



News Trader

Sports Trader

Tackle Trader

News Trader is a bi-weekly electronic business-to-business newsletter for people in the sport, outdoor and leisure industries that is sent only to subscribers.

Most prestigious award for Lowrance SA

Lowrance SA won their most prestigious international award at the recent Navico Distributor Convention held in Turkey this year: they took home the honours of Top Distributor EMEA. Navico is the world's largest marine electronic company and their ranges include Lowrance, Eagle, Simrad and Northstar sonars and GPS's, among others. Awards are based on the KPI (Key Performance Indicator) evaluation, which includes reaching or exceeding targets, forward orders, marketing and advertising, customer service, pro staff programmes and payment, etc. Simon Claxton, Navico Director Sales EMEA (middle), congratulates a clearly delighted Liz Plotz and Silan Naicker of Lowrance SA.



Footballer & Sport's opens team sport section

Footballer and Sport in Port Elizabeth has opened a team sport division on the floor above their current store, doubling the original floor space. The major brands are each given a section to maintain on the team sport floor. [Click here](#) to view a slideshow of the store.



Ben van der Westhuizen technical rep at Hi-Tec

New Johannesburg Hi-Tec technical rep Ben van Westhuizen presents Mandy Ramsden, SA's only woman to ascend the highest point in all seven continents, with a pair of Hi-Tec's top of the range hiking boots, as she head out to New Zealand for some much needed R and R.



Lottery helps keep football development dreams alive

A world-class artificial turf was opened in Paballelo near Uptington this month. This was only the first of 27 football turfs to be built thanks to a grant of R170.1 million from the National Lottery Distribution Trust Fund to the 2010 FIFA World Cup Organising Committee for the SA Football Turf Legacy Project. Six of the turfs have been completed to date, with two more under construction. The project ultimately aims to install an artificial turf in each of the SAFA's 52 regions and significantly contribute to the development of football at grassroots level. The launch was attended by OC Chief Executive Dr Danny Jordaan (far left), SAFA President Kirsten Nematandani (second right), Chairperson of the National Lotteries Board Professor Alfred Nevhutanda (second left) and Northern Cape Premier Hazel Jenkins (far right).



Sporty camera shoots on the move

Xpression on the Beach in Muizenberg, Gary van Rooyen (pictured here on his surf board) and his daughter Chelsea formed a sub-agency to distribute GoPro to watersports retailers and running/sports stores. They secured the sub-agency from Omnico, who supplies cycling outlets and chains. GoPro is a 5 megapixel HD camera in a water-proof casing primarily used for outdoor/water sports. The camera has multiple applications and comes with attachments for surfboards, bicycles, head-gear and on-body. For more information contact Xpression on the Beach at 021 788 9568 or xpression@telkomsa.net.



Fain clothes Chevrolet Warriors

SA clothing brand Fain is the new official supplier to the Chevrolet Warriors. The Champions League finalists was also kitted in Fain gear, and Fain also supplies sportswear to all the teams for Border cricket and Eastern Province Cricket from U11 to the Senior Provincial teams.



SA hockey legend makes come back

In a big boost for SA hockey, South African hockey legend, Pietie Coetzee (far right), has made a come back to international hockey. The world's all time leading goal scorer with 199 international goals to her credit, has once again chosen to play with Gryphon hockey gear. She again scored most of the goals for the SA Women's hockey team at this year's Commonwealth Games, where they came 4th. Seven of the 14 players (excluding goalkeepers) who played for the SA men's hockey side at the Commonwealth games play with Gryphon sticks. Justin Reid Ross, Lloyd Madsen, Lloyd Norris Jones, Wade Paton, Julian Hykes, Lance Louw and Rhett Halkett are all Gryphon players.



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Short news

- Fox40, together with their SA Exclusive Distributor Pat Wiltshire Sports, recently sponsored a quantity of Fox40 whistles for the "Rapid Urban Response" project roll-out, which is a Business Against Crime (Eastern Cape) community based crime prevention initiative.

- Companies still have until January 15th 2011 to submit reports in terms of the Employment Equity Act on the Department of Labour's website. Although the deadline for manual submissions has passed, reports can still be submitted electronically. Any company employing 50 or more employees with an annual turnover more than R2m-R25m (depending on the applicable turnover in Schedule 4 of the Act) must report on their progress to eliminate unfair discrimination and implement affirmative action measures to address past imbalances. See <http://www.labour.gov.za/> – Online Services - Employment equity online reporting.

- Gray Nicolls is gaining exposure in UK cricket. It dominated the First Class arena with a total of 93 centuries scored with a Gray Nicolls bat, 78 reached during First Class games and 15 during One Day games. Both James Hildreth and Jacques Rudolph scored 8 centuries each while endorsing the Gray Nicolls EVO. Mark Ramprakash ended the season as England's leading run scorer with 1595 runs whilst endorsing the Gray Nicolls NITRO.

- The public has been invited to comment and make inputs to the revised White Paper on Sport and Recreation before 31 October 2010. The White Paper will be submitted to Cabinet during the 2010/2011 financial year. The purpose of the White Paper is to pronounce clearly on Government's policy regarding sport and recreation in SA. The current White Paper became outdated, especially as far as the macro-role-players are concerned and the new outcomes approach of Government. A copy of the draft White Paper can be obtained from SRSA by e-mailing Ms Tersia Grobler at tersia@srsa.gov.za or by downloading it from the website srsa.gov.za. Send inputs to Dr Bernadus van der Spuy at mailto:whitepaper@srsa.gov.za or faxed to 086 644 9627.

- Gordon Boggis has taken over as chief executive of Prince Sports, after former chairman and CEO, George Napier, announced his retirement. He will continue to be involved in the company as vice chairman and as a minority shareholder. Boggis joined Prince one year ago as chief operating officer, responsible for operations, product development and marketing. Prior to that, he served as marketing manager of Dunlop-Slazenger in London and as head of its tennis business in the US.

- Nike has been granted the rights to design and manufacture the National Football League (NFL)'s on-field apparel.

Arena swimmers shine, company sold

SA swimmers from the Arena Elite Team won eight medals at the recent Commonwealth Games. Cameron van der Burgh, SA's flag bearer, won gold in the 50m and 100m breast stroke and silver in the 4 x 100m medley relay; 18-year old Chad le Clos (right) won gold in the men's 400m individual medley and 200m fly, and bronze in the 4 x 200m freestyle relay; while Roland Schoeman won silver in the 50m freestyle, and bronze in the 50m fly and 4 x 100m freestyle relay. Arena also sponsors the SA swimming squad, which won 16 of South Africa's 33 medals, including 7 of the 12 gold medals. Internationally, Arena has been bought by the US private equity firm Riverside from BS Private Equity fund based in Milan, for an estimated 100m euro, which includes assumption of debt, estimated at around 20m euro. Italy and France are Arena's two main markets, representing more than half of its total sales. It is distributed in SA by Leisure Holdings. Riverside is the third equity fund to have taken control of Arena in less than 10 years.



Prince players excel at Commonwealth Games

World #1 Prince sponsored Nicol David (right) won gold in the women's squash event at the Commonwealth Games when she beat squash champion Jenny Duncalf in the finals. This was the only major title she has not claimed yet prior to the win. Last month she won her 5th World Open trophy in Egypt. England's top seeded Prince player James Willstrop claimed the silver medal at the Commonwealth Games after losing to fellow Englishman Nick Matthew (sponsored by Slazenger) in the finals. Both David and Willstrop play with a Prince EXO3 Rebel racket and they use the new Rebel string on the racket as well.



Sandes sets new records

Salomon-sponsored Ryan Sandes, the "Desert Storm Runner" proved once again that he is South Africa's best ultra-marathon off-road runner when he won the 2010 Hi-Tec Puffer Ultra Marathon in record time – smashing 16mins off the previous record. The 80km Puffer, crossing forests and mountains between Cape Point and the V & A Waterfront, is considered the Grand Daddy of trail racing in SA. Salomon sponsored Tatum Prins of Ram Mountaineering finished in a credible 2nd place in the ladies segment of the race. In September Sandes set a new record in the Thule 4 Peaks, presented in association with Salomon. Local farm labourer Izaak Mazibuko (2nd), Gerhard Uys (3rd) and Bruce Arnett (Hi-Tec), who recently won the Table Mountain Challenge in a record time, in 4th place, all beat the previous course record. Ladies honours went to Gerda Visagie in 1st, Natasja Kask in 2nd and Allison Ball in 3rd place.



Cape Union Mart ice chamber prepares Sandes

Sandes recently spent 4 hours inside the cold chamber at the Cape Union Mart Adventure Centre in Canal Walk to prepare for The Last Desert Race, which takes place in Antarctica in November. The Last Desert is a series of 4 ultra-trail marathons that take place in the hottest, driest, windiest and coldest environments on earth. Stretching over 250km, participants are expected to carry all their own equipment and gear. Sandes, winner of the first three desert marathons, was testing the Salomon gear he will be wearing while running the Antarctic race in the cold chamber, which reached temperatures of -15 degrees C.



Hi-Tec's Don-Wachope and Bomford win Southern Storm

Ninety top athletes took up the second Southern Storm Duathlon challenge, presented by Hi-Tec and Plettenberg Bay Tourism, on 2 October. Hi-Tec sponsored Iain Don-Wachope was the overall winner and Jeannie Bomford was the woman's winner. The race, which comprised of 13 brutal mountain biking and trail running legs in the remote Southern Cape Wilderness, takes six days to complete and starts off with a 42km trail run on The Otter Trail, a trail regarded as tough by most hikers. Bomford is pictured here on the left and Don-Wachope on the right. Photographs by Jacques Marais.



Tissink 5th in World Champs

South African Raynard Tissink, sponsored by GU and Puma, won 5th place at the Ironman World Championships held in Kona, Hawaii earlier this month. The Ironman World Championships had a swim start; followed by the cycling leg, covered at an average speed of 42.5km/h, and a long run in temperatures that reached 48 degrees C. Tissink's time of 8h20m11s would have been good enough for first place last year.



Merrell sponsor Adventure Addicts

Tatum Prins of Ram Mountaineering is back from the unofficial Adventure Race World Championship – the gruelling endurance-testing 700km Bimbache Extreme in Spain. She is part of South Africa's top adventure racing team, the Adventure Addicts (right), now sponsored by Merrell (as well as Black Diamond and others). Fifty mixed teams of four members each from 30 countries mountainbike cycle, trek, canoe in rivers and lakes, raft, inline skate and cross spectacular sections with rope, carrying all gear and without any obligatory stops. Sleep deprivation, hunger, freezing cold, inhospitable terrain, getting lost, injuries from falls and cycles breaking are just a few of the factors that test the teams to the limit. In addition, just about every other misadventure possible befell the Adventure Addicts, who finished 14th, instead of among the top teams, as they expected. Considering that only 20-40% of the teams that enter the Bimbache usually finish, they can still claim to be among the world's top adventure racing teams.



Salomon founder dies

George Salomon (85), founder of the Salomon brand, passed away this month. He suffered from Alzheimer for some time. An estimated 1 000 people attended his funeral services held in Annecy, France. What started in 1947 as a small workshop manufacturing wooden skis, later became one of the biggest suppliers of ski bindings, alpine ski boots, and a significant player in the alpine ski market. Salomon diversified into the production of outdoor boots, a segment where the Salomon brand now occupies the third position worldwide. Salomon acquired TaylorMade in 1984 and Mavic in 1994. In 1997 George and his son



The NFL's previous ten-year deal with Reebok will expire following the 2011 season. Representatives from the NFL said that the league will split apparel licenses among seven different companies including Nike, New Era, Under Armour and G-III. Financial terms of the sponsorship deals weren't disclosed, but industry members speculate that the league's 5-year deal with Nike could be valued at around \$1bn.

- In exciting news for Gray-Nicolls overnight, New Zealand young gun Kane Williamson scored his debut ODI century against Bangladesh. Using ignite gear Kane made 108 from 132 balls out of the New Zealand total of 232. In only his second series this is an outstanding achievement for Kane and extremely exciting for Gray-Nicolls. Please see the link below for further details: [Click here.](#)

Trade shows

- More than 9 000 enthusiastic entrepreneurs and business-minded visitors attended the Business Opportunities & Franchise Expo, held 16-19 September 2010 at Johannesburg's Coca-Cola dome. The expo, presented by Thebe Exhibitions and Projects and The Eskom Foundation, has fast garnered a reputation as South Africa's premier event for existing and aspiring entrepreneurs showcasing credible business opportunities, franchising options and valuable investment prospects. Over 230 products and services were on display here.

- Interbike has reversed their decision to move the show to Anaheim in August 2011, as announced three weeks ago, and will move it back to Vegas for the week of September 12. Interbike made this decision after gaining strong feedback and support for September dates. The indoor portion of the show will be held September 14-16 at the Sands Convention Center, with the OutDoor Demo being held in Bootleg Canyon September 12-13. The 2012 show will also be held at the Sands in Las Vegas September 19-21 with the Demo.

Coming shows:

- 27-29 October: Sports Source Asia. AsiaWorld-Expo, Hong Kong, China. sportssource-asia.hktdc.com. International sourcing show for sports equipment and apparel.
- 4-7 November: DEMA. Orange County Convention Center, Orlando, USA. demashow.com. International dive show.
- 9-12 November: Lagos International Trade Expo (16th), Lagos, West Africa. salman@africantradefairs.ae.
- 22-25 November: Kenya International Trade Expo (7th), Nairobi, Kenya. salman@africantradefairs.ae.

Bernard Salomon sold their shares to adidas, who eventually decided to only keep the golf business and sold the rest to Amer Sports.

Mecca re-launched

Mecca Footwear, established in the US in 1994, will be reintroduced to the South African fashion scene in early January 2011 - and local distributor Footwear Trading will be launching their range from mid-October. The fashion company designs and markets street style clothing and footwear for men and children. The Mecca Femme is their women's clothing line, but the 15-35 year old male is their primary customer.



New Soviet bags

Soviet, distributed by Footwear Trading, is launching their new range of handbags this month. Soviet started gaining appeal in the late 80's, after it was established in 1978, and remains an icon of radical freedom, individuality and raw attitude.

