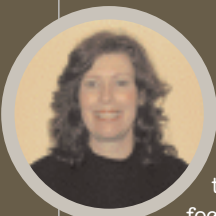


# bttaa news

Travelgoods, Handbags & Accessories

The latest news from  
the British Travelgoods & Accessories Association  
[www.btaa.org.uk](http://www.btaa.org.uk)



## New incentives

- For many years trade associations have focused on either the supplier or retail sectors, but in the future a trade association will only succeed by creating an integrated forum dedicated to the shared interests of suppliers, retailers and consumers. To this end, we have started a new membership campaign that will broaden the retailer base within the association, and a new website that encourages both consumer and supplier searches, as well as increased links with overseas associations. We are also adding new services all of the time – the latest of which is the special rates we offer members when using Streamline. For example, a company with a turnover of £75,000 currently paying 1.54% on credit card transactions and 17.5p on debit cards would make an annual saving of over £500. There is no charge for changing from your current supplier. Contact the BTAA for more information on 0121 237 1107, or you can now join online [www.btaa.org.uk](http://www.btaa.org.uk)

- Diana Fiveash, chief executive

### Skyflite launches new range

- Skyflite has launched its new Satellite range for 2008, which will build upon the success of this great value range.

The trolley case designs, new for this year, have incorporated aesthetically pleasing changes to the front panel profile and have contrast reversed zips on the red and blue options.

Skyflite's new 2008 catalogue is available now and a revised website has recently gone live.

"We are pleased to launch this new improved range," says John Roughley Skyflite's chairman. "And we're also pleased to continue to be a member of the BTAA because we welcome its wealth of knowledge and valuable business leads."

- [www.skyflite.co.uk](http://www.skyflite.co.uk)

## Le Tanneur flies with Air France

**Air France and Le Tanneur have combined their know-how** to design a brand new range of elegant and glamorous luggage.

BTAA member Le Tanneur recently launched in the UK at Pure, and George Lawman of Lawman International is the UK agent, working in conjunction with Le Tanneur's export director Fabien Thevenot. Lawman says, "I am very pleased to be working with the BTAA and also excited to start working with our UK agents."

Call 01325 722122 or 07721 396008  
[www.lawmanfashion.com](http://www.lawmanfashion.com)



## NEW Faces

- Balanzza
- Balanzza, the first and only specifically portable digital luggage scale, launched last month at Spring Fair and has joined the BTAA. Retailing at £19.99, the digital luggage scale is a simple and easy solution for travellers concerned about excess baggage charges in the current climate of airline reductions on maximum luggage weight to 23kg, and saves travellers from potentially embarrassing situations at check-in. Balanzza is accurate to within 0.1kilograms, is extremely robust and is able to lift up to 44kg (100lbs).

- Call 01234 744787

- Contact us:
- Any BTAA members with news for the BTAA News page in *Footwear & Fashion Extras* should contact Diana Fiveash on 0121 237 1107, [diana.fiveash@btaa.org.uk](mailto:diana.fiveash@btaa.org.uk), or *Footwear & Fashion Extras'* Kathryn Atkinson on 01484 846069 or [kathryn@ras-publishing.com](mailto:kathryn@ras-publishing.com).
- Visit [www.btaa.org.uk](http://www.btaa.org.uk)



## Member SPOTLIGHT

- Pell-Mell**

- Pell-Mell products are all high fashion in style offering practical design features for life today, and these have always been the characteristics of the Pell-Mell ranges. These include ladies' and gents' small leathergoods and handbags featuring stunning soft prints incorporated into the leather during the tanning process, plus new design features for a busy lifestyle. Overall, the brand represents real quality with a mid-market pricing structure – all accompanied by quality gift packaging and full point-of-sale support materials.

- Since joining the BTAA, Pell-Mell has made many savings, especially through the rebates received after exhibiting at some UK trade fairs, as well as being able to use the helpline for many issues.

- 01436 677442 [www.pell-mell.co.uk](http://www.pell-mell.co.uk)

## Tribute to Adrian Greenhalgh

It was with great sadness that we were informed of the death of Adrian Greenhalgh, who passed away on 18 January this year.

Adrian was the eldest son of Ray and Joyce Greenhalgh, brother to Mark and Michelle and father to Laurie and Mandy. The Greenhalgh family have been running the Chic Fashion Accessories Fair for the past 14 years and all exhibitors will remember Adrian's humour, eagerness to help and, above all, his engaging warmth and generosity.

A condolence book was signed by exhibitors at Chic in January and by many others from our industry who attended the funeral in Cheadle. The church was full with those wanting to pay their last respects. It was a fine sunny day and, after the burial, mourners gathered at a nearby hotel to drink to Adrian's memory and to try to make some sense of why he was taken away in the prime of his life.

He will be missed by all who knew him and our sympathy goes out to the family.

