

CUTTING EDGE



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

SPRING 2020

*What
next?*

*Good news for the
shoe repair trade
inside...*

The only quality label you need to offer.

Fashions come and go but quality lasts.

So when your customers deserve the best, offer them JR leather soles and heels, made with 145 years of experience.

Premium quality products for you to sell up at a premium profit.



www.lederfabrik-rendenbach.de

SPRING HAS SPRUNG... the future is looking brighter (maybe?)

We're pleased to be able to bring you the Spring issue of your magazine once more.

As it is now 2020 and the turmoil of Brexit during the last few years is over at last (at least it is if you believe Boris!?) we thought it would be appropriate to look forward to what this year will bring. All positive we hope...

GOOD NEWS

The first good news for the shoe repair trade is that the Cutting Edge organisation's committee have announced that the Cutting Edge National Exhibition is coming back at last! After an absence of three years, all the top names supplying the trade are going to be back at the National Motor Museum on October 4th.

Look out for more information in the Summer issue and on the magazine website (www.cuttingedgemag.co.uk) during the next few months and we hope to be able to bring you full details of everyone exhibiting there in the Autumn magazine.

The second piece of positive news is that we have been able to produce another magazine for you... It is getting to be more of a challenge with every issue. As we keep saying, it is YOUR magazine, and that means both repairers AND suppliers and it is only the support of the latter that keeps the magazine going.

NOTHING QUITE LIKE IT

Regular advertisers realise that despite so much of all our lives being influenced by the internet there is still an important place for magazines like Cutting Edge for the shoe repair and manufacturing industries... and that's just it... there isn't a magazine quite like Cutting Edge! Yes, there are trade magazines about trophies and engraving, locksmithing, etc, and there are magazines that offer stories about real people, but only Cutting Edge has all that in one publication.

That is why thousands of independent repairers actually tell us that they want to read it.

The magazine only goes out to people who ask for their addresses to be added to our list, not to a generic mailing list on which there will surely be many who aren't interested. That means that advertisers can be certain that their messages whether in adverts or articles are seen (and often acted on) by our readers. Advertisers also have the opportunity to be featured on the magazine website with direct links to their own websites too at no extra cost.

So, if you are a supplier who hasn't advertised in Cutting Edge before, or one who has recently decided to cut it out of their marketing scheme – and especially if you want to help YOUR magazine to continue towards the next decade – please get in touch with us. We'd be delighted to help you promote your company and its products and services to those who want to know about them.

I hope we will see you in the Summer issue but of course nobody can really predict exactly what will happen in the future. That's why we thought the cover design was particularly appropriate this time.

We asked lots of suppliers to the repair trade what they predicted... you can read the replies we received on p14. We can also promise you that in the next few minutes when you read the following pages you'll find lots of news, views, and product information... but then that's what we always bring you isn't it!

Tom



AN AWARD FOR PETER	p4
SAVE OUR PLANET Let's spread the word	p7
CUTTING EDGE The National Exhibition is back!	p9
READER'S STORY London Shoe Shine	p12
COMPANY PROFILE T Colledge & Son	p18
OPEN WEEKEND at Charles Birch Leeds branch	p23
SPOTLIGHT on Mark Rees of T Colledge & Son	p26
SOCIETY NEWS from SOMSR	p32
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.,
Emma Liptrott, Victor de Banke Ltd., & Robin Healy.

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

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

To contact the Cutting Edge organisation & for all SOMSR matters: email info@somsr.com

SPRING 2020
ADVERTISING
& EDITORIAL
DEADLINE

MAY 4TH
2020
Thank you!

THOUGHTS FROM THE CHAIR

Global warming, seasons changing? Sitting here writing this in the middle of the second storm in as many weeks having driven last week in snow and high winds now there are floods and higher winds, are the doomsayers correct and global warming is changing our world?

We certainly haven't had normal winters for a while and this one has been really mild so perhaps the worst is yet to come.

What's that got to do with shoe repairs? Well, our business revolves around people having shoes repaired which they tend to do when they know there's a problem. I'm always told that when it rains trade increases and we have certainly had plenty rain during the past few weeks so everyone is busy aren't they?

On my travels I don't hear much complaining but it's still not overly busy. Town centres are not like they used to be. With people's buying habits changing the High Street suffers more each week. I know my local town has had its heart ripped out with M&S leaving, then BHS went and now the big department store Beales has shut - so where does that leave us?

Shoe repairers have always been able to adapt and diversify, ours is a

trade that's been around many centuries. It's a service industry and will always survive, so look up and look ahead. Do you promote yourselves well with a presence on the internet? Or maybe you change your window displays regularly? It's amazing how much a tidy shop can make a difference and how much a changed display attracts attention.

Going round the country I sometimes see dogs in shops, taken there for company or to keep them out of mischief? I'm thinking about this because just a few days ago a good customer and friend lost his pet Jack Russell, Lucky, who reached the ripe old age of 19. I remember him as a pup so it was quite upsetting to hear.



Lucky

Why mention dogs? Well the shops I see them in without exception get people in just to see the dogs



National Exhibition will be back at the National Motorcycle Museum, October 4th.

perhaps because we are a nation of pet lovers, and quite often I am out and about with my dog as a passenger. Now, I'm not advocating getting a dog as a sales tool but it is worth considering if you have one? Even a very large company has allowed staff to take dogs to work, going as far as making miniature aprons for them and they've become popular features in their shops.

Talking of popular features in the trade, I'm delighted that we at Cutting Edge are going to be back with our National Exhibition in October, after an absence of three years! I hope that you will pay us a visit and share your experiences and you're certain to find something new to offer to your customers.

Peter

JEVON & STANLEY
est 1944



- ⚙️ Importers/Wholesalers of Watch movements, Tools and spares
- ⚙️ A Full repair and supply service to the Independent shoe repairer

Phone/Fax:

⚙️ **01902 426 309**

E: jevonandstanley@yahoo.com

Peter commands a top award from St John Ambulance



As you may know, as well as being very busy with his work at Siserve, and currently chairing the Cutting Edge organisation's committee, Peter Coulson also finds time to volunteer with St John Ambulance and has done so for nearly 45 years (of course he was a toddler when he joined!) and along the road he has collected a few awards.

Recently though he received a letter from the offices of The Order

of St John, The Priory of England and The Islands - announcing that my name had been put forward to Her Majesty The Queen (as head of the Order) for consideration to be promoted to the level of Commander. This was confirmed at the end of January and duly published in The London Gazette.

The Order of St John or, to give it its

official title, The Most Venerable Order of the Hospital of St John of Jerusalem can trace its roots back to 1099 and is linked with the Crusades (the Knights of St John) although more recently is a Royal Order of Chivalry with Priory Orders around the world.

There are various levels and usually volunteers with St John Ambulance

can only advance to Officer level, so to make it to Commander level is unusual. Of course, Peter is extremely pleased and honoured to have been made Commander, and will attend an investiture later in the year - a very formal and grand event to be part of.

Congratulations Peter.



There are lots of rewards for Peter with St John Ambulance - including meeting these young ladies at the Cricket World Cup against New Zealand!



BIRCH

Established 1965



Ask your Charles Birch Representative for more details, call FREEPHONE Leeds 0800 591 558 or Rochford 0800 585 313

www.charlesbirch.com

CHARLES
BIRCH
GROUP

QUALITY COMPONENTS FOR MAJOR BRANDS – and for YOU too!

E.A. Tailby Ltd may be a new name to you, but the company has been handcrafting leather components for the footwear industry in Northamptonshire for over one hundred years and is a key supplier to many of Britain's most popular leather footwear brands such as:

Barker, Cheaney, Church's, Crockett & Jones, Gaziano Girling, Grenson, John Lobb, Alfred Sargent, Sanders & Trickers.

With the turn of the decade we are excited to announce the launch of our new wholesale shop, offering the original heels and soles used by the majority of Northamptonshire's most prestige shoe brands at affordable prices to the repair industry. Products such as dovetail toppieces, quarter rubber toppieces, heel packs and both full and half soles.

In addition we are also stocking a great selection of rubber products such as Dainite toppieces and soles.

Using our vast experience and a mixture of both traditional and new manufacturing methods you can be sure you are receiving high quality UK made products from E.A. Tailby.

For more information and to view the rest of our extensive product range and great prices please visit www.Tailby.co.uk.



Exceptional Craftsmanship at affordable prices

Now available to you from a key supplier to Britain's most popular leather footwear brands



We have mastered the process of crafting heels through over a century of experience.

E.A. TAILBY Ltd

NEW WHOLESALE SHOP NOW OPEN
ASK US FOR MORE INFORMATION

MANUFACTURING ENGLISH HERITAGE SINCE 1902

info@tailby.com **01536 512639** www.tailby.co.uk

HELP SAVE OUR PLANET PROJECT LET'S SPREAD THE MESSAGE

FACEBOOK:
[@shoerepairsaveourplanet](https://www.facebook.com/shoerepairsaveourplanet)

INSTAGRAM:
[@shoerepairsaveourplanet](https://www.instagram.com/shoerepairsaveourplanet)

FOLLOW THESE SITES AND SHARE YOUR IMAGES BY DIRECT MESSAGE OR EMAIL:
saveourplanet@charlesbirch.com

If we can all get behind this campaign and follow and share our photos of the "Save Our Planet" posters in situ, it will help spread this important message and at the same time promote our trade and your individual businesses.

Simply log into any of the above platforms that you use and place your own messages and photographs and encourage friends, family and customers to log in and share the messages.

It is in all our interests for this message to go viral. This is especially important when it is widely predicted that there will be a shortage of shoes coming into the Autumn/Winter 2020 and Spring/Summer 2021 seasons, owing to the coronavirus epidemic in China.

Everybody in the trade should be promoting this sustainability message: manufacturers, wholesalers, shoe repairers – what have you done today to spread the message?



JMACloudPro, the first cloud based application for key duplication

JMA, one of the leading international manufacturers of keys, has applied its expertise in key duplication technology to introduce JMACloudPro. As the first cloud based software for duplicating keys in the market, this cutting-edge tool makes daily work much easier for users of JMAKeyPro, the original software of the Multicode electronic key duplicating machine.

"JMACloudPro is a great achievement that shows JMA's innovation and drive. We are convinced that it will be very well received amongst the locksmithing professionals in the UK. It is an easy to use, efficient tool that takes key duplication to the next level", says Mark Gentry, Managing Director of SKS/JMA United Kingdom.

Thanks to JMACloudPro, key cutting professionals will be able to keep an up to date record of all the duplications made for their customers. This data will then be stored in the cloud on JMA safe servers, so no data will ever be lost.

This service allows the user to keep an up to date record that takes up no space whatsoever on locksmiths' and ironmongers' premises. Thus, customers will no longer need to bring their keys to the store every time they need a new key cut.

Accessible from different devices

JMACloudPro service can be used

not only on the tablet that operates the Multicode key duplicating machine, but also on other devices (such as the key cutters' personal computers or mobile phones) through the web version of JMACloudPro.

Every time data is uploaded to JMACloudPro it is synchronised so that the information is available on all the user's devices instantly.

Automatic updates

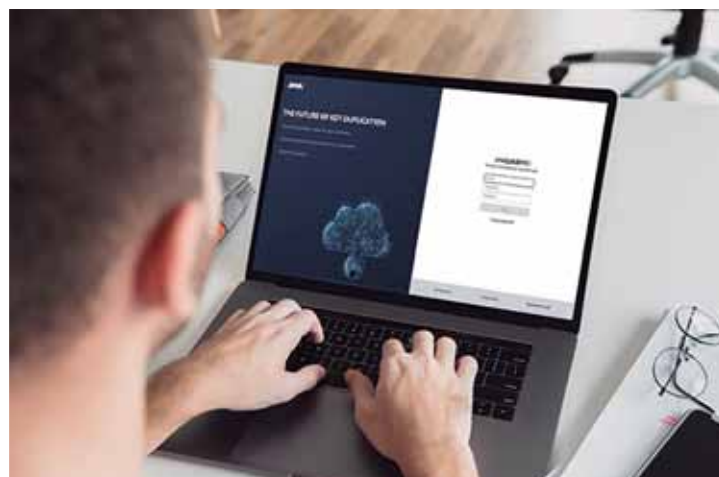
JMACloudPro users will also get access to automatic updates of the vast catalogue of JMA keys and their equivalents. Updates are constant, adding new references to the thousands of existing keys in the JMA catalogue.

Available on the Multicode electronic machine

As an extension of the JMAKeyPro software, JMACloudPro is now available for JMA's Multicode machine, the most advanced electronic key duplicating machine of the brand.

Multicode is available in three versions to meet exactly what each professional needs. The original model is able to duplicate flat, security and vehicle keys with total precision in a very short time. Multicode Single is focused of those who only need to duplicate flat keys. The Multicode Dupla combines security and vehicle key duplication.

For more information or to book a Multicode demonstration, please contact technical@sk.co.uk



CUTTING EDGE NATIONAL EXHIBITION



Cutting Edge is coming back!

The CUTTING EDGE NATIONAL EXHIBITION is going to be at the National Motorcycle Museum on October 4th.

There's going to be a lot to catch up on after 3 years away...
So make sure you're there too!

For more information email: info@somsr.com

TAKE THE HIGH TECH LINE WITH TARRAGO

80 years of leather care expertise have gone into the latest High Tech line from Tarrago and now the range has been extended based on their revolutionary Nano Technology.

Now Tarrago are proud to offer excellent protection and cleaning power for all leather types and any situation. Quick and easy application means that rain and dirt are never a problem and regular use actually prolongs the life of all types of leather footwear and clothing.

Tarrago Nano Protector provides an innovative top-class protection thanks to its "intelligent" fluorocarbon polymer content which forms an invisible protective film with a surface similar to that of a lotus leaf. This 'Lotus Effect' decreases the surface tension of leather or textiles so water, oil and grease are efficiently repelled.

Tarrago Oil Nano Protector offers your customer even better waterproofing and protection, and thanks to

its nutritive oil content it not only enhances the material to which it is applied but also dust, water, oil and fatty soiling will not stick to the surface, and will instead run off like little pearls due to the same "intelligent" fluorocarbon polymer content.

Tarrago Nano Cream is a nourishing, waterproofing and dirt-repellent cream which contains 31% original beeswax, which gives great softness and nourishment to the leather. This fluid colourless cream is specially recommended for

smooth High Tech leathers and technical materials like Gore Tex, as it does not affect breathability and provides high protection, but is not suitable for suede, textile or nubuck.

Tarrago Nano Leather Wax is a nourishing power leather cream high performance colouring and waterproofing of both smooth and synthetic leather. Its formulation with natural waxes such as beeswax and selected pigments makes any smooth leather remain as new for longer. High tech treated leather keeps its original waterproofing and breathability.

Available colourless or black. Not suitable for suede and nubuck.

Tarrago Nano Leather Refresh Colour Renovator revitalises the original colour of the smooth leather or synthetic garment or footwear, with powerful waterproof protection and additional oil-based nutrition lanolin. Nourishes and adds shine without brushing. Recommended for Gore Tex and other High Tech membranes. Available only in black.

To revive the color and appearance of nubuck, suede and velvet leather there is now Tarrago Nano Nubuck Renovator for great recolouring power and to add a powerful additional waterproofing. Also suitable for Gore Tex membranes and other High Tech leathers. Available in neutral and black.

For more information about High Tech or any Tarrago products contact T Colledge & Son on 0117 9717154 or go to www.tcolledgeandson.com



THERE'S STILL TIME TO SAVE WITH SVIG!

OK, Winter is almost behind us so maybe we should be thinking about products for Spring... but wait a minute... you do know that some Winter soles are not just for heavy boots and shoes don't you?

If you were one of the few repairers who are not already using our Tyre soles after seeing them in the Winter issue of Cutting Edge don't worry... The flat soles Tyre (art.SU520TR) made from our Trekking compound look great on contemporary

fashion footwear. Fresh and springy soles in 11 great colours are just the thing to liven up your customers' tired sneakers and trainers!

Tyre performs well in Winter with its amazing anti-slip feature, but that same grip is also great for sporty or teenage shoes too... One size, easily adapted for many kinds of footwear plus 11 colours to stay fashionable and safe all year round.

So save money with SVIG Tyre – not just a Winter sole, but a 4 Seasons winner!

Looking ahead to Summer - be ready for all those light sandals

coming to you for repair... with SVIG Zeus (art. SU621GH) made with our popular Ghiblis compound. Zeus is the other 4 Seasons flat unit recently introduced by SVIG and advertised in the last issue of this magazine.

Being so light (the Ghiblis density is lower than 0,40 gr/cm³) it is particularly suitable for summer sandals – but because it has been created with the same formula as Tyre to make it another versatile sole, easy to work and glue, it is adaptable to several types of shoes - not least orthopaedic ones!

SVIG always aim to offer practical and contemporary solutions for their customers - easy and practical solutions to cobblers for their everyday repairs as well as to help with new challenges set by developments in footwear technology.

Whatever the problem, you can be sure that SVIG work hard to offer you 100% 'Made in Italy' products, giving high quality AND high performance as well as economy and style.

LATEST NEWS FROM SVIG:

New eva and cork wedges will soon be available in several shapes... check out www.svg.it or find more details in the Summer issue of Cutting Edge!



THE SILCA TRUCK TOUR IS COMING TO A PLACE NEAR YOU

After over 12 months of planning, Silca are proud to announce the launch of their new truck which will be loaded with all the latest Silca key cutting technology and will be driven and managed by long time Silca specialist Matt Aartsen.

Matt has worked in the locksmith & shoe repair trade for over 30 years and has a vast knowledge in keys, machines and car key programming. He is looking forward to taking the van all over the UK and demonstrating how the Silca family of keys and machines can benefit any business in our trade.

The Silca truck will have electronic, computerised and mechanical key cutting machines as well as car key cloning and automotive diagnostics solutions. Matt will also be pleased to demonstrate the growing range of remote door entry and gate and garage door opening fobs with the Silca Air 4 system.

Craig Jordan, Specialist Key Manager of Charles Birch Ltd commented " We are really looking forward to making the most of Matt and the Silca van. Customers are always asking for demonstrations of the latest Silca technology, so this is a great opportunity to bring the machines and expertise to their door without them having to wait for exhibitions".



We have set up a Silca Services WhatsApp group to help customers contact us with key enquiries & requests for a truck visit. Or to ask for a truck visit you can also follow @CharlesBirchLtd on Facebook and let us know when and where you like to see us.

Dates & locations already arranged:

Week commencing 16th March: South of England

Week commencing 23rd March: North East of England

Week commencing 30th March: Midlands of England

Week commencing 6th April: Scotland

Week commencing 13th April: East Midlands of England

Week commencing 20th April: Wales and West Midlands of England

Week commencing 27th April: Ireland

Week commencing 4th May: London and South East of England



LONDON SHOE SHINE LTD.

A 'shining' example of how a small idea can grow into a successful business...

A SMALL START...

Jock Kennedy started London Shoe Shine with just one shoe shine pitch in Leadenhall Market, London with his mate Vinny Bottone in 1994 and soon moved to Canary Wharf in 1998. They expanded to four fixed locations at the Wharf, before starting London Shoeshine Events in late 2000.

Jock explains this was how the business really took off - "We moved into the exciting 'experiential marketing' world, using our shoe shine chairs - and more importantly the time a customer is in the chair - as a marketing opportunity and data collection chance for sponsors as wide ranging as Ted Baker, Moneycorp and Starwood Hotels.

This took us to the US a lot, where we met with other shoe shine companies and polish manufacturers and got the opportunity to see how they do things.

Now we are looking at introducing some of those ideas into the UK, such as trainer customisations and shoe patina/re-colouring. We can replenish and customise most high end leather goods,

like bags, handbags, briefcases as well as shoes. We have also recently partnered with London's top artist in this field to ensure the highest quality service.

A GREAT FINISH

A few tips from Jock: "First, for a great finish when shining leather, always use high quality products. We recommend natural products, if possible silicone free. Think of the leather as animal skin, so only use products you would use on your own skin, so plenty of cream moisturiser to replenish and slow down the ageing process of the leather.

Secondly always use a high quality polish to enhance and re colour the shoes or bags that you are working with. There are plenty of different ways to create a shine, and we like to use the traditional "spit" shine, but using water is almost as good!

The correct colour match is crucial, but when you can't find an actual match always go for a lighter colour or even a neutral polish and cream, to be on the safe side. There are many great suede and nubuck cleaning products out there now, and we love the dry cleaning versions available in the US. Prevention is key with these materials though, so a good going over with a protection spray is vital before you ever wear the any suede/nubuck item.

Top tip would definitely be to protect your leather shoes with sole protectors as a matter of course. Luxury shoes nearly always have leather soles, so protecting is essential to maintain the original sole and shape of the shoe. If you live in the UK then the weather conditions make this essential.

Go to londonshoeshine.com to find out more.



SOVEREIGN – A NAME TO STICK WITH

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

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

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

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



KEY BUDDIES

DISCOVER OUR COLOURFUL, EXCITING KEY HEAD COVERS

NEW ITEMS



Skull CA355



Octopus CA329



Emoji Devil CA325



Smiley Swearing CA324



Unicorn CA323



Rainbow heart CA322



Smiley heart eyes CA309



Smiley kiss CA306



Smiley Crying (laugh) CA305



Smiley Tongue CA304



Rainbow CA326



Emoji poop CA321



Panda CA328

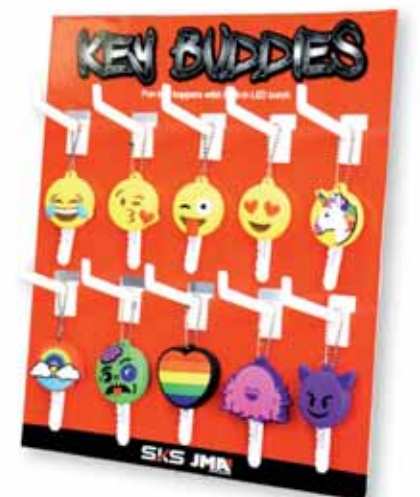


Zombie CA327

1 unit
95 p

40 unit stand **NEW**

Get it for only
£38.00



Fit most standard cylinder keys

Integrated torch light



Unit 2, Canalside
Northbridge Road
Berkhamsted (Hertfordshire), HP4 1EG
T. 01442 291400 F. 01442 940919

2020 VISION

When we were planning for this issue of Cutting Edge we asked our regular contributors who supply the shoe repair trade for their thoughts on what the next year might bring for the trade and their ideas on how the trade might develop during the next decade.

Unfortunately we only received a couple of replies. Maybe everyone else is just too busy dealing with the present?

...So thank you to Chris Fennessy of SKS and Emma Liptrott of Victor de Banke for sharing their thoughts. We think that they make interesting reading. Maybe you have your own ideas? We'd love to hear from you...

Please send your predictions to us at: info@5dpublicity.com or write to us at the address on page 3.

Chris Fennessy, SKS:

"I see this being a year where once again technology moves to the forefront of both the Security and Key Cutting sector.

Hopefully we will see more reliable and accurate computerised key machines for both identifying and cutting keys.

The biggest struggle I find for key cutters is identifying the right key for the job. Obviously there is no replacement for experience in this regard but for relatively new key cutters this can be a steep learning curve so a reliable 'APP' or machine to help with this would be an instant hit.

On the security side, the market for 'Smart' technology products is huge and expanding every year. So I expect to see more 'APP' driven, cloud based electronic locks, CCTV and alarm systems coming to market. All with integration into 'Alexa' and 'Google Home', which of course will be controlled by our 'Smart' phones.

At the moment this type of security is still the exception rather than the norm but as every year passes this type of technology will become more mainstream. It will not be long before all 'new build' properties are designed and fitted with all these products as standard and traditional locking and security products will become secondary."



Emma Liptrott, Victor de Banke:

"Well we are now finally on the path of OUT of the EU. For or against at least we are doing something. All this dithering for the last 3 years hasn't helped business confidence one bit and the stabilising of the pound is a marker of the confidence a decision can make.

In 2020 there's a vision of stability confidence and belief - but retail landlords are still charging extortionate rents and councils cannot see that free parking brings shoppers.

Market Harborough is no exception. We have a packed farm shop and restaurant, everything in it is 20% dearer than anywhere else but the difference is that customers can relax and not time watch a parking meter. Rent, rates and councils are clearly not the only problem we are facing. There is also the threat of online retail, customers feeling they have come to the end of a time of gluttony to buy everything and anything in favour of 'experiences' as their spend of choice.

So our industry challenge is our High Street and where we sit in it. We need cheaper rent and rates... that's a given, but we also need to encourage smaller shops and experience shopping on the High Street, if you sell clothes have a colour expert in store, if you sell meat hang a whole side of beef, if the shops around us don't get active the footfall for repairs falls elsewhere. However, it is also up to repairers to make their shops as welcoming and interesting as possible.

Times are changing but the population is growing so turnover can remain un-changed with the footfall being the same so we must not get disheartened just do things better, look better, show our skills off better, offer new services.

The future looks bright. Run with the tough times and be victorious in the end."

THE SILCA TRUCK TOUR IS COMING TO A PLACE NEAR YOU



It's fully loaded with electronic, computerised and mechanical key cutting machines as well as car key cloning and automotive diagnostics solutions and driven and managed by Silca specialist Matt Aartsen.

With over 30 years experience in the locksmith & shoe repair trades he will be able to answer any questions that you might have about the Silca range.



To register your interest in the Silca Truck Tour and ensure that it visits your location, please follow **@CharlesBirchLtd** on Facebook and let us know when and where you'd like to Matt and his truck.

You can also text or call Craig Jordan on **07557 430638** and join the Silca Services WhatsApp Group

www.casalitaly.com Made in Italy

INFLEX®

- * FAST, EASY AND TIME SAVING
- * LESS RISKS OF BREAKING
- * NO GLUEING NEEDED
- * AVAILABLE IN DIFFERENT SIZES AND DIMENSIONS

CASALI
ITALIAN SHOE ACCESSORIES

Innovative design. ideal for luxury shoe repair

AVAILABLE IN SINGLE AND DOUBLE LAYER VERSIONS

IT WILL SOON BE TIME FOR SMELLWELL!!

Shoe repairers are often asking the question, "what can we sell on those hot, dry Spring and Summer days when shoe repairs and regular shoe care sales take a dive?"

SmellWell to the rescue! A perfect answer to those moist smelly shoes coming from those hot, sweaty feet.

We have around 250,000 sweat glands in our feet which are capable of producing a pint of sweat each day, no wonder foot and footwear hygiene is an issue especially in the summer.

The SmellWell bags absorb this moisture when placed overnight in the shoe. At the same time the special ingredients including natural, sustainable bamboo charcoal, kills the micro organisms that create the bad odours leaving behind a pleasant scent. All sacks are guaranteed for six months, generally they work for twelve months.

A perfect boost for those spring/summer sales.....

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



STANDARD - STILL OFFERING THE BEST MACHINES AT THE BEST PRICE

In the last issue of Cutting Edge magazine the new section on Standard Engineering's website dedicated to offering available reconditioned and second-hand shoe repair equipment was "launched".

In actuality it had been a feature on our website for a month or so, but this was the first chance to make it known to the repair trade in general and not just the more selective grouping who count our website among their "favourites".

Interest in good quality, used equipment, has continued into the New Year. Equipment with a proven provenance, covered by a limited warranty, unsurprisingly appeals more than taking a punt on equipment that may or may not be complete, or has sat, unused, in a dusty garage for several years.

We also endeavour only to offer equipment where we can be certain to be able to offer parts and spares for the foreseeable future. This means that you'll find very few Lynx or Power machines, but a lot of Whitfield Wylie and modern Standard equipment.

Not that Standard are taking on the full might of eBay (!) but we have noticed a drop-off in enquiries from customers seeking spare parts to augment potential or actual purchases of long discontinued models.

We will continue to list quality used and reconditioned equipment on our website as and when the equipment is available. Anyone who has looked at this section of our website will have noticed the rapid turnover in machinery. Others, who had expressed an interest in a certain device to us, without

committing to a deposit, have been disappointed upon finding someone else has also been in touch with us and wanted the kit enough to buy it! Our recommendation is if you see something you like, don't hesitate!

Check out the 'Machinery Available for Immediate Delivery' section on our website to see what we have on offer today. It might be gone tomorrow!



smell well™

An easy add on sale this spring.



FREE Display Stand
With Purchase of 24
RRP £7.99



CHARLES BIRCH
GROUP

www.charlesbirch.com

FOR ALL YOUR MACHINERY NEEDS

NEW-RECON-S/HAND

**SEE OUR WEBSITE
FOR OUR LATEST OFFERS**



www.standardgroup.co.uk



T Colledge & Son 100 NOT OUT

"In 1920 when my great grandfather Tom started the business it was classified as a leather and grindery merchant's and that was pretty much all that was sold – leather bends, nails and tacks, etc." says Rob Colledge, the current head of the family business.

"Since then things have changed dramatically. However, despite the changes I'd like to think that the main reason we have been able to survive through the last 100 years and outlive most of the competition is thanks to our main philosophy of giving good service and supplying the products that the customer requires."



When I started working for the family business in 1980, I did not expect to be still here 40 years later. In fact I thought I would give it a year or two and then move on to something else. There were only five of us working in the business then and that included my mother who ran most of the office and admin. No computers or internet and most customers bought stock that would last them for six weeks or even three months.

A Brief History

In 1920 Tom Colledge, who was working for a leather merchant called Fulford Bros. in Bristol, decided to set up his own business. Originally located between the old Eastville Stadium, home of Bristol Rovers, and Stapleton Road, an area later to be



redeveloped for the building of the M32, T Colledge & Son has relocated several times.

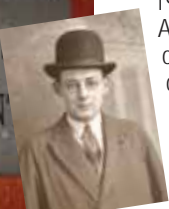
Tom moved the business twice. Firstly he set up just off of Stokes Croft behind the Happy Pig Public House and then later in Barrs Street in what had been a wine merchant's. The Barrs Street building was large enough to drive first a horse and carriage and later a lorry inside the warehouse and should have served them well but during the first bombing raid of Bristol in 1940 the property was completely destroyed.

The only thing surviving was the metal nameplate that is still in use today. This forced the business into yet another move, this time to No.1 Surrey Street between Portland and Brunswick Squares once owned by a leather merchant called Taylor whose business had closed down.

Despite Taylor's misfortune, according to the Kelly's Directory in 1937 in Bristol there were 315 shoe repairers served by 19 leather merchants. The Colledge business was now in the heart of what had by then become the shoe making area of Bristol.

The rich merchants of Bristol had originally developed this area in the 1800s for their homes but by the early 1900s most had moved out and the area started to be used by businesses. Predominately it was the shoe making industry that settled in the area and this attracted all aspects of the trade from supplier to manufacturer – one of them being the Excelsior Shoe Company who supplied shoes to the Royal Family.

When Tom Colledge died in 1945 his son Arnold took over. Moving on into the 1950s and 60s, moulded units for



Barrs Street



Alan and Janet Colledge

shoes were first introduced, which saw the decline of the more traditional shoe manufacturers in Portland Square. Business was not bad for everyone though and in 1962 when Rob's father, Alan Colledge, took the helm things were going well for the family business. So much so that in the late 1960s and early 1970s T Colledge & Son expanded the property by the purchase of No.2 and No.3 Surrey Street. By 1973 the business was already outgrowing the space it had so the properties were sold for redevelopment and the warehouse moved to 333 Fishponds Road.



33 Fishponds Road

The late 1970s saw many changes in the trade. In 1976 the owner of Fulford Bros, Mr John Jones decided to retire and so T Colledge and Son acquired the business.

It was a very difficult time for the trade in this period with many shoe repairers and wholesalers closing.

Key changes

Rob Colledge joined the family business in 1980 - an interesting time because in the early 1980s the Shoe Repair trade really started to diversify.

Keen to give customers what they wanted T Colledge and Son was one of the first shoe repair wholesalers to add key blanks to their range of products.

Within a few years they were stocking possibly the largest selection of key blanks in the country and had the most up to date key blank catalogue available. The following years saw the introduction of many new lines including watch batteries, engraving products, leather goods, etc.

In the mid 1990s the business acquired the property next door and doubled the capacity. Always looking for new ideas and innovations and with UK manufacturing in decline it became harder and harder to obtain the products that the trade needed. This was especially true of the shoe care industry where many manufacturers were closing and those that remained were decreasing the number of products they produced.

T Colledge decided to look beyond the UK to see what Europe had to offer and came across the small family business of Tarrago in Spain. Tarrago had for some years tried to sell their products to the UK contacting some of the leading wholesalers and distributors in the trade but none had shown any interest. The products they produced were of a very high quality- especially their dyes - but the most appealing aspect was their extensive range of colours. At that time in the UK you were lucky to find more than 8 colours in a range of dyes, but Tarrago were offering over 80 colours!

This and the fact that Tarrago were a small family business very similar to T Colledge and Son made it an attractive idea to form a new working partnership.

Soon these two family businesses started what was to prove a new era in shoe care in the UK.

According to Rob, the Tarrago brand has since become so successful that



T Colledge & Son's current premises.

the competition who were originally not interested in the product have now copied the brand.

Encouraged by the success of his company's collaboration with Tarrago, Rob has developed more links with Europe and now T Colledge and Son are also distributors for the excellent Avel and Saphir Shoe Care brands that include the most prestigious range of Medaille d'Or 1925 Paris.

As well as shoe care T Colledge and Son are also distributors for the DM and Topy brands of shoe repair products.

Colledge themselves have also developed their own brand of shoe repair materials 'Sovereign' which has allowed them to produce products that have been difficult to obtain in recent years.

"If you want something doing sometimes it's best to do it yourself!" said Rob.

As well as looking for new ideas and products for the trade T Colledge and Son are also aware of the technological changes in the fast developing in the world around them.

A conversation about websites in the 1990s described a world that seemed unbelievable at the time, but would become a reality in not so many years.

The original idea had been to develop a basic website with contact details, etc - but not much more.

However, the more the idea was discussed the more reasons there seemed to be to produce a full e-Commerce website.

So, after a lot of work behind the scenes, in 2006 T Colledge and Son

launched their trade website which was a first for the shoe repair trade, offering every product stocked available online.

The remit for the website was to have a fast, efficient and easy to use system. Its success has been proved by the great customer reaction and awards for "Supplier of the Year" from Shoe Repairer Forum for best customer service and website two years running in 2011 and 2012. Unfortunately in 2013 The Supplier of the Year award was not continued as Rob had hoped to make it a triple triumph!

He is quick to point out that this standard of service can only be achieved by having excellent people working for you and has always made it a top priority for T Colledge and Son.

The sales team includes Gary Sanders, sales representative for the South and South West, Jason Brown covering most of Wales and the North London Area, Adrian Coppin covering south London and the the South East, Kevin Tinlin covering the midlands and Keith Dawson covering the North of England, Scotland, Northern Ireland and Eire.

In the Sales office and also on the road is Mark Rees who has been with the company since 1989, only to be out done by Chris Young who joined in 1978. Both are well known in the trade for their expertise and knowledge.

Working in the warehouse are Martin Davies, Mark Cole, Simon Wilkins, Rick Palmer Sam Kitchen Nic and Gary Hockey. The Admin Office includes Lisa, Bonnie and Juliet with Simon Hodges in control of IT aided by Shea Hodges.

2013 saw more changes in the trade as Ted Adler, the owner of Marshall Coppin decided to retire. T Colledge and Son agreed to take over their brands which include Topy, EB Sprays and Titan. As well as purchasing Marshall's stock, Adrian Coppin and Kevin Tinlin joined the T Colledge and Son sales team with Adrian representing London and the South East and Kevin representing the Midlands and North.

The only problem now was T Colledge and Son had again outgrown their base. So in November 2013 T Colledge and Son moved to their new premises at 26 Clothier Road, Brislington, their sixth location but still near their original Bristol roots company.

In 2015 Bonnie Colledge started working in the family business the fifth generation of Colledge.

The future is as unknown now as back in 1940 or even 1980 but the business has always survived by adapting to the times. The shoe repair trade has changed in 100 years beyond recognition. 100 years ago everybody got their shoes repaired as leather was the only real option.

Maybe now with the present attitude towards recycling and waste we will see a gradual return to people realising that having their shoe repaired is a small step to achieving a greener world?



GET INTO LEATHER

with great deals from T Colledge & Son

Dressed 3mm best leather shoulders in Black, Dark Brown, Medium Brown, Light Brown and Natural. Excellent quality - great for belts, harness work and general leather work.

For a cheaper option we have dyed shoulder splits 2.88mm (approx 22 sq feet in size) available in Black, Dark Brown, Medium Brown and Tan.

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

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



For soling and heeling and build up work we now have a selection of very competitive leather bends, bend middles and britch ends. Available in thicknesses 5mm - 6mm.

For more details contact T Colledge and Son on 0117 971 7154 or go to www.tcolledgeandson.com

WATCH OUT FOR PROFIT!

with Colledge's Watch Battery Starter Pack Promotion

Everything you need to start earning great money fitting watch batteries - list price £399.00

Colledge's Special price: £339.15

This great offer Includes:

A Renata Watch Battery Display Box and a Watch Batteries LED Window Sign...

2 Window stickers, 1 Battery Gauge, a 'How to' guide and a handy Cross Reference Guide...

A Case Opener in a wooden box T001, Case Knife T005, Universal Press & Dies T002 ...

Watch Battery Tester, 3 Bergeon Screwdrivers, Plastic Tweezers, Watchmakers Eyeglass...

10 each of Watch Batteries 315 317 319

321 337 357 362 370

371 373 379 394 395 397 399 ...

20 each 364 & 377 ...

and 5 each CR1216 CR1620 CR2025

CR2032!!

To get your pack & start watching the profits come in call 0117 971 7154 or go to www.tcolledgeandson.com



Dunlop Tyre Soles

Ideal for many different repairs, Dunlop Tyre tread soles are available in range of colours: Black, Beige, Brown, Dark Grey, Green, Navy Blue, Orange, Red, White and Yellow.

The soles are available in one large size in a 4mm thickness which allows for use in a variety of repairs from casual shoes, boots and trainers, to work with orthopaedic shoes. Bearing the iconic Dunlop brand name, synonymous with good quality.

For more information on these and other Dunlop products

Contact T Colledge and Son 0117 9717154 www.tcolledgeandson.com



Spring Showers profits for you!

MUS-72 Umbrella Display Stand Package

£307.20 less 20% = **£245.76**

Total Retail value **£755.00**

- Includes
- 12 x WZ811 Umbrellas RRP £5.99
 - 12 x WZ812 Umbrellas RRP £5.99
 - 12 x WZ813 Umbrellas RRP £5.99
 - 12 x WZ850 Umbrellas RRP £9.99
 - 12 x WZ852 Umbrellas RRP £9.99
 - 12 x WZ56MBZ Umbrellas RRP £9.99
 - 12 x WZMS30 Umbrellas RRP £7.99
 - 24 x 5100 Emergency Ponchos RRP £1.00
 - 12 x 3100 Adult Ponchos RRP £4.99



WZMS30 Golf Umbrellas in 4 colours RRP £7.99 List Price £3.60 Offer Price **£2.88**



WZ56MBZ Auto Folding Golf Umbrella RRP £9.99 List Price £4.00 Offer Price **£3.20**



WZ852 3 Section Automatic Prints Umbrella RRP £9.99 List Price £3.90 Offer Price **£3.12**

5100 Emergency Ponchos RRP £1.00 List Price £0.50 Offer Price **£0.40**



3100 Adult Poncho RRP £4.99 List Price £2.00 Offer Price **£1.60**



WZ850 3 Section Automatic Mixed Colours Umbrella RRP £9.99 List Price £3.90 Offer Price **£3.12**



WZ811 Manual Super Mini Umbrella Mixed Colours RRP £5.99 List Price £2.40 Offer Price **£1.92**



WZ812 Manual Super Mini Umbrella Prints RRP £5.99 List Price £2.40 Offer Price **£1.92**



COLLEDGE
T COLLEDGE & SON
For more information visit www.tcolledgeandson.com or call 0117 9717154

Visit our website for the latest special offers www.tcolledgeandson.com

MIST - THE LATEST NATURAL & SUSTAINABLE INNOVATION

developed by Nanex & delivered by Birch

Nanex started with their first product in 2017, Nanex Leather & Textile. A powerful protection for all natural fabrics.

To help people protect their precious items so they can use them for so much longer. Nanex has already revolutionized the existing shoe spray protector market by being more powerful, invisible and going for a bio-solvent. But they felt it was not enough.

Nanex wants to strive for a better world, so they developed 'Mist' - an all natural product range which they launched in January 2020. It is what they regard as their "stone in the river" for cleaner shoe care products. Expect the ripples to spread throughout shoe care. The Mist range consists of three new products -



MIST CLEAN

Clean with the power of nature. Mist clean is universally usable. It is bio-degradable so nature-friendly. A powerful cleaner with respect for the environment.

Benefits: 100% BIO DEGRADABLE
100% ECO FRIENDLY

MIST PROTECT

Wear your favourite footwear without worry. Mist Protect keeps your shoes in perfect condition. Protect them against water and stains for up to 6 months with respect for your environment and yourself.

Benefits: 8 x PAIRS OF SHOES, 6 x MONTHS SURE, 100% ECO FRIENDLY

MIST FRESH

Mist Fresh works with its dual effect effectively eliminating unpleasant odors.

The natural perfume works together with powerful probiotics that restore the 'shoe flora'. This will last for 30 days.

Benefits: 30 X DAYS WORKING,
100% ECO FRIENDLY

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

NANEX
Care. Spray. Cherish.

MIST
the new level of protection

- Natural waterbased solutions
- High quality eco products
- Best performance
- Price competitive
- Oekotex & Vegan certified
- Innovative aerosol
- Probiotic integration

CHARLES BIRCH GROUP **CONTACT US**
CHARLES BIRCH LTD
T 0113 243 3871
CHRISWILSON@CHARLESBIRCH.COM
WWW.CHARLESBIRCH.COM

CHARLES BIRCH LIMITED'S BIGGEST EVER OPEN WEEKEND AT THEIR LEEDS WAREHOUSE

SATURDAY 4TH APRIL AND SUNDAY 5TH APRIL 2020

Charles Birch are throwing open the doors to their Leeds warehouse on the first weekend in April and everyone in the trade is invited.

They will be open from 12.00pm - 9.00pm on the Saturday and 10.00am - 4.00pm on the Sunday and the team look forward to welcoming their customers from all over the country.

All guests will be greeted by the London Double Decker Bus Bar serving a complimentary range of beers, wines, gins and soft drinks. Freshly oven baked pizza will be available on site from "The Pizza Guy" and there will also be roast pork and more (including veggie) from the Sizzling Pig marquee.

The Vibram Truck, a forty foot articulated lorry, fully fitted out with a complete shoe repair workshop and showroom, will be a major attraction. Customers can register for a thirty minute seminar session with the Vibram team specialising on the latest bonding techniques for sticking Vibram rubber units. Even the most experienced repairers are guaranteed to take away some really useful new tips.

The brand new Silca demonstration van will also be on-site. Visitors can experience demonstrations of the whole range of Silca key cutting machinery whether traditional cylinder, mortice and laser machines or the latest computerised machines such as the Futura Pro. Matt and Craig will be on hand to answer any questions no matter how small or technical.

The Open Weekend signifies the first major presentation of Angelus Acrylic Paints in the UK. A phenomenal local artist will be displaying some of his works of shoe art as well as passing on his tips to achieve the best results on all types of footwear. Starter pack deals will be available for those who want to start using or just selling a range of Angelus paints.

Once in the warehouse visitors will be able to take a supermarket trolley around the warehouse and find for themselves the items they needed but could never find! Fantastic special offer prices will be available for all the Birch favourites. There will be pallets of "must have" clearance lines at massively discounted prices.

It's going to be a weekend not to be missed. You can register your interest in visiting by logging on to the Charles Birch Facebook page @charlesbirchltd or email victoriawilson@charlesbirch.com





Best Quality essential items
For every shoe repairer



**SolTrack stick-on
soles and heels**



**Economical
Leather and Resin
Repair items**



There are more TRL products at
**Your nearest wholesaler and
www.trlawman.co.uk**

Email: sales@trlawman.co.uk
Tel: 01933 355 807
Fax: 01933 419 947

REACH FOR THE VERATOP

with new White Topy Veratop

Topy Veratop, the French manufacturer's best selling ladies heeling material, is now available in matching 2.5mm soling, both in sheets and cut soles, sizes ladies, mens and mens extra large.

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

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

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

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

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

Special OFFER - Buy 1 sheet of Veratop and get 10 pair ladies Vera Soles free of charge.

Contact T Colledge and Son for more details

Locksmith/Auto Locksmith Machine of the Year

After the MLA biennial show at Telford in October 2019 we found out that we at Lockdecoders had been nominated in several categories for awards. We were delighted to receive the award for Locksmith/Auto Locksmith Machine of the Year for our newly launched Miracle S10.

We were also Runners-up in the category Auto Locksmith Supplier of the Year and The Old Man, Victor Southern, received a Lifetime Award for Services to the Locksmith Industry - an award which he described as probably misdirected!

The Miracle S10 has been wildly successful but has certainly not displaced our totally revamped specialist auto locksmith machine - the Miracle A9 Edge. Both have 10" Microsoft Surface Go tablets. The S10 is compact enough to use in a van but versatile enough to use in a busy shop where both domestic and auto keys are cut.

Phone 01322 407790 email:sales@lockdecoders.com

BIRCH LACES NOW IN STOCK BY POPULAR DEMAND

Following the success of the now extensive range of shoe care products, Birch have now completed their range with the launch of a wide range of laces.

"Despite the fact that they were sourced in the EU, the range still took over twelve months to bring together" said Managing Director, Chris Wilson "but we were determined to bring in a complete range covering every popular size, style and colour in a great quality, well packaged lace. In the main we have achieved this though on our next delivery we shall be adding in a light tan and a proper taupe!!".

This lace range which was launched on the 1st February has already been well received, with the packaging matching perfectly the rest of the Birch range. Following the Birch shoe care model, the retail prices give great value to the consumer and a very generous mark up for the retailer.

Is the Birch shoe care range now complete?

"We now have full ranges of insoles, polishes, cleaners, protectors, brushes, polishing cloths, shoe trees, stretchers, shoe shine kits and laces..... no probably not" replied Chris.



Just a few of the laces available from Charles Birch.
Ask your representative for details or go to www.charlesbirch.com

SiSERVE



We are the HARDO agents for the UK & Ireland and can supply the best of new machinery to you.

We also supply a range of refurbished machinery including Power, Standard, Whitfield and K&B. All our machinery is guaranteed and built to your

Contact us for further details.



t: 0116 271 7152 e: office@siserve.co.uk i: www.siserve.co.uk



SPOTLIGHT



You could tell it was Spring outside the Cutting Edge magazine office... the sleet was coming down at a less acute angle. Fairweather shook himself like some old Labrador as he walked through the Ed's door leaving a trail of slush that had fallen from his trenchcoat...

"This weather is going to do me in!" he grumbled "What I need is a holiday... somewhere warm with a cold beer in my hand..."

"Good idea old man" said the Ed "You'll have a lot in common with the chap I want you to go and interview for the Spotlight this time... He loves it out in Alicante! In fact he once told me he hopes to be able to retire there one day..."

"Alicante? You're sending me to Alicante? Oh Boss that's great! I'll need to find my passport..."

"Passport? No you old fool - you don't need a passport"

"But now that we're out of the EU... it was hard enough to get through customs when we were..."

"No. You don't need a passport to get into Bristol!" chuckled the Ed. "I want you to go to T Colledge and Son to speak to Mark Rees. The company's celebrating 100 years this year and Mark is one of their longest serving staff members..."

The door slammed as Fairweather set off on another mission...

"Don't forget your sunglasses though. I hear the weather's nice down there this time of year!"

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

Maths has always been a favourite of mine and something I use on a daily basis for quotes.

... and what was your first paid job?

From the age of 14 I started working in my local pub. I put up skittles for



Mark Rees of T. Colledge & Son

my older brother's skittles team. My first real paid job was making gaskets and washers which I lasted at for about a month as it was boring.

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

I started working for T Colledge at the age of 17 in 1989 as a general dogsbody, making tea, sweeping up, picking and packing and learning the trade from Alan & Rob Colledge. I would like to congratulate Alan & Rob Colledge on 100 years of business of which I am proud to be a part of.

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

Simple. I'd own my own bar in Alicante.

What do you consider has been your best achievement?

30 years working for T Colledge is an achievement ... and a jail sentence! Also my two kids Thomas and Hannah Rose.

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

Selling my house when I got divorced!

Who do you most admire in business (not necessarily in the shoe repair supply trade) today and why?

With my recent ill health the people I really admire aren't in business either. They are the doctors and nurses (mainly the nurses!) at Bristol Royal Infirmary. Their dedication and the hours they put in whilst always smiling is amazing.



Alicante

Where is your favourite place?

I've spent 12 years visiting Alicante frequently. It's where I'd like to retire to. I imagine myself sat in Coyote Ugly bar overlooking the harbour.



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

At the local cricket club with my mates where I am social chairman.



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

I am a collector of the commemorative 50 pence pieces. If anyone fancies sending me any out of their till feel free!!



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

I am a fan of Elvis due to my mum playing his music non-stop throughout my childhood. 'Only Fools & Horses' is without a doubt a true TV classic which I can watch over and over again.



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

I would say Rodney and Del Boy, just like on one of their episodes.

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

Work hard, play hard.

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

I would spend it on a holiday to Alicante with one of my best mates, Mr Green from Greens Footwear.

How do you see the future of the shoe repair trade?

Unfortunately I can only see it getting less and less because customers that I used to speak to when I first started are now getting to retirement age but with nobody to take over their business it means they close down. We need training put in place by the trade for the children. Like Whitney Houston said "Children are our future".

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

Be open early to catch passing trade on their way to work, and stay open late to catch them on their way home. Never close for dinner hour either. They should then all soon have enough money to buy themselves a Mercedes.

How would you like to be remembered?

As a happy go lucky guy. I'm always messing around on the phone and giving my good customers nicknames like 'Airyass'...

And on that note I think we'll end it there! Thank you

This spring, offer your customers the "vera" best comfort and grip!

Veratop®

Veratop® combines comfort and abrasion resistance with easy adhesion and finishing.

Black/Togo/Bronze
Caramel/Beige/White

80x60cm
6 mm
85 shore A
95 shore A

Verasem®

Verasem® offers the same pattern as Veratop® and is available in sheets.

Black/Togo/Caramel/Beige

90x60cm
2,5mm
3,5mm

COLLEDGE

a strong partnership with TOPY
www.tcolledgeandson.com
sales@tcolledgeandson.com
0117 9717154

TOPY

www.topy.fr

WHY SO MANY?

A closer look at the selection of Renia Adhesives

There are downsides to a very recognisable packaging design as Renia has it - quite a few times, the following conversation has taken place when an adhesive user called us for technical advice:

"So, which product are you using right now?"
 "Why, the Renia of course (why else would I call you)!" - "Sure, but which one? What does it say on the can?" - "Err... Renia?"

This may sound a little exaggerated, but it seems to be a foreign concept to some of our customers that a manufacturer might produce more than one adhesive - or maybe two, one Neoprene and one PU/Plastics type. Why would anyone need more - aren't they all the same anyway? To make this even more confusing, we pride ourselves on the fact that each Renia adhesive bonds "everything" or "almost everything" encountered on a shoe - so why make more than one?

Actually, there is a very good reason: If we ignore specialty products for a moment, such as conductive adhesives for safety footwear, the fact remains that not everybody works in the same way. A while-u-wait shoe repair shop has different needs compared to a bespoke shoemaker, an orthopaedist, a saddle maker, or a shoe factory. Even in the field of shoe repair alone, there are different preferences and ways to go from the customer bringing in the shoe to it being picked up good as new! So even with adhesives that are as universal as the Renia products as far as materials are concerned, there is still a need for several of them that

are suited to different needs. Let's have a look at what is available in the UK market right now - and what each product is best for:

Renia - MULTI-Colle: A grafted Neoprene adhesive, very fast, ideal for while-u-wait repair. Bonds every material around shoes - if it is bondable at all! Bonds PVC reliably, and can be used with RehaGol if the material requires it. Short open time (3-15 minutes).

Renia - Colle de Cologne: Another grafted Neoprene adhesive - works in the same way as MULTI-Colle, with a longer open time and thus more flexible in its application. Our most popular choice for shoe repair - covers all materials, can be used with RehaGol, and leaves you a bit more time to complete the job due to the longer open time (5-30 minutes).

Renia - topfit: The perfect product for bespoke shoemaking, even bonds wet leather soles, but also a great choice for repair jobs that don't involve PVC or TR. Closing the channel on a sturdy leather sole requires a really strong adhesive - and topfit delivers. Neoprene-based, open time of 7-40 minutes.

Renia - Ortec: An adhesive developed for orthopaedic work, although it also works on most shoe materials except PVC. Its specialty is bonding compact PE and PP though - as encountered e.g. in orthopaedic insoles. Neoprene-based, long open time of 10-60 minutes.

Renia - Super-FIX: A reliable Neoprene contact adhesive that dries very clear - great



for jobs where that is an issue, but also for almost all other bonds that do not involve PVC or TR. Open time of 5-50 minutes.

Renia - Syntic-TOTAL: A dedicated PU-based Plastics adhesive - great for PVC, PS (ladies' heels), TR, PUR (without Primer), and much more. Does not bond EVA. Short open time (5-20 minutes).

Please keep in mind: What we refer to as "open time" means the time you have for joining the bond without(!) heat activation. Working with heat extends that window to more than a day if needed.

So does this mean you need to stock all of these different products to be prepared for anything? We won't complain if you do, but in practically all cases, one or two Renia adhesive will cover your needs very well. But you have a choice: Which one is most suited to how you work and what you do, and will allow you to do the best job possible?

And just in case you were wondering: Yes, Renia adhesives will remain available in the UK no matter how things turn out between the UK and the EU at the end of this year - more on that in one of the next issues!

Dr. Rainer Buchholz,
Renia GmbH, Cologne



WWW.RENIA.COM | INFO@RENIA.COM

USE THE BEST

RENIA GMBH
 D-51109 KÖLN
 OSTMERHEIMER STR. 516
 TEL.: +49-221-630799-0

TOP-FIT	VULKOFEST	COLLE DE COLOGNE	ORTEC	SYNTIC-TOTAL	AQUILIM
/ FOR ALL SHOE-RELATED MATERIALS EXCEPT VINYL (PVC) / EXTREMELY HIGH GREEN STRENGTH! / OPEN TIME 7-40 MIN. / 0.85 KG (1/4 US-GAL) WITH BRUSH / 1 US-GAL / 8 KG	/ FOR ALL MATERIALS EXCEPT PVC / EXTENDED OPEN TIME FOR LARGE-SCALE PRODUCTION / OPEN TIME 10-120 MIN. / 0.85 KG (1/4 US-GAL) WITH BRUSH / 1 US-GAL / 4 KG / 10 KG	/ FOR ALL SHOE-RELATED MATERIALS / EVEN BONDS VINYL - THE MOST VERSATILE OPTION! / OPEN TIME 5-40 MIN. / 0.85 KG (1/4 US-GAL) WITH BRUSH / 1 US-GAL / 4 KG / 10 KG / 5 US-GAL	/ FOR ALL O&P MATERIALS, EVEN COMPACT PE/PP! / OPEN TIME 10-60 MIN. / 0.85 KG (1/4 US-GAL) / 1 US-GAL / 4 KG / 10 KG / 5 US-GAL	/ CLEAR PUR-ADHESIVE / BEST OPTION FOR VINYL (PVC), TPR, PUR, PAPER LEATHER, ALSO GREAT ON CHROME-TANNED LEATHER! / OPEN TIME 5-45 MIN. / 0.85 KG (1/4 US-GAL) WITH BRUSH / 1 US-GAL / 4 KG / 10 KG	/ ADHESIVE DISPERSION / OPEN TIME 5-60 MIN. / 500 G / 3 KG / AQUILIM 315 ALL INSOLE MATERIALS / AQUILIM GL UPPER LEATHER AND FABRIC / AQUILIM 130 ALL SOLING MATERIALS



Over 100 years of protecting every step

A heritage to shout about
Cherry Blossom has been protecting every step since 1906. As the first, and now only shoe polish manufacturer in the UK, Cherry Blossom is proud of its British heritage but knows that it's important not to stand still when it comes to Shoe Care!

The Cherry Blossom story began in 1906, with a desire to discover a polish that would last, and the rest, as they say, is history. Throughout its history, Cherry Blossom has been known for being 'part of the family' supporting first days at school, job interviews, weddings etc and passing from generation to generation. Cherry Blossom knows that a shine in your step can put a smile on your face and this emotional connection to everyday life is key to helping you sell.

Understand your customer
It's important to understand your customer's need. Have a chat with them, look at their shoes, ask if there's an occasion – work out exactly what you think will appeal to them and tailor your shoe care recommendations accordingly.

Occasion footwear
Perhaps your customer mentions a wedding, a job interview or maybe even a first date. The first thing that springs to mind here is confidence in appearance. Whatever the occasion, your customer will want to feel confident that their shoes look the part and Cherry Blossom has a wide range of products to help.

If their shoes are leather, then recommend a Cherry Blossom shoe polish that will make them shine once more and cover any scuffs. Maybe they're having one pair of shoes repaired but mention that they're off to a wedding and worried about staining their suede heels. Then, simply recommend they proof their shoes using Cherry Blossom Ultra Repel or Protector and worries of rain and stains will be a thing of the past. If they've already got their beloved heels stained though, not to worry simply recommend cleaning them up with Universal Cleaner and then proofing the heels before their next outing.

School shoe stress

Notice if your customer has children and engage them in conversation about the cost of replacing school shoes and how their footwear's appearance diminishes after one afternoon in the playground. Once you've opened up this conversation, you'll be able to work out exactly what they need and offer advice.

Playground scuffs are easy to rectify with Cherry Blossom Scuff Cover and Patent Leather Restorer. These products



will quickly restore the appearance and they're easy-to-use and quick to apply, so ideal for parents who notice the state of their children's shoes at 10pm the night before school.

To make school shoes last, you can easily educate your customer on the importance of cleaning, caring and protecting all footwear – remember proper care avoids wear and tear.

Sometimes, children can grow out of their shoes that quickly they've barely had chance to break them in. So, encourage parents to protect shoes before their first outing so that they can resell outgrown footwear or repurpose. Not only is this better for their bank balance, it's sustainable and has less impact on the environment.

Sneaker shielding

The world of sneakerheads and wearing trainers is bigger than ever and people want their look to last – especially if they have bright white midsoles that make them look the part.

Some people will either avoid wearing their new trainers and end up wasting money or they'll just be really unhappy with the look so your recommendations will be welcomed. Cherry Blossom have a wide range of solutions to keep sneakers looking fresh. Midsole Cleaning Kit easily restores midsoles to gleaming white and Universal Cleaner is ideal for a complete overall clean. For a quick fix, Sports Whitener will add white back to all leather and canvas footwear and Trainer Wipes offer a quick and effective clean. So, for your customers, trainer travesties will be an issue of the past.

Eco conscious

If your customers are particularly environmentally conscious, then you'll be pleased to know that Cherry Blossom will soon have an innovative eco water-based range available. So, keep your eyes peeled on the brand for the big release.

The very best service

With comfort and protection at the heart of everything Cherry Blossom does, pull on its products and experienced heritage to offer your customers the best service and a way to end any footwear headaches today!



HAS ALWAYS BEEN PART OF THE FAMILY.



Protecting every step since 1906.



Grangers International Ltd
Derbyshire S44 5FD
cherryblossom.co.uk
info@grangers-international.com
T: +44 (0)1773 521521 F: +44 (0)1773 521262

Society News

The latest information from the SoMSR office



New Chairman

The Society of Master Shoe Repairers has a new Chairman.

Ken Simpson, renowned shoe repairer of Shildon, County Durham has graciously agreed to bring his knowledge and expertise to SoMSR.

Ken is renowned for not only his world famous pinpoint work but also as one of only two people to have won the JR repair competition THREE times.

We hope to have a message from our new Chairman in the next issue.



A message from Europe

So now... it's done. Brexit-Exit. Unbelievable somehow.

Well on behalf of JR, we were definitely not in favour of Brexit, which should not be surprising, and we find it very unfortunate, because we think the UK is not only a great country, but most of all we feel close and friendly to the country and people that we know.

We also feel believe that the EU needs the UK but if the people vote and decide differently we have to respect that. And we do.

That said, we also believe that ultimately it is not politics that is most important, but rather the relationship with people and between people and therefore we will continue to promote and maintain the friendly contacts in England even more. And we will do



everything that is possible to keep things continuing as before to ensure that this relationship will work just as well as possible in the future.

Stefanie Kamminga, Executive Assistant, Joh. Rendenbach jr. GmbH & Co, KG

Going the extra mile

Outside the traffic is thundering past almost 24/7. It's a main route from the motorway to Sheffield and carries a huge amount of cars, lorries and buses each day. The roundabout is the site of many little incidents from Police chases to angry exchanges when lane discipline breaks down.

It wasn't quite so busy when Maurice Patterson took over the shop over 20 years ago. In those days there was a morning rush and an evening rush and in between was relative calm.

Maurice bought Heels and Keys in Wickersley in 1999 from a small local company that he was working for at the time. He had done a little repairing and relief work so knew all the basics but Maurice was always very good with his hands and could turn himself to anything. Over the years more skills have developed and his customers have come to realise that he can do pretty much anything from furniture repairs to repairing Guardsman's bushes to fixing lawnmowers. He will even load up his key machines and visit the customer at home for any problem with their locks.

The one thing that is very evident is that Maurice has an easy going charm and loves a bit of banter. And his customers know this. They come

to exchange good humoured insults and chat about their ailments. He doesn't let them interfere with work though. Overstay and he expertly points them toward the door and they are outside before they know it.

Over the years Maurice has developed new skills, he extended the range of keys and now has a healthy flow of customers from near and far. Watch straps and batteries followed bringing in a new source of revenue. They also brought in a local watch and clock repairer for whom Maurice now acts as the collection point. His latest venture is in precision sharpening. Maurice has invested in some high quality equipment with which he can sharpen many types of blades. Including the trimmer blades for Horse and Dog groomers' clippers. He doesn't advertise, he doesn't need to. Word of mouth brings him plenty of new business. A few months ago a pod shop (no names - no pack drill) was opened at the supermarket down the road. Maurice hardly noticed the difference to his footfall. There was a small blip but it is currently back at normal levels. He changed to a prepayment policy a couple of years ago and now most of his customers have the money ready in their hands before he has finished writing the ticket.

One day, a regular customer came in pushing her daughter in a wheelchair.

She had been before and Maurice knew that the young girl, in her early twenties, suffered from a childhood illness. The mother had a request. Could an old sheepskin coat be turned into very long legged boots for Natasha, her daughter, to give her some warmth. Natasha needed extra insulation from the cold but had a habit of kicking off whatever her mum put on her feet. Having decided to try to help the young lady, Maurice took careful measurements and started to strip down the coat they had provided. After several hours work, mostly carried out before he opened each morning, Maurice finished off the boots and called Natasha to collect. Natasha loved the boots and they look surprisingly fashionable on her as well as keeping her toes nice and cosy.

Heels and Keys has become a local institution where Maurice has created a welcoming atmosphere and where it is rare for someone to leave without a smile on their faces.



SoMSR – your society – your support.

Just a little reminder of who and what we are.

SoMSR are a not for profit organisation dedicated solely to looking after the interests of its members. We don't have a board of directors, we don't pay wages, bonuses or dividends and we don't have any employees currently. There is just me, officially on 6 hours per week but available whenever required.

Our current home at Leeds has been generously provided at no cost by Chris Wilson of Charles Birch for which we are very grateful. Previously Caroline Collins of Victor de Banke provided the same facilities at her Market Harborough offices.

Our main aim is to offer trade support for our members as well as maintain a link to the public through our website. www.somsr.com. If we can't answer your questions instantly we often know someone that can and will always try to find

the solution. We try to do this with politeness, humour and integrity and although we take our role in the trade very seriously we really don't take ourselves too seriously. Life is far too short.

New members are always welcome and anyone can get hold of us/me on info@somsr.com or you can even call me personally on 07540 991089. If you have a problem, or a suggestion, or just want a genial chat, please get in touch. We are here for you.

Robin, SOMSR Secretary.

PS We are looking for a new Secretary to take over the day to day running of SoMSR from me very soon. If you have the right qualities and feel you would like to take up the challenge please get in touch. I've thoroughly enjoyed my 2 years here but time moves on and so must I.

New window sticker

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

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

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



Don't push the button. Press PAUSE instead.

There is nothing wrong with free speech or expressing an honest opinion is there?

Well actually there could be for those making comments that could possibly cause offence to someone, doesn't matter whether it is an individual or a group of people.

There has been much in the media recently about the role of indiscriminate attacks on social platforms to malign people, the most recent being the very sad story of the beautiful but tragic TV presenter who took her own life. I'm not suggesting that all cases end this way but this was a salutary reminder that publishing your thoughts is not a given right.

For the benefit of our members and to avoid potentially damaging situations, before you post on to social media platforms and forums it might be best to just make sure that what you are

about to publish is accurate, true and, most importantly, can be proven. Make sure that what you say is not defamatory or could conceivably be seen as libellous or slanderous. The rules for the internet suggest that libel is the publication in permanent form of a defamatory statement. Slander is the publication in a transitory form. Generally if it's seen on the web it is seen to be libel. Damages can be sought in the most serious examples.

So, if you've got something to say, just make sure that what you say is not going to cause problems. You can make an opinion but it is very unwise to make a false statement that may damage the reputation of an individual or a business entity. Criticising on a social media platform might satisfy your ego but it's not nice and it might not be legal. Insinuating criminal activity is most definitely not acceptable under any circumstances.

SOMSR Additional Benefits

SOMSR has been approached by the Hospital & Medical Care Association to offer our members a comprehensive package of low cost plans which may include surgeons fees, treatment fees, cost of being hospitalised etc. some of which are available both in the UK and when travelling abroad.

Income protection if unable to work. Dental care. Travel insurance. Personal Accident Plans. Vehicle Breakdown Recovery plan are also available. There are far too many benefits to list and, it would appear, remarkably few exclusions.

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

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

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



BECOME A SOMSR MEMBER TODAY
Join now at www.somsr.com

SHOE CARE



www.dunkelman.com
The DASKO website – full details of the comprehensive range of shoe care products for cleaning, protecting and maintaining the appearance of footwear and accessories, plus a wide selection of insoles, laces, shoe trees and bootshapers



www.victordebanke.co.uk
Shoe-String laces, insoles, shoe-care and leather-care, Woly and Famaco full ranges. We stock all your shoe-care needs. 1000s of items in stock. Choose from a massive range as well as display / point of sale stands. Call 01858 467467 to place your order or email sales@victordebanke.co.uk

WHOLESALE



www.algeos.com
Algeos (A. Algeo Ltd) is the UK's leading supplier to the orthopaedic, shoe making, and footwear industries. Our product portfolio totals over 7000 product lines and includes several key European agencies for high-technology footwear materials and components.



www.charlesbirch.com
This easy to use site contains the full range of Charles Birch products at special online discounted prices. Email: linzirobin@charlesbirch.com to receive your user name and password and start saving money straightaway whilst keeping up to date with the latest developments at Charles Birch.



www.leatherandgrindery.com
For all your Shoe Repair, Shoe care & Key cutting needs plus fantastic monthly offers the Leather & Grindery have it all. Our new easy to use website is just a few clicks away from saving you a bundle & discovering all the latest products available.



www.tcolledgeandson.com
With over 20,000 lines in stock and an easy to use search facility, everything for the modern shoe repairer is a click-away. As well as offering a comprehensive range of shoe repair materials, a full range of shoe care products, key blanks, key machines, leather goods, watch straps and batteries, engravable products and gifts are available.



www.trlawman.co.uk
For the benefit of all shoe repairers, we stock a wide variety of items in leather, rubber, resin and other materials, full soles, half soles, dancer soles, toe pieces, soles and heels for welted work, randing, wetting, Soltrack DIY repair kits, Indiana heels, soles and much more.

SHOE REPAIR



www.vibram.com
Log on to the VIBRAM website and discover the latest developments from this dynamic forward thinking rubber company. Register into the repairers' section to see the latest Vibram components which can be ordered through Charles Birch.

KEYS & KEY CUTTING



www.keyprint.co.uk
Keyprint is a leading trade only supplier to the UK's lock and key cutting industry with over 25 years experience. Over 9000 products in stock including leading global brands such as Silca, Assa, Schlage and Briton, as well as exclusive brands of quality security products 2000+ Premier, Esla, WKS, Wendt and Peterson Tools.



www.sks.co.uk
Dedicated lock and key supplies site with e-commerce on machines, accessories, padlocks and specialised security and locksmith products.



www.nwkeys.co.uk
Full range of keys, security products and machinery. Order online with a unique add to your order each day system. If it's keys online you want this site has them all.



www.silca.biz
The SILCA website – for full information on the latest electronic and mechanical Silca machines. Log on and register to the Silca Electronic Key Catalogue (EKC) to access the largest range of key blanks in the world and where you can even build your personal catalogue. For more information call Silca Services on 0113 200 3926

INDUSTRY ORGANISATIONS



www.somsr.com
The new Society of Master Shoe Repairers website is now online with details of how you can join SOMSR and promote your business.

ENGRAVING MACHINES WANTED

Manual & computerised machines - complete or incomplete - by Gravograph, Suregrave, Mastergrave, Signature, U-Marq, Newing Hall, Dahlgren, etc.

Please contact:
RONA MACHINES
tel: 01992 899 255
email: sales@ronamachines.co.uk

trophies
GLENWAY
awards medals
The UK's No1 Wholesaler of Trophies & Awards
TROPHY STREET UK NO1 292 page Retail Brochure
TROPHYSTREET.COM
For a brochure pack, or to begin trading call Jo Markham 0116 2449613 jo.markham@glenway.co.uk
glenway.co.uk

•SIGNS•PLAQUES•
•BADGES•
LOGOS, DESIGNS ETC.
Fast, efficient and reliable Trade Engraving service
Phone 0113 2467698
Fax 0113 2423593
THE ENGRAVERS
4 Brown Lane West,
Off Gelderd Road.
LEEDS LS12 6BH

Experienced Staff Wanted
20 – 26K
Shoe repairs, Key cutting Engraving Etc
for shops in Suffolk Ipswich, Hadleigh, Sudbury
Cobblers and Keys Ltd
for more details call/email cv 07899 680931
simon@cobblersandkeysltd.co.uk

WANTED FREELANCE AGENTS
to sell the range of famous Miracle engraving machines.
Applicants should already be calling on shoe repair shops. Very good rates of commission. Full training at our offices in Swanley, SE London.
See our range of 9 machines at www.lockdecoders.com
Apply in confidence by email to victor@lockdecoders.com

BUSINESS FOR SALE HIGHCLIFFE, DORSET (Owner retiring)
Shoe repairs, Key Cutting, Trophies & Engraving plus luggage & gift sales. New 3 year lease available
OR EVERYTHING TO SET UP & MOVE TO A NEW LOCATION
To include Shoe repair m/c, 2 sole stitching machines, 5 key machines, manual engraver, U-Marq CX5 computer engraver plus laptop, nodding cobbler & key cutter, various display cabinets, etc, plus stock at time of sale
SENSIBLE OFFERS INVITED
For more information contact Chris after 6pm 07909 733291

Shoe repairs, key cutting and engraving est. 1970
BUSINESS FOR SALE
in Chichester city centre.
For info please contact Robert900davies@gmail.com

www.lockdecoders.com Tel: 01322 407790
miracle AUTOMATED
Lockdecoders
The NEW A9 EDGE MIRACLONE The NEW S10
Making Key cutting machines for autolocksmiths for over 10 Years
We are also your first stop for vehicle remotes & keys

THINKING OF SELLING YOUR BUSINESS?
Contact: Tricia Davies
tel: 01455 556 199
TIMPSON
Great Service by Great People

MAGIC ENGRAVING
Lockdecoders
www.lockdecoders.com
Tel: 01322 407790
12 x models from £2400 + VAT
Magic2s MagicF30 Magic L100 30w fibre laser

TO PLACE A CLASSIFIED ADVERT contact us by email or phone shown at the top of the page for details of lineage & display prices.
DEADLINE FOR SUMMER 2020 MAGAZINE: MAY 4TH

CHARLES
BIRCH
GROUP

OUR BIGGEST EVER OPEN WEEKEND

Charles Birch invite **YOU** to their Leeds Warehouse

**SATURDAY
4th APRIL**

&

**SUNDAY
5th APRIL**



A FANTASTIC FREE EXPERIENCE

- **THE VIBRAM TRUCK WILL BE THERE...** Register now for your place on a 30 minute seminar by the Vibram team of experts in their fully fitted mobile workshop & showroom
- **THE BRAND NEW SILCA DEMO VAN** will have the whole range of Silca key cutting machinery. The Silca team will answer all your questions no matter how big or small...
- **THE 1st UK DEMONSTRATION** of Angelus Acrylic Paints by an expert local artist
- **PLUS FREE BEERS, WINES, GINS & SOFT DRINKS** by the Yorkshire Bus Bar
- **PIZZAS** freshly baked by the 'Pizza Guy' plus ROAST PORK & more (including veggie) from the 'Sizzling Pig' marquee
- **GREAT SPECIAL OFFERS** on all Birch favourites PLUS special clearance lines only available at the event

REGISTER YOUR PLACE ON THE VIBRAM TRUCK SEMINAR (Maximum 10 per session)
go to the Charles Birch Facebook page - @charlesbirchltd
or email victoriawilson@charlesbirch.com - You can also text or call Craig Jordan
on 07557 430638 to join the Silca Services WhatsApp Group.



Angelus



Bama

