

'Go UK, Buy UK' campaign encourages British skiers and snowboarders to buy kit on home soil

'Go UK, Buy UK', a new campaign encouraging British skiers and snowboarders to buy their kit and equipment in the UK has been launched by Snowsports Industries of Great Britain (SIGB). The Go UK, Buy UK campaign is aimed at raising awareness of the benefits associated with buying in-store or online from a UK snowsports retailer, and specifically retailers who are members of SIGB. Whilst price is a key driver for many purchasers, there is more than just the cost to consider when buying snowsport equipment and clothing, especially as some foreign websites mask their physical location, giving the impression of being UK based.

Why buy in Britain?

1. Sound, clear advice

Buying from UK specialist retailer, especially a member of SIGB, will also ensure you are offered a high level of service and advice. Being able to see, hold and try on kit, especially ski and snowboard hardware and outerwear has no substitute.

2. Comfort and performance

Getting good fitting boots in particular can be a deal breaker in terms of how much you enjoy your skiing or snowboarding holiday. Renting boots can more often than not be a painful gamble, and there really is no substitute to having your own pair. Getting your boots professionally fitted in the UK by an expert who speaks your language and can analyse your feet and the fit of the boots is a vital part of being ready for a snowsports trip.

3. Worry-free warranty

Buying from a UK retailer, customers will avoid potential warranty or customs issues. Warranty claims should be handled by the seller, so any complaint or return is a lot easier when dealing with a UK retailer. Correct binding fitting and adjustment is also important in terms of warranty validity.

4. After sales support

Follow up after-sales, whether it's boot-fitting adjustments, repairs or maintenance is an important part of any UK specialist shop's reputation and service standard. Buying at home gives confidence in terms of on-going support.

5. Support the sport

The campaign encourages British skiers and snowboarders to buy in the UK to support the British snowsports industry. British athletes, who did so well in the Sochi Winter Olympics, are helped by a supportive, active trade. The UK snowsport trade has invested over £1.2 million to promote skiing and snowboarding at all levels in the past 20 years.

To support the campaign and ensure you are Buying British, find your nearest SIGB retailer by visiting <http://sigb.org.uk/directory/shops>

Share the Go UK Buy UK message on social media:

#goukbuyuk

@SnowIndGB

www.facebook.com/TheSIGB