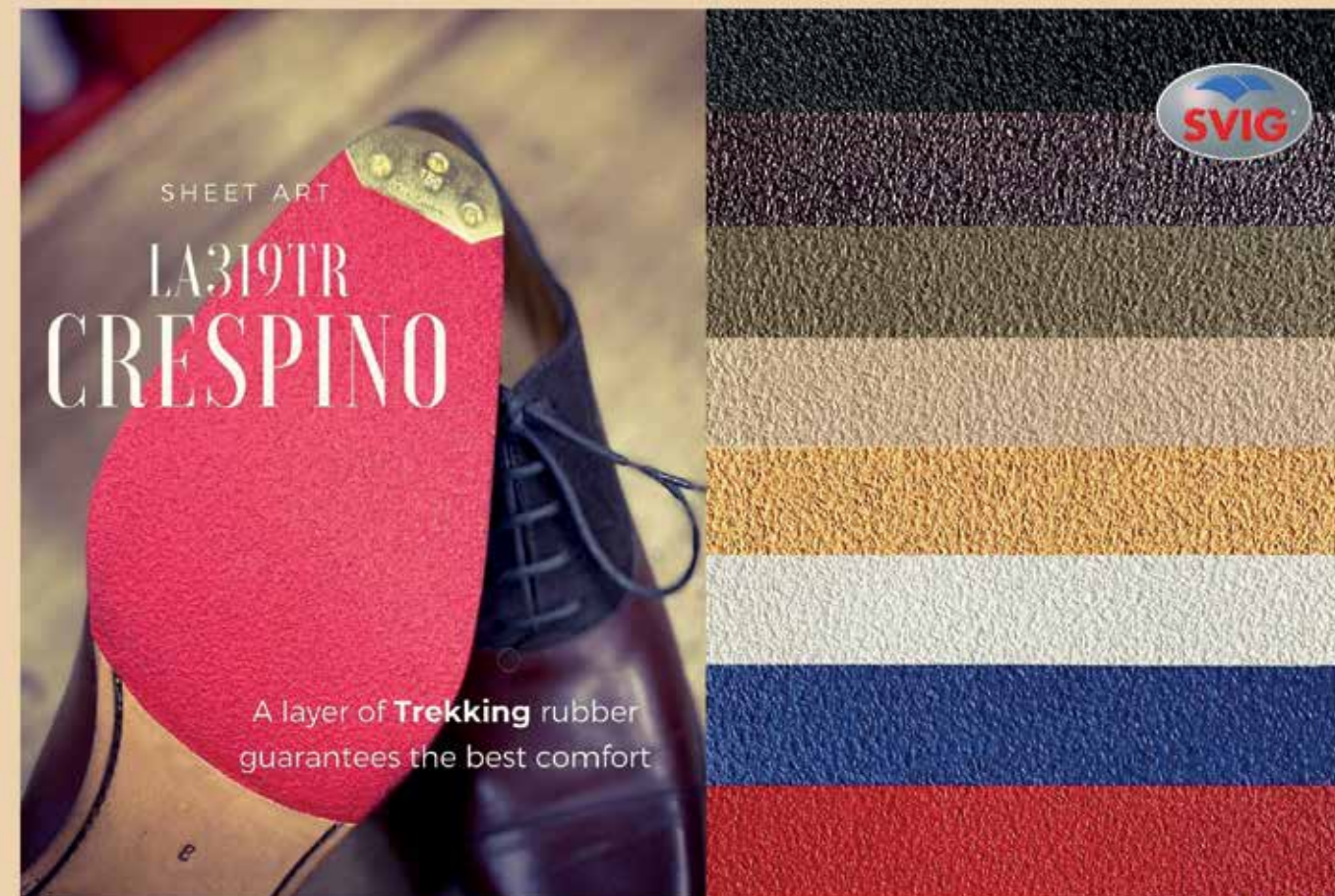
# NEW-RECON-S/HAND

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[www.svg.it](http://www.svg.it)





# HERE'S TO A GREAT 2022

It's been a tough few years for us all with COVID having a devastating impact on business across many sectors including our own. Hopefully, the signs are there for a rapid recovery in our industry.

At Trendsetting Awards we have not sat still over the past 18 months and have spent the time developing and investing in new products for our new **2022/23 catalogue** which will be released early in January with over 2500 new products.

Unfortunately we are seeing high inflation coming through with massive shipping rate increases and material price increases. Resin, Glass, Crystal and metal based products have all been particularly hard hit and as such we have concentrated our investment in other areas which has allowed us to produce a catalogue not only with great designs but great value for money.

Supply chain issues have increased lead times massively and as such we placed the vast majority of our orders back in June this year.

We have already taken delivery of containers with many on the sea and more imminently leaving our factories in the far east and so we feel that we have given ourselves the best chance to be fully stocked early in the new year.

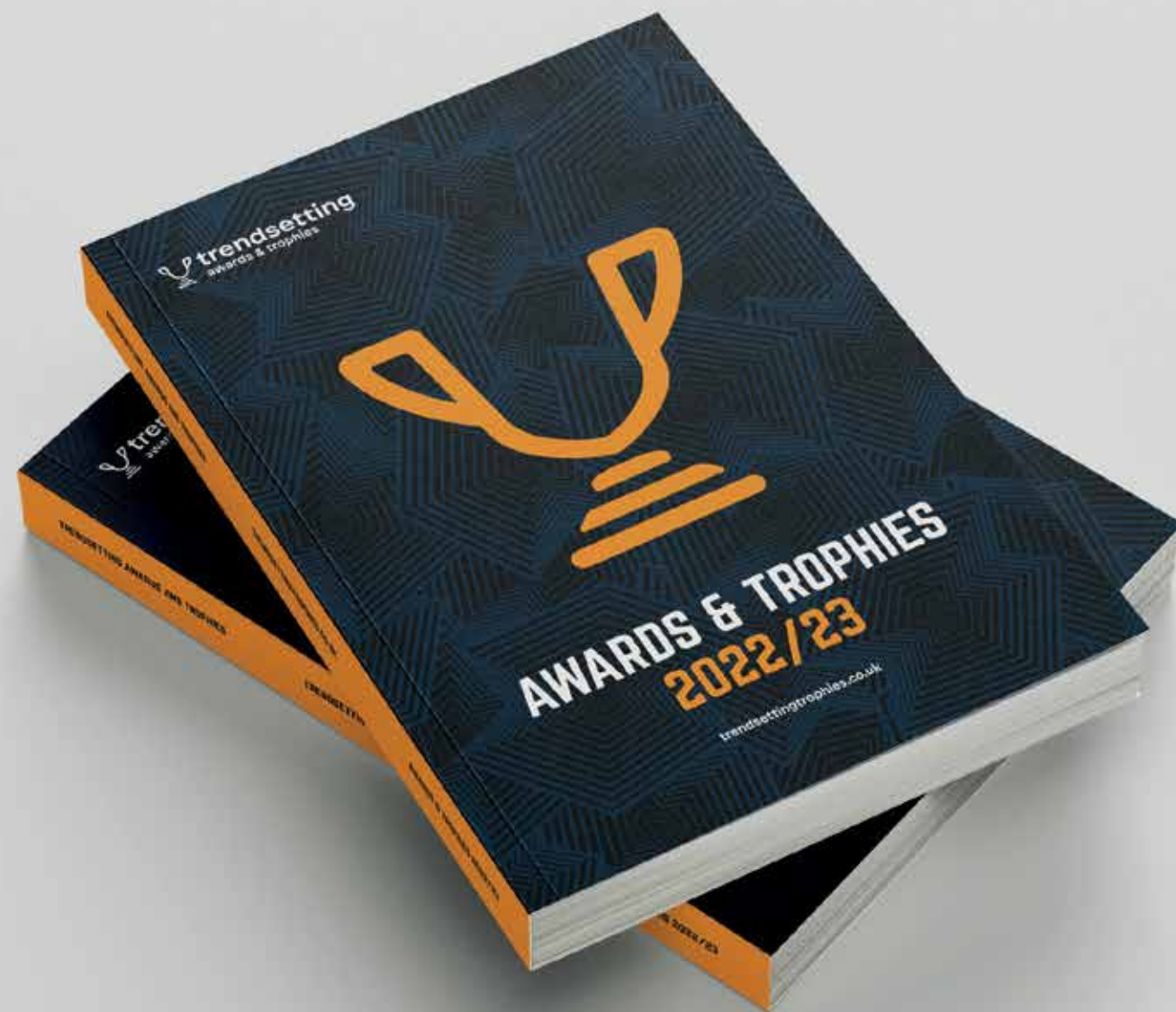
Our new display packs will be available in January and our sales team have been out and about visiting our customers over the past couple of months with new samples and the catalogue.

You can view the new catalogue at [trendsettingtrophies.co.uk](https://trendsettingtrophies.co.uk) and if you would like to arrange a visit or a call please email [sales@trend.uk.com](mailto:sales@trend.uk.com)

*John Paul Cowan - Managing Director*

**“TREND ARE ALWAYS POLITE, HELPFUL & WILL ALWAYS GO THAT EXTRA MILE FOR YOU. A BREATH OF FRESH AIR, SUPERB COMPANY TO WORK WITH!”**

*- Dave from SoccerKings*



## NEW 2022-23 CATALOGUE RELEASE EARLY JANUARY!

**420 PAGES WITH 2,500+ NEW EXCITING PRODUCTS**

View the digital catalogue here - [trendsettingtrophies.co.uk](https://trendsettingtrophies.co.uk)

**IF YOU WOULD LIKE TO OPEN AN ACCOUNT WITH US, PLEASE CONTACT [SALES@TREND.UK.COM](mailto:SALES@TREND.UK.COM)**

[www.trendsettingawards.com](https://www.trendsettingawards.com)



# WE HAVE TO BE THE RIGHT TRADE, IN THE RIGHT PLACE AT THE RIGHT TIME... THE FUTURE SHOULD BE BRIGHT FOR THE SHOE REPAIR TRADE !

These were the headlines that we ran in the Winter 2019 issue just three months before the pandemic struck and we all went into lockdown. At that point the country and the country's shoe repairers had more pressing worries than global warming and keeping shoes out of landfill. Keeping their families safe and keeping their businesses going were the only things that really mattered at that time.

The pandemic should prove to be a temporary blip however and as the country returns to relative normality it is right for the trade to again highlight this sustainable message. The global warming threat will not go away and this clearly represents a great opportunity for all shoe repairers.

This has only been reinforced by the recent COP 21 summit meeting in Glasgow and all the protests and debates that this has provoked. We therefore feel that it is appropriate to rerun the article from two years

ago to remind all independent shoe repairers to come on board and spread the "HELP SAVE THE PLANET, SERVICE YOUR SHOES HERE" message on social media platforms and simply by putting up posters in the shop window and in the shop.

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

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

Nike, Adidas, Puma, Ted Baker, Schuh, Aldo and Patagonia are just

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

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

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

The posters are the first step and they are freely available for all shoe repairers in A1, A2, A3, A4 and A5 and you do not need to be a Charles Birch customer to receive them.

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

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

Finally let's all pool our resources. If you have any initiatives or ideas on how to build on this why not share them on Instagram: shoerepairhelpsaveourplanet and the same on facebook: shoerepairhelpsaveourplanet.

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

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

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



**Help Save Our Planet**

**Renew Your Sole Tread**

**Restore Your Shoe Uppers**

**Recycle Your Footwear**

**Service Your Shoes Here**

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

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



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



# SPOTLIGHT



Mike Stock in the factory where he says "the magic happens!"

The atmosphere in the Cutting Edge office was tense as the production deadline loomed and there were still several holes in the pages where ads and articles should be. Nothing new there...

Pausing a moment from flicking through the 'to do' list the Editor said

"How far have you got that list of people I need you to contact Fairweather?"

The veteran reporter sighed "I'm getting there Boss, but I'll have to work day and night if I'm to be able to contact them all before the magazine has to go to print... but I'll just mark it down as another job done. You know me ... I never harbour a grudge"

"Brilliant!" exclaimed the Ed "I've been trying to remember who we agreed would feature in the Spotlight this time and you've reminded me!"

"That's great, glad I could help... but how?"

"Remember you wrote the company profile on Harboro Rubber Co. for the Autumn issue? Well, I spoke to their MD, Mike Stock last week and not only did he tell me that the business's Dainite products are doing so well now that they've had to recruit extra staff, he said he'd be happy to answer a few more questions... I'll let him know you're on your way down to Market Harborough now."

"But what about that list Boss?"

"Oh don't worry about that"

"Thanks Boss! That is a relief..."

"Yes, it'll still be here when you get back!"

Sigh...

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

Maths; yes I trained as an accountant and have always worked in manufacturing, I enjoy being around people who are designing and making things.

**What was your first paid job?**

Driving a WWII DUKW at Wicksteed Park in Kettering in the summer holidays.



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

I worked for a while as factory accountant for the John Lobb, Hermes owned shoe brand, based in Northampton and that led to a role with Dainite and The Harboro Rubber Co.

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

It's a bit late in the day now but if time and talent were no boundary, maybe Jazz guitarist in the 1950s on the US West Coast.

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

Marriage and 2 wonderful kids.

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

Buying an endowment mortgage in the 1990s

**Who do you most admire in Business today and why?**

Elon Musk – visionary, James Dyson & Paul Smith – Sage like and fly the flag for British design.



**Where is your favourite place?**

The Suffolk coast



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

Visiting somewhere or something new with the family.

**Do you have any hobbies?**

I sail dinghies badly often just resulting in an opportunity for open water swimming.

**Do you have a favourite piece of music?**

I'm happiest listening to Jazz FM.

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

A lift engineer for obvious reasons.

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

Life is not a rehearsal.

**... and the worst?**

"Yes, this endowment mortgage will clear your mortgage in 25 years and return profits".

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

Buy 2-3 pairs of shoes made by our customers – with Dainite soles of course!

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

Talk to the customer about the repair job to raise the perceived value.

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

People will still wear out shoes at the rate they did pre-Brexit so the domestic repair trade shouldn't be impacted to any great degree. Component sources may change though but here I think covid will have a far greater impact in the short to medium term; look at J Rendenbach's demise which is a great loss for the trade and that capacity will take some time to make up. For the UK footwear makers, the USA and the Far East have always been good markets and this will not be impacted by Brexit. For both the makers and the repair trade we are seeing a good strong recovery due to pent up post-covid demand.

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

Strengthening initially as consumers get the repair jobs done they have put off for over a year, then settling back to pre-covid levels. I don't see the move to internet sales seen in the retail sector damaging the retail repairer. It appears to me that the Shoe repair trade is one where the customers want to meet the person who is going to do the job to sound them out; a shoe is quite a personal item and there is great opportunity to win trust and a long-term relationship if the customer service is great.

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

Showed up, worked hard, made a difference.



# Unlock Your Business Potential

All New Matrix Evo with a Tilting Jaw Mechanism

Silca in partnership with Charles Birch



[www.silca.biz](http://www.silca.biz)





# THERE'S A NEW SHOW IN TOWN!

## TEAM ROADSHOW 2022 TROPHIES - ENGRAVING - AWARDS - MEDALS

The TEAM Roadshow 2022 is taking place on Monday 24th and Tuesday 25th January 2022 at Walsall Football Club in the heart of the West Midlands.

The TEAM Roadshow has been launched by the Industry for the Industry as the new community and meeting place for the Trophies, Engraving, Awards and Medals market. Organised by Smart Media & Events, the show has been designed to deliver a cost-effective meeting place for Wholesalers and Retailers to meet and do business.

At the show you will find the leading companies who specialise in the area of Trophies and Awards, Laser Engraving, Medals, Embroidery, Doming, Sublimation, Imaging, Corporate Gifts, Personalisation, Labelling, Print and much more!

Tracey Glover, Commercial Director for the TEAM Roadshow said; "Recognising the economic challenges of the last two years, we've identified that large National shows carry hefty associated costs for both Exhibitors and Visitors, especially within the smaller niche markets. This restricts some companies who are leaders in their field, in their innovation and development in product design and materials, from exhibiting and reaching potential customers and securing new business.

What the TEAM Roadshow has been designed to offer is a competitively priced platform, for both exhibitors and visitors, to meet with new and existing customers, clients, suppliers and buyers from around the UK in a great informal setting."

Visitors to the show will have the opportunity to meet face-to-face with exhibiting companies, trial the latest products, experience one-on-one demonstrations, collect 2022 Catalogues and Brochures, network, negotiate and secure deals for the coming year.

There is **FREE Entry**, **FREE Parking** and **Complimentary Refreshments** for visitors to the show and the chance to win some great prizes! **A Pair of EasyJet Flights (Europe), An overnight Hotel Stay with the Radisson Park Inn, Corporate Hospitality and Tickets for a Football Game at Walsall Football Club, and many more exclusive Show offers from participating Exhibitors.** Terms and Conditions apply and you must attend the show to be entered in to the Prize Draw.

Tracey continued; "It is great that so many of the leading Wholesalers are exhibiting at the show, and we are thrilled to have joined forces with Cutting Edge Magazine as our Primary Media Partner This is a really important partnership for the TEAM Roadshow. Cutting Edge Magazine is the most respected publication in the shoe repair industry whose readers are an important demographic of our audience due to its relationship with SOMSR – The Society of Master Shoe Repairers. By partnering with Cutting Edge for the TEAM Roadshow in January we will broaden the reach of the show to a wider audience delivering greater benefits for both Exhibitors and Visitors to the show."

Tony Driver, Editor of Cutting Edge Magazine said; "Cutting Edge Magazine are delighted to join forces with the TEAM Roadshow as a Media Partner for this NEW and exciting Event. The format of this show is an ideal opportunity for Cutting Edge to meet its readers and audience face-to-face. We look forward to working with the organisers of the show to ensure a successful event for both exhibitors and visitors. Cutting Edge have included a personalised Invitation to the show for our readers in this issue of the Magazine."

For all the information and to register to attend the event alongside your peers and colleagues visit; [www.TEAMroadshows.com/registration](http://www.TEAMroadshows.com/registration) or visit [www.somsr.com/cutting-edge-magazine](http://www.somsr.com/cutting-edge-magazine)

We look forward to seeing you there!



# team

TROPHIES · ENGRAVING · AWARDS · MEDALS

## ROADSHOW 2022

### Walsall Football Club

Monday 24<sup>th</sup> January 10am – 5pm

Tuesday 25<sup>th</sup> January 10am – 4pm

Meet with your Peers and Colleagues for the first time in 2 years at the NEW meeting place for the Trophies, Engraving, Awards & Medals Community

Launched by the Industry for the Industry

REGISTER TODAY AT; [www.TEAMroadshows.com/Registration](http://www.TEAMroadshows.com/Registration) to confirm your attendance at this exciting NEW event and see who else is going!

## MEET THESE EXHIBITORS AND MANY MORE ...



→ **FREE ENTRY**

Ⓟ **FREE PARKING**

🍷 **COMPLIMENTARY REFRESHMENTS**

Media Partner



Organised by Smart Media & Events  
[TEAM@smartmediaevents.com](mailto:TEAM@smartmediaevents.com)

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**WIN** great prizes, including:

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- An Overnight Hotel Stay.
- Tickets and Hospitality for a Football Game.

**PLUS**

The opportunity to **WIN** equipment from participating exhibitors and access to exclusive Show Offers

(Terms & Conditions apply and you must attend the show to qualify).





## JMA presents its new electronic duplicating machines EvoXpert and Supracode

JMA, the European leader in key manufacturing, presents its two new models of electronic machines for duplicating transponders, the EvoXpert model, and for copying security and vehicle keys, the Supracode. These two devices incorporate the latest technology and new innovations that make them stand out among the most advanced on the market.

### EvoXpert: transponder duplication and remote control pre-programming

EvoXpert is an "all in one" machine for automotive keys. In addition to cloning transponders, it adds an extra function: the pre-programming of remote control keys.

It is a device that offers the professional maximum mobility, both because of its size and weight, as well as for its operation. The EvoXpert does not require any cables. It can work with battery and it is managed through a web interface, JMA Key Cloning Pro, accessible from a PC, a mobile phone, a tablet ... This allows the professional to work with EvoXpert inside the vehicle whilst duplicating the customers key.

Along with its high transponder duplication capacity, this machine can pre-program more than 600 remote control key references. JMA sells three new models of this type of keys: KRC100, KRC200 and KRC300. This last model is valid for original Smart keys, based on proximity opening technology.

### Supracode: the key duplicating machine for the most demanding

The new Supracode machine is the answer for those duplicators that not only duplicate a significant volume of security and automotive keys, but also seek to offer their customers the most complete and high-quality service.

Supracode has an important differentiating element compared to other machines: it allows keys to be copied and recorded on the same device without changing the clamp. It also has flexible encryption system for security keys, adapted to the needs of the professional duplicator. Users can choose a cut that allows the same cutter for multiple key models or a more specific cut for specific key models.

Supracode also incorporates the new JMA Key Pro 2.0 app, which is managed from the Tablet on top of the machine. This new app has a clearer interface, explains the work processes step by step with total clarity and is faster in searching for key references.

Furthermore, JMA Key Pro 2.0 can work under cloud-based connection, as it is connected to JMA Cloud Pro, the first application of its kind for duplicating keys. This functionality allows you to save a record of customer duplicates, accessible from any device, as well as to work with master key plans.



## The highest quality, British leather soles

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- Natural Chestnut Tanning
- Great British Quality



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CHARLES  
**BIRCH**  
GROUP



# THE REPAIR SHOP NOW HAS SOME YORKSHIRE SOLE

Those of you who are fans of the popular TV show 'The Repair Shop' may have seen the episode earlier this year when a pair of old running spikes worn by the trailblazing athlete Audrey Brown while competing at the 1936 Berlin Olympics were restored to almost new condition.

Audrey had sadly died in 2005 at the age of 92 and left the spikes to her grandson Tom who was also passionate about sport. They had been kept wrapped in a tea towel for all those years but otherwise had been neglected and were in a bad way.



The man given the task of restoring them to past glory was Dean Westmoreland who some of you might remember was announced as the winner of the 2016 JR Shoe Repairer of the Year competition at the Cutting Edge exhibition in Leeds.

In an interview that featured in the winter issue of Cutting Edge shortly after Dean's win he told us that he was passionate about quality in both making and repairing footwear.



After a spell with at a repair shop in Leeds, Dean took the plunge and started his own business in the centre of Shipley nearer to his Bradford roots. Fast forward to 2021 and Yorkshire Sole is thriving thanks mainly to the website that he designed himself.

With the help of a government grant at the start of the first Covid-19 lockdown in March 2019 he was able to pay a local design company to make his ideas a reality.

"If it hadn't been for that opportunity, I'm sure the business would have gone under," explained Dean, "I was pleased to be able to help another local company too, especially as my contact with them was through one of my own customers who works there!"

Since then, Yorkshire Sole has become a national player in quality shoe repair, not just a local repair shop, thanks to regular orders from all parts of the UK from customers wanting their favourite footwear restored.

In fact, since being appointed as an authorised Redwing repairer Yorkshire Sole has received requests for repairs from across the world. One dedicated Redwing wearer even sent his beloved boots from Australia to get the Yorkshire Sole treatment!

Redwing aren't the only manufacturers whose shoes Dean works on. Crockett & Jones, Trickers, Loakes, Cheaney, Church, Oliver Sweeney and many more all get the same attention to detail that he has built his growing reputation on.



But it is the Redwing brand that Dean probably has the most affection for mainly because it is partly responsible for him being asked to join the Repair Shop team of expert craftspeople.

### Dean tells the story so far...

"I am a fan of the programme and really admire the likes of Will Kirk and Dominic Chinaea so when I noticed a post by Dom on Instagram that he was going to have to throw away his favourite Redwing boots because they were in such a bad way I just had to reply and offer to fix them up for him.

We exchanged a few friendly messages, but I didn't get to work on his boots... but a couple of weeks later I was contacted by the Repair Shop TV production team and was invited to go down to Chichester where the programme is filmed to discuss joining the team on screen!

Soon I was on set filming my first episode when I restored the running spikes and since then I've done another 4 that will be aired next year.

Each project takes a week to film so, unfortunately, I have to be away from my partner and our 2 sons, but the experience is so rewarding and the rest of the experts and the production team are so friendly.

It still seems surreal to be in this situation, especially when customers come into the shop to tell me "I saw you on the telly!"

So, what are Dean's plans for the future? Taking over from Jay Blades or appearing on breakfast TV like Will?

"I don't know what will happen with my TV work although I have had favourable noises made about the possibility of more projects, but for now I'm concentrating on my business and I'm currently talking with one of the other big manufacturers about Yorkshire Sole being their authorised repairer as well."

**"It's all about the micro details and trying to incorporate the hand tools and techniques from bespoke shoemaking into the repair game. The idea is to, in our own small way, elevate public perception of what good shoe repair can and should be. A quality over profit mindset - an often lost ethos that has historically seen English shoes become world renowned."**

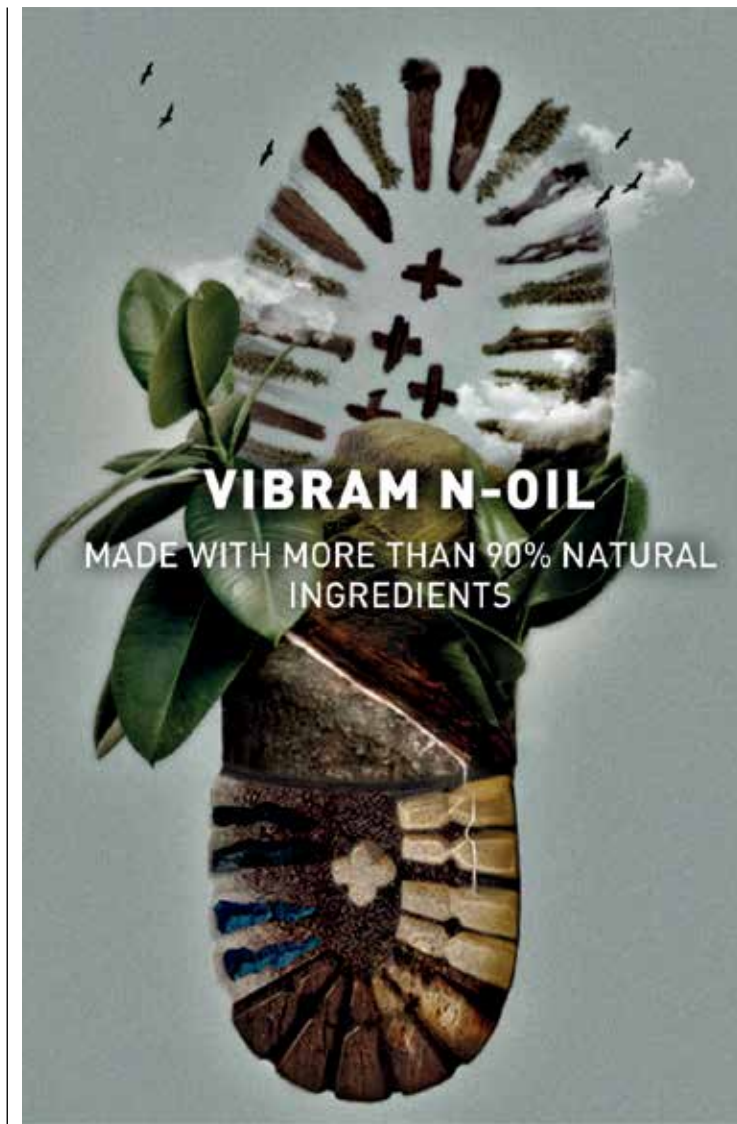
This ethos certainly seems to be working for Dean so far. His business is doing so well that he was recently contacted by a young man who was working for Doc Martens in Northampton where he'd done his apprenticeship asking for the chance to move from making to repairing shoes with Yorkshire Sole.



Now Matthew Dobson is working successfully alongside Dean having moved up to Yorkshire.

"It's ironic really," said Dean "I originally wanted to learn more about actually making quality shoes - still do really - and there's Matthew doing the complete reverse. I'm hoping it's the start of a good team."

We are sure that Dean is going to be one to watch, on TV or otherwise, and we wish him all the best for the future.



**This is N-Oil, the latest eco-friendly rubber sole from Vibram - designed to offer a green alternative for the world of footwear.**

It is made with more than 90% natural ingredients while maintaining the trademark Vibram standard of quality for durability, grip and performance. The unique and original colours of the soles come from 100% natural pigments, originating from plants and biological agricultural by-products.

The entire process is carried out without the use of solvents or chemical products, a factor that highlights Vibram's constant commitment in the direction of responsible and more sustainable performance products.

VS1149 Montagna traditional Carramato design in all sizes from 35/6 UK ladies (2/3) to Gents 47/48 (UK 13/14) in Coal Black, Honey, Ice, Earth Red and Forest Green

VS2074 New York for trainers and casual shoes in UK sizes 6, 8, 10 & 12 in Coal Black, Honey, Ice, Earth Red and Forest Green



Check out the latest Vibram styles in stock at [www.charlesbirch.com](http://www.charlesbirch.com)



# ENTER A NEW ERA with TOPY

**We are entering a new era & changing our consumption. Most people are now trying to consume less and to reduce unnecessary purchases.**

Should they buy a new pair of shoes or should they ask you to repair the old ones? That is now the question .... The decision could be ethical or ecological.

Repairing is not a great cost on quality shoes. If people are in doubt about whether to have their shoes repaired, they need you, their cobbler, to show them if it is worth it and then their shoes will last much longer.

TOPY has always believed in "PREVENTION" before cure. That means taking care of our shoes as regularly as taking care of ourselves!

Prevention can also reduce expenses. Your customer needs to know that they should clean their shoes, check the wear of the soles and heels, and not wait for complete damage before coming to you to try to save them.

**TOPY always offers premium rubber quality.**

Several generations have been using this brand worldwide. Just imagine how many shoe repairers, like you, have had TOPY's range of products in their hands

TOPY offers a wide range of rubber items for quality shoe repair for all seasons.

Here is a selection that is perfect for the winter months:

## SERAC SOLES AND HEELS:

Deep ribbed half-soles and heels. High quality transparent and flexible rubber.



**SEVILLA SHEET:** Sevilla is a genuine heeling and soling sheet in a very soft and flexible rubber material. • HUGE POWER OF ADHESION on the ground • NON-SLIP property. Sevilla with its medium size design can be used all year round in every type of repairs.



**CELLOTOP SHEET:** A high quality microcellular rubber. For shoe-repair use and professional

Orthopaedics.  
• LIGHT • HIGH ABRASION  
• MULTIDIRECTIONAL PATTERN  
• EASY ADHESION



**VERATOP SHEET for HEELS:** Twin-layer heeling sheet. The top layer is a flexible hardwearing rubber. The hard compact backing gives very good stability on hollow heels.

VERSAM SHEET for SOLES complements VERATOP in 2.5mm and 3.5mm thicknesses.

**ALL the TOPY range is produced in our plant in France.**

**For full details of all TOPY products visit our website [www.topy.fr](http://www.topy.fr) and follow our Instagram pages. All TOPY products are available from your local representative T Colledge & Son**

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# Society News

The latest information from the SoMSR office



## DEAR DIARY



Sadly, he wasn't open when I arrived, but I did take some pics and posted on our social media with my holiday pics in the background. Whenever I am travelling around I will also make time to come and see you. I did get to see the boys at Cromer Trophies – happy chappies. Check out our social media pages to see their smiley faces!

My SUP course (stand-up paddle boarding) is coming to an end. No more falling in unless we have to carry out rescue missions!

I have been liaising with Footwear Friends – see their article right here.

I should have mentioned previously our new Members! Bowen's Boot & Shoe Repairs, John G & Co, Ingmans Cobblers.

As always, the lovely Ray Barlow keeps in touch with me, he is always on hand should I need advice.

Don't forget to email me on [info@somsr.com](mailto:info@somsr.com) should you wish to become a member. Go on, I know you want to!

On a final note for the year, we wish you a healthy happy and a Cutting Edge New Year! Lesley and the SOMSR Team.

Please stay in touch.



## FOOTWEAR FRIENDS

here to help when times get tough



**We hope some of you will already know about us - in fact we have helped some of your shoe repair colleagues over the years; but for those who don't, let me tell you a little about Footwear Friends.**

We are a charitable trust set up by people in the shoe and associated trades for people in the shoe and associated trades - and that was more than 180 years ago.

The shoe trade encompasses lots of trades, shoe repairers, adhesive manufacturers, shoe retailers, shoe manufacturers and lots more: Footwear Friends is here to help everyone who has been associated with shoes, in whatever way.

We are run by a board of unpaid Trustees with one great staff member who manages all the admin associated with a charity of our nature. We offer twice yearly grants to colleagues who may need a little extra help because of age, bad luck, loss of employment... whatever.

We also offer one off grants in times of unplanned need - a new bed, school uniforms, broken heating, Christmas...

The important thing is, this is genuine no strings attached support for those in the shoe trade.

We are only able to do this through the generosity of the trade both past and present. We are fortunate to have reserves built up over nearly 2 centuries which allow us to offer this support, and in addition we raise money through events and generous donations from others in all the trades associated with shoes.

So if you need help, or want to help then get in touch- have a look at our website [www.footwearfriends.co.uk](http://www.footwearfriends.co.uk) or follow us on twitter.

**You can find out how to ask for help, how to qualify, how to donate and hopefully become part of the Footwear Friends Family.**

## BECOME A SOMSR MEMBER TODAY

Join now at [www.somsr.com](http://www.somsr.com)

## #IFYOUREADINGTHIS

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

## Curbing the impact of footwear manufacturing on the environment - one step at a time



**As 'Fast Fashion' continues to leave its mark on the environment, one independent British shoe company is taking big strides to break the mould.**

In the wake of the current climate crisis, the fashion industry is under fire. Colossal amounts of waste are dumped in landfills and oceans, polluting the atmosphere and killing wildlife. What has become known as 'Fast Fashion' is the number one culprit, adding over 92 million tonnes of textile waste to the planet each year.<sup>1</sup>

Worryingly, this waste is starting to take its toll on the environment, with the fashion industry accounting for 10% of global carbon emissions.<sup>2</sup> In the UK, reports show that an item of clothing lasts on average only 2.2 years.<sup>3</sup> This obsession with style shows we struggle to see the value in something we paid good money for just weeks before.

It's a vicious cycle the world needs to acknowledge and address. Luckily, fashion manufacturers and companies are starting to take note. One casing example is Percy Stride, a leading independent company offering beautifully constructed footwear for gentlemen.

### The Environmental Impact of the Shoe Industry

Quantis reports that the footwear industry is responsible for 1.4% of global GHG (Greenhouse gasses) emissions.<sup>4</sup> If you think 1.4% doesn't sound too bad, just compare it to

the 2.5% generated by air travel. So, there can be no denial that 'Fast Fashion' in the footwear industry is also a major concern to climate change.

What is cheap is not always cheerful. The time has come for the fashion industry to go full-circle and return to quality materials and traditional production methods.

With a staggering 20 billion shoes made each year; we instantly see where the problem lies.<sup>5</sup> A philosophy of quantity over quality has reigned supreme to the detriment of the climate. The problem is not just the toxic materials in cheap shoes that take years to biodegrade, it's the chemicals and large amounts of machinery used in production too.

### More Incentive to Invest in Quality

The impact on the environment doesn't mean we should stop buying footwear, far from it. The pleasure of buying a new pair of shoes should never be taken away.

However, the world needs to start investing in shoes made with quality in mind. Likewise, shoes don't need to be made from hemp or biodegradable materials; they just need to be made more sustainable by having a longer life span.

Rather than buying cheap shoes that last around six months or less, purchase a pair that will last years instead. To achieve this, gentlemen need to invest in a pair with quality

construction, first-class materials, and repairable qualities.

Shoes like these will come with a higher price tag. But they will save everyone money in the long run. Specialised shoes that can be re-soled and repaired become part of the recycling process. Quality leather is also reusable as a recyclable material.

Percy Stride not only takes pride in their shoemaking but is proud to be a part of the climate crisis solution. Their Oxford shoes and brogues are constructed traditionally. Firstly through "Clicking", a handmade cutting technique designed to reduce leather waste. Secondly, the shoes are put through the "Closing" stage, this assembles the shoe before "Lasting" is initiated.

All Percy Stride shoes are "Goodyear Welted". Invented in 1872, Goodyear Welt shoes are made specifically to be re-soled. They are renowned for their ethical and recyclable quality. Percy Stride shoes are constructed and manufactured in Northampton, the historical home of traditional English shoemakers.

There are also other ways to help maintain the quality of footwear, such as steel metal heel protectors, applying waxes and creams, using shoehorns, and placing them on shoe trees.

All these inexpensive accessories can help maintain the quality of shoes, so you won't necessarily ever need a new pair. After all, 'Fast Fashion' comes and goes, but good quality is built to last.

When you invest in quality, you realise adding to the landfill pile is just not an option. Help support sustainability by investing in quality, repairable and recyclable footwear.

For your own peace of mind and the planet too.



**Danielle Wathes**  
Founder of Percy Stride Footwear  
[percystride.com](http://percystride.com)

Sources:

<sup>1</sup> <https://www.bbc.com/future/article/20200710-why-clothes-are-so-hard-to-recycle>

<sup>2</sup> <https://www.bbc.com/future/article/20200310-sustainable-fashion-how-to-buy-clothes-good-for-the-climate>

<sup>3</sup> <https://www.theguardian.com/fashion/2019/aug/01/slow-fashion-how-to-keep-your-favourite-clothes-for-ever-from-laundering-to-moth-proofing>

<sup>4</sup> <https://quantis-intl.com/report/measuring-fashion-report/>

<sup>5</sup> <https://theshoindustry.weebly.com/environmental-impact.html>



## SHOE CARE



**www.dunkelman.com**  
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## SHOE REPAIR



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## INDUSTRY ORGANISATIONS



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