

THE SPLASH

SUMMER 2019

What a Mess!!!

Well that should get someone's attention. Yes we are in the middle of our warehousing extension and what a mess now that the builders are breaking into our existing property:

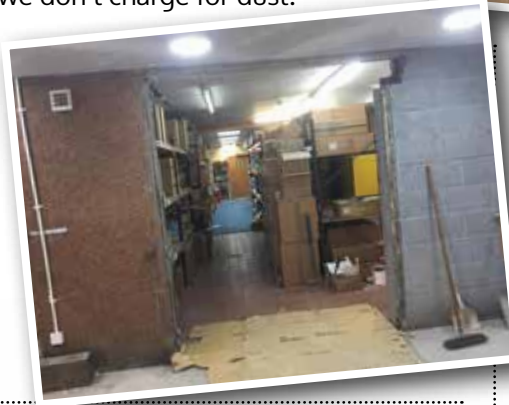
- Dust
- Water leaks
- Alarm activations
- Electrical Faults

If you've ever carried out your own extension, you will know how stressful and frustrating it can be.

"But we are nearly there" our builder assures us! We're not so sure!

"It will be worth it in the end" our builder tries to assure us, but when is the end?

Meanwhile bear with us if you have the odd dusty goggle or noseclip delivered to your shop – we don't charge for dust!



Meet Team Sportmax's Warehouse Operator David

David joined Team Sportmax in September 2014 bringing with him 30 years' experience as a warehouseman for Arnold Clark, Safeway and Sainsburys to name a few (you may not all remember Safeway!) He takes great pride in running a tight and tidy ship. There is nothing David doesn't know about his warehouse. He never forgets and is great for remembering the next staff members birthday (ages included!). David is married and a devoted grandfather to his 4 grandchildren who certainly keep him on his toes. He is well travelled having been to Australia, Mexico, Thailand and Cyprus all more than once and David's best quality has to be his moves on the dancefloor on a staff night out.



Introducing Spa Naturel @ Mercure Hotels

spa
Naturel
fitness
welcome to wellness

We are pleased to have expanded our hotel partnerships further into the Mercure Hotel chain. We have delivered bespoke branded wall displays and product ranges ideal for the Spa market to 9 Spa Naturel health clubs across the country stretching from Blackburn to Exeter. Early sales have been great, and we look forward to a long and successful partnership with the group.

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

- 9 Leisure Centres within Active Northumberland
- 6 Leisure Centres within Salford Community Leisure
- 3 Leisure Centres within Sport Blackpool
- 9 Health Clubs within Spa Naturel, Mercure Hotels
- Leisure facilities in Seedhill Athletics and Fitness Centre, Pendle Leisure Trust
- Leisure facilities in Swinton Estate, Ripon and George Watson College, Edinburgh.



Bruce of the month

In March we launched "Bruce of the month" a fun incentive scheme which sees each of the stock controllers nominate one person from the leisure centres they manage for their outstanding contribution to their retail shop. Winners receive their very own cuddly Bruce the great white shark from Finding Nemo! Winners so far are:

James Cain from Blaydon Leisure Centre (Go Gateshead) pictured

Darren Driver from Hyde Leisure Pool (Active Hyde)

Sandra Thomson from Vale of Leven Swimming Pool (West Dunbartonshire Council)

Will you be next?



Speedo Disney Goggles

Speedo's exciting collaboration with Disney means we are able to enhance your retail range with Spiderman and Frozen goggles. The Disney goggles are designed for infants aged 2-6 years who are learning to swim. These quality goggles feature an easy back button for a quick and secure fit. The fun print provides the perfect accessory for building a child's confidence in the pool.

Welcome Active Northumberland

Our most recent partnership sees Active Northumberland join our portfolio of leisure centres.

Northumberland's geography extends from the Scottish Borders in the North to Durham in the South. Did you know Northumberland originally meant 'The land of the people living north of the river Humber' and is the least densely populated county in England with only 62 people per square kilometre.

Boasting 9 leisure centres with pools, you can see from our gallery that Sportmax has committed to some very smart looking shops and our 'never out of stock policy' means that sales are being maximised.

Active Northumberland we hope you enjoy a long and fruitful business relationship with Sportmax.

Prudhoe Waterworld



Willowburn Sports and Leisure Centre



Ashington Leisure Centre



Client Splash

Go Gateshead

Location: Tyne & Weir England

No of Centres: 6

Includes: Gateshead Leisure Centre and Birtley Swimming Centre

We partnered with Go Gateshead in 2017 and supply bespoke retail displays and a full product range to meet the needs of each individual centre. The displays were designed around the eye catching green logo of GO Gateshead.



Gateshead Leisure Centre



Birtley Swimming Centre

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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