



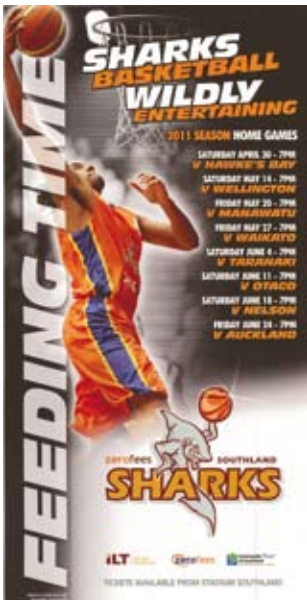
TEAM TALK

The Newsletter of Dynamix Teamwear

May 2011



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The Southland Sharks NBL basketball team kicked off their 2011 campaign last night with a first up win over the Otago Nuggets. Once again the team is being dressed by **DYNAMIX** Teamwear. After their first season, General Manager Jill Bolger described the Sharks as "the best dressed team in the league", something we're particularly proud of.

This year's playing roster has been strengthened with the inclusion of former Tall Blacks, Mark Dickel and Brendan Polyblank, and the team will be looking to improve on last season's placing of sixth. If you haven't yet experienced the hoopla and excitement of top level basketball, then we thoroughly recommend you get out this season and give it a try. For a full schedule of Sharks games www.sharksbasketball.co.nz/games, or for a full draw, www.basketball.org.nz/competitions/nbl/draw

We have 5 tickets to give away to every home game. To win them, just email (or write) and tell us why you and your team deserve to go to the game. We'll pick the best ones for a night at the basketball.

WHAT'S NEW?

We now have in all the new ranges for the year, and there's plenty of great new apparel product to create the right impression for your team. We're busily working on updating our catalogue, and will have this out soon. In the meantime we have a few spare copies of the supplier catalogues for those that like to have a printed copy, or you can check out these web sites for more information.

www.essentialsapparel.com
www.barewood.co.nz

www.bizcollection.co.nz
www.greatsouthern.co.nz

MAJOR EVENTS MANAGEMENT ACT 2007 (MEMA)

The oval ball tournament taking place in New Zealand later in the year is being touted by the good and great as a sporting and economic event of great significance to the country. And it may well be those things but, it does come with some fish hooks for anybody wanting to commemorate their participation with the obligatory tee shirt, or use games to leverage their marketing. MEMA imposes significant restrictions on what is possible in terms of promotion and co-branding with the event.

Essentially, unless you are an official licensee, no one is able to use the name or associated descriptors (there are a list of about 40 protected words and phrases) and event logos for commercial purposes. In practical terms this means, that it is illegal to so much as print a tee shirt with protected words such as "World Cup 2011", "Rugby World Cup" etc. Similarly it is illegal to take a piece of official merchandise and co-brand with your business or organization name.

The penalties for breaches are severe, and catch anyone involved in the breach. In the example of our tee shirt that could include the end user, the supplier and the printer. There is a significant compliance team on the lookout for possible breaches and already more than a 1000 compliance notices have sent out.

Contact us to learn more about what is possible and some idea's we have for working around the restrictions.

SPECIAL OF THE MONTH

Especially for those wanting to show their patriotism this year we have some great new product ready branded with silver fern imagery. Co-brand it with your corporate or team name or logo and you've got the perfect promotional gift or supporter's uniform for this year's big event.



PS-J623
Scarf with New Zealand &
silver fern
\$15.20 Buy 20: \$13.75



B-RBJ
Short Sleeve Rugby Jersey
with silver fern
\$46.00 Buy 20: \$43.50



FB-P116MS
Polo Shirt with large silver fern
\$34.10 Buy 20: \$32.00



PS-4229sf
Beanie with silver fern
(Minimum 10 units)
\$6.55 Buy 20: \$5.75



PS-4355
Cap with silver fern
(Minimum 10 units)
\$8.95 Buy 20: \$7.90