

Visit SplashMaps at the Outdoor Show, Excel London 13-16th February, stand AT654

It's Official Women Love Maps!

New figures from map producers reveal that 60% of their custom maps bought as gifts were for women.

While not traditionally top of a woman's gift list for Valentines, birthday, Mother's Day etc, soaring requests for personalised maps with titles like 'Cathy's top routes', 'C & J's first date ride' or even 'Our skinny dip beach' mean they could soon be essential.

Following the trend by creating a desirable and ultra practical custom fabric map of anywhere in Britain is easy. Choose a favourite place (your house, a great walk, your party venue etc.), pop in a postcode, move your map around until you reach the perfect spot, and then give it your own title. Just click on 'Make-a-Map' at the SplashMaps website and as if by techno magic, you'll have a weatherproof, washable and wearable custom SplashMap, designed for abuse that no other maps or GPS could take.

David Overton, SplashMaps' MD says, "Freedom to choose exactly how you want things is very attractive – to men and women! We created all weather SplashMaps to take plenty of scrunching and abuse and to cover all the national parks as well as major cycling and walking areas. Now you can make your own choices on-line for a map that really suits you, whether it's for serious fell running, a souvenir or gift, or maybe an invite for a wedding or other special event. I have to say we've been thrilled by the response; it's really taking off."

SplashMaps and the new custom Make-a-Map service are available direct from www.splashmaps.net or through a growing number of retailers which includes the fabulous map shop Stanfords in London and Bristol. See SplashMaps for yourself at the Outdoor Show, Excel London 13-16th February, stand AT654 and 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 (women & men!):

Siân Anna Lewis, The Girl Outdoors Blog "Big fan of Splashmaps, such a great idea!"

Tanya Oliver Heelwalker blog "Just received my @splashmaps map. Not at all what I was expecting it to be like! Can't wait to review it."

Tracy Whitcher "The map arrived today and it looks marvellous."

Emma Quigley "I am planning to use the two maps to create a dress as I am in the Dartmoor Search and Rescue Team Plymouth, and we have our late Christmas meal."

Sandra McGuire "I would love to own one of your scarves, as would a few of our ladies in our local Ramblers."

Sue Olden "Many thanks for the maps, I received them today and my husband is really pleased with them. He uses them for his off road motor cycling and it will save our paper maps no end of damp injustice."

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."

SOME 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.