

THE SPLASH

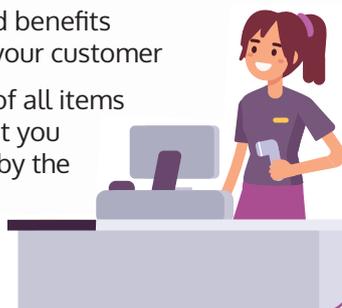
WINTER 2019

A Guide to retailing made easy

If you are new to retailing, then with a few pointers from us, selling can be very rewarding.

- Shopping should be an enjoyable experience and the sales person has to be able to relate to his/her customer
- Make him/her feel welcome and engage with a smile
- If you don't know the answer to a question say that you will "find out" – phone Sportmax on 01698 281951
- Familiarise yourself with a few features and benefits regarding your products, this will impress your customer
- Remember that you have the top supplier of all items related to swimming. Have confidence that you are selling a top-quality product designed by the World's No 1 swim brand – Speedo!!

Isn't it just great to hear the magic words "I'll take it" – Good luck and happy selling



Introducing You Fit within Holiday Inn Hotels

The Kew Green Group Ltd have rebranded their hotel-linked health clubs to You Fit. We were very pleased to be involved in the nationwide rebranding of the retail displays to incorporate their new colours and logos. Within just a month, we delivered bespoke branded retail display walls and stands to over 20 sites across the UK from Aviemore to Portsmouth. With over 15,000 club members the early sales returns have been excellent, and we look forward to developing our partnership with the group.



youfitclubs.co.uk

Have you met Team Sportmax's Central and West Scout?



Jane joined Team Sportmax in May 2018 supporting our customers in Central and West Scotland as a mobile merchandiser. She is a great addition to our team bringing 11 years of retail experience with her. Top customer service is one of Jane's many attributes having worked for 3 years with Tesco Mobile. Jane is a devoted mum to her son who is 2 years old. She has been baking since the young age of 6 and is teaching her little boy her skills in the hope that he might appear some day on The Great British Bake Off! Jane has a quirky interest in collecting water bottles, be sure to ask her for advice in choosing the perfect one!!

We would like to welcome the following centres to our portfolio:

Moray Leisure Centre –
Moray Leisure Ltd Elgin

Templemore Swim & Fitness
Centre and Riversdale
Leisure Centre – Derry City
& Strabane District Council

Poolewe Swimming Pool –
High Life Highland

Barrow Park – Life Leisure

Clickimin Leisure Complex
– Shetland Recreational
Trust

Universities – Leeds Beckett, Cardiff Metropolitan, Strathclyde in Glasgow

Hotels – Juvenate Health and Leisure at Jurys Inns. Leisure Facilities at
Aberdeen Altens Hotel, Hilton DoubleTree Aberdeen Treetops and Hilton
Doubletree Dundee. Leisure at The Bowfield Hotel and Country Club part of
the Manorview Group.

Community Pools – RiversMeet, Gillingham. Drumsheugh Baths Club,
Edinburgh. Sir John Deane's Sixth Form College, Northwich and The Puffin
Pool, Dingwall.



Deep Sea Monster

Meet the Deep Sea Monster! The latest fun addition to our Swim Toy range. Perfectly packaged to hang neatly on your display the monster will provide loads of water fun. Drop it into the water and watch it race down. Can you catch it before it reaches the bottom? You won't miss it with its bright flashing lights. It's ideal to help youngsters practice swimming, diving and underwater skills. Available in 4 eye catching colours.

Speedo Rift Junior



The Rift Junior goggle is the ultimate model for learning to swim. Packed with great technology, the mask shape of this goggle ensures the best wide vision for greater underwater confidence. Comfort is a key feature and this goggle boasts super soft seals which adapt perfectly to the shape of your youngster's face. The "magic" buttons at either side make adjusting the straps super easy and the split strap at the back ensures a secure fit. Bright and colourful in 4 different colourways, these goggles prove popular with swimmers aged 6-14.

It's Sportmax Nationwide!! (Moray and RiversMeet)

Within the space of a few weeks the Sportmax team had covered the length of Britain opening in Elgin in the north and Gillingham in the south, a distance of 584 miles (over 10 hours of driving). Moray Leisure Centre in Elgin is a large established facility serving the immediate Moray county and is now benefitting from the overspill from Inverness. But what does Elgin really have to offer?

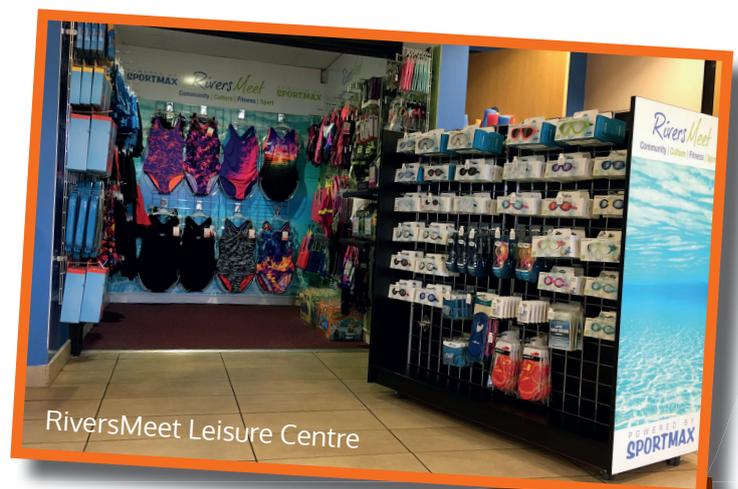
- Johnstons of Elgin for woollens and cashmere
- Elgin City Football Club
- The whisky trail – Glen Grant, Glen Moray

And where do you stay? Well we have first hand experience staying at the Mansion House Hotel with a rather spooky exterior (see photo). It has a wonderful charm and sense of "establishment". Oh and forget about the 5 star hotels such as Gleneagles and Turnberry – the breakfast at the Mansion House Hotel was absolutely first class and made to order!!

The most northerly town in Dorset, Gillingham has a mixture of Victorian and Edwardian houses and terraces complimented by a good selection of independent shops. The main railway allows you to commute to

London within 2 hours! RiversMeet Leisure Centre boasts the only community owned and managed leisure centre in the UK and has recently updated its gym by installing some pretty impressive pieces of kit

RiversMeet and Moray Leisure Centres we hope to have a long association with you!



Client splash

High Life Highlands



Location: Scottish Highlands

No of Centres: 16

Includes: Inverness Leisure Centre, Lochaber, Dingwall and Thurso

Sportmax provides High Life Highlands with bespoke, custom built retail displays offering a full range of wet and dry sport products for resale. You can find out more about them on their website <https://www.highlifehighland.com/leisure/>

"I can honestly say that Sportmax has been a pleasure to work with - very easy to deal with and the small

head office team means they are very responsive to any queries. Ross himself is incredibly enthusiastic and is keen to look at the best solution for each of our sites which are all different and have different challenges. He tells you what's going to happen and when and it happens exactly as he says. We have 16 sites spread throughout the Highlands varying from Inverness Leisure which has just under one million user visits per year to smaller sites with less than a tenth of that usage. There are 175 miles from our most southerly

site to our most northerly so, as you can imagine, logistics are a bit tough, but Sportmax has delivered on all counts.

Management information is readily forthcoming and with goods being on consignment there are no upfront large stock purchase costs. Retail income is showing a healthy growth year on year compared to our income with our previous supplier."

Graham Cross
– Commercial Manager
High Life Highland



Contact Us

If you would like to find out more about any of the articles in this newsletter please contact Team Sportmax:

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