

NuuMed

news



Can you believe it?

Hundreds if not thousands of horses are being ridden in 'quality' sheepskin saddlepads that look like this underneath, see picture opposite - a patchwork of tiny offcuts sewn together to create enough skin to make a saddlepad. Every seam is a potential pressure point, so just imagine how those horses are likely to feel with this underneath their saddles.

"We are certainly not saying all sheepskin numnahs look like this, but there are a considerable number in the market place which are like this. Not only does this mislead the purchaser/user by describing these products as quality and offering good protection, but these sheepskin saddlepads are potentially giving a lot of horses sore backs and making life very uncomfortable for them," said Rosie Pocock, owner of NuuMed.

NuuMed have used wool which is shorn from a live sheep and knitted onto a cotton yarn backing for the past 20 years, having initially started making NuuMed numnahs and saddlepads in sheepskin before deciding that British Wool on a backing was better option (see opposite).



Have you seen this lamb?



Meet Alfie - Griffin NuuMed's latest recruit. Alfie joined us in June having previously been with The British Wool Marketing Board. Alfie will be visiting events and raising awareness of the quality British wool which NuuMed use on many of their numnahs and saddlepads. "British wool is a superior, natural fibre, thanks to a special combination of bulk, resilience, softness and warmth" said Alfie, "which is why it is recognised worldwide. The wool NuuMed use is carefully selected and then knitted onto a backing, to ensure optimum product performance."

Sarah Law and Maverick wearing the SP11 saddlepad she won in a competition in July 2011 run on our Griffin NuuMed Facebook page. Sarah has owned her horse Maverick since he arrived from Ireland as a 3yr old and has brought him on herself. They are currently competing in Prelim level dressage, SJ and XC, and hoping to BE event in the next couple of years. Sarah was thrilled to win a NuuMed saddlepad, "this will be ideal for dressage competitions" said Sarah, "I already have a NuuMed (NM16) Anti-Slip numnah that I use for jumping."



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WIN a set of 4 saddlepads to enter see page 6



Burghley reaches its 50th anniversary

Congratulations to Burghley Horse Trials on staging their 50th three day event, making them the longest continuous running International event. Burghley also holds the record for hosting more championship events than any other venue including the first ever World Championships on 1966. Since the first event was run in 1961, the most successful riders with five wins apiece are William Fox-Pitt, Mark Todd and Virginia Elliot while Lorna Clarke holds the record for completing Burghley more often than another rider - an amazing 17 times.



Page 2
Your Saddle is going nowhere
WIN an Anti-Slip saddlepad or Numnah

Page 3
2012 Olympic countdown begins
HOOF - The Olympic legacy
Paralympics 2012 Equestrian
British bred horses
2012 Olympic Equestrian schedule

Page 4/5
Riding - exclusive, cliquey and expensive?
How loyal are our customers when it comes to buying British?

Page 6
Looking good and so can you
WIN a set of 4 embroidered Saddlepads

Page 7
Little pads for little people



NuuMed's finishing touches

Hunting, one of the best things about winter



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Our pads are well tried and tested



David Doel using the NuuMed HiWither Anti-Slip pad

WIN an Anti-Slip Saddlepad or Numnah

To win one of our NuuMed HiWither Anti-Slip numnahs or saddlepads, just answer this simple question:
How many styles do NuuMed make their HiWither Anti-Slip numnahs and saddlepads in?

Email your answer along with your name and address to:
info@nuumed.com or send to
Griffin NuuMed Ltd, Pipers Farm,
Ashcott, Somerset TA7 9QN

We will contact the winners and get your details of what style/colour and size you would like.

Closing date for this competition 30 September 2011

Your saddle is going nowhere

Getting a saddle to stay in the right place is a challenge for more riders than most probably think.

The idea that it is just 'roly-poly' ponies and cobs that have this problem is certainly not the case and since NuuMed first brought out their HiWither Anti Slip numnahs and pads, they have been used very successfully by riders involved in a whole raft of disciplines, riding a very diverse range of horses from Section A show ponies up to a top 16.3hh thoroughbred x warmblood 3 day eventer.

Although proving a very useful addition to many people's tackrooms, NuuMed did receive one complaint about it rubbing her horse's back - which, following further discussion, turned out to be the result of the Anti-Slip numnah being used for a full day's hunting! This is something NuuMed would NEVER recommend as the anti slip material is man made and was chosen because it has a 'stickability' about it which, on many horses, will not be very comfortable if used for many hours at a time. And just as an aside... wool is by far the best fabric for your horse's back for a day's hunting!

Our anti-slip numnahs and saddlepads come in four styles: GP, dressage, working hunter and jump styles.

Developed to assist in keeping saddles in place, the NuuMed HiWither Anti-Slip numnahs come in two varieties:

Mesh on Mesh This is using an eco-friendly mesh (an effective lightweight open weave material made from non toxic resin which is free of rubber and latex and is odour free) sewn to the underside of the quilt next to the horse and also on the top of the quilt in contact with the saddle.

Sticky on Mesh This uses the same eco-friendly mesh on the underside, but on the top side there is an effective 'sticky' covering (a thin non woven fabric, which is coated with a non slip material, again non-toxic and latex free) under the saddle.



2012 Olympic countdown begins...

HOOF - The Olympic legacy

With the overall objective to convert more people to riding, in December 2007 The British Equestrian Federation (BEF) first unveiled their plans for a lasting legacy from the London 2012 Olympic Games and Paralympic Games with the launch of "HOOF in London". This set out key recommendations for how the 2012 Games might be used to increase facilities and opportunities for equestrian sports across London.

The success of HOOF in London and the South East has now led to regional HOOF Networks, with two clear objectives: increase participation and enable local equestrian businesses and organisations to grow.

This initiative is supported by Sport England, who would like to see the current 350,000 once-a-week riders in England increase to 393,000 a week in order to obtain an increased level of funding from the Government in the future.

The BEF currently have £200,000 of funding to allocate to Equestrian businesses and organizations, which is to be used for projects that may help attract new riders.

HOOF is also urging businesses to apply to Local Authorities for further funding - and to Sport England directly, which has just launched a £50 million programme known as 'Inspired Facilities', part of their Olympic legacy programme (www.sportengland.org/inspiredfacilities).

Maggie Still from the BEF said: "If the government sees the demand is there, it is more likely to help grow the sport."

Paralympics 2012 Equestrian

To watch the riders who participate in dressage for those with a disability is an inspiration.

For those who have watched top class able bodied dressage, one of the pictures you are often left with is the sheer power of the horses and the huge challenge the rider has to control this power. And it is no different in paradressage. The horses are just as huge, their power just as immense and that makes the riders almost more amazing.

In 2012, the UK team of paradressage riders will be competing in Greenwich Park from 30 August - 4 September. They will be competing against the best disabled riders in the world in 11 events.

The riders will compete in two dressage tests: a Championship Test made up of set movements, and a Freestyle Test for which they choose their own movements and music. There is also a team event for three or four athletes per team.

The riders are classified across five grades of disability which determine the complexity of the movements they are asked to perform with their horses. Grade 1a is for athletes whose impairment has the greatest impact on their riding through to Grade IV for athletes whose impairment has the least impact on their ability to ride. The British para equestrian team dominated at the 2008 Beijing Paralympic Games bring home an incredible 10 medals including 5 gold medals.

visit www.paralympics.org.uk

British bred horses

Britain has been producing top class sport horses for many years and now is being recognised in the World Breeding Federation for Sport Horses world rankings. Even more importantly, we are now seeing more and more British bred horses in the results at national and international level. It was recently reported that The British Equestrian Federation (BEF) was proud that half the six horses selected for the British European Eventing Championships team were British-bred, and that two of the three - William Fox-Pitt's Cool Mountain and Nicola Wilson's Opposition Buzz - were on last year's gold medal winning team at the World Equestrian Games (the third was Piggy French's Jakata).

The Baileys Horse Feeds / BEF Futurity Young Horse Evaluation series has also helped by encouraging breeders, owners and trainers of eligible young horses from foals through to three years to bring their horses forward into the public eye for evaluation.

Head of equine development at the BEF, Jan Rogers said: "It's so good to see a consistent rise in the number of British bred horses competing at this elite level, and there are many more waiting in the wings, including a few really promising horses in the other disciplines as well."

This was confirmed by the announcement of the British Team for the 2011 European Endurance Championships, which takes place in September, in which there are two prominent team members riding British bred horses (David Yeoman's Haszar and Karen Jones's Macadamia).

"It shows that British horses are here to stay and linking the Futurity with the World Class Equine Pathway means that we have a long-term plan in place."

Since 2008 NuuMed have been proud to be the official supplier of Saddle Pads and Numnahs to the British Equestrian teams



London Olympic Games 2012

**Greenwich Park, London, England.
2012 Equestrian Games
Fri 27 Jul - Sun 12 of Aug**

Eventing

28 July - Individual and Team Dressage
29 July - Individual and Team Dressage
30 July - Individual and Team Cross Country
31 July - Show Individual and Team Show Jumping

Dressage

2 Aug - Team Dressage
3 Aug - Team Dressage
7 Aug - Team Dressage Final
9 Aug - Individual Dressage Grand Prix Freestyle

Show Jumping

4 Aug - Individual Qualifier
5 Aug - Team Qualifier Round 1
6 Aug - Team Qualifier Round 2
8 Aug - Individual Final

2012 Paralympic Games run from the Wed 29 Aug - Sun 9 of Sept

Congratulations to Piggy French (Team GB) riding Topper for winning Gold at the Olympic Trials in Greenwich held successfully from 6 - 9 July 2011.

Riding - exclusive, cliquy and expensive?

FEWER than 1 in 10 people believe horse riding is easily accessible and that it is available only to a few, mainly wealthy, people making it exclusive, cliquy and way beyond most people's pockets.

This was one of the findings in a poll amongst a cross section of the population which set out to find people's perceptions of horse riding. Respondants were given a list of words and phrases and asked to describe the activity. They included exciting, dangerous, too big a commitment, exclusive, great fun, good for fitness, exhilarating, expensive, cliquy, too specialised, easily accessible and menaces!

The survey then put the same question to a cross section of sports fans, people who it was felt understood what it meant to be a participant in a sport and the time- and often money - that it involves or had more than a passing interest in a variety of sports themselves.

Choosing from the same list of words and phrases the word expensive was the by far the main impression that they had of the riding with 77% of those asked putting it at the top - followed by cliquy, great fun, exclusive and a big commitment.

Interestingly, when equestrians were asked to put the words in the order in which they viewed their sport, the belief that was it is expensive was an overwhelming 93%! Filling the next five spots where exclusive (72%), dangerous (58%), a big commitment (55%) and cliquy 49%.

And almost as an endorsement of these findings, when the genders were split and asked to put the words in an order of 1-5, the word expensive was a clear winner but cliquy and expensive appeared on both lists.

Given that far more women than men ride and were able to speak from experience, the words exciting and great fun featured in the female list whereas in the men's list, the other two words/phrases to appear were a big commitment followed by the dangerous.

*the survey was carried out by research consultancy sportswise who specialise in sport and leisure research.



We would love to hear any thoughts on the survey findings. While it is unlikely that anyone involved in horses will disagree that it is very expensive or a big commitment, do you think it is exclusive and cliquy? Please email us with your thoughts to info@nuumed.com or join our facebook page



How loyal are our customers when it comes to buying British?



People buying equipment for their horses are becoming increasingly less concerned where a product is made and remain seemingly unaware of the need to support British manufacturing to enable it to continue competing in the global marketplace.

This is not a statement from UK manufacturer Griffin NuuMed, but a viewpoint expressed by a number of equestrian retailers in a recent survey conducted by NuuMed among its trade customers.

"We were surprised - and disappointed - to find that although many of our stockists themselves believe in and/or understand the value of buying British, they did not in many cases think their customers felt the same way," said NuuMed's Rosie Pocock.

Instead, a growing number of end users have the view that 'I'll buy the best possible quality that I can afford and if it's British that's nice, but it won't be a deciding factor.'

What sometimes is a deciding factor is price and in the current economic climate, most of us are having to tighten our belts making the cheapest option the most attractive - but does opting to buy the least expensive option really mean value for money? Not as far as NuuMed are concerned.

"One thing that UK manufacturing is renowned for is its quality, and even more importantly, consistent quality - something that we know is not easy to find in many countries who are now manufacturing huge quantities of the products that end up in UK retailers and on the internet" said Rosie Pocock.

"So surely, if you have to pay a little more but end up with an item, a numnah in our case, that is going to last, 3, 4, 5 years, that has to make more economic sense than buying a new one every 6 months and not even being able to find the same as you had previously because that container load has gone and there is different version on its way".

And one final thought... many UK made goods are still very highly thought of in many countries around the world and those in the equestrian sector are no exception. It just seems a shame that some riders and horse owners who live in the UK don't feel the same.



A saddlepad for every horse and every event

Performance with panache.
Looking stylish while working hard.



Making the unstoppable unmoveable. Anti slip pads that don't slip.



Working non stop to boost comfort levels as your horse endlessly changes shape.



NuuMed's range of UK made numnahs, saddlepads and accessories is more diverse than ever before and the product quality and our customer service is up there with the very best. Support British manufacturing to ensure you continue to get what you want, when you want it.

For details of all NuuMed products visit

www.nuumed.com

call 01458 210324

or email info@nuumed.com





WIN
a set of
4 saddlepads
with your
embroidery on.



Looking good and so can you

There is no doubt that embroidery on the corner of a saddlepad is one of the best places available in the horse world for advertising who you are, who your horse is, who your sponsor is, which team you ride for or where you come from.

NuuMed are offering your team the chance to WIN a set of 4 saddlepads with your own embroidery.

All you have to do is email or send us the answer to the following question:

Who are the official suppliers of saddlepads to the Team GB eventing, dressage, showjumping and paradressage teams?

We will contact the winner to discuss details of which style/colour and size you would like and details of the embroidery required. Email your answer along with your name and address to: info@nuumed.com or send to Griffin NuuMed Ltd, Pipers Farm, Ashcott, Somerset TA7 9QN
Closing date for this competition 30 September 2011.





Little pads for Little people

Success in the showing world and over the jumps for some of NuuMed's youngest customers who clearly realised (or maybe there was some adult influence in deciding!) that getting the right numnah is important whatever your size or age - and if necessary, a made to measure numnah is the answer as it was for these ponies.

NuuMed's Finishing touches

It's not all about looks, as a wool noseband can focus your horse's mind or eye on the job in hand - but if you are going to use one, we think it should look good as well. The noseband is one of NuuMed's growing range of accessories which include wool head collar sets, breast plate covers, girth sleeves and French blinkers.



Hunting, one of the best things about winter

Unbelievably the hunting season is with us again with Autumn fox hunting in full flow and the Staghounds in Somerset well into their stride having started hunting in August.

It is also a time to check that the numnah or saddlepad you are using is going to offer the best protection and levels of comfort during those hours in the saddle and at NuuMed we strongly recommend our HiWither Original numnah which not only fits well, works fantastically and looks very smart - but you can wash it as many times a week after hunting as you like.

NuuMed®

GRIFFIN

**Numnahs, saddlepads
and accessories made
with British Wool -
nature's miracle fibre**

- Natural ✓
- Comfortable ✓
- Cooling ✓
- Breathable ✓
- Moveable ✓
- Consistent ✓
- Washable ✓
- Durable ✓
- Renewable ✓
- Stylish ✓

**Wool has it all...
naturally**



British Wool - Origin is everything