

## My Serve

Welcome to another issue of ERSA e-Newsletter.

The summer season is coming to an end with the hard court tournament warm-ups for the US Open starting. I will be at the Women's Roger's Cup in Montreal until August 21 and back in Germany on August 23.

Look for the next issue of RacquetTech Magazine coming out September 1. It issue will include Roland Garros and Wimbledon Logs and Information, new products with the trend with more women's racquet lines continuing. Also included is an updated article on stringing knots which we are including in our new Fall 2006-07 Stringers Digest and the second marketing article in our series.

We are updating the techniques section for the upcoming new Stringers Digest with color photos and the latest information on stringing techniques and tuning, along with updated company information and hundreds of new stringing patterns. Be sure to renew your membership for 2007 if you have not already done so.



### Upcoming Workshops & Certification

England - October 23-27 Workshops

England - November 20-24 Testing

Germany - October 14-15

November 11-12

December 9-10

Best wishes

Mark Maslowski

## HEAD INTRODUCES NEW PERFORMANCE LINE OF TENNIS BALLS

– The uncompromising quality of the HEAD brand now comes in a can; introducing an entire series of HEAD quality tennis balls that are sure to meet your needs.



Beginning July 2006 the new HEAD tennis ball line will be available and every player can get their hands on real performance and superior construction. From premium tournament and pro tennis balls to training tennis balls, balls for leisure players and perfect balls for beginners, HEAD ensures your game is at its best every time you take the court by offering a wide range of products:

- Tournament - Made to meet the demands of the pros; the official ball of the ATP.
- Championship – Top all-around performance; suitable for any court surface.
- Practice – Durable, long-lasting training ball; good for infrequent players.
- Methodical – Slower bounce; developed specially for beginners.

HEAD tennis balls offer optimal constant pressure and elasticity, as well as extraordinary ball-surface contact. Created with SMART OPTIK® felt for 19 % greater visibility and Encore™ Technology for 33 % longer life, HEAD tennis balls prove that while the best equipment won't ever take the place of talent of lessons, it certainly can make your game better.

Recognized as the best by professionals, HEAD is the official tennis ball of the ATP, ATP Masters Series and Tennis Masters Cup Shanghai. The ball of the pros is now in your court. New ball. New game. HEAD Tennis-balls.

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## **A CENTRE COURT GRAND SLAM FOR SLAZENGER AT WIMBLEDON**

Slazenger, the premium sports equipment manufacturer, has signed an additional 10 year contract extension with The All England Lawn Tennis Club that will make it the official ball supplier to The Wimbledon Championships until 2015.

The contract, started in 1902, will make Slazenger's involvement with the world's greatest tennis tournament the longest partnership in sporting goods history – 113 years in total.

The secret to Slazenger's Wimbledon ball success is the strong rubber core, the quality and type of cloth used, combined with a couple of classified ingredients! To ensure The All England Lawn Tennis Club's high standards are adhered to its own experts work alongside top sports scientists at Loughborough University.

Ian Ritchie, Chief Executive of The All England Lawn Tennis Club said; "With 52,000 tennis balls required for The Championships and with each one having to be tested for weight, bounce and compression, it is imperative that we have an official supplier with an unsurpassed playing advantage. Slazenger's renewed contract gives it one of the most distinguished heritages in the sports industry and a history that no others can equal and we are very pleased to be renewing the long association."

Slazenger also offers a wide range of premium equipment designed to meet the most demanding playing requirements, coupled with a strong heritage and the commitment to youth development. This is reinforced with its association of Wimbledon and the endorsement of top international players including Tim Henman and Mardy Fish, factors which all combine to make Slazenger one of the world's greatest sporting brands.



## **Prince O3 Technology Wins 2006 IDEA Award** Racquet Technology Takes Bronze Award in Consumer Products Category

Prince O3 racquets come in colours such as red, blue and silver, but this year they have a new tint of bronze. Prince O3 Engineered Technology is the winner of the Bronze Industrial Design Excellence Award (IDEA) in the Consumer Products category, recognising it as an outstanding consumer product design for 2006.

"The IDEA Award is given to products that show exceptional design and engineering, and it is a privilege for our company to have been honoured with this outstanding award. At Prince, we live an ongoing commitment to give consumers an exceptional tennis experience through advanced technology and engineering," said George Napier, chairman and chief executive officer of Prince Sports, Inc. "Our focus is to bring products to market that improve play; to be the benchmark for fresh thinking and innovation – and ultimately to set the bar for the industry."

Decisions for the 2006 (IDEA) were based upon design innovation, benefit to the user, benefit to the business, ecological responsibility and aesthetics and appeal.

The IDEA competition, sponsored by BusinessWeek and the Industrial Designers Society of America (IDSA), awarded a total of 499 entries this year. A complete list and analysis of each recipient is included in the edition of BusinessWeek published today (June 30) and in IDSA's quarterly magazine Innovation.

According to the SMS/TIA First Quarter Specialty Store Audit for 2006 in the USA, Prince has five of the hottest new racquets ranked by year-to-date sales in the "Combined Head Size Hot New Racquets" category, all of which are O3 Technology. In addition, O3 was named a Best Buy for 2006 by WHICH? Magazine, the independent consumer magazine in the UK, and the O3 Silver and O3 Hybrid Hornet are US Tennis Magazine Editor's Choice Winners.

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## **Prince Protégé Carlos Boluda Wins European Junior Tennis Title**

Spain's Carlos Boluda has won his first European Championship title at the Boys' 14 & under event in Ostrava, Czech Republic.

The Prince protégé, seeded seven and playing with the Prince O3 Tour racquet, made his breakthrough in the 2006 Tennis Europe championship when he defeated Ashot Khacharyan, the top seed from Russia, 7-5, 4-6, 7-6 (7/5) in the semi-finals.

Boluda went on to capture the title after a comfortable 6-1, 6-3 victory over Slovakia's Robert Gasparetz in the final.

"Carlos is clearly a youngster with a bright future ahead of him, and we are delighted that he has achieved this impressive European breakthrough with our revolutionary O3 racquet technology," said Mike Ballardie, Vice President and Managing Director of Prince Sports Europe.

Boluda's European title success comes a week after the teenager won the Spanish "Manuel Alonso" Junior U14 Championship in his home country.

## **Ashour Produces Perfect Prize For World Junior Championships Sponsors Prince**

When Prince decided to sponsor the Men's World Junior Squash Championships in July in New Zealand, the leading racquet brand undoubtedly hoped that one of its players would reach the final.

However, the climax of the event which attracted well over 100 youngsters from 18 countries could not have been more perfect for Prince – with top seed Ramy Ashour taking on Egyptian compatriot and fellow Prince player Omar Mosaad for the biggest prize in junior squash.

Ashour created squash history by becoming the first man ever to win the world junior title twice. In a sensational climax on an all-glass championship court, the 18-year-old from Cairo beat Mosaad in straight games 9-1 9-3 9-1 in 43 minutes, witnessed by a full house at the 1300-seat Arena Manawatu stadium in Palmerston North.

Mosaad, the third seed, claimed his unexpected place in the final after a 9-1, 9-5, 9-7 semi-final triumph over Pakistan's No2 seed Aamir Atlas Khan.

"I'm really, really happy to have made history by winning a second time," said the new champion afterwards.

Ashour shocked the squash world two years ago when – aged 16, and seeded only to reach the last eight – he romped through the biennial event in Pakistan to become the fourth Egyptian to win the crown since the inaugural event in 1980.

"I'm a much better player than I was two years ago," he said. "I'm fitter, and more mature too," added the 18-year-old Prince star who has already made his debut in the PSA top twenty world rankings.

He received his trophy and the winner's medal from the legendary Jahangir Khan, now President of the World Squash Federation.

Ashour and Mosaad went on to complete a fairytale conclusion for their racquet sponsors by leading Egypt to victory in the Prince Men's World Junior Team Championship, winning the title for only the second time since 1980.





## **DUNLOP CELEBRATES ITS WIMBLEDON CHAMPION**

Dunlop, one of the World's leading tennis brands is celebrating staff players and World Number One\*, Amélie Mauresmo, becoming Wimbledon Champion 2006

Amélie beat Justine Henin-Hardenne, World Number Three\* playing with a Dunlop M-Fil 3HUNDRED racket at The All England Lawn Tennis Club's Wimbledon Championships on Saturday 8 July 2006 in 123 minutes with a score of 2-6, 6-3, 6-4 and became the first French woman to lift the Venus Rosewater Dish for 81 years.

Amélie, who won her first Grand Slam title the Australian Open final in Melbourne using the same racket earlier this year, proved at Wimbledon she had fulfilled her potential and laid to rest the near misses of her early career

Mauresmo's M-Fil 3HUNDRED racket is a player frame offering exceptional touch and control for precision shot making. Her skill and talent in the game is something many players find hard to achieve, but with the M-Fil (Multifilament) structure of unique patented braiding combining carbon, glass fibre and a variation of metals in the hitting zone, it enhances the touch and feel of the racket where and when Amélie needs it most.

Commenting on her win, Amélie said; "This is the most prestigious tournament in the world and victory is sweet."

## **BUYER'S GROUP FOR RACKET SPECIALISTS**

The Racquet Tech Sports Group offers many advantages to independent retailers in the racket sports industry.

The Racquet Tech Sports Group offers Group Product Ordering, Marketing Concepts, Marketing Services, Management Consulting, Technical Educational Programs through the European Racquet Stringers Association, and Membership in the ERSA, the leader in racket sports information technology.

Group Buying offers the independent racket sport dealer the possibility to compete with the large chains, mail-order businesses and internet shops.

Marketing Concepts promoting group members as experts in the retail racket sports industry, and the advantages of professional advice to the end consumer.

Advertising and Design services are available for the members at great savings.

Management Consulting to help set up and run your business professionally and PROFITABLY.

Educational Programs including topics such as Marketing, Management, Technologies, Stringing; racket repair and tuning are offered to the members. Training Seminars set up and run by Master Racquet Technicians and ProTour Stringers throughout Europe.

Membership in the European Racquet Stringers Association. Yearly membership is included as part of your Racquet Tech Sports Group membership, giving you all the technical information and new product information to run your shop successfully.

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