# **Out On The Piste?**

# **New Weatherproof Fabric Maps Will Help Guide You**

Navigating the slopes all day AND finding your way back again, hassle-free, just got easier. A new weatherproof, scrunchable, washable fabric map you can stuff in a pocket (or tie around your neck) is coming to an Alpine piste near you.

Fabric? Well, fabric maps are the most reliable, practical form of map - no need for batteries, signal or folding and they’re happy being dropped – even in slush! So, they’ll be replacing easily wrecked paper maps, awkward laminated maps and unreliable GPS at popular destinations this season.

Anyone travelling to the Alps and Europe’s most popular ski region, the Three Valleys, can be first to try the new virtually indestructible SplashMaps. They’re weatherproof, breathable fabric map of the area, featuring all the runs, lifts, stations, towns, mountains and terrain you need for a great time on the piste.

SplashMaps’ MD, David Overton (the ‘affable entrepreneur’ from Dragon’s Den) explains, “We love making fabric maps for walkers, cyclists and other outdoor enthusiasts – even for expeditions and disaster recovery services – and get great feedback too. So, when we wanted to include winter sports fans, it seemed obvious to ask our customers where they liked to ski, and basically, they chose Three Valleys as our first piste map location for us. Now we can’t wait to hear what they think.”

SplashMaps piste maps (size 75x 40 cm) are available [here](http://www.splash-maps.com/shop/ski-map-3-valleys-splashmaps/) on the SplashMaps website, costing £22.50 each or, if you’re going as a group, you could buy three and get the fourth free. ‘Toob’ piste maps, printed on elasticated fabric that can be worn around the neck and head are also planned. Further information about award-winning SplashMaps is available at [www.splash-maps.com](http://www.splash-maps.com).

Ends

**IMAGES**: [Please fill this in with relevant DropBox link]

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**FURTHER INFO:** Find SplashMaps at [www.splash-maps.com](http://www.splashmaps.net) with the latest map news and design tips.

Follow/like on [twitter.com/SplashMaps](file:///C:\Users\David\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PQ0JN8HR\twitter.com\SplashMaps) and [facebook.com/SplashMaps](file:///C:\Users\David\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PQ0JN8HR\facebook.com\SplashMaps)

SplashMaps is also providing Lush with city map knot wraps: <https://uk.lush.com/products/gifts-0>

SplashMaps has won the Wallis Award for Excellence in Cartography from the Society of Cartographers

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**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)

**Graham Melloy, survival & navigation trainer, Back Country Survival** "I’m telling you folks this is the way forward now, and it is something I fully recommend you to try out."

**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.”

**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)

[**Siân Anna Lewis**](https://twitter.com/i/redirect?url=https%3A%2F%2Ftwitter.com%2Fsianannalewis%2Fstatus%2F427789806966288384&sig=1bb9f212b460ef8e08c1a909f98bd0da8c3efc07&uid=417924833&iid=78d6fa7a91ea43e3b12ea904ac798167&nid=27+1264&t=1)**, The Girl Outdoors Blog** "Big fan of Splashmaps, such a great idea!"

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

**Peter Larkin, the 3 Peaks Yacht Race 2013** “We experienced cold/wind-chill, night navigation with high winds and rain/mist on the tops we were still able to ‘unscrunch’ our SplashMaps for a quick orientation check.”

**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.”

**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