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Welcome to your Summer issue of Cutting Edge.

In the Spring issue we asked "What next?" on the question of Brexit. A lot has happened politically but we are still in the EU and now we don't know who will lead us out of it. Maybe the question this time should be "Whatevurr...?" and we just get on with things as best as we can for the foreseeable future?

There are certainly changes going on in Cutting Edge, both on the committee & in this magazine...

Peter Coulson who most of you will know from Siserve has recently taken over the role of Chairman of the committee when Chris Wilson stepped down after his 2nd stint in the chair. Peter talks about his mission for the next 2 years on page 4.

At the Cutting Edge AGM in June Tim Wilford surprised everyone with his announcement that after 40 years in the trophy trade he has decided to take early retirement at the age of 60. Some of us can only dream...

Another departure, maybe less surprising but nonetheless sad, is that of SoleTrader (aka Robert Allwood, my one-time colleague and the founding editor of Cutting Edge magazine). Since taking early retirement himself and handing over the reins to me almost 11 years ago he has regularly passed on his advice and expertise in marketing to us all. However, he has now decided that his article this time on is probably his last as he wants to spend less time on the High St. and possibly more on the high seas. I know he is a keen sailor and I certainly wish him all the best. I hope that we will keep in touch and that he may want to write the occasional piece for us in the future.

Someone who apparently doesn't know when to stop is Cliff Hancock a real veteran repairer. After 76 years in the trade he has finally been persuaded to call it a day. Read his fascinating story on page 32.

In complete contrast the 'star' in the Spotlight this time is a young face. Blue the dog takes centre stage... while her young mistress Bonnie

Colledge of T Colledge & Son answers the questions on page 20!

Looking ahead there are brief details about the Cutting Edge Scottish trade show in September on page 9, as well as details of other events happening during the summer in the South West and the Midlands elsewhere in the magazine. We will be bringing you more information about the Scottish show in the Autumn issue.

Finally, talking of the next issue and of the magazine in the future leads me to ask for your help.

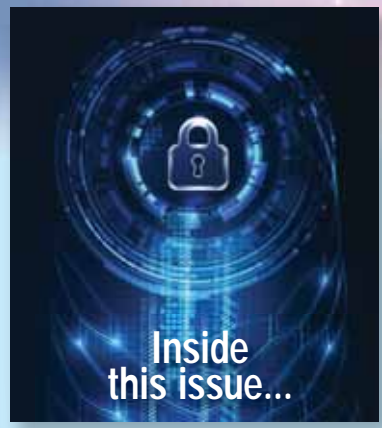
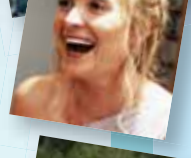
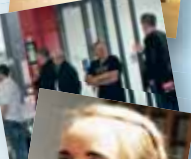
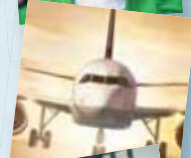
As I have said for many years now, Cutting Edge is your magazine, the only trade magazine of its kind for the shoe repair trade. We rely on suppliers to tell us about their products and services so that we can tell the repairers who read the magazine in their thousands. And we rely on the repairers to tell us their stories – inspiring, funny, even those who just want to give themselves a pat on the back.

We think it makes good reading and we hope you do too. But if you think you could make Cutting Edge even more entertaining and informative and you would like to help please get in touch.

The editorial team always needs fresh faces and new ideas so if you can spare the time for just four meetings a year please get in touch. We'd be delighted to meet you in August to start by talking about the Autumn magazine.

I hope I'll see you then, otherwise I'll be back to talk to you all in the next issue in September!

Tony



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

CUTTING EDGE

Incorporating The Shoe Repairer.
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Autumn issue
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deadline is now
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Thank you!



IT'S HELLO FROM HIM...

Well what happened there? No sooner have I stepped down as chairman than here I am again!?

Looking back though it has actually been several years since I was in the chair - years that have seen a dramatic change in the trade.

Chris Wilson is the departing Chair having steered us through some big changes with exhibitions and direction. I want to thank him for the sterling work at a time when his own business has also seen change. He is a great supporter of our trade and puts a huge amount of time and effort

into Cutting Edge and SOMSR. Time does fly & I realise I have been in the trade for over 33 years, back to the boom times of the 80's which makes me feel extremely old (though of course I'm not)! Did the 80's really start almost 40 years ago??

Then I am reminded that nobody is getting younger, a fact that has been brought home recently within our Association. Tim Wilford, a stalwart of the committee, announced recently that he is taking retirement having reached a distinguished age and the AGM was his last meeting. He leaves with all

our thanks for his past endeavours and best wishes for the future. He has left us a great replacement in the form of Glenn Gallagher who will be familiar to you so welcome Glenn.

This brings me to my mission over the next 2 years. Our committee is made up of trade notables and has been for many years now but this has never been the intention. Years ago once you were chairman you had your 2 years plus 1 year handover period then stepped down but for some years now this hasn't been possible.

This cannot continue though so my mission is to

find replacements who can bring new life into Cutting Edge and steer it in a direction compatible with the way trade is heading, Chris has touched on this in the past but now it is more urgent. So if you feel you can be part of this (it's not a massive commitment) and you're still nearer to the age you started work than you are to retirement age please get in touch.

Lastly it would be great to see you at the CE Scottish show in September. There'll be lots to see, plus it's a great area of the country to spend a weekend!

Peter Coulson

AND IT'S GOODBYE FROM TIM...

After hitting the grand old age of 60 in December, Glenway's Tim Wilford has decided to take life a little easier as he embarks on life in his 7th decade.

Not only has Tim been a fixture at Glenway for 28 years but he has also been a part of the trophy trade for 40 years.

"I started young in this trade at the now long forgotten mail order trophy giant Bernard Bott, then I moved on to another trophy wholesaler based in Loughborough. 1st July 1991 was the day I first darkened the door of Glenway Products in Leicester.

Glenway, headed up then by Colin & Andrew Sharp, were just transitioning from a being a manufacturer to a wholesaler of trophies, so my popping up there was very much a case of the right place at the right time for me... and I hope, for them too!

Glenway has since grown into the UK's number one wholesaler. In 1991 Glenway was the smallest of the then 10 UK wholesalers. Now it is the largest. I feel incredibly proud of being a part that awesome growth.

Throughout my time at Glenway I have always done my best to promote the relationship with trophies & the shoe repair trade. The majority of shoe repairers that currently sell trophies do business with Glenway. We like to think we are their partners in the trade."

In fact Tim's involvement with the shoe repair trade goes further than that. He has been on the Cutting

Edge committee for the past 18 years and during that he contributed 2 years as Chairman. He has also helped to organise their National exhibitions & and their early regional roadshows.

"I will never forget taking part in the great Cutting Edge bike rides for charity, but of course I can't claim any recognition for this as they were definitely Chris Wilson's brainchild!"

Tim has also been on the magazine editorial committee for the last 8 years but unfortunately he is now stepping down from that and the Cutting Edge committee.

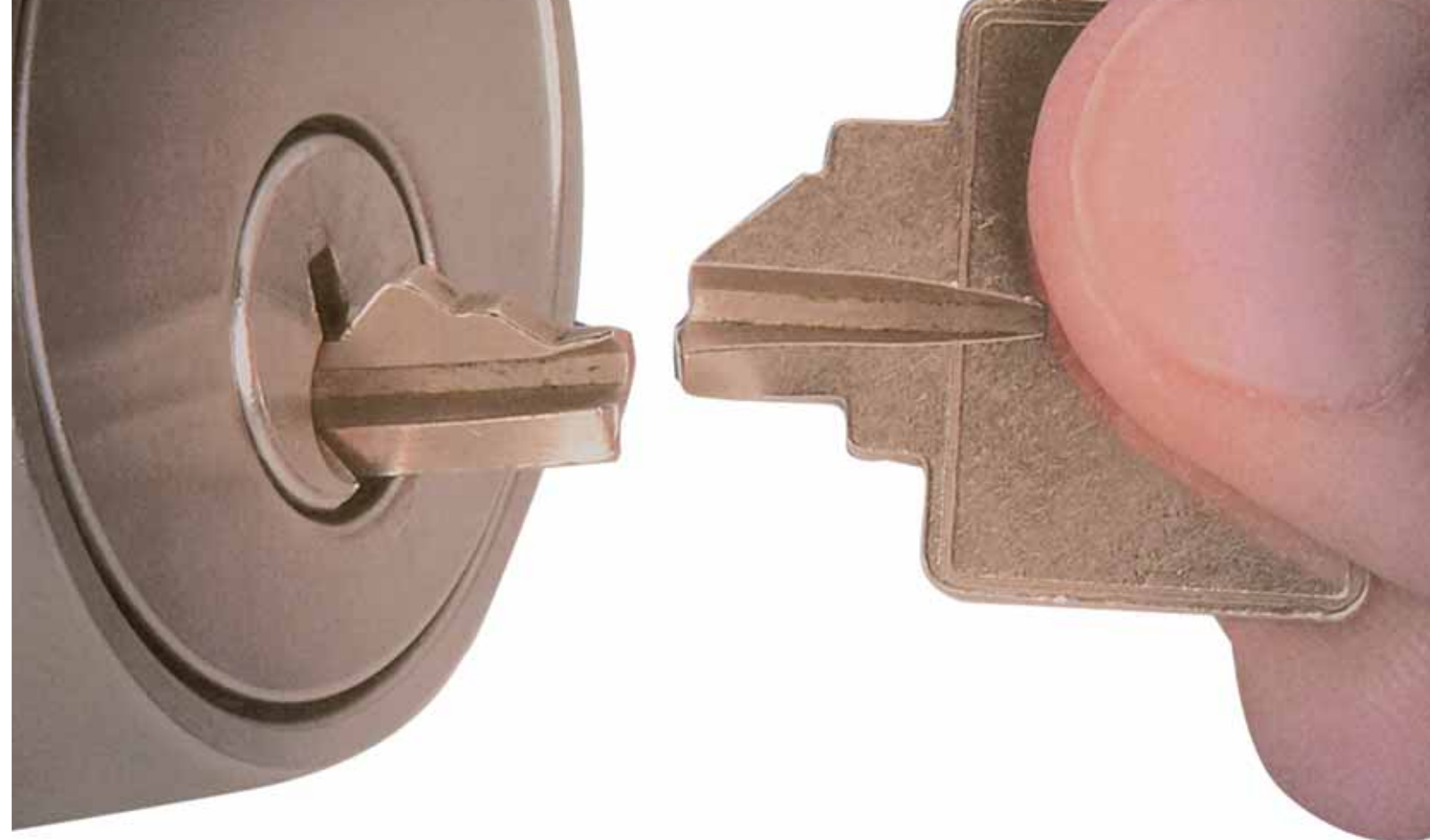
"Don't worry... Glenn Gallagher of Glenway will be taking my place on the main committee and I'd like to take this opportunity to publicly thank the other members of the committee for their friendship over the last 18 years in particular Chris Wilson, Caroline Collins & Robin Healy who were all there when I joined."

"After having a fantastic career with an amazing company which has taken me to the four corners of the world I'm looking forward to putting my feet up for a while. However, I suppose after a while I could get a bit bored so I might well get involved in something else... maybe someone needs a van driver? Who knows?"

"Finally I'd like to wish all my friends and colleagues at Glenway & Cutting Edge, as well as all the customers and friends I've made in the trade all the best & every success for the future."



Tim is handing over the challenge to Glenn Gallagher



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A shocking story?

Sometimes you notice a trend by repeated requests for something you haven't sold before, perhaps its blue shoe polish flying out the door but for Siserve we notice things by customers asking similar advice

requests. For instance a few years back we started getting complaints about machine brushes not being very good all of a sudden, on investigation it turned out that a particular brand of wax had an ingredient changed that clogged the brushes. The manufacturer changed this and all was well again. Go back even further when felt scouring rolls were being replaced by rubber ones then problems with static shocks appeared, the solution was an anti static rubber coating more expensive than normal rubber but o shocks either. Well in the last few weeks we have seen a rise in complaints about static again.

This is puzzling us because the wheels have not changed material and some of the feedback is from customers with older wheels they've

never had a problem with. We can only put this down to a change in materials, perhaps the shoes being scoured or more likely the repair materials but what can be done? To help this there needs to be an understanding of static, most believe it is the machine and try different earthing methods but the opposite is the case. Indeed if the machine was not earthed there would be no shock! A bit like rubbing a balloon on your jumper to make your hair stand on end when you scour you transfer energy to your body making you the electric one then when you touch something earthed you discharge with a bang :) What can you do? The obvious answer is to make yourself earthed so the energy just passes through but this isn't easy unless you fancy a cable attached to you somewhere. Strangely enough considering our industry look at you feet, if you wear something highly insulating like trainers try wearing proper leather shoes for a while. I know whenever I drive in trainers unless I touch the body of the car when I get out I can guarantee a

little shock when I touch the car yet if I wear leather (more conductive) this doesn't happen. The other answer may be to look at your machine, particularly the front wheels can they be made of a better material? Well after years of not supplying Felt this is now another solution with the added benefit of a noise reduction.

Obviously, there is a difference in sanding performance between pressing against rubber contact wheels and pressing against felt ones as felt is softer. Due to their different work methods, many users have a preference for one particular material on contact wheels – either rubber or felt – although rubber contact wheels last longer. One reason for felt wear can be that the adhesive surface on the rear of sanding belts is too sharp-edged



and bulky. Such surfaces also produce greater noise.

The standard equipment on HARDO machines does not pose any problems and features a rubber coating on all wheels. Felt wheels at the front and/or rear – i.e. also combined with rubber – can be supplied as required at no extra charge. You will acquire the quietest combination if you order felt contact and felt motor wheels.

It is important to break in each new felt wheel: the sanding belts should

always be slackened at the end of the working day during the first few weeks. This prevents one-sided pressure on the still very soft felt from making the contact and motor wheels unevenly.

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The DoubleTree by Hilton Hotel at Edinburgh Airport is once again the venue for the 2019 Cutting Edge Trade Show. This is an important date for your diary with all of the exhibitors keen to offer you some great deals to help your business.

The show will be open from 10am until 4pm – plenty of time for you to see all that is on offer from many of your favourite suppliers who will be there with their new products, new ideas and a warm welcome for friends and customers, old and new.

There will be plenty of parking spaces and there will be food and drink on offer at the hotel.

Exhibitors already lined up to be there include:

Charles Birch	Shoestring
Cherry Blossom	Silca
T Colledge & Son	Siserve
Condor	SKS/JMA
Glenway Products	Vibram
Keyprint	Victor de Banke
S.I.S	

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The Angelus Trainer customisation revolution is coming to the UK... Be part of it!

Here's a small sample of tweets received by Angelus in June:

With the shoe repair trade, indeed the whole retail sector experiencing challenging times, it is encouraging to see a great new opportunity for all shoe repairers to increase business.

Already a huge phenomenon in the USA and Australia, the customisation through shoe art of footwear especially trainers and designer canvas such as Converse and Vans is ready to take the UK by storm. Angelus Paints from Los Angeles are the market leaders offering top quality paints and accessories as well as a host of training videos and tips and they are now set to launch in Europe through their new distributors Charles Birch.

Charles Birch are stocking the whole range of Angelus Paints in two sizes of bottles, as well as a range of accessories to adapt the paint for all materials and to ensure the perfect finish. Artistic shoe repairers can offer the personalisation themselves or simply supply the paints to the growing population of footwear artists.

"I believe this is a hugely exciting development for the UK shoe repair trade" said Charles Birch MD, Chris Wilson "not only is this an opportunity to grow our trade but also this new service appeals directly to the trendy, streetwise youngsters who we traditionally struggle to attract to our shops".

The Basics Starter kit is a must for first time Angelus artists.

Amazing! Can't say enough good things, my customers absolutely love it, I love using it, it's a can't miss!

Keith F.

Exactly what the reptile 12s needed.

I got the reptile 12s the day they came out, but notice the 23 on the back was white. Idk y they made them that way, but this gold was perfect on them.

Dawn W.

I wasn't expecting such good quality and they were perfect for my shoe.

Kai M

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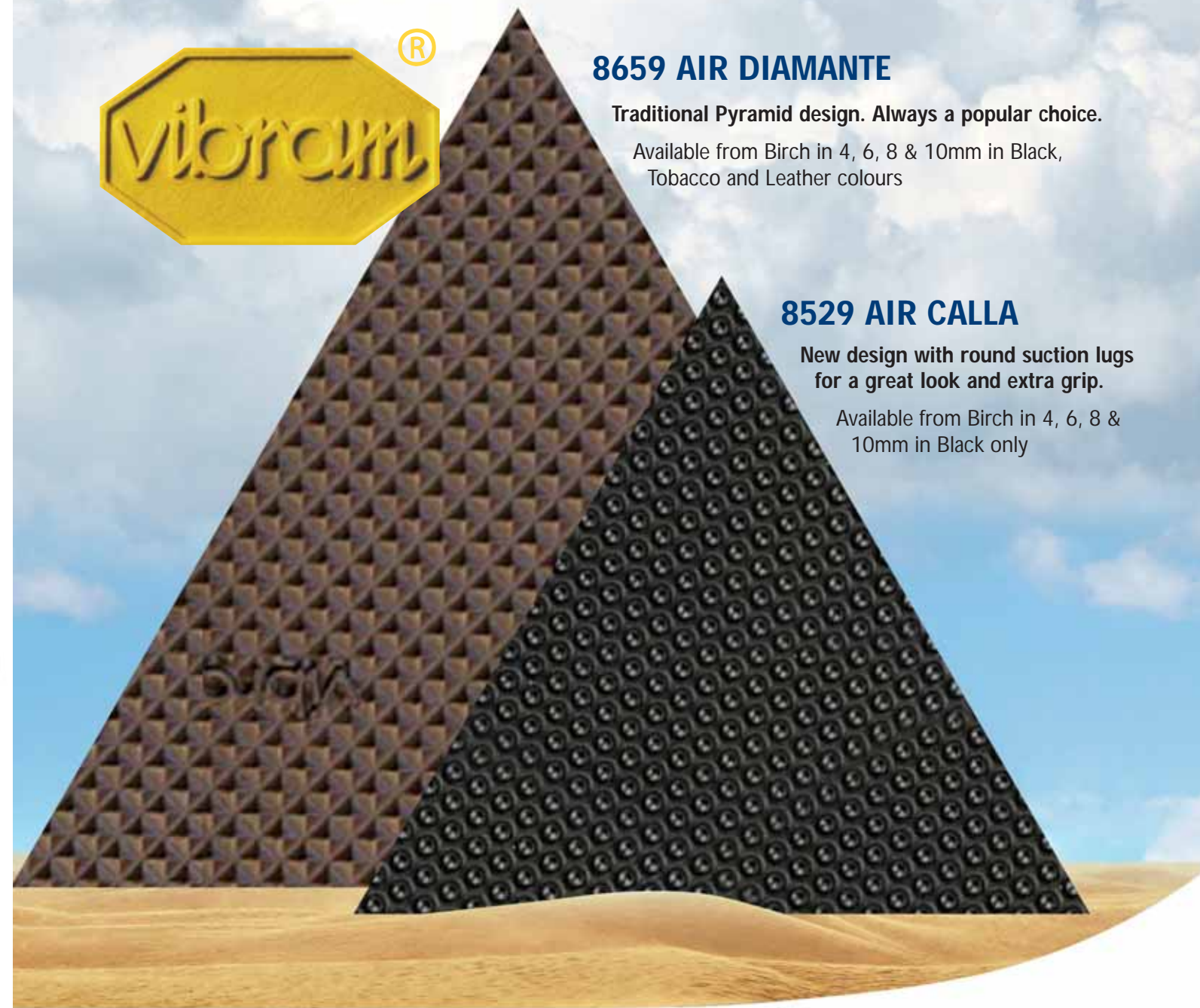
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ANIMAL MAGIC FROM SVIG!

Here's a little game for you to play during your next coffee break... If we were to ask you what sort of animal your business is, what would you answer?

A lion – on the prowl for your next deal? Hopefully not a mouse, and certainly not a cheetah. Nobody likes one of those in business!

We asked a few of the companies regularly featured in Cutting Edge this and got some interesting answers – some of them repeatable! Nicoletta Pinto, our contact at Svig, the Italian supplier of rubber and plastic materials answered "A chameleon!"

adapt... and here at Svig we are proud to be a company that never stops searching for answers to the needs of their customers.

We all know that so far this year trade has been quiet all across Europe. Hopefully when Brexit is finally done things will improve - but even then we will do what we always do... and that is to adapt to new trends and find new answers to the latest problems faced by our customers.

That is why we are currently investing in several projects... like a new thin sheet material for ladies' fashion shoes. We are developing new full soles in our popular Trekking compound already famous for its comfort and its non-slip properties but soon to be available in another new more suitable for today's repairs.

We are being asked more and more for full soles in foam rubber.

Our micro Ghiblis compound is perfect for these as it is extremely light, very flexible and non-slip too... so watch out for some surprising profiles and shapes to be announced in the near future."

Svig are constantly working on these and other new developments - so keep checking with your wholesaler or on the Svig website for news. Nicoletta has also promised to send us details of all Svig's new products which we will add to the Cutting Edge magazine website as soon as we have them.

Remember, if you are a supplier to the trade with any news to share you can send it to us anytime – not just when it is time for the new issue of the magazine to be published – and we can put it online for you.



Why a chameleon?

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DRAWING A BLANK?

A Beginners Guide to Identifying Keys
from SKS Technical Executive, Nathan Dealey



Identifying the correct key blank to use, especially if you are new to key cutting, can be a daunting prospect. With thousands of different blanks to trawl through it can be hard to know where to start. However, taking the following steps can make the process a lot less challenging.

The first thing to look for is a manufacturer's name. This will often narrow the search down considerably and, as key catalogues are sorted in alphabetical order by manufacturer, you should be able to find what you are looking for quickly. Similarly, if it is a copy blank it will have the key blank manufacturer's name and reference on it. If it is the same make of copy blanks that you stock, you have a direct reference, if not you can use the SKS Comparison Book to cross reference it to your preferred make.

If there is no name on the key, or the key doesn't appear in catalogues under the manufacturer printed on it, it begins to get a little more difficult. Having said this, there are also some useful tricks and tools you can use to make your search easier. For mortice keys, a pin and pipe gauge is a must. This measures the diameter of the shaft of the key and as long as you select a key with the same diameter and a bit large enough to get all the cuts on, finding suitable blanks for mortice locks is fairly

straightforward. For cylinder keys, you can use the SKS Key Checker which features sliding pins that make an impression of the profile. You can then try blanks in the impression until you find one that fits. Alternatively, a piece of cuttlefish bone does a similar job. Simply push the key into it and you will be left with a keyhole for you to try blanks in!

Another valuable tool in the armoury of key cutters is the array of online resources and software available. The SKS website has cross references built into it, just type in the key blank reference you have and it will convert it for you. JMA's online key catalogue (ecatalogo.jma.es/en) is another very useful website for cross referencing and features JMA's entire key range. There is also a key cutting forum on the shoerepairer.info website. Here, you can post pictures and get expert help from other, experienced key cutters. InstaCode can also be invaluable for cross referencing or searching for keys by the cut code numbers stamped on them or the lock.

If you have exhausted all avenues, you can of course email the SKS Technical Team at technical@sk.co.uk

All we ask is for a clear picture of each side of the key and we can, more often than not, point you in the right direction. However please can we ask that you don't send us any images like these!



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SIMPLY KEYS 27th & 28th JULY



Hickleys are holding their annual customer weekend called **Simply Keys on the 27th & 28th July in Wolverhampton.**

If you are an auto locksmith, locksmith, in the security industry trade or interested in entering the car key programming market this is the place you have to be to see the latest in vehicle key solutions. Simply keys is not a conventional trade show, it is packed with vehicle demonstrations, product demonstrations, technical discussion and presentations.

We are supported by the leading key programming specialist Advanced Diagnostics, IEA (Zedfull) and Truecode as well as many of the UK's leading suppliers including Silca, Mr Li, Lockdecoders, SVL, Teamwork and many more.

There will be lots to see with an exciting range of new vehicle demonstrations including the latest Ford software, VW/Audi AES & MQB systems, Mercedes key programming, latest Renault and Fiat key programming and other new software releases.

Staff from Hickleys, Advanced Diagnostics, Zedfull, Truecode & more will be on hand to discuss specific technical questions.

There will be demonstrations on the latest eepromming options, vehicle entry lock picking & decoding skills, key cutting & profiling machines and much more, in fact everything on show can be seen working.

Finally, the Simply Keys show is the very best place for a deal, our prices are rock bottom with amazing deals available on everything, equipment, software, tokens, keys, training. In

addition last year we gave away over £10,000 in prizes and this year is no different, come along and you can win an Smartpro, Zedfull, Tibbe Junior key machine, RW4+ and many more prizes.

To see more information and register your attendance go to www.hickleys/simply.com or contact Nicky Summers on 01823 328604

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Hickleys are looking to appoint a network of skilled installation engineers around the country capable of supplying & installing a range of added vehicle security. If you currently offer a service for added vehicle security and would like to purchase SVL products at beneficial rates, or would like to train and become involved in added vehicle security, we would like to hear from you.



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NEW SOFTWARE UPDATES FROM SILCA

The new Silca update number 4.08.093 is now available for all RW4/RW4 Plus and Fast Copy/Fast Copy Plus cloning devices. This new update will enable a further 102 new vehicle applications including:

- Transponder identification Texas Crypto 128bits
- Toyota "H" system application ID = 7A-39
- Subaru application ID = 7A-17
- Run new Silca T128C blank transponders
- Copy transponders in new Toyota "H" system
- Generate (precode) a T128C transponder for Toyota "H" and Subaru applications.



For Futura and Futura Pro the latest software 3.15 DB6.03 and 3.17.0 DB 6.03 respectively will update with the latest profiles and systems as follows:

- Yale: 1000 series 5 & 6 pin, 2000 series FP2 short key, 500 series FP2 and YA99R
- Taroni TAR27P
- Kaba Peaks A2 and A4
- HW15R
- Best Systems A2, A3, and A4.



Contact the Silca Services on 0113 200 3926 if you require assistance accessing these updates



SOVEREIGN – A NAME TO STICK WITH

Sovereign Celloprene 2000 is a high quality general purpose neoprene adhesive that does not include the solvent Toluene. It is available in 5 litre tins at a very competitive price of £27.20

Sovereign Halogenate TR Primer is a primer for use with TR Thermal Plastic Rubber. It is used to prepare TR products to allow bonding. Allow to dry for 5 minutes before applying adhesive. Available in 250ml bottles, including applicator brush for £5.99.

Sovereign Super Solvent Universal Thinners is a general purpose solvent thinner for brush cleaning and thinning of Neoprene Adhesives. Available in 1 litre tins £4.72.

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WHY? WHEN? HOW? CHERRY BLOSSOM HAS THE ANSWERS...

When it comes to shoe care, at Cherry Blossom we know what we're talking about as we've been producing quality shoe care products since 1906. However, we want to ensure you feel just as confident when talking to your customers about the whys and hows of caring for footwear.

WHY shoe care?

Sometimes customers will ask why they need to bother caring for footwear. The simple answer is to make it last. Not that their shoes aren't good quality, or haven't been repaired to last. Certainly not! However, footwear needs care, just like clothing. Your customers wouldn't avoid washing their clothing or ignore the care instructions so the same should apply to their footwear.

Failing to look after footwear can lead to long-term damage that can ruin its appearance or performance. Through simple education you can avoid unhappy customers and help them to build faith in your service. Giving them confidence to look after their footwear will encourage them to return to you for future repairs and shoe care purchases.

As well as prolonging the life of footwear and improving its appearance, using shoe care has a massive impact on the environment. Keeping clothing or footwear in use for just nine months longer can reduce its carbon footprint by 20-30%. Statistics like that are astounding

and something that will really resonate with your customers. Without shoe care there is no sustainability. Though a product's performance will naturally diminish, with aftercare it can be brought back to maximum performance.

Through conveying these messages to your customers, the importance of shoe care will really start to sink in. Not only can they make their footwear last longer, but they can make a difference to their world.

WHEN shoe care?

One of the most common questions the Cherry Blossom team hears is, 'When should I use shoe care?' Well, we'd recommend as soon as they purchase a pair of footwear. We know, however, that your customers might not have previously used shoe care and subsequently their footwear might need some TLC. So here are some quick tips on products to recommend to prolong the life of newly repaired footwear.

If a customer has a pair of suede, nubuck or material shoes, the likelihood is that in the UK's unpredictable weather they're going to get rained on. The problem is that rain can really affect the appearance of shoes and damage them long-term, by leaving water marks etc. The same applies to stains. If a customer goes on a night out they can't prevent the possibility of someone spilling food or drink on their shoes.



However, by protecting them beforehand they can control the potential damage it causes. By using a product such as Ultra Repel, they will protect their footwear from rain and stains and ultimately protect its appearance and long-term performance. The same applies to leather, by using a polish they're likely to avoid scuffs that might cause irreparable damage.

So how often should they clean their footwear? It is important to keep shoes clean not only because they look (and smell) better but also because of the impact that dirt and grime can have on shoes. If dirt is left on shoes, it can impregnate and affect the breathability, and this can lead to lingering odours or footwear letting water in and not functioning as well as it should. If shoes are dirty then they are less likely to keep feet warm, dry and fresh.

So, when should they clean or protect footwear? It isn't as easy as saying 'every 3 weeks' or something like that. It really does depend on the shoes, on how much rainfall there has been, on how often that particular pair has been worn outside. Although there isn't a set rule of how often shoes should be treated, we'd recommend your customer taking care of them as often as they're able to. If shoes or trainers are showing dirt, then they should use a product like Universal cleaner to maintain their appearance and performance. If they've previously been treated with a proofer and water and stains are no longer

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THERE'S SOMETHING NEW IN THE AIR from Vibram

Following significant demand from shoe repairers and orthopaedic specialists alike Vibram distributors, Charles Birch Ltd are pleased to announce the arrival of two new AIRSOFT Micro Rubber sheet patterns from Vibram.

Airsoft is an extremely lightweight microcellular "blown" rubber which offers good wear properties and strong grip (for the technicians density 0.64, hardness 48, abrasion \leq 200). As always with Vibram this rubber compound has been tested both in the laboratory and in the field by the Vibram Tester Team to ensure excellent results.

Charles Birch are now stocking the sheeting in the two most popular patterns:

8568 AIRDIAMANTE

A traditional pyramid multi directional pattern reminiscent of the old "Deelite" design. Always immensely popular with most shoe repairers. The large 105mm x 57mm sheets are available in Black, Tobacco (Sepia) and Leather (Beige) colours in 4, 6, 8 and 10mm thicknesses.

8529 AIRCALLA

This new multi directional design features round suction lugs which offer even more grip. This sheeting is especially popular with orthopaedic work and golf shoe repairs. Available in black in 4, 6, 8 and 10mm, sheet size 105mm x 57mm.

Ask your Charles Birch representative for more details or go to www.charlesbirch.com



beading on the surface, then they should be retreated to ensure they're fully protected once more. The same applies to polish, if shoes are starting to show scuffs, or the shoe colour is fading then it's time to polish, once more.

HOW shoe care?

Often people worry that looking after their shoes is too complicated so they either leave them, or use a quick fix such as baby wipes etc, which can remove any protective properties and then they'll come to you to help repair the damage. Although Cherry Blossom always recommend thoroughly cleaning and treating footwear, they're also aware that sometimes people's lives are too busy, and they need a quick fix, which is why Cherry Blossom have shoe care wipes in their collection along with other quick-fix options like their Midssole Cleaner. However, in truth, shoe care is simple to do.

WHY shoe care for my business?

By offering shoe care you are offering an additional service for your customer. You and they know that their footwear will last, which will result in loyalty from them. It is also a great way for you and your team to make add-on sales. Think of the profit and loyal customer base you will build if you educate customers on shoe care - and think of the overall impact this will have not only on your business, but the environment too.

If you want to find out more about Cherry Blossom, why not head to see them at Moda this August?

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

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THE SWEET SMELL OF SUCCESS

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

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

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



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With an increasing volume of van thefts and break-ins the need for added or improved vehicle security has never been higher. For many the humble Ford van is an essential workhorse for a successful business. However criminals know this as well and it makes it a frequent target for crime.

Whilst the Ford Transit is a fantastic van used worldwide it does have its flaws, one of these major security flaws is just how easy it is for an adept criminal to break into and remove the contents often in a matter of seconds. The driver's door lock is a known weakness in the security of Ford Transit and Transit Custom vans; a simple attack will gain entry to the vehicle and unlock the rear doors of the vehicle. No special knowledge, skills or tools are required and this can be achieved in seconds.

The installation of a high security SVL Rep lock can be completed by an installation specialist in less than an hour, increasing the protection of your vehicle and its contents and offering you peace of mind. A true replacement for the OE lock installed from the factory the SVL rep Lock offers far superior physical security and a huge deterrent for any opportunist criminal.

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The SVL locks have been designed to replace the existing Ford original equipment lock using the same location without cutting or drilling, there are 2 versions one for Transits and one for Customs.

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Ford Transit Custom 2012+



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THE END OF SHOE REPAIR - SOLES IN A TUBE? (PART 4)

In the first three parts of this series, we looked at several options for additional or improved business that the Renia - QuickSohl shoe repair paste offers: Quickly filling holes and rips in shoe soles, especially the "plastic" variety, sealing hollow parts in soles and heels, creating a level surface to work on, and protecting or repairing shoe uppers - especially on heavy-duty work boots and other similarly strained footwear. But is repair and protection work all these products can do? Far from it!

THE PAINTS ARE AVAILABLE - BUT WHAT DO YOU PAINT ON?

One new idea that has gained traction recently is the customization of shoes, especially sneakers. A large selection of paints has become available for this kind of work, but they can be difficult to apply under certain circumstances: First of all, paints do not fill holes, so if any of those are present, you need to take care of that issue - using something that takes paint later on, obviously, because that was the point to begin with! Enter Renia - QuickSohl, in this case most commonly the white color variant. It fills holes and cracks, and provides a neutral background for your paints. Just apply a coat of 1-3 mm thickness, let it dry overnight, and then paint away. The process takes a bit of experience - for instance, make sure that you do not apply it to parts of the upper that need to stretch while walking. QuickSohl is flexible, but not stretchable. The layer also needs to be fully dry before the paint is applied. Another application option: Using QuickSohl as a sort-of Primer on materials that the paint has trouble sticking to all by itself. Examples would include typical materials that work best with PU-based adhesives (which QuickSohl is, essentially): TPU, PU, TR, PVC. As always, it is a good idea to test this in an inconspicuous spot on the shoe first - materials that look alike can behave very differently sometimes.

SKATEBOARDING SHOE REPAIR - A JOB FOR THE NEW QUICKSOHL CLEAR!

What does a shoe repairer need? People who break their shoes - in a repairable way! In addition to the traditional customer who comes in with

a worn-out sole or heel, there is a crowd of people who regularly damage their shoe uppers - with what they are doing, it is almost unavoidable: Skateboarders very often utilize the sides of their (usually not very sturdy) shoes for their multitude of trick jumps and slides. The traditional QuickSohl would be great to repair these shoes, but it creates an opaque layer due to the leather dust it contains. Our solution to this is the new QuickSohl Clear: Thick enough to not penetrate a fabric upper, strong enough to stand up to the abuse (at least for a while), and transparent so it does not stand out too much. Now of course skateboarders have had to deal with this issue for a while, and they have utilized a host of do-it-yourself solutions using different commercially-available adhesives. That might be the way to go here for you as well: Of course a professional repair is always best, but many of these potential customers might not want or be able to afford this, and it is still better to sell a quick fix in a tube than not getting any business at all. QuickSohl Clear has one substantial advantage in that respect: It is formulated with solvents that are a lot less toxic than many other products used for this purpose. If we consider that it is often young kids fixing their own shoes at home, not even thinking about concepts like good ventilation, it is a much safer alternative.

As with all new ideas, it needs to be promoted though: Most people in this crowd have probably never seen the inside of a shoe repair shop, so you need to get them to come in somehow. The same issue exists for customers who might be interested in a pair of customized sneakers - do they know you could do that for them? Mind you, these are new customers, people who do not regularly visit your shop - so reaching them allows you to show them all the other things you are capable of as well! The question is how - but that is probably a topic for a Social Media Marketing piece some other time.

This concludes our Renia - QuickSohl series. Are there any other bonding-related topics that you are interested to hear about? If so, please let us know!

Dr. Rainer Buchholz,
Renia Adhesives Cologne



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Cutting remarks from the **SOLE TRADER**

WHO HOLDS THE KEY TO YOUR BUSINESS SUCCESS?

How successful is your business? Is it doing OK? Is it struggling? Or are you in that top 5% - flying high?

Most of you will be in the middle just doing OK getting by in a tough market, so how do you improve the business? Who holds that elusive key to success?

Looking back on this column I have extolled the virtues of diversification, marketing, presentation, using the internet, getting the pricing right and getting the quality right but more important than all of these is getting the customer relationship right.

Only when a business has that relationship sorted does it stand any chance of flying high.

You might unlock the door every morning but it is your customers who hold the key to your success. I'm stating the blindingly obvious but without good customers you do not have a business. It is customers who pay your wages you just handle the money.

IMPROVING YOUR SERVICE

There are lots of ways to improve customer service but here are nine rules to get you started.

Firstly, getting the customer relationship right is a long and difficult process so don't be discouraged when you get it wrong - keep going.

Secondly, get the greeting right and smile, that first impression is all important you can't be in a bad



mood. Customers are not interrupting your day they are the reason for your day.

Thirdly, listen to what the customer wants and advise, you are uniquely able to offer real knowledge a rare commodity these days and much better live than on YouTube.

Fourth, be helpful - if you can't provide the service or product try and offer a solution even if it means sending them to a competitor!

Fifth, under promise and over deliver - always do what you say you are going to do. If you promise it by Monday at 3pm it has to be ready, there is no room to fail.

Sixth, accept complaints - listen, smile put it right- even when they are

wrong! Don't forget an unhappy customer will tell all their friends. When you willingly put something right for a complainant, they will often become your best ambassador and a loyal customer.

Seventh when you've got a queue don't forget to acknowledge those who are waiting, smile and apologise for keeping them waiting. Engaging with customers like this stops them leaving and helps the customer you are serving feel more comfortable.

Eighth, don't forget the customer when you've taken their money - they'll feel cheated. Say goodbye when they exit the door, top landlords are good at this in pubs - it shows that you care and are on the ball.

Ninth, the customer in your shop is your best customer, don't let them escape without maximising the sale. Tough one this - don't be pushy but by listening, by advising, you may be able to sell another product be it an engraved present for the christening they are going to or a duplicate key for the new flat they are moving to.

FLYING HIGH

It is not easy to get customer service right day in day out but it is the most important part of running your business. It is vital to realise that to make a sale is easy and that sale may well make you a living - but if you invest time and good service in your customers you can fly high and then you will make your fortune!

Soletrader

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Hello. I'm Dennis and now I'm semi-retired but still popping my head around the corner 2 days a week to help with your adhesive needs.

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With Jerry still in charge of the ordering and production, we are able to get your glue sent to you quickly and efficiently.

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I'm looking slightly older since this photo. Somehow Jerry looks younger!

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A LIFE IN THE TRADE

Mr Cliff Hancock. Trading at: 8 Cross Queen Street, Normanton, West Yorkshire

Cliff Hancock is finally going to retire after 76 years in the trade the age of 92. He has traded in the same shop



in Normanton that he opened up in 1962, 57 years ago at the tender age of 35.

Cliff, having been an apprentice shoe repairer, was called up to the army at the age of 18. Owing to his skills with a treadle sewing machine, Cliff was quickly posted to Aldershot to work in the cavalry's coach trimming department.

In 1946/47 he was despatched to post war Gratz in Austria where he was stationed in a barracks next to a German prisoner of war camp. Whilst working on the cavalry coaches the Colonel asked if he could repair his boots. Despite having no machinery Cliff repaired the boots using handmade abrasive from sticking broken glass on to a cloth and a needle and waxed thread that he made from scraps. The Colonel was so impressed with his boots that he immediately made Cliff "60 Company Cobbler".



On opening his shop, Cliff dealt with Matthew H Wilson in Mabgate, Leeds before it became Charles Birch following the takeover of

Charles Birch in Stoke by Eric Wilson in 1965. Cliff even keeps the old invoices handy so he can compare prices!!

Whilst most of us would settle for just being around at 92, Cliff is looking forward to an exciting retirement touring Britain and amusing his new friends with his array of anecdotes and stories For example on clearing out an old bomb damaged crypt in crypt he was amused to find one coffin lid dating back to around 1450 with the engraved message "Herr killed by Vampire"!!

Best wishes in your retirement Cliff.

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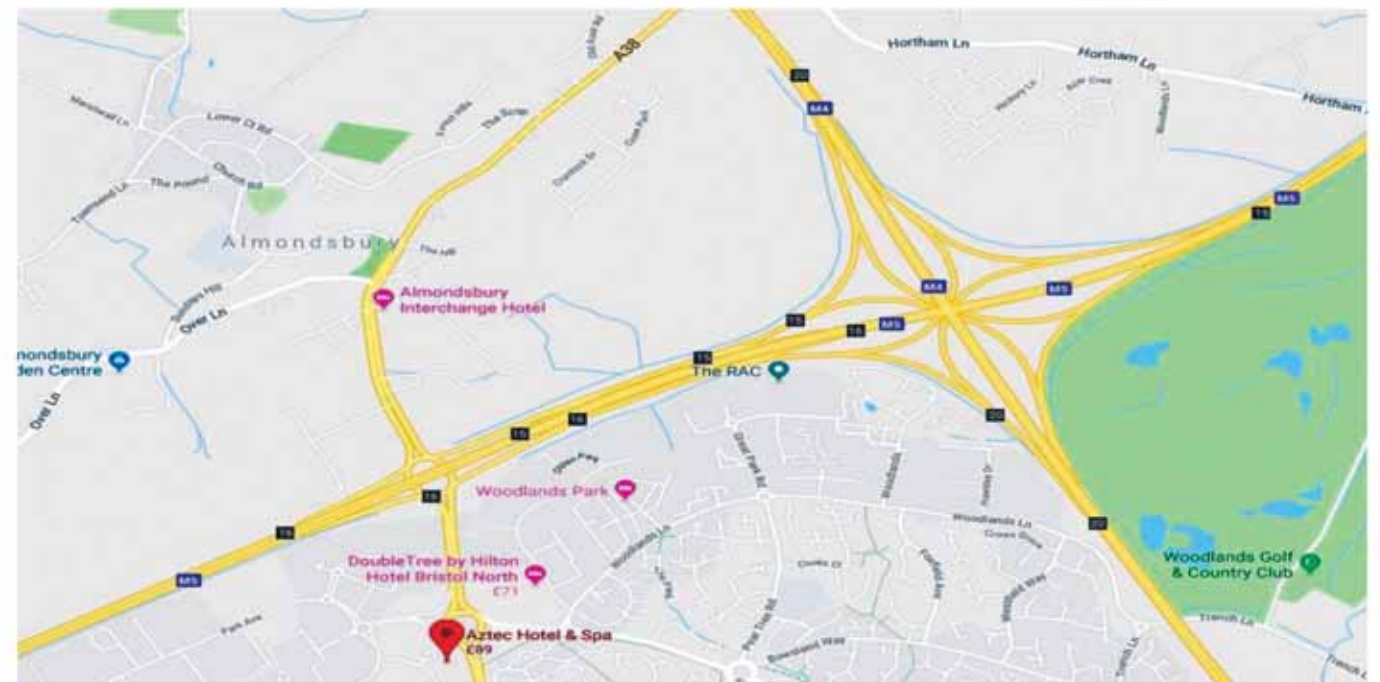
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A BIG DAY FOR CUTTING EDGE

Friday 21st June 2019

The 2019 AGM was held at Trent Lock Golf Centre near Nottingham.

Chris Wilson announced that he was stepping down as chairman having served in that capacity for the past two years. The committee thanked him for his dedicated and valuable contribution to the running of Cutting Edge during that period. Chris also stated that it is his intention to step down from the committee completely after his year as immediate past chairman in 2020.

Peter Coulson of Siserve was elected to be the new chairman.

Tim Wilford of Glenway also stepped down from the committee after many years of representing the trophy industry. He was replaced by Glenn Gallagher, also of Glenway. The committee also thanked Tim for his excellent contribution to CE.

One issue dominated the meeting in that the committee urgently requires new members with fresh ideas and enthusiasm to take the trade forwards.

If anyone is interested in joining please get in touch with the secretary on either info@somsr.com or 07540 991089. The committee meets around four times each year and is actively looking for new ideas and suggestions on how to best serve their members in all industries associated with Cutting Edge.

Then it was on to the golf course...

After the wettest June for ages it was with some trepidation that the group of golfers turned up at Trent Lock for the annual Cutting Edge day - especially as they had been warned that water features prominently on this course.

Apparently the great River Trent runs alongside but they didn't manage to see it.

The weather though was kind, bright sunshine and mainly blue skies were the order of the day as they headed for the first tee, only to find no less

than three water hazards lined up in front of the green. And that was par for the course for the rest of the 18 holes.

Outgoing Chairman Chris Wilson was seen limbering up whilst waiting for a previous group to attempt the tricky first hole. It didn't help him much...

Trent Lock is a beautiful course, well maintained and with a friendly atmosphere. However, with all those ponds and streams it also attracts a large number of water birds from coots, ducks and swans to flocks of Canada geese which can sometimes provide golfers with a delicate situation as new CE Chairman Peter Coulson, playing with unusually blue balls (yes, I know...) discovered to his cost. No birds were hurt during this shot but Peter did manage to scare a few tree nesting birds on his way round the course.

Some great golf was enjoyed, even though a few of the score cards were decorated with quite high numbers, and everyone agreed that

Trent Lock was a fantastic venue for our annual Golf Day.

At the end of the day Peter did the honours presenting the winners with their prizes. The three top places were:

1st place (37 points) David Pollard of Signature Engraving Systems UK who won £100.

2nd place (36 points) David Barber of Charles Birch who won £50.

3rd place (35 points) Colin Peirson of Glenway who won £25.

Trent Lock staff provided an excellent meal served by friendly and efficient staff.

Thanks to Dave Pollard for organising the event. Hopefully CE will be returning next year, perhaps you might join them next time?



Michael Langman of Gallagher Insurance hitting a fine shot off the 6th tee



Peter Coulson aiming to get a Birdie



Peter presented the prizes to David Pollard on the left & (in the subtle top) David Barber

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Berne Silver Cup

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Copenhagen Silver Cup

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£4.99	5" (12.5cm)	554B
£5.99	5 1/2" (14.0cm)	554C



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Society News

The latest information from the SoMSR office



Would you like fries with that?

UPSELLING TIPS



My friend Bill up at Meadowcroft in Skipton has a knack of not letting a customer escape from his shop without at least one item that they didn't realise they needed until the moment they step over the threshold of his shop.

Last month a gentleman came in for a tin of 'proper' shoe polish. He mentioned that it was for a young friend who was joining the Army. Being an ex serviceman himself, Bill reasoned with the customer that the polish alone would not be sufficient without something to apply it with. And also that polish once applied needed to be buffed to a shine. He also suggested that, having known service conditions, the user might require some kind of storage for his shoe shine kit. The customer took all of this in and left with two tins of premium polish, two sets of brushes, two dusters and storage box taking his purchase from around £3 to over £50.

This month another customer collecting his repairs asked Bill if he knew where to get some tyre paint for his car. Seizing the initiative Bill quickly told him of the benefits of one of the regular products used in the repair process and the grateful customer left the shop with a large can of black heelspray. KerchingJ!!

The subtle art of upselling.

1. Identify your victim – sorry customer – who might be willing to purchase something extra but doesn't yet know it.
2. Not everyone is susceptible to upselling. If you can't explain how what you are trying to sell the customer will benefit them it's time to quit and find a new victim – sorry customer.
3. Evaluate what the customer has come in for. Mentally list possible add ons. Try to get a quick win in first, no matter how small.
4. Demonstrate that you are wholly committed to bringing about a mutually beneficial return for both the customer and yourself.
5. Ensure that your pricing structure is transparent, don't let the customer think you are trying to confuse them to increase the value of the sale.
6. Listen.
7. Understand needs.
8. Build a rapport
9. Build a bundle
10. STRIKE !!!!!

Bill makes it work for him, why not try it out ?

New window sticker

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

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

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



SOMSR Additional Benefits

SOMSR has been approached by the Hospital & Medical Care Association to offer our members a comprehensive package of low cost plans which may include surgeons fees, treatment fees, cost of being hospitalised etc. some of which are available both in the UK and when travelling abroad. Income protection if unable to work. Dental care. Travel insurance. Personal Accident Plans. Vehicle Breakdown Recovery plan are also available. There are far too many benefits to list and, it would appear, remarkably few exclusions.

The prospectus is very well thought out and appears to be a comprehensive 'one stop shop' provider of multiple benefits.

SOMSR would like it's members to be able to take advantage of this service which will be discounted ONLY to members.

If you are interested please let me know as soon as possible either by email to info@somsr.com or direct to 07540 991089



#Reborn

When Paul Kaniuk moved from his native Amsterdam to the City of London to pursue his career in finance a few years ago he had little idea that his chosen path would divert from its original route quite so much. Living in London meant it was easier to live without a car and to take advantage of the available public transport.

However as it was often extremely busy he tended to do a lot of walking causing his favourite shoes to wear out very quickly. Being very attached to his shoes he searched for a professional shoe restoration service. The results varied but whilst most of the traditional shoe repair shops did an excellent repair, they did not offer the complete restoration services he was looking for. Talking to friends and colleagues Paul found that he was not alone in wanting to maintain his shoes in as near to original condition as possible. Paul began his research gathering information and knowledge and then testing his findings to attain the best possible solutions.

Now, in his very smart shop, Shoe

Spa, on Caledonian Road in the Kings Cross area, Paul and his dedicated team can offer a highly specialized service on both shoes and handbags that promises to repair, renovate and restored to as near to, or even better, than original. Whether they are high end items from Balenciaga, Gucci, Prada or Loubutin or simply Addidas or Nike trainers, Paul and his team work their magic using tried and tested methods.

Their most popular services are leather restoration and colour change. They take your battered and faded shoes or bag and restore the look and the feel back to its original condition by deep cleansing, stain and scratch removal before dye preparation and then the final dying process all finished off with a special protection coating.

Another popular process is heel restoration, particularly for elegant and expensive stilettoes. For patent shoes Paul has created his own techniques to bring them back to the original appearance. Handbag restoration is also a huge part of the

business and the team are adept at repairing and restoring exclusive bags with special features such as piping, edging, logos and straps.

Loubutins, with their trademark red soles are regularly brought in to the shop for restoration. If not too badly worn Paul will restore the original sole by polishing it smooth and re painting with the original colour or if necessary will replace the front part of the sole without affecting the precious Loubutin logo.

Renovating the colour of sneakers, especially white ones, is another frequent request for the team and they have perfected the method of making them almost more white than they were originally.

Paul has achieved a very high rate of customer satisfaction and an enviable reputation for exceeding the expectations of some customers who have favourite shoes or bags that have become damaged.

Check him out on www.shoespa.co.uk or on Facebook

SHOESPA
LONDON



CH...CH...CH...CHANGES (AS DAVID BOWIE WOULD HAVE SAID CIRCA 1971)



So here we are in summer 2019, still waiting for Brexit to happen, still wondering when the rain will stop, some of us still wondering how the hell we managed to survive this far. So what has happened in the past decade since 2009?

Perusing the Summer issue of Cutting Edge 2009 we can see that 10 years ago :-

In June Tony Driver, the Editor of Cutting Edge mentioned in his introduction that the rain was actually getting warmer..... so no change there then.

On the same page Chris Wilson, Chairman of Cutting Edge announced that he was standing down as chairman after 2 years in the chair. Again, no change there, here in June 2019 Chris was once more handing over to a new chairman at the AGM.

In 2009 the late David Eyre, highly respected gentleman of the trade, was organising the prestigious 2009 Joh. Rendenbach Shoe Repair Craftsman of the Year competition. Sadly neither David or the JR competition are with us this year.

Perhaps the competition might return one day though?

In 2009 in an article by the then MD of the Thinking Agency, readers were urged to get a web site presence to make the most of the latest trend (at the time) of Googling. It still makes for interesting reading today and, if you haven't already taken advice about getting a website then it should now be a priority. Even now in 2019 if you haven't got your own you could become a member of SOMSR and be included on theirs. It was the future then and that is still very true today.

In 2009 the late Martyn Harvey was Chief Executive of the MSA or, as it is now known, SOMSR. Martyn wrote enthusiastically about the Benefits of Membership, most of which is still very relevant today and

he also mention that all the available benefits would cost you just 33p per day. And 10 years on ? SOMSR membership still starts from that very same 33p per day.

So there you are, surprisingly little has changed over the past 10 years. The weather is the same. The basics of business are the same. The need for a website is the same. Chris Wilson standing down as CE chairman? The same. The fantastic value of SOMSR membership is just THE SAME.

If you are thinking about becoming a member of the only Nationally recognised society dedicated to working for the shoe repair trade perhaps it's time you put pen to paper and joined?

#IFYOUREADINGTHIS

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

BECOME A SOMSR MEMBER TODAY

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INDUSTRY ORGANISATIONS



www.somsr.com
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