

# CUTTING EDGE

A 3D cutaway of a shoe sole with tread patterns, set against a background of the US and EU flags. The sole is shown in a cross-section, revealing the internal structure and the tread patterns on the bottom. The tread patterns are black and white, with some areas highlighted in red. The background is a blue and white checkered pattern, reminiscent of the US flag, with a blue field containing yellow stars, reminiscent of the EU flag. The overall image has a textured, almost fabric-like appearance.

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

SPRING 2019

*What next?...*

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# What next?

When this Spring issue had to go to print the country (and the whole of the European Union) had no idea what will happen when Britain does finally leave the EU... if indeed it actually does! Hopefully by the time the Summer issue of Cutting Edge magazine lands on your doormat the situation will have been resolved...

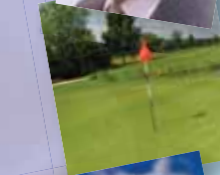
However, one thing is certain and that is that the UK shoe repair trade will make the best of it whatever may happen! 'Keep Calm & Carry On' has never been more appropriate since the slogan was launched by the British government eighty years ago in 1939. It is perhaps a shame that today's government doesn't appear to be able to do just that at the moment.

It is some consolation to hear that European repairers and suppliers to the trade are apparently on our side according to the latest report from Wiesbaden which can be found on page 36.

OK, enough of all that... let's get on with the important stuff (!?). What else have we got to offer you in this issue? As well as all the latest information about new products and great offers to the trade there is sound advice from Sole Trader, good news for one award winning repairer, several major suppliers reveal new looks for their products and their advertising and there is even a triple company profile... plus much more besides.

There should be plenty to help take your mind off the 'B' word... I promised myself I wouldn't use it myself in this issue. I hope the better weather brings you better trading and I look forward to seeing you in July with the Summer issue. 'Bye for now. I'm just off to check when my passport needs to be renewed...

*Tommy*



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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.

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## CUTTING EDGE CHAIRMAN'S STATEMENT

As I head towards the end of my third term as Cutting Edge Chairman at the AGM in June I wish to use these notes to make a plea for new blood to come on to the Cutting Edge committee. This is essential to assure a smooth succession into the future (I shall come off the committee in 2020).

Myself and Caroline Collins have served over 25 years on the committee, Peter Coulson, Tim Wilford, David Pollard and Robin Healy have all served for well over a decade. Most of us are ready to step down to make way for the new generation bringing much needed new ideas and fresh enthusiasm. The trade needs and deserves this fresh leadership.

New committee members do not need to be managing directors or business owners, just people who work in the trade and are passionate about its future. It is time for those who have been content to stay in the wings to step up to the plate and stand for election at the AGM on Friday 21st June (details below). The future of this magazine, our trade exhibitions and other trade events depend upon it.

If you are on the supply side of the trade please consider if you can attend a maximum of four half day meetings a year. Repairers and retailers are also welcome or alternatively you can propose a suitable candidate from one of your suppliers.

To borrow the words of Lord Kitchener – YOUR TRADE NEEDS YOU.



### Cutting Edge AGM

Friday 21st June 2019, 9.00am.  
Trent Lock Golf and Country Club  
Lock Lane, Sawley, Long Eaton  
Nottingham  
NG10 2FY

# THE KEY TO SUCCESSFUL PUBLICITY...

It is always good to be told that you are doing something right isn't it? - especially when the comment is from someone within the trade.

When Chris Fennessy, UK Product Marketing Manager at SKS, who are regular advertisers in Cutting Edge, contacted us to discuss their advert and editorial for this issue I thanked him and took the opportunity to ask him why they continued to advertise to the trade with Cutting Edge when some others were tightening their purse strings.

**Why advertise in Cutting Edge? Quite simply we at SKS find it an invaluable aid in reaching not only our own customers but the Key Cutting industry as a whole. I honestly believe that it is an essential aid in not only relaying information and new products but also for gaining useful knowledge and advice for all aspects of the industry. We continue to see the benefits of advertising in the magazine, not only in selling more product but also in receiving enquiries from potential new customers. That is why we have and always will support and advertise in Cutting Edge magazine.**

Maybe he's got something there?

If you are a supplier to the shoe repair trade and you are reading this but you're not currently promoting your company and what it has to offer - why not get in touch with us and find out how easily and effectively you can reach a 'captive audience' of around 4500 potential customers in the trade??

See you in the Summer issue...

**JMA**®



## CONSTANTLY EVOLVING

**Multicode**, the JMA compact electronic key duplicating machine. *Constantly being updated with new references of standard, dimple and vehicle keys. New jaws, cutters and accessories* are regularly being introduced *to maximise the Multicode's duplicating capabilities.*

References update directly in the machine's software

New clamps, milling cutters and adaptors



JMA KEYPRO

Check out MULTICODE's specialist's guide



Duplicate hundreds of models of the best selling keys

New keys references incorporated monthly

# Cutting remarks from the **SOLE TRADER**

## SPORTING FUN ON THE HIGH STREET



**Whilst I was thinking about writing this article two high street stores announced results and what a remarkable contrast. John Lewis' profits are down, leading them to pay the lowest partner's bonus for 50 years whilst Greggs have reached an annual turnover of one billion pounds for the first time.**

These results weren't unexpected, sales at Greggs have been burgeoning for some time and the difficulties John Lewis are encountering are well known - it is the contrast that is fascinating. Why can one group do so well while the other struggles. You may say that they serve very different markets with different products, but really they both have a wide general market and both operate in and around main, much beleaguered, shopping centres.

My belief is that aptitude and agility play a big part.

### FLEET OF FOOT

Greggs are quick to capitalise on trends - viz; their launch of a vegan sausage roll to coincide with Veganuary when people go vegetarian for the New Year - a campaign that has been cited as a masterclass in PR.

On Twitter the vegan sausage roll launch drew scorn from daytime TV host Piers Morgan - his criticism calling Greggs "PC ravaged clowns"

was met with the immediate James Bond inspired put down "Oh hello Piers Morgan we've been expecting you".

A quirky and fun campaign - but with the serious purpose of helping to reposition Greggs into the fast food market with a wider and healthy appeal.

### SLOW TO TURN

Contrast this with the comparatively monolithic "Never Knowingly Undersold" claim from John Lewis - a campaign that has run for a lifetime and is proving very, very hard to live with in these highly competitive times, inevitably driving profits into negative territory. Add to this the question of the relevance of the departmental store model in these fast trading online times and you have perhaps the perfect storm! It's hard to make that quirky and fun!

### MAKING IT FUN TO BE HERE

So why does it have to be fun? Well if everybody in the company enjoys being there and working there then, guess what? The customers enjoy it too!! When customers enjoy, they spend and come back and spend again.

Take a current example of a remarkable turnaround. In spite of past great success under the stewardship of Jose Mourinho the atmosphere at Manchester United

had become toxic as Jose exuded misery and the team were struggling in mid table and by their standards beginning to look like a basket case.

Bring in the apparently inexperienced Ole Gunnar Solskjaer as caretaker manager and hey presto what a change! Currently he is on an remarkable run of games and has just pulled off a remarkable win over PSG in the Champions League.

Same team, same players so what happened? I have one word "joy". If you have followed the team it is obvious that from day one of Ole's arrival they have begun to enjoy playing again and if you enjoy your work your customers - in this case "the fans" - enjoy it too and then you have another kind of "Perfect Storm."

I don't know the detail of the tactics, the planning and training that Ole Gunnar Solskjaer brought to Manchester United but I do know that on his first day at the club he brought chocolate! Not for the "stars" but for the unsung back room staff - the receptionist was the first recipient. Later the same day he took time out of what was a frantic day, to attend unannounced, the staff party where he took time to tell them all that it was "time to put smiles back on faces."

Wow! He has certainly done that in Manchester or at least in the "red" half of town...

### STAY IN THE GAME

Retail is hard and these are challenging times. It is difficult to keep customers coming through the front door but you have a unique business that provides a great set of services. You have to make it relevant, you have to keep it abreast of the times.

The internet and social media are there for you to use. The smart phone is here to stay and technology has a part to play in keeping your business in front of your potential market.

Getting to grips with the online marketing is as important to you as learning how to cut a key, engrave a sign or replace a top piece. It is an essential tool in your armoury. It is also essential to enjoy your job and to pass that joy on to your customers.

Just think what can you do to improve the workplace to make it a good place to be. It doesn't matter if it is just you working there you can still add a bit of happiness to your day, share a joke or share a chocolate and enjoy. It really will make a difference.

Me? Now that I've finished writing I'm off to find a Greggs- never mind the sausage rolls ...no one does a jam doughnut like theirs - "What fun" as Patsy would say!

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## Selecting the correct key blank, chip or remote can sometimes be a struggle!

Make it easy with the new edition of the Transponder Manual sold exclusively by NW Keys



### CLONING OR DIAGNOSTIC PROGRAMMING OF A CHIPPED KEY (NON-REMOTE)



#### Cutting the key - Identify what CASE ONLY (Empty Pod) you will need...

- Searchable by make, model and year
- Key blank shown as Silca, Jma and Keyline references
- Image shown to check the correct size and profile



#### Cloning the key - Identify what chip you will need...

- Searchable by make, model and year
- The correct chip to use is shown for these cloning devices:- Silca (Rw4/Fastcopy), Keyline (884/Decryptor), Jma (TRS500), Handy Baby and Zedfull.
- The cloning device will identify the correct chip to use but sometimes you need to know the chip id by make, model & year (e.g. for pricing up or for confirming job can be done before customer brings in the key)



#### Diagnostic Programming of the key to the vehicle

##### (Lost key or if key cannot be cloned) - Identify what chip you will need...

- Chip identified by make, model and year.
- Some chips are ready to use (off the shelf) whilst others require preparation:-

##### (Logic/Code Generation)

For early vehicle using fixed code chips (T5 etc) where the original key is not available to copy. The vehicle will not recognise a blank T5 chip. The chip requires transponder logic (a 32 digit code) before programming in with diagnostic equipment.

##### (EEPROM)

For early vehicle using fixed code chips (T5 etc) where the original key is not available to copy. Some models require the transponder code to be specific to the vehicle therefore the chip requires transponder logic from a dump file normally read from the vehicle ECU. A key (or remote) ordered to chassis from the dealer would already have this information on the chip.

##### (Transponder Precode)

For vehicles which require an additional or missing part of the transponder code which is specific to the vehicle. This information is normally read by ODB. A key (or remote) ordered to chassis from the dealer would already have this information on the chip.

##### (Transponder Production)

If a chip is required that you do not stock (or is not available off the shelf) then transponder production can be used to create the chip for diagnostic programming.

### CLONING AND/OR DIAGNOSTIC PROGRAMMING OF A REMOTE KEY (With buttons for alarm/central locking)



#### First identify what REMOTE you will need...

- Searchable by make, model and year
- **Chip Type/Ref** - The make of chip and how it reads in your cloning device
- **Details** (Information to help further in identifying the correct remote) - OEM (dealer reference), description, key profile and any information shown on the original remote
- **Programme** - How the remote (and chip) is programmed into the vehicle (manual or diagnostic procedure).



#### Genuine Remote or Aftermarket (Silca Smart / KeyDIY)

- Searchable by make, model and year
- There are a number of devices available which will make up a remote to suit the vehicle (as opposed to using a genuine remote).
- The Transponder Manual advises which vehicles are applicable, whether the chip can be cloned and whether the remote is added manually or requires diagnostic equipment to programme to the vehicle

# BAG A BARGAIN

T Colledge and Son now have an extensive selection of new bag and shoe fittings.

New heavy duty Polypropylene Plain Weave Webbing available in widths of 25mm 38mm and 50mm and eight colours Black, Navy Blue, Royal Blue, Red, Yellow, Green, Grey and White. Perfect for repairing Back Packs, Holdalls etc,

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To see the extensive range of products available visit [www.tcolledgeandson.com](http://www.tcolledgeandson.com)



## GET THE LEATHER LOOK WITH MICRO FIBRE ADVANTAGES from T Colledge & Son

On Steam Micro Fibre is a great alternative to leather for insoles and general leather work. Widely used in shoe manufacture it offers an alternative to leather without losing the benefits of leather.

Available in different colours and finishes it is 100% breathable and provides a leather-like sensation that is capable of absorbing 8 times its own weight.

Its thermo regulating ability ensures maximum comfort and total dryness in the interior of the shoe. It is anti-allergy, antimicrobial preventing odour and washable (95 degrees without shrinkage or loss of properties) It can be stitched are stuck without problem.

Available in nubuck style plain or perforated or a full grain leather style finish. For more details contact T Colledge and Son on 0117 971 7154 or go to [www.tcolledgeandson.com](http://www.tcolledgeandson.com)



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Other colours are available on request such as greens, reds, blues and white. Please contact us for more details.

Also available is a selection of great value small goat skins (approx 6 sq feet) in various colours including Black, Dark Brown, Medium Brown, Light Brown, Tan, Navy Blue, Bordeaux, Green, Grey, Beige, Ivory, White. Ideal for patching work, or small leather goods.



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321 337 357 362 370

371 373 379 394 395 397 399 ...

20 each 364 & 377 ...

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# SMELLWELL ARRIVES IN THE UK

The Swedish company SmellWell have appointed Charles Birch Ltd as their UK and Ireland distributors and stocks of this new innovative product will be landing in the Charles Birch warehouses later this month.

SmellWell is a Swedish company that was founded in 2012 by Johan Roussetos who, inspired by the need to sort his son's smelly football boots, spent two years developing a unique product to absorb sweat and remove bad odour.

Together with chemists from Chalmers in Gothenburg they researched what creates the odour in shoes. Moisture proved to be a major contributing factor and this became their new focus.

The combination of ingredients in SmellWell includes activated carbon which has been used for hundreds of years as a natural way of cleaning and filtering both water and air. We use activated carbon made of bamboo, which has a very large surface area that allows it to

effectively absorb and neutralise bad smell, but also absorbs moisture. Bamboo is also good from a sustainability perspective because it is very fast growing, which means that felling does not affect regrowth.

Other materials in SmellWell consist of salts and minerals with hygroscopic properties, which allow them to absorb moisture (sweat) from the air.

The material is enclosed in a non-woven inner bag. This acts as a membrane by holding in all the components but allowing moisture to be transported from the shoe or training equipment into the bag.

David Barber, Sales Director of Charles Birch, commented "we are delighted to add this unique product to our comprehensive shoe care range. With its high quality performance, attractive packaging and sensible retail price, SmellWell is bound to fly off the shelves this Summer"



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[www.cuttingedgemag.co.uk](http://www.cuttingedgemag.co.uk)

# THE GREAT BIRCH POLISH OFF

David Barber, Sales Director of Charles Birch, commented on the results: "the experiment was really interesting."

The shine from both polishes was found to be excellent and indistinguishable between the two brands. However the Angelus Polish was found to be more pigmented with a stronger renovating aspect and it did seem to penetrate the different leathers more, leaving the shoes a little more supple. It was also found that the Angelus was considered to be more pleasant to work with partly because it gave off a nice traditional "waxy" aroma. However it is reassuring to know that they are both good quality polishes and that the customers will get what they pay for."

Birch Polish has a recommended retail price of £1.95 whilst Angelus has an RRP of £4.95.



At the Charles Birch sales conference in March they held a "Polish Off" between their two main brands BIRCH and the new arrival ANGELUS.

# COBBLER BOB'S BID FOR SUCCESS IN CUSTOMER SERVICE

Bob Traynor, 'Cobbler Bob', who has traded in his Hull city centre shop since 1999 was recently nominated for the 2019 Hull BID Award for Customer Service Excellence by his customers and readers of Hull Daily Mail for his commitment to going "above and beyond" for his customers.

Customers have praised his "pleasant manner" and his can-do spirit. He is well known for hand delivering keys to workplaces across the city, something that many of his competitors do not do.

Part of a nomination putting his name forward read: "He is always very pleasant and always very helpful. Even if he says he's not sure he can do something, he will always have a go and do his best."

He told us he was really pleased to have been short-listed and even though he was eventually pipped into second place he and his family enjoyed the experience of the 'black tie' award ceremony and dinner inside Hull Minster.

Just being nominated seems to have done Bob's business a lot of good. "A lot of people have come in and said with a smile 'I saw you in the paper, so I thought I should bring my shoes in...'"

**Congratulations Bob, we're sure that with such a positive attitude your business will only get even more recognition.**



*If you have your own success story that you would like to share please get in touch with us. Find out how on page 3.*

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# THE CONSTANT EVOLUTION OF MULTICODE

## The latest JMA electronic key duplicating machine

After its successful entry into the market, Multicode, the JMA electronic key duplicating machine, continues adding new references of keys, accessories and updates that reinforce its value for locksmiths and hardware dealers who want to boost their key duplication business.

Multicode stands out for its high technology, ease of use and compact size, which makes it possible to duplicate flat, security and automotive keys in a very small space. All this with great precision and speed, thanks to its key cutting system in a single motion.

The machine decodes so that you can easily cut to copy, as well as cutting via direct or indirect codes. It is already capable of duplicating a huge range of the UK's most popular brands and lock systems, including Yale Superior & Platinum, L&F, Avocet, Apecs, Mul-T-Lock, Abus, Cisa, Iseo, Ifam and many more.

### REGULAR UPDATES

Each month, JMA introduces new keys to the catalogue of references that can be duplicated with the machine, capable of copying hundreds of the models with the highest sales in the market. In recent months, the brand has incorporated new jaws, milling cutters and adapters that facilitate the duplication of these new models of keys on the Multicode.

### REGULAR UPDATES

All these new references are automatically updated via the JMAKeyPro APP with which the machine is operated. Its use, through the tablet that Multicode incorporates, stands out for being intuitive and easy to learn. Through this software, professionals have access to the extensive catalogue of JMA keys and their equivalents.

### REGULAR UPDATES

Likewise, all accessory additions are updated in the specialist catalogue of the machine, where all available jaws, cutters and adapters appear.

The high technology and the constant evolution of Multicode explains its international success. Many key cutters, locksmiths and hardware dealers have managed to take their key duplication business to another level, increasing the quantity and quality of the duplicates they offer daily to their clients.



Please contact SKS for more information or to arrange a demonstration.

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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

# CLOSE TO PERFECTION WITH SILCA

Silca Proximity and Remote Car Keys are the perfect solution for replacing damaged or lost proximity and remote car keys, or to have a duplicate in case of emergency.

The Silca Proximity and Remote Car Keys have a similar design as the original keys and are supplied ready-to-programme with the PCB, transponder and emergency or flip blade included. The keys can be programmed with Advanced Diagnostics devices. The keys are packed individually in a plastic clamshell for easy identification and hook display.

The range of Silca Proximity and Remote Car Keys currently includes:

- one reference for BMW® models (HU131RS05);
- one reference for Volvo® models (HU152S16);
- two references for Ford® models (HU198P14 and HU198P15);
- two references for Renault® (VA150S13 and VA150S15);
- two references for Nissan® models (NSN14P04 and NSN14P01);
- two references for Fiat® models (SIP22R01 and SIP22R07);
- two references for Vauxhall® models (HU100R02 and HU100R01).

Also don't forget to order the latest Silca Shell Catalogue Version 4.0 from Birch



For more information please contact Linzi or Craig on the Silca Services Hotline: 0113 200 3926

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# A WEB(SITE) FOR SORE EYES



## Check out Standard Engineering's new look.

We all know that sticking with the familiar is a comfortable fall-back in life as well as in business. Why change something that seems to work OK? At Standard Engineering we have tweaked our machinery over the years to offer something new to the trade, and something shoe repairers might find more useful, quieter and cleaner.

When it came to our website, it took us many years to embrace new developments. In 2005 we made a major upgrade. Out went scans of photographs of old, weirdly painted foreign kit we no longer sold, and static news items years out of date and in came downloadable manuals & brochures and the ability for us to content manage news and offers.

Our website has served us well over the years – we often refer to it as our best "Sales Rep". Today, few companies can afford to keep armies of people on the road, driving from customer to customer in the hope of walking in their door at just the moment they need to see a salesman! With our up-to-date website, all our machinery specifications are there for an interested party to look at with a few key-strokes. Day or night. Anywhere in the world.

We have just upgraded our website again to further help our customers and help reflect modern accessing needs. Our new site is now mobile friendly, faster loading and simpler to use. We will still be hosting all our current manuals, brochures, as well as copies of various older manuals. These will be added to as time allows and people make enquiries of us. We will have a new section where we will be showing reconditioned and second-hand equipment, as well as changing offers on new equipment and parts / service.

Give our website a look at [www.standardgroup.co.uk](http://www.standardgroup.co.uk) - and keep popping back for our latest news, information and on-line only offers.

**Gary Lewis**  
Standard Engineering Ltd.

# REACH FOR THE VERATOP

with new White Topy Veratop

**Topy Veratop, the French manufacturer's best selling ladies heeling material, is now available in white!**

Also available in Black Brown Bronze Beige & Caramel in sheets, strips and cut top pieces - VERATOP is a Top Quality twin-layer heeling sheet .

It is easy to see why VERATOP is one of the top brands of rubber products for the shoe-repairs.

The VERATOP sheet is an outstanding comfortable rubber. The top layer is a flexible hard-wearing rubber (85 Shore A). The hard compact rubberized backing is similar to our STRONG/STARK quality rubber.

For this backing a very good stability is given on hollow heels (backing: 95 Shore A). The resistance to abrasion is closer to the one of the polyurethane sheets.

This sheet guarantees an easy adhesion. Excellent results have been achieved in Topy's own and Independent specialised tests.

**Special OFFER - Buy 2 sheets & get another 1 free of charge!**

**Contact T Colledge & Son for more details**



# GET GRAND PRIX AT A GREAT PRICE

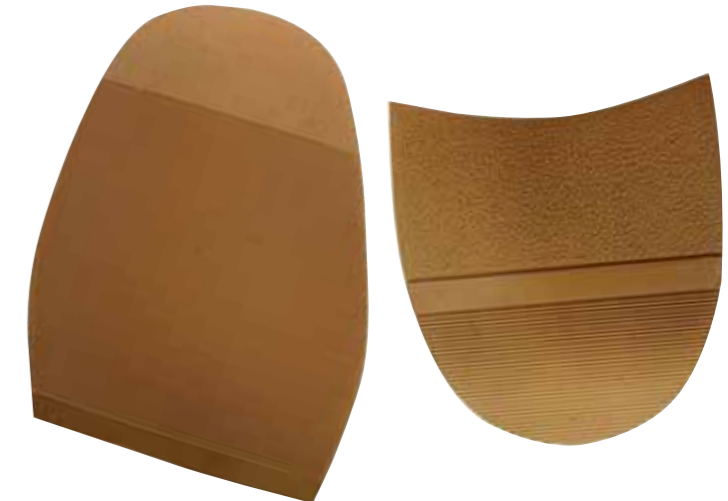
with Sovereign Grand Prix Soles & Heels from T Colledge & Son

Sovereign Grand Prix Soles & heels are rapidly becoming top seller for T Colledge and Son. A great quality product available in 3 colours – Black, Brown and Caramel.

There are three sizes in soles, ladies large, Men's and Men's XXL which is one of the largest sizes available. The soles are also available in four thicknesses 2mm 2.5mm 3.5mm and 4.5mm.

The heels are available in six sizes from 166 (70mm) to 176 (105mm).

**For more details contact T Colledge and Son on 0117 971 7154 or go to [www.tcolledgeandson.com](http://www.tcolledgeandson.com)**



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# THREE WORLD LEADING BRANDS WITH REAL HERITAGE

# Bama®



# Angelus® BRAND

## Bama®

As well as being one of the world's most important insole manufacturers, the extensive and high quality BAMA shoe care range is now well received throughout the world.

They are passionate about shoes – and have been for over a century: back in 1914 Bama founder Curt Baumann laid the international company's foundation stone in Dresden, Germany. With a craftsman's flair, tremendous diligence and just 750 Reichsmark in his pocket for a sewing machine and a punching machine, he created his first insole. It was designed to provide the foot with a soft underlay that gently envelops, warms and protects it. At the time, Curt Baumann had only one aim in mind – and THE Bama company still stand by it to this day: to enable lovers of beautiful shoes to live out their passion to the full. No matter which shoes are the object of this love and how long the wearer is on their feet.

Over the last ten years the Bama range has continually been subject to further development: alongside the established classics, many modern and innovative products are being added to the menu assortment. Above and beyond the sheer multiplicity of Bama's comfortable insoles, there is a full range of shoe care products and accessories.



## Angelus® BRAND

Not only is Angelus arguably the world's finest shoe polish, the new acrylic paint range is introducing the concept of shoe art to the world's shoe repair shops. Either offer the service in house or simply sell the paints to the shoe artist.

Angelus Shoe Polish was not even a dream when the young Greek immigrant, Paul T. Angelos, arrived at Ellis Island in 1907. Making his way to Chicago, Paul shined shoes and saved enough money to go to Los Angeles.

After arriving in Los Angeles penniless, he secured a job at a large shine stand. Soon Paul saved enough money to open his own shine stand. Not satisfied with the boot polish available, Paul created his own recipe and started making his own special polish on the stove in his kitchen.

Through hard work and long hours, he was able to send money for his brothers, George and Louie, to join him. Soon there were 14 employees and three shoe shine stands.

After being crowned, "King of the Bootblacks", Paul was able to make the return trip to Greece to marry his sweetheart. Many years later, Paul would tell his grandchildren what an experience it was to return to Greece First Class on the Ocean Liner Mauritania, the same ship that brought him Steerage to America years before.

On arriving back in Los Angeles with his bride business flourished and soon other bootblacks started wondering what the Angelos boys were using on their shine stands and started asking where they could buy some.

The demand for Angelus polish started to grow until the poor kitchen stove could not keep up with demand and so they opened a small manufacturing plant

It was not long before the plant demanded full time attention and so they sold their shoe shine stands and devoted all their energies into making shoe polish. Some of the family worked in the plant while others took to the road where often rolled up their shirt sleeves and worked in the repair shops or shined shoes to demonstrate the quality of the Angelus products.

At the end of World War II in 1947 a decision was made to sell the business. Many changes were made to Angelus Shoe Polish, sadly none for the good. The new owners cut back on the most expensive ingredients and dramatically reduced the quality of the polish.

In 1953, Paul and his son George bought back Angelus Shoe Polish. They went back to what they knew best – honesty, quality, and hard work. Any merchandise that was defective was taken back and refunds or new product delivered.

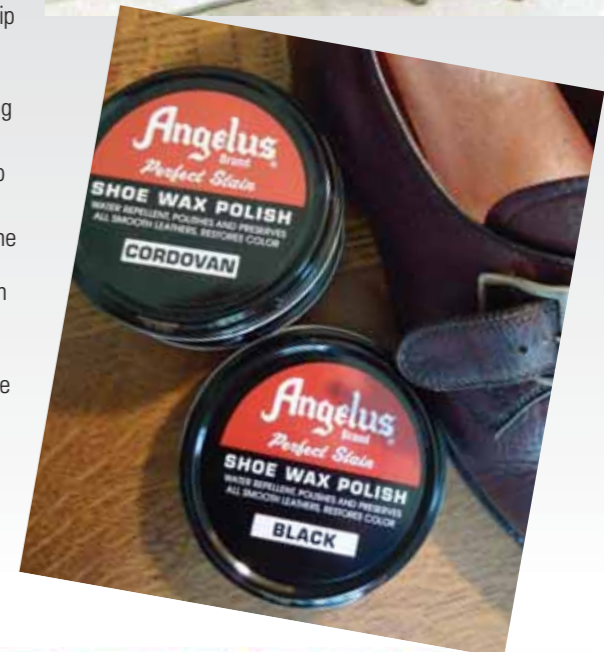
Sid Solomon, their salesman would question Paul, "You cannot take back this much merchandise, especially products that you did not even make!" Paul's reply, "It has our name on it and we will make it good. It matters little who actually made it!"

The original quality restored the Angelus brand has since gone from strength to strength becoming the market leader in the USA.

The Angelus brand continues to evolve and they have recently taken that American shoe fashion market by storm with the introduction of their range of acrylic shoe paints.

These have been embraced by a new generation of shoe artists who want to "pimp up" their shoes with their favourite characters, designs and colours.

Sold in shoe repair shops and arts and crafts shops in the USA, it will be interesting to see how the craze takes off in the UK. A new opportunity?



Still manufactured near Barcelona in Spain, TRG offer one of the widest ranges of colours of high quality shoe creams and dyes in the world. The fresh new TRG livery will enhance the shelves of shoe repairers and shoe retailers alike.

Throughout its almost 80 year history TRG has been an innovative, family-run business.

Back in 1940, Joaquim Tarragó Bescós, a technical expert in textile dyes, established his own family business of dyes for domestic use, legally registered under his own name. Commercially it became known as Productos Tintolina Tarragó.

Moving on to 1962 Joaquim Tarragó Gràcia took over the family business and really focused on the footwear market. He developed a new water-based range of dyes which revolutionised the way the footwear manufacturers dyed their shoe leathers.

Then in 1984 Joaquim Tarragó Llobet took over the management of the business. At this third stage, the company developed one of the most extensive shoe care ranges in the industry, which led to the expansion of the company internationally, soon being established in more than 50 countries.

Twenty five years later he restructured the family business through the new company, TRG Bestnets, and under the TRG brand.

Bringing us almost up to the present day, fourth generation Lila Tarrago redesigned the packaging for the whole TRG range in 2016, ensuring that this high quality and extensive shoe care range became one of the leading brands in the industry worldwide.



# TAKING A SHINE TO SHOE CARE

David James of James Shoe Care shares his views on an exciting US shoe care opportunity now available in the UK.

"Late last year I was on a visit to Los Angeles. I had been told about the Angelus shoe care range of products that is made in LA and I was keen to find out more, so I arranged to meet the current head of the business Paul Angelos (who is quite a character!!) and his grandson Tyler, both part of the family who run the factory that has been manufacturing shoe care products in the USA for over 110 years.

Paul's grandfather, Paul T. Angelos, emigrated from Greece to the USA in the late 19th century, eventually settling in Los Angeles where he successfully set up as a shoe shiner, making enough money to pay for his two brothers to join him there. Soon they started making their own shoe polish in a kitchen. This became so successful that in 1907 they were able to set up the factory which is still the headquarters of the family business.

In addition to a very good range of polishes, conditioners, aerosols and dyes, Angelus also produce acrylic leather paints that are being used increasingly to paint trainers in very imaginative ways, as can be seen from the photos.

More routinely, Angelus's paints can also be useful for covering damaged or worn areas on shoes and trainers. They come in many shades, so it is usually possible to get a very close match to the existing colour on a shoe.

Angelus shoe care products have a very good reputation and are now sold worldwide. Over the years the factory has expanded its manufacturing capacity considerably, but it is still very much a family business, with many members of the family making the products, as well as managing the business.

At James Shoe Care we're now selling Angelus shoe care products through our shoe repair shops, and we're also using them on our shoeshine stands at Canary Wharf.

They are proving to be very effective and popular. If you're thinking of expanding or changing the range of products you offer through your shops, you might want to give Angelus products a try.

I doubt you'd be disappointed by their quality, and you could be looking forward to increased repeat sales."



David James (centre) with Paul & Tyler Angelos.



# Get Creative...

with an exciting range of shoe paints now available from the USA



For more information contact your local Charles Birch representative or log on to [www.charlesbirch.com](http://www.charlesbirch.com)

# Angelus

BRAND

## 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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# SPOTLIGHT



The Cutting Edge office door opened and in strode Fairweather. The Editor nearly choked on his HobNob biscuit when he saw his skinny bare legs poking out below his overcoat...

**"Good grief man! What on earth are you wearing?! I hope you're decent under that mac!"**

**"Just doing as you told me to Boss... your message said wear some good quality shoes... Check out the brogues, smart eh?... and take a T shirt and shorts with you when you go and meet our man in the Spotlight..."**

**"Oh no..."**

**"As it's a nice day I thought I'd save myself the bother of carrying a bag. It's a bit tricky when I'm riding my old motorbike..."** chuckled Fairweather **"It's actually quite liberating feeling the breeze around the old..."**

**"Shuttlecocks!"** exclaimed the Ed. **I've just thought what you could give him as a thank you for appearing in the 'Spotlight'.**

**Despite being 85 years young, Ray Barlow is still very active and plays and coaches badminton every week. Of course, most people in the shoe repair trade will know Ray, especially as he was a judge for the JR Shoe Repairer of the Year competition for many years."**

**"Now get properly dressed Fairweather and don't forget to call in at the sports shop on your way to see him."**

Later that day, a red faced and sweaty Fairweather sat down with Ray in the Leisure Centre near Ray's home, struggling to catch his breath while Ray waited patiently for the interview to begin.

**"Sorry about that Ray, I haven't played badminton for years..."**



Ray Barlow was for many years a respected judge of the JR Shoe Repairer of the Year competition

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

English. I love reading and English has also helped me throughout my career.

**... and what was your first paid job?**

I became a trainee shoe repairer at Saxone Shoe Co. in Market Street, Manchester straight from school.

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

I had wanted to be a joiner but there were no vacancies locally so shoe repair seemed a good alternative as I liked using my hands.

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

I can't think of anything better than having become a capable shoe repairer and being able to pass on the skills I learned to like-minded people.

**... and your worst mistake?**

I shouldn't have wanted to learn the basics too quickly just so I could move on to more skilful tasks like outsole stitching.

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

John Timpson. I admire the way his business has developed and diversified to include much more than just shoe repair.

**Where is your favourite place?**

Being in front of a class and passing on my knowledge of our great trade.

**What is your favourite way to spend the day?**

It might sound repetitive, but I'd say just being involved in some aspect of shoe repair and achieving a good end result.

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

I like to keep myself pretty fit. My first love was playing football but now I just play badminton. I am a qualified English Badminton Coach and take classes regularly at the Leisure Centre.



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

You just can't beat 'My Way' by Frank Sinatra.



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

It would have to be my wife. She knows me so well and we could cope with the stress together.

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

My father told me I should accept the role as a teacher in a Technical College.

**... and the worst?**

Being told to work on skills that as yet I didn't have. Real skill takes patience.

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

I'd bank it until I found something worthwhile to do with it!

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

Offer a comprehensive service – shoe repair, key cutting and engraving at least, do good work, be considerate with customers. Make sure that both you and your shop are tidy and presentable – and make sure you have your repair ready on time!

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

I can't comment on that. Mainly because like thousands of others I think there is still so much to be learned about the possible consequences that we just don't know at the moment.

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

There is still a good future in being involved in shoe repairing, even though much of today's footwear is perhaps of 'wear and throw away' quality. But as well as the ladies' resin soles and PVC units it is still possible to make a decent profit from men's welted footwear, especially when you considered many of that type of shoe cost well over a £100 when new.



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

I hope that the people I've met in my life will remember me as a man who has spent all his working life involved in all aspects of footwear and shoe repairing and who showed a genuine desire to pass on the skills and knowledge gained over a lifetime of work in the shoe repair industry... and maybe as a half decent badminton player!



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the One



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**CHARLES BIRCH**  
GROUP

# THE END OF SHOE REPAIR - SOLES IN A TUBE? (PART 3)

In the first two parts of this series, we discussed a few options 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, and creating a level surface to work on. Let's have a look at the jobs it can perform on the shoe upper this time.

## WHEN THE DAMAGE IS ALREADY DONE

Of course most of the wear on a shoe is supposed to happen to the sole – that's why it is made out of much sturdier material than the upper, after all! But depending on the type of shoe and what it is used for, that may not always be the case.

Think of a work boot, used by someone doing flooring or other work that has him or her spend lots of time kneeling or crouching. Very often, the vamp will rub over a hard surface, and that can tear holes and/or leave the steel toe cap exposed. So what can be done here, instead of throwing away the old and buying a new pair?

Just grind off any loose leather parts on the toe cap, make sure the surface is sufficiently clean, and apply a not too thick coat of QuickSohl, about 2-3 mm at a time. After about a minute, the paste can be shaped and smoothed by hand.

Let the first layer dry overnight, and if necessary, apply a second layer after roughening the surface of the first. Doing a thicker layer all at once does not save time at all, in fact it prevents the product from drying properly. So the layer-by-layer approach is the only way, if a thicker coverage is desired. When the required thickness is reached (one layer is often already sufficient), you can sand, dye, and polish the surface however you like – QuickSohl takes leather dye or paint, so you can make your patch match the original color of the boot or shoe.

And as easy as that, you have just saved your customer a lot of money (no need to buy new boots!), while making some for yourself!

Now of course this will wear out again eventually – but you can repeat this process several times, and it's still going to be a bargain for your customer.

Plus, they also know you can do this now, so they'll come back!

## BEFORE THE DAMAGE OCCURS – PROTECTION INSTEAD OF REPAIR!

Of course this process can already take place before the damage is done – there is nothing wrong with that. It might be a particularly good idea when the shoes in question are not of the sturdy kind, but the more lightweight, less rugged, and therefore more at risk if they are exposed to such undue wear and tear.

One example:

There are several medical conditions that lead to people dragging their feet, often wearing through new shoes in a matter of weeks. It can be very helpful for them (and save them a fortune!) if their shoe uppers are reinforced before they are worn through – and the QuickSohl layer can be replaced or added to as often as necessary!

There is a limit, and the more lightweight and soft the shoe is, the quicker it will be reached, but there is a huge difference between having to replace shoes every other week, or every few months. Now this is something that your (prospective) customers have to know about and learn that you can help with this problem – but if advertised in the right way, both processes could bring people into your shop that might have otherwise walked by. And that is also a benefit that cannot be overestimated!

Stay tuned for the next issue in this series, and learn about the new clear version of this product and its uses!

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



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# The new Halo range - Streets ahead for Glenway

**Glenway, the UK's largest supplier of trophies & awards recently launched their new Trophy Street bespoke brochure.**

The 36 page brochure contains an absolute treasure trove of anything & everything that can be personalised. The beauty of the brochure it has something special to suit every budget.

Many clubs and associations want fully bespoke enamel medals for their awards ceremonies. The reality is that what they want they can't always afford as fully personalised medals usually come with a die charge of anything up to £200, with a minimum run of 100 medals which adds an extra £2 per item.

To bring the option of bespoke medals within reach of the mass market Glenway have created the Halo range of medals.

This is a collection of medals based on the theme of most popular sports. As well as the main sports like rugby & football, martial arts, swimming, running & gymnastics also feature strongly in the range.

The big advantage of the Halo range is that items can be used purely as a simple medal, or they can be personalised by adding a laminated halo or strip.

The insert can then be given a personal touch with a short inscription. So this could be a club name, an event, a tournament or anything you require.

As all the personalisation is done in-house by Glenway, the turnaround is less than 3 days. The minimum quantity is only 25, the prices are very competitive and there is no die charge.

You can even get a free sample to show off to your customers!

Halo medals are just one of the many innovative ideas in the Trophy Street bespoke brochure.

Give the Glenway team a call to get your own 'bespoke' copy.



# THE FUTURE IS BRIGHT WITH SVIG!

**Spring is officially here. So your customers will be looking forward to warmer, sunnier days and to kicking off their boots and sturdy shoes. But when they get their tired old trainers and their favourite casual summer shoes out what can they do to give them a new lease of life?**

That's easy – simply have their shabby shoes revived with a pop of colour from the SVIG range of soles.

How do you get them to call in to your shop to buy some?

That's easy too – it won't take long for you to put together an eye-catching display using bright coloured and white soles from SVIG ranges such as JUMPING (SU519TR),

ZEPHIR Monte Bianco (SU615) & Anney (SU617) or SNEAKERS (SU552 & SU 553) ... plus CASUAL (SU550) and RUNNING (SU518TR) .

If you have the space add in a 'before' & 'after' pair of trainers ... Add a few summery accessories like sunglasses, sun cream, even a travel poster (ask your local travel agent for an old one) ... and then act 'casual' when customers come 'running' through your door!

**If you don't already have colourful SVIG soles in stock – or to find out how else SVIG can help you go to [www.svg.it](http://www.svg.it)**



Shoes repaired using SVIG soles

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The Micro Unit - It's Time Has Come!  
Standard's Alegeo Adventure Continues!  
New Cutting Edge Offers

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Get In Touch 01536 517070

**Our Clients**  
BT serco RBS NHS ual

**What Our Customers Say**  
A few comments from some of our happy customers.

"The machines have been delivered and I would like to thank you for the excellent service received by you and your team in meeting the tight time line."  
Gerald Forbes  
Croggett Shoe Repairs

"Thanks for advising on the old hi model. Await your update, but very much enjoying working on the new machine!"  
Fiona  
University of Northampton

"Good afternoon Gary, just a quick mail to say thanks. We put the press machine in on Friday and the boys in the shop are very happy with it. Thanks again, Gerry"  
Gerry Byrne,  
T & G Byrne Locksmiths, Dundalk, Ireland

**Contact us**  
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Kerrington  
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# DATES FOR YOUR DIARY

**JUNE 21**

## 'Putt' that date in your diary for The Annual SOMSR / Cutting Edge Golf Day

Calling all you keen golfers out there - make a note of Friday 21st June 2019 to come along for what should be a 'hole' load of fun if previous years are anything to go by...

This year it is to be held at **TRENT LOCK GOLF & COUNTRY CLUB, Lock Lane, Sawley, Long Eaton, Nottingham, NG10 2FY**

The Golf Day will start as usual with Bacon Rolls and Coffee from 10.30am, ready for the First tee off at 11.10am

It will be a Singles Competition with a 1st prize of £100, 2nd prize of £50 and the 3rd prize is £25

There will also be Nearest Pin and Longest Drive prizes.

The entry fee is £45 +VAT (the same as last year)

Glenway Trophies will be sponsoring the first four SOMSR Members who sign up to play.

Spaces are limited though so get your entries in as places will be allocated on a first come first served basis.

For more details call 01270 611767, email [David.pollard@signature-engravinguk.com](mailto:David.pollard@signature-engravinguk.com) or contact SOMSR at [info@somsr.com](mailto:info@somsr.com)

**ALSO ON JUNE 21**

The CE/SOMSR AGM will be held at 9am prior to the Golf commencing.

Chris Wilson will be stepping down from his role Cutting Edge Chairman at the AGM and as he said in his comments earlier in this issue the Cutting Edge committee needs some new blood, especially as he will be leaving the committee in 2020 after serving over 25 years on it along with Caroline Collins of Shoestring/ Victor de Banke. Most of the other committee members have served the organisation for over a decade.

Chris says "It is time for new ideas and extra enthusiasm from a new generation. Committee members don't have to be MDs or business owners, just people who work in the trade and are passionate about its and their futures..."

So, if you are on the supply side of the trade please consider if you can attend a maximum of four half day meetings a year. Repairers and retailers are also welcome or alternatively you can propose a suitable candidate from one of your suppliers.

**YOUR TRADE NEEDS YOU. SO PLEASE COME ALONG TO THE AGM AND HAVE YOUR SAY IN ITS FUTURE.**

**SEPT 29**

## The 2019 Cutting Edge Show - Edinburgh

Lots of the biggest names supplying the Shoe Repair trade will be heading North for the only Cutting Edge Trade Show this year at the popular Scottish venue of the Edinburgh Airport Hotel

Look out for more details in the Summer issue of Cutting Edge magazine...

[glenway.co.uk](http://glenway.co.uk)

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# Society News

The latest information from the SoMSR office



## It's been tough out there...

The word is that trading is pretty difficult at the moment. And this is across the whole spectrum from manufacturing through distribution and on the High street.



Reading the papers doesn't help either with some more big name companies posting poor financial results, last week it was Laura Ashley. This week Ted Baker.

Then there are the people who run the massive shopping malls complaining about lack of footfall and they don't even have parking charge to grumble about. It's easy to lay blame, take your pick... Amazon, Brexit, The government, the local council, parking, the weather, the growth of the main competitor. Pick any one to have a rant about.

But don't just sit there ranting. Do something. There are two ways to start the fight back. And remember, most of what you do just can't be done on the internet so you do start with an advantage.

Number one is to make people want to come into your shop.

Number two is to make them stay.

Yes I know it's easy to sit at a keyboard and chuck out meaningless words, it isn't like being at the coalface after all. But when things are as they are it might just be time to sit up and listen.

The first, number one, make them want to come into your shop.

There are tangible things like window displays and signage. Never underestimate the power of a thoughtfully designed shop front. If you've got some downtime clean up the window, re arrange the display. Wash down the paintwork and tidy up the entrance. If the door sticks....

Fix it. If you can write your name in the dust on the counter top.... get the duster out. Clean it. Wipe it. Polish it. Get the air freshener out. A pleasant smell of leather polish is always good. Even the smell of coffee can make customers feel more welcome.

There are also the intangibles such as how far you go to make your customers feel welcome. Sometimes a smile is all it takes. A cheery word. A look of interest. Ok so some customers are proper a\*\*\*\*\*s but most of them have come into your shop for a very good reason and it would be rude not to profit from their interest in what you do. Take their mobile number so you can text when their repair is ready. Have you thought about loyalty cards?

Number two?..

They are in your line of fire. Hit them with the power of your superior knowledge. Make them want to purchase additional services. Upsell. So many times I hear customers say "Oh I didn't know you did that". Don't wait to be asked, tell them what you can do. Go for the jugular. There's a guy in a North Yorkshire market town who refuses to let a customer leave his premises until he has extracted the most he can from them. It's a joy to watch him at work. And he isn't alone either, many others know the value of communication but so many don't make it work to their advantage. The public like to be included, entertained and drawn in. Give them what they want and they will come back. And they'll tell their friends. Robots can't do it yet you know, interacting, it's the best weapon you have to regain business. Put a smile on their face, and yours. Smile. Interact. Upsell.

Try it, you might enjoy the feedback you get from your customers.

## Looking after your health and safety in the workplace.

Taken from TUC Risks Tuesday 16th Feb 2019

Environmental Defence Canada (EDC) has discovered that people regularly handling thermal transfer paper such as used in receipts from credit card machines are being exposed to danger from contact with the paper.

High levels of BPA and BPS, which are hormone disrupting industrial chemicals linked to ADHD, breast and prostate cancers, obesity and diabetes, have been found.

EDC says that the slips of paper are exposing cashiers to worrying levels of toxic chemicals which can be absorbed through the skin. The United Food and Commercial Workers Union of Canada has suggested that cashiers should wear

protective gloves until an alternative source of paper for these machines is found. The EU has already responded by banning the use of BPA (bisphenol A) in paper receipts from next year.

Not only but also.....

The Global union confederation ITUC has confirmed the theme for International Workers Memorial Day on 28th April 2019 will be 'Taking control- removing dangerous substances from the workplace' This event will emphasise a Zero Cancer approach urging workers to minimise or eliminate exposure to carcinogens in the workplace.

Source - TUC risks and hazards

## CUTTING EDGE GOLF DAY Friday 21st June

The event this year will be held at Trent Lock Golf Course, Long Eaton, Nottingham.

Tim Wilford of Glenway has very generously offered to sponsor the first FOUR individual SOMSR members to sign up for this popular event.

It's a great day out with some excellent company, valuable prizes and a meal after the event. If you want a free round of golf please email me on [info@somsr.com](mailto:info@somsr.com). First four SOMSR members to get in touch will get the free places.

Robin



## The Cobblers

Head west out of Dumfries on the A75 towards the coast and you might just be tempted to take the first left at the roundabout and follow the side road down through the open farmlands and in to the picturesque town of Castle Douglas (pop circa 4200) Contrary to its historical appearance Castle Douglas is a 'New Town' built in 1791 by Sir William Douglas and named after himself.

The 'Castle' title may well have come from his apparent association with nearby Threave Castle, home of the notorious Black Douglasses. Or not as the case may be. Head down King Street, heart of the community where you can still actually park your car outside the shops, stop bang opposite the Co-op and you will find a very well presented shop with signage above the door which says exactly what it does inside. The Cobblers is home to Joe Donohoe, SOMSR member, champion of the shoerepairer forum and an also avid fan of Hibernian FC. You might recognise him from his forum nickname, Hibsjo. A man with a wealth of knowledge and experience who is not afraid to speak his mind.

Joe started The Cobblers in 1997. On the 1st of July. He had acquired an old Raffenburg finisher, a Standard outsole stitcher, a Mancuna key machine and a pantograph engraver to his name. The best thing about the old machinery was the solid construction from heavy duty materials. The worst thing about old machinery was when Joe moved down the street to his present location just 3 years later in 2000. A couple of old skateboards trundling down the road loaded with his ancient machinery caused quite a stir that day. The current shop has seen quite a few changes since then. The number of staff has increased with Joe's brother in law John specialising in auto locks and engraving, young Jonny doing the majority of basic work and Joe himself mainly on general locksmith

work. There's also a shiny black van carrying the JD Keys logo sometimes parked nearby but more likely to be out on call.

Castle Douglas is a market town with an excellent catchment area and as such trade has been quite good but Joe and his colleagues have developed a positive approach to making their place a one stop shop for customers. If it isn't in stock then The Cobblers will try to get it. Their main area of work has changed over the years with shoe repairs now competing for shop space with keys and engraving as well as selling a large range of engrave able items. Mind you if you need repairs to your sporrans or your brogues then you've got the right place. He's even repaired shoes for genuine clowns (as opposed to the everyday clowns most repairers have experienced). In recent years Joe has developed a new line in online retailing via a couple of websites selling gifts and promoting the locksmith service. He does however favour social media like Facebook and Twitter, to keep his business up at the top of the list.

On shoe repairs Joe has seen a significant swing in what the public want and says that more and more customers are asking for branded materials to be used, Vibram being one of the most popular. Like many craftsmen, he has a favourite tool and in Joe's case it is his good old fashioned drag knife but his favourite machine is his Volume Engraving machine.

As for celebrity customers, Joe is tight lipped on this subject. He admits to having had a few in his shop but he's cool about it and won't kiss and tell but we did manage to find this photo of him with some real A listers.



## SOMSR Loyalty Cards and Price lists.

If any SOMSR member is interested we can create and print A4 sized Price lists with your name and shop details as well as your own prices at a relatively small cost.

We can also have printed for you, loyalty cards containing your name and offering a 50% discount on the fifth repair of a similar type/cost. Also available for key purchases too. Minimum 250 cards, approximately £22 per 250 depending on print requirements. The offer can be tailored to suit your wishes with either a percentage discount, a value discount or a free offer.



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](mailto:info@somsr.com)

BECOME A SOMSR MEMBER TODAY  
Join now at [www.somsr.com](http://www.somsr.com)

# New face for Cherry Blossom as it wins Shoe Care Brand of the Year.

Well 2019 is proving to be a fantastic year for Cherry Blossom so far. Having recently moved into brand-new custom-built premises, the Footwear Industry Awards saw it crowned as Shoe Care Brand of the Year and it's at the beginning of a very exciting new marketing campaign. This campaign is all about investing in the future of the industry, while ensuring we remember its history.

We all understand the importance of education when it comes to shoe care – ensuring the consumer not only understands how to look after their footwear but also why.

Despite currently celebrating its 113th anniversary, Cherry Blossom wants to make sure that it continues to educate and inspire the younger generations to take care of their footwear, too. It believes that as a brand and as an industry we have a responsibility to these younger generations, especially as they step up into a fast-paced convenience-driven world.

## SUPPORTING RETAILERS

They know that, in order to support retailers and to ensure the consumer's footwear lasts, that they need to educate the younger generations on the importance of taking that time to look after their footwear. It's simple to take care of footwear but younger generations often believe that it's too much hassle or will take a long time, and Cherry Blossom really want to dispel this myth.

We all know that taking the time to take care of our footwear will massively prolong its lifespan.



Cherry Blossom are aware however, that the younger generations might not necessarily be the first to pick up a tin of shoe polish and this is why their range continues to meet the demands of all consumers. This includes its brand-new product Midsole Cleaner – which appeals to those who like their trainers to continue to look fresh.

As well as offering products which appeal to these younger generations, Cherry Blossom wants to do its bit to educate the generations, to support the industry and enable sustainability by encouraging generations to look after their footwear so that it lasts longer.

## AMAZING RESPONSE

As part of this campaign, last year Cherry Blossom launched a competition to find the 'Face of Cherry', wanting to find someone who had used Cherry Blossom throughout their lives and was also passing that education of taking care of their shoes on to a younger generation. They wanted to find someone who encompassed what the brand stood for and connected with its heritage.

The campaign was launched and received amazing response, making it a very tough call for the brand to choose its worthy winners. However, one entry that stood out above the rest for them was that of Philip and his granddaughter Charlotte. Their entry consisted of photos of Charlotte, with her very own home-made shoe shine store and photos of Philip as a young boy with a shine in his step.

Philip, who is 71, has always lived under his grandfather's motto of "Cherry [polished] shoes, fresh pants and a clean hankie". Philip's grandfather would ensure he'd followed

this routine, before he left the house, to remind him of the simple but good things in life after the trenches and this is a motto that Philip's family have always lived by.

## PART OF THE FAMILY

Philip has always classed Cherry Blossom as part of his family. He remembers his first day of school by the shine in his shoes and all his important life events in the same way. He believes that his grandfather's motto, despite now being used by a fourth generation, still carries exactly the same importance today.

Phil believes that a person's character can so easily be reflected in the state of their shoes. His grandfather taught him that you are never too young to learn how to polish your shoes and Charlotte certainly agrees. Charlotte who is 4, loves to play shoe shine shop with her family and she loves to make sure her school shoes are shiny so that they match her grandad's.



Cherry Blossom were delighted to launch the faces of its brand at Moda when Phil, Charlotte and their family joined them to see themselves in the spotlight. The show was made even more special for the brand in seeing the faces of Phil and Charlotte light up and being able to introduce them to some of its customers.

They're very excited for the future with Charlotte and Phil on board and hope that they can continue to promote the importance of shoe care and educate the younger generations for many years to come.

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# WIESBADEN 2019

In these difficult times we thought it was important to find out how the 'B' word is affecting the UK Shoe Repairing industry's relationship with Europe so we asked our roving reporter Robin Healy to send us this report.

Back in the RheinMain Congress Centre where it belongs, the 2019 Inter-Schuh-Service Exhibition opened its doors to visitors on Saturday 23rd March.

The entrance foyer is impressive with a fantastic display of award winning competition shoes. Wander through the doorway to the main hall and you can immediately feel the buzz, and this is only the first day. Traditionally the Sunday is always busier.

It took just a few moments to spot the first members of the UK contingent, Rob Colledge accompanied by his lovely daughter Bonnie and joined later by Adrian, Kevin, Gary and not forgetting Mark. Try as I might. The comments from the Colledge group were positive and they were obviously pleased to be back in Wiesbaden.

Later on Saturday morning saw Standard Engineering boss Keith Malyon and his wife the delectable Donna checking out the many innovative machines on offer. CEO of Shoestring Caroline Collins and her popular colleague Emma who, like many other visitors, had been delayed by flight problems (caused by a stray drone at Frankfurt Flughafen) managed to catch up with everyone.

The sole UK exhibitor (who else but Charles Birch?) had overcome problems caused by their stand builder forgetting to install shelves and was attracting a lot of attention. Chris Wilson brought some of his key staff, Mark Jackson, Tony Kitchen, Paul O'Neill and Julie to the show. Also on the Birch stand was Paul Angelos, the charming American owner of the Angelus Shoe Polish Company who, in spite of Delta losing his luggage was in extremely good spirits. He was keen to tell us that the tins containing his secret polish recipe were made in Huddersfield, England.

One of the few British Repairers to make the trip was Tony Steele of St

James, London who likes to keep right up to date with new innovations and products.

Also there with a brand new stand were our old friends the urbane Hanns Rendenbach and the delightful Stefanie Kamminga who were kept on their toes all day. Perhaps the glasses of sparkling wine distributed liberally may have encouraged the number of visitors as well as the knowledge that the JR brand is one of the best known across the world?

Making one of their regular trips to Wiesbaden were Tom and Pat Pengilly along with Stuart looking out for new products and perhaps the odd beer. Peter and Neil from Siserve seemed to be happy with the new hall and fascinated by the miniature finisher displayed by one exhibitor as well as the huge range of new repair machinery dotted around the hall. There was a definite buzz in the air.

Some of our favourite European suppliers were busy with international enquiries. Federica of La Querce and Denise of Casali are well known throughout the industry for their products and their enthusiasm and dedication to introducing high quality products to our trade.

Amable Moran on the DM stand knows how to bring in the customers with a delicious spread of cured ham, cheeses and other delicacies from his Iberian home. It's the way they do things in Europe.

One of the biggest and busiest stands was Vibram with a massive contingent of highly knowledgeable staff including Fabio, Tomas, John, Valeria, Anna and Sara, to name just a few, who were kept busy by enquiring visitors all day long.

Some people are very happy to cross the world to get to this prestigious exhibition with Jim McFarlane and

Debbie flying in from the USA and a large contingent from Korea and Japan making their three yearly pilgrimage to the Mecca of materials and machinery.

The dreaded 'B' word ... Brexit ... came up in conversations throughout the hall.

The Europeans seem horrified that we are being treated so harshly by the unelected bureaucrats of Brussels. They are all united in wanting to maintain the links forged with the UK over many years in spite of the barriers being erected by the "idiot politicians".

**The Europeans seem horrified that we are being treated so harshly by the unelected bureaucrats of Brussels.**

So, that's Wiesbaden in a nutshell - fascinating and full of what is great and good about our trade.

Make a note to go next time. You won't regret it.



Hanns & Stefanie with an old friend of the trade, Bob Mitchell



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