



Press Release: 10/12/09

## New and Returning Brands Commit to Slide

Christmas may be the first thing on people's minds right now, but hot on the heels of Christmas will be Slide, taking place from 27-29 January at Manchester Central. While the early date may have appeared like a curved ball to some, it made the decision to exhibit an easy one for other companies.

As regards clothing, **Patagonia** and **Peak Performance** will be showing at Slide for the first time in a number of years. **Oxbow** are also returning to Slide, with their new distributors, Ultra Sport who are excited at the prospect of working with Oxbow. Gordon Way said, "The new Autumn Winter collection for 2011 is getting a great reaction from those that have seen it. Those retailers who are looking for something exclusive and different with the potential for decent profits should be sure to drop by on stand F14."

For kids clothing, new British brand **Kozikidz** will be showing for the first time. Kozikidz, for the under 8's feature the sort of practical details that can make a real difference, including reflectors, thumbholes and detachable hoods, so that pint-sized snowlovers can concentrate on having fun in their trendy all-weather gear.

As far as underwear goes, **Bawbags** have got it covered with their range of boxers that promise to 'keep 'em tidy'. Such has been their success, they're even branching out into baselayers.

**Svea Distribution's** offer hails from the far north and aims to perform at a high level with Aclima base and midlayers with 66° North outerwear from Iceland topping off the look.

**Electric Visual** return to Slide with new distributors, Fli, who aim to apply their expertise in mountain biking and motorcross to the snow offering from Electric.

**Reusch** gloves also make a welcome return to the show. Truly the gloves of champions, Reusch grace the podium of many a World Cup ski race.

**MDE** distribute brands that match their deep-seated love of snowboarding; brands like StepChild snowboards; who care about snowboarding first and money second, Flux bindings that aim to provide the right binding for every rider and Airblaster, an independent company of 5 keen riders who live to snowboard and produce gear that works for snowboarders.

In addition to the new brands showing at Slide, there are around 200 other brands who will also be vying for retailer and media attention, many with new and exciting line-ups for 2011. The very best products will be on



show in the Slide Awards area at the show, when retailers, media and industry opinion-leaders will be judging the hottest products in 3 categories; hardware, software and accessories.

**Slide exhibitors as at 10 December:**

Amplid, Arctic Fox, Armada, Atomic UK, Barts, Bawbags, Black Diamond Equipment Ltd, Bollé, Bonfire, Cebe, Columbia, Conform'able, DaKine, Dare2b, DB Leisure (Thaw Ltd), Degre 7, Dynastar, Lange, Eisbär, Casco, Electric Visual, Faiise, Falke, Fall-Line Skiing, Document Snowboard, Fischer, Five Seasons, Forcefield Performance, Grenade, Head UK, Ice Peak, Luhta, Ignite, Julbo, K2 Ski, K2 Snowboard, Adio, Planet Earth, Kozikidz, Kusan Accessories, LINE, Full Tilt, Madison, Manbi, Mastco Agencies, MDE, Midas Agencies, Movement, Ortovox, Ftwo, Noble Custom, Nordica, Oxbow, Patagonia, Peak Performance, Reusch, Ride, Rossignol, Salomon, Schöffel, Icebreaker, Keen, Scott Sports, Ski Mojo, Skiweb, Skullcandy, Sessions, Apo, Snowlife, Storm Skis, Svea Distribution, The Riders Lounge, Tran Am Ltd, Trespass, Turtle Fur, Ultra Sport Europe, Volkl, Westbeach, White Rock, Whitelines, Wigwam, Sorel, Hestra

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## NOTES TO EDITORS:

**More info:** Photography, show logo and further information from [lesley@raremanagement.co.uk](mailto:lesley@raremanagement.co.uk)

**Full listings of exhibitors and updated news can be found at:** [www.slideuk.co.uk](http://www.slideuk.co.uk)

**SIGB** (Snowsport Industries of Great Britain) is the trade association for skiing and snowboarding. Led by a 14-strong committee, the SIGB currently has 209 member organisations from the retail, supplier and travel sectors of the industry.

**Slide™** is owned by the SIGB, and the management of Slide is handled by Rare Management, specialists in adventure sport events.

**Slide 2010** takes place from 27-29 January 2010 at Manchester Central (formerly known as G-Mex).

### History

1987 The show was named Ski-GB and took place at the NEC.

1991 By this time renamed Soltex (Snowsport and Outdoor Leisure Trade Exhibition) and embracing snowboarding and related activities, the show moved to its current location in Manchester.

1998-2001 the Outdoor Industry organised its spring exhibition alongside Soltex at G-mex, with joint branding as Soltex/Cola and then Soltex/GoOutdoors.

2002-2006 Soltex continued as a stand-alone exhibition. Soltex 06 had 134 exhibitors and 2356 visitors attending the 4 day show.

2007 Soltex was re-launched as Slide, with an entirely new concept of design and floorplan to bring the show up to date with the contemporary image of the industry.

