

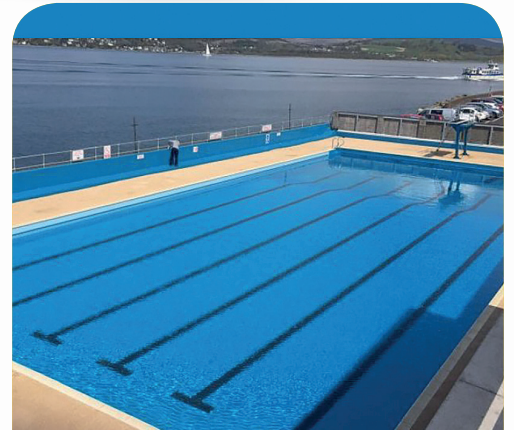
THE SPLASH

SUMMER 2018

A long time ago in a swimming pool far, far away



We are very excited to announce that Speedo have signed a three year partnership with the World's Number One children's brand, Disney. This has allowed Speedo to co-brand their swimming goggles, swimwear and accessories with some of the most loved and recognised brands and characters in the world and it all kicks off this summer with Star Wars! Speedo have designed a range of their best-selling girls and boys swimwear featuring Yoda, Storm Troopers, R2-D2 and the Millennium Falcon. May the force be with you!



Open Air Swimming in Gourock

Our partnership with Inverclyde Leisure means we have the pleasure to supply a range of goggles, accessories and swimwear to Gourock Outdoor Pool, Scotland's oldest outdoor heated swimming pool. It is one of only 2 heated outdoor saltwater pools in Scotland. The pool is heated to a very comfortable 29 degrees and boasts a terraced area and traditional patio where you can admire spectacular views of the Clyde Estuary. Sales at the venue have been incredibly high this season and the venue has been extremely busy with the wonderful summer weather we are experiencing.

Have you met Team Sportmax's Southern Scout?



Chris joined the Sportmax Team in April to support our customer base in England.

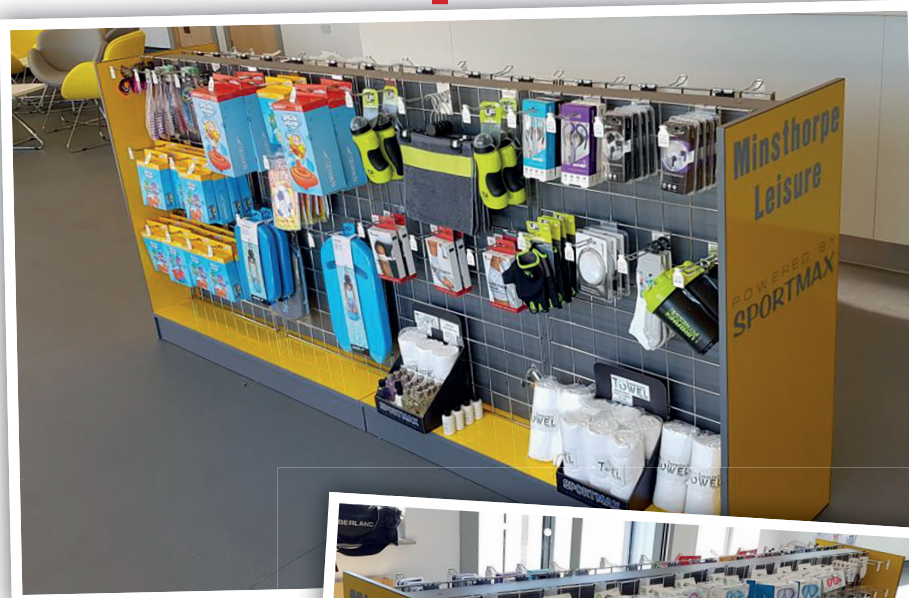
Chris is the perfect addition to the team with his many years of retail and customer service experience. Beginning at age 17 Chris worked as a warehouse assistant and worked his way up to management in various national retailers including TK Maxx and Pets at Home.

Chris is a dedicated family man who is very keen on many sports. So long as sports means football! He claims to almost have become a pro-footballer, but we're not convinced. His other interests are fitness, technology and graphic design.

Partner Praise
"You're a star 😊 and so helpful"

SPORTMAX
LEISURE CENTRE RETAIL SOLUTIONS

Welcome to Minsthorpe Leisure



Recently we had the pleasure of providing our services to the brand new Minsthorpe Leisure Centre, as part of our Wakefield Council partnership. The fantastic new venue boasts a 6 lane, 25 metre swimming pool and 60 station gym. The centre retail was Powered by Sportmax with an extensive display in time for its opening in March 2018. Everything from goggles to swimwear from the world's number one swim brand, Speedo, are in stock and selling well.



Emergency Bath Towel and Toiletries

It must be one of the most forgotten items – the towel. So, we've introduced the Emergency Bath Towel – a cotton, vacuum packed reusable towel big enough to dry a body at a price that won't break the bank – it even comes in its own display box which can be paired with our top selling travel size toiletries.



Flexiseal Goggles

Stuffed full of great technology, great design and colour options the Futura Biofuse Flexiseal has surprised us with its instant success, especially given its £20 price tag but that is the power of Speedo. Flexible seal, UV protection, Anti-fog, Easy-Adjust and Wide Vision make this a must for any fitness / training swimmer and they also come in a female only size which has been very popular.



Partner Praise
"We have received such fantastic service from you all at Sportmax"



OSWIM ACADEMY

Partner Praise
"You guys
really are
fantastic"

Back to Burnley

We are delighted to announce we have been awarded a three year contract with Burnley Leisure. Having previously worked with the Trust we had a clear understanding of their expectations and were pleased to provide them with our enhanced retail display options. Their new retail display walls and free standing mobile units have been co-branded with their eye-catching and popular Swim Academy logos and characters.

To coincide with the opening of their new retail operation we held a retail sales training session for no less than 10 Burnley Leisure staff members across St.Peter's Leisure and Padiham Leisure Centres to share our experience in retail sales and product knowledge.

The initial sales and feedback from the Trust and its members has been extremely positive and we look forward to a successful and profitable partnership.



Partner Praise
"Thank you for
making the
order process
so easy!"

www.sportmax.co.uk

Client splash

Hull Culture & Leisure



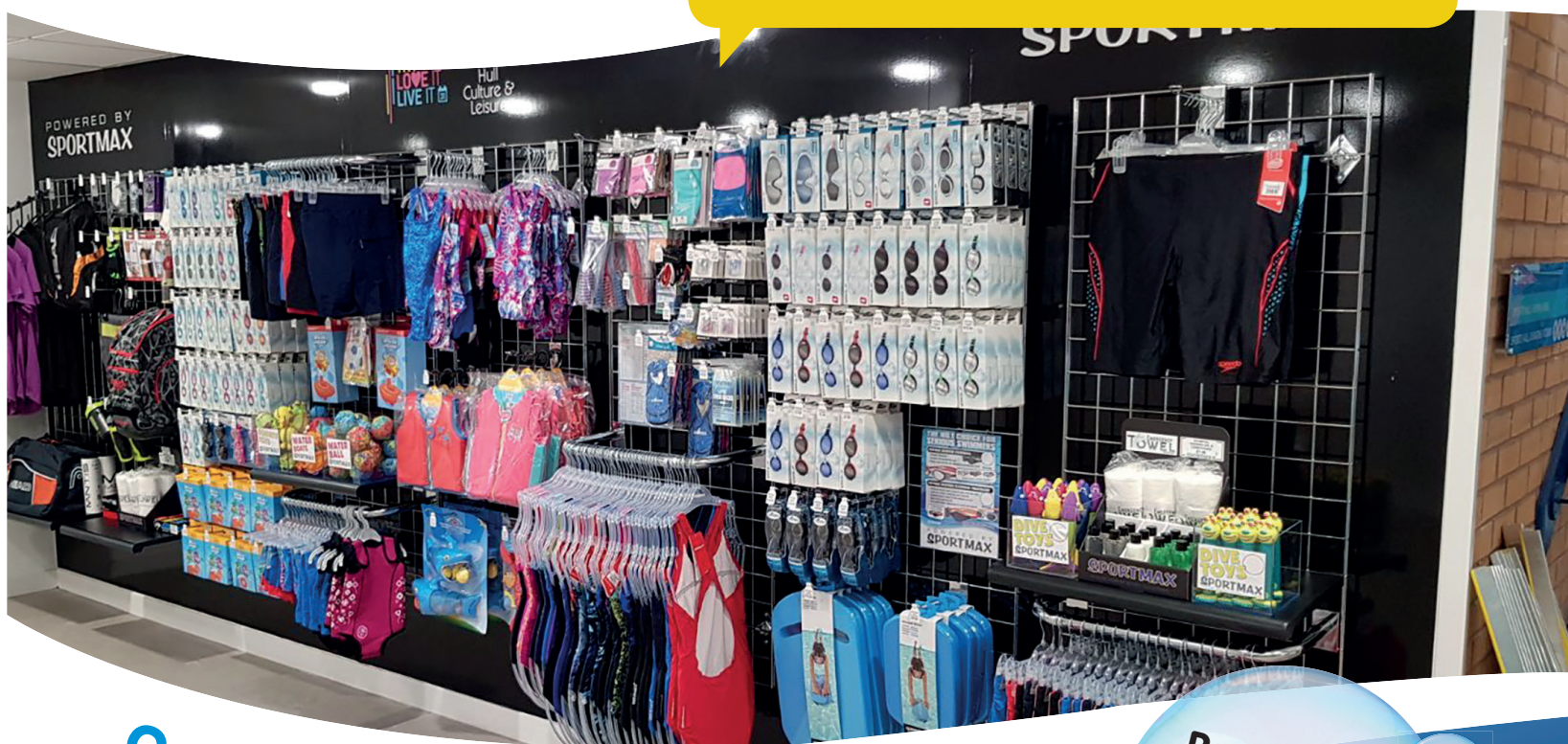
Location: Hull, Yorkshire, England

No of Centres: 6, Albert Avenue, East Hull, Woodford, Ennerdale, Costello and Beverly Road
Sportmax Client Since: 2015

We provide Hull Culture & Leisure with bespoke merchandise displays across 6 centres, each offering a range of wet and dry sports products. This includes their flagship leisure centre Woodford which has recently undergone a multi-million pound refurbishment and now boasts an upgraded family fun pool with 6 wave settings and a fun family water slide.

"Hull Culture and Leisure are delighted to have extended our contract with Sportmax. Our facility managers, staff and I have all been very impressed with the service provided by the Sportmax team and increased income achieved since we have worked in partnership with you. Thank you Team Sportmax."

Colin Clark Area Manager
HCAL



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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Max Black
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Partner Praise
"Thank you so much for this – Superstar"

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