

CUTTING EDGE



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

WINTER 2018/19

***Best foot
forward
into 2019...***

***WE'VE GOT IDEAS
AND INSPIRATION
INSIDE TO HELP YOU
ON YOUR WAY!***

Time for leather. Since 1871.

Happy
New Year
2019

JR



RENDENBACH leather is valued as a premium, natural product worldwide – in the shoe repair and orthopaedic industries, as well as by shoe manufacturers and for tailor-made shoes. We have pursued this time-honoured craft in Germany's oldest city, Trier for OVER 145 YEARS.

THE JR-QUALITY GUARANTEE: We work hand in hand with nature to give our leather the comfort, durability and active breathing so valued by our customers. Employing centuries old methods of traditional tanning, we work exclusively with first class raw materials from Europe's best suppliers before subjecting the entire production to stringent quality controls throughout the process.

The JR-BRAND LABEL guarantees that our leather is naturally resistant to both water and abrasion. It is tough yet flexible, very comfortable to wear and has its own distinctive grain and attractive warm, woody colour. Isn't it time you chose JR-LEATHER?

JR-Leather has been tested for harmful substances and certified according to the Medicinal Products Directive (MPG – Germany/Austria) and ISO 9001.



Joh. Rendebach jr.

www.lederfabrik-rendebach.de

Great News!... It's 2019!

...That means we all managed to get through another year!

I think it is safe to say that for most of us involved in the shoe repair trade, 2018 was a very tough time. Certainly in the 10 years since I became editor of Cutting Edge in the Summer of 2008* I have never known it to be so difficult for the trade, or for your magazine!

Perhaps understandably, many suppliers have tightened their purse strings, and some seem to have tied them shut for the moment.

I hope you continued to enjoy reading your copies of Cutting Edge in 2018 even though you may have noticed that there have been fewer pages in recent issues. I apologise for this but you can be assured that I am doing my best to improve the magazine with every issue we put together. However, the magazine costs a frightening amount to produce. Print prices don't get any cheaper and then there is the cost of distribution to get your magazines to you. They may be free to you but they cost us at 5D. Publicity tens of thousands of pounds a year and the only way we can keep providing them at the moment is by selling advertising spaces – which brings me back to the suppliers...

THANK YOU FOR YOUR SUPPORT

I am very grateful to those of you who do regularly support the magazine by advertising in every issue. You help to keep the magazine going so that in turn it can help you to let your customers know what you have to offer them. But then I expect it must work for you - otherwise you wouldn't want to be featured in it, would you?

Let's face it, where else can you find a receptive audience of thousands of readers who actually want to find out as much as possible about your products and services?

Cutting Edge is after all the only trade magazine that is aimed specifically at, and read by, probably the whole of the UK shoe repair trade - not to mention repairers in other parts of the world and by the trophy shops, locksmiths, dry cleaners, etc, etc. who are all on the growing mailing list.

ANOTHER OPPORTUNITY

Last Spring we invested in the launch of a website for the magazine, something I had been hoping to be able to offer for many years. This not only gives advertisers a free extra platform from which to reach the trade

but also an opportunity to announce new products and company news in between publication of the quarterly magazine.

So, as I said earlier, I have been editor of 'the No.1 trade magazine for today's shoe repairer' for more than 10 years* - I actually had in mind that I had taken over with the Winter 2008 issue but when looking back I realised that time flies when you're enjoying yourself (!) - and I would like to think that I will be doing it for many more years, with a bit of luck and the continued support of the trade.

And that means you repairers, as well as your suppliers. Let's hope that 2019 brings a more positive time for everyone. Let's have some good news for a change!

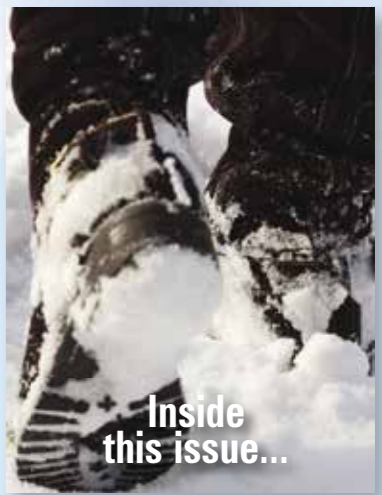
A VERY BIG CHANGE

We all know there is going to be a very big change for the UK economy this year but that doesn't mean it has to be all doom and gloom... In fact I'm very pleased to be able to say that at least one of you has some good news to share already. We are happy to let Steve White of Moran's Shoe Repairs in Warrington tell his good news story on pages 16 & 17 of how he is having so much success with his footwear protection offer to his customers that he is actually aiming to expand his business in the near future. Not only that but he is giving something back to his community by renovating footwear donated to him and passing them on to a local charity that helps the homeless in his area.

Please send us your stories, tell us about your successes, your experiences – and we'd like to hear what you think about your magazine. Then we can share your news and views with the rest of the trade in the Spring issue.

See you then...

Tony



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

CUTTINGEDGE

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

Editorial in this magazine does not represent the views and policy of The Cutting Edge Organisation, nor can the editor, production company or Cutting Edge accept any responsibility for advice given or product claims made throughout the magazine.

EDITORIAL COMMITTEE

Tony Driver, Editor, 5D Publicity Ltd., Peter Coulson, Siserve Ltd., Gary Unwin, Davenport-Burgess Ltd., Robin Healy, Tim Wilford, Glenway Products Ltd., Paul Lister, Grangers International.

EDITORIAL & ADVERTISING FOR CUTTING EDGE MAGAZINE

CALL 0113 225 1546 / email info@5dpublicity.com

or write to CUTTING EDGE c/o 5D Publicity Ltd, 56 North Park Grove, Leeds LS8 1EW.

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or write to SOMSR, 4 Brown Lane West, Leeds LS12 6BH

**SPRING 2019
ADVERTISING &
EDITORIAL
DEADLINE**

**MARCH 1ST
2019**

Thank you!

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CUTTING EDGE CHAIRMAN'S STATEMENT

Happy New Year from me and all the Cutting Edge suppliers to you our customers - and a big thank you for your support in 2018.

2018, as has been often reported, was a very difficult year for our trade and amongst the many factors contributing to it, fashion must be high up there. Few stiletto heels or even 2 inch heels for ladies and much less leather around for men. Flatties, ballet pumps, Converse, Vans and trainers are being used for everything from nights out to business meetings by the ladies and men's shoes are heading more towards rubber soles even from the traditional Northampton manufacturers.

What a breath of fresh air then is the defiant mood of optimism and confidence coming out of Warrington. Not the West End of London or Princes Street in Edinburgh, no... Moran's Shoe Repairs from Warrington Indoor Market in Warrington that bastion of Rugby League by the dark, satanic mills in the North of England.

Steve White, the proprietor, kindly shares his tips on how to maximise business from the in-fashion

footwear and how he is so successful he is planning on opening a second unit in the same market.

A great good news story to take us into 2019! Thank you Steve - and thank you Cutting Edge.

I would like to thank Tony Driver, our editor, for all his work in 2018 which happens to be his 10th year in charge. It has not been easy with many advertisers tightening their purse strings during the year, but Tony has held it all together producing another four fine publications.

How long the magazine goes on for depends on the support of the trade.

I therefore urge all manufacturers and suppliers to support the magazine in the New Year; please return Tony's calls, book some advertising space, write some editorials or interesting stories and, most importantly, promote your business.

Thank you
Chris

SILCA TO HIT THE ROAD IN 2019



Watch out for the Silca Road Show in 2019 as Charles Birch take their range of Silca Key Machines around the United Kingdom.

However this road show is more than a simple sales drive (excuse the pun), it will be an opportunity for all key cutters to see and test the latest in both mechanical and computerised key cutting machines including the Silca Futura Pro.

For those with transponder cloning machines it will be an opportunity to check that you have the latest free software updates and if you bring your machines along Craig Jordan, Adam Hammond or Lee Young will be pleased to update them for you.

The Silca team will be touring around the major towns and cities in the UK, booking hotel rooms normally from 2.00pm to 9.00pm on week days. The itinerary will be published early in the New Year, keep checking www.charlesbirch.com for more details or ask your local Charles Birch representative.

Silca customers will be able to call in to the show and collect free Silca point of sale to brighten up their shops and boost sales.



Craig Jordan of Silca demonstrating their latest machines at the Cardiff Show in October last year

CUTTING EDGE MAGAZINE IS NOW ONLINE

Find the best bits from the no. 1 trade magazine for today's shoe repairer at www.cuttingedgemag.co.uk

Find links to your favourite suppliers' sites by clicking on their ads...

Watch out for the news and offers that you might not see in your latest copy of Cutting Edge magazine...

Look back at the last issue...

And get in touch with us quickly and easily...



www.cuttingedgemag.co.uk

WINTER SOS...

CHERRY BLOSSOM
PREMIUM

SAVE THEIR SHOES (& BOOTS)



Kits to the rescue

With Winter upon us you will need to look at stocking some key products that will maximise your sales.

With the inclement weather, your customers' footwear will definitely need some extra TLC so there are opportunities to sell higher-priced items such as show care kits and even boot shapers.

This means that your customers' footwear will definitely need some extra TLC!

With this in mind, here are some easy kit solutions to promote footwear survival this season:

CHERRY BLOSSOM SHEEPSKIN CARE KIT

This product is attractively packaged within a window box and contains the complete solution in caring for sheepskin boots which are very popular at this time of year.

It comprises of environmentally-friendly water-based protector, cleaner and deodoriser sprays. In addition to this, the kit also contains a multi-purpose brush which is ideal for removing loose dirt and for raising the nap of the sheepskin after cleaning.

SHOE CARE KIT

Cherry Blossom also stocks a comprehensive Shoe Care Kit, which is ideal for caring for shoes during the winter months.

It includes everything you need for cleaning, restoring and protecting footwear against the elements and to ensure your customers look sharp for those dark winter liaisons.

Contents include: Ultra Repel, Universal Cleaner, Black & Brown Polish, Shoe Brush set and a Polishing cloth.

KIT OUT YOUR CASH DESK & WINDOWS TO TRAP IMPULSE PURCHASES

When it is snowing or pouring with rain outside, why not strategically place your winter kits and protection products near the till and, if possible, in your window, to ensure you can cash in on those wintery-impulse purchases.



EVERY CLOUD HAS A SILVER LINING.....SO MAKE SURE YOU USE THEM TO MAXIMISE YOUR SALES THIS WINTER.

REMEMBER.....RIGHT PRODUCTS, RIGHT PLACE, RIGHT TIME.....

HAPPY NEW YEAR EVERYONE !

Paul Lister (Cherry Blossom Premium)

Web: www.cherryblossom.co.uk

Phone: 01773 521521

Email: info@cherryblossom.co.uk

Winter

COVERED!

With

CHERRY BLOSSOM
PREMIUM

Keep your feet toasty and dry this winter with Cherry Blossom!

Sheepskin Care Kit:

Total protection for sheepskin footwear!

Ultra Repel:

Provides a fast-drying, invisible and breathable coating. Perfect for repelling stains caused by winter weather!

Thermo Insole:

100% pure wool insole with an insulating foam under and an aluminium layer. Keep your feet toasty this winter!



THERMO

100% PURE NEW WOOL
- WARM AND DRY

INSOLE



CHERRY BLOSSOM
PREMIUM



Grangers International Ltd

Derbyshire DE55 4QT

grangers-international.com

info@grangers-international.com

T: +44 (0)1773 521521 F: +44 (0)1773 521262

GRANGERS INTERNATIONAL
THE PRODUCT PROTECTION CO.

VIBRAM ARCTIC GRIP TECHNOLOGY

Vibram Arctic Grip is a state-of-the-art technology intent on changing winter footwear and it represents the most advanced cold-weather gripping system Vibram has ever created.

The Vibram Arctic Grip technology is entirely rubber material without addition of metal components or inserts and represents a new approach to the grip on icy surfaces (specifically on wet ice).

BENEFITS

- Unparalleled technology on slippery, wet ice surfaces
- Outstanding durability
- Surface friendly: it does not scratch soft floors

Vibram Arctic Grip technology provides the best performance possible when the design of the sole features wide contact areas with the ground.

Now available from Charles Birch Ltd in three styles of sole unit. Please ask your local Charles Birch representative for more details.



LET'S BREAK THE ICE

WARNING FOR YOUR CUSTOMERS

This product will not prevent slipping on cold, slick, wet, icy, or snowy surfaces. Always tread with care. This product does not replace use of crampons or spikes. This product is not intended for use on, and may harm, indoor surfaces.

SISERVE HAVE THE POWER TO KEEP YOUR UNITS GOING STRONG

So Power Units are old, some very old being first made in the late 1970s but are they any use any more?

The answer is YES, at Siserve we can source original items or make parts needed for Power Units to keep them going for many years we also recondition many units per year to give them a little tidy up after the work they have been doing in many busy shops. They have proven to be ultra reliable machines and still will be with quality parts fitted when needed so there is no reason why they shouldn't be still working another 30 years from now.

If you would like to know any more about the range of Power machines or parts available contact Siserve on 0116 271 7152 or office@siserve.co.uk



vibram® dupla

TOP OF THE TOPPIECES

- Hard wearing
- Great grip
- Multi direction pattern
- Sharp finish
- Twin material for secure bonding
- Affordable prices
- Vibram branded

Sheets available in seven colours: Red, Black, Sand, Cappuccino, Blue, Tobacco and Grey (not shown).

Cut toppieces and strips in three colours: Black, Cappuccino & Tobacco

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

CHARLES
BIRCH
GROUP

WHAT LEATHER MEANS TO ME

By Stefanie Kamminga

For a while I have been thinking about writing an article for this magazine. But then I thought 'who would be interested in what I write? And who would even be interested in my opinions?'

Especially if it is about the advantages of leather soles and why I think wearing them is better... blah blah blah... I mean Sneakers are everywhere and leather soles shoes seem to be disappearing.

Of course some people might think that I am doing this to sell our products, to pretend that there is nothing better than leather, or that someone has instructed me to do it... Well, guess what?...

No one here at JR even knows or cares that I'm going to write down my thoughts. I'm doing it because I want to share them with you!

For 8 years now I have worked at the JR tannery in Trier and in that time I have shown many visitors, mostly trainees in the process of becoming shoe repairers, orthopaedic shoe makers and more, around the tannery to explain to them the manufacturing processes that make our leather special. And do you know what? When I look down to see what they wear on their feet... mostly I see SNEAKERS!!

Even the so-called grown-ups who would never have worn trainer shoes in the past are now in this type of casual shoe. Hardly a Goodyear welted shoe in sight. It's become unusual to see someone who has made the effort to dress properly and appropriately for the occasion. OK, I know it's none of my business but when they ask why they should wear proper shoes instead of sneakers all day I now feel I have honest and genuine answers to their questions.

Firstly. Those leather shoes are not uncomfortable at all. Once they have been worn a few times they adapt to the foot shape – and they make for better foot health.

Secondly. What could be better than a shoe made to fit your foot rather than a sneaker made to fit everyone?

Thirdly. All those synthetic shoes made from plastic, rubber, whatever – these are not recyclable and are damaging to the future of our world. Leather is maybe not fully recyclable, but it is biodegradable – and more ecofriendly to produce in the first place – at least it is in the way we do it.

Sure, I know that the casual comfort of sneakers is appealing. I wear them to the gym or when I go grocery shopping. But you know what? When sometimes I cannot decide what to wear if I'm going out somewhere nice, I never have to worry



when I'm on a business trip because I put on my business shoes I feel the part. Because I am well dressed. I become more serious. People realise – and so do I – that I mean something. I walk with more purpose. They give me self-confidence, make me think automatically about my posture and the way I walk – and I instantly feel 2 cm taller (which is really great for me).

This is what I tell these kids wearing sneakers on their visit to the tannery. And it gets their attention because they realise that I mean what I say and often they ask where they can buy proper shoes. Not all of them can afford expensive footwear, but it sets the seeds in their minds and perhaps one day they will look at leather with the same passion as I do.

Who knows, maybe we can get them started, get them to try something new – and with the growing passion they might discover that they can improve and grow their passion (and the amount

they spend on their shoes and keeping them looking good).

In a world where it seems to be so important to impress – why not start at ground level with a good pair of shoes. No matter what kind of outfit you wear, you will always feel that bit more confident and special. Of course sneakers have their place. I wear mine to the city with ripped jeans and a casual leather jacket sometimes. I know that's me too, but in a different way, more as if I'm trying to hide myself in the crowd. But when I want to stand out from the crowd and be noticed, for people to recognise me and see me as a serious young woman I go for the proper shoes every time. They've become part of my personality. And with their help I am not only acting a character, but expressing something too – at most being impressive.

So, thank you for your time, I hope my thoughts mean something to you.

TROPHY STREET UK NO1

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TROPHY STREET BESPOKE

TROPHYSTREETBESPOKE.COM

Your Home for Trophies & Awards

trophies

GLENWAY

awards medals

glenway.co.uk

For a brochure pack, or to begin trading call Jo Markham
0116 2449613

jo.markham@glenway.co.uk



NEW YEAR - NEW BROCHURES THAT WILL BE RIGHT UP YOUR STREET

Glenway the UK's number 1 supplier of Trophies and Awards are celebrating the start of 2019 with not one but 2 brochures

The 290 page all new "Trophy Street " brochure is full of all the innovations that you've come to rely on from Glenway. In fact there are so many new products that the brochure is 32 pages bigger than those of previous years.

As well as all the favourites, there are loads of innovations - from the heavyweight "Tower" football range, to the stylish Cosmos range, which is adaptable for any sport or pastime. Added to this there are new glass, woods, gift items, medals & plastics.

Trophy Street should have come through your door around mid-December. If you haven't received your copy yet please get in touch with Glenway & they will rush a copy to you.

The 32 page all new "Trophy Street Bespoke" brochure, will be coming through your door at the same time as the full brochure.

Trophy street bespoke is about all things personalised, whether it be wood, glass, a medal or a trophy, if it can be customised it's in there. With a lot of the products being personalised in-house, the majority of items have a 2-3 day turnaround.

A flip catalogue only website is available for both brochures
www.trophystreet.com www.trophystreetbespoke.com



A BESPOKE JOB FOR ASH

Glenway Products are delighted to announce a new addition to the team. Ashley (Ash) Sinclair, has joined Glenway to head up and develop their Bespoke Services Department.

2019 sees the launch of Trophy Street Bespoke with a new 36 page brochure dedicated to all things bespoke and personalized. To allow for this expansion they have just built a brand new office suite to house Ash and his new department.

Ash brings a wealth of experience to the team, having previously worked in the trade for over 10 years and as well as a new start in the world of trophies Ash was recently married to his long-time partner, Jo. So change all around!

If you would like to contact Ash for anything bespoke or specialised please phone 0116 244 9670 or email ash.sinclair@glenway.co.uk



Renew your machines for 2019 with this winning combination



SILCA BRAVO PROFESSIONAL AND SILCA LANCER PLUS

GREAT DEALS FROM CHARLES BIRCH ON ALL SILCA MACHINES.

ASK ABOUT 6 MONTHS INTEREST FREE CREDIT DIRECT FROM CHARLES BIRCH.

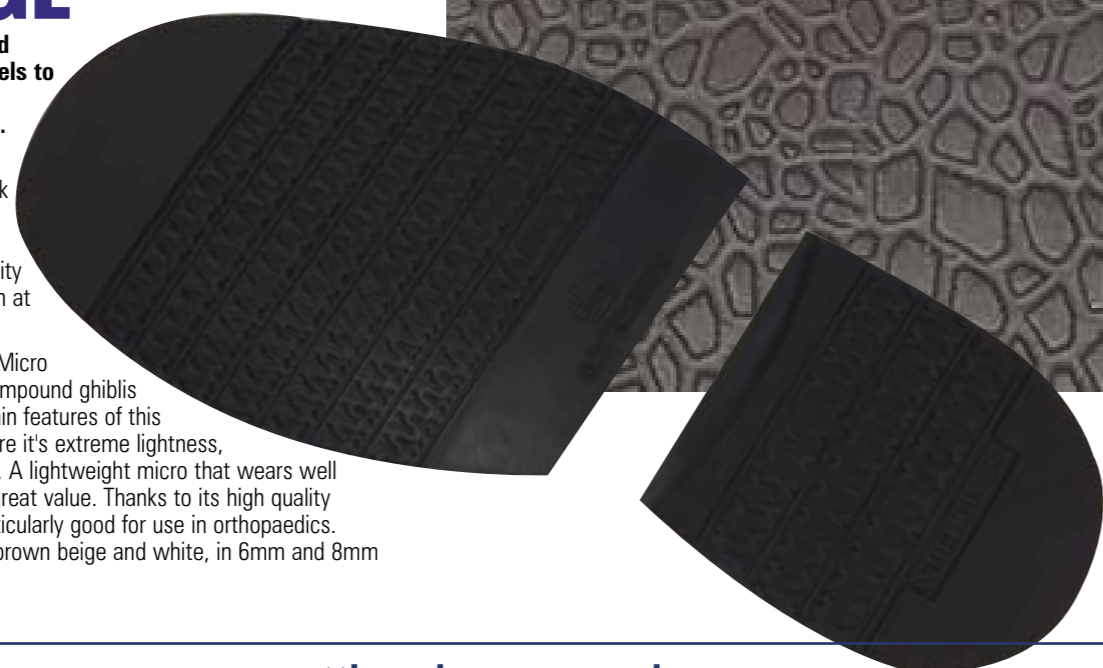


GET A GRIP WITH NEW REPAIR PRODUCTS FROM COLLEDGE

T Colledge and son have added Sovereign Y Grip soles and heels to their ever popular Sovereign range of shoe repair materials.

They include a large ladies and large mens size in winter grip stick on soles, with matching heels available in the sizes 2.14" 2.1/2" 3" and 3.1/2". These are high quality winter grip soles and heels, stylish at a very competitive price.

Also new is Itaca Reptile Pattern Micro Sheets. This sheeting is a new compound ghiblis foam rubber without EVA. The main features of this new well-performing compound are it's extreme lightness, snap, elasticity, flexibility and grip. A lightweight micro that wears well but is also very comfortable and great value. Thanks to its high quality features, this sheeting is also particularly good for use in orthopaedics. The sheets are available in black brown beige and white, in 6mm and 8mm thickness.



www.cuttingedgemag.co.uk

For more information call Silca Services on 0113 200 3926
www.charlesbirch.com



ENGRAVERBITS.CO.UK

The engraver spares part of Signature Engraving Systems UK Ltd has now been separated and a new website www.engraverbits.co.uk operated under a new company named Evadeno Ltd. This will allow us to expand into other areas and not just be specific to Signature Engraving machines. Although there is currently stock items for Signature machines, any machine that utilises 11/64 cutters, will be able to buy relevant cutters from Engraverbits. The website will continue to look for and source items for the engraving industry as a whole and if your company has a specific requirement, we will look into stocking items to suit your needs.

NEW PEN TEST ENGRAVING TOOL

Evadeno Ltd has designed a new tool to allow you to do a test engraving on masking tape prior to engraving which will give a clear indication of how the engraving will look once engraved.

The tool simply fits into a micrometre and once the engraving is set up it writes on the masking tape. Once you are happy the engraving is good to go, set up with the correct engraving tool and you are ready to engrave.

The new tool is available on our new website www.engraverbits.co.uk



COLLEDGE LAUNCH THEIR NEW KEY BOARD SYSTEM

T Colledge and Son have launched a new comprehensive key board system for all types of keys.

5 professional cylinder boards, 4 mortice boards, 3 boards for automotive car keys (pods), 3 boards for remote cases, 1 window lock board, 1 motorcycle board and 1 novelty board. All are being offered free of charge when you buy with 2 keys per type for each board. You just pay for the key blanks. The system is the first to offer a cross reference on the board for each cylinder blank. The references of HD, Silca and JMA are included covering most of the popular brands available, thus making it easier to identify different keys.

For more details contact T Colledge and Son on 0117 9717154 or www.tcolledgeandson.com



IT'S THE SEASON FOR GIVING

& Glenway are really getting into the spirit.

To celebrate the launch of the 2019 brochures Glenway have announced 2 great giveaways

Glenway All Inclusive: This is a must for all regular customers. A one off payment of £79.99 lets you have unlimited orders carriage paid for 12 months. The only rule is that the value of each order must be over £10. No catch whatsoever, just like an all inclusive holiday the more you use the service the cheaper it gets!

£50 worth of samples free of charge...

Yes £50 !. All you need to do is order one-off samples for your shelf. If the order comes to more than £50 you pay the difference. If it comes to £50 or less you pay nothing!! Not even the carriage.



GHIBLIS...

GHIBLIS, the latest development from the SVIG research team is a high performance product, just like its namesake from Maserati. Although it is not as fast as the Italian sports car it is probably much more comfortable!

It is an extremely light and super flexible compound that is also surprisingly hard wearing and resistant to abrasion. For the more technically minded of you the stats are as follows:

Density: ± 0,35 gr/cm3 UNI 10902;

Hardness: ± 42 SH A UNI EN ISO 868

Abrasion: ≤ 150 mm3 UNI EN 1270:2001

... which basically means that it delivers that difficult to achieve combination of wonderful comfort with a great shock-absorbing effect, and it is made to last a long time too!

Ghiblis is currently available in 2 designs: ZE661GH Moonlight in 80x108 cm sheets and ZE662GH Itaca - which is featured in the SVIG advert this time - in 95 x 108 cm sheets.

Colours available: black, dark brown, beige and white

Thicknesses: 2.5 (not sanded) - 4.0, 6.0, 8.0, 10 and 12 mm for Itaca and - 4.0, 6.0, 8.0, 10 for Moonlight

For more details contact your SVIG wholesaler and for regular updates on the latest developments from SVIG go to www.svig.it



THINKING OF UPDATING THOSE OVER WORKED BREAD WINNERS?

Take a look at the latest Charles Birch deals on the top quality Silca Bravo Professional Cylinder Machine and the legendary Silca Lancer Plus Mortice Machine.

All deals come with an easy payment option with interest free payments over six months.



Contact your local Charles Birch representative or call the Silca Services hotline on 0113 200 3926 for more information.

RENOVATION & PROTECTION

THE WAY FORWARD FOR MORAN'S OF WARRINGTON

Following the huge success of this service in their regular shoe repair shop, Steve White who owns Moran's of Warrington is planning to set up a new unit dedicated to cleaning, renovating and protecting all kinds of footwear in the same indoor market hall in Warrington.

"With so much of today's fashion being in the trainer market we had to find a way of tapping into this and servicing these shoes. People of all ages are spending hundreds of pounds on a pair of trainers and we have to help them to look after them. One lady brought in a pair of Valentino trainers costing over £500.00 which we brought back to looking like they were new, she was delighted with the results" said Steve.

Steve and his team will completely clean any kind of footwear. They then renovate the uppers with an appropriate product and replace the laces and insoles as required, restoring them to their former glory.

"However it's not good doing this if they don't have the right protection and this is where Nanex comes in. Nanex is by far the way the best protector we have used. Firstly it doesn't mark or darken the material which is critical on white or light coloured shoes.

It then really works, protecting the shoes or handbags for up to six months which is up to ten times longer than its nearest rival".

Steve used to offer a Nanex protection service on all his renovation work for an extra four pounds surcharge. However as everyone wanted the service he has now built this into the renovation price so all his renovation customers automatically receive the Nanex treatment with every job.

Steve continues "The Nanex service has really taken off! We now have customers bringing in their newly purchased boots and shoes from the shoe shop straight to us to be 'Nanexed'. One lady brought in four pairs of UGG boots she had bought for her daughters to be treated before she wrapped them up for Christmas."

Moran's also sell tins of Nanex over the counter at the RRP of £18.95, though as we have seen, many of his customers prefer for them to provide the Nanex service for them.

Steve uses social media to promote his business which he is sure has attracted a lot of interest locally. Instagram and Facebook have been particularly successful for him whilst he reports that Twitter has been a little slower.

This is now a critical part of marketing his business and demonstrating these new services, he even recorded his own video of Nanex in action on a pair of trainers to help get the message across.

All this and he doesn't even own a computer!

Steve runs all his social media campaigns and takes his pictures and videos on his mobile phone a Samsung S9. When there's a quiet moment in the shop Steve can normally be found taking pictures or making posts on his Instagram or Facebook accounts.



HELPING THE LOCAL COMMUNITY

As well as tapping into the trainer market, Steve is also keen to promote his business by being an active member of the local community, especially as Moran's is now celebrating 75 years of trading in Warrington:

"With a national shoe repair retailer (you know who!) opening stores in supermarkets all around Warrington we needed to find a point of difference. In our opinion you can't ask the local public to support local shops unless you put something back." Advertising on social media he received over 250 pairs of shoes in a very short period of time. He polished up the shoes, replaced the laces and then Nanexed them before delivering them to the charity who distributed them to the homeless.



"Several poor homeless people have been in to thank us for the shoes and one lady, who had sadly been recently widowed, came in to thank us for prompting her to empty her late husband's wardrobe. She brought in ten pairs of shoes which are now being put to very good use".

With 2018 being universally recognised as a very hard year for the shoe repair trade it is reassuring to see one retailer at least bucking the trend and adapting and making the most of what is out there.

Follow Steve at:
 Instagram: moransofwarrington
 Facebook: moranswarrington
 Twitter: moransrepairs

TRL TR LAWMAN
 Best Quality essential items
 For every shoe repairer



SolTrack stick-on soles and heels



Economical Leather and Resin Repair items



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A LEADER IN MANUFACTURING KEYS AND KEY CUTTING MACHINES

The history of JMA is the story of how a small family business managed to become, through work, innovation and quality, one of the international leaders in the locksmith sector. In addition to being one of the main producers of keys worldwide, JMA offers global solutions for professionals in the sector including key duplicating machines, remote controls for automatic doors and transponder technology for the duplication of automotive keys, among other products.

JMA was founded at the beginning of the 1940s in Arrasate-Mondragón, one of the main industrial centres of the Basque Country. Within this area, a central role was played by the locksmith industry with many companies employing thousands of people.

The company was established by Alejandro Altuna, a former employee of one of the main

locksmith manufacturing companies in the area. Altuna opened a small workshop with his sons, José María and José Antonio as assistants. At first they were dedicated to polishing metal products and parts, including keys.

After a few years of operation, JMA changed its business perspective to focus on the production of keys. In the 1950s the brand established a commercial network in Spain that served to expand its catalogue of keys and productive capacity. This was reinforced by the construction of its first factory in 1962.

During the 60s and 70s, JMA became a lead producer of keys in Spain by incorporating new machinery and specialised personnel. The firm started dealing with customers abroad, although it wasn't until the 1990s when the company experienced a quantum leap in terms of internationalisation, with increased export sales and

production in other countries. The United Kingdom plays a fundamental role in JMA's international strategy.

From the Basque Country to the World

In the following years, through the creation of the Altuna Group holding, JMA extended its investments to Mexico (through a productive and commercial company), and established other subsidiaries in France, Italy, Germany, Portugal, Poland, United States, Argentina, India, China with more that would follow.

With the arrival of the 21st century, JMA became one of the international leaders in key manufacturing (more than 2,000,000 a day worldwide) while diversifying its business lines with the production of key duplicating machines, remote controls for garage doors, fences and access barriers, and transponder

technology for the duplication of automotive keys.

The United Kingdom, fundamental in the strategy of JMA

The UK has been a market of great importance for JMA since the mid-1980s. Entry and consolidation in the British market has been possible thanks to SKS Limited, who became JMA's exclusive distributor in the UK in 1984.

A decade later, this joint work was reinforced with the purchase of 25% of SKS by JMA. In 2017 the process culminated with the integration of 100% of SKS in Altuna Group.

JMA has found in SKS an ideal partner to continue growing in the UK in the coming years, thanks to its large catalogue, speed and quality of service, market knowledge and total adaptation to the needs of British customers.





THE
DEDICATED KEY &
LOCK SUPPLIER

SKS Limited are the leading wholesaler, supplying key cutting equipment and security products to the locksmith and key cutting trades.

Formally Simonds Key Services, the company was established in 1972. During the late 70's the company started wholesaling keys from their locksmiths premises in Harrow. In 1984 they approached JMA to become their UK sole importer and launched JMA branded blanks to the market. Very soon the wholesale part of the business had become big enough to go its own way. Since then SKS have continued to grow year on year to become the UK's largest key blank wholesaler.

Service and Quality

SKS aims to provide a friendly, helpful and efficient service to its customers. Their easy to use yearly catalogue contains information and prices for 7,000+ security products that are available 99% of the time from stock. An extension to the service is sks.co.uk, which provides an easy method to order, check prices & stock and pay bills. Next working day service is available on most orders placed before 3pm. Special services are also available at an added cost for next working day before 10:30am, before 12pm or Saturday delivery.

IFAM, Passion for Quality

IFAM is one of the leading Spanish manufacturers in the locksmith sector. Their UK operation merged with SKS last year although it was already a well-known brand here thanks to its commercial presence in British soil which started more than a decade ago.

Its wide catalogue ranges from locksmith products such as door cylinders, rim locks, locks and padlocks to anti-theft devices for motorcycles and bicycles, as well as a wide variety of products for industrial safety.

Maxus

The Maxus brand was first created and developed by SKS in 2010, to fulfil a need to offer a comprehensive range of security products that offered good margins to retailers and value for consumers. It is now a leading UK brand of security products. Its wide range represents everyday products, such as padlocks, mortice locks and cylinders. All of which are built to a good quality at a competitive price.

Maxus continually develops its range by considering the needs of locksmiths and security resellers; with multiple packaging and an extensive selection of sizing options available. Additional services such as master keying and keying alike are available. Maxus has 800 product lines within its range and is currently being distributed in the UK, Ireland and Norway.



A New Era

Mark Gentry, Managing Director of SKS, sees a bright future for the company.

"SKS, with the backing of the Altuna Group (JMA) will continue its expansion and growth with the aim of not only remaining the number one key blank supplier in the country, but also maintaining our position as the 'one stop shop for all key blanks, key machines, hardware and security products'. We will strive not only to provide quality products at competitive prices but also continue our commitment to first class customer service.

As well as driving forward our own brands of JMA, Maxus and Ifam, we will also be developing all aspects of our business, from our already experienced Technical and Sales Teams to our Warehouse and distribution network. All in all we are positive for the future of not only SKS-JMA UK but also the industry as a whole and relish any and all challenges that lie ahead."



In the early 90s SKS decided to move the business forward again by selling a 25% share to the Altuna Group (JMA). This investment allowed them to move to bigger premises in Watford and to invest in new warehouse equipment. After moving to Watford additional product ranges were introduced, such as counter accessories, padlocks and some basic locks.

At the turn of the Millennium the business was continuing to grow along with its product range, so three years later it was time to move again to its current base in Berkhamsted. SKS currently employ 50 people and offers its customers a staggering 14,000 + products.

Now in its 46th year, SKS has recently undergone some significant changes. The company is now owned by JMA, the biggest producer of keys in Europe.

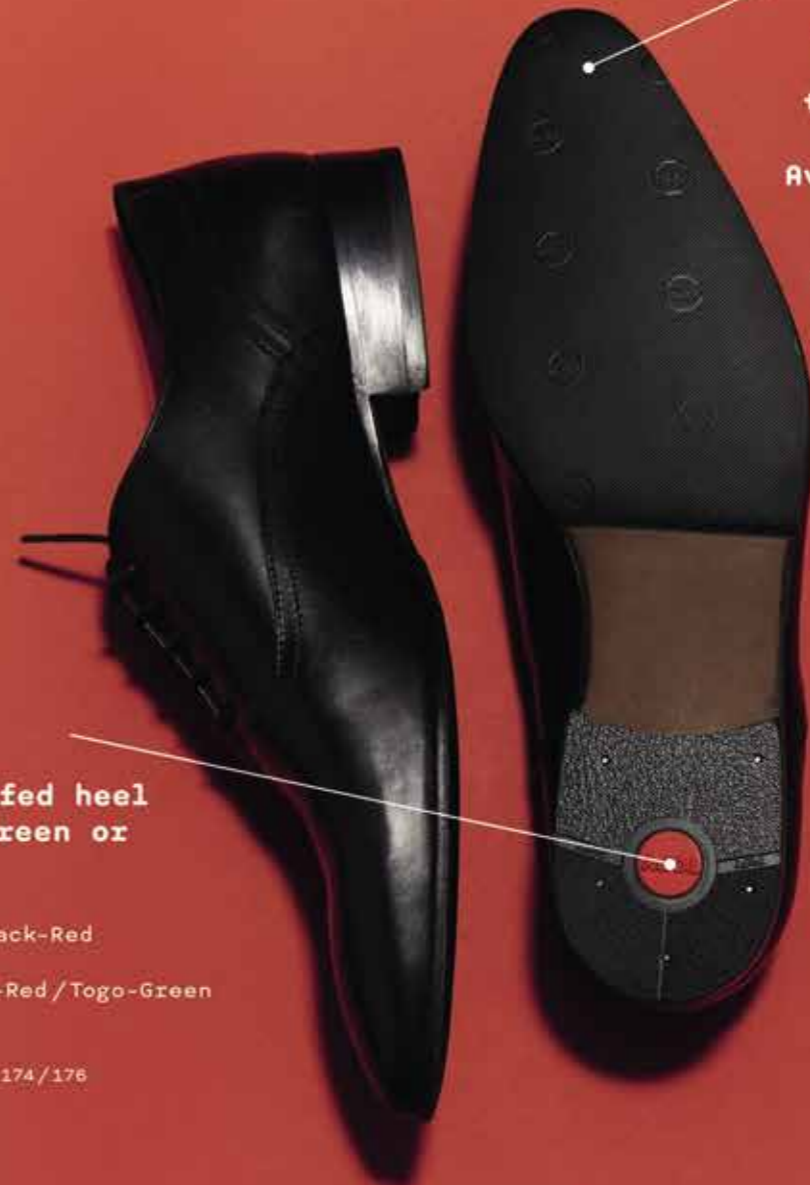
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Topy a day keeps
the cold away!

Élysée

Thin, reliable, elegant, comfortable. Excellent resistance to abrasion. Rough or smooth design. Available in sheets or in cutted soles.

Togo / Caramel / Leather / Titan
Beige / Black / Yellow / Orange
Green / Blue / Red

96x60 cm
1 / 1,5 / 1,8 / 2,5 / 3,5 mm
F1 / F2 / H1 / H2 / H3 / H4
W1 / W2 (Western)



Tempo

Moulded buffed heel with red, green or plain dot.

Black-Black / Black-Red
Black-Green
Togo-Togo / Togo-Red / Togo-Green

6,5mm
166 / 168 / 170 / 172 / 174 / 176



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Cutting remarks from the **SOLE TRADER**



YOU DON'T HAVE TO BUY A RING...

We were shopping the other day for one or two items.

Firstly, a specific, medium-ticket hair care item. We knew what we wanted but needed to handle it to be sure it was suitable, hence we headed for the bricks and mortar of the High Street.

The first store, a well know departmental emporium, didn't list "haircare" on the floor guide – it could have been in electrical... However, we conveniently stumbled upon similar items near cosmetics on the ground floor, but they did not appear to stock the latest model - and there were no staff around to ask!

Next item - a particular makeup product and it was just across the way - on display as a tester but we couldn't find the actual item. Eventually we managed to attract the attention of a member of staff who appeared to be more interested in the in-store photo shoot taking place around the corner rather than serving

customers. Apparently, after a perfunctory search, we were told they did not have the product in stock - back to the glamour of the photo shoot! In both of these cases I was not convinced that anyone cared whether we were there or whether we bought anything at all.

Next stop was a top of the range departmental fashion store. They had the makeup product but it had to be fetched from the store room and then the member of staff couldn't work the till and we had to wait for a supervisor - all very polite but what a performance, it took 3 members of staff to serve us a lipstick and fully 5 minutes to pay!

Patience on the High Street is indeed a virtue!

On to the large city centre chemist, who we were pretty sure would hold stock of the haircare item. Indeed, they did and after a read of the pack and a check on the product we duly took it to the "pay here" till. No problem, they took the card and in

between discussing the complexity of a bonus scheme with a colleague the till assistant told us about the return policy and guarantee policy. It was quite amazing that she managed to do this without once making eye contact or any kind of contact with us, the customer, or appearing to take breath!

Cue a rant about the virtual web having a more engaging personality than actual people!

...BUT YOU DO HAVE TO GET ENGAGED

We were done, so to speak - other than needing a bag of green beans to go with dinner. So, on the way back to the car we popped into a city centre "local" supermarket where lo and behold the till operator smiled, made eye contact, spoke to us and wished us a nice evening, and not in that mechanical "just trained up" way. Our faith in High Street shopping was instantly restored - all for the price of a bag of beans.

I understand that retail is tough and that stores cannot be overstaffed and that there is never enough time to do the job properly. I understand it, but I don't believe it!

The only way the retail high street will survive is for everybody involved from the top down to be engaged with the customer, to be aware of their needs and above all to put some effort in and really appreciate their job. When a supermarket till operator, the butt of many a derisory joke, can make the best of their job by genuinely engaging with and charming customers then so can you.

It is vital that you make genuine contact with your customers that you engage with them and enjoy serving them - it's really not that hard and if it is then you are in the wrong industry.

Soletrader

NEW SILCA KEY CATALOGUES BOTH PRINTED & ONLINE

NOW AVAILABLE FROM CHARLES BIRCH LTD

The new 109 printed catalogue with all the latest Silca references is now available from your local Charles Birch warehouse.

The catalogue includes the up to date ranges of Silca keys including: cylinder, dimple, cruciform, mailbox and special keys. The catalogue also shows the ranges of Ultralite, Art, Slim Colour and Silky as well as giving full information on the Silca Personalised Coining Service (available from Charles Birch from 16p per key).

The Silca Online Catalogue which is available on the www.silca.biz website where you will find all the information you need on all types of keys from cylinder to automotive and dimple. The catalogue can be personalised with your own references or prices.

Have you tried the new completely updated MY SILCA APP which has been out for a few months? It is a hugely updated version of the old app with many new features and functions. Download it from your App Store today.

Ask your local Charles Birch representative or call the Silca helpline on 0113 200 3926 for more details.

109





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Great anti-slip effect
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Gives greater comfort for your feet



SVIG: The Italian top QUALITY rubber
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SPOTLIGHT



Ray Ford of Arford Enterprises in Kettering.

Enterprises is based. Speak to Ray Ford there, get a few answers and you never know your luck, he or his team might even be able to make the tools you need...!

So later that week - after explaining that he thought he needed a doofer to tighten his sprockle bracket and asking if could he get one made - Fairweather asked Ray :

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

I liked woodwork. I suppose it showed me I was pretty good with my hands and so I wasn't scared to try my skills at tool making when I started working in the trade.

... and what was your first paid job?

I was a Co-op Delivery Boy. Not great pay but I did get the use of a company vehicle, albeit a 2 wheeled one!

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

Working at Edward Cheaney's learning how to make shoe making and repair tools started me off on what has become a long career in the trade.



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

I'd be a bricklayer. It would have been great to have built my own house.

What do you consider has been your best achievement?

Starting up my own Business.

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

Not working for myself earlier!

Who do you most admire in Business today and why?

Sir James Dyson - who as well as being a successful inventor has helped others to bring their products onto the market.



Where is your favourite place?

Anywhere where it is sunny, preferably with friends.

What makes your ideal day away from work?

Pottering in the garden and planting vegetables, and spending time with my grandchildren.

Do you have any hobbies?

I like to keep myself fit so I play badminton. I was once a coach. I also do quite a bit of cycling and rambling. When I'm feeling less active I enjoy painting too.

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

My favourite film is the classic 50's Western, The Searchers, one of John Wayne's best. On TV I used to love Monty Python and The Life of Brian is a great film too..



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

Possibly Dr Who, who would hopefully have a sonic Screwdriver to release us !



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

Get a greenhouse.

... and the worst?

"Don't buy a Landrover !" ... but I ignored it and bought one and I have enjoyed every minute of driving it!

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

I'd travel to America to visit my cousin who I haven't seen for some time.

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

Sell good quality goods, supply good service (with a smile!).

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

I am not sure as there is so much conflicting advice, but I do think there should be much more help and advice from the Government - especially for small businesses so they can be prepared for whatever might happen...

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

From what I see from the popularity of our traditional tools, good quality shoe making is now increasing, so that should be a good thing for the future.

...and finally, how would you like to be remembered? Or if that is too morbid - what are your ambitions for the future?

Reincarnation !!

YOUR SUCCESS OUR GOAL

TOP-FIT
/ FOR ALL SHOE-RELATED MATERIALS EXCEPT VINYL (PVC)
/ EXTREMELY HIGH GREEN STRENGTH!
/ OPEN TIME 7-40 MIN.
/ TUBES 90 G ~ 3 OZ (KLEBFEST)
/ 0.85 KG (1/4 US-GAL) WITH BRUSH
/ 1 US-GAL / 8 KG

VULKOFEST
/ FOR ALL MATERIALS EXCEPT PVC
/ EXTENDED OPEN TIME FOR LARGE-SCALE PRODUCTION
/ OPEN TIME 10-120 MIN.
/ 0.85 KG (1/4 US-GAL) WITH BRUSH
/ 1 US-GAL / 4 KG / 10 KG

ORTEC
/ FOR ALL D&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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WINTER ON THE HORIZON - ARE YOUR ADHESIVES UP TO THAT?

After a long and hot summer (at least in Germany), we might be up for a cold winter this time. Or not, long-term predictions are unreliable at best, and pure guesswork at worst.

But nevertheless, there will probably be some cold days – and they might coincide with a delivery of glue to your shop, or any other product that might have an issue with low temperatures. Water-based items come to mind here – anything that can freeze probably will at some point in time, and not every product will recover from that. And apart from that, are there any additional important considerations in the cold season, as far as adhesives and bonding are concerned?

How to deal with frozen products – not just adhesives

So you want to help your customer out and put these great anti-slip soles on their shoes – and you can't even get the adhesive out of the can to do it! Like all liquids, adhesives freeze at some point - that process starts between 7 and 10 °C. At 4 °C, it will have turned into something resembling thick custard or ice cream, and that would be very difficult to get out of the can, let alone apply to the shoe! That may not even happen inside your shop, assuming you prefer a nice and cosy temperature there yourself, as most of our customers do. But on the way from the manufacturer to the wholesaler to you, the cans might have been exposed to freezing temperatures, and it can take them quite a while to thaw out again on their own. To make matters worse, some adhesives do not recover that well at all – freezing can be enough to drive an already not too stable formulation over the edge completely! The different solvents and solid components separate, and when the glue becomes liquid again, you find them in different layers in the tin. Again, not so great to work with!

Here at Renia, we make sure that our products can withstand such very low temperature conditions without loss of quality and bonding strength – after all, we also sell them in slightly

colder countries like Canada, where freezing conditions are common for months at a time! Of course this only works with solvent-based adhesives – water-based products are destroyed by freezing, so they should not be allowed to freeze at all! This applies to any product, not just adhesives. Anything that is a dispersion or emulsion will most likely have this issue – water does not actually dissolve the solids used in an adhesive or, to mention another example, a water-based paint or finish. The solids are just dispersed in the water, and these particles cracked open when the water freezes around them. When the product thaws again, they just remain on the bottom of the tin, and the previous state cannot be restored, not even by vigorous shaking or stirring. So in this case, protecting those items against freezing is the key.

Getting back in shape – and ready for bonding

As far as solvent-based products are concerned, how do you get them back in shape and into a workable condition? If you do not have the time to wait for them to thaw out on their own, put the can in a well-heated place and shake it occasionally to speed up the thawing. It is possible to receive partly frozen adhesive well into spring – the reason is that tightly packed cans on a skid or in boxes in a wholesaler's warehouse can take quite a while to get warm again once they are frozen all the way through. So, dear wholesalers reading this, please feel free to separate those cans a bit to allow them to warm up again. Once the adhesives are liquid, application is not much different to what you already know. The open time might be a little shorter if the adhesive is still colder than its ideal working temperature of 15-25 °C. As you can see, bonding in winter does not have to be difficult - the liquid adhesive has to be taken care of when it is cold outside. Store it and work with it at appropriate temperatures: If the shoe-repairer feels comfortable, the adhesive will as well!

Dr. Rainer Buchholz, Renia Adhesives Cologne



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CASALI CARE COMBINES CRAFT & COMFORT!

Since the 1970s, Casali has stood out for its care and precision in the production of shoe accessories, supplying products for the shoe industry as well as for the care and repair of shoes across Europe. Each piece is carefully created from the modelling stage right through to mould production and pressing, using the latest technology and carefully selected materials to produce high-quality products.

Our main product is Double layer top lifts.

After years of research Casali has found the perfect combination between the soft part of the dowel lift which comes into contact with the ground, and the rigid part which envelopes the pin. As a result, Double Layer boasts a number of mounting advantages:

- Easy workability
- Easily milled with an optimal aesthetic finish once mounted.
- X-ray quality control Quality control is performed on the product line to check for the presence of air bubbles which could conceivably become noticeable after mounting.
- Ample guarantee for the firmness of the pin. The particular shape of the pin, together with the material's rigidity, guarantees the maximum amount of hold.
- Three different kind of pin: regular, thin and inflex.
- Silent: The part of the dowel lift that touches the ground is softer than a normal mono component dowel lift and this makes for a silent walk.
- Comfortable: A pleasant, relaxing walk on any surface!
- Grip: Perfect adherence to the ground which means no slipping.
- The right lifetime: once the soft part wears through, it performs just like a regular heel



Our products are distributed by T Colledge & Son - Tel: 0117 9717154 www.tcolledgeandson.com

TRANSPONDING CAR KEYS MADE EASY

884MSP1 - 884 DECRYPTOR MINI MM BUNDLE with Xtreme Kit Software -

Includes TKM for Megamos ID48 Car cloning made easy, with extreme calculation power and an unparalleled low price. Easy, fast and mobile it allows the car keys cloning with Phillips fixed code and Phillips Crypto (ID46) Texas fixed codes and Texas Crypto (4D) Megamos fixed codes and Megamos Crypto (ID48) transponders, covering 2000 car models, up to 95% of cars, motor bikes and trucks from the past 20 years still in operation.

The 884 decryptor mini is simple to use, just connect it to your android smart phone or tablet, with usb-OTG capability or a PC windows 7 or later with an internet connection, download the keyline cloning tool mobile app or the PC software and start the transponder equipped car key cloning procedure without having to press any buttons and also without having to connect to a power outlet.

T Colledge are also offering the 884 Mini Bundle and boards offer. This offer includes the 884 DECRYPTOR MINI MM BUNDLE with Xtreme Kit Software plus 3 Pod Boards (1 key per hook) for £945.15 excluding VAT. A saving of £200.00

For more details contact T Colledge and Son at 0117 9717154 or www.tcolledgeandson.com



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NEW DM Promotion Pack

£499.00 less 30% = £349.99

Our best deal on a range of shoe repair materials

- 10 pair each size Concord Heels 3 3.1/4 and 3.5/8
- 10 pair each Alpes Heels size 2 and 4
- 10 pair each Alpes soles Size 2 and 4
- 25 pair Malaga Heels
- 25 pair Barcelona Heels
- 25 pair Yellow Spot Heels
- 25 pair Green Flash Heels
- 25 pair ea. Ladies, Mens & Mens Extra Large Ondas SAS
- 12 pair ea. Ladies Mens and Mens Extra Large Super Plus SAS
- 10 pair Moncayo Heels
- 10 Pair Moncayo Soles
- 1 sheet Tyre Tread
- 1sheet 6mm Crepelina
- 1sheet 6mm Teknite
- 10 sheets DM Top Gold
- 1 X 5 Litre Supercolle
- FREE of charge
- 1000 Carrier Bags
- 1 0.9 Glue Pot



Sovereign Rubber Soles & Heels Promotion Pack

£280.00 less 40% = £168.00



Includes

- 10 Pair Ladies 2mm Sovereign Mesh SAS
- 10 Pair Mens 2mm Sovereign SAS
- 10 pair each Ladies & Mens Sovereign Excellence 1.8mm Soles
- 10 pair each Ladies & Mens Sovereign Excellence 3.5mm Soles
- 10 pair each Ladies & Mens Sovereign Excellence 4.5mm Soles
- 10 pair Mens Sovereign Excellence 5.5mm Soles
- 10 pair each Sovereign 6.5mm Heels 3 3.1/4 3.1/2 & 4
- 10 pair each Sovereign 8.5mm Heels 3 3.1/4 3.1/2 & 4
- 10 pair each Exclusive Mini Rib 1/2 soles ladies XL & Mens XL
- 10 pair Trekker Heels 3.1/2
- 10 pair Mens Trekker 1/2 Soles
- 10 Pair Mens Sov-Rib SAS
- 10 pair Ladies Sov-Rib SAS
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FOUR OF THE BEST INSOLES TO KEEP YOUR CUSTOMERS WARM THIS WINTER

FELTA – The Work Shoe / Boot Insole

Whether your customers are working in the garden, involved in building work or undertaking other intensive work at low temperatures, the Bama Felta offers particularly robust and hard-wearing protection against the cold and damp. At the same time Bama Felta keeps work shoes and wellies noticeably more comfortable and your feet nice and warm. The granular slip guard on the bottom allows the insole to stay put in the shoes/boots. The insole is not anti-static.

ALU THERM – The Aluminium Insole

This insole will shield your customers from the winter cold – the Bama Alutherm is just what every shoe needs when it's moderately cold. The aluminium shield effectively insulates feet against cold ground while the soft fleece above warms them. And a slip guard underneath the insole ensures it stays in place.

WOOL – The Natural Pure Wool Insole

Soft and snug and nice and warm – the Bama Wool is made of pure wool and so is great when it comes to ensuring your customers' toes don't freeze, even when temperatures fall to below zero. The soft, natural material adds even more cushioning. Perfect for all sturdy winter shoes and boots.

SOKKETS EXTRA – The Boot Sockets

With the Bama boot sokkets, it's not just the soles that are protected against cold ground – the entire foot, heel and ankle and are soothed and warmed. The snug sockets are perfect for winter boots and give even wellies a completely new kind of comfort owing to the soft intermediate layer.

For more information on this Bama winter range contact your local Charles Birch representative or log on to www.charlesbirch.com.



TOPY TURBO PLUS PACKS ARE GOING FAST

(and their Vulkosoft packs are too!)

T Colledge still have available a limited number of Topy promotional packs.

The Turbo Plus pack includes 60 pair 9mm Turbo plus heels plus free samples and apron) and the Topy Vulkosoft pack (includes 33 assorted strips in 25mm 30mm and 35mm in black brown and caramel).

Both packs are subsidised by Topy allowing repairers to try these great products at below cost price.



ARFORD - A VERY ENTERPRISING COMPANY



At first sight the Arford Enterprises set-up does not look as though it is one of the leading suppliers of bespoke finishing tools used by some of the biggest companies in international shoe manufacturing and by the most skilled crafts people in the trade. In an unassuming building tucked away in a cul-de-sac next to a car bodyshop in a small industrial estate on the edge of Kettering the little red door into Arford's building gives nothing away.

Fortunately during our interview with the man who started the business almost 30 years ago and who still has a very 'hands on' approach to the running of it is far more forthcoming with his information and his knowledge of the trade. Ray – the original R.Ford has been in the business for more years than he or his wife, Rona (the other R.Ford?) can properly remember.

He left school -sometime in the Sixties – to start work at Edward Cheaney's and during the next few years he honed his craft in making tools for the thriving Northamptonshire shoe manufacturing trade. By the late Eighties Ray was a charge hand with over 25 years experience so when Cheaneys decided to close the business it seemed to him only natural to continue to offer their type of quality tools by buying the company!



Not only did he come away in the end having made himself a pair of the iconic footwear but he had also made several worthwhile contacts in the trade.

Ray explained "The course attracted students from around the world and when my course colleagues found out that I was using tools that I had made myself many of them were eager to order sets for themselves!"

Since then international trade has always been important to Ray and the small dedicated team of craftsmen employed by him. As well as famous UK brands like Church's, Cheaney's, Crockatt & Jones and Loakes, many other world famous names in countries such as Italy, USA, Canada, Spain and Australia use Arford's tools, particularly in the manufacture of Goodyear welted styles.

Japanese shoe makers and repairers in particular seem to find their quality tools irresistible! Many are quite prepared to make the long and expensive trip over to the UK to meet Ray and to rummage through the countless boxes of tools before deciding after consultation with him just what items are just right for their needs.

A few years ago this Japanese connection caused some scratching of heads in the Arford sales office. An email arrived from Subaru with an enquiry about making an order for tools. You may not be aware but Arford also make a wide range of tyre tools so naturally there was much excitement that apparently one of the world's largest car manufacturers were interested in buying Arford tools.

"We couldn't believe it," said Rona. "In fact at first I thought it was someone

having a joke, but after a bit of 'googling' we found out that this Subaru company is actually Japan's largest shoe tool suppliers! So we got straight back in touch and since then have had some very large orders from them.

However, it is not all about making a big profit according to Ray.

"We have a few customers who just need one or two particular tools or even replacement parts for their old favourites. That's when I invite them to come in and go upstairs to search through the dozens of boxes of old bits and pieces I've had since I fetched them here from Cheaneys in the back of my car after I had bought their old stock. The look on their faces when I tell them they can have them for a bargain cost is literally almost priceless..."

So, if you need a particular finishing tool or if your last needs replacing (at last?) you know where you're likely to find them.

Just go to www.arfordenterprises.co.uk – or better still give the R.Ford a call on 01536 483662



Standard - not content to sit on their laurels!

How often have you been in a situation where, in the middle of doing a job on a shoe, you realise that haven't got the correct tool to complete the work as you would like to? How annoying! Well, maybe Standard have a solution for you!

Over the last year or so Standard have, alongside continued machinery development, been busy developing tooling options that can be used across the range of their machines.

This initially stemmed from the development of the new, popular Standard Bench Top Grinder (BTG) where a few tooling options were required. They developed specialist tools to assist with various medical and orthopaedic processes in mind. During the development process of the BTG and it's tooling it was decided to construct the tools in such a way that they would also fit the bayonet shafts of the Standard range of finishers.

Standard now have some interchangeable tooling options for any all the 700-based finishers previously or currently available.

As repairers come across ever more diverse styles of footwear, finishing of this work can be problematic. This is where such new tooling can help, in both finishing and preparation of repairs. You may never need any of these tools. Equally, you might look at one and know that it would greatly assist your business.

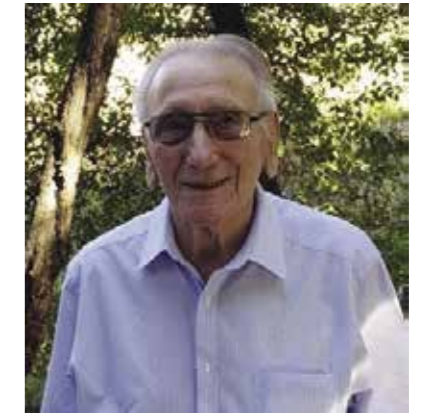
If you would like any further information of these items, please call either Gary or Keith on Standard's sales line, or check the website.



WIESBADEN

Wiesbaden 23rd & 24th March 2019

This world famous trade show for shoe repairers and shoemakers is back in the newly refurbished Rhein Main Hallen on 23rd & 24th March 2019. It is a great opportunity to see what is new and who is making it. Some of the world's leading manufacturers and suppliers will be there. It's an opportunity not to be missed. Forget Brexit. Go enjoy some fantastic German hospitality.



OBITUARY SYDNEY HETHERINGTON 1920 – 2018

Sadly, we were recently informed that Mr. Hetherington passed away on the 14th November at his daughter's home in Cyprus. He had been there for a few weeks and was enjoying a relaxing holiday and the warm sunshine.

His funeral took place on Thursday 6th December, which would have been his 98th birthday.

He started his shoe repair business in 1946 after serving with the Coldstream Guards. Although he retired many years ago, he was still actively involved with the business.

He will be fondly remembered by his daughters Carol, Elizabeth, Barbara and Margaret, his friends and those of us who have worked with him for many years.

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Society News

The latest information from the SoMSR office



COBBLERS TO POLDARK

It might only be a few short miles from the bustle of the M4 at junction 17 but the lovely market town of Melksham in Wiltshire, population around 20,000 and growing is a different world. It's a friendly place full of small independent shops, cafes and of course, pubs. With lots of new houses being built all around the locality.

There are some well known supermarkets in town, including Waitrose which just happens to be right on the doorstep of The Cobblers Bench. Melksham's very own high quality shoe repair establishment.

Step inside the double fronted shop on Bath Road and you are rewarded with a warm welcome from owner and SOMSR member Nic, her mum Dot, and new apprentice Athena (between Nic and Dot). Some of the tidiest shelves I have ever seen are filled with handbags, purses, slippers and shoe care, all under the watchful eye of Dot. Owner Nic, short for Nicola and not Nicole in case you were wondering, has the shoe repairs, key cutting and trophy side running like a well oiled machine aided and abetted by Athena. And with all those new build houses it mean lots of spare keys to be cut.

Shoe repairing was not her first career choice, Nic wanted to join the Police on leaving education but was too young to meet their age requirements. She had however worked for some time as a 'Saturday girl' and apprentice to Charlie Mortimer, the then owner of the business. In 1990 Charlie wanted to retire, Nic loved doing the work so a deal was struck and Nic, just 19 years old at the time, became a fully fledged business owner. Along the way Nic has moved from the original rented in property to owning her own beautiful shop in a working partnership with her mum. 28 years on and she has a thriving business and has seen some famous customers. Poldark of all people has had his on screen boots fixed here and Nic has also had the pleasure of



repairing Peter Gabriel's boots. He of Genesis fame.

Being on the edge of the Cotswolds with the historic villages of Lacock and Castle Combe nearby means that Nic gets quite a few of the horse riding community looking for new zips in their riding boots. Not her favourite job but one that does ensure a steady stream of customers coming through the door.

Believe it or not, Nic actually has some spare time after work is done to enjoy her favourite hobby of running and even enters competitive races. Next year she will be training hard for the Bath Half Marathon in aid of Cancer Research.

From SOMSR HQ we wish her good luck and good fortune, both in business and running.



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

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Welcome to the 21st century. We survived Y2K - remember that problem? When we all panicked because no one knew whether our computers would work correctly on 1st January 2000 only to find that just a few years later they are now more likely to malfunction through Cyber Crime employed by thieves who are too lazy to pop round your gaff and nick all your nice possessions in the time honoured way.

So now we have to constantly monitor our precious laptops, tablets and smartphones for all kinds of devious little virus visitors to our personal devices. But what is Cyber Crime? Basically it falls into two simple categories:

Cyber Enabled crime which is traditional fraud, theft, selling stolen goods or harassment but upgraded to electronic status rather than physical.

Alternatively Cyber Dependent Crime as its name suggests is an attack on a digital system. This is intended to disrupt, hack, introduce malicious software (malware) or at its worst Distributed Denial of Service (DDoS) where the legal user is held to ransom in order to restore service.

There's also a new type of crime where computer users are being conned by criminals threatening to expose embarrassing information about visits to 'inappropriate' sites to everyone on your contact

list. Simple solution to this apparently is to mask the camera lens on your device. And if you do get caught don't pay the ransom demand. Who would have thought that gaffer tape had an important function in the cyber world?

Some examples of popular cybercrimes are Phishing, Pharming, Scamming and spamming.

Phishing occurs when you receive an email intended to deceive you into thinking you are communicating with a legitimate organisation. These tend to be from clones of genuine sites, perhaps your bank or even a government organisation, input your data as they request and they can capture your details and begin to defraud you.

Pharming redirects users to false websites where a virus can be installed on your device without you realising. Recent problems have included copycat sites for the DVLA and The Passport Office.

Scamming tends to take the form of unsolicited emails offering something which is too good to be true but some people just don't seem to be able to understand this concept and get sucked in.

Spamming – generally means receiving bulk unwanted emails, many of which can contain viruses or redirect you to websites containing inappropriate material.

Basic security procedures are:- Never click on links that you aren't 100% sure about. Always hover over email addresses to see if they are genuine before opening the mail and never open attachments that require you to provide or use passwords etc. Never enter personal info on to a website unless you are 100% certain it is legitimate.

Talking of passwords, apparently something like '1994' can be cracked instantly. Something more complicated, for example, 8H-p(8 would take less than a minute and a sequence such as @t}9Nra can be cracked in less than 5 hours. How you are supposed to remember strong passwords is totally beyond my capabilities though and apparently writing them down is a definite no-no.

Oh, and the old style thieves do still exist and also use computer data entered innocently by you to find out whether you have any nice cars or valuables at home and should you be foolish to announce to everyone that you are enjoying a few days away from home, they pop round and nick your stuff in the time honoured way.

You can't win can you?... unless of course you stay safe and use (virus) protection (and use the gaffer tape).

HOW DO YOUR PRICES STACK UP?

Sometimes it's important to check up on what others are charging. Not the big boys, they make up their own prices, I mean having a look at what others in similar situations are charging. Obviously everyone sets their price list at what they think their customers will stand. Don't they?.

In conversation with a friend in the trade last week, he said that he had recently increased his prices for the first time in a couple of years. This was in response to a 'pod' shop appearing at the local supermarket. Result? No one seems to have noticed and he's busier than ever.

So with the kind permission from a gentleman who created a price survey on the shoemaker forum recently here are a few of his findings, just remember these are averages taken from a range of prices submitted by over 60 members :-

Stiletto Heels	£7.36
Ladies heels up to 2"	£8.96
Ladies Heels over 2"	£10.55
Gents Heels Ordinary	£12.20

SOS Ladies	£12.81
SOS Gents	£16.16
½ Soles Rubber Gents	£21.43
½ Sole Leather + Heel Gents	£36.77
Sorry no prices given for full soles.	

On keys:-	
Standard Cylinder	£4.30
Standard Mortice	£5.83
Standard brass Chubb	£6.20
Ford Tibbe	£12.15
Ford Transponder	£45.84

So there you are, these examples may be more or could just as easily be less than your own prices, but they do give you an indication of the average prices charged across the country. Check them out if you're getting more than be happy. If less than maybe it's time to change.

However, a random search on the good old Google provided a fascinating insight as to repair costs at 'high end' repair establishments. No names means no solicitors letters.



On one site there are three levels of pricing: for full sole and heel, Silver Service at £85 includes new cork and new shanks. Gold at £95 will also add new insole, laces and a tin of polish, Platinum includes new back linings, new welts and anything else required for an eye watering £165. Another page offers replacement original soles for R.M. Williams boots at £100 and yet another page offers full sole and heel for £160, or heels only for £30. I suppose the charges should reflect what the market will stand and if customers are prepared to pay for the very best service then you must charge accordingly.

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www.somsr.com
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