

SplashMaps® partner the biggest map maker for Adventure, Battles & Cities!

New collection features pocket squares, scarves and neck warmers from iconic U.S. & historic European events.

SplashMaps, a UK fabric adventure map company, today announced a partnership with the world's premier printed map maker, Michelin. As a trusted source for travellers throughout the globe, Michelin's maps have guided explorers, historians and restaurateurs for over 120 years. SplashMaps's collaboration with Michelin creates a versatile and unique experience for consumers on the road, trail or track.

Featuring maps from popular U.S. destinations, cities and World War II battles, the new collection is exclusively available to consumers, retailers and merchandise distributors via www.splash-maps.com. Products include maps printed on satin pocket squares, scarves and neck warmers that highlight the New York City Subway, U.S. National Parks and other iconic U.S. destinations.

"As a mobility company and companion for any journey, Michelin is excited to partner with SplashMaps to give adventure seekers a unique way to use Michelin maps," said Eileen Osteen, director of travel and lifestyle sales for Michelin North America. "Michelin's new fabric maps provide travellers with the ability to wear and navigate their next trip with comfort and ease."

The partnership creates additional opportunities for SplashMaps to enter the motor sports and touring markets. All products are printed on SplashMaps' lightweight and durable fabric designed to tackle all weather conditions. Michelin's new wearable maps provide a unique keepsake and souvenir to remember memorable travel experiences.

"SplashMaps' success with the ULTRA4 racing series in the U.S. has already proven demand in the motor sport world," said David Overton, MD for SplashMaps. "We are already discussing prototypes for Michelin Motorsports, the BFGoodrich® Baja 1000 and special routes and events for Michelin's Premium Driving Experience."

About Michelin

Michelin, the leading tire company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tires in 2017. (www.michelin.com)

About SplashMaps

SplashMaps® met Michelin at their New York Rights Fair launch in 2018, an event supported by the Department for International Trade and hosted in conjunction with Book Expo America (BEA) 2018. SplashMaps®, established in 2013, uses data from partners like Ordnance 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 in the UK outdoors, gift and export markets on four continents, the company is thrilled to have the perfect relationship now to grow their US presence.

Ends

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

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 - SplashMaps are a "Great Idea!"

John Blashford-Snell, expedition leader and founder of Operation Raleigh (Raleigh International) "SplashMaps 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)

Jordan Wylie, May 2019, Rowing Dangerously and Channel 4's Hunter in series "Hunted" "Worth their weight in gold!"

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 "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/4Wsd303nIRi> (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:

SplashMaps™ is a Limited company based in Hampshire and incorporated in November 2012. SplashMaps™ is one of the first start-up businesses in the UK to have been 'crowd-funded' using the Kickstarter platform.