

SOURCE hydration sees rapid growth

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Source has seen a very strong 2009 with sales up 50% on the previous year.

This has been driven by the **success of Source hydration systems**. 2010 will see further multiples come on board with Source replacing their previous suppliers of hydration.

The product quality, care free maintenance, packaging and the in store stand, for which **Source won an industry award** in autumn 2009, have all contributed to the success of the product. Hydration is becoming a **year around product** with more and more winter walkers and skiers using a hydration system. Winter kits and tube insulation kits are available to ensure the hydration systems work effectively in winter conditions.



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GREGORY meets European partners



The Gregory European distributors meeting was held in the Lake District in December with distributors from Holland, Belgium, Germany, France and the UK providing input to range development for the new packs.

John Sears the product development director and Dion Goldsworthy the International sales director attended the meeting which included a long working session and shop visits in Manchester, Ambleside and Keswick. John commented that the meeting and visits were very useful as it **highlighted the market requirements**, "It's always best to hear direct from the dealers what they and their customers are looking for".

REI in the States have already taken delivery of the new **Jetstream LTS range**, packs with **true ventilation**. These will be available in the UK from March 2010 and they mark a **significant development** in load carrying and fit in the 40 to 55 litre range.

Gregory Packs will be exhibiting at the coming ISPO show in Munich February 6-10, Stand B6 205.

Panda helps out during snow fall



The recent spell of cold weather and prolonged period of snow has proved popular with most people. Whether you've been **out sledging or walking the hills**, a decent dump of snow is always welcome, especially to the outdoor trade. But when it comes to getting to work that's often a different matter.

For the **staff at Bramwell International** getting to work proved to be a **bit of an adventure**. The office at Hincaster is pretty isolated at the best of times, but with nearly a foot of snow covering this lonely spot, access became rather more interesting.



Every morning Hilda (after care dept) would round up everyone in her plucky Fiat **Panda 4x4** and deposit all at the top of the hill ready for work. Even the boys on **BBC Top Gear would be impressed!**

During a normal day, several deliveries and collections are made at the office, but with deep snow and ice on the surrounding lanes and roads, nothing was getting close to the office. So all deliveries were despatched on foot to the waiting vans, with a few snowball fights along the way!

Tweets on Twitter



Bramwell International are now tweeting on Twitter @BRAMWELLinter.

The continued **rise in the popularity** of social networks has become an excellent opportunity for many companies to **communicate** short messages quickly and efficiently with their customers and followers in a more transparent way, thus, encouraging more **interaction** between the supplier and the end-user.

It's always good to hear back from our customers and this is one avenue we'll be using.

You can also find regular tweets at @meindlboots, @gregoryPacksUK, @sourceHydration, @BRAMWELLinter

Socks that LOVE your feet...



Meindl SOCKS have always been part of the Meindl story of quality and comfort. To get the best out of their boots customers need to use a **performance sock** as part of the boot and sock package.

The **range of socks from Meindl** means that there is always a sock to match up with your footwear, be it a pair of **Magic socks** for your shoes or a pair of **Trekking or Revolution socks** to wear with a pair of boots.

The Meindl sock packaging has also recently been redesigned to make them **more attractive** in-store and there is a **new sock leaflet** to make the selection of the correct sock even more easier.

Meindl Care Products



All Footwear Needs Care
Looking after MEINDL footwear couldn't be simpler with the NEW range of Meindl Care Products
...For easy add-on sales and repeat business...
...As recommended by the Meindl warranty...

- WETPROOF** - pump spray for all waterproof footwear.
- SPORTWAX** - wax in a jar - feeds & proofs leather.
- CONDITIONER** - prolongs life of leather and proofs.
- CLEANER** - cleans the inside & outside, helping the Gore-Tex lining to breath.

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