



# News Trader

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



## Impact of Japan disaster



Our thoughts are with the companies affected by the devastating natural disasters in Japan – and trust that the whole industry will be supportive should there be any supply problems from Japan. So far, it does not seem that there was any direct major impact on the main Japanese brands.

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## New COO for Moresport



Bradley Moritz (left) has been appointed Chief Operating Officer (COO) as well as a director of Moresport (Sportsmans Warehouse and Outdoor Warehouse) from the 1st of March. He will be reporting to CEO Kevin Hodgson (right). Former COO Toni Haarburger, now an executive director, will be supporting him in his new role. Moritz joined Moresport in 1998 and has been fulfilling various functions, including financing and merchandise, before moving into general management.

## Trevor Burger head Super-Brands stores



Trevor Burger, founder of Sport Scene, has been appointed head of retail operations for Super-Brands. Trained as an accountant, Burger opened the first Sport Scene store in 1992, and became a director of Foschini Sports after he sold the chain to the retail group. He subsequently managed surf and lifestyle stores and worked as consultant for start-up businesses.

## Please check back of address sheets



This is a reminder to please check the back of the address sheet sent with the latest Sports Trader (February/March). The aim of our questionnaire on the back is to ensure that we publish the kind of articles in the magazine and newsletter that will offer you the most value. It is your opportunity to tell us what you like, and what you don't like – and feel free to offer extra comments. In case you missed the questions on the address sheet (or prefer to respond via email) please [click here](#) to download the Word document – please then indicate the options that apply by highlighting the correct one's or deleting the incorrect one's.

## Peninsula Marathon shoe count



[Click here](#) to see which shoe brands were worn at the 2011 Peninsula Marathon in February.

[Click here to view it on our website](#)

## Boost for rugby



Rugby in the Western Cape got a boost this week when the Laureus Foundation made The Legends Cup Trust their latest funded project. The aim of the Legends Cup project, founded in 2009, is to get vulnerable children in disadvantaged areas off the streets and offer them an alternative to crime through participation

## Short news

Walmart intends to retain Mark Lamberti, founder of Massmart, as independent non-executive Chairman should the acquisition of 51% of Massmart by Walmart be approved by the Competition Tribunal. Lamberti has indicated his willingness to accept the offer, which would see him lead the process of selecting a new board. Walmart intends to comply with King III and BEE principles. The Competition Tribunal will conduct hearings into the transaction from 22-25 March and is expected to deliver its ruling in early April 2011.

The profits of American sporting goods retailers with four or more stores improved to 7.6% in 2009/2010, compared to 5.1% two years ago. But, US retailers with one store only increased profit by 3.2% compared to 5.1% two years ago, according to a National Sporting Goods Association (NSGA) survey report, "Cost of doing business".

[Click here for upcoming trade shows & events](#)



in regular rugby practices and leagues. Mitre supplies balls for the project.

[View slideshow and read more](#)

## KZN 400 club



Stan Holmes recently arranged a golf day for some people working in the sports trade in KwaZulu Natal – and it transpired that the participants had worked a cumulative total of 401 years in the sports trade ... thus was born the 400 Club which will meet 4 times year and play and drink together, reports Pierre Dufourq. “There were a couple of guys who couldn’t make it, so our total could be 500 if everybody pitched.”

[Click here to view a photo of the KZN sports trade golf club participants](#)

## Retail sales stats show reason for optimism



Business conditions in the retail sector improved notably during the first quarter of 2011, the latest Bureau for Economic Research (BER) Retail Survey revealed – good news, considering that the majority of the respondents reported that retail business conditions deteriorated in the fourth quarter of 2010. This is the first improvement in the BER’s “change in business conditions” index since the third quarter of 2007.

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## Koch new CEO for Puma SE



Puma announced that Franz Koch, who joined the company in 2007 as Global Strategic Planner, will become the Chief Executive Officer (CEO) when the company transforms into a European Corporation (SE). Jochen Zeitz, who served as CEO for Puma for 18 years, will become the Executive Chairman of the one-tier PUMA SE board, ensuring a continuous strategic management of the company’s next phase of its corporate development.

[Read more](#)

## Nike Free 5.0 launched in Cape Town



Nike launched their latest technology in the Nike Free range (the Nike Free 5.0) to the press on the 17th of March at the Hyde hotel in Sea Point, Cape Town. What started as a movement towards the development of minimalist shoes in 2001 and the launch of the Nike Free shoe in 2004 evolved into a shoe that allows for the natural movement of the foot which develops the strength, balance and flexibility benefits of barefoot running and combines it with minimal cushioning and support.

[View slideshow and read more](#)

## Canterbury clothes Tag Rugby



The Canterbury 2011 IRB Rugby World Cup Springbok jersey will be available in-stores from the 25th of March. Canterbury is sponsoring the clothing for Tag Rugby, an association that introduces rugby to adults and children in a fun and innovative way from the grassroots level up.

[Read more](#)

## News from Nike



Nike Mercurial Vapor Superfly III is the seventh generation soccer boot in the Mercurial range, designed with the help of Cristiano Ronaldo and Alexandre Pato. Testing with some of Europe’s top league players revealed that speed around a defender and the ability to make quick changes in direction were critical in a boot, with toe-off traction and minimizing slippage a top priority.

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## New stars endorsing Reebok



Actress Eva Mendes is now endorsing Reebok EasyTone shoes and apparel. Building on the success of the EasyTone footwear, EasyTone apparel is Reebok's first toning apparel and features tops and bottoms which are designed to help tone key muscles as a part of a healthy fitness lifestyle. The apparel uses ResisTone bands to create resistance with every move.

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## JD Bug wins iF product design award



The new First Bike by JD Bug won the prestigious 2011 iF product design award in February this year. JD Bug, locally distributed by Dragons Sports, sparked a new European mobility trend with their aluminium kick scooter. The JD Bug First Bike, a training bike aimed at children three years and older, was introduced to the trade at the 2011 ISPO /ToyFair with a completely revised frame design and innovative manufacturing process. A total of 2 756 entrants from 43 countries competed in the iF design event, judged across all design categories.

## New Balance ProNutro AfricanX in May



The ProNutro AfricanX Trailrun, presented by New Balance will be held 6 - 8 May 2011 in Kleinmond. Participants will have the opportunity to tackle a different breath taking scenic route each day of the three stages through the world-renowned Kogelberg Biosphere – 23.7km/599m elevation, 43.3km/952m elevation and 21.5km/452m elevation on respective days. The route will be laid out on 4x4 and single tracks that are runner-friendly. Teamwork will form an essential part of the race, as participants will have to rely on each other's experience and expertise in order to complete the route.

## Dan Hugo signs with DueSouth



DueSouth signed a sponsorship agreement with South Africa's most prominent multi-sport and XTERRA athlete, Dan Hugo. Hugo won the 2011 DueSouth XTERRA SA off-road triathlon on Saturday 26 February when he completed the course at Grabouw in 2hours15minutes30seconds. The DUESOUTH XTERRA presented by REHIDRAT® SPORT is an off-road triathlon that takes place at Buffelspoort Dam (North West Province) in January, Grabouw Country Club (Western Cape) in February and Pezula Private Estate (Knysna) in July each year where competitors can either partake individually or in teams of three.

## Successful Grape Escape



The latest mountain bike event, the 3-day multi-stage Columbia Grape Escape, prior to the Cape Argus and under the auspices of the Cycle Tour, was judged a great success. The tough race, won by Kevin Evans, attracted many members of the media, and even the Western Cape MEC for Sport, Ivan Meyer, at the event. Columbia distributor Pieter Strobos (left), of Wild Elements Apparel, was one of the few who finished the race. He is here with MEC Meyer and his cycling partner Stefan du Toit.

## CAL athletes take home 1st, 2nd and 3rd place at Non-stop Dusi



Martin Dreyer's Change a Life Academy members took home 1st, 2nd and 3rd place at the 15th edition of the one day Unlimited Non-stop Dusi Canoe Race held on the 4th of March this year. The Non-stop Dusi is held annually two weeks after the 3-day Unlimited Dusi canoe race and competitors have the choice to enter either K2 (two person) or K1 (one person) canoes.



[Read more](#)

## Cloete wins the Three Cranes Challenge



Columbia sponsored Dirk Cloete has won the Bonitas Three Cranes challenge trail run held from the 25th-27th of February. This race covers 32km, 42km and 32km on respective days through the Karkloof Valley in Kwa-Zulu Natal. The Three Cranes challenge is a plight to raise awareness to the declining numbers in all three of South Africa's crane species (Blue Crane, Grey-Crowned Crane and Wattled Crane) which are endangered due to the exploitation of their delicate habitat.

[Read more](#)

## Laureus members in Cape Argus



Laureus World Sports Academy members Miguel Indurain, Spanish cycling legend who was the first cyclist to win the Tour de France five times in a row, and Daley Thompson (left), decathlon world record holder and Olympic gold medalist, teamed up with Morne du Plessis (right), chairman of the Laureus Sport For Good Foundation in South Africa and rugby legend, in one of the largest cycling events in the world – the Cape Argus Pick 'n Pay Cycle Tour, on March 13, as part of the Laureus Vodafone peloton. Vodafone are global partners of the Laureus Sport for Good Foundation.

## Classifeids:



Flexfit, the global leader in headwear has been manufacturing caps and hats for top brands for over 30 years. The South African Market has grown from strength to strength over the past 3 years. A Flexfit Cap is fast becoming the number one headwear choice. Flexfit caps and hats are available for branding, retail & promotional use as well. Contact 021 715 7217 or [info@flexfit.co.za](mailto:info@flexfit.co.za) or [flexfit.co.za](http://flexfit.co.za) for more information.

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