



Press Release September 2013

**For Real Fun In the Countryside, Without Getting Lost,  
Forget Paper Maps Or GPS!**

Getting wet and muddy (or both!) can be part of the fun of escaping into the Great Outdoors, but wrestling a large, soggy paper map, or your GPS running out of energy before you do, could be a real dampener.

Luckily maps designed to withstand the very worst of our weather are finally here. SplashMaps™ are fabric maps printed on weatherproof, washable, and wearable high performance material. They are light, easy to tie as a scarf or stuff in pockets/sleeves/shorts/bras etc. Plus, you can mark your route on them (with a non-permanent pen!) then simply wash it off ready for the next adventure.

SplashMaps now cover every national park in Great Britain and a growing number of cycling and walking destinations. Bespoke SplashMaps for special purposes or events are also very popular and have been commissioned by the likes of the Yorkshire Dales National Park Authority, Isle of Wight Council, Classic Tours and Invesco Perpetual.

David Overton, SplashMaps' MD comments, "We're not just printing existing maps on fabric, but creating totally new, original map products. They're so flexible we can adapt them to any needs and we're delighted with the fantastic response from cyclists, walkers, riders and other outdoor enthusiasts to our tough, very practical maps. It's great providing maps that actually work in 'real' (often less than perfect!) outdoor conditions. We are constantly looking to innovate with our map products, and have more exciting solutions on the way, so watch this space..."

SplashMaps are available direct from [www.splashmaps.net](http://www.splashmaps.net) or through a growing retail network of 13 stores which includes the fabulous map shop Stanfords in London and Bristol. For all the latest news visit our website [www.splashmaps.net](http://www.splashmaps.net), follow us on [twitter.com/splashmaps](https://twitter.com/splashmaps) or like us on [facebook.com/splashmaps](https://facebook.com/splashmaps).

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## Further Information

### **Quotes from SplashMaps users:**

"...we experienced, cold/wind-chill, night navigation with high winds and rain/mist on the (mountain) tops, we were still able to 'unscrunch' our SplashMaps™ for a quick orientation check."

**Peter Larkin, on completion of the 3 Peaks Yacht Race, June 2013**

"I loved being able to draw routes on it ...it's easy to use in any weather and is pretty indestructible."

**Mountain Biking UK, June 2013**

"...lines showing all the rideable routes makes it quick and easy to see where you can ride. This is really useful. I also found the mapping bright and clear. The contours make navigation easy. Pubs and campsites are extremely useful."

**Andy Gatticker, the South Downs Way Officer, August 2013**

### **Company Background:**

SplashMaps™ is a Limited company based in Chandlers Ford Hampshire and was incorporated in November 2012.

David Overton was Innovation Manager at Ordnance Survey before starting his own consultancy, dbyhundred Ltd in 2009. Since then he has been consulting, project and bid managing on some of the most influential European geographic information projects. Recent successes include winning the Geospatial World Forum award for implementing European spatial data policy and a bid for a €14M expansion of this work to create a European Location Framework involving 30 partners.

Arnulf Christl is a spatial systems architect and has worked on making digital maps for two decades. He is this year's winner of the coveted Sol Katz award for dedication to Open Source and co-founder of the Open Source Geospatial Foundation where he has been president for the past four years. He is president of the Metaspatial institute which offers professional certification for geospatial Open Source. As well as voluntary work he consults for National Mapping Agencies around the world helping them to design, set up and organize map and data services to serve the public interest.