**UK Fabric Maps Set to Make a Splash in the US**

#### **South East based SplashMaps® Selected to Exhibit at the New York Rights Fair**

One of the UK’s most innovative outdoor brands has been selected to exhibit at the New York Rights Fair (May 30 – June 1, 2018). South-East based SplashMaps® is being sponsored by the Department for International Trade toshowcase its ultra-practical award-winning¹ fabric maps in the US for the first time.

SplashMaps® uses mapping data from partners like Ordinance Survey, A to Z and Harvey Maps in the UK to make unique, versatile fabric maps for clients as diverse as Lush (the ethical cosmetic brand), the Scouts and the Scientific Exploration Society. Following its success with this approach in the UK outdoors and gift markets, the company’s focus now includes helping US businesses increase profits from their existing content too.

“We aim to show potential US partners the benefits of marrying their content, be they maps or detailed art, with our expertise in fine printing maps on fabric,” says SplashMaps® MD David Overton. “We’d like to help boost their current sales beyond paper maps by offering another revenue stream; our highly practical weather-proof, washable, wearable range of fabric maps - which don’t need folding, batteries or a signal!” David concludes, “Two thirds of our export sales are to the US, which demonstrates an appetite for fabric maps and with the right partners we see huge potential for US sales.”

For the New York Rights Fair, the company will present exciting new SplashMaps® ranges including best-selling Toob headwear, which now accounts for more than half UK sales. There will be bold new partner products and latest in-house designs along with eye-catching gift packaging aimed at the new markets. The range includes our latest fully recycled ethical lines available on-line and via retailers in the UK.

“We’re delighted that SplashMaps® has started to see success internationally and look forward to seeing what the future holds for this ambitious, innovative, South East-based company,” said Ben Raby, Regional Director, South East, Department for International Trade. “With SplashMaps identifying demand for its product overseas, we hope its presence at the New York Rights Fair will quite literally put it on the map!”

**Ends**

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Find SplashMaps at [www.splash-maps.com](http://www.splashmaps.net) along with all the latest map news and design tips. Follow /splashmaps on Twitter, Facebook & Instagram.

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**What do SplashMaps users say?**

**Mark Constantine, Founder of Lush cosmetics** - the maps are a "great idea" and he "hoped the collaboration would continue"

**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)

**Active Traveller Magazine, May 2017** “Washable, tough and easy to use on the trail, the SplashMap concept is a great innovation in outdoors mapping in itself. Adding the fun and function of the self-customised Make-a-Map feature simply opens up the fascinating world of wearable cartography to everyone, everywhere."

**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.”

**What does the Media say?**

**BBC interview 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.

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