



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



Visit our new website



We invite you to please visit our new Sports Trader website at sportstrader.co.za, designed by Nelle du Toit. As you'll see, we have plenty of interest for the industry: tips for retailers, product knowledge features, implications for the industry of, for example, the new Consumer Protection Act, surveys, and many more.

Short news

The South African Rugby Union has decided not to endorse the use of nutritional supplements, but unions like the Stormers and Lions will continue to allow their players to use the supplements. SARU's ruling follows the positive tests of Springboks Chiliboy Ralepelle's and Bjorn Basson during the tour of the UK and Ireland for the banned stimulant methylhexanamine, which was present in supplements used by the Springboks. Both players were cleared of wrongdoing.

Your vote can ensure SA company win



Knysna company 360ball, overall winners of the ispo BrandNew Award, is being challenged by snowboard company Silbaerg in the ispo BrandNew SportScheck Public Choice Award. Facebook members are requested to vote for one of the companies [here](#) and stand a chance to win a shopping voucher.

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Following consultation with legal advisors and lack of sufficient funds, the Recreational Fishing Services (RFS) have decided against taking the Department of Agriculture, Forestry and Fisheries (DAFF) to court. They will, however, continue to pressurise the DAFF. It would have cost up to R120 000 to take the DAFF to court. RFS has launched a new website at recreationalfishingservices.co.za.

Laureus World Sports Awards this weekend



South Africa's Louis Oosthuizen (pictured here) will know after this weekend if his Open Championship victory at St. Andrews in July 2010 secured him the 2011 Laureus World Breakthrough of the Year Award. His competition are Martin Kaymer (Germany), Matteo Manassero (Italy), Thomas Muller (Germany) and French athletes Christopher Lemaître and Teddy Tamgho.

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Eight of the ten top senior men in the recent ASA Cross-Country Trials in Potchefstroom were wearing Nike running shoes – including the winner, Kgosi Tsosane and Lungiswa Mdedelwa, who came third. Five of the top ten senior women at the trials were Nike athletes, including Annerien van Schalkwyk, who came second. Athletics SA will soon be announcing the teams for the African Cross Country Championship (6 March, Cape Town) and World Cross Country Championships (19 March, in Punta Umbria, Spain). Nike athlete Riana van Niekerk, the 2009 Marathon Champion, won the Philadelphia 10km in Pretoria earlier this month.

Gray-Nicolls at World Cup



Gray-Nicolls will have 23 players from nine countries using their bats in the up and coming ICC World Cup. They are: South Africa: JP Duminy, who helped SA win the recent ODI series against India with three half centuries, all-rounder Wayne Parnell, and bowler Lonwabo (Lotsie) Tsotsobe who narrowly missed out on being ODI Man of the Series against India.

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The launch of their new innovative Omni-Heat technology has been partly credited with Columbia Sportswear's 27.6% growth in 2010 4th quarter revenues to \$457.3m and 13.4% earnings growth to \$26.2m. Last year saw a huge turnaround for Columbia, with 4th quarter double-digit growth in every product category, every region and in each of the company's three major brands following three years of decline. The turnaround was achieved through increased futures orders and earlier shipment of Spring 2011 advance orders. "Columbia's brand net sales grew 22% in the fourth quarter and 18% for the full year, fuelled by the launch of Omni-Heat... Mountain Hardwear net sales grew 38% in the fourth

New brands for retail



Distributor Brand Gallery is ready to start marketing their ranges to Southern African retailers. Jurgens Ruysenaers has been developing four brands aimed at the clubs and schools, universities and corporate markets for them since 2004: Brutal rugby, Sevens netball, Acelli football, Blackheath hockey and Garrett athletics.

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Bennie Botes national sales manager for XCO



Bennie Botes, formerly brand and marketing manager for NIK Trading, distributor for the Amer



Sports Group in Dubai, and sales and marketing manager for Gilbert in SA, has been appointed national sales manager for XCO Sport, with key accounts SASCOC and the Gauteng North Sports Council (GNSC). He started his working career at Gilbert before becoming the brand and marketing manager for Salomon in SA after Gilbert became the distributor.

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New appointments at Footwear Trading



Footwear Trading has made several new appointments: Lyn Cowling has been promoted to brand and product manager for Levi's Ladies, and Yusuf Vadi has also been appointed brand manager. Diandri Malan, formerly with AAA Advertising, will be assisting Chantel Steenekamp in the marketing department.

The 5th generation promoting Kookaburra



Baby Taylor will be the 5th generation to promote the Kookaburra brand in SA. His mother is Nicola Ludlow of JRT Crampton (local distributor of Kookaburra), daughter of Chris and Patsy Bryant, who took over the JRT Crampton distributorship, founded by Nicola's great-grandfather, from Patsy's father Vivian Taylor in 2002.

Diesel and Ducati partner in MOTOGP



Diesel and Ducati signed a partnership for the MOTOGP in January 2011. The 2011 MOTOGP will see Ducati's bikes sporting Diesel's logo on their fairings and tailpieces and on the sleeves of the race suits and clothing worn by Ducati Marlboro Team's incomparable champions, Valentino Rossi and Nicky Hayden.

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Leatherman to acquire LED Lenser



Leatherman Tool Group announced that they have signed an agreement to acquire a majority interest in the manufacturer of LED Lenser flashlights, the German firm Zweibruder Optoelectronics. Both brands are distributed in SA by Awesome Tools, who says this will not result in any disruption to their supply chain.

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News from Hi-Tec



Despite Hi-Tec marketing manager Ian Little breaking his left arm whilst racing with product manager Jan van Rooyen on mountain bikes at the first of the Spur Hi-Tec Adventure race series, the SA marketing department has been busy with several projects. Cape Union Mart will host a special promotion for the Hi-Tec Infinity trail shoe during April.

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New Nike Brazil jersey considers environment



Nike launched the latest Brazil National Team jersey made from their Considered Design range (high performance design with low environmental impact). The national teams shirts are made from 13% lighter fabric that uses up to 8 recycled plastic bottles per jersey.

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Prince extends partnership with Zvonareva

quarter and 21% in 2010... Net sales of the Sorel brand grew 74% in the fourth quarter and 48% for the year," commented Tim Boyle, Columbia's president and CEO. He attributed the gains to the brand's renewed emphasis on product innovation, enhanced styling, improved retail presentation, and integrated marketing. "I believe we have more innovative products across the brand portfolio than in at any time in the company's history," Boyle told analysts in a conference call.

The South African retailer Edcon, which delisted from the JSE in 2007, announced that chief executive Stephen M Ross would retire in May 2012. The owner of Edgars, Jet and CAN, among others, said that Jurgen Schreiber had been appointed to take the reins as chief executive from the 1st of April. Mr Ross will remain on the group's board of directors until May 2012 to ensure effective succession and handover to Mr Schreiber.

The Zimbabwe government has blocked the purchase of a 24% stake in TM Supermarkets by South Africa's retail group Pick n Pay due to an indigenisation law requiring foreign and white-owned firms to relinquish control to black Zimbabweans. Pick n Pay currently holds a 25% stake in Zimbabwe's largest supermarket chain in which it announced last November that it had bought additional shares to put its combined stake in TM Supermarkets to 49% under a recapitalisation exercise meant to make TM Supermarkets competitive. The transaction was expected to be completed in March this year.

In a meeting between the International Cycling Union (UCI) and World Federation of the Sporting Goods Industry (WFSGI) in January it was agreed that the UCI would make use of facilities of the Swiss Federal Institute of Technology Lausanne (EPFL) to test if racing cycles conform to the rules. According to UCI president Pat McQuaid the rules for cycling standards has been unchanged since 2000. They have a more philosophical approach, but needed to be explained in a more technical and engineering way. Until today, the UCI have not had a controlling procedure other than the commissioners at the races. During the last two years more and more equipment became an issue at races.

Trade shows

There will be a new consumer Outdoor Expo held in the Eastern Cape from the 26th – 30th of May at the Nelson Mandela Stadium. Apart from outdoor equipment gear on display, the expo will also offer activities for families. For more information contact: gduff@vodamail.co.za.

The 2nd Guangzhou International Fishing Fair (Fish Guangzhou 2011) will be held in Asia's



Prince announced that they have extended their equipment partnership with the current #2 ranked woman tennis player in the world, Vera Zvonareva (Russia). After Zvonareva started playing with her Prince EXO3 Black she reached her first-ever Grand Slam finals (Wimbledon and US Open) and shot up the rankings from #7 to #2. Zvonareva was knocked out of the semi-finals of the Australian Open by the eventual winner, Kim Clijsters.

ROX Boland junior tennis rebrands



To commemorate the 10th year of their sponsorship, the ROX Boland Junior Tennis Slam has adopted a new name and undertaken a rebranding exercise. Andrew Wentzel from the sponsors W.E.T Sports had this to say: " We hope the contestants like the edgier new look and that hundreds more kids will get to enjoy the fun format that makes the ROX Boland Junior Slam a huge success each year." Pictured here is Andrew Wentzel junior, Myburgh van Zyl, Chairman of the Boland Tennis Coaches Association and Andrew Wentzel senior.

SteriPEN Adventurer Opti is Backpacker's Editor's Choice



The SteriPEN Adventurer Opti was awarded Backpacker Magazine's 2011 Editor's Choice Award, one of the most prestigious awards in the US outdoor industry. Miles Maiden, inventor of the SteriPEN and founder of Hydro-Photon, Inc., was present to accept the award.

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Two SA footballers in the Nike academy



Two young South African soccer players have won the opportunity of a lifetime when they were amongst the eight finalists selected to join the Nike Academy. Jonathan King and Reyaad Pieterse will take their hard earned places as full-time members of the Nike Academy for a year from July 2011, with full access to world class coaching, facilities, nutritionists, psychologists and fitness conditioners.

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Job classifieds:

Adventure Inc, is looking to fill the position of Senior Marketing Manager and Warehouse Manager in their organization. We are looking for experienced individuals and remuneration will be based on the strength of your experience and CV. For more information on the above or applications please contact christo@adventureinc.co.za.

largest exhibition hall – the China Import and Export Fair Pazhou Complex - during March 3-5 2011. Last year 133 booths took up 2 500sqm. This year they are targeting all levels of fishing tackle agents, dealers, import and export traders, wholesalers and distributors, large scale fishing clubs, outdoor sport companies, government agencies, schools and industry-related organizations, associations and media. All industry experts and leaders are welcome to discuss the fishing tackle industry's new standards, trends and policies. During the exhibition period the Lure Tank will be opened for industry professionals and traders to communicate. For more information visit: guzngzhoufish.com.

The 2011 Shooting, Hunting and Outdoor Trade show (SHOT) set records for buyer attendance at 31 769 and 2 074 media attendees, according to the National Shooting Sports Foundation, which sponsored the show held from the 18-21 January. Overall 57 390 buyers, exhibitors, media and guests attended the show. 1 600 exhibitors covered 630 000 square feet of exhibiting space. A number of changes were made to the exhibition halls to make navigating the huge show easier, including widened aisles, better signage and a new escalator. Comments from exhibitors and buyers confirmed that the 33rd SHOT show was a success.

The OutDoor show (held from 14-17 July 2011 in Friedrichshafen, Germany) reported that they have already received 660 exhibitor registrations (6% more than last year) from 38 countries. This will be the 18th edition of this highly successful annual show. "The run on climbing halls B2 and B3 has been remarkably strong this year and trade visitors can look forward to expanded offerings in the areas of climbing and alpinism," remarks Outdoor project manager Stefan Reisinger. OutDoor Conferences, which took place for the first time last year, will also be a part of the trade fair in 2011. Last year's Early Morning Breakfast events were particularly popular among attendees, and this year they will once again offer a variety of topics and workshops in the mornings before trade fair opens.

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