

**Angell Halo String
New Certification
Industry News
Loading Drills
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issue 4- 2016

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My Serve

RACQUETTECH EUROPE

European Racquet Stringers Association

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ERSA Benelux
Timo van Driel, Rob Maessen

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TECHNICAL CONSULTANTS

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Welcome to the latest issue of RacquetTech Magazine.

With the summer season full under way our members, managers and testers are all busy stringing at tournaments or at their shops and clubs.



I visited some of our members this week at Roland Garros including our UK Manager Paul Skipp, Benelux Manager Timo van Driel along with a handfull of our members. The stringing room was moved downstairs in the new Roland Garros Museum building. The stringing room is now in a quiet corner after years being in a very load public area. We will include an article next issue on the stringing service.

The new Babolat stringing machine was partially being used to see how it holds up under tournament stringing. Three new machines were in the public area where 3 of the team had to string each day. Several new machines were in the back area but mostly the Sensor was being used for the stringing. We hope to get a test machine and do a review on it as soon as they start shipping orders out this summer.

Next month is Wimbledon, our unofficial summer managers meeting, with half of our managers stringing there the first week. If any of our members need to meet with us, please contact me at mmaslo3330@aol.com. No testing possible!

Our new certification tests are being prepared this summer and after that we will start on the new Techniques Section of the Stringers Digest. It will be totally re-written with new photos and many new sections.

Symposium 2017 - With the Easter school vacations the middle 2 weeks of April, we are looking at doing the Symposium the first week of April. We are down to 3 venues and will be announced in the next issue along with a schedule of events.

Wishing everyone a great summer season!
Mark Maslowski





New Certified Stringers, MRT, PTS.

ERSA now offers certification for different levels of stringers, from beginners to the top professional stringers in the world. The first level is ERSA Stringer is for new stringers to show they have completed a stringing course and learned to string correctly. Certified Stringer is for stringing services, such as coaches, club stringers, shop stringers, after passing a day of practical and written tests. Master Racquet Technician is for shop stringers and owners who can tune racquets, string at a high level and have a broad knowledge of products for their customers. Pro Tour Stringer certification is for MRTs who are stringing at ATP and WTA tournaments. There are 3 levels for this certification, Level 1, Level 2 and Master Pro Tour Stringer.

New this year are:

Certified Stringer Squash
Master Racquet Technician Squash
Pro Tour Stringer Squash
Master Racquet Technician Badminton



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New Products

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1.20mm available in 12 meter sets and 200 meter reels.

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COMING NEXT ISSUE!!!!!!!

- How Social Media can increase your business!
- New Products
- Tennis String Tests
- Industry News
- Symposium 2017
- Tips - Tennis - Squash - Badminton

ERSA Certification



After 15 years of using the USRSA Certified Stringer and Master Racquet Technician certification tests, we have expanded the tests to include badminton and squash certified stringer and master racquet technician along with our pro tour level certifications in all three areas. We are constantly reviewing our tests and bringing them up to date.

The last 2 years we have been discussing updating and correcting many things on the USRSA certified stringer and master racquet technician tests. Many of the questions are now considered wrong or out of date, as well as being directed to the USA market. We have now changed the tests so they are up to date internationally, a little more difficult and fit in line with our whole certification system.

As the ERSA and USRSA tests are now different levels, we will not accept the USRSA Certified Stringer and Master Racquet Technician tests from now on. All the members with the old certification will be able to keep it in the ERSA.

The written tests are a little harder as well as higher standards on the practical tests.

We are just finishing up the new tennis tests with all of our Master Pro Tour Stringers and Testers working on it. There will also be a new second level MRT for shops including more on marketing, organizing and racquet tuning will be included.

The tennis tests will be as follows:

ERSA International Certified Stringer - This test will be 80 minutes with 60 written questions with the questions being reviewed, updated and changed each year. The practical test will be stringing a hybrid, building up a grip, adding a new base grip and overgrip, changing a grommet strip and using tubing.

ERSA International Master Racquet Technician - This test will be 90 questions in 100 minutes, also being changed each year. The practical test will be stringing a hybrid in under 45 minutes, using a balance board, scale and swingweight tester along with building up a grip, applying a new base grip and overgrip.

ERSA International Master Racquet Technician Level 2 - Pro Shop -

This test will be 50 written questions covering management, marketing and racquet and string technologies. The practical part will be tuning 2 racquets and changing pallets and butt caps. Level 1 MRT certification necessary to take this test.



ERSA Certification

Pro Tour Stringer Level 1 - This will stay the same with minimum ERSA International Master Racquet Technician certification to take the test. 3 Racquets 16x19 around the world in under 60 minutes or 3 racquets 18x20 racquets in under 75 minutes, 1 Natural gut 16 x 19 in under 30 minutes, and matching 2 racquets.

Pro Tour Stringer Level 2 - Minimum requirements are ERSA International MRT and Pro Tour Stringer Level 1 along with minimum 5 years stringing experience with pro tournaments including ITF, ATP, WTA, Davis Cup and Fed Cup. A written test will be 50 questions on everything a stringer should know when stringing a tournament. Practical test is 3 18x20 racquets around the world with poly in under 60 minutes and tuning 2 racquets to specifications.

Master Pro Tour Stringer - Minimum requirements are 10 years tournament stringing. Resume required and will be voted on from active Master Pro Tour Stringers only. This person should be recognized on the pro tour as a top stringer and has organized and ran tournament stringing services.

Mark Goodman is the International Badminton Manager and Nick Down is the International Squash Manager. They will be bringing the badminton and squash certifications in line with the tennis. Nick Down is now working on the squash which will be finished shortly to include an updated **ERSA International Certified Stringer Squash, ERSA International Master Racquet Technician Squash** and **Pro Tour Stringer Squash**.

Our organization is now divided up under

ERSA International

Australasia

Europe, Africa, Middle East

North and South America

Mark Maslowski will be running ERSA International as well as in charge of Europe, Africa and the Middle East.

Richard Parnell will be in charge of North and South America.

Bernie Chan will be in charge of Asia and Australia.

We now have managers in most European countries, Australia, several Asian countries and 2 South American countries.

We will be announcing 6 new managers in the coming months.





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World #8 (March 2016)

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Industry News

Ashaway ZyMax® Fire Family of Badminton Strings Sparks Global Appeal

- Soaring sales see "Fiery Orange" ZyMax string in racquets worldwide
- Thinner tournament gauges especially popular, says Crandall

Ashaway, RI – Since its introduction just over a year ago, Ashaway's ZyMax® Fire family of badminton strings has been racking up impressive sales figures and sparking global appeal, according to the manufacturer. Constructed using the company's special ZyWeaVe™ string core technology, the ZyMax Fire line includes four strings, each designed to optimize the various characteristics of Ashaway's proprietary BETA polymer fibers. This combination allows players to select a string tailored to their individual games, while all provide superior tension holding and durability.



"Sales figures for ZyMax strings overall have been impressive," said Ashaway's Steve Crandall, "but the most dramatic numbers are among the thinner tournament gauges -- ZyMax 62 Fire and the two 0.66 mm strings, ZyMax 66 Fire and Fire Power. We're seeing a sea of 'fiery orange' ZyMax string in tournament racquets worldwide!"

The benefits of the ZyMax proprietary BETA polymer and ZyWeaVe construction include sensational elasticity and dynamic stiffness for excellent feel and repulsion; optimum strength and durability, including superior knot and loop strength; and exceptional tension holding ability for consistent reliable performance. According to Crandall, in-house lab testing has shown a 20% improvement in dynamic stiffness, and in knot and shear strength, over most popular badminton strings.

The ZyMax Fire family includes four strings: ZyMax 62 Fire, ZyMax 66 Fire, ZyMax 66 Fire Power, and ZyMax 69 Fire. ZyMax 62 Fire is a 0.62 mm micro gauge string designed for maximum repulsion and shuttle response. Both ZyMax 66 Fire and ZyMax 66 Fire Power are 0.66 mm strings designed for high performance players. 66 Fire is tailored to provide precise shot making, while 66 Fire Power is designed to provide maximum power and explosive repulsion. ZyMax 69 Fire is the heavyweight of the group and is geared to provide exceptional durability and string life.

Ashaway's trademarked ZyWeaVe technology generates a string core that is stronger and holds tension better than traditional badminton strings. This allows for thinner, more playable strings that perform consistently at higher tensions throughout the life of the string.

All ZyMax Fire strings are available in traditional white and in a distinctive "Fire" orange color, and in 10-meter sets or 200-meter reels. Recommended stringing tensions are up to 30 or 40 lbs., depending on the string.



Industry News

WINNING TIMES STRAIGHT AHEAD:

HEAD Golden Ball Promotion enters next round

It is time to win some real gold - or rather a whole piece of it. As of the beginning of May, the 2016 HEAD golden ball promotion offers fans around the world the golden chance to win one of 1,000 special prizes, while one lucky winner has the exclusive chance to take home a 100 gram piece of real gold.

The good news is that finding gold is fairly easy: During the promotion, tennis fans will find codes inside their newly acquired HEAD ATP ball cans and can check online at www.head.com/tennis/goldenheadball whether they are one of the lucky winners. Fans, who want to participate in the Golden Ball promotion but do not have a code, can simply follow the instructions on the website for a chance to win big. Besides the grand prize, a 100 gram piece of gold, participants can take home one of 1,000 additional HEAD prizes including HEAD tennis racquets, HEAD tennis bags, HEAD tennis shoes or strings.

The HEAD ATP ball can does not only provide gold-winning codes: The official tennis ball of the ATP World Tour, which features Encore™ technology and SmartOptik™ felt for better visibility, picks up more spin, allows even better control and stands out with its improved durability.

For more information please visit:

head.com/tennis

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Industry News

As part of the On The Road to the ATP World Tour programme, Tecnifibre created in 2015 the first Young Guns



Contest, a unique project in the world of tennis. After a strong, successful campaign in 2015, the brand has decided to launch the 2016 contest!

The Young Guns is a 4 month contest where 4 young rookies on the pro circuit will compete for a cash prize of \$50 000, which is a real stepping stone in order for them to reach their goals : to reach and stamp their authority in the Top 100 rankings! In 2015, American Denis Kudla won the inaugural contest.

Performance et social potential

This year, Gregoire Barrere (22 years old - 216 ATP) from France, Mitchell Krueger (22 years old - 239 ATP), Omar Jasika (19 ans - 267 ATP - US Open junior winner in 2014) from Australia and Daniil Medvedev (20 years old - 244 ATP) from Russia will be evaluated on 2 criterias : their results on the court, and also their ability to share their life on the pro circuit.

Media training and social Networking

Communicating is now part of a Top player's career. To bring out the best of their "social potential" and to better understand the principle of "Personal Branding", the Young Guns were able to undertake media training and social network lectures during the "On The Road Camp" which took place in Cannes, in May. They were able to acquire the necessary knowledge in order to manage their communication and their relation with the media, and to learn about the right language to pass on the right message. They are now ready to take off and embark on the contest on and off the court, to fight for the \$50 000 which for a player of this level accounts for nearly 2/3 of their expenses per season.

Gregoire Barrere, the French player in the contest is "200% motivated" : "It is a great challenge and this cash prize is an important amount. Even though I am lucky enough to receive some funding from the federation, this amount will for example allow me to increase my team to a physio at certain periods of the season. This contest is also an opportunity to be more professional in communications and to become closer to the people who follow and support me ontour. To work on self-branding is now part of the sport".

His rival, American Mitchell Krueger vows to do his best : "It is opportunity to strike gold! To win this contest will ease my entry into the big leagues! The way to win this cash prize won't be easy, I will need to plan out carefully and be smart on the social networks".

New for 2016

Each player this year will have the support of a top player who will play the role of a mentor. The leader of Team Tecnifibre, Jeremy Chardy, is extremely motivated in helping out bring the cash prize to compatriot Gregoire Barrere "I am supporting Greg and I will take my role extremely seriously! We are a team! He told me that I bring him luck because the week after we practised

together at the OTR camp, he won a futures tournament in Angers. He's on a streak, he's playing well! We will also try and push his image on the social network sites. We're going to fight until the end!" Mitchell Krueger will be getting help from last year's contest winner Denis Kudla. Omar Jasika will be mentored by fellow countryman John Millman and Aljaz Bedene will be supporting Daniil Medvedev.

The winner's cheque will be presented by the Presidents of Tecnifibre and the ATP in November 2016, in London at the Barclays World Tour Finals.



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Please Fax or e-Mail this form to European Racquet Stringers Association.
Phone & Fax +49(0)211-68814151; email mmaslo3330@aol.com

Industry News

Prince Extends John Isner Partnership Through 2018

Prince, an American-born, global racquet sports brand today announces its continued partnership with John Isner as global brand ambassador on the heels of his 4th round run at the French Open in Paris.

“We are thrilled to expand Prince’s longtime partnership with the highest-ranked U.S. tennis player, John Isner,” said Nick Woodhouse, President & Chief Marketing Officer, ABG, owner of the Prince brand. “We look forward to further developing his relationship with Prince through new product innovations, marketing and brand activations.”

John Isner is a career Prince player, using the brand’s TeXtreme Warrior 100 racquet which was recently ranked #1 best all-around frame by Tennis Magazine. Isner is currently the 2016 ace leader on the ATP World Tour and, with an ATP ranking of #17, he is the highest ranked American tennis player on tour. One of Isner’s most notable on-court feats occurred at the 2010 Wimbledon Championships where he played the longest professional tennis match in history, defeating Nicolas Mahut in a total of 11 hours and 5 minutes of play over the course of three days. He also holds the record for the fastest serve in Davis Cup history, which was clocked at 157.2 mph.

Following his appearance at Roland Garros, John expressed his satisfaction with the TeXtreme Warrior 100 and his high expectations for the 2016 season. “I’m extremely pleased with the impact the new racquet has had on my game. My serve and overall play are noticeably benefiting from Prince’s innovations,” said Isner. “I am confident that the TeXtreme Warrior will help to elevate my game to a new level.”

Throughout 2015, John Isner and the Prince Research & Development team play-tested several prototypes to develop the right combination of technology, fit and feel for him. The goal was to position Isner for success in the 2016 season. Isner’s recent wins are a testament to the technology and performance of the TeXtreme Warrior 100 racquet.

Prince’s commitment to John Isner through 2018 is in keeping with the brand’s long history with ATP tour players. Prince has sponsored some of the most recognizable players in the world including Andre Agassi, Michael Chang and Patrick Rafter. Along with its support of ATP and WTA, Prince will continue to rollout new products, partnerships and activations throughout 2016 and future seasons.

www.princetennis.com

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Industry News

The Business of Tennis Forum

60 delegates attended the 2016 TIA UK Business of Tennis Forum, sponsored by ActionCOACH and Traveleads and supported by the LTA, at The Queen's Club on Wednesday April 27th.

The Forum achieved its main aim of giving delegates the opportunity to hear first hand from leaders in the UK tennis business about the important issues and trends facing tennis and solutions to help grow and sustain the sport particularly in the ever-changing world of technology. The Forum also provided an invaluable networking opportunity.

Tennis Europe & Mouratoglou Tennis Academy sign partnership

Photo: Tennis Europe CEO Olli Mäenpää meets with Patrick Mouratoglou

Tennis Europe has announced a two-year partnership with the Mouratoglou Tennis Academy. Under the terms of the agreement, the French Riviera-based training facility will take on the role of the European Federation's first ever official academy partner.

Overseen by President and Founder Patrick Mouratoglou, coach of WTA world #1 Serena Williams, the Academy is currently undergoing extensive expansion and refurbishments ahead of a grand reopening on July 3rd. The facilities, more than 12,000 m², include 34 clay and Green Set courts, a state of the art medical and fitness centre, on-site residence, tennis pro shop, multisport facilities, swimming pool & spa, and meeting and conference rooms.

The partnership is further good news for the Tennis Europe Junior Tour, which continues to grow after celebrating its 25th anniversary in 2015, and already has two events scheduled at the Mouratoglou facility in 2016. Several of the Tennis Europe Junior Tour's current top players, including Croatian 14 & Under #6 Borna Devald, Noa Kznicaric and 2015 'Les Petits As' winner Chun Hsin Tseng already train at the Mouratoglou Academy, while Junior Tour alumni including Novak Djokovic, David Goffin, Jeremy Chardy and Anastasia Pavlyuchenkova are regular visitors.

The agreement also raises the possibility for the Academy to provide expertise and resources to assist with Tennis Europe's coaching activities, including future European Coaches Conferences, training camps and other events.

Tennis Europe Chief Executive Officer Olli Mäenpää commented, "The name Mouratoglou has been synonymous with tennis of the highest performance in recent years and we are delighted that we will be able to bring the benefits of the expertise, knowledge and facilities of the Mouratoglou Academy to our member national federations, coaches and to the participants of the Tennis Europe Junior Tour."

Patrick Mouratoglou said, "In the name of Mouratoglou Tennis Academy, I'd like to express my pride at becoming a partner of Tennis Europe. The organising body represents all kinds of tennis, but with a particular focus on Junior Tennis and competition in Europe, and we will also be sharing our passion with a group of inspired, modern and dedicated professionals."

Further info: www.mouratoglou.com



Industry News

Haas Named Indian Wells Tournament Director

Former World No. 2 brings years of playing experience to job

Tommy Haas has been named Tournament Director of the BNP Paribas Open, the largest WTA and ATP World Tour combined two-week event in the world, it was announced today by BNP Paribas Open Chief Operating Officer Steve Birdwell. Haas' appointment as Tournament Director is pending approval by the ATP and WTA Boards.

A former World No. 2, Haas has won 15 ATP World Tour titles in his career, advanced to multiple Grand Slam semi-finals, including the Australian Open (1999, 2002, 2007) and Wimbledon (2009), and earned a silver medal at the 2000 Summer Olympics. The German posted a 25-13 record at Indian Wells, reaching back-to-back quarter-finals in 2007 and 2008.

"I'm thrilled to join the BNP Paribas Open as its new Tournament Director and look forward to working with one of the finest sporting events in the world," said Haas. "There is a reason that the BNP Paribas Open has been voted Tournament of the Year by both tours for consecutive years, as the tournament and venue continue to provide a world-class experience for players, fans and sponsors. I look forward to joining the experienced Indian Wells staff, building upon the foundation they have created, and working to take the event to even greater heights."

"As the BNP Paribas Open continues to grow and evolve in today's tennis landscape, we see a clear need for a Tournament Director who will engage with players, sponsors and fans in a deep and meaningful way, and we believe that Tommy is well-positioned to achieve these goals," Birdwell said. "Tommy is well-regarded by his peers on both tours and we believe that adding him to our existing veteran team will allow the tournament to flourish in the years to come."

Novak Djokovic approved of the move after winning his semi-final at Roland Garros. "It's a perfect solution for the Indian Wells tournament, considering the great relationship Tommy has with [tournament owner] Larry Ellison. Tommy has been around so many years in tennis," Djokovic said. "I'm sure he's very eager to contribute to the growth of that tournament that is already setting a very high standard in the integrity of ATP events."

Former World No. 1 to work with Milos Raonic during grass-court season

Milos Raonic will have two former World No. 1s in his corner after John McEnroe revealed he will join the 25-year-old in a consulting role during the upcoming grass-court season. Raonic is scheduled to play at the Aegon Championships at Queen's Club, in addition to making a sixth appearance at Wimbledon.

McEnroe is one of many former No. 1 players in the Emirates ATP Rankings to join the coaching ranks in recent years, along with Boris Becker, Stefan Edberg, Ivan Lendl and Carlos Moya. Moya was brought on by Raonic in a full-time role in January. The World No. 9 is also coached by Riccardo Piatti.

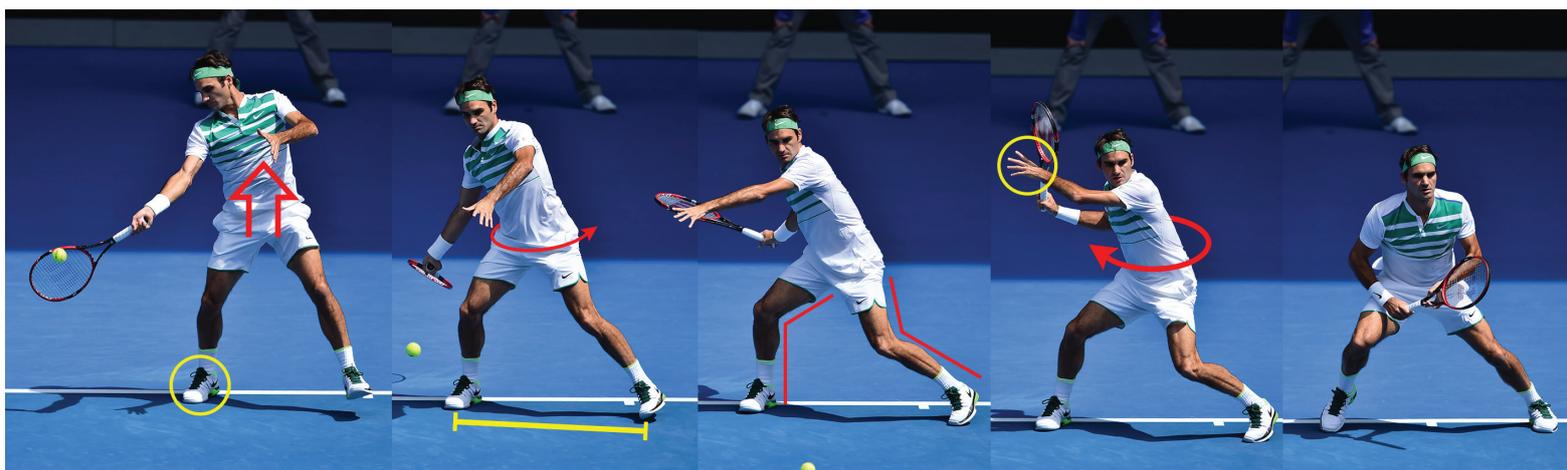
"He's one of five or six guys that can win Wimbledon." McEnroe said during an interview on Eurosport on Friday night. "I'm excited to be part of his team. Milos has a great team with Riccardo Piatti and Carlos Moya. I'm going to be a consultant on the grass."

Known for his deft touch and exceptional volleying skills, McEnroe, who spent 170 weeks atop the Emirates ATP Rankings, joined Raonic for an hour-long practice Saturday at Roland Garros.



Tennis Drills

ADVANTAGE OF LOADING DRILLS



Loading is the base to generate power and speed, players can improve the racket and ball speed dramatically by concentrating on the loading stage

Good athletic foundation is the base for explosive power

A solid base increases the rate of force production

Proper loading will allow the player to create maximum acceleration

Modern tennis involves faster movements and high outputs of power, the ground strokes require explosive power

the force of the movement and the velocity of the racket starts at the ground

The better the player the more explosive in his initial phase of the movement

Wide base to lower the center of gravity

Load with the outside leg

Upper body rotation is approximately 110 degrees from ready position

By turning the opposite shoulder and keeping the non hitting arm in the racket longer the player will store more energy and stabilize the balance

Tennis Drills

EXERCISES:

The emphasis of these loading drills will be place on the proper movement, starting from an almost stationary position creating the proper accumulation of elastic energy and proper resistance to be able to fully unload with explosive power. These drills are done slowly concentrating mainly on perfect form. I strongly suggest on using a very light ball. Players have to work on loading and unloading in a progression basis

DRILL 1



Objectives:

- a. Proper loading stepping in (neutral stances) with a wide base to obtain maximum acceleration

Execution:

- a. Fed medicine ball and hand fed tennis ball
- b. Player starts from the center of the base line
- c. Coach stands a few feet in front of the player
- d. First coach tosses the medicine ball low to the players forehand side, the player will receive the ball, then steps in, fully loads creating the resistance and then un loads throwing the ball back to the coach
- e. The proper sequence of this drill will be 10 reps with the medicine ball, follow immediately with 10 reps with ball and racket.
- f. The second part of the exercise will be the same on the backhand side and the third part of this exercise will be one forehand followed by one backhand. First with the medicine ball and then with the ball and racket.

Designed for Pro's. This monofil polyester string offers ultimate control combined with high ball speed. Now released!

BLACK FIRE

Diese Monofile Polyestersaite wurde speziell für die Anforderungen auf der Profitour entwickelt. Volle Kontrolle bei hoher Beschleunigung. Jetzt released nach erfolgreichem Einsatz auf der Tour!



BLACK FIRE

TECHNICAL DETAILS

Stärke: 1,25 mm / 17

Länge: 200 m / 660 feet

Diese Monofile Polyestersaite wurde speziell für die Anforderungen auf der Profitour entwickelt. Volle Kontrolle bei hoher Beschleunigung. Jetzt released nach erfolgreichem Einsatz auf der Tour!

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Tennis Drills

DRILL 2



Objectives:

- a. Open stands to maximize angular momentum, maintaining strong athletic foundation

Execution:

- a. Fed medicine ball hand fed tennis ball
- b. Player starts from the center of the base line
- c. Coach stand a few feet from the player
- d. First coach tosses the medicine ball low to the players forehand side, the player will receive the ball at the same as he is loading open stands, the player loads with the outside leg, after the movement creates the resistance the player will unload throwing the ball back to the coach
- e. The proper sequence of this drill will be 10 reps with the medicine ball, follow immediately with 10 reps with ball and racket.
- f. The second part of the exercise will be the same on the backhand side and the third part of this exercise will be one forehand followed by one backhand. First with the medicine ball and then with the ball and racket.

2015

EUROPEAN TENNIS REPORT

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facilities and
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- GAIN VALUABLE INSIGHT INTO THE EUROPEAN TENNIS MARKET
- AT-A-GLANCE RANKINGS BY NATION

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Tennis Europe (by constitution European Tennis Federation) is the largest regional association of the sport's governing body, the International Tennis Federation. Based in Switzerland, Tennis Europe is comprised of 49 member nations and co-operates with constituent national federations to sanction, manage and support well over 1,000 international tennis tournaments each year across the continent.

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Tennis Drills

DRILL 3



Objectives:

- a. Generating power and racket head speed from a muggle-step position

Execution:

- a. Fed medicine ball hand fed tennis ball
- b. Player starts from the center of the base line
- c. Coach stand a few feet from the player
- d. First coach tosses the medicine ball away from the players forehand side, the player will receive the ball as he is moving laterally, the weight of the body pulls the body to the out side, the player loads as he receives the ball, and then the feet come off the ground as he unloads landing with a big base and open stands, this will allow him to be able to hit and recover more efficiently.
- e. The proper sequence of this drill will be 10 reps with the medicine ball, follow immediately with 10 reps with ball and racket. The second part of the exercise will be the same on the backhand side and the third part of this exercise will be one forehand followed by one backhand. First with the medicine ball and then with the ball and racket.
- f. The second part of the exercise will be the same on the backhand side and the third part of this exercise will be one forehand followed by one backhand. First with the medicine ball and then with the ball and racket.

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Internet Shop

How to Start up an Online Racket Sports Shop - Basics

We have a large number of members who are racquet sports specialty shops. Some of you have online shops already and others are thinking about opening one. We have just gone through the process of opening a new one up which will be online in the next two weeks. Once you have decided to take the next step and get started there are many things to consider and go over. We will be adding a course on this at the next Symposium with an expert in this field.

1. Name of the online shop? Should it be the same as your store? The name should be short and interesting. It should also be recognizable. Be different, make sure it is not the same or close to the same as someone else's shop. Google the name you have chosen and see if it shows up. It all seems to be in order, register your shop. Check with which Domain you want to use. .com is the most used in the world so many names are gone already. You can choose your country domain if you are not selling internationally. Internationally you can use .eu for Europe, or .biz for business site international.

2. Create a logo for your business that is simple and to the point. It should also be memorable. Choose the color or colors for the logo. There are many online logo creation sites where you can create a new logo. ERSA used an online contest for their new logo, with the managers choosing the best one.

3. Search Engine Optimization (SEO) - Search words are important for your site to be found. If you are not comfortable doing this yourself you can hire someone for a small monthly fee to make sure your site gets to the top of the lists for Google and other search engines.

4. Build your store - Should you hire a programmer to program it from scratch. This is very expensive. There are many online e-Commerce providers that have build it yourself shops from modules. Many of them have people who will build it for you for a relatively small fee compared to having it programmed from scratch.

Check out all of the top internet stores in your area and internationally, like Tennis Warehouse, Tennis Point, etc. See how their shops are organized into sports, product groups, brands and products. You can get product photos and descriptions from all the manufacturers to use online.

Other things to consider -

- Selling on eBay and Amazon
- Shipping and shipping charges
- Payment possibilities - Credit Card, PayPal, etc. PayPal is the best known and reliable payment service worldwide but you pay a small transaction fee and 2.9% per transaction which can get expensive. If you are selling a large amount of products, you can save money with a flat fee and small per transaction fee.

- Make sure your site is optimized for mobile phones and pads. The amount of purchases on these are going up every year.

- Using webmail, Facebook, Twitter, YouTube to promote your shop.
- This is just the considerations to get started. We will have an second article covering some of these items more intensely.





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String Test

Isospeed is one of the top few string manufacturers who develop new strings. Here is a test of their latest string, CREAM, which may have the characteristics you are searching for in your string. Isospeed uses different materials in their strings along with many technologies they have developed.

ISOSPEED

Cream is an all-rounder: a string featuring sensational ball control, optimal arm protection and excellent playing properties. Isospeed has developed a unique material composition that drastically increases the elasticity of this monofilament string. This ensures minimal loss of tension for a strong game and less pressure on the joints as well as outstanding fitting properties. At the same time, you maintain optimal speed, control and precision.

ISOSPEED strings are **Pre-Stretched**. Pre-stretching the string core or the entire string reduces the loss of tension to a minimum. At the same time, this allows for lower tension weights

Liquid Wax - Once manufacture is complete the string is refined with a layer of wax. This layer simplifies stringing the racquet and significantly extends the life of the string itself by reducing wear.

Multiple Heating - This technology refers to a thermal after-treatment consisting of multiple heating processes that are applied to the string. The heating evens out any irregularities and also eliminates internal stresses. The results are pliable, uniformly elastic strings.

Spring Load - Normally a monofilament polyester string is plastically deformed through tautness, thus losing a lot of tension. This technology enables the molecule chains of a monofilament string to contract again, resulting in minimal tension loss and increased stability of playing properties as well as increased arm protection.

Low Friction- Reducing string to string-friction offers some advantages. String movement is reduced, the spin potential will be optimized thanks to the snap back-effect and last but not least durability is increased. To reach this target ISOSPEED is using an additive - Low Friction!

Isospeed also develops and manufactures strings for several of the top tennis brands.

Specifications - Gauge: 1,28 mm - Length: 200 m - Color: cream

Material - Monofilament polyester / Monofilament elastomer

In the lab

We tested the new 1.27 mm ISOSPEED Cream. The coil measured 12.5 meters. The diameter measured 1.28-1.30 mm prior to stringing, and 1.26-1.28 mm after stringing. We recorded a stringbed stiffness of 37 Dynamic Tension on a Beers ERT 300 immediately after stringing at 25 kilos in 2 (16 × 19 pattern) racquets on a Prince 6000 constant-pull machine.

After 24 hours (no playing), stringbed stiffness measured 36 RDC units and 35 RDC Units respectively, representing a 4 percent tension loss. Our control string, Prince Synthetic Gut Original Gold 16, using the same string as the USRSA, representing a 9 percent tension loss. The Cream 1,27mm added 18.3 grams to the weight of our unstrung frame. The ERT tests were in the above average range for any type of string.

The string was tested for five weeks by 30 ERSA playtesters, with playing levels of intermediate to nationally ranked. These are blind tests, with playtesters receiving unmarked strings in unmarked packages. Average number of hours playtested was 10.4.



String Test

Stringing

No playtester broke his sample during stringing, a few stringers complained of slight problems with coil memory, typical with single sets of string, although many said it was no problem with coil memory. No one had problems with friction burn, as it is a smooth poly with a wax coating. No problems were reported tying knots. All rated it as a little more difficult to much easier to string than other strings in this category. Most rated it a little easier to string.

ISOSPEED

Playtest

Tension Loss was rated from the same to much better from everyone. This was the same as our lab tests. All of the testers found the string a little below average to very good in Playability. Power was rated the same to very good. String movement and control were rated from below average to a much better. Spin was rated good to very good for a soft poly, which usually are rated as less Spin Potential. Comfort and feeling were rated average to very good. Durability was rated from a little better to a little worse than the strings they currently use. Three testers broke their strings in under 10 hours of play.

Conclusion

ISOSPEED Cream 1.27mm is a great string for players looking for feel similar to a Poly/Multi Hybrid without the fraying. It is in the class of Comfort Polys. One of the softest polys we have tested but without the tension loss we have found in many of them. The testers who use Alu Power or similar strings found it too soft feeling, so it should not be recommended to any players who love stiff, crisp feeling polys.

If compared to multifilament, it is still much stiffer and not as much comfort, but more control and durability. The string has good Spin Potential, great Power and low tension loss. This string should be recommended to club players to tournament players looking for a great mix of power, low tension loss and spin with a crisp feel.

Over 75% of the testers said they would consider adding the string to their sortiment, which is very high.

Comments:

"I can feel the ball on the strings like gut of multi, but more spin and control."

"It felt stiff stringing and was surprised how easy it was on my arm."

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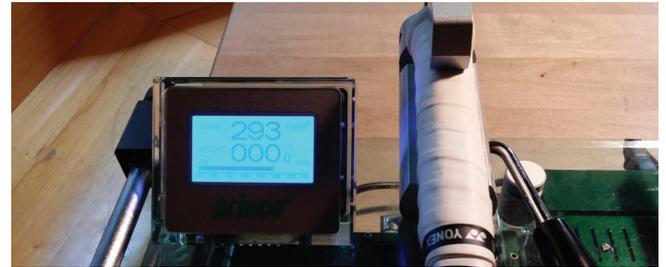
Testing Racket Stats in your Shop

We have had many discussions and questions on how to check stats on your customers rackets and tuning them. We always check stats for the ERSA with unstrung rackets. Dunlop and the USRSA check with strung rackets. This puts more variables into the game. Racket strings vary greatly by weight which will change your weight, balance and swingweight on your racket. As most of you know who have had our workshops and certification, strings vary a lot by gauge and material. This can vary up to 6 or 7 grams which would change the balance point and swingweight. This could give you a small change in the balance point but could vary the swingweight up to 10 or more points.

We even prefer to tune the rackets without the grommets and bumper guard as they vary slightly. We checked 2 batches from different companies and found differences of 0.5 grams from 1 company and 1 gram from another. Below:

Wilson Juice 16 x 15 Strung - 319 grams - 326 Swingweight - 33.3 cm Balance
Unstrung- 303.1 grams - 293 Swingweight - 32.4cm

String weight 15.9g - Heavy for 16 x 15 pattern! - 16 gram average string will change balance 0.9 cm. Swingweight change is 33, approximately +-2 per gram weight change in the string.



Badminton String Tension 101

We wanted to give some beginner Tips for Badminton and Squash this month so that everyone in our association understands the basics to advise their customers. Badminton string tensions vary from 16 pounds to 36 pounds. Over 28 pounds are top international players tensions. The rule is the same for tennis, lower tension - larger sweetspot - more power. Higher tension - smaller sweetspot - less power.

We recommend under 20 pounds to beginners, 20-23 pounds for intermediates and 23 - 25 pounds for advanced players and higher tensions when requested by tournament players.

Remember when stringing requested high tensions in your shop to warn the customers that the racket could break and there is no warranty on it.

Squash String Tension 101

Squash string tensions vary from 25 to 34 pounds and are strung for the same reasons as tennis and badminton, lower tension more power and less control, higher tension more control and less power. we recommend stringing at the middle recommended tension of each racket for beginners until they decide if they need more power or more control.



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