

CUTTINGEDGE

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

AUTUMN 2018



**It's a very different
Autumn issue...**

**BUT WE'VE STILL
GOT THE VERY
BEST NEWS,
VIEWS AND
INTERVIEWS
FOR YOU**

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Welcome to a very different Autumn!

As we have now possibly enjoyed the last of a glorious Summer (weather-wise at least) we are, I hope, looking forward to Autumn – albeit a very different one. For almost ten years now I have been writing introductions in Cutting Edge magazine and in every Autumn one I have enthusiastically previewed the highlight of the UK shoe repairers' year, the Cutting Edge National Exhibition. Sadly this year it is a different story.

There will be no National Exhibition this year, or next year in fact... The Cutting Edge organisation's committee have decided that unfortunately it is not worth their while to organise such a big event if attendances are as disappointingly low as at last year's event.

I know that there are many people in the trade who have loyally supported the events since the early days of FSRS - before the name 'Cutting Edge' was even considered. So those of you who DID look forward to going along will not be able to see firsthand all the new products on offer, won't be able to get those special show deals, won't be able to catch up with friends in the trade...

CUTTING EDGE MAGAZINE – STILL NUMBER ONE!

However, there is still the Cutting Edge magazine! I am determined that we keep on producing what we are continually told is apparently "the best trade magazine available for shoe repairers today"... **BUT WE NEED YOUR HELP & SUPPORT TO KEEP IT THERE!**

All we need is to have the support of the trade itself to be able to continue to bring you the latest news, the most interesting stories, the entertaining interviews and most importantly information about new products and great deals to help repairers AND suppliers alike.

SUPPLIERS PLEASE TAKE NOTE.

We rely solely on the income generated from the sale of advertising space to be able to finance the increasing cost of design, print and distribution of the magazine.

How else can you reach the whole of the UK Shoe Repair Trade* to keep your company name and your products and services in their minds?

As well as working hard to produce 'The No.1 Trade magazine...' we have invested a lot of effort (and expense) to launch the Cutting Edge magazine website this year so that we can offer suppliers another great way for them to reach the shoe repair trade – and for repairers to reach them too.

Surely the vast majority of the over 4000 individuals who receive this magazine – still free of charge in this time of tightening purse strings – also have access to the internet?

So, by simply visiting www.cuttingedgemag.co.uk they can read the latest news from suppliers (if the suppliers tell us about it). This is because we can update the website regularly, not just every three months as we do with the printed magazine. Repairers can also get direct links to featured suppliers websites. We think that is a good idea, don't you?

REPAIRERS, THIS IS YOUR MAGAZINE.

Tell us your stories and give us your views on what is happening in the trade today. It won't cost YOU a penny to do so. Just send a message to the 5D Publicity email address below – or use the Contact page on the magazine website.

STILL THE BEST NEWS, VIEWS & INTERVIEWS

So, what have we for you in the magazine this time? Well for a start there is a look at one of the most forward thinking manufacturers of shoe repair materials in this issue's international company profile.

There's news of an exciting and innovative development in shoe care on page 15.

There is the final chapter in the autobiography of the man maintaining high standards in repair machinery production. In our regular 'Spotlight' feature we talk to a familiar name who has been in the trade for over 45 years, and there are more wise words from a man with experience in marketing and advertising for a similar length of time. I'm sure he could tell some people involved in the shoe repair supply trade a thing or two about the importance of regular and innovative advertising and 'brand awareness' in the pursuit of success for their company. Read what the Sole Trader has to say this time on page 30.

Plus, as always, there is all the latest product and company news that we have been able to find for you. So, enjoy your read and I hope I will see you here next time for my tenth anniversary with Cutting Edge magazine.

*4160 of the addresses on the Cutting Edge magazine mailing list are those of individuals. We assume that they are active in the shoe repair trade.



Inside this issue...

CHAIRMAN'S STATEMENT p4

CE MAG ONLINE p5

THIS IS MY LIFE Keith Malyon p16 & p17

COMPANY PROFILE: SVIG The Italian Rubber Company p18 & p19

RENIA ANSWER YOUR FAQs p22

SPOTLIGHT on Adrian Coppin p24

AN EPIC RIDE FOR STEVEN p29

CUTTING REMARKS from the SoleTrader p30

SOCIETY NEWS from SOMSR p32 & p33

WEB DIRECTORY p34

CLASSIFIED ADS p35

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

CUTTINGEDGE

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

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

EDITORIAL COMMITTEE

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

**EDITORIAL & ADVERTISING FOR CUTTING EDGE MAGAZINE
CALL 0113 225 1546 / email info@5dpublicity.com**

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**WINTER ISSUE
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CUTTING EDGE CHAIRMAN'S STATEMENT

After over thirty years in the trade it is sad that for the first time that I can remember that we are coming into the Autumn without a national show. Sure, from a business point of view we shall miss the injection of sales that the show brings into wholesale/supply side of the trade but it is the fellowship and banter within our trade that I shall personally miss more.

Once per year fellow suppliers and competitors from home and abroad would mix together with great banter on all sides. Mixing with the great and the good of SOMSR members and the repair trade in general and doing deals before putting the world and the

trade to rights over a few beers (only to forget our master plans in the morning).

In the meantime we can announce that there will be a show in Edinburgh on Sunday 29th September 2019 just by the airport and the motorway and so accessible to all. So at least it is only a one year gap!!

The trade and the country is going through a tricky patch at the moment, but as always in the past we, as a trade, shall keep going and adapt to our new environment.

We shall all continue to push forward in different and creative ways, at the same time taking on new and innovative new products.

Chris Wilson

DO YOU HAVE A STORY TO TELL ??

...or a product to show, would you like to showcase your skills or point us to your latest website, or even just tell us an amusing tale?

This is your magazine and it is a great way to grab the attention of 4,000+ readers.

So why not get in touch with us & we'll do the rest...

Our contact details are at the bottom of page 3 - or use the Contact page on www.cuttingedgemag.co.uk

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...



VISIT CARDIFF FOR THE CHARLES BIRCH SHOW

On Sunday 4th November 2018 9.30am – 4.00pm

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Each visitor will receive a raffle ticket, the raffle will be drawn at 4.00pm on the show day and the winner will be notified immediately.



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THE STANDARD MICRO UNIT – IT'S TIME HAS COME...

Back in the mid 1990's both Standard Engineering and Whitfield Wylie came up with the idea of building and supplying a smaller combination finisher. The traditional shoe repairer / key cutter was starting to expand into engraving, and space in a store was starting to be at a premium.

It would be fair to say neither machine caught on at the time. Not everyone was offering more services. And the days of the gloomy, dusty cobbler shop, where one wall was devoted to key blanks and the rest of the shop given over to a behemoth Power Unit, wasn't quite over.

Fast forward 20 years and it is a different story. The industry landscape is unrecognisable, as is the average High Street.

Most repairers who have survived into the present day have done so by fully embracing diverse services to the public. Shoe repair. Key cutting. Engraving. Photographs. Watch repair. Shoe care.

Transponders. Dry cleaning. Phone repair. Pet tags. You name it. Modern services allied to an old-fashioned customer-focused ethic. All offered in a clean, well laid-out environment.

Unless the proprietor is lucky enough to own a property with rubber walls, decisions have to be made as to how to accommodate all the new services and offer them in a cohesive fashion. This is where Standard, and more specifically, the Standard Micro Finisher and Press unit could be invaluable – offering reduced noise and improved dust control.

With an overall length of 125cm this fully functioning unit is the same size as a 700 Finisher and half the size of one of the few remaining Power Unit's to have escaped falling into a tar-pit.

That's a lot of room freed up for all those other tempting services!

Gary Lewis
Standard Engineering

STANDARD'S ALGEO ADVENTURE!

Standard Engineering's ongoing tie-in with Algeo continues to develop, to the benefit of both companies. Standard were looking for a partner with extensive hospital / orthopaedic contacts, and Algeo were looking for a consistent supply of British made machinery. It makes you wonder why the arrangement took so long to be formalised!

We have supplied twin band grinders, which go under different names to different people (No.18 / Ortho 75 / Salford Grinder) and introduced the Air-flo bench technology to the orthopaedic trade. These are simply enough for us as they are pretty much Algeo-liveried versions of equipment we'd built many times before.

From Standard's point of view, it has been an interesting exercise in satisfying an industry other than the one we are most familiar with. Not that we had no experience of dealing with supplying equipment to the NHS and private orthotics companies, but by solely handling the manufacturing side it has given us the time to have a bit of a play....

Did you know, we'd never produced a bench-top grinder before.....?

Algeo wanted one, so we set to work. Developing a machine from scratch fired-up the imagination of the bosses and the engineers alike (not so much for humble

administrators who write for Cutting Edge magazine....) and soon they were gazing in wonder at our new baby.

Although built for Algeo's medical market our Bench-Top Grinder is generally available to anyone who believes a small device with several tooling options might prove to be a useful piece of kit. If that sounds like you, give us a call!

Gary Lewis
Standard Engineering



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

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GHIBLIS...

**EASY TO USE,
NOT SO EASY TO SAY!**

As promised in the Summer issue of Cutting Edge, the research team at innovative Italian manufacturers SVIG have now introduced their latest foam rubber/micro rubber compound that is ideal for the UK shoe repair and orthopaedics industries.

GHIBLIS (pronounced Gibbly) is a high performance product, just like its namesake from Maserati and although obviously not as fast as the Italian sports car it is probably much more comfortable!

After a long research period those clever people at SVIG have produced an extremely light and super flexible compound that is also surprisingly hard wearing and resistant to abrasion. For the more technically minded of you the stats are as follows:

Density: ± 0,35 gr/cm³ UNI 10902;

Hardness: ± 42 SH A UNI EN ISO 868

Abrasion: ≤ 150 mm³ UNI EN 1270:2001

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

Ghiblis is currently available in sheet form in 2 designs – ZE661GH Moonlight & ZE662GH Itaca (a new pattern, shown here).

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



GLENWAY ON THE ROAD AGAIN & AGAIN & AGAIN.

Over the last few years Glenway has become famous for taking themselves on the road. This is something that has proved popular with customers as well as being a great way of showing our wares at a reasonably small expense for us.

Glenn and I often talk about where our passion for these informal exhibitions began and we both agree that it was in Bristol.

We were first invited to the T.Colledge show at The Bristol Hotel 17 years ago. Looking back it was really ground-breaking and it led to us meeting a lot of new customers who I'm sure we would never have crossed paths with otherwise. I would also say a large number of those customers still deal with us today.

I think the shows lasted for about 5 or 6 years, until ideas changed. At that time customers decided a national show was better for them - whether it be Trophex, Cutting Edge, or a key cutting show.

So imagine my surprise and delight when I got a call out the blue from Mark at Colledges to say their Bristol Exhibition was being revived and was happy to come on board. There was only one answer to that! A resounding YES!

Since the last Show, which I would think was 10 years ago, times have changed so much. Social Media gives us a whole new way of



marketing to our client base. So if we all do our jobs well there should be a great turn out.

The location is as good as it gets for a show just off the motorway network & easy to park.

If you want to see Glenway & you aren't near Bristol we'll also be showing at the following shows/venues:

Promotion & Branding

October 16th Belfast Hilton, Templepatrick

October 18th Dublin Red Cow, Moran

October 31st Hilton Strathclyde

Print & Stitch

October 24th Watford Village hotel

November 22nd Newcastle Metro centre

And if that's not enough...

In 2019

13-14 January Trophex Sandown

20-22 January Printwear & Promotion Live NEC

Tim Wilford

Sales Director

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BAMA MOVES IN EUROPE

Serafin Group signs Agreement to acquire Bama Companies in Germany and Switzerland

On 23rd August Serafin published the following press release:

Munich, August 13th 2018. Serafin Group today announced that it has signed an agreement to acquire Bama, a specialty line of shoe care and shoe accessory products, from SC Johnson. With headquarters in Mosbach, Germany, the company sells its products under the brands "Bama" and "Woly" in specialty shoe stores throughout Europe.

"For more than 100 years, Bama has been an established player in the European specialty shoe retail market, offering shoe care, insoles and accessory products. We look forward to support Bama continuing this tradition as it becomes a new, independent business, based on our experience gained in corporate carve-out situations in the past" says Philipp Haindl, founding partner of Serafin Group.

The transaction is subject to regulatory approvals and other customary closing conditions. As private, family-owned companies, neither SC Johnson nor Serafin Group disclose details regarding financial or business transactions.

David Barber, Sales Director of Bama's UK distributor Charles Birch explained the ramifications for the UK market: "Business as usual in the UK, Serafin have pledged to maintain the existing management and marketing team at BAMA GmbH and the existing European distribution network. They are keen to keep the brand moving forward and will be investing in new products and colour ranges accordingly".



BIRCH'S 'BARROW BOY' RETIRES

Danny Hampton, Charles Birch Representative for the South of England retires after over 30 years' service.

After struggling with a serious ailment for over six months that has kept him off the road, Danny Hampton has decided to retire earlier than expected in order to make a full recovery.

Danny Hampton was first employed by Charles Birch as manager of Silks of Salisbury back in 1987. When Eric Wilson decided to close that

warehouse the following year Danny went out on the road.

With his unique London "Barrow Boy" style, Danny quickly emerged as a character in the trade especially when he was given the territory of South and West London in the early nineties.

Chris Wilson, MD of the Charles Birch Group says "During the nineties and 2000's Danny was a terrific ambassador for our company pulling in business from all over the place and always

smashing any targets we gave him. A serious heart attack a few years ago did slow him down but of course he still kept going always with that mischievous smile. Sadly he has been unable to beat this latest ailment forcing him to retire prematurely. However after over thirty years of excellent service I guess he has earned it!!"

Charles Birch are advertising for Danny's replacement in the classified section of this magazine and hope to make an announcement soon.



Danny Hampton pictured here with Stefanie Kamminga from Rendenbach assisting with the beer production!



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OUT WITH THE OLD AND IN WITH THE RENEW

As Autumn arrives, so does the annual shoe transition from light summer footwear into boots and more sturdy shoes. With this, comes an even greater need for shoe care.

At this time of year, people remember to buy boots and shoes, but they often forget shoe care, until it's too late. The last thing people want is to purchase a new pair of boots with the risk of them not lasting through the winter – shoe care is the solution to this.

So now is the ideal time to recommend a range of products so people can prolong the life of their newly repaired footwear. Perhaps, someone has brought in a pair of leather boots, then why not recommend they protect them with a wax polish to make sure they're protected from the harsher weather conditions.

Perhaps someone has invested in re-heeling a favourite pair of suede/nubuck work heels, after making the transition from sandals to winter shoes. They might look great after being repaired, but if they're not looked after and proofed with protector before the new season starts, then the wet conditions, or leaves on the ground, might make that perfect pair of shoes less go-get-um and more let-the-wet-in.

CALLING ALL SNEAKER HEADS...

The same applies to trainers, with sneaker heads becoming a bigger trend each year, people care more about how their trainers look, especially when the only thing that's predictable about the weather is that it's going to make your trainers dirty. This is why Cherry Blossom's new Midsole Cleaner is the ideal product this autumn. This simple-to-use pump-action cleaner and hard bristle brush combine to remove even the most ingrained dirt. Designed specifically to tackle the problem of dirty midsoles it is ideal for those wanting to keep their sneakers box fresh.

At Cherry Blossom, we believe in Clean, Care and Protect regime. You can sell a range of products to keep people's shoes clean and protected against the elements. Now is the time to upsell your shoe care and keep your loyal customer's feet dry this autumn through to winter.

RIGHT RANGE RIGHT PLACE THE RIGHT TIME



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As the first - and now only - shoe care range manufactured in the United Kingdom, Cherry Blossom has an unrivalled history of providing total product protection and a performance-based heritage spanning over 100 years.

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NANEX LAUNCHES IN THE UK



NANEX

Care. Spray. Cherish.

Founded by chemist and astrophysicist Aaron Claeys from Antwerp, Belgium the Nanex Company was set up to invent, manufacture and take to market hugely innovative and exciting new products.

The first and indeed their only product on the market at the moment is the Nanex Leather & Textile Protection Spray. Not just another Protector or Scotchguard type of aerosol, this product is completely invisible when sprayed on to any material and it lasts for between three and six months.

How does it work? The fine molecules in the spray are so fine that they penetrate through the material and wrap every fibre in a coating of protection. Therefore if you spill red wine on your light suede hand bag even after three months the wine will not penetrate the fibres and can easily be washed off.

In fact many ladies don't buy light coloured hand bags or shoes because they are concerned that they will look shabby too quickly and they will not get value out of the item. Nanex can change that. With their message "Care, Spray, Cherish" they are saying if you care about the item, spray it and you can cherish it for a long time. Go out and buy that cream leather handbag!!

However, in their launch countries of Belgium and France earlier this year, Nanex focused on the shoe repair trade with great success. Aaron explains "We focused on the shoe repair trade because the public trust the advice from a craftsman. It is also in the interests of the shoe repairer to keep the uppers looking good so it is worthwhile for the customer to keep bringing back the shoes for sole and heel repair".

That however is not the whole story Aaron, a young man of 28, is extremely concerned about the environment and the atmosphere in particular. For this reason the solvents and propellants that are found in the aerosol are the most eco-friendly possible, not only making the product safe for the planet but also safe for the user. Hence the lack of warnings required on the tin.

This does mean that the product has a much higher than normal price point (it retails at £18.95). However when one considers that it lasts five times more than other protectors and it gives the best protection available, the price doesn't seem so high and it's a nice sale for the retailer.

To start stocking the future of shoe care protection contact your local Charles Birch representative!



NANEX
Care. Spray. Cherish.

THIS IS MY LIFE, KEITH MALYON...

PART 3

On to Standard Engineering – The last 16 years

So, after 25 years as a shoe repairer, here I was with a new dilemma, stay in the Trade or move into another? The motor Trade had always been of interest to me as I am a big fan of cars and motorcycles. Whilst I had a few options for moving onto car sales, I was also aware of a position available at Standard Engineering. I had dealt with the Company many times over the years, getting to know some of those who worked there, namely Peter Coulson and Ralph Rowe and purchased a few machines, but the proposition on the table was different.

Following a meeting with Tony Law and Brian Sperryn, the owners of the Company, I was offered the position of Key Division Manager. At that time, Standard were selling keys and key cutting machines alongside their shoe repair machinery and needed someone with knowledge to assist them in improving its performance. I decided to sell the two shops I had in Oxted, Surrey and Hayes, Kent and pursue a career in selling, after all, most of my friends had been telling me I was wasted stuck behind a counter!

I began my career with Standard in October 2002. Based mainly on the road and at home, I spent many days and nights travelling the Country trying to tempt repairers into replacing their machinery and purchasing key blanks, a good grounding for what was to follow.

Following a successful year of increasing sales along with my overhaul of the warehouse, the decision was taken to look at the Trade and see what direction the Company should pursue. This review would enable Standard to focus on its market strategy for the future.

15 years ago, our Trade was moving through an unprecedented period of expansion and diversification. We had moved away from the dark ages and were looking forward to capitalising on the increase in services to replace the reduction in shoe repair. Along with this, Standard was looking to capitalise on the acquisition of Whitfield Wylie and their range of machines. During a weekend visit by myself and the Managing Director, Tony Law, to Weisbaden, Germany, for their shoe repair exhibition, Tony and I developed a new strategy for the

business going forward and amongst this plan was to sell off our Key Division. Not a bad weekends work! This change would enable me and the Company to focus on our machinery, our main income, recognising that we had to modify our machines and update them if we were to continue as the pre-eminent machine supplier. In the past, Standard, in my opinion and as a user, had been guilty of offering well engineered box like machines to the repairer, without fully understanding how the repairer would prefer to use it.



Using the 700 model from Whitfield as a base, it was my job as the new 'Shoe Division Manager', to develop the machinery using my knowledge of 26 years in the Trade as a repairer along with a basic understanding of engineering. The nett result of this development was the Model 710, an improvement on the 700 series, now established as the bestselling machine in Europe. Following this, we developed the 720 model to better assist our many Orthopaedic customers who needed a better specified/modified machine for adaptations to footwear and insoles. I took great pride in seeing this development through as it meant taking some tough decisions and sticking to my principles, something I have become known for!

However, my ambitions were always to be more than just an employee at Standard and having owned my own business previously, I longed to have more control within the business. Brian Sperryn, the Sales Director at Standard, was about to retire and his shares would become available, so our then Company Accountant, Iain Holliday, and I, decided to invest in Standard Engineering and committed to a Management buyout, Iain

becoming Financial Director and myself taking the role of Managing Director. This was a major investment, but ultimately the right one, as Iain and I felt we could take the Company in a slightly different direction and secure its future, this was 2006. In 2011, Tony Law retired, and his shares were purchased by myself and Iain, we now had control and could make decisions for ourselves.

During that 5-year period, Standard had consolidated its position in the market, moved premises and acquired Timpson's as a customer of machinery, spares and service, and continued to develop our machines, improving electrics, extraction and ergonomics. To maintain a leaner manufacturing facility and keep prices down, I began a continual improvement strategy, easier in our new modern factory and sometimes known as 'lean manufacturing' within the business which prepared us well for the biggest rapid expansion plan that was about to present itself. Timpson's had agreed to place pods in the car parks of Tesco and began their expansion into the 'Big four' supermarkets. Initially, we at Standard, wondered how on earth

we were going to produce machines at a level they required, and we never achieved before, but we managed it and have continued to supply at a phenomenal rate ever since! Timpson's have a massive presence in all the major supermarkets.

The Trade, meanwhile, had continued to diversify into watch repair, photo development and other services. A step change in how the public perceived the shoe repair outlet, now better known as a multi-service shop. I had begun to get more involved in the Trade as I believed I had plenty of experience to offer, to this end, I joined the Cutting-Edge committee, along with the 'editorial' committee, which produces the Cutting-Edge magazine. I have spent many meetings debating the Trade, arguing for change and arranging charity events, in addition to helping with the organisation of the Annual Exhibition. Sometimes this meant falling out with other committee members, but that's part and parcel of committees, we are all still friends and I look back at my time on the Committee very fondly and feel I made a difference. The Exhibition has sadly fallen by the wayside for now,

but I hope it comes back fighting soon and maybe I'll be involved, who knows!?

I have met some great people on my journey, too many to mention them all here, but I do have the utmost respect for people I regard as friends. Brian Sperryn, Robin Healy and Caroline Collins, all of them helping me during my career, whilst supporting the Trade in general, we have enjoyed many happy moments along the way.

Being asked to sum up my 40-year career in this wonderful Trade that has given me so much is not easy, but I will do my best. Firstly, it has changed immensely during my time in it and it will continue to do so, Shoe Repair will be around for many years to come, don't believe the naysayers. The High St is struggling, and the outlook isn't good, but quality and customer service will always outshine an 'average' business, make it your USP!

I hope those that have read my articles have enjoyed my journey as much as I have, and I look forward to continuing my career within it, until retirement calls that is!!!

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SVIG

SVIG: Italian top QUALITY rubber
www.svig.it



The Italian Rubber Company

Most people in the shoe repair trade will probably use SVIG branded products or will at least be aware of the Italian company with the unusual name... but how many will know the origin of the name?

It seems that the first owners of the company were maybe influenced by one of the most well known names in Italian industry when they started SVIG way back in 1948. The giant car company FIAT is an acronym for Fabbrica (Factory) Italiana (Italian) Automobili (cars) Torino (the town where it started)... and so Società (company) Vittoriese (of Vittorio Veneto town) Industria (Industrial/ Factory) Gomma (rubber) became SVIG... the industrial rubber factory in Vittorio Veneto.

IN THE BEGINNING

Unfortunately no records remain about SVIG's early years from those difficult times shortly after the Second World War but we do know that after a short period in which SVIG had several owners the company soon settled down to become one of the two most respected Italian manufacturers of quality rubber products for the shoe repair trade.

For many years production focused only on the repair trade with basic items made of rubber compounds in just two colours, black and brown (which in those days were all that were needed to be successful!). At that time SVIG concentrated on selling only to the Italian market and on meeting the needs of those customers.

MAKING A BIG IMPRESSION

In 1956 SVIG saw the opportunity to make a big impression when the Winter Olympics were staged in Cortina, just 50km away from their base in Vittorio Veneto. In honour of this prestigious event SVIG introduced to the repair market a new full sole with a distinctive tread pattern perfectly designed to provide great grip on wet and muddy ground. The special soft compound used in these units guarantees the best adherence even in low temperatures. The Cortina sole bearing the Olympic logo is still one of the most popular of SVIG products over sixty years later.

SVIG are proud of the fact that

100% of their products have always been made in Italy and continue to be. When cheaper products from China began to appear on the market they could have decided to move their production or to use cheaper ingredients but they actually did exactly the opposite. SVIG have invested more in quality, using superior raw materials and investing in their factory and warehousing in Italy.

AN INTERNATIONAL GROUP

In 2006 SVIG Srl together with Fratelli Barbieri Srl (the producers of more than 10,000 MOVI branded shoe care & shoe accessory products) joined the FBG Srl Group. FBG (Fratelli Barbieri Group) is owned by the Barbieri brothers ('fratelli') Giorgio & Stefano who have invested heavily to keep improving the offer made by SVIG to Italy and now to the world...

It is important to SVIG that they can be seen at major international footwear exhibitions. Already this year they have had successful shows at the Internationale Vakbeursdagen Fair in Rotterdam in March and SSIA's 114th Annual Convention in Baltimore, USA in July. Now, as this article is being written they are preparing for Lineapelle in Milan in September.



"Unfortunately there is no Cutting Edge National Exhibition this year so it is very disappointing that we will not be able to show our latest products directly to the UK shoe repairers this year" says SVIG's export manager, Nicoletta Pinto.

BIG DEVELOPMENTS

Production is still in Vittorio Veneto, the town in which it started but in 2007 the brothers moved it to a much bigger site in the industrial area outside of the town.

Nicoletta says " The move was quite a challenge! However, the old factory was once in the centre of Vittorio Veneto, a small town with just 30,000 inhabitants – (including me), but obviously these days it is not possible to have factories, especially those producing rubber products in the town centre.

In July 2015 SVIG opened their new 2,000 square metre warehouse close to their main building and in November that year, to mark the 70th anniversary of the Italian association Assogomma, SVIG was one of the companies given an award for their contribution to the footwear industry.

OFFERING EVEN MORE

In more recent years SVIG have naturally looked to diversify their offer to their customers. As well as the 'basic' products for which they have always been known, SVIG also produce materials and products to meet the modern need for lighter and more colourful products and different compounds- mainly of foam and micro rubber. They also produce a wide range for

the orthopaedic market and footwear production.

Nicoletta explains, "We aim, with our partners FB and Movi, to offer our customers a wide range of products to meet their every need. The SVIG philosophy is 'flexibility'. We supply our customers with not only the regular 'everyday' products but with special and customised items too – even in small batch quantities. In the beginning this was a big headache (!) but it has certainly allowed us to grow..."

So, what next for SVIG and the Barbieri brothers?



Giorgio Barbieri



Stefano Barbieri

Stefano Barbieri said in a recent interview;

"FBG aims to increase its leadership position both in Italy and abroad and hopes to achieve this goal by investing in research and study and the continuous creation of new and innovative products."

"We strongly believe that innovation generates new growth and work opportunities for our customers as well which creates a circle of benefits for everyone – our customers, our companies and those who work with us."

For more information about the latest SVIG products contact your wholesaler or go to www.svig.it and while you're there check out the range of MOVI products or go to www.fbg-italy.com



KEY CUTTING EQUIPMENT LEASING WITH SKS LIMITED

SKS offer a wide variety of leasing options in conjunction with Kennet Leasing, that can not only help you spread the cost of any new key cutting equipment but also includes some additional tax benefits. Below Kennet explain the benefits of leasing through SKS.

Leasing converts a large capital expenditure into small monthly payments. Hence the Company has the profit-making equipment immediately and keeps their cash reserve available. Rather than investing the precious cash reserves in depreciating assets, the company can use them to help increase profits.

THE TAX BENEFITS OF LEASING EXPLAINED; LEASE RENTAL IS 100% TAX DEDUCTIBLE

The main reason that the majority of companies lease rather than purchase equipment is that they use leasing as a method of reducing their tax bills. This is because lease rental is 100% tax deductible, and all payments made for the equipment are written off against the company's tax bill. For any profit making business, this means a substantial saving in the real cost of acquiring equipment by lease rental. This could mean a saving of between 20-40% of the lease payments, depending on the rate of tax you pay*.

Payments on qualifying leases are written off as direct operating expenses, rather than a debt or outstanding liability, thus reducing short term taxable income.

Any capital allowances are passed on to you, and lease payments can be offset against

taxable profits. VAT can also be reclaimed on monthly payments. This status as a 'lease' as opposed to a 'liability' on a company's balance sheet is something the banks like to see, which is why an operating lease can be attractive. For this reason, leasing is often referred to as 'off balance sheet' financing – a tremendous advantage to both large and small businesses.

OWNERSHIP AT THE END OF THE LEASE

Lease rental is just that, a rental or hire agreement. Title of the goods remains with the Lessor (either Kennet or assigned to a bank), which means the equipment does not show on the company's balance sheet, therefore not needing to be depreciated over a fixed period. If Kennet broker the funding, they are the 'third party' involved within the lease agreements. In effect, Kennet buys the equipment from the funder and then sell it on to the customer. This means that the customer can take full advantage of all the benefits of leasing but still gets an option to own it at the end. (Tax loop-hole)

THE DISADVANTAGE OF BUYING EQUIPMENT OUTRIGHT

The disadvantage to buying equipment outright, is that the capital invested becomes a depreciating asset. This is an asset that's value decreases over time.

The total amount that assets have depreciated by during a reporting period is shown on the cash flow statement, and also makes up part of the expenses shown on the income statement. The amount that assets have depreciated to by the end date is shown on the balance sheet.

HOW THE TAX ADVANTAGES OF LEASING WORKS – IN NUMBERS

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NOT IN PERSON THIS TIME... FREQUENTLY-ASKED BONDING QUESTIONS



For the first time in many years, there won't be a Renia stand at a Cutting Edge show – in fact, there won't be a show at all until 2020, and that still sounds and feels a little weird! I still remember my first Cutting Edge exhibition, back in 2007 at the Doncaster Race Course.

First, I got lost on the way there (somehow confusing the Cutting Edge office address with the show's location – it was my first time driving in the UK, in my defence), and then my car broke down when I tried to drive back home! Fun times indeed. So, instead of me being at the show and answering questions on materials, primers, adhesives, and bonding in general, I thought I'd list the most common ones here and try to provide my best answers!

1) What is the difference between the two Primers? And why two instead of just one?

These two products (Rehagol and Primer for PUR) do two very different jobs: Rehagol reacts with

certain surfaces like TR and some rubber compounds, to prepare them for bonding. These materials have been designed to work with such a process in shoe production, so it is required for repair as well in order to achieve the best results. Primer for PUR penetrates foamed PU soles and reinforces the foam – which might already be too crumbly and just peel off after the repair otherwise, leading to separation.

2) What if I use just one Primer? I've been using it on everything, and it works!

We get this comment quite frequently regarding the Rehagol (very rarely on Primer for PUR). In fact, Rehagol acts as a "chemical sanding agent" on many materials, so it often leads to improved bonding results even if it is not strictly necessary. If a PUR sole is still in reasonably good shape, it might not need a Primer at all, so using the wrong Primer does not hurt it – but you never know until you try, and that most often leads to extra work when doing it right

the second time. Personally, I'd prefer to do it right the first time.

3) Can I use the Primers with just any adhesive?

Our Primer for PUR will work with any Renia adhesive that bonds PUR – and that is all of them! Rehagol only works properly with these products: MULTI-Colle, Colle de Cologne, and Syntic-TOTAL. There are mixed results with other products, some better and some worse than just using the adhesive without a Primer, but you only get the full and intended result with any of these three.

4) This is taking too much time! Is there an easy way to find out what I'm working with, and what products I need to use?

There is indeed. Identifying materials is not that difficult, and it involves steps you take anyway while working on a shoe: INSPECT – Fibre structure? Foamy? Sticky soling material? SAND – Does it melt or produce dust? Is there foam inside, and is that foam moist? WIPE – What happens when you wipe it with solvent?

These basic steps tell you what you need to know – not necessarily the exact name of the material, but what you need to do to bond it reliably!

5) Where can I find more information?

That's an easy one. Our website, www.renia.com, has lots of information on this subject. Links to our YouTube channel with instructional videos, the full six part Cutting Edge article series on identifying and working with materials, and a Material Combination Tool that tells you exactly how to bond most material combinations. Take a look around, there's more! Renia is also on Facebook, and we are always happy to answer questions directly by email or on the phone.

In the next issue, we will continue our Renia – QuickSohl mini series – learn what this product can do on the shoe upper, and thereby open up new possibilities for you.

Dr. Rainer Buchholz,
Renia Adhesives Cologne

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SPOTLIGHT



Adrian Coppin and his beloved Schnauzers



Adrian's 'Man Cave'

The door of the Cutting Edge office swung open and in walked a dishevelled figure with his left hand completely hidden by bandages.

"What have you done to yourself Fairweather?" exclaimed the Editor.

"Well, I thought I'd try to 'diversify' – that's what everyone is having to do these days isn't it?"

"...What do you think?" said Fairweather pointing out of the window with his 'good' hand.

There in the car park was his old motorbike, with the addition of a sidecar box that had apparently been made out of old pallet wood, badly painted yellow.

"Good grief! It looks like an even worse version of the 'Only Fools & Horses' van!" said the Editor.

"Why on earth have you done that?"

It's called 'upcycling', it's all the rage. I thought seeing as I was on the road so much I'd try my hand at delivery work too. But with the wages CE pays me I can't afford a van so..."

"But why the bandage?"

"Ah, well I'm not as good at joinery as I thought... had a bit of an altercation with a saw and came off worse!"

"Oh Fairweather, maybe you should have had a word with the man in the Spotlight this time... Adrian Coppin is not only an expert in the shoe repair trade with over 45 years experience, he's a trained Carpenter and Joiner!

If you can manage to get that contraption to him I'm sure he could sort you out!!

So later that week, Fairweather sat with Adrian in his 'man cave' and asked...

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

Woodwork, Metalwork and Technical drawing – working with your hands, you can turn your hand to most things – it didn't take long to get the hang of Shoe Repairing just had to watch and then tell the hands what to do.

... and what was your first paid job?

5-year Carpentry and Joinery apprenticeship with R. Mansell builders in Croydon.

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

45 years ago, I got engaged to Lynne. Her father was Graham Marshall of M.S. Marshall & Company based in Sutton Surrey. He used to go down to his warehouse on a Saturday morning and load the shelves with stock ready for Monday morning. One Saturday he suffered a mild heart attack and I asked if I could help him (on a Saturday) but I think he misunderstood me and asked me to come into the business – and there you have it!

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

Probably woodturning as I get the occasional request to make bespoke extensions to trophy bases and odd sized and shaped plaques.

What do you consider has been your best achievement?

Having the TOPY agency in the UK and building the brand up to the level it is now. Knowing the three generations of the Herpe family has helped tremendously – they love the product as much as I do.

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

Not having such a good website as

T Colledge and Son (who I now work with).

Where is your favourite place?

Langkawi just north of Panang Malaysia – wonderful island and in the UK, the Kent coast, just lovely Also the Langtang Mountains in Nepal where I made school bench seats after the earthquake in 2015.



What makes your ideal day away from work?

As I don't work Fridays now, Lynne and I try to get out and take our two miniature Schnauzers out walking in a National Trust property.

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

As mentioned my Carpentry and Joinery is now my hobby and I enjoy resorting furniture, making new furniture, wooden toys for my Grandchildren and losing myself in my man cave!



Do you have a favourite piece of music?

Being a Rep for 45 years and driving is one of the things that comes

with the job, I can listen to most music, Rock - Dire Straits, Dave Edmunds, Classical - John Williams, Jazz – I love Joyce Cooling, Bernie Williams.

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

A Lift Engineer! I want to get home for Dinner!

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

If you can't say anything nice about someone, - Don't say anything at all!

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

I think I'd like an Amazon Alexa system for home.

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

Keep a tidy, clean, shop with good display units – and most of all – Smile!!

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

Who knows!?

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

Well, this year seems to have been the quietest year for Shoe Repairs I can remember – but great on Keys. But I still feel the Repair trade has plenty of life left in it if the Shoe Repairer takes a step back and look at his shop as the public sees it – keep it Smart looking.

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

As the Rep whos customer think when look up at the calendar and say "Ah good, Adrian's calling tomorrow" and not "Oh no, not him again!"... and for the future, seeing my Grandchildren as much as possible.

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Tempo

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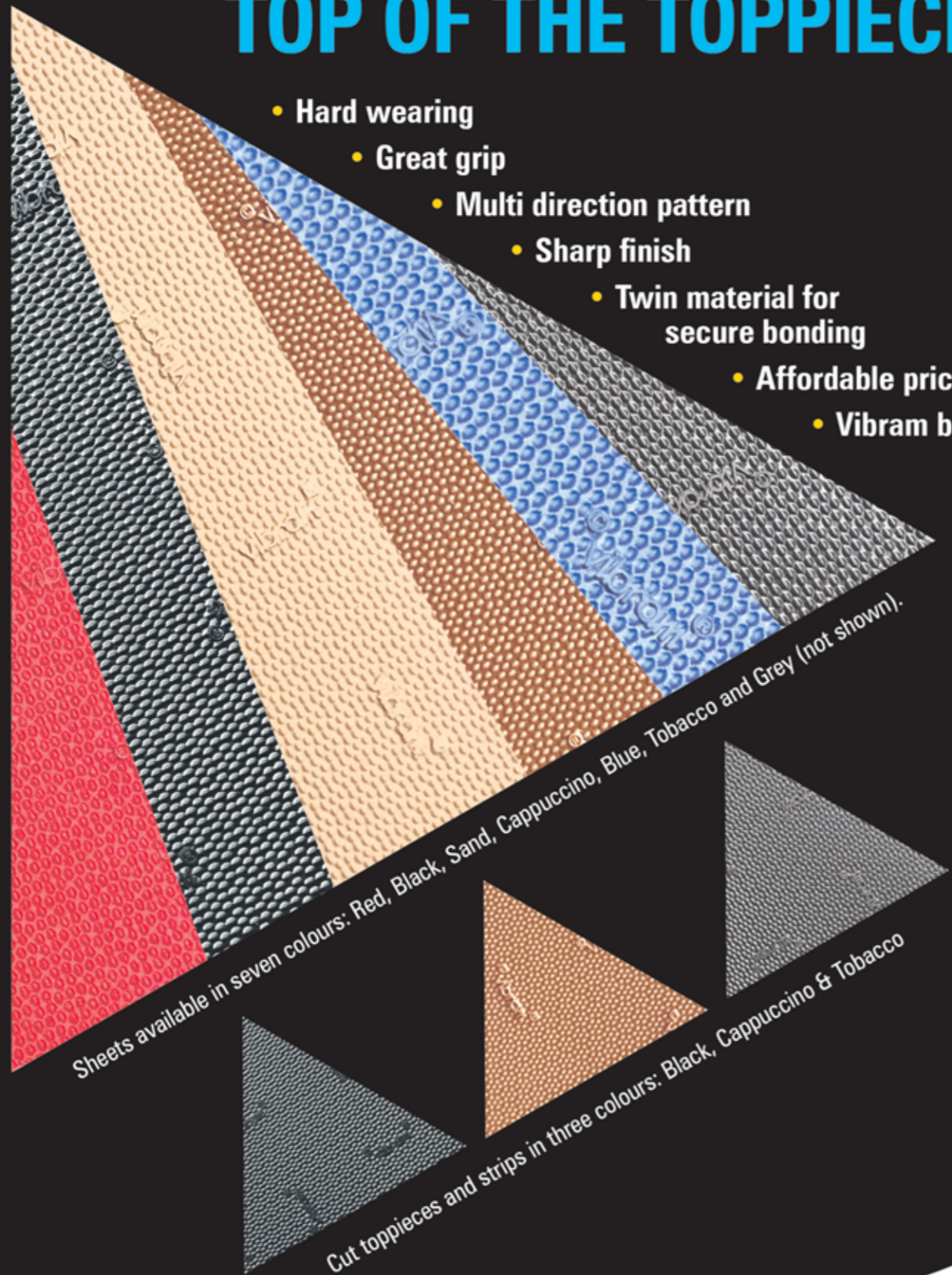
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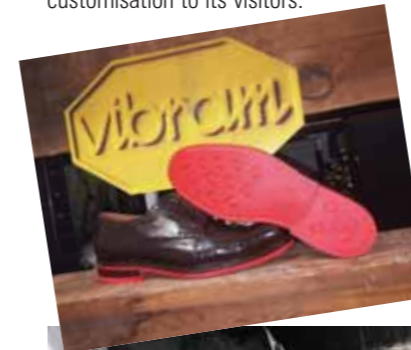
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VIBRAM SOLE FACTOR TRUCK VISITS THE UK

The Vibram Sole Factor truck visited Leeds in the middle of September before proceeding to Canary Wharf.

Working in partnership with Craggs in Leeds and James Shoecare in Canary Wharf the truck offered free or heavily subsidised "Sole Factor" shoe customisation to its visitors.



We all know Vibram by now but what is Sole Factor?

In 2015 Vibram introduced their new creative concept: Sole Factor. Rather than just having your shoes and boots repaired, Sole Factor gives customers the option to completely customise and enhance their footwear, providing more grip, lighter weight, more volume or simply a new look with colour and innovative design.

With winter approaching, the Sole Factor truck team focused on footwear customisation on three areas:

Wet City Streets

Customers have the option to improve their footwear by fitting



soles and heels made with Vibram's new XS City rubber compound. This compound is specifically formulated to give excellent grip in the wet even on the shiny marble floors found in shopping centres and the tiled steps found around our cities.

Icy Mountains

Vibram's new Arctic Grip rubber technology enables the wearer to gain improved traction and balance whilst walking on wet ice. This enhanced outsole proved popular with those planning ski breaks this winter. In addition to this, Vibram introduced a resole and heel service on ski boots with Arctic Grip rubber, this couldn't be done on all ski boots but the Vibram technicians assessed the suitability of each ski boot for this service.

Trekking and Trail Running

Visitors were encouraged to bring along their worn hiking boots or trail running shoes and have them fitted with the latest sole designs made from Megagrip rubber. These soles have been especially designed for gaining grip and traction in the great but often wet British outdoors.

A win:win - many people have had their shoes and boots customised for free or at a heavily discounted rate and are delighted with the results.

As the truck offer was restricted to one pair per person they will now have to pay their local shoe repairer for a repeat performance.



They know what can be done to uplift their favourite but worn out shoes and of course they now know the quality of the Vibram brand.





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AN EPIC RIDE FOR STEVEN

Steven Burbidge of Cromer Trophies & Engraving took on a huge challenge in aid of Prostate Cancer UK.

"On my 40th in 2014 I decided to get into shape & take part in the Norwich 100 cycle ride in 2015, something I'd often said I'd like to do, but never done anything about.

I bought myself a road bike & some Lycra(!), and started to ride, fairly short rides at first, but by the time the event came round, I was ready, and successfully completed the 100 miles.

Fast forward to today & I now ride 3 or 4 such events a year. I ride around 2000 miles each year, and I'm fitter, lighter & healthier than I've ever been!

In late 2017 a new 200 mile, 1 day ride going right round the Norfolk border was announced. I signed up immediately... after all, if I can ride 100 miles, how much harder could it be?

After Christmas I started the countdown, 186 days to go, it seemed such a long way away!

Such an epic event was too good an opportunity to miss to do some good, so I decided to fundraise for the Prostate Cancer UK charity as my dad went through gruelling, but successful treatment for the disease recently, and their research needs more money.

On my fundraising 'launch' date, Stephen Fry went public with his cancer, so my appeal got off to a great start!

A JustGiving page (<https://www.justgiving.com/fundraising/steven-burbidge2>) & a fundraising display in the shop and help from friends & family have so far raised just over £2000. It's still not too late to donate...

Suddenly it was event day. We set off at 4am(!) from Great Yarmouth, the route went clockwise around the county border. The first organised stop was at about 45 miles, some 3 hours in. After a quick comfort



break, bottle refill & energy snack I was off again for another 40ish miles to the second stop as we headed into the Fens.

It was soon clear that I was riding at a good pace, and it was possible that I was on for my fastest ever 100 miles! I decided to throw caution to the wind, and completed the first 100 in 5h 54, a great morning's work!

It was very hot, around 28 degrees for most of the day so water was really important. I'd got 2 bottles on my bike, which lasted me around 2 hours riding time, between the organised rest stops, and shops I'd got on my route plan so I was able to keep properly hydrated. This was the biggest potential problem on the day.

The first 60 miles of the second half of the ride was much more undulating than the first half, so I'd planned to take on board a burst of caffeine through coffee, energy gels & electrolyte water tablets. This worked a treat (I normally have decaf coffee, so caffeine is quite effective anyway!) and I took the hills in my stride.

I'd expected to just roll to the end, grinding out the final section, but I was so buzzing with the caffeine, adrenaline & excitement of what I was doing that I actually increased my average speed for the ride over the last section to 16.5mph!

I eventually finished just after 7pm, a total riding time of 12h 9m, so I'd actually done the second 100 miles in 6h 15m, my second fastest ever time!

It was a remarkable day, the fact that it all went so well was definitely due to the detail I put into planning the day. There were 200 others taking part in the event, and for once it didn't feel as though I was one of the slowest towards the back!"





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Cutting remarks from the **SOLE TRADER**

IT'S YOUR BUSINESS

As a business owner you are responsible for all your business 100% - no one else, just you.

You may have staff who care and if so you have done well and are obviously doing something right, but when push comes to shove they will leave, they will move on to greener pastures. As I write this the press is full of the resignation of Chris Evans from BBC Radio 2. Evans is a star who has driven the Breakfast show audience to unprecedented heights, he's good and he cares but he doesn't own the business, so it's back to Virgin for a new challenge and a bigger salary.

When you own the business it's your fault when it goes wrong, it's your fault if you're out of stock or the last repair was not up to standard or if profits are down - 100% it's yours.

DO YOU WANT TO MAKE YOUR BUSINESS SUCCESSFUL?

Of course you do, why wouldn't you want that. Most of the businesses in any industry aren't doing it right - only those at the very top, the market leaders are getting it right. The rest are just doing OK, getting by or failing. So how do you make sure you are one of the successful few?

I think that there is a belief out there that successful people don't work hard, it's just luck or being in the right place at the right time. Well I'm a believer in the adage that the harder I work the more luck I have. To be successful just make sure you emulate the most successful people in your business.

Invariably you will find that marketing is their most important tool and if you also spend time getting this right you will be successful too.

BUY AN ALARM CLOCK!

Get on to your business an hour earlier each day and devote that

time to marketing, to improving your business. Make sure that is all you do during that time and set some achievable goals and targets and set deadlines. It is no good saying we will increase sales by 10% by increasing customer spend if you don't set a deadline. So, we will increase sales by 15% by the end of next month is a much more effective goal.

Once you have decided how to achieve that goal don't hang about, make sure you implement the scheme quickly as too often good ideas become stifled by over refining the detail. Yes, work things through, but remember perfection is rarely achievable good is good enough.

ONLY YOU CAN DO IT!

Remember you are the only person who cares about the business so if you don't do it no one else will. Make sure that your staff fully understand what is expected of them and make sure that they implement it. It is no good having a great customer service scheme that asks

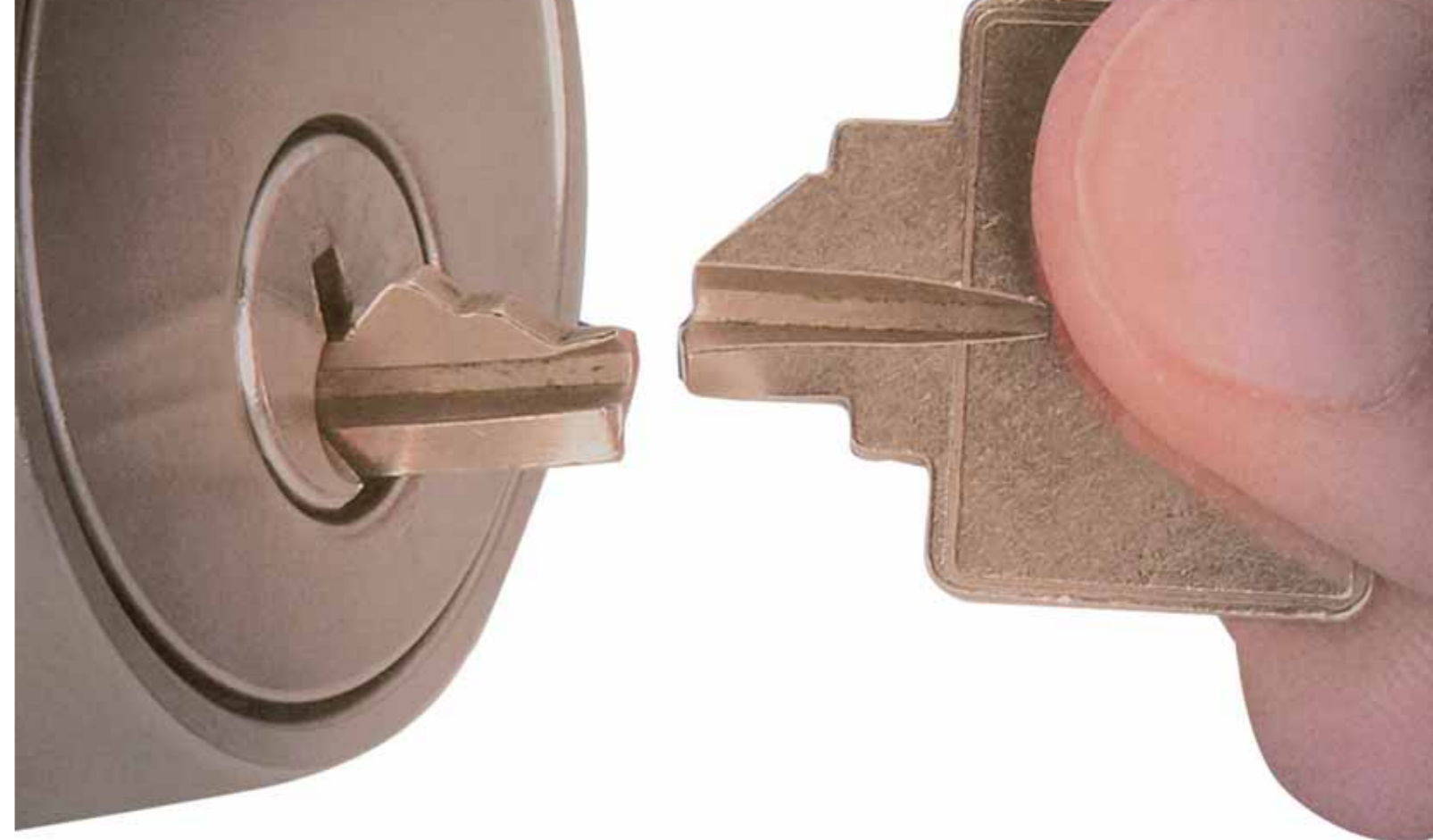
customers to fill in a comment card if the staff don't remind the customer to do it and make sure there is a pen to hand.

Too many marketing ideas fall foul of staff unwittingly (and sometimes wittingly) sabotaging the whole thing by not following through, by not completing the deal or by simply not putting the customer first.

I recently asked for a table in a large and very busy gastro pub, to be politely told they were fully booked. While considering our options we stayed for a drink and I noticed other customers, also without bookings being found tables by the owner. So, of course I approached the owner and a table miraculously appeared - staff complacency, incompetence or sabotage call it what you will - it was only the owner who cared enough and knew enough not to turn a customer away.

So, you are the one in the hot seat and you are the only one who can make a difference to your business. It's tough but that's what you signed up for. Yes, you can employ good talent and they can make a difference too, but eventually they will head for the virginal greener grass and leave you to grow your own!

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Society News

The latest information from the SoMSR office



SHOECRAFT OF OAKHAM



FEEDBACK FROM A MEMBER

An email arrived at the SOMSR HQ the other day (one of many I hasten to add) but this one was slightly different. Instead of the usual ones offering SOMSR the most amazing deals on office lighting or mobile phones or cheap printing or new office furniture this one was actually from a SOMSR member.



A long standing and well-known member as well as a good friend of the trade, who wished to discuss a few very valid points. His very detailed message included a mention of the fact that the government had appointed shhh... you know who, the chairman of a certain High Street chain to investigate the decline of that selfsame High Street. No names, no repercussions.

Other points he raised included the suggestion of "grading" membership to ensure that the standards of workmanship were reflected in the level of certificate awarded. We are looking in to this at the moment thanks to Graham Porter and Ted Starzac for bringing the subject up.



Another point was the design of the SOMSR logo and in particular the old man on the stool. Does anyone else have an opinion on this?. We are always open to comments from our members. (I designed the current logo so I do have a slight vested interest in it).

However the most important proposal raised was about the image we project to our target customer. Who is our ideal customer he asked? His suggestion is that we should aim our publicity at a much younger, trendier audience, the youngsters who don't realise that our members offer multiple services, shoe

repairing, key cutting, engraving with many shops offering much more. He suggested we should aim for the 16 year old and just above target audience, both male and female, with a publicity campaign, possibly using teenage models, which should include posters as well as social media to raise awareness amongst the throw away and buy new age group. Do you agree? Or perhaps you have a different idea on how to get the message across. Either way we would be very pleased to hear from you. Get in touch, we like feedback whichever way it goes.

Robin Healy

without informing them if you believe that they may be carrying out an illegal act provided that the monitoring is not continuous and is only used for a specific reason.

Conversely you are discouraged from displaying a "CCTV in Operation" sign if you DON'T have a camera recording as this may lead people to believe that they are being protected by recorded evidence when there is no such evidence available.

Anyone who believes that you may have recorded images of them can request copies which you are obliged by law to provide. You can charge up to £10 for this service. You are also required by law to provide recordings to the Police if requested. Might be a problem getting the tenner off them though.

Another grey area is that of publication of images taken by CCTV. You are not advised to place printed copies of alleged criminals in an outward facing position such as your shop window. Also pinning paper copies on lampposts all over town is not recommended either. You can apparently display them inside your premises though as you are the legal owner of the images.



This information is intended only as a guide and should not be relied on as a legal and definitive reproduction of the regulations imposed by the ICO. Nor can the writer or publisher of this publication be held accountable for any errors or mistakes contained within the article.

Sid's shop might not be on the High Street of the Rutland county town of Oakham but it is certainly one of the best known shops in the town. Mind you not so long ago Tesco decided to build their new store right next door to him to take advantage of the regular footfall making their way to his door.

Sid isn't his real name, but understandably his loyal customers find it a little easier to say than

Surendra Jethwa. Sid came to England from Nairobi in 1984 having learned his trade watching and then working alongside the skilled craftsmen employed by his father. The original shop started by his father was opened in the late 1920's and soon gained a reputation as one of the finest shoemakers in Africa employing over 68 shoemakers during its trading history. In those days many Hollywood actors visiting the area for filming would ask Mr. Jethwa senior to make them a pair of trophy shoes. Famous names such as Johnny Weissmuller, Lex Barker,

Rock Hudson, Kirk Douglas and even our own Michael (just blow the bloody doors off) Caine were amongst the clients having Desert and Mosquito boots handmade to their own individual specifications.

Sid opened Shoecraft in 1992, starting with just repairs, then adding key cutting, leather goods and shoe care lines. Over that time the staff numbers have increased and now include his daughter, Payal, who is helping Sid enter the digital age by taking the shop online. But there is also another side to the products Sid offers. On display along a whole wall of his shop is a fabulous range of high quality men's shoes from some of the finest shoemakers in the UK. Classic brogues, soft kid loafers, trendy boots and formal oxfords presented in fifty shades of tans (and black) line the walls and spill out into the shop.

With his characteristic charm and extensive knowledge of shoe making and repairing Sid attracts customers from a wide area who know that it takes a gentleman to know what a gentleman would wear on his feet. By selling only quality shoes and using only the very best repair materials he ensures that his customers just keep coming back for the terrific customer service, the sheer professionalism of the staff and most of all, the friendly face of Surendra "Sid" Jethwa.



CCTV – THE PROS AND SOME OF THE CONS

The evolution of Wi-Fi based CCTV camera systems has exploded recently with many affordable systems now offering varying levels of sophistication.

Many have digital zoom and night vision. Some have two way audio and an alarm function. Some have a facial recognition feature that sends a message when a recognized face has been seen and, more importantly, when an unrecognized face appears. The quality of the images is generally excellent, as I can vouch for from the one taken of a bungling burglar trying to gain entry to my son's home last week. He's now in custody.

These latest systems are easy to set up, working mainly on Wi-Fi or Bluetooth via an app to your smartphone. Storage of the recorded images is a little more complicated though. Most use a form of cloud storage, sometimes free, but many charge a subscription fee of varying amounts dependent on the recording recovery time period required, a week, a month or longer.

If you are looking in to installing CCTV in your business premises, or even if you have already done so there are a number of rules, regulations and restrictions that you may need to take into consideration.



Firstly you need to identify exactly what the surveillance is for. Usually it is for prevention of crime, most commonly shoplifting. (Using CCTV to monitor staff performance is a more complex issue). A sign must be displayed to inform anyone entering your premises that CCTV is in operation. You are also required by law to inform the

Information Commissioners Office (ICO) that you are operating CCTV and pay the relevant fee which for most small businesses is currently around £40 per year. See section 17 of the Data Protection Act. There are a number of instances of business owners being fined for failure to do so.

You can however monitor staff

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