



The Tandem Times

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Pro-Tec Experiences Exceptional Growth in 2009

Despite the tough economic year, two market categories actually expanded during the recent recession—Running and Sports Medicine. As the only manufacturer specializing in running related injuries, Pro-Tec was able to avoid the decline that plagued many industries, experiencing 30% revenue growth in 2009.

Pro-Tec president, Jeff Rodgers, was preparing for a tough year. "My main focus was to be ready for a slow down. By April we were ramping up inventory to accommodate sales. Sales continued to skyrocket as we set a new sales record each month for the remainder of the year. We are very fortunate to be in the running and sports medicine industries and to have such a great sales team pushing our line."

Pro-Tec's success in the running market can be attributed to many things. Evolving and meeting the needs of the modern runner has proven to be the right formula for success. Increased awareness of massage therapy and its advantages has allowed Pro-Tec to benefit greatly from the launch of the Roller Massager and the newly expanded line of

Foam Rollers. Dealers recognize the importance of the sports medicine category and rely on Tandem Sport and Pro-Tec Athletics to keep their customer base healthy and active.

When selling sports medicine products, inevitably the issue of "playing doctor" comes up. Store owners do not want their employees giving medical advice. Pro-Tec has addressed these concerns by including injury guides with most products. Injury guides identify symptoms and offer rehab options. In addition, many of the Pro-Tec products are not considered "medical braces". Products such as the IT Band Compression Wrap, Shin Splint Wrap, and Knee Pro-Tec are compression focused supports that benefit the user by offering targeted compression to stabilize and reduce strain.

Pro-Tec has put together a great package for dealers and increased their marketing and educational efforts. Consumers are more knowledgeable and expect to see certain products when they enter the store. So give the consumer what they want, give them Pro-Tec...and watch your sales soar!



2010 Tandem Sport New Products

- ◆ Active Ankle Excel Ankle Brace
- ◆ Pro-Tec Ankle Brace
- ◆ Liquicell Nipple Protectors
- ◆ Plantar Fasciitis Massage Balls
- ◆ Pro-Tec Foam Roller 6" x 18" Pink
- ◆ Pro-Tec Foam Roller 6" x 35"
- ◆ Pro-Tec Foam Roller 4" x 35"
- ◆ Pro-Tec Foam Roller 4" x 12" Travel Size
- ◆ Tandem Single Net Storage Rack
- ◆ Tandem Triple Net Storage Rack
- ◆ Tandem Training Tower
- ◆ Tandem The Spot Target Training Kit
- ◆ Tandem Net Setter with Pouch



Pictured: Triple Net Storage Rack, Excel Ankle Brace, Single Net Storage Rack

Product Profile: Pro-Tec Foam Roller

Introduced in 2009, the Pro-Tec Foam Roller has exceeded expectations and quickly become a top seller within the Pro-Tec line. Ideal for stretching, promoting flexibility and myofascial release, the Foam Roller can be used to alleviate muscle and soft tissue tightness of the upper and lower back, IT band, hamstring, adductors, upper arm, and much more!

The high density Foam Roller stretches muscles and tendons, breaks down soft tissue adhesion, and soothes tight fascia while increasing blood flow and circulation to the soft tissues.

In addition to its great benefits, the Foam Roller comes with an exercise brochure that highlights various exercises and techniques to ensure the user gets the maximum benefit.

Due to phenomenal sales of the 6" x 18" Foam Roller in 2009, several new sizes have been added for 2010.

- ◆ 6" x 18" in Pink to promote Breast Cancer Awareness
- ◆ 6" x 35" in Blue
- ◆ 4" x 35" in Yellow
- ◆ 4" x 12" in Yellow—Travel Size



Pictured above the 6"x18" Foam Roller in Pink; shown below the 6"x35" Foam Roller in Blue



The Rep Report...updates from the road

In 2009, Tandem said goodbye to several familiar faces and welcomed many new ones. We are excited to welcome the following reps to our sales team:

- BRS & Associates: Chuck Barnes, Dana Cunningham, Steve Ward, David Reese, Mark Young, and Joe Livorsi
- Larry Baum & Associates: Larry Baum, Steve Isaac, and Peter Rush-

- ford
- Bob Wood & Associates: Chelsea Baird, Monte Gibbs
- Far West Associates: Jennifer Newman

Tandem Sport would like to congratulate Far West Associate Glenn Kaplan and his family on the birth of their first child, Cole Frederick, born on December 7, 2009.

Congratulations to Far West Associate Jason Wells and his family on the upcoming birth of their first child, due May 9, 2010.

Special thanks to Rob "Northeastern charmer" Fritz for his hard work and dedication to the Tandem Sport lines in 2009. Keep up the good work Rob!!!

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Event Calendar

- April 24-25, 2010:** Derby Festival Volleyball Classic, Louisville, KY
- May 1, 2010:** Kentucky Derby, Louisville, KY
- June 17-18, 2010:** TAG Show, St Charles, MO
- June 22-25, 2010:** Fleet Feet Show, San Diego, CA
- June 24-26, 2010:** Sports Inc Show, Grapevine, TX
- July 8-9, 2010:** NBS Show, Grapevine, TX
- July 23-24, 2010:** ADA Show, Atlanta, GA
- October 15, 2010:** Lindsay and Scott's wedding, Louisville, KY



For additional copies of the 2010 catalog, please call 1-800-766-1098.