

Prestigious Award Win For 'Tour du Nord' Map Makers

The pioneering UK company SplashMaps, which creates innovative maps using open source data on high tech fabric for cyclists and outdoor adventurers (and one of the first set up with crowd funding) has just won the Society of Cartographers' prestigious Wallis Award.

As one of 10 finalists SplashMaps beat off stiff competition to win the Society's coveted annual award for 'excellence in cartography' with its unique 'Tour du Nord' fabric map series. The maps, developed in conjunction with transport experts Steer Davies Gleave, were created for the highly successful Yorkshire-based opening stages of the 2014 Tour de France.

The maps were designed to encourage as many spectators as possible to get on their bikes and follow the event, plus help take pressure off the busiest areas along the route. Post event, they continue to provide riders with more than enough detail to discover the stunning areas on and around the Tour route, in a really user-friendly format. Multiple sections printed on the same fabric map maximise the distance covered, and it can be easily wrapped around a neck as a scarf or scrunched into a pocket. Part of the maps' appeal is that they provide a permanent souvenir of one of Great Britain's finest sporting spectacles.

Steve Chilton, Chair of the Society of Cartographers comments, "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."

David Overton, SplashMaps' MD says, "We're delighted to have won this award. It proves that when you buy a SplashMap you're getting more than innovative thinking and a novel concept; you're getting award-winning cartography that enables you to navigate with confidence. I hope our Tour du Nord maps will continue to persuade riders of all abilities to try at least part of this truly spectacular route."

The 'Tour du Nord' map sells through the SplashMaps website www.splashmaps.net and retailers in the area including the National Park Authority visitor centre. SplashMaps covering all the national parks and key cycling areas as well as custom maps are available direct from www.splashmaps.net or through a growing number of retailers including Stanfords map shops in London and Bristol. For all the latest news visit our website www.splashmaps.net, follow us on twitter.com/splashmaps or like us on facebook.com/splashmaps.

Ends

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RECENT QUOTES FROM SPLASHMAP USERS:

Siân Anna Lewis, 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."

RECENT MEDIA QUOTES:

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 splashmaps.net..." (The photos are very amusing - Rambo style head band and man blowing nose!) March 2014

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". February 2014

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." January 2014

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." November 2013

Mountain Biking UK "I loved being able to draw routes on it...it's easy to use in any weather and is pretty indestructible." June 2013

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 being 'crowd-funded' using the Kickstarter platform to raise funds.