



News Trader

Sports Trader
The Sports Association of Southern Africa
& 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.

Ukusa Brandhouse in liquidation

Ukusa Brandhouse, SA distributor of the well-known American clothing brand Champion, and footwear brands Sneaux and Lugz, is in liquidation. Former SAFTAD chairman Ukusa Brandhouse CEO Ross Smith (pictured here) has joined a corporate company as financial director, marketing manager Sgwili Gumede has joined a sports marketing agency and other management team members Marianne Olwage-Smith and Jenene Cronning formed the Africa Brandhouse consultancy.



Global Brands winding down

Paul Zacks (right) is winding up the outstanding business of Global Brands SA, following a world-wide closing down of offices by the FIFA master licensee and licensee of other sports federations like Fiba and the PGA. Most of the former staff members of the South African office have already found other employment. Sporting Goods Intelligence (SGI) Europe, Vol.21 38-39, reports that worldwide the Global Brands Group has reportedly dismissed a large part, or all, of their personnel following serious financial problems. The company has (or had) offices in 14 countries.



Kroll introduces New Era

Darryl Kroll, former marketing manager of Global Brands SA and before that Canterbury SA, has obtained the SA license rights for the "authentic and authoritative youth culture headwear brand" New Era, as well as IRB Rugby World Cup headwear and scarves, which he will be distributing through Captive Brands. With his 13-year old son a Springbok hip-hopper who recently represented South Africa at the 2010 IDO HipHop World Championship in Germany, Kroll has a direct line to the brands currently in favour with the youth market. "New Era is the original baseball cap brand, which made team caps to head measurements, and still has many different sizes. It is such an authentic youth culture brand that bands like Vans and Hurley have done collaborations with it," enthuses Kroll. Before committing to the brand, he interviewed various youth culture retailers, including Shelflife and Sneakers Edition. Captive Brands will be aligned to Captivity Headwear, and will also be marketing Captivity Headwear products to the sports market. For more information contact darryl@captivity.co.za.



New Balance pub series launched

New Balance recently launched their hand-stitched, UK-made, full leather limited series "NB 576 pub range" – inspired by famous British pubs like The Red Lion and Royal Oak – at the Kimberley hotel, a well-known Cape Town watering hole of yore. There was, however, nothing "yesterday" about the launch party crowd – surfers, celebs like Craig Native, the prize-winning local designer with such a passion for New Balance that he has become a "brand ambassador", and other beautiful people, showed that even the young and trendy can appreciate timeless quality. Tammy Berold, Mark Copson, New Balance lifestyle brand manager, Craig Native, New Balance brand ambassador, and Simon Tully, owner-publisher of lifestyle magazine Obrigado. Photos: Nicol du Toit. [Read more](#).



RFS plans to take DAFF to court

Recreational Fishing Services (RFS) is taking the Department of Agriculture, Forestry and Fisheries (DAFF) to court in order to prevent the department from implementing the shortened West Coast lobster fishing season. RFS is urging all businesses involved in the kreef and recreational fishing industries to join forces and support them in their action. According to RFS the new recreational kreef season is confusing ([see attached document](#)) and they are urging businesses in coastal towns to consider claiming loss of income from government, to take on the government as a collective chamber of commerce and recommend that people who have lost jobs or have shortened weeks of work to contact labour offices and COSATU.

According to the chairperson of the RFS, Cary Steele-Boe they still need R25 000 to continue with the legal action and they are selling RFS badges (R55 each see picture) as well as a booklet "Entry Level fishing in the Cape Coast" (at R40) to raise funds. Contact Cary Steele-Boe on recfishserv@yahoo.com.



Burnill's Tiger

Fishing is an activity enjoyed by many members of the industry - Brett Burnill, Leisure Holdings MD (pictured here), recently caught this 8.5kg tiger fish in the Zambesi while on holiday with Caprivi House Boat Safaris.



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Short news

- Following the recent shock disclosure that Springbok's Bjorn Basson and Chilliboy Ralepele had been sent home because they tested positive for banned substances allegedly by taking nutritional supplements, Weider Nutrition issued a statement that their brand discloses all the relevant information on its labels. The brand is certified drug and doping free. "As the complimentary industry is not regulated by the Government, it is important that we as a responsible company ensure that our products are of the highest quality and that the consumer is informed of every aspect of the ingredients," says Norman Fels, CEO of Sport Health & Fitness Technologies, the SA Weider distributor. "All Sport Health & Fitness Technologies products are manufactured in pharmaceutically approved GMP facilities and subjected to stringent quality control."

- More than 50 000 manufacturing units in India recently took part in a nationwide protest against the spiralling cost of cotton yarns in a bid to make Government restrict exports and ensure more yarn is available for local manufacturers. India already restricts the export of raw cotton and the restriction on cotton yarn will surely have the impact of higher prices in countries where their customers also source garments.

- The administration of Athletics SA is back on track after the SA Sports Confederation and Olympic Committee (SASCOC) confirmed that it is relinquishing control of the new nine-member Athletics SA (ASA) board and that it has full confidence in the elected members headed by James Evans. But, the board could be without assets as a sheriff arrived at the offices to attach furniture as former employees and board members take legal action. A year ago SASCOC took over the administration of ASA and suspended the entire board, along with general manager Molatelo Malehopo and two other employees because of the Caster Semenya gender debacle where a forensic report later revealed financial mismanagement. Last week a sheriff arrived at the ASA head office in Houghton and threatened to remove furniture if a former employee, communications manager Ethel Manyake, did not receive full compensation for her suspension. She claims ASA still owes her R 10 500 of the R 77 995 she was awarded in an arbitration hearing. Malehopo is currently involved in an ongoing case against the federation at the CCMA and suspended former president Leonard Chuene, vice-president Kakata and executive Simon Dlamini, are also preparing an application to review a number of SASCOC decisions.

Trade shows

- Tickets for the international trade fair for the sporting goods industry, ispo Winter (6-9 February 2011), are now

Prins and Don-Wauchope 2010 Skyrunners

Tatum Prins of Ram Mountaineering, member of the intrepid Merrell Adventure Addicts' racing team, won the women's division of this year's tough Salomon Skyrun presented by Thule. Hi-Tec sponsored Ian Don-Wauchope (who finished in 14h56m) again won the 2010 Skyrunner title and past winner Bruce Arnett (16h23m) was in second place. The event took place in the quaint Victorian town of Lady Grey and covered a gruelling 100km self-supported, unmarked mountain run along the ridgelines of the Southern Drakensberg. More than double the number of participants entered this year (178 participants) compared to last year, but only half of the entrants finished the race. Prins and fellow teammate Don Sims recorded the 5th fastest overall time (20h12m) after Prins dominated her competition from start to finish. The TransAlps Run podium finisher, Linda Doke was a runner up for a second straight year. Photo by Kolensky/Nikon/Lexar.



Arena swim camp for specialised training

Level 1, 2 and 3 swimmers can now train with the best at the 2011 Players Swim Camp organised by Ryk Neethling and sponsored by Arena, from 5-8 January 2011 at Hoerskool Menlopark. The camp features coaching sessions with international swimmers such as Arena sponsored Kirsty Coventry and Cameron van der Burgh as well as Lyndon Ferns, George du Rand, Olympic coach Nenad Milos, Kobus Maree and Andrew Thirlwell. The camp also includes a biometric assessment and report, dry-land fitness instruction, four hours of pool training per day, instructional and motivational media presentations and a 10:1 instructor to swimmer ratio. George du Rand, African record holder, Lyndon Ferns, Olympic gold medallist and African record holder, Ryk Neethling and Cameron van der Burgh, breaststroke world champion and double Commonwealth games gold medallist, is pictured here. Email <mailto:leandre@learntoswim.co.za> for more information.



Bhamjee banned by FIFA

The FIFA Ethics Committee has banned six executive committee members, including Confederation of African Football (CAF) honorary member Ishmael Bhamjee of Botswana, from taking part in any football-related activity following a sting operation by UK newspapers earlier this year revealing bribing in bidding for hosting of the 2018 and 2022 FIFA World Cups. In 2006 Bhamjee was expelled from Germany for selling World Cup tickets at three times their value, stripped of his post as honorary president of the Botswana Football Association, and he resigned from FIFA's Executive Committee, the executive of the Confederation of African Football (CAF) and as president of the Council of South Africa Football Associations (COSAFA). [Read more.](#)



Malawi joins the Puma African family

Puma has signed a long term deal with the Football Association of Malawi, increasing the number of African national football teams in the Puma family to 14. Puma will be the federation's official supplier of full technical kit and associated sport gear. As part of the agreement Puma will also supply replica jerseys to the public. Puma is already sponsoring the African Cup of Nations champions Egypt, Ghana, Ivory Coast, Cameroon, Algeria, Senegal, Angola, Namibia, Mozambique, Togo, Tunisia, Morocco and Libya. Along with Malawi, sponsorships of Burkino Faso and Gabon will commence from 1 January 2011. The Malawian team will be wearing their new v-Speed kit in the first half of 2011.



Plett Sport adventure races in Plettenberg Bay

Plettenberg Bay retailer Plett Sport and Offthehook Seafood Café recently hosted a 5km running, 400m swimming and 20km cycling triathlon in the Garden Route town. On the 4th of January they will host a 16km beach run stretching from the Keurbooms river to the Offthehook restaurant, close to the Beacon Isle hotel as a fundraiser for the National Sea Rescue Institute. R150 gets you a burger and beer and includes a donation to the NSRI. The race is limited to 100 entries. Email Wayne Craig at wayne@offthehookplett.co.za for an entry form.



Yach still to complete the Atlantic challenge

South African Ultra swimmer Theodore Yach, sponsored by Speedo, aborted his swim to Robben Island, two hours out of Hout Bay, on the 22nd of November due to heavy chop and swell. He set off at 6:04am on a 35km route from Hout Bay to Robben Island to raise funds for disadvantaged swimmers. Yach was only wearing a Speedo costume, cap and goggles in sea temperatures of 14 degrees Celsius when he encountered heavy chop and swell soon after starting. Yach will wait for improved conditions before he attempts to swim the cold Atlantic for up to 12 hours for a second time. [Read more.](#)



Sandes the title champion of the 4 Desert Races

Salomon-sponsored Ryan Sandes has done the impossible and won the Final Desert Race in Antarctica, making him the first person to ever win all 4 of the Desert Races. He has also won every stage on these 4 races as well. Photograph by Zandy Mangold of RacingThePlanet Ltd.



available from the Southern African German Chamber of Commerce and Industry. Visitors buying tickets before the 15th of December will receive a discount on one-day and season tickets. Download an application form ([click here](#)) and fax it to the German Chamber of Commerce on 011 486 3625. The Cape Town office is in Strand Street and their number is 021 422 3311, the Johannesburg office is in Oxford Road and can be contacted on 011 486 2775. Ticket sales and collections are strictly from Monday to Friday between 08:00 and 12:00. For online applications [click here](#).

Coming shows:

- 6-8 Jan: ATA Archery Trade Show, Indianapolis, Indiana, USA. archerytrade.org. Trade show for the archery trade.

- 6-8 Jan: Surf Expo, Orange County Convention Center, Orlando, Florida, USA. surfexpo.com. Trade show for active lifestyle product and apparel manufacturers.

- 18-21 Jan: Shot Show, Sands Expo Center, Las Vegas, Nevada, USA. shotshow.org. Trade show for the arms & archery industry.

- 20-23 Jan: Outdoor Retailer Winter, Salt Palace Convention Center, Salt Lake City, USA. outdoorretailer.com. Trade show for the outdoor industry.