

CUTTING EDGE

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

SPRING 2021



Things are getting better...

*Look inside for great news, readers' stories
and great new products too...*

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Spring has sprung and your favourite magazine is here

What could be better? Well, after what we've all been through during the last year, we all know there is a lot that could be much better but let's be optimistic shall we? Firstly, shops are open again, and from what we've heard many of you have been able to keep trading to some extent throughout what we all hope was the final lockdown imposed on us.

As I write this, the good news is that around half the adult population of the UK has received at least one Covid vaccination. I had mine done in February and I expect many of you will have been jabbed too by now. If you haven't, don't worry - Boris and Matt are promising that all adults will have been invited by the end of July - and we all trust them, don't we?!

SUCCESS IN ADVERSITY

Despite the incredibly difficult situation that we have had to cope with, it has been encouraging to hear from readers recently that there are still several success stories out there. We are very pleased to be able to feature one this time about possibly our youngest reader who has massively increased the turnover in the shop he took over last year... despite the pandemic! Find out more on pages 24 & 25.

I'm also delighted to be able to bring to you some exciting news from two of the biggest names in trophies who have sadly been missing from the pages of your magazine for a

while. If you already stock trophies and provide engraving - or if you are thinking of adding this potentially lucrative side to your business you really should check out pages 5 & our centre spread.

ALL THE BEST

As trade starts to pick up again you will probably want to know what new products and importantly what deals are on offer from the best suppliers to the trade. So, as always, we have lots of both inside.

Well that's all from me - enjoy your read, and then maybe get in touch with us with your stories. We'd love to hear from you and hopefully we can look forward to featuring you in the next issue of Cutting Edge.

All being well your Summer issue will be with you in July.

See you then...

Best wishes

Tony Driver
Editor



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SUMMER 2021
AD & EDITORIAL DEADLINE
11 JUNE

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CUTTINGEDGE

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

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THOUGHTS FROM THE CHAIR

What I keep telling everyone though is once the UK is vaccinated we have to keep going and help other countries around the world with their programmes because this is a global pandemic and it won't get fixed by just acting locally.

Hopefully by the time you receive this copy of Cutting Edge you will have resumed trading if you have not been able to during the last few months and we will soon see an upturn in fortunes for us all.

So many businesses are near the brink of closing. It is unthinkable for us to be in this position. but we are! The High St opens again early April, after the last lockdown it took about 3 months for trade to reach acceptable levels. However, this time we have the vaccine so I hope it is going to be a faster return to usual levels of trade this time...

The Cutting Edge organisation's committee have taken the decision to postpone any exhibitions for the time being, I have been having discussions with other exhibitors here and in Europe and I can't imagine that a national exhibition will



take place until 2022, though we may look at a smaller roadshow in the Autumn depending on demand and availability. This is a great shame but in the grand scheme of things it is not as important as recovery for the trade.

Our new admin team, with Lesley Burrows as the main contact with the trade, are doing a great job and we are becoming more active on social media and better at contacting members around the country plus we will soon be advancing our plans for a better online representation for shoe repairers of the UK & Ireland.

Let's hope 2021 turns into a new and better beginning after the last few months.

Good luck and all the best
Peter

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There's light at the end of the tunnel!

Like most people, I am thoroughly fed up with lockdowns and especially the lack of business with this particular lockdown that has affected trade more than the others we've experienced - but fingers crossed we really have turned the corner and we are on the way to defeating Covid-19 in the UK at least.

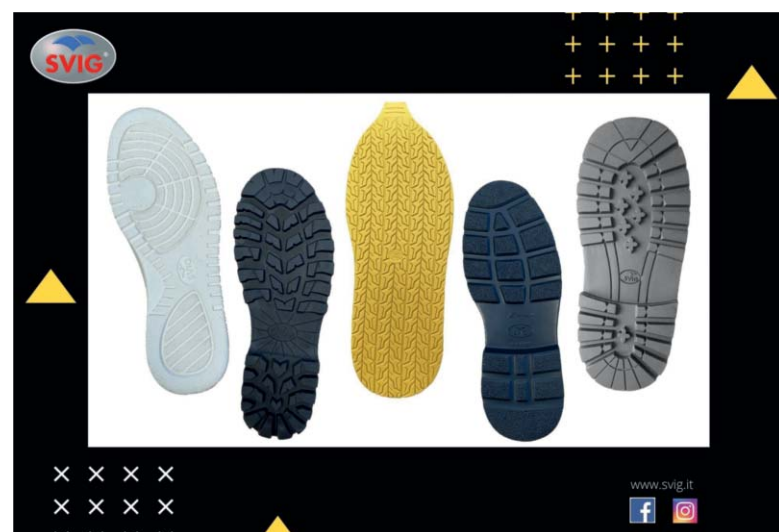
You may know that I am involved with St John Ambulance and through this I have become a volunteer vaccinator, a role which is filling in my furlough time. I have to say it is extremely rewarding work when seeing everyone coming in for their jabs knowing that we are ahead in the race to be Covid free.

FULL OF HOPE FOR THE FUTURE WITH FULL SOLES

We left behind 2020 looking forward to better times...

Spring has arrived - but unfortunately the situation is still tough.

Here at SVIG, like everyone else, we just need to be patient for a while ... but that does not mean we are complacent and doing nothing!



While waiting to come back to a sort of normal life we are continuing to invest in new projects, and taking the smallest cues from the market to find out what our customers really want from us...

Even during such a difficult year with lockdown and restrictions all over the world we have received a lot of great feedback from our customers...mainly through the internet.

Thanks to them sharing their repairs and their experiences, we have seen how the world of shoe repair is changing.

However, in these still uncertain times one thing that we are sure about is that whenever there are shoes to be repaired our customers will always need good quality pairs of full soles!

No matter whether the shoes to repair are for teenagers or older customers, for smart or sporty people we are certain that the biggest demand is for pairs of full soles! Recently we have seen that

the market has considerably changed. There have been fewer requests for traditional repair items, such as heels and half soles, but more and more requests of full soles!

Flat soles, cup soles, both in compact and foam rubber, elegant or sporty, but always full soles! Everyone is looking for full soles and we are riding the wave to meet the market's needs

At SVIG, after a period of adjustment imposed by the general situation, we're focusing at full speed on new projects...above all FULL SOLES! I think you get the picture!!

We are working on several new projects to increase and improve our range that we are aiming to have available before the Summer...

So...Keep following us! Find out about our latest products at www.svig.it on our FB and Instagram pages and in the Summer 2021 issue of Cutting Edge!

DO YOU HAVE SAMPLES ON YOUR SHELVES?

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BIRCH SHOECARE RANGE

Low Prices for the Price Conscious Shopper

It is difficult to know what the "new norm" will be like as our high streets open up again on April 12th, however it is fair to assume that many consumers will be looking for value for money and low prices generally. Charles Birch have catered for this with the launch of their Birch range of shoe care.

"We launched the range in 2019 before Covid ", said Sales Director David Barber "it was just getting nicely established when our customers were hit with the lockdown. As we start to get back to normal we know the public will appreciate the low selling prices and the trade will like the generous retail margins".

The range includes: laces, insoles, brushes, shoe trees, shoe stretchers, and a range of polishes, aerosols and accessories such as heelgrips, shoe lifts, polishing cloths and shoe shine kits.



Birch Premium Shoe Polish 50ml in 7 colours RRP £1.50
Birch Renovating Polish 50ml in 9 colours £2.25



Birch Elite Instant Wax Shine in 3 colours, Scuff Cover in black and Sportwhite – all 75ml with sponge applicator. All RRP £1.99



Birch Express Shine Sponge in Black and Neutral RRP. £1.99
Birch Quick Shine Sponge in Neutral. RRP. 99p



Birch Dubbin with Beeswax Neutral 85ml RRP. £1.99
Birch Hide Food Neutral 118ml with applicator sponge RRP £3.99p

Birch Aerosol Range

Birch Instant Protector 200ml
RRP. £3.99

Birch Suede & Fabric Shampoo 200ml
RRP. £3.99

Birch All Leather Shine 200ml
RRP. £3.99

Birch Shoe Stretcher 200ml
RRP. £3.99



For more information on the Birch range contact your local Charles Birch representative or visit www.charlesbirch.com

CUTTING EDGE MAGAZINE IS NOW ONLINE

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

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

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

Look back at the last issue...

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



www.cuttingedgemag.co.uk



FULL SOLE art. **SU519TR JUMPING**

www.svg.it  

BT MULTIBUSTER PRO

THE REMOTE CONTROL ON YOUR MOBILE, IS NOW AVAILABLE FOR MORE THAN 100 USERS

JMA's system for opening garages, gates and access doors with a mobile phone has evolved with the arrival of the BT MULTIUSER PRO. The main new features include allowing group use of a single device by more than 100 users and sending and managing invitations by the system administrators. In addition, it has a new power supply with a more robust IP66 weatherproof rating. Because of that it can be installed outdoors, near gates or doors, etc. The BT MULTIUSER PRO is perfect for large property owner's communities and workplaces because of the large number of people who can access the system.



However, the BT MULTIUSER PRO is also perfectly suited to small owner's communities, single family homes and tourist lodging. For that reason, the product is sold in multiple versions. For example, there are versions for 2 or 4 administrative users and with packs that have 4 administrative licenses and 10, 25, 50 or 100 additional user licenses.

INVITATIONS: ONE OF THE MAJOR NEW FEATURES

Managing invitations is one the main new features of the BT MULTIUSER PRO. Administrative users can decide whether to grant temporary licenses for specific days and times or permanent licenses for any day and time. Administrators can also see the time of the last access by device users.

Invitation management can be done easily with the JMARemotesUSER app. The application can also be used for opening the access and inserting new licenses, among other operations. JMARemotesUSER is available for download from Google Play and the Apple Store.

HOW IT WORKS

The BT MULTIUSER PRO system includes:

- Power supply, installed next to the access it will open

- M-BT remote control with 2 or 4 administrator licenses

The remote control is linked with the JMARemotesUSER app installed on users' phones.

Opening is done using a mobile phone via Bluetooth without needing a SIM card or paying for a phone number.

EVERYTHING INCLUDED PRODUCT PACKS TO SUIT YOUR NEEDS

The BT MULTIUSER PRO is sold in different product packs. Consequently, it can be adapted to all kinds of groups.

- 2 Administrator pack
- 4 Administrator pack
- 4 Administrator pack + 10 licenses
- 4 Administrator pack + 25 licenses
- 4 Administrator pack + 50 licenses
- 4 Administrator pack + 100 licenses

ADDITIONAL LICENSES

Administrators can acquire additional licenses via resellers if they need to. JMA sells cards with 2, 4, 10, 25, 50 and 100 licenses.

INVITATIONS MANAGEMENT

Administrative users of the system can send access invitations to other people with usage licenses.

Invitations can be temporary (for specific days and times) or permanent (for an indefinite period without time restrictions).

For more information and pricing please visit www.sks.co.uk or contact sales@sks.co.uk



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NEW

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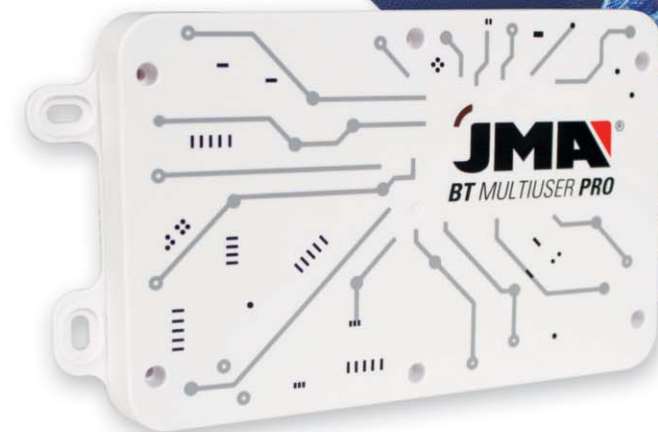
NEW ACCESS PERMISSIONS DELIVERY SYSTEM

- Permanent or temporary invites
- Set the days and times when a guest can open the access point

NEW POWER BASE WITH HIGH WEATHER RESISTANCE (IP66)

PACKS TAILORED TO YOUR NEEDS

- Only 2 or 4 administrators or...
- 4 administrators +
 - 10 guest users
 - 25 guest users
 - 50 guest users
 - 100 guest users



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THE DEDICATED KEY & LOCK SUPPLIER



SPRING-PROOF YOUR SHOE CARE

This Spring brings with it the hope that we all struggled to find last year. With shops reopening and your regular customers returning to visit it's time to feel hopeful. However, with this we also know the strain that you'll feel to find ways to maximise sales and get as many people as possible into your shops – while still keeping that important distance.

The distance in metres doesn't have to keep you distant from your customers though, you can still educate them on the importance of repair, maintenance and care and you have this opportunity to reengage. Your customers will want to listen. They'll have taken their beloved shoes back out of the cupboard, be feeling hopeful that the spring weather will soon lead into warmer weather and a year ahead where they can actually wear their sandals and formal shoes again. As opportunities to return to restaurants, weddings, etc, start to arise, and life slowly creeps forwards to resemble some form of normality, people will start to feel excited about prepping their footwear ready for its next outing and this is your opportunity to support them.

Now is your opportunity to sell. Now is your opportunity to educate. You deserve this opportunity so it's important to maximise it and that's why Cherry Blossom want to give you their top tips on how to spring-proof your shoe care offering in a post-covid world.

RESTORE THOSE SNEAKERS

People have been living in casual and outdoor footwear for practically an entire year. With our social options being limited to daily exercise and walks with friends, trainers and similar shoes have been the go-to choice for footwear. So now is the time to push sneaker-care and build your sales. With easy-to-use products such as Cherry Blossom Trainer Wipes and Midsole Cleaner, you'll easily engage your customer. These products will quickly restore the appearance of their trainers so that they can continue to wear them confidently, especially after a year of over-use.

PUT A SPRING BACK IN THEIR STEP

Some of your customers, might be put off wearing their old favourites, preferring their new-found comfort and nervous of a return to 'normality'. This is your time to encourage them to dig out their sandals, with a promise of warmer weather and to prep their heels and formals shoes in preparation for the events that will return. Cherry Blossom products are an easy sell. Rather than having to invest in new shoes, they can revive them. With shoe polish, they can add a shine to their step, with a cleaner and protector they can pollen-proof their pumps and with Silky Fresh Feet they can confidently strut in those sandals!

REPAIR NOT REPLACE

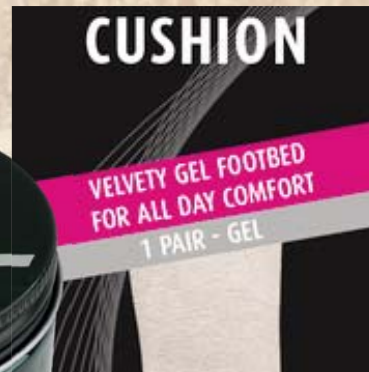
After the year we've had, when unemployment is incredibly high, job stability is on everyone's minds and the environment appears all that more relevant, repairing shoes is going to be more of a focus than ever. People will want their footwear to last, they will want to repair it rather than replace. There are so

many easy ways with Cherry Blossom to restore the appearance of footwear, with a range of different coloured polishes and creams, sports whitener and easy-to-apply products such as Handy Shine you'll definitely have the product your customer needs at your fingertips.

COMFORT IS KEY

People are exhausted by the past year for the same reason and many different reasons and we want to swipe away their worries this spring. One thing they will be looking for is comfort. If they haven't worn high heels for a while, or formal shoes have been replaced by wellies then they will definitely be interested in products such as insoles, heel grips and gel comfort cushions. Cherry Blossom have an array of insoles to ensure your customer has comfort in every step.

So, this spring maximise your sales and springboard your profits by offering your customer the full restorative package for their footwear.



CHERRY BLOSSOM® PREMIUM

HAS ALWAYS BEEN PART OF THE FAMILY.



SUSTAINABILITY An Opportunity for the Whole Trade

As we come out of lockdown the trade can aid the recovery by tapping into the national focus on sustainability and the importance of protecting the planet. This is the view of Chris Wilson, from Charles Birch Ltd. "We promoted the "Save the Planet" poster and Instagram campaign before lockdown and of course like everything else, it has ground to a halt over the last twelve months. Now more than ever we need to promote the eco-friendly credentials of having your shoes repaired rather than buying new. It's good for the planet and good for business".

Charles Birch are offering "Save the Planet" free posters to all independent shoe repairers, they are available in four sizes: A5, A4, A3 and A2, simply phone or email Charles Birch or your local representative or log on to www.charlesbirch.com. All they ask is that you email a picture of your shop with the poster on display so that they can post it on the Instagram page: [shoerepairsavesourplanet](https://www.instagram.com/shoerepairsavesourplanet). Email your pictures to victoriawilson@charlesbirch.com and then please share the Instagram page.

However the "Save the Planet" poster campaign is not the end of the story.

Charles Birch are proud to be the UK distributor for one of the world's most eco friendly tanneries. Tanning leather has always been highly polluting but Sepiciler from Turkey who tan Birch's best selling Premium Grade leather soles are making ground breaking moves to change this. These include:

- establishing a 12 mega watt Solar Energy Plant in 2015. Currently 6 times the electricity usage of the factory is given back to the national grid as green energy, thereby reducing carbon emissions by 11,450 tons annually.

- as far back as 1989 Sepiciler installed the first individual tannery wastewater treatment plant in Turkey with a 1,000 cubic metres of daily capacity. They followed this up by setting up a Fleshing Water Recovery Plant in 2004 thereby reducing waste and recycling water.
- setting up the first Tannery Sludge Composting Plant in 2009. Thereby all the slurry that used to go to landfill is now turned into fertiliser and supplied to local agriculture.
- introducing a tree planting strategy where thousands of trees are planted around the country every year to offset the carbon footprint of its employees.

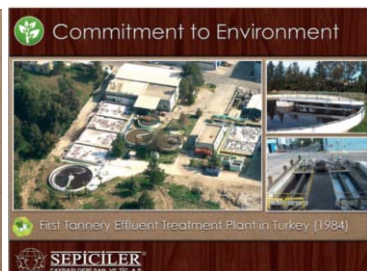


- implementing the new Biocircular Leather Project Ecotan System enabling Sepiciler to tan without metals, aldehydes or other dangerous substances.
- In addition Sepiciler have introduced new boilers, blowers, air compressors, motors and lighting systems to reduce the energy usage. As a result of all these measures Sepiciler's membership of the International Leather Working Group was upgraded to Gold Rated Member status in 2020.
- With this pedigree it is no surprise that Premium Grade leather soles are consistently excellent quality with the right combination of flexibility, hard wear and a flesh

free finish for easy bonding.

"However Sepiciler are not our only partners who have a strong sustainable policies: Vibram, Bama, Nanex, TRG and Silca are all developing eco friendly products and ranges whilst at the same time working to reduce their carbon footprint. Whilst at Charles Birch we continue to reduce our non-recyclable waste, we have reduced our energy use by investing in new heaters and wherever possible we are moving over to electric vehicles. It remains a work in progress" said Chris.

Email Charles Birch or your local representative or log on to www.charlesbirch.com



THE (GLEN)WAY AHEAD

It was the middle of March last year when the penny dropped. The realisation of what was facing us dawned. Things were going to be different, very different for the UK and for us as wholesalers of trophies and awards. Little did we know that COVID would stretch throughout 2020 and into 2021.

By March we are always heading to our maximum stock levels for the year, so the timing could not have been any worse. The products which are ordered months in advance were still arriving and filling the warehouse in preparation for the supply of the end of the winter sports seasons in April, May and June, which of course never happened.

The last 12 months have been a very difficult time for all of us involved with trophies, with sales vastly reduced by the shutdown of sports and corporate events. We have seen increases in areas such as running and fundraising with lots of virtual events taking place, along with a surprising amount of lockdown awards and personalised gifts.

Before the pandemic struck, we were in the process of reorganising and making big changes over here at Glenway. The virus gave us the opportunity and time to accelerate these processes. We have been extremely hard at work reviewing all of our processes and systems to streamline and improve the way we operate. Our warehouse management software has been updated along with the installation of new servers. The warehouse has been reorganised and we are very close to completing our new and improved higher capacity services department. This will allow us to produce printed and laser engraved products in a time and price we have never been able to before. In addition, a completely new trophy build area has been created for building and finishing orders when required.

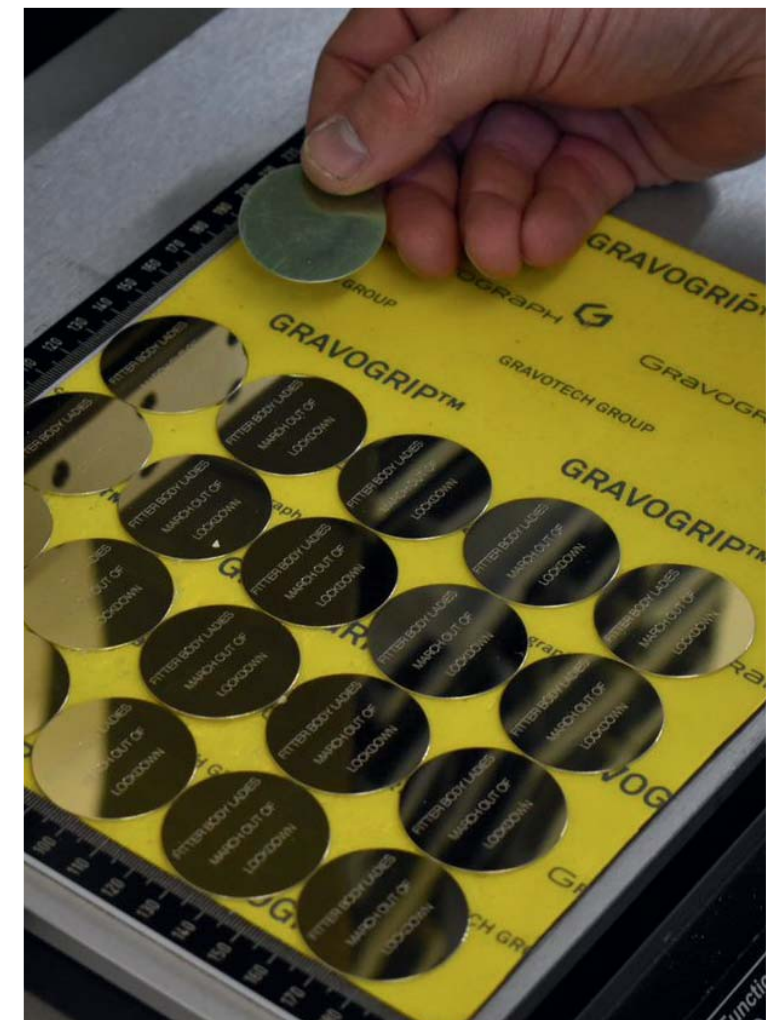
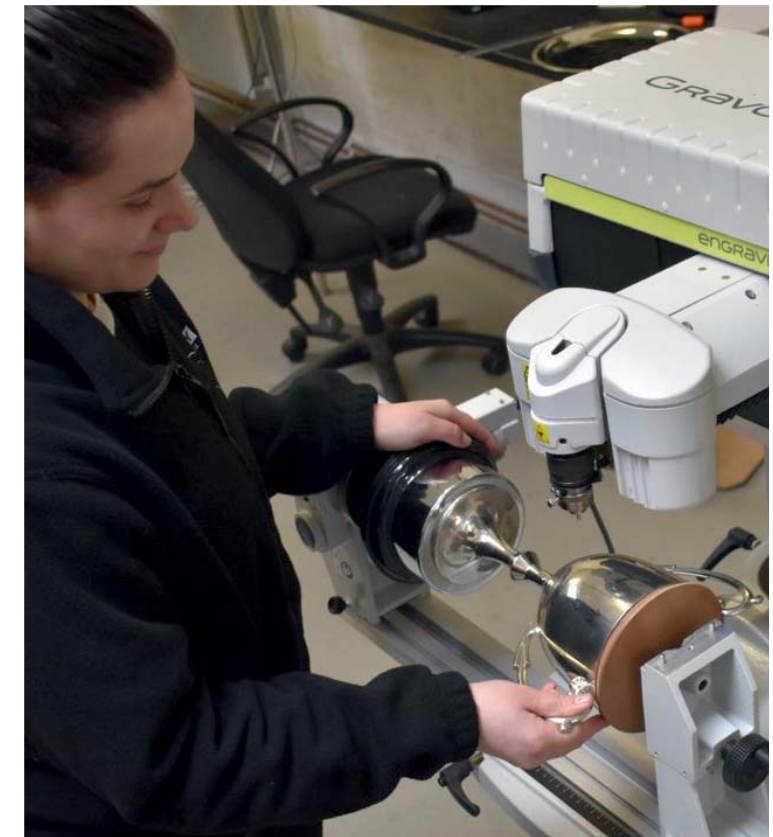
Our trade only website www.Glenway.co.uk has been revamped with enhanced functionality for placing orders, checking stock, managing your account, along with some excellent offers. We have more exciting changes in the pipeline which will be introduced towards the start of April. Our trade website is exclusive for trade only customers, so please feel free to contact a member of our team who will be happy to help with any login queries you may have.

Our new online catalogue www.trophystreet.co.uk now showcases the entire range with new products set to be added every week. It is complete with a search function; downloadable PDF's and the best part is, it will only display items that are currently in stock. We are continuing with the traditional printed catalogue and will be using the 2020 catalogue again throughout 2021. There are still plenty of printed catalogues from last year so please get in touch if you need any additional or fresh copies.

We are really looking forward to April 12th, the date that we hope non-essential retail will be allowed to open, along with sports starting to return.

Its undoubtedly going to be another tough 12 months compared to usual, but it looks like we are hopefully now heading in the right direction.

Ashley Sinclair
Glenway Products Ltd



The MAGIC Touch

Back in 2009 Lockdecoders became interested in the possibilities of a key cutting machine developed in South Korea and contacted that factory, Red Technology, with an offer to purchase 60 machines in the first year subject to some quite significant technical changes.

6 months later we launched the Miracle A5, the world's first automatic key cutting machine made especially for mobile autolocksmiths. Hundreds of the A5 were sold in the UK (200 in the first year alone), thousands world-wide and many of those through our own network of distributors in countries from New Zealand to Chile, from the USA to South Africa. Now the range is the specially designed auto-locksmith machine the Miracle Edge and the all-rounder machine for auto and domestic keys, the award-winning Miracle S10.

The core business of Red Technology had been Computer Numeric Control engraving machines – CNC as we call it - and they had the lion's share of the Asian market for their Magic range of machines. The agency to sell those came with the Miracle key machines and we occasionally sold one or two. However, our

distributor in Australasia, Sieper Products, began to sell the small Magic 20 on a very consistent basis to locksmiths. There, a great application was in coining keys (engraving the shop details or master key numbers). Of course, the same machine in the shop could also generate income from ID tags, dog tags and the like - so really versatile. We developed a special clamp which could enable 5 keys to be engraved non-stop on those small machines and we now have one that can handle up to 14 identical keys at one loading on a slightly larger machine.

Their sales outstripped ours in the UK where we had 4 other competitors well established but 2 of those have gone and nowadays we share the market with only 2 full service competitors – that is sales, installation, spares and repairs. So, our sales to locksmith shops, cobblers and jewellers have shot up. As we progress so we produce more and more models, not only to engrave but

to cut shapes from metals, to engrave rings and bangles, pens and padlocks. We can engrave photos and fingerprints and now we have an ever-evolving range of Fibre Laser – lightning fast – engravers with 4 models already in production and in use, 2 of those models also cut metals soundlessly even on stainless steel. We have a couple in use purely to trademark brass padlocks.

And our most recent machine is designed to produce stamping dies in brass for the leather-tooling worker, hot foil stamping and the high-class bookbinder. So, our range is now 15 machines.

Prices? The mechanical CNC engravers start at £2400 + Vat and the fibre lasers from just £6500.

Same famous Lockdecoders warranty and 6 months free after-sales tech support by phone plus UK repairs and spares. As is normal for us we give our customers lifetime free updates on our special software!

(By the way, we now also have a division LD3D which specialises in 3D printers and top-quality filaments, a story for another time).

Contact us at sales@lockdecoders.com or on 01322 407790



TOPY MAKE IT SNAPPY !

Today, there are two leading footwear concepts - fashionable shapes and colours on the one hand and comfortable shoes on the other. The latter is often described as 'soft walking'. In fact, more and more soft, comfortable material is required in shoe repair – as both units, and soles and heels.

To meet this demand, Topy has launched a very fashionable and innovative sheet ready for the Summer season: CROCO.

As the name suggests, the design was inspired by nature, and the innovative crocodile skin design of CROCO has been very well received in extensive consumer testing prior to full production.

CROCO sheet is soft, very soft as it made from a special foam material. This fits the current market trend and is suitable both for comfortable leisure shoes as well as for orthopedic shoes. The softness and lightness ensure that CROCO is shock absorbing and really comfortable as well as having excellent slip-resistant properties.

For the more technically minded, the hardness moves in the low range by about 50 Shore A, the density in the range of about 0.55 g / cm³.

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

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

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

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



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01322 407 790

TIM WILFORD JOINS Trendsetting Awards

We are delighted to announce that Tim Wilford has joined Trendsetting Awards!

We are all really looking forward to Tim starting to work with both the team and our customers in the coming weeks. After talking at length with Tim it was quickly apparent that it was a great fit and a great opportunity for both Trend and Tim. Tim brings with him 40 years of experience, has a vast amount of trade knowledge, knows the product inside out and most importantly has fantastic relationships with retailers and stakeholders throughout the trade.

I am sure that the trade will be really pleased that Tim has decided to put retirement on the back burner and will give him a warm welcome when you talk or see him. I am confident Tim will become a great addition to the team here at Trend and will contribute massively to our goals and successes over the years to come. A big warm welcome to Tim from all at Trend!

John Paul Cowan - MD @ Trendsetting Awards



Tim Wilford & John Paul Cowan

Hello from Tim!

On the 28th of June 2019 I sharpened my pencil for last time and prepared to say goodbye to the trophy trade for what I presumed was the last time. All that I had on my mind after a total of over 40 years in the trade was lots of lie in's, plenty of relaxation and putting my feet up for a long earned rest. There were still a couple of test matches left to play and the thought of watching every single day was amazing. What I didn't realise at the time was at the youthful age of 60 doing very little gets very boring, very quickly.

It was soon apparent to me after my announced 'retirement' that what I really needed was a long break to recharge my batteries, and with that retirement again became a second thought. So at that point I thought let's get a part time job. It just so happened that the local school were looking for a minibus driver and I promptly applied, got the job and started in September 2019 on a part time basis. Eventually this led to more work and before knew it I was working almost full time and luckily through all of the lockdowns during this horrendous pandemic.

As much as the work was fun, it wasn't really putting my skills to the test and I decided that once again I really needed a challenge to get my teeth into. Over the last few months I have had a number of approaches from inside and outside of the trade but nothing I felt that fitted me well. That is no disrespect to any of the companies that approached me and I would like to thank them for their time and interest. However, there was one call that really caught my interest.

Out of the blue, John Paul Cowan the Managing Director of Trendsetting Awards called and we had a long chat. John Paul spoke at length about Trend as a business, its values, ethos, short and long term plans and very quickly I thought that I wanted to be part of this. I've known John Paul, his father John Cowan and Julie Harbottle for many years and although previously we were competitors we have always enjoyed a good relationship. I have visited Trend and met the team and you can't help be impressed. The product range and service are second to none and when John Paul offered me the role I quickly agreed thinking 'who wouldn't want to be a member of this team and be part of an exciting successful future?' in many ways it is like it was meant to be.

The start of my Trend journey can't come soon enough and I am really looking forward to getting started and catching up with you all. I understand that the landscape is a bit strange at the moment and many have experienced really tough times this past year but we will be back to normal soon and myself and Trend will be here to work with you all to get back to normal. I am looking forward to seeing and talking to you all soon.

Stay safe everyone - Tim



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SPECIAL JOBS DEMAND SPECIAL PRODUCTS - LESS WELL KNOWN RENIA ADHESIVES



In the last Spring issue of Cutting Edge, we provided you with an overview of the most commonly used Renia adhesives. Following up on this, we'd like to present some of our less well-known, but not less important adhesives types in this issue – depending on what you do, you might not even have run into any of them yet, but they can open up new possibilities for you. Certain jobs can only be done correctly with the right tools, and that is basically what an adhesive is – a tool to do a job!

Gummilösung – Rubber solution

Neoprene- and PU-based contact adhesives have long since replaced rubber solution for soling work, but this product still has a place in shoe repair and especially bespoke shoe making: Patching work on the shoe upper or leather items that requires sewing, or even creating new uppers for custom-made shoes. Its bonding strength is lower than that of a contact adhesive, which allows easier separation when needed and helps with sewing – contact adhesive might stick to the thread or needle, and that won't happen here.



Regumet Thixo – Thixotropic adhesive

Before you ask: Thixotropic means that the adhesive has a variable viscosity – so it does not run, drip, or penetrate thin materials when not agitated, but can be spread easily. This property can be quite useful when working on delicate items that would not tolerate a drop of adhesive in the wrong spot – think of the insides of highly expensive shoes or leather goods.



Renol asti – Antistatic adhesive

This product creates a conductive adhesive film, which is necessary in antistatic or ESD footwear, such as many safety or firefighter boots. Police and army boots also often have conductive properties, so they need to be repaired with the correct adhesive to keep that going. A single static discharge/spark can easily lead to catastrophe – think of a worker in a refinery, or someone refueling a plane!



Klebfest – Adhesive for resale to private users

We agree that repairing shoes is best left to the professionals – you, that is – but why not sell your customer a great all-round household adhesive for their other bonding needs? There are so many things that need to be glued every now and again – so why shouldn't you make an extra sale, instead of a hardware or grocery store?



ProtoColle and GP Atom Superglue – Quick and easy for small fixes

There are many Superglues on the market, so why use ours? One reason is our unique flexible variant – aptly named ProtoColle flexible – which is also clear, and not black like some other flexible Superglues that are currently available. It also does not penetrate porous materials, so it can be used safely even on leather or fabric. ProtoColle S and GP Atom turn out a bit more rigid when cured, but they also work very quickly and reliably on all shoe-related materials, with the S variant being a bit thinner than the GP Atom. For even quicker bonding, we also offer an Activator spray, but it is not strictly necessary, with the curing time being as short as it is already!



In addition to the most widely used Renia adhesives – think of Colle de Cologne and MULTI-Colle – there is a wide range of special purpose products that may allow you to expand the scope of your work. Like the main Renia adhesives, these are available from your well-known UK wholesalers – and if they are missing an item that interests you, they will surely do their best to make it.

Dr. Rainer Buchholz, Renia GmbH, Cologne

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VULKOFEST 96 Contact adhesive

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Open time
10-120 min
1 ltr can w/brush
4 kg can
10 kg can

ORTEC Contact adhesive

Bonds all O&P materials including compact PE/PP, not for PVC.
Open time
10-60 min
1 ltr can w/brush
4 kg can
10 kg can

TOP-FIT Fast contact adhesive

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8 kg can

SYNTIC-TOTAL Clear PUR adhesive

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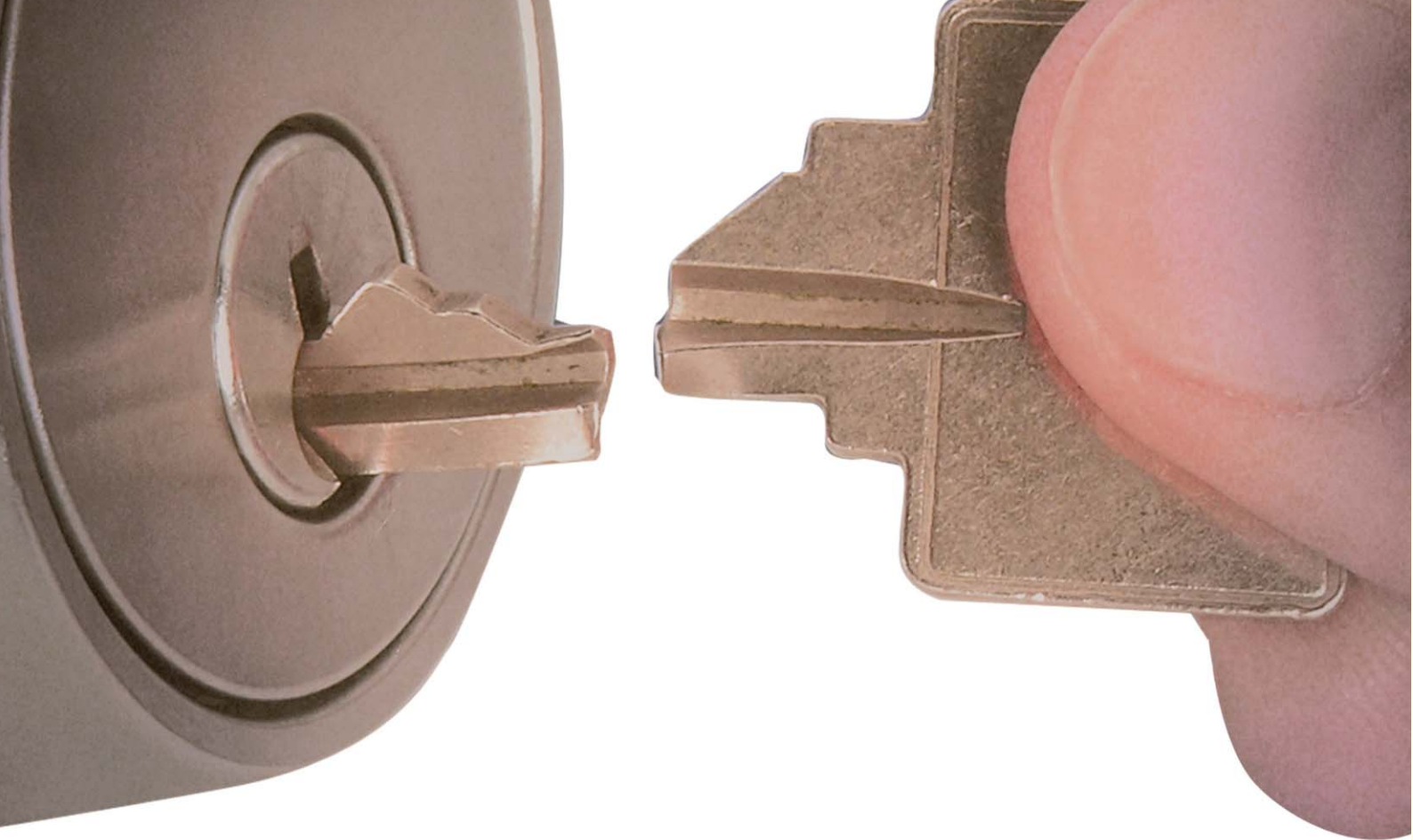


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The sun was streaming through the window of the editor's office and the Ed was daydreaming of lazy days in the Summer. With a bit of luck he & Mrs D might be able to have the holiday that had to be cancelled last year... Suddenly his peace was shattered as the door burst open and his chief reporter rushed in.

"Fairweather!" exclaimed the Ed "It certainly is Boss! In fact, it's so warm out that I seriously considered leaving my mac at home today! If it stays like this I can't wait to get on the road again..."

"Excellent. I've been hoping for an excuse to tell you to get on your bike for a while now!"

"You don't mean..."

"No, no! Your job is safe for now old man... in fact you should enjoy the next assignment I've planned for you. I want you to get down to Leicester to speak to a young man who shares your passion for two-wheel speed – Ashley Sinclair at Glenway Products."

"Thanks Boss – a blast down the M1 will be great..."

"And if you actually get there without breaking down I'm sure there might be a trophy waiting for you with your name on it!"

Luckily Fairweather did get there in one piece and, after talking bikes for a while, he and Ash got round to the Spotlight questions starting with...

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

History and the honest answer is no. It hasn't helped me at all.

What was your first paid job?

Working for my uncle building Summer houses at the weekends.

How and when did you become involved in the Trophy trade?

I started, what I thought would be a temporary job, for a local trophy shop in a nearby village engraving trophy



Ashley Sinclair, Glenway Products

plates. Things soon progressed and I have been involved in the trade ever since.

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

I would be involved in sort of design job. It's something I enjoy and that really doesn't feel like work.

What do you consider has been your best achievement?

It's without a doubt got to be joining Glenway and the changes and progress we have already made since then in the past couple years.

Who do you most admire in Business today and why?

Jeff Bezos! What this guy has built is absolutely incredible. I recently watched a documentary about the rise of Amazon and the belief and passion he had from the start is certainly something to admire.



Where is your favourite place

Any race circuit! Ideally somewhere sunny like Portugal or Spain but just as happy in the UK.



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

Racing motorcycles! It's a massive part of my life away from work. I'm either at the track, working on the bikes or if not, secretly thinking about it. It was a tough one last year with lots being cancelled but it all starts again at Donington Park on the 17th April. You can't miss me! The bike's covered in Glenway and Trophy Street branding.

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

Racing the bike or working on the bikes.

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

I'm not a huge lover of films but do enjoy a lot of series on Netflix like Breaking Bad.



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

I couldn't think of anything worse than being stuck in a lift! Let alone with someone!

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

My Uncle told me something growing up that has always stuck in my mind.

If one man can do it, so can another!

... and the worst?

To just accept what you have.

There's always room to push forward, learn new things, and become better at what we all do.

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

Right now I would either spend it on bike parts or shoes. I haven't bought any new shoes since covid hit last year and two of my favourite pairs are sat in a shoe repairers waiting to reopen as I type this.

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

I've got to say Trophies! The profits to be made are great, and still very good even if you use our finishing department to take care of all of the engraving. Glenway are here not only to wholesale the items but for help, advice and assistance with what we think can work for you. Just give us a call for chat.

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

Brexit has been massively overshadowed by Covid, which I'm sure will have far bigger effects into the future than Brexit ever will, especially from a trophy perspective.

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

One thing we are sure about is that sport and trophy giving will be back. Hopefully in a bigger way than ever before. I just suspect we won't really see the results of this until into 2022.

...and finally, what are your ambitions for the future?

I've got so many ideas for the future with trophy design and services available to the trade. Its great being at Glenway and have the ability and team to put such long-term plans and projects into place. I can't wait to start sharing some of them with you, hopefully in future issues of Cutting Edge magazine!

Thanks Ash.

Good luck with the racing – and stay safe... we do want to hear more from you soon!

Reader's Story

BY GEORGE HE'S GOT IT

At Cutting Edge we are always pleased to hear positive stories from within the shoe repair trade but during the last year there have understandably been very few reaching us. So, we were delighted to find out that one young repairer is apparently already being very successful in his first venture despite the extremely difficult trading conditions imposed by the lockdowns enforced by the government since March last year.

We spoke to him recently and we are pleased to be able to share his inspiring story with you...

"My name is George Stone and I am 19 years old and from Derby.

I have grown up in the shoe repair trade and have worked with my stepdad, Steve Green of Greens Footwear, since I was 13.

At first, I began cleaning the shop, booking in repairs and answering the shop phone between football games and Muay Thai training for some extra pocket money, but I quickly gained an interest in the hands-on side of the business.

I began by learning how to cut keys and replace watch batteries and slowly advanced onto shoe repairs.

Having my stepdad Steve as a teacher was a massive advantage. I couldn't think of a better person to learn the trade from. Me and Steve have a great relationship which made everything a whole lot easier and made work feel less like a job.

Also, the quality of shoe repairs that Steve can produce is astounding. He was one of the judges on the Cutting Edge Shoe Repairer of the Year competition which was sponsored by J Rendenbach for many years and has great experience in the trade as shoe repairing has been in his family since his Grandad Ernie Green started repairing and making shoes in 1926.

Greens Footwear itself has been repairing shoes since 1946 and has expanded massively to now having contracts with hospitals across the country to provide orthopaedic adaptations and repairs to many patients' footwear across the UK.

Now I intend to follow in Steve's footsteps to ensure the business can

carry on operating and developing for many more years to come.

After leaving school I had a tough decision to make. At 16 years old it is very difficult to fully know what you want to do with your future. However, I do not regret a single decision that I have made so far. After leaving school I began studying business at college whilst also working with Steve during my days off and on Saturdays. I knew I had another important decision to make at the end of my college course... Should I go on to be an apprentice Orthotist or to join the shoe repair trade?

During the summer holiday after my first year at college one of my fellow students and I spent time in Essex with the United Kingdom Locksmith Association and became fully qualified locksmiths.

This was the turning point which influenced my decision because attending the locksmith course made



me realise the potential for me in the shoe repair/key cutting/ locksmith trade.

me realise the potential for me in the shoe repair/key cutting/ locksmith trade. Then last year, when I was 3/4 of the way through my course the world was shocked by COVID-19. This meant that I could no longer attend college, but fortunately we were given the remainder of our assignments to complete at home whilst in lockdown.

With plenty of spare time on my hands it was no surprise that I managed to finish my coursework ahead of schedule. Soon after that we received the good news that shoe repair shops were to be allowed to re-open.

Throughout lockdown Steve did a lot of thinking about how to run the businesses differently and after finishing my college work, to my surprise, he gave me the opportunity to take over the Green's Footwear sister store "John G & Co Ltd" as Managing Director which is an

opportunity that I will be ever grateful for. I knew this challenge wasn't going to be easy as John G & Co had been through a rough patch after losing its car park and having staffing problems when two employees of the Greens Footwear group had serious health issues. However, taking over the shop has made me grow and mature as a person because running a business like this is difficult enough and being in the middle of a global pandemic has made it much harder. After a few days of thinking, we decided that opening the shop to offer a service was better than nothing - even if we were only going to be taking £20 a day. As soon as I started working at the shop the knowledge that the business is my own really motivated me and changed me as a person. We made the most of the initial quiet time in the shop by re-decorating and re-organising. We spent a bit of money doing up the inside and outside of the shop and invested in some new business ventures such as offering mobile phone and tablet repairs - after I had taught myself to repair phones and tablets by watching YouTube videos!

After a bit of analysing, we noticed a decrease in shoe repairs and shoe sales but a big increase in key cutting and locksmithing. Because of this we started developing a strategy to improve our reputation and get our names out there as locksmiths as we had only been locksmithing for just over a year when I took over.

We have already run several promotional campaigns and we have begun building a reputation as trusted, honest, quality locksmiths. We are now official ABS elite centres and Ultion centres. We have since seen a huge increase in the amount of locksmith work that we are doing.

Even when I'm not in the shop I am constantly looking at new ways to promote and grow the business including getting 20,000 leaflets designed, printed and posted all around the city and the introduction of social media pages for our businesses.

Conversations with Steve at the dinner table have quickly turned from football and rubbish to new ways of expanding the business. I'm sure the rest of the family will tell you they are fed up of constantly listening to me and Steve talking about keys, locks and shoes all night, but it is worth it because the combination of youth, drive and ideas from myself and the experience, knowledge and

backing of Steve has proven to be an excellent combination with our average weekly turnover increasing by over 120% even compared to pre-COVID figures.

We now expect to complete a deal to expand our business and open another shop within the next few months.

This proves to me that even in a difficult situation working hard, cleverly and efficiently will always be worth it.

For me the most important thing to running a successful business is your customers - which is why I ensure I always go the extra mile to keep my customers happy and ensure the customer service of myself and my employees is always on point because at the end of the day as Steve says "1 happy customer will tell 3 people whereas 1 angry customer will tell 10". No promotional method is as effective as word of mouth and having a good reputation..."

We certainly wish young George the best of luck and we are sure that we will hear more from him as his business grows in the future. If you have a 'good news' story to share please get in touch - our contact details are on page 3.



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Society News

The latest information from the SoMSR office



Hi... I'm Lesley



Hi, I am Lesley Burrows and I am now running your admin office at SoMSR HQ.

I've spoken to a few of you already therefore some of you will have realised that although admin is my speciality, knowledge of shoes and repairing them is not currently evident on my CV!

So I'd appreciate your help...

Can any of you provide answers or help to a few questions I have?

First of all, the previous incumbent of this position must have thought filing was something ladies have done to their nails because he had a typical male view of it., but I did come across some old papers that had a logo with 'St Crispin' on them. Who was St Crispin and why is he part of this trade?

Then there are the names.... What is a 'Snob' and where does he fit in? Cobbler is another one. Is it ok to say 'Cobbler'? Are you a shoe mender or a shoe repairer? Which do you prefer? I would like to get the terminology correct.

Recently I called in at a lovely shoe repair shop in town and didn't like to

show my ignorance but.... why is that big machine with the round spinning wheelie things on called a 'Finisher'?

Also, that electric whirly round pad thingy on top..... he called it a Naumkeag(?) Why is it called that and what does it do? I need to know these things...and more. Does R sole refer to a Right hand sole or to a Rubber/Resin sole? Good grief I hope it is one of them !!

What is the difference between a tack and a rivet and how do you know which one to use?

This is a whole new world to me !

Lots of questions so I hope some of you kind people will be able to provide some answers.

Do get in touch, I really would love to hear from you.

Oh, there is another question... although I feel a bit silly asking it.... Why do Shoe Repairers cut keys?

Call me on 07871 601085 or email to info@somsr.com

Thank you
Lesley

THE CHANGING FACE OF HEALTHCARE IN THE UK

Coronavirus has changed every aspect of our lives: how we work, how we shop and how we socialise.

It also appears to be changing how we look after our health. According to a recent national survey* a growing number of people in the UK are considering taking out private medical insurance, with 27% of those polled saying they have thought about paying privately for healthcare, compared with only 15% before the pandemic struck.

The NHS response to the coronavirus outbreak has been heroic. The skill and dedication of hospital staff has saved many lives. But to enable the health service to meet the unprecedented demand caused by Covid-19, many specialist treatments and routine operations had to be postponed. And concern over lengthening NHS waiting times is the main reason why people are now thinking about taking out private medical insurance.

Of the 1,000 people questioned for the survey three-quarters said it was long NHS waiting lists that was their main concern, while 67% were worried about the NHS being able to promptly deliver routine care.

Private health insurance can't prevent you from falling ill. But it does offer the peace of mind that comes from knowing that in the event you do need medical care you will be diagnosed and treated in the quickest possible time. And in these uncertain times that is something that many people seem happy to pay for.

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

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* Consumer Intelligence survey

Reader Story

A TORMENTED SOLE?



We are always pleased to hear from readers with stories about their businesses and their achievements, etc. Over the years there have been lots of interesting readers' articles in Cutting Edge magazine but none quite like this one that we received recently from Vince & Sam Wood who run Bowen's of St Owens in Hereford.

They are convinced that their shop is haunted... see what you think of their story. Could there really be a tormented sole – sorry – soul, that is keen to make contact with them or is it all a load of... speculation!?

Vince and Sam took on the shop in April 2004 without knowing that there were apparently spooky things happening in and around the building. Here is Sam's story...

"When we first took over our shop Vince had been in the shoe repair trade for 25 years and had never had any encounters with anything more disturbing than the odd awkward customer. However, very soon he sensed and saw a shadowy figure looking through the window which can only be accessed from our private back garden which is secured behind a locked gate.

This happened on several occasions before we discovered the following information from the previous owner and then we verified it by looking in the Hereford Times archives from over a hundred years ago.

According to their records in February 1917 a soldier named Breen from Liverpool was billeted at number 3 St Owen Street, which was then a fish and chip café called 'The Welcome Café' and is now our cobbler's shop.



The café was owned by a Sergeant Major Wilson and run by one of his daughters Ethel Freda Wilson who was at the time aged 26. Private Breen became infatuated by Freda as she was known, but Freda was already involved with another man and discouraged Private Breen. After another one of his advances Freda told her father and Breen was promptly billeted at another address.

However, shortly after that Breen entered the cafe one evening and ordered 1 penny worth of chips which one of Freda's sisters served him with. Breen then suddenly pulled a Carbine rifle from under his great coat and shot Freda at point blank range ! The bullet entered her body above the left hip and passed straight through onto the floor.

Breen surrendered right away and was taken into custody. The gun and bullet were recovered at the scene. Freda was first taken upstairs and was tended by a local Dr Baldock then taken to the Herefordshire General hospital. Tragically she passed away the next day at 1.40pm.

Private Breen was later taken to trial in Hereford attended by army personnel. There were several soldiers, colleagues of Breen, and young women friends of Freda's in the public gallery..."

Sam told us that she and Vince are still trying to discover the outcome of Breen's trial but given the account of

what had happened that fateful evening we can only assume it did not go well for him!

She continued "We do experience a great number of strange things happening in the shop. These include cupboard doors opening and rattling on their own. Things are seen to move and even fly off shelves seemingly by themselves. Items can be put down and then go missing only to be found some time later in strange places.

The worst incident was when a set of shelves containing shoes flew from the wall and landed very close to Vince whilst he was using the finishing machine, but no damage was caused to the wall and the brackets, screws and wall plugs were all still intact.

Although none of the occurrences are really threatening, they can be unnerving – but we are getting used to them!

We assume that our 'visitor' is either Freda or her soldier admirer but our building was built in the 16th century and added to that we are only one building away from the old court and the jail house - so the shop could be inhabited by any number of past occupants!



An intriguing story, we're sure you will agree... If you have had a similar experience, or you just have a rattling good story that you want to spook to us – I mean speak to us – about then please get in touch and you could see yourself in the magazine in the near future.



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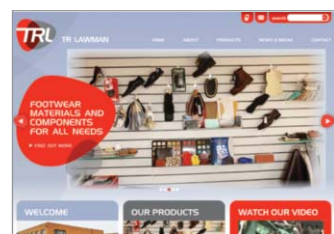
www.nwkeys.co.uk
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