

Publication of Tandem Sport, Inc.

# The Tandem Times

Welcome to the third issue of The Tandem Times. This quarterly newsletter will be your source for all of the latest news at Tandem Sport. With Tandem Sport, superior products and service are always the name of the game.

## Thriving Accessory Line Equals Success for Tandem Sport

When you think of Tandem Sport, many things come to mind...sports medicine, volleyball training devices, sporting goods equipment. However, Tandem Sport was not always synonymous with such staples in the sporting goods industry. The Tandem Sport accessory line was introduced in 1999 with the arrival of the Net Setter, a chain with pre-set heights for measuring Volleyball net height that retailed for \$5.95. There seemed to be a need in the marketplace for affordable sporting goods equipment and Anne Brown, owner and president of Tandem Sport, recognized this need. "We had ideas for new items and improvements to existing equipment and we knew we could make things better. We have been very successful at developing and innovating new concepts. Our products are both top quality and affordable."

Since its inception, the Tandem Sport accessory line has grown to over 50 products, ranging from novelty items such as key chains to larger equipment pieces like the Locking Ball Cage. Tandem Sport has quickly become a trusted name in the sporting goods industry and Brown credits several factors. "We stand behind our products 100% and we constantly strive to make things better. We try and differentiate ourselves from the rest of the market by providing unique items."

The future looks bright for the accessory line as sales have tripled since 2003 and are projected to increase 30-35% from 2005 to 2006. With the introduction of more multi-sport products, including the Vertical Challenger and the Ultimate Ball Rack, the accessory line should continue to grow as it reaches a broader market.

Another area of increased focus is product packaging. The accessory line has done well with catalog retailers; however, improvements to product packaging have enhanced its retail appeal. The Volleyball Pal and Pass Rite have both undergone packaging makeovers and are now selling in several major retail chains, including Dick's Sporting Goods, MC Sports, Scheels, and Dunham's.



New from Tandem Sport!  
The Deluxe Score Flipper and the Ultimate Ball Rack

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## The Fall Sports Season is Almost Here!

Where has the summer gone? The sounds of splashing water and ice cream trucks will soon be replaced with whistles and bouncing balls on the gym floor.

Fall is the busiest sports season of the year...Football, Volleyball, Soccer, Field Hockey, and Cross Country.... **Are you ready for it?**



Let Tandem Sport be your one-stop shop for all of your back to school needs. From the Active Ankle to the Ultimate Ball Rack, Tandem Sport has everything you need to make sure everyone has a winning season!

Due to increased sales during July, August, and September, be sure to get your order in early to ensure prompt delivery.



Contact Tandem Sport at 1-800-766-1098 for order placement today.



## Product Profile: Swede-O Thermoskin Plantar FXT



The Thermoskin Plantar FXT from Swede-O

Many people suffer from the painful condition of Plantar Fasciitis. However, most do not embrace treatment due to the bulky and uncomfortable nature of some of the more common treatment options. The unique low profile design of the Thermoskin Plantar FXT from Swede-O makes it more patient-friendly than most treatment options.

The Plantar FXT consists of a semirigid strap that pulls the toes back slightly to provide a comfortable and effective stretch to the Plantar Fascia. The patented Trioxon lining has been clinically proven to increase subcutaneous skin temperature and promote healing.

By creating a special micro-climate within the brace, the Trioxon lining maintains elevated skin temperatures while still allowing the skin to ventilate for user comfort. The Safety Sole non-slip bottom helps prevent slipping. The Plantar FXT is available in sizes XS-XXL.

Be sure to check out Tandem Sport's full line of Thermoskin Thermal Support products.

- **Thermoskin Ankle Wrap**
- **Thermoskin Calf/Shin Support**
- **Thermoskin Sports Shoulder**
- **Thermoskin Flexible Thumb Splint**

## The Rep Report...updates from the road

**Tandem Sport is very pleased to welcome several new reps to the Tandem team.**

- **Chicago-** Joe Zitoli has been working with Tandem Sport since November 2005. However, he has been a sales rep in the sporting goods industry for 21 years. He currently carries several lines, including Asics, Sofsole, Ultimate Direction, and Timberland Caps. A self-proclaimed Professional Lottery Loser, Joe enjoys cycling and watching the World Series of Poker when he isn't on the road.
- **Denver-** While Jeff Stratton has only

been with Tandem Sport for a few months, he has been a sales rep in the industry for 20 years. Jeff currently carries Etonic Footwear, BodyGlide, and 180's and is covering the running stores in Colorado, Utah, New Mexico, and Wyoming for Tandem Sport. Recently, Jeff put together a unique product package with his lines and has had much success within the specialty running stores in his territory.

- And a special mention goes out to Rob Fritz, Tandem's very own fashionista of the Northeast. Rob, whose territory includes New York, New Jersey, and Connecticut, is affectionately referred to as

"King Corduroy" around the office. Admired for his business savvy as much as his flair for fashion, Rob's corduroy pant collection would make even Ivana Trump green with envy. Best summed up by one of his colleagues, "He has corduroys in every shade of khaki and his ability to color coordinate never ceases to amaze me."

In addition to representing the Tandem Sport lines, Rob represents Athletic Specialties, Badger, Duke, Gared Sports, DeLong Sportswear, Gatorade, Johnson & Johnson, and Tachikara.

### Contacts

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### Event Calendar

**August 22-23, 2006:** Play It Again Show, Chicago, IL

**September 3, 2006:** UofL vs. UofK Football Game, Louisville, KY

**October 8-10, 2006:** Crown Athletic Conference, Myrtle Beach, SC

**October 24-26, 2006:** ADA, San Antonio, TX

**November 2-4, 2006:** TAG, Orlando, FL

**November 12-15, 2006:** The Running Event, Austin, TX

