

THE SPLASH

WINTER 2020

Have you met Team Sportmax's North and East Scout?

Hayley joined team Sportmax in March 2018 supporting our customers initially in the East of Scotland. She is a busy team member and brings a wealth of retail knowledge from her previous 7 years working for Asda. Hayley is known in Sportmax HQ for her early rises to go and get the job done and her love of travelling abroad.



We Fund Your Stock

Sportmax supplies all of its 400+ products on a consignment stock basis which means that you pay only for what you sell and still make full retail profits.

There is an obvious financial benefit as none of your goods for resale ever sit on your books but in addition to this comes a real bespoke stock control system that tracks goods from Sportmax to you to customer (purchase) which ensures that you are never out of stock.

Our returns policy is no-quibble, no time-limit and cost free: return anything to us for whatever reason and we'll even pay for the collection. That pretty much means its risk free to trial stocking anything in our catalogue.

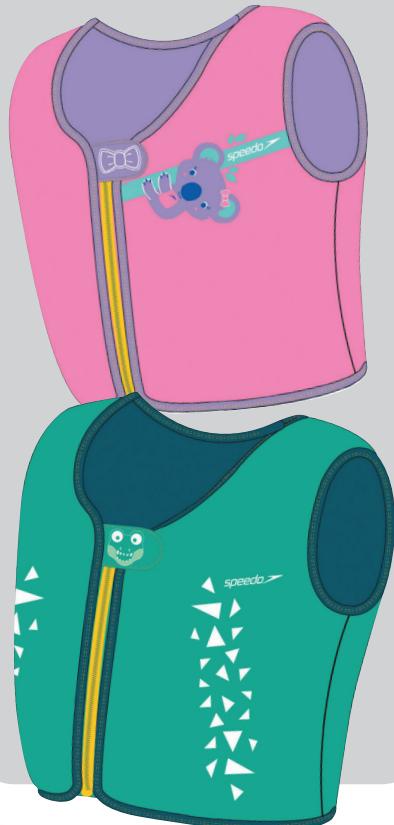
So, what does this mean for your overall sales?

Sales increase with a wider range and a never out of stock policy and don't forget we're stocking the worlds number one swim brand: Speedo.



Introducing our new Swim Vests

Young swimmers can make a splash with the newly designed Croc and Koala Float Vests. These Speedo float vests give little learners a new sense of independence and the buoyancy they need to start kicking and using their arms. The new designs are fun and colourful and perfect for little swimmers.



SPORTMAX
LEISURE CENTRE RETAIL SOLUTIONS

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

- Omagh Leisure Complex – Northern Ireland
- Elswick Pool - Lancashire
- Wentworth Leisure Centre Pool – Northumberland
- DG1 Leisure Complex – Dumfries and Galloway
- Edge Hill University – Lancashire
- Best Western Forest Hills Hotel – Cheshire



Bruce of the month

In March 2019 we launched a fun incentive scheme "Bruce of the month".

Each of the stock controllers at Sportmax HQ nominates 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!

Latest winners are:

- **Julie Patton** from Lagan Valley Leisure plex - Northern Ireland
- **Jean Reid** from Grangemouth Sports Complex - Falkirk
- **Jo Weedall** from BH Live Active, Littledown - Bournemouth
- **Lynne Ward** from Clickimin Swimming Pool - Shetland
- **Philomena and Linda** from Worsley Leisure Centre - Manchester

Thank you all for your continued support.



STAR PRODUCT

Have you got your Speedos?

It's the markets most recognised item of swimwear and consistently one of our best sellers and now our Mens and Boys Speedo Watershorts are made from recycled nylon so they are eco-friendly too. Just remember to ask your customers – "Have you got your Speedos?"



Hydrate with Sportmax Water Bottles



It's time to harness the power of water using our amazing new range of value for money water bottles. We know getting fit for the new year is not much fun but at least with these funky designs and colours you'll look the part.

Selling from only £7 through to £13, contact Sportmax for further supplies.

Don't get thirsty – get Sportmax water bottles!



www.sportmax.co.uk

Client Splash

Glasgow Life



Location: Central Scotland

No of Centres: 34

Including: Glasgow Club Bellahouston, Glasgow Club Gorbals, Scotstoun Leisure Centre and Tollcross International Swimming Centre

'We have been working as a key partner with Sportmax for close to 10 years, in that time we have reviewed our approach to retail sales and customer services and in

conjunction with Sportmax, put in place an innovative, low risk solution, that provides a comprehensive range of both wet and dry site leading branded sports products, competitively priced and professionally displayed. A recent review of retail sales confirms significant increases in new sources of income. We would have no hesitation in recommending the company and its approach to providing a retail sales solution.'

Michael Wright – Commercial Operations Manager

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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