



The Tandem Times

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www.tandemsport.com

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Tandem Sport Manufacturers Give Back

Tandem Sport manufacturers are finding ways to give back despite the tough economic times. Defense spray manufacturer Sabre introduced a pink pepper spray in 2009 with proceeds from each unit sold benefitting the National Breast Cancer Foundation. In 2009, over \$75,000 was donated to this worthy cause distinguishing Sabre as a top 50 sponsor of the NBCF. Sabre's commitment to the NBCF remains strong as sales for 2010 are on target to surpass 2009 sales.



Another Tandem Sport manufacturer, Pro-Tec Athletics, has donated tens of thousands of dollars to the American Liver Foundation and the American Cancer Society. Additionally, proceeds from the sale of the new pink Foam Roller are going to the American Cancer Society benefitting all types of cancer research.

Cooking for a cause is one way Glen Snow with Active Ankle Systems is giving back. To date, he has published 3 volumes of the Plate-O-Pair Cookbook Series with proceeds going to various causes, including Hurricane Katrina Relief and Iraq War Veterans. After the shipping cost is covered, every cent generated from the sale of the books is donated to someone recovering from an incredible loss (www.plateopair.com).

While ankle supports and training devices are a vital part of Tandem's business, contributing to worthwhile causes is also part of our game here at Tandem Sport. In an industry where success is measured by wins and losses, everyone wins when we give back to the community and help others in need.

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Newsletter Special!
 Receive 5% off any order placed before October 1, 2010.
 Use promo code **OCT10NEWS.**

Tandem Sport Volleyball Flags in High Demand

As more states are requiring the use of line judge flags for high school Volleyball matches, the demand for the Tandem flags is growing. Dealers know and trust Tandem for all of their Volleyball needs, including line judge flags.

Solid red flags are required for Volleyball and Tandem Sport is pleased to offer 3 types of line judge flags for Volleyball.

- Linesman Flags Elite-set of 2 with golf grip handle and carrying bag
- Linesman Flags Deluxe-set of 4 with carrying bag
- Linesman Flags Solid-economical, set of 2 with wooden handle

Also available: Officials' Starter Kit (includes Linesman Flags Solid) and Officials' Elite Kit (includes Linesman Flags Elite)



Top left: Deluxe flags, Top right: Elite Flags, Bottom: Red flags

Product Profile: Pocket Pump with Gauge

The Pocket Pump has been a top seller since it was introduced 19 years ago. Users like the streamlined design, easy one hand squeeze action, and compact size. The latest addition to the Pocket Product line is the Pocket Pump with Gauge.

Considered an upgrade to the popular Pocket Pump, the Pocket Pump with Gauge combines the unique design of the Pocket Pump with the convenience of the Pocket Pressure Gauge. The pump features an air release valve, flexible hose (no more broken needles), and gauge dial. You can inflate or de-

flate the ball and adjust the air pressure at the same time. A must have for all officials, coaches and sports enthusiasts!

The following products are also available as part of the Pocket Product line:

- ◆ Pocket Pump Black
- ◆ Pocket Pump Assorted Colors—Red, Green and Blue
- ◆ Pocket Piston
- ◆ Pocket Pressure Gauge
- ◆ Pocket Pen Pressure Gauge
- ◆ Pocket Replacement Needles



The Rep Report...updates from the road

As Volleyball increases in popularity, major retailers and team dealers are recognizing the need to carry Volleyball supplies and accessories. With a wide range of Volleyball related products, Tandem Sport has become a primary source for the Volleyball category. Along with their product offering, Tandem also has personalized planograms available to provide effective merchandising for any retail space.

Kate Kingery of Kingery & Associates has been working on Tandem product placement in The Sports Authority and

has seen the increased interest in Volleyball. "Volleyball continues to be a seasonal mainstay for Sports Authority and they have many stores in locations where volleyball is played year round. As they look for ways to increase dollars brought in by specific departments, accessories are the logical progression of offerings."

Kate sees the appeal that Tandem may have for larger retailers. "The specialized products offered by Tandem in the volleyball category aren't part of the mix for most other volleyball/soccer/

baseball/general vendors and it gives us the opportunity to become more than a one-off supplier. As Sports Authority pushes for more of a specialty mix, we have the chance to be that volleyball accessory supplier."

Kingery's success with The Sports Authority is just the beginning. As the demand for Volleyball related product increases, Tandem's unique product offering will continue to appeal to the major retailers looking to capitalize on the Volleyball movement.

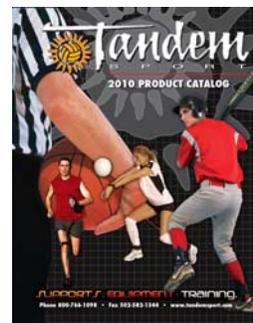
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Event Calendar

October 15, 2010: Lindsay and Scott's wedding
October 20-21, 2010: TAG Show, Kansas City, MO
November 1-3, 2010: NBS Show, Grapevine, TX
November 14-15, 2010: ADA Show, Jacksonville, FL
November 17-18, 2010: The Running Event, Austin, TX
November 21-23, 2010: Sports Inc Show, Las Vegas, NV
December 16-18, 2010: AVCA, Kansas City, MO



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