

CUTTING EDGE



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

AUTUMN 2021

*Now it's back to
business, is it back
to basics too?*

Find out the latest trade news and more inside...

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Welcome to your Autumn issue of Cutting Edge.

At last things appear to have started to 'fall' back in place for most of us with business now getting back to some sort of normality. It has certainly been a struggle during the last 18 months, and I expect some of you may have had to make tough decisions about your businesses.

From what we have heard and witnessed from the trade recently it seems that many have decided the best course of action going forward is to go back – to basics that is.

SIMPLY DOING THEIR BEST

Several repairers, including the couple featured this time in our reader's story, have kept going by simply doing what they do best when they have been allowed to trade – and, unsurprisingly, that is offering good, honest service and good quality repairs to their customers.

This commitment to quality isn't just the reserve of repairers though. Many of the companies who supply the trade have, like their customers, been trading for generations and are rightly proud that they continue to strive to provide the best components and products available.

One such company is Harboro Rubber who we are pleased to feature in the company profile this time. They have been producing top quality soles and heels for over 120 years and their best sellers are designs that were first introduced when the company was in its infancy.

TIME TO TAKE STOCK?

Some other suppliers have used the lockdowns as a time to literally take stock and decide what

is best for them and their customers. We feature one of them in this issue and expect that we will hear from others doing the same soon.

Challenges regarding supply are also in the news as I write this piece. Several energy suppliers have already ceased trading because the cost of raw materials have increased. Some materials needed by manufacturers to the shoe repair trade are also now costing more than ever too and delays with orders are also becoming more frequent. However, we know that wholesalers are doing their best to keep their prices down and their level of service high.

SUPPORT IS NEEDED

So, all you repairers out there, if you want to be able to continue to give your customers the best service that you can, keep supporting your wholesalers.

Keep reading Cutting Edge too - and we will keep on supplying the best news, views and interviews that we can to you!

See you soon in the Winter magazine... thank goodness this year seems to be going by quickly!

Best wishes

Tony Driver, Editor



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CUTTINGEDGE

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**WINTER 21/22
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NOV 12th

Thank you!

THOUGHTS FROM THE CHAIR

Reading my notes for the last few issues it's quite depressing but there is now hope on the horizon.

On my travels I have been used to very quiet roads but the last few weeks have seen them return to normal – or close to normal can be with protestors running onto motorways to block them that is!

This seems to be reflected on the High St as well with footfall increasing.

However, it is hard to see this in turnover which for many is struggling to get back to figures of two years ago. There definitely seems to be shoots of hope, though without any consistency yet.

For some it appears to be like starting a business from scratch again with the additional costs and shortages seen everywhere

from power supplies to veg on the shelves.

You may also find supplies of materials and components for repairs interrupted - not because of a ship stuck in the Suez but more to do with the cost of importing from abroad, including Europe, added to any increases introduced by suppliers.

On the upside the pockets of return to sales of previous times are becoming more frequent in shops.

Another hopeful sign for the shoe repair trade is that generally people are more likely to recycle by repairing than they were previously.

This is something we should all promote as a trade. Any ideas for this that you might have would be very welcome, so please get in touch at the

address on page 3.

After all, shoe repairers are the original recyclers. Our trade has been doing this since shoes were invented many thousands of years ago!

Our trade show has suffered of course but so have the ones in Europe. The latest casualty is a large show in Holland originally scheduled for this October.

Our friends in Germany are due

to hold their triennial show in Wiesbaden next March which should be the relaunch of shows for us all. Let's hope it goes well.

We are now into our traditionally busy period. I hope you are all seeing an upturn and we all make it through to 2022 with better prospects and hopes for the coming year.

Peter



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Looking forward to the new

Clothing and footwear sales are still down as we find ourselves socialising less and working from home - and that has led to the explosion of the wardrobe staple that is 'The Trainer'.

We now wear trainers everywhere - walking the dog, office days and even the occasional night out.

As trainers have increased with their popularity, we at Shoe String have had to step up our game and developed a truly effective

SNEAKERS cleaning products with Famaco, perfectly formulated for easy restoration. Just try them once you will see what we mean.

Another product that walks off the shelf - LACES!

Over 350 styles of braids, colours and lengths available, the introduction of our CX laces, Honeycomb style and the McQueen lace, you now have sales for Nike, New Balance and all the main trainers in the market, whether it's a replacement pair to revive some tired looking laces or a funky, colourful fashion print to express your unique style, we have you covered.

Shoe-String are thrilled to be chosen to continue as the distributor for specialist trades for SC Johnson and their famous brand, KIWI. Need we say more? The number one name in shoe care – and to make it even more popular Kiwi new products include their sneaker range – right on trend again!

Our green footprint is getting bigger. Most of our products on offer are going PLASTIC FREE on all single use items. Where not fully recyclable, just ask us how we can help you in our aim is to create LESS WASTE, SAVE MONEY in the long run and really help our planet!

Our new brochure for 2021/2022 is now available for you to check out all our exciting new products - and of course not forgetting our old favourites as well.



Building for the future

Well, I think we can start letting it out that collective breath we've all been holding in for so long.

These last 20 months has been extraordinarily tough and I'm sure we'll all feel the effects for years to come. However, we must be proud and thankful to have come through to the other side, we know a few businesses have sadly had to close.

The shoe repair and footwear industry are such a close community and with doors being closed and people locked in their homes, it's

given us all a lot of time to reflect on what works well for us, what we need to improve on - and how we can all move forward together.

30 years ago, it was Sandy and myself blister packing laces in the garden (I wished we had taken more photos back then!). Fast forward to 2021 and we're still together – but now with the whole Shoe String team!

Our family business is evolving in the right direction. We've all adapted to a new way of selling, and in

particular social media has been invaluable in getting information out to customers... we've all had to get a bit creative with how we can get products and goods to the consumer.

Family is very much at the heart of the business. We are proud to have our Emma, who has a wealth of knowledge with over 17 years' experience in the business.

Our Oliver is doing incredible work with our online platforms and rapidly growing that side of the business.

My daughter Sarah has come into the family business and is now learning all the ropes from me and injecting a new motivation and creating some exciting new concepts for us to explore.

This all enables Shoe String to go to every length possible to achieve our promise to help every one of our customers.

Caroline

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Zephir / zephyr [zefə]

Definition: 1.the west wind 2. a gentle mild breeze (Oxford English Dictionary)

ZEPHIR® : DEFINITELY TOP SELLING FOAM RUBBER PRODUCTS (SVIG)

As the name suggests, the main benefit of the Zephir® range is the incredible lightness of the foam rubber which makes them so popular with end customers all over the world.

So, how do SVIG manage to produce such lightweight products that still perform well no matter what kind of shoes they are used on?

Here is the technical part...

The specific weight of Zephir® rubber is of approx. 0.55 gm/cm³ (UNI10902) that means exactly the half of the weight of compact rubber compounds.

Obtaining a high quality compound with such a low specific weight had been one of the most important goals reached by SVIG team, who for many years have concentrated only on compact rubber compounds.

However, Zephir® lightness is not at the expense of its durability. On the contrary its resistance to abrasion, index of the use of the material over time is ≤ 130 mm³ (UNI EN 12770:2001), which results in the perfect balance between lightness and endurance for use in both the shoe-repair and orthopaedic fields.

So how can you use Zephir®?

The Zephir® range is composed by sheets, full soles and welts.

The most popular sheets are the original Zephir SKY (art.ZE601CL) which has a classic, multidirectional profile and the more sophisticated model Zephir Shell (art. ZE604CL) with a similar profile.

Sheets measure 91 x 73 cm ± 2, and are available in several thicknesses and colours.

Full soles are:

Zephir GRIP (art.SU610CL), the first made by SVIG, with a durable tread, ideal for winter time, great against wet and slippery grounds.

Zephir SKY (art. 601CL), a wedge unit with the same profile of the SKY sheets.

Zephir MONTE BIANCO (art. SU615CL) with a classic and elegant tread.

Zephir ANNECY (art. SU617CL) with a refined tread made especially for the French market.

Finally there is the welt, offered in 2 thicknesses, 6 & 12 mm. Available in the same colours as sheets and full soles Zephir® welt is ideal for perfectly finished repairs.

Zephir® products are:

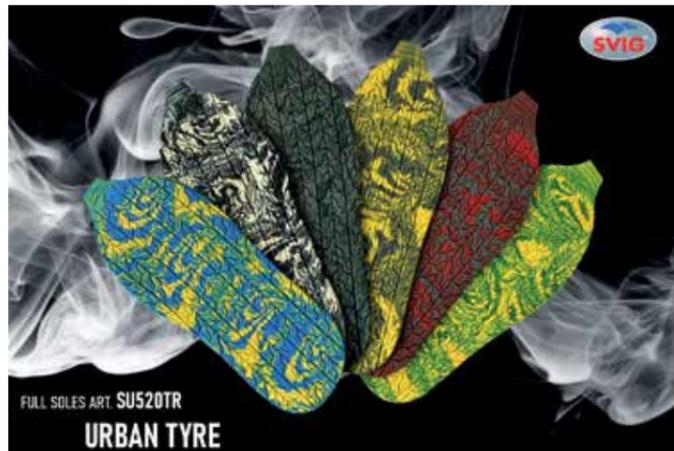
LIGHT & COMFORTABLE & NON-SLIP – making them easy to wear

VERSATILE – making them suitable for many types of shoes : sandals, summer and winter shoes, sneakers and smart shoes and last but not least the orthopaedic footwear.

EASY TO USE – Simple to work & mill. For strong gluing they just need a polychloroprenic adhesive - such as SVIG ADESVIG, available in several formulations .

100% MADE IN ITALY – as are all SVIG products!

Find out more about SVIG latest products at www.svig.it on our FB and Instagram pages and in the Winter 2021 issue of Cutting Edge!



Treat your customers Royally with Sovereign

SOVEREIGN TRADITIONAL DYE is a penetrating spirit dye suitable for leather suede and nubuck. The dye is available in 10 colours black dark brown medium brown cognac bordeaux red purple dark grey and mid blue. One of the great advantages of selling this product is that you do not need to stock a leather dye and a suede dye as this dye does both types of finish. Tried and tested for many years in the shoe manufacturing industry, the dye represents a high quality retail product at a great price, allowing for great profits. Trade price £2.50 RRP £7.99

available as a SPECIAL PROMOTIONAL OFFER £12.99 per pack (12)) £1.08 per tin

SOVEREIGN LACES The complete solution for your shoes, boots, and sports shoes. 22 different colours. Sizes 45cm to 180cm Available in flat, round, cord, waxed and leather

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SOVEREIGN PREMIUM WAX POLISH 50ml Tin is a unique traditional wax polish containing only natural oils and waxes which allows for perfect cleaning and nourishing, while giving a perfect shine to leather shoes. Available in 8 colours -Black Bordeaux Dark Brown Honey Light Brown Medium Brown Navy Blue and Neutral. This is not a cheap product, it is a quality product, which represents good value for money to your customers. Trade price £2.50 RRP £7.99 Currently



ARE THERE TOO MANY CHOICES WHEN IT COMES TO TROPHIES & MEDALS?

Is there a limit to the number of trophies that someone needs to choose from? It is a question I have thought a lot about over the past 12 months as we continued with our 2020 range and catalogues into this year.

At Glenway we stock over 12,000 various items which predominantly are trophy related. Ranging from dedicated sports resins & medals to trophy components, which can be combined to produce tens of thousands of unique trophy options. This is great in one sense however can cause frustration for us as a wholesaler and all the shops that we supply.

A huge range of products might appear to be impressive but when you are only able to fit a fraction of the possibilities into a catalogue, and then need to back up the options with adequate stock it can become quite a challenge. We have always prided ourselves at Glenway at holding very good levels of stock but unfortunately, we have seen many challenges this year with supply following from Covid, which brings me back to my initial question:

Just how many choices does someone need? I ran a stock check of the number of different generic



medals that can take a standard 1 inch (25mm) insert and found that we have over 100 different options to choose from. In my opinion I believe this amount of choice can be overwhelming and make it difficult to choose from. The same can be said for lots of the sporting resins we stock.

We have fantastic sellers which quite often take us by surprise in peak seasons and completely sell out year on year whilst in contrast others are slower moving. I liken it to going to

restaurant. We all like choice without being overwhelmed, but we find it is the quality, service and supply that really make somewhere stand out from the crowd.

We really want to rethink and begin a reset of the styles of trophies we supply and feel there is no time like the present to get things kicked off.

We currently have a sale clearance section on our website, with over 500 different items at prices to suit any budget. This is set to be

expanded enormously by the end of the year with what is most likely going to be the biggest ever sale of Trophies & Awards the industry in the UK has ever seen!

You will need your trade only login to access www.glenway.co.uk so if you don't have this or need this to be reset please give us a call on 0116 244 8131 or email order@glenway.co.uk



WATCH OUT FOR VALUE

T Colledge have added to their expansive range of watch straps with a selection of Luxury Hand Made Watch Straps.

Manufactured in Spain to the highest standards these straps are hand made by skilled artisans, using only the finest Italian French and Spanish hides. The range includes straps for discerning customer with hand knots and colour contrasting stitching. Styles include vintage rally, vintage sport, calf skin ridge, patina finish, nubuck calf and crocodile. This type

of quality strap retails in high class jewellers and on the internet for in excess of £100.00 per strap. Prices to the trade are from £5.00 - £12.00 with a promotional offer of 20% Discount. Also available watch strap boxes free with every strap purchased.

For more information contact T Colledge and Son 0117 9717154 sales@tcolledgeandson.com www.tcolledgeandson.com



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HOW DO BAMA DO IT?

It's Magic

Well actually it's science, not spells, that make the Bama Magic Elements range of cleaners and protectors so efficient!

Introduced to the UK just a few months ago by Charles Birch, these innovative products use unique cleaning technology that cleans physically instead of the more conventional chemical approach.

The 'magic' element is that the whole range is safe, environmentally friendly, biodegradable – great for the planet & great for extra sales too!

The Magic Elements range is already proving to be very popular so to be sure to get your stock get in touch with Charles Birch now.

MAGIC MIDSOLE CLEANER:

A water based, biodegradable cleaner that is specifically designed for use on midsoles.

Midsoles are particularly susceptible to dirt which is often difficult and time consuming to clean. Using Bama's new technology, the Magic Midsole Cleaner uses 'physical micro earthquake' technology, microscopic bubbles move up to 8000 times per second.

The 'magic' bubbles create a physical cleaning process which removes dirt from the midsole in just sixty seconds.



MAGIC UPPER CLEANER:

A new highly effective and cosmetically gentle upper cleaner.

It is water based and biodegradable smart cleaner so it is great for all upper materials with active ingredients that recognise dirt and binds the dirt particles to themselves, making the dirt easy to remove after just five minutes and minimal water required!



BAMA MAGIC ELEMENTS

MAGIC PROTECTOR:

A long lasting protector using new 'Lotus Leaf' technology and uses bag-on-valve technology, meaning no harmful chemicals and propellants.

Magic protector is a highly effective protector for all materials, it has no perfluorinated chemicals, silicones or propellants.

The active ingredient contains water-repellent groups that connect with each other through physical interactions and turn with the repellent side outwards. This changes the surface structure making it similar to a lotus leaf in nature. Dirt and water can no longer adhere.



Also available in the Bama Magic Elements range:

THE MAGIC CLEANER KIT:

Containing a 100ml bottle of Magic Midsole Cleaner and a sponge!

The Magic Cleaner Sponge, perfect for use with the Magic Midsole Cleaner to remove tough dirt.

The Magic Microfibre Cloth, cloths for ideal use with the Magic Midsole Cleaner to remove dirt as well as using with the Magic Upper Cleaner when slightly dampened.

THREE DISPLAY STANDS FOR YOUR SHOP, are also available free of charge when you order certain quantities.



Ask your local Charles Birch representative for more details).

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Julia is the owner of a tourist apartment in Cornwall. Michael has invited ten friends to spend the weekend at his country house. Mary works as a chief of staff for a company with 80 employees on the outskirts of London. What do they have in common? They need an easy and comfortable system that allows them to manage the access of their clients, guests and workers.

JMA's BT Multiuser PRO system is the answer to their needs. It allows the owner to give permission to open access doors, garage and gates to more than 100 different users. All this, with total simplicity through the users' mobile phones.

How to use BT Multiuser PRO

Julia, Michael and Mary, as the people in charge of managing the accesses (the so-called "administrators") purchase one of the available BT Multiuser PRO packs. These include an M-BT remote control, the system power housing, and 2 or 4 administrator licenses plus 10, 25, 50 or 100 user licenses.

Once the M-BT remote control has been linked to the administrators' mobile, they can now send access invitations to other users. This simple operation is carried out with the JMARemotesUSER app, which also serves to open the door or access.

Fully configurable invitations

Invitations can be configured to allow access at all times or for specific days and times. In addition, administrators can check the JMARemotesUSER app to see which users have accessed the building and when.

The number of guest licenses is expandable. If those included in your BT Multiuser PRO pack run out, you can purchase additional licenses at the point of sale. There are license cards for 10, 25, 50 and 100 extra people.

- Grant permanent opening permits or for specific days and hours
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Harboro Rubber Company STANDING THE TEST OF TIME

While some of you may not have heard of Harboro Rubber Company, you are sure to have heard of their most famous products - the Dainite range of soles and heels.

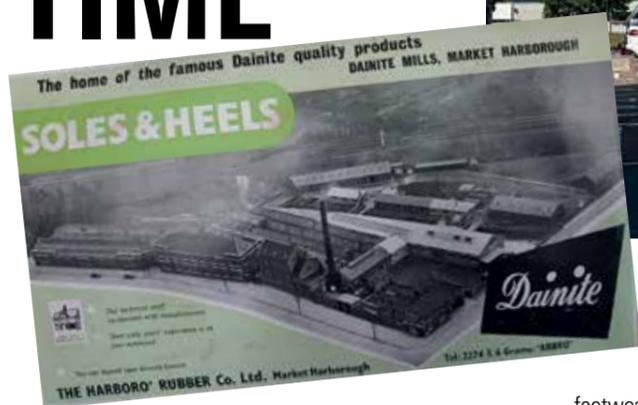
These have been produced since way back in 1894. In fact, when you read this article it will have just been the 127th anniversary of the first invoice for "Women's red soles and black rubber soles" both sold by weight.

Red soles? Yes, this seemingly 'traditional' company was apparently 100 years ahead of the trend made famous by Christian Louboutin and his now iconic soles!

Harboro Rubber Company is still owned by the original founding family and has always been based in Market Harborough at the heart of the UK's footwear industry between Leicester and Northampton. Over the years their Dainite range has become the choice for the most discerning of footwear manufacturers.

Famous UK names such as Barker, Joseph Cheaney, Church's, Crockett & Jones, Edward Green, Loakes, Sanders and Tricker's all incorporate Dainite soles and heels into their designs, as do other world-renowned brands including Allen Edmonds in the USA, Viberg, Canada and Regal and Otsuka in Japan.

So, we all know the name Dainite – but do you know how the trade name came about? The story goes that it derives from the local phrase describing the company as the 'day and night' mills... it's as simple as that! Those original mills were the home of Harboro



Rubber until 2006 when the company moved to its present location, less than 1/2 a mile away.

The company is rightly proud of its heritage and of its loyal and talented staff, many of whom have been with it for decades. The resulting knowledge and skills are passed on in the training



given to new employees to ensure that Dainite products continue to be a trusted, integral part of any welted footwear design.

Although only part of the huge array of products and bespoke components produced by Harboro Rubber company for the automotive, oil & gas,



electrical, marine, aerospace and food & drink industries (to name but a few!) - its rubber footwear components have continued to be a staple of the business throughout its history.

As one of the original members of SATRA and now with Gold accreditation, Harboro Rubber Company's research and development team can be confident that all their Dainite ranges have passed rigorous abrasion and flex testing by SATRA to guarantee their consistent quality.

The current range of soles comprises of the Studded, Ridgeway, Logger and Medway designs with matching heel top-pieces – all available in 7 colours. The established shades of black and dark brown are joined by

up-and-coming favourites like Oxford Blue and Olive Green now seen more often gracing the soles of the latest prestigious designer footwear styles. These colours along with brick red offer a great opportunity for styling country style shoes and boots, especially for Autumn and Winter.

The Studded design is well recognised and accounts for the majority of the company's footwear component output. The timeless design which first appeared in 1910 continues to offer customers the benefits of comfort and grip in all conditions as well as the practicality of being easily cleaned because



there are no cleats or deep grooves to hold the dirt.

No wonder Studded remains Dainite's most popular sole. Its popularity has also made the design liable to being copied. However, as Mike Stock Harboro Rubber's Managing Director emphasised during our recent visit to the company "Other soles may be studded but they are not DAINITE".

The Ridgeway design which was introduced in the 1940s is now enjoying increased popularity with today's footwear designers.

The Logger has always been a popular choice in the repair trade and can now be found increasingly on ladies' boots.

The Medway is the sturdiest design in the range offering a welcome alternative to the cleated Commando for work boots and shoes.

All of these can be found on the new Dainite.com website which the company has had developed in 2020 during the months of Covid. With more emphasis also being placed by the company on its social media channels it is hoped

that a new generation of footwear designers will soon realise the opportunities offered to them by Dainite brand.

It is also coming to the attention of consumers and helping to show them the exciting design possibilities as well as the more practical benefits of quality rubber replacements for the soles of their footwear. They are now realising that it really is possible to wear shoes and boots that are both practical & stylish.

So, if you are not already offering your customers the benefits of a Dainite makeover for their footwear



perhaps you now realise why you ought to add Dainite products to your next order? Contact your suppliers – and be sure you ask about the new colours now available.

Get ready for Winter... and remember the future's bright... the future is Dainite!!



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Equipped with an extensive range of cutters and a spring mechanism, the Condor XC-002 is the ideal key machine to start cutting laser (single, double, four-track etc.) and dimple keys (Cisa, Brisant, Mul-T-Lock etc.). Easy to use and extremely precise, you will cover a wide range of automotive and household keys. With an unbeatable price, you will recoup your investment and profit from it in no time.

Benefits:

- Electro-mechanical calibration. With flashing LEDs guiding you through, the tracer and cutter of your machine will be perfectly calibrated and none of your cuts will be too deep or too shallow.
- Universal Clamp and Rotating Jaws to position and cut different types of keys with few simple spins.
- Extremely precise. With cross rolling tracks and multiple locking points, your machine is easy to use and you will



provide your customers with bang-on keys that work on the first try.

- Spring mechanism to easily cut dimple keys.
- Ergonomic design. Handles and rollbar are designed for a comfortable and convenient use of your machine.
- Conveniently priced to suit your requirements. The Condor XC-002 comes in two different kits: the standard Laser Kit and the UK Dimple Kit that includes additional cutters for the most popular dimple keys on the market.
- User-friendly. With anti-slip mat on the top area of the machine and a spacious drawer, you can securely store keys and accessories.

XHORSE DOLPHIN KEY CUTTING MACHINE (XP-005) - £1360.00 PLUS VAT

Users connect to the Xhorse Dolphin via Bluetooth using an app on their mobile phone or tablet, removing the need for an in-built screen. (recommended to use a Xhorse Key Tool Max XHH12)



This helps keep the cost and complexity of the machine down, without compromising on function. The Dolphin actually has almost all of the capabilities of the larger XC Mini Plus (XHM4) machine and even uses the same accessories, including cutters, tracers and jaws however it also benefits from a built-in battery as standard.

The standard M1 (MP80) and M2 (MP81) are included with the machine, but the M3 (MP82) and M4 (MP83) jaws can be purchased separately.

For more information contact T Colledge and Son 0117 9717154 email: sales@tcolledgeandson.com or visit the website: www.tcolledgeandson.com



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To Prime or not to Prime?

A closer look at the Renia bonding additives

In the last issue of **Cutting Edge**, we examined the selection of Thinners and Solvents that Renia offers, after a more detailed look at the different adhesives before that. But sometimes, even the best adhesive needs little help – which is where our Primers come in.

First things first, though: On most materials, Renia adhesives do not require any Primer or additive at all. This is a major difference to the way most shoe factories work: For them, it is always “First Primer, then main coat (of adhesive)”, no matter on which material. But then again, you will find very few sanding machines e.g. in a Sneaker factory! Try sanding a unit sole, as they are used on most common shoes nowadays – a time-consuming and very error-prone process. Sanding a new injection-moulded PU foam sole breaks the integral skin and thereby reduces the durability of the sole immensely – so unless we are looking at traditional manufacturing of welted leather shoes, the factories did away with sanding in favour of chemical pre-treatment long ago. So for them, using Primers on everything is a necessity – but because Renia adhesives have been developed for a trade environment and with ease of use for the shoe repairer in mind, such a step is not necessary in most cases, unless you are dealing with materials that require a certain Primer to begin with (e.g. due to their chemical composition or state of decomposition).

Rehagol – Primer for TR

Thermoplastic Rubber (TR) has been developed for exactly the purpose described above – getting rid of sanding on the factory floor. So even if you have to sand a TR sole in your shop in order to get a flat surface to bond to – you still need to use the correct Primer to get the adhesive to stick. That would be our Renia – Rehagol (Primer for TR), easily recognized by its yellow label. If the surface you are working on melts when exposed to solvent or Thinner, you are dealing with TR, and then you need Rehagol. Make sure the material is clean, then apply a coat of Rehagol and wait between 15 and 30 minutes before the next step. Use any of these Renia adhesives: MULTI-Colle, Colle de Cologne, or Syntic-TOTAL. Using Rehagol does



not hurt other Renia adhesives applied on top of it, such as Topfit or Super-FIX, but it does not provide much of an increase in bonding strength either. Renia – Ortec will do a good job on most TR soles without Rehagol, but the safest bet is to stay as close to the “factory process” as possible.

Primer for PUR

While all Renia adhesives bond to PU without a Primer, soles made from this material are still very likely to require it. This seems a bit contradictory – so let’s explain it in a bit more detail: Bonding to a solid PU surface is similar to bonding rubber – assuming the adhesive is suitable for the material at all, you won’t have a problem. But this is not what you are dealing with in most cases: You will mostly encounter foamed PU soles, and in order to attach a new outsole, you have to remove the protective integral skin on the bottom and some of the foam. If the skin has already been punctured, water will have been absorbed into the foam and it will have started to crumble. On top of this, PU foam starts down the road towards disintegration right out of the mold. You might encounter never-worn shoes with PU soles that have just rotted away – just



because of age, and we are only talking about a few years here! What the Primer for PUR does, therefore, is not helping with adhesion to the surface (as Rehagol would on TR). Instead, Primer for PUR reinforces the foam and provides the adhesive with a firm base to stick to. Apply the adhesive right away after using the Primer, any Renia product will

work. But if the sole is coming off in chunks already, there is no chemical way to fix that, unfortunately.

In the next issue, we will take a closer look at some other useful additives – and we will be a few months closer to the Wiesbaden show, which is

still scheduled for March 2022! Here at Renia, we very much hope that it will take place as planned, assuming the situation at the time allows it, and that we will be able to welcome many of our UK customers at our booth there as well!

Dr. Rainer Buchholz, Renia GmbH, Cologne



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/ OPEN TIME 7–40 MIN.	/ OPEN TIME 10–120 MIN.	/ OPEN TIME 5–40 MIN.	/ 0.85 KG (1/4 US-GAL)	/ OPEN TIME 5–45 MIN.	/ 500 G / 3 KG
/ 0.85 KG (1/4 US-GAL)	/ 0.85 KG (1/4 US-GAL)	/ 0.85 KG (1/4 US-GAL)	/ 1 US-GAL	/ 0.85 KG (1/4 US-GAL)	/ AQUILIM 315
WITH BRUSH	WITH BRUSH	WITH BRUSH	/ 4 KG	WITH BRUSH	ALL INSOLE MATERIALS
/ 1 US-GAL	/ 1 US-GAL	/ 1 US-GAL / 4 KG	/ 10 KG	/ 1 US-GAL	/ AQUILIM GL
/ 8 KG	/ 4 KG / 10 KG	/ 10 KG / 5 US-GAL	/ 5 US-GAL	/ 4 KG / 10 KG	UPPER LEATHER AND FABRIC
					/ AQUILIM 130
					ALL SOLING MATERIALS

OFFER THE ULTIMATE SHOE CARE PROTECTION THIS AUTUMN

The last 18 months has been turbulent for everyone but a benefit to our industry is that people do seem to be more aware of the importance of care and sustainability and making footwear last by taking care of it and repairing.

As Autumn arrives, and the weather starts to turn, customers will also be looking towards the possibility of Christmas in the coming months and family gatherings that they missed out on last year, meaning they will also be looking forward to wearing their favourite footwear again.

As well as customers wanting to make up for events they missed out on last year, and those returning to the offices, wanting a shine in their step, Autumn also brings with it the annual shoe transition from light, summer footwear into boots and more sturdy shoes and with this, an even greater need for shoe care.

We want to help you increase revenue in this part of your business by focusing on protection products, merchandising and shoe care advice.

OFFER PEACE OF MIND

After 18 months of uncertainty and missed gatherings, people will want their footwear to look and perform as it

should. They will also be more aware of keeping shoes clean so that they're protected against winter colds and the lingering pandemic. So now is the time to optimise those sales through friendly advice on how customers can get the best wear out of their footwear.

PROTECTING PROFITS

For example, if you have just repaired a pair of leather boots, then why not recommend your customer treats them with a polish so they're protected against the harsher weather conditions. Cherry Blossom shoe polishes come in a range of colours, meaning you can offer your customer exactly what they need to keep their leather footwear protected and looking like-new.

Perhaps someone has come to you to have their work suede shoes reheelled before making the transition from sandals to winter shoes. With a lot of us having worked at home for so long, appearance and confidence in the office will matter more than ever. This is a great time to talk them through cleaning and protection products such as Cherry Blossom's Universal Cleaner and Universal Protector. That way, they can make sure they not only look the part for work, but they can also keep their shoes protected from rain and stains throughout autumn and rainy days to come.

This is also the time when families are looking to make shoes last for the coming year. 'Back to School' shoes become very topical, so to make them last and to maximise sales, stocking products such as Scuff Cover and Patent Leather restorer are ideal for upselling during this period. Then, on top of this, families will be looking to resole leather work shoes, refresh their party shoes, or repair their summer sandals to put away until

next year. So, stocking the Cherry Blossom range equips you with the tools to keep a shine in their step and return to you for the whole family's shoe repair/care needs.

TAKE IT EASY

Throughout the year, a well-merchandised display helps to attract impulse purchases but is also a great 'sales aid', in terms of offering Shoe Care advice when easily selecting appropriate products for your customers from an organised range. Make it easy for your customers and staff to identify the required products. When you have finished merchandising your display why not take a photograph so you can ensure you record positioning of products. Always top up your displays at the end of each day. By never letting a gap appear, you avoid missing a sale.

Now is the time to upsell your shoe care and keep your customer feeling confident and protected this autumn through to winter and Cherry Blossom can help you. Investing in shoe care is investing in your customers and their loyalty. After all, it is great customer service to offer free advice and a way to help their shoes last for years to come.



HAS ALWAYS BEEN PART OF THE FAMILY.



SPOTLIGHT



Vanessa Blair, Bettatags

Fairweather walked into the Cutting Edge office to find it looking as though it had been ransacked. Drawers & filing cabinets were open randomly, the contents of a briefcase were scattered across the editor's desk. Suddenly the Editor popped up from behind it...

"Ah! Fairweather! Just the man! I've got a meeting this morning with a potential new advertiser and I can't find my specs! We need this account to keep the mag going but I can't possibly drive without them and I'll struggle to make notes..."

"OK Boss, don't panic - I'd better tag along with you..."

"Thanks old man... I'm so busy chasing up all those contributors to the mag who as usual seem to ignore our production deadlines I don't know where I am these days..."

"Or where your specs are!" chuckled Fairweather.

"What was that you said? Oh - and another thing - I simply can't remember the name of who it is I want you to interview for the Spotlight this time... reminded me of a recent Prime Minister for some reason... Cameron? No. Brown? No..."

"I just said I'd better tag along Boss."

"That's it!" shouted the Ed "Blair. Vanessa Blair! You've got it Fairweather!"

"What? Who? How...?"

"Bettatags!"

"I think you've lost the plot Boss - as well as your specs."

"Bettatags. That new company Vanessa set up recently."

She's her own boss now after leaving that engraving company she'd been with for nearly 20 years. Now what was it called? Oh never mind... You mark my words she should have some interesting answers for you. Come on we need to get going to my meeting first... you drive."

"OK Boss. By the way are those specs of yours round with thin gold frames?"

"That's them. How do you know?"

"They're on your head Boss..."

So, after a successful meeting Fairweather continued down the M1 to speak to Vanessa Blair...

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

My favourite subject at school was History. I studied world revolutions for my final exams, so that hasn't really helped my career although I have encountered a few mini revolts along the way.

What was your first paid job?

My first job was as a cashier in a bank but I soon got impatient waiting for progression, and changed to working for an electronics company, first in accounts, then I switched to sales which provided me with an interesting job and took me to many countries in Europe.

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

I first got involved with the shoe repair trade in 2002 when I started work for an engraving company. Initially my role was talking to shoe repairers on the phone and then meeting many of them at trade shows, such as Cutting Edge!

What do you consider has been your best achievement?

I asked my children what they thought had been my best achievement and they both came back with the same answer. A resounding "me"!

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

Now that I am self employed I regret not putting more into a pension pot!

Where is your favourite place?

Although I have visited many countries in the past, Alicante in Spain takes some beating for its proximity to the UK, charm, character, food and extensive shallow bay, ideal for the less confident swimmer.



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

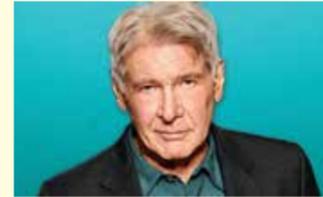
A walk in the country with a pub lunch.

Do you have a favourite piece of music?

I always like to have music on in the background but have varied tastes depending on my mood. Having children in their early 20s that includes some of the modern stuff too!

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

Harrison Ford, as I have always been interested in carpentry, yeah right, believe that if you will.



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

The best piece of advice I was given was to get on the property ladder as soon as possible in life, which I did!

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

At this moment in time, I crave a long weekend away in the sun with my other 'arf.

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

Invest in equipment, either upgrading or buying new machinery, although I know many have done exactly this with their government grants. Also, keeping up to date with new products and training, where applicable.

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

I think once the customs issues settle down and importing and exporting runs more smoothly, countries will trade with the UK as they always did. Afterall, for the main part, shipments to and from non EU countries, such as Switzerland, have been operating in a timely manner for years.

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

A lot of people seem to value their local independent shops more now following the demise of many businesses from the High Street, because of Covid, and realise how vulnerable they are if they don't support them.

They also seem to prefer face to face interaction, rather than the "faceless" internet, especially to ask what can be done to save their favourite shoes which are "oh so comfortable".

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

I'd simply like to be remembered as a nice person who people will miss.

Thank you

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Society News

The latest information from the SoMSR office



DEAR DIARY

Well it's time to doff the flip flops and don the ol' boots!

No doubt I will be pouring loads of boot talk in our social media pages. I should really be saying doff the face mask! I did send a batman mask to a Robin a while ago... Batman understands my humour...



Make sure you are following me as I am always talking about you, putting copious amounts of gossip, pics, window sticker alerts, banter, and basically promoting you lovely Members, we want to keep you on the streets, if you know what I mean....

Well the UEFA Euro 2020 has finished and now on with the Premier League, however the big legs will be coming out, fill one's boots, getting dirty, rugger...

Talking of getting active! I have been wild swimming, stand up paddle boarding (falling in is essential)! I did receive a comment, "try Velcro!"

Another thing, I have been kept busy with is the Market Harborough Crochet Christmas Tree - when three members of a local Women's Institute heard about a twenty foot tall Christmas tree in Trivento in Italy, made from crocheted "granny squares" on a large cone, they decided Market Harborough should have one too! My fingers are aching.

We will be starting our website refurbishment at last! I want you Masters looking fantastic! Watch this space and please bear with us!

I have been receiving some lovely illustrations from Ray Barlow - thanks Ray. I am learning a lot from your knowledge and it's mostly appreciated and helpful for me.

Please stay in touch.

FUTURE PROOFING

I'm a Facebook addict. Because I like people - well mostly anyway. There's always the odd one that gets your goat but a quick flick of the unfriend button and they're history.

What I really like about it is the insight it gives as to the likes and dislikes of your friends. A little peek into their habits, their peccadillos, their homes and lives and loves. OK so sometimes there's a little too much information - the foodies, the proud parents/grandparents, the narcissists, the moaners and complainers (quite often all these three are rolled into one), the bikers and the know-alls. The been there done that crowd. The jump on the bandwagon people and the easily offended * etc. It's like reading a wonderful book with a fresh chapter and new characters every day.

**I must tick at least half a dozen of those boxes..... but I'm not saying which.*

Without FB for example we would never know that Lesley, our favourite SoMSR Secretary enjoys paddling a surfboard up and down the river. She falls off a lot so perhaps that is why she says she also enjoys open water swimming. Or that another well-known recently retired trade

character is a dab hand at flipping burgers on his new super dooper BBQ - fortified by regular glugs of red wine who also turns out unique and exquisite wooden bird tables**. Some support their local football clubs and others love fancy holidays. Some attach to any good cause going with petitions to sign left right and centre. Some are funny. Some are introspective. Some have an opinion on absolutely everything. But all are necessary to create the rich patchwork of life.

** Adrian Coppin.

But I'm going off the plot here, what caught my eye recently was a video posted by someone who shall remain anonymous. OK I'll name names - I hope he won't mind me revealing his identity - it was from Danny King of Ipswich. His wonderful FB posts are usually either food or travel based but this one was a short video showing Jamie, his son, operating a computerised key machine, very deftly and professionally. And he looked happy. At a guess Jamie is around 15 years old. It just showed me in a few seconds that the key industry is more or less assured of a permanent place in the future as long as its technology and momentum is attractive to those entering the working world.

It got me thinking about the future of our repair trade now we seem to be, as a nation, heading more in the right direction for a change.

When I started in our beloved trade the most innovative new product was neoprene adhesive to replace the old rubber solution. Followed by staple guns to replace hammers. That was over 50 years ago so unlike key cutting, which has evolved with electronics and digital inventions understood only by the technically minded, progress for us hasn't exactly been meteoric.

However, there is a glimmer of hope, maybe even two. The worldwide pandemic has exposed weaknesses in supply chains meaning we have to look for more sustainable ways of living. And the lockdown exercise regulations meant that more people have taken to recreational walking and that means more repairs are required. Specialist walking shoes cost a bomb and need breaking in. Repairing favourites is becoming popular again. Set your stall out right and cash in on this most welcome phenomenon. (I can write that word but I'm damned if I can say it)



Another area to consider for future of the shoe repairs... comes from a USA repairer.

He converts/adapts trainers to welted construction making future repairs a doddle. He also 'enhances' them with paints and personalised tags. We are talking high end products here, and the owners are happy to pay the price to keep their favourite shoes smart for longer. It is beginning to hit home that around 90% of all footwear produced goes to landfill and this is not helping our fragile world. Especially as more and more of the synthetic materials used in shoe manufacturing have a life of over 1000 years.

So the answer is perhaps, like Danny, train your sons and daughters (please, no complaints about gender - I'm old school - I don't understand it, to me woke just means I'm not in bed) to embrace the experience of the past and mix it with the knowledge and energy of the present to assure the future. Then we might just have a trade worth looking after.



SOLE SURVIVORS



John & Jean Hibbert have seen the demise of the North East's shipyards, the hardship of the three-day week, the miners' strike... and the effects of the pandemic but their business, 'Wear U Well While U Wait', Sunderland's longest running cobblers is still going strong after 50 years.

They opened their shop on Borough Road on August 22nd 1971. While the city centre has changed greatly since then, their business has stayed true to their original policy of providing good, honest service.

Over the decades little has changed in the shop they took over from another cobbler, but it is probably exactly that reliability that has kept customers coming back. John now repairs shoes for the fourth generation of his customers.

"I've always worked on trust and honesty," explains John "If someone comes in with a pair of shoes that aren't worth saving I'll tell them, and they appreciate that honesty."

Now 73, John began learning his trade when just 15 at a cobblers near the train station before moving on to the Co-Op in nearby Silksworth where he first met Jean whom he married in 1967.

He still uses many of his original tools, including a knife block he's had since he was 15, lasts that date back to the 1930s that were left for him by the previous owner of the shop & a Singer sewing machine that still works perfectly despite being over 100 years old!

The tools & machinery in the shop may not have changed much over the years but the type of repairs certainly has. In the 1970s most of the work was repairing the boots of men from the shipyards and passing trade when the area was busier with the tax office, a tailors and a paint factory nearby.

"It was much busier back then, but fortunately people still know we're here. I spend half my day waving at people who I've known for donkey's years on the buses as they pass by!"

Here's to many more years of success John & Jean!

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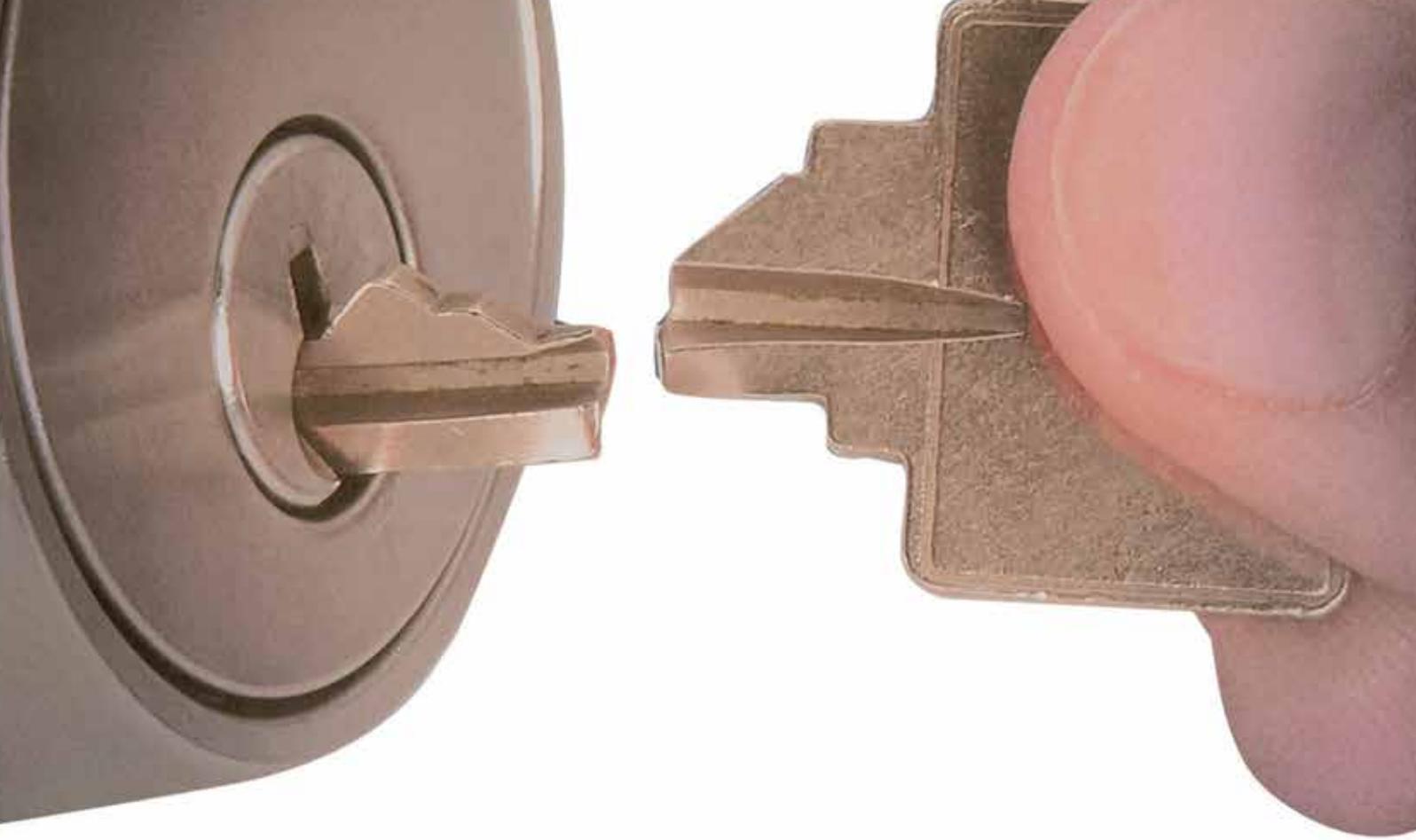
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