



10/2/09

Slide – winter's on its way to Manchester!

With just a few days to go until Slide 09 opens its doors, the scene is set for a great show. While the wintersport trade is far from immune to the economic downturn, the spell of prolonged cold weather and snow has certainly brought customers into the stores of wintersport retailers and many are reporting brisk business, especially in the Scottish highlands where some of the ski areas are claiming the best conditions in around 20 years. Perfect timing for school half-term holidays!

Show organiser, Lesley Beck commented, "In the last week alone, an additional 5 companies have signed up to exhibit and I think this reflects the confidence that a proper winter can bring to the industry."

There is an air of anticipation as the show approaches; Slide boasts just shy of 100 exhibitors and has attracted back some brands who have been absent for several years, such as **Columbia**, **Cross** and **Blizzard Skis**. Several new ski brands are making their debut at the show, including **Storm Skis** - the first UK ski brand to hit the stores for many years, with a range of tempting skis manufactured using the greenest process possible.

Fresh Brands at Slide

The Fresh Brands area of the show, set aside for new companies and brands, filled up early, with a range of exciting new products:

- Waxx** – breaking the mould of traditional underwear, Waxx stands out from the crowd with its pop-art graphics.
- Scapegoat** – a unique, modern take on mountain outerwear, urban street-style and classic American workwear.
- H2O Audio** – bringing music to watersports with waterproof headphones and phone, ipod and mp3 covers.
- Ski-Mojo** - a lightweight exo-skeleton for skiers, taking up to one third off the strain on legs and knees.
- Eisbar, Casco** – Austrian woollen hats and Casco helmets – with a top of the range wooden version!
- Skiweb** – a gadget aimed at making the ski or snowboard experience easier
- Skåg** – optimal outerwear for adventurers; waterproof, breathable and offering great freedom of movement.
- Differences** – custom built skis, to your skiing style and with your own graphics.

Slide Opening Hours

Sunday 15th Feb 0900-1930
Monday 16th Feb 0900-1930
Tuesday 17th Feb 0900-1700

Online registration and full information is on the Slide website at www.slideuk.co.uk



Slide confirmed exhibitors as at 9/2/09:

Aloe Up, Sweet, Zag, Amplid, Anatom, Arctic Fox, Ardblair Sports Importers Ltd, Armada, Atomic UK, Barts, Black Diamond Equipment Ltd, Bollé, Bonfire, Brekka, Boeri, CASH+SPORTS Outdoor Performance wear, Chiemsee, Plus Minus, Columbia, Conform'able, Cross, DaKine, Dare2b, Dark Summer, DB Leisure (Thaw Ltd), Degre 7, Degre 7 Duvillard, Diel Skiwear Bulgaria, Pro-Ski Simulator, Differences, Dynastar, Lange Eight Ball Boards, Eisbär, Casco, Faiise, Falke, Fall-Line Skiing, Document Snowboard, Fischer, Five Seasons, Forcefield Performance, Full Tilt, Grenade, H2O Audio, Head UK, Horizon, I Level Sports Ltd, Ice Peak/Luhta, Ignite, Julbo, K2 Ski, K2 Snowboard,, Kandie Imports, Kusan Accessories, LINE, Madison, Manbi, MastCo UK, Metro Ski and Snowboard Show, Daily Mail Ski and Snowboard Magazine, Midas Agencies, Movement Skis, Mycoal - Skicare, Nordica, Phoenix, Protest, Ride, Rojo Europe, Rossignol, Rucanor, Salomon, Scapegoat, Schöffel, Icebreaker, Scott Sports, Serious, Sessions, Apo, Skullcandy, Shiner Ltd, Skåg, Ski Mojo, Skiweb, Snokart, Snowboard UK, Snowlife, Storm, Surfanic, The Riders Lounge, ThirtyTwo, TKC Sales Ltd, Tog 24, Tran Am Ltd, Trespass, Turtle Fur, Ultra Sport Europe Ltd, Waxx Underwear, Westbeach, White Rock, Whitelines, Wigwam, Hestra, Sorel, Woox, Elektroskate

NOTES TO EDITORS:

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 09 takes place from 15-17 February 2009 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.

More info

Photography, show logo and further information from lesley@raremanagement.co.uk

Snowlife gets more people sliding

Uniquely for a tradeshow, Slide is owned by the trade association for wintersport who use any profits to support its snowlife.org.uk programme aimed at promoting skiing and snowboarding to the wider public, thus supporting the exhibitors and retailers who attend the industry's own trade show.

During the autumn, Snowlife supported 'Freshers Week', a programme of the Association of Snowsport Countries designed to attract newcomers to skiing and snowboarding. Prospective skiers or snowboarders could book a week (either 17th or 24th January) in any one of 50 great resorts in 7 different countries with one of 7 different UK tour operators and get tuition, lift passes and equipment hire for free. More details at www.snowlife.org.uk/freshers-ski-week/

Full listings of exhibitors and outline information on Fresh brand exhibitors can be found at:

www.slideuk.co.uk

