**Indestructible Maps - Hotter Than Dragon’s Breath!**

Dragons’ Den’s “affable entrepreneur” is at the Birmingham NEC’s Autumn Fair (4th-7th Sept stand 5L41)**. D**iscover why his award-winning¹ fabric maps are selling like fragrant balls at Lush.

Outdoor adventurers love ultra-practical fabric maps already, and now widespread media attention in the UK - including the Dragons’ Den TV show (reaching 2.4 million viewers! ²), BBC TV news and radio, - is bringing them to a whole new audience.

Fresh converts have been joining savvy walkers, runners, riders, bikers, climbers, canoeists etc. in snapping up SplashMaps following the MD’s visit to the Dragons’ Den. The exposure didn’t just double sales: in the month of August there was a *ten-fold* leap, more than 42 thousand new visitors to our website and a need to take on more staff to meet the demand. Natural cosmetics retailer Lush recognised the potential too – they now use fabric city maps as attractive, practical and ever-lasting wrapping for their products. You can find them in central London shops, at airports and online. Solid cosmetics ease security checks and a silky city map (recycled from a plastic bottle!) soothes your arrival. Want to freshen up in Barcelona? You’ll know where to go!

What’s the fuss about? Well, fabric maps are the most reliable, practical form of map - no need for batteries, signal or folding and they’re happy being dropped! They’re scrunchable (to stuff into pockets, tie around necks etc.), weatherproof and washable (you can mark on routes or slather them in mud, and they’ll emerge from the machine as new). You can centre them anywhere worldwide(!), choose a scale to suit your activity and customise them with your own titles, logos etc. So they’re popular for sporting or other events, weddings, corporate gifts and more.

The “affable entrepreneur” (as the BBC labelled him), more usually known as SplashMaps MD, David Overton comments, “It’s a phenomenal time for us. Orders are flying in, not just from individuals buying for themselves or as gifts, but bulk orders of custom maps for all kinds of uses. People are getting creative with our maps; Lush’s knot wraps are a great example. We worked closely with them to develop environmentally friendly city maps and deliver the initial 1,800 they ordered within 7 weeks. They’ve proved popular and we’re looking at more collaborations; we hope we’ll find some more at this year’s Autumn Fair. Of course as adventurers we love a challenge!”

Photo: [https://www.dropbox.com/sh/g5zf2bxiav9ud6k/AABkOPOE4LKmLoroN-E\_S8J7a?dl=](https://www.dropbox.com/sh/g5zf2bxiav9ud6k/AABkOPOE4LKmLoroN-E_S8J7a?dl=0)0

You can find SplashMaps at [www.splash-maps.com](http://www.splashmaps.net) along with all the latest map news and design tips. Visit at the Autumn Fair (**stand 5L41**), follow/like on twitter.com/SplashMaps and facebook.com/SplashMaps and Lush’s knot wraps are here: <https://uk.lush.com/products/gifts-0> **CONTACT:** David Overton, MD, SplashMaps Ltd, [david@splashmaps.net](mailto:david@splashmaps.net) tel: 07876 390 656

1 Wallis award for Excellence in Cartography from the Society of Cartographers 2 Source: Broadcast

**RECENT QUOTES FROM SPLASHMAP USERS:**

**Keith Bontrager -**pioneer in the development of the modern [mountain bike](http://en.wikipedia.org/wiki/Mountain_bike) - SplashMaps are a "Great Idea!"

**John Blashford-Snell, expedition leader and founder of Operation Raleigh (Raleigh International)** “[SplashMaps](http://www.splash-maps.com) are highly innovative and of real value to navigation in the field”

**Steve Chilton, Chair of the Society of Cartographers** “SplashMaps was commended by the judging panel for its very effective use of a novel medium, while retaining graphic clarity and displaying an excellent user-focused design.” (On SplashMaps winning ‘Excellence in Cartography’ award 2014)

**Perry McGee, the National Tracking School** “Everyone should have a SplashMap in their kit.”

**Kenneth Field, International Cartographic Association Commission on Map Design** "Its design sits at the perfect confluence of form and function, delivering modern mapping to the outdoor enthusiast in a way that supports their activities 100%."

**Scott Forbes, Ultra Marathon champion 2014** “A serious challenge needs serious kit; I’m definitely a SplashMaps convert.”

**RECENT MEDIA COVERAGE & QUOTES:**

**BBC TV’s South Today - interview with David Overton, SplashMaps’ MD and Mark Constantine, Lush’s founder** <http://ow.ly/4Wsd303nlRi> (skip to 11mins 55secs)

**MBR - Hot Stuff** "Fashion Guide...The SplashMap is a waterproof, washable and even wearable (use as a buff perhaps) ...map."

**Trail** **- Gadget of the Month** "Maps are great, but they can be a hassle to carry. If they aren't flapping about in a map case, they're squashed into a jacket pocket. Cue SplashMaps - a new range of washable wearable all-weather fabric maps. Using OS and OpenStreetMap data, you can create a bespoke walking map at www.splash-maps.com..." (The photos are very amusing - Rambo style head band and man blowing nose!)

**Cyclist** "Luckily the clever chaps at SplashMaps have concocted this range of scrunchable, washable, virtually indestructible cloth maps. Perfect for mopping-up those Strava segments".

**Outdoor Fitness** "Fed up with your maps disintegrating in the rain or else the sharp laminated edges digging in through your pockets? SplashMaps could be the solution."

**Bike Biz** "...maps printed on washable fabric so they don't tear, run out of battery or fall prey to other disadvantages of paper maps or new-fangled electronic ones."

**Mountain Biking UK** “I loved being able to draw routes on it…it’s easy to use in any weather and is pretty indestructible.”

**COMPANY BACKGROUND:**

SplashMapsTM is a Limited company based in Hampshire and incorporated in November 2012. SplashMapsTM is one of the first start-up businesses in the UK to have been ‘crowd-funded’ using the Kickstarter platform to raise funds.

Page 2 of 2