



**Tecnifibre T-Fight DC
Backswing Drills
Industry News
Wimbledon 2016
Selling Social Media
Head Stringing Machine**

issue 6- 2016

RACQUETTECH



REINFORCED BY
TeXtreme[®]

prince[®]

New Prince TeXtreme Collection

COMING SOON



TeXtreme
Pro Airstick Lite 550

TeXtreme
Pro Beast 750 PB

TeXtreme
Pro Shark 650 PB

TeXtreme
Pro Sovereign 650

TeXtreme
Pro Warrior 600

Prince TeXtreme Racquet Collection

TeXtreme woven laminates are developed with a thinner, lighter structure and straighter Carbon fibers to create a composite material that is **20% lighter** than traditional graphite materials. This results in superior torsional stability at impact creating a bigger sweet spot for unparalleled power, response and accuracy for all squash players.

contents



04 My Serve

06 New Products

08 Industry News

16 Wimbledon 2016

19 Backswing

25 Social Media

26 ERSA ATW

**27 Head Stringing
Machine**

30 Tips

08 Industry News

Ashaway Signs Swain

PRINCE Phantom

Wimbledon Cencus

New Grass Tournaments

My Serve

RACQUETTECH EUROPE

European Racquet Stringers Association

ERSA Australia
Anthony Aley - Noel Dodds

ERSA Benelux
Timo van Driel, Rob Maessen

ERSA Czech Republic & Slovakia
Vaclav Smat

ERSA Germany, Austria, Switzerland
Mike Emenako, Mark Maslowski

ERSA Greece Manager
George Pahiakos

ERSA Italy Manager - Marco Rossani

ERSA Ireland - Roger Henry

ERSA Korea - Taikki Lee

ERSA Latin America
Ricardo Dipold

ERSA Serbia - Dr. Alexander Ducic

ERSA Spain - France
Richard Parnell

ERSA Taiwan - Bernie Chen

ERSA UK
Paul Skipp, Huw Phillips, Jamie Pethick

ERSA UKAINE - Sergey Konovolenko

FOUNDING MEMBERS

Ashaway	Babolat
Head	Isospeed
Kirschbaum	Luxilon
Pacific	Wilson

CORPORATE MEMBERS

Ashaway	Head	Babolat
Prince	Isospeed	Yonex
GOSEN	Tecnifibre	

STRING SUPPLIER MEMBERS

Apollo Leisure	MSV
Kirschbaum	Signum Pro

ASSOCIATION MEMBERS

PTR Europe	TIA UK
------------	--------

TENNIS EUROPE

TECHNICAL CONSULTANTS

Rod Cross - Australia - Physics
Gabe Jarmillo - Pro Tennis

European Racquet Stringers Association
Lenastr. 38 40470 Düsseldorf
DE Germany
Phone / Fax +49(0)211-68814151
www.ersa-stringers.com

My Serve



We have had a great summer with all the big tournaments, many members travelling around the world stringing and doing workshops. Along with the Olympics this summer we have been even busier. We had many members stringing tennis and badminton in Rio which is always a great experience.

ERSA is now looking into an online job center for members looking for new jobs, either in shops or stringing at tournaments. Everyone has been contacting the office so we will set up a job link on the website. ERSA has enough members worldwide and enough contacts to make this workable.

A lot of new products will be launched in the next 2 months. Tecnifibre launched their new T- Fight line with four new rackets in this issue. We have also included a review of the new HEAD Stringing Machine. Next month we will include the September launch of the new Yonex Vcore SV along with the new Wilson Pro Staff Line. This will be the first of cosmetic and technology changes for the whole Wilson line of racquets.

We are looking at holding the 2017 ERSA Symposium and AGM in Germany or Milano, Italy 31 March - 4 April. This is the week before Easter vacation so travel is less expensive and the last weekend of Miami ATP and WTA tournament. We are now deciding on the venue. As soon as this is decided we will send out a special newsletter along with sign-up sheets.

Due to some confusion with the new certification tests we are discussing changing the names certified stringer and master racquet technician as the test is not the same as the USRSA and CRSA. Any suggestions are welcome.

Have a great month!
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.

We now offer Certified Stringer certification for Tennis, Badminton and squash, Master Racquet Technician for all three plus a MRT Level 2 for Tennis. Pro Tour Stringer Level 1 is now offered in all three racquet sports. Pro Tour Stringer Level 2 and Master PTS are offered in tennis only at this time.



**STRINGS
MADE IN GERMANY
SINCE 1985**

Kirschbaum[®]
strings & grips



New Products

Tecnifibre announces the launch of the latest edition of the T-Fight racquet line, the T-Fight DC. Featuring Dynacore technology along with a NEW red, white and blue colorway, the T-Fight DC will be available to the public on Wednesday, August 17th. The T-Fight DC will be played by many Tecnifibre

ATP World Tour Players, beginning with Donald Young and Denis Kudla at the 2016 U.S.Open.

Tecnifibre's featured racquet technology, Dynacore, provides enhanced feel without sacrificing power or control. Dynacore offers an unmatched combination of flexibility and torsion stability. Along with Dynacore, the T-Fight DC racquets have EZ Lock Eyelets for ease of stringing and Armor Cap Bumpers, a thicker, wider and longer bumper guard for better protection.

Pulling from its French roots, Tecnifibre's new T-Fight DC is designed with French pride in mind. The "bleu, blanc, rouge" cosmetics are beautifully designed to help the racquets stand out on the court.

T-Fight DC Series 3 racquets include 300, 305, 315, and 320-gram racquets while T-Fight DC Series 2 racquets include 280 and 295-gram racquets. T-Fight Series 2 racquets feature Synergy Link HD technology, exclusive PU construction in both the frame and the handle to render a more comfortable feel. All T-Fight DC racquets are sold unstrung.



T-FIGHT 300 DC

Weight	300g +/- 7g (10.6 oz)
Headsizes	630 cm ² (98 in ²)
Balance	320 +/- 7mm
Length	68.5 cm (27 in)
Cross Section	21.5/22.5 mm
Stiffness	69RA
String pattern	16 x 19
Swingweight	314

New Products



T-FIGHT 305 DC

Weight	305g +/- 7g (10.7 oz)
Headsizes	630 cm ² (98 in ²)
Balance	325 +/- 7mm
Length	68.5 cm (27 in)
Cross Section	21.5/22.5 mm
Stiffness	69RA
String pattern	18 x 19
Swingweight	335

T-FIGHT 315 DC

Weight	315g +/- 7g (11.1 oz)
Headsizes	630 cm ² (98 in ²)
Balance	310 +/- 7mm
Length	68.5 cm (27 in)
Cross Section	21.5/22.5 mm
Stiffness	69RA
String pattern	16 x 19
Swingweight	318

T-FIGHT 320 DC

Weight	320g +/- 7g (11.4 oz)
Headsizes	630 cm ² (98 in ²)
Balance	310 +/- 7mm
Length	68.5 cm (27 in)
Cross Section	21.5/22.5 mm
Stiffness	68RA
String pattern	18 x 19
Swingweight	330

Industry News

Ashaway Renews Sponsorship Agreement with Cliff Swain

-- Lawler Sports named exclusive online distributor of Cliff Swain Racquet



Ashaway Racket Strings has renewed its sponsorship agreement with racquetball great, leading coach, and racquet manufacturer Cliff Swain, according to Ashaway Vice President Steve Crandall. The Hall of Famer, who currently coaches Maria Jose Vargas, Jose Rojas, and Coby Iwaasa among others, strings his increasingly popular Cliff Swain brand racquets with Ashaway PowerKill® 17, and has just signed an exclusive online sales and distribution agreement with Lawler Sports.

"We could not ask for a better ambassador for our racquetball strings," said Crandall, "or better marketing partners than Cliff Swain racquets and Lawler Sports. We're very pleased to see these two legends of the sport working together and are sure that this new Ashaway, Swain, Lawler relationship will be 'win-win-win!'"

After the most winning career in racquetball history, Cliff retired from the IRT after the 2006-07 season, but has stayed active in doubles and outdoor racquetball. In addition to his professional coaching work, Cliff continues to play WRT events, and is also very active with youth leagues, teaching lessons and hosting clinics. Cliff introduced his own Cliff Swain Signature Series racquet in 2014. It features compressed graphite construction, displacement channels to improve in-plane stiffness, and a large 107 square inch string bed that maximizes string deflection and increases the sweet spot by 20%.

Founded more than 25 years ago by legendary stringing technician Rex Lawler, Lawler Sports is a major online and mail order racquetball products company. Located in Terre Haute, Indiana, Lawler Sports offers a huge online catalog of Racquetball, Pickleball, Tennis, Squash, and Badminton equipment. The company was recently acquired by long-time stringer, Ian Titus. Ian has been with Lawler for seven years, and when Rex decided to semi-retire, Ian decided to forego law school to take over the business. "It's probably one of my better decisions," he said.

A long-time fan of Cliff, Ian is very excited to begin marketing the Cliff Swain Signature Series. "Cliff's racquet is really top notch," he said. "It's engineered by the best designers and is one of the best racquets on the market. I'm a racquet tech junkie and I'm excited because I know this is a great frame."

"But the big thing for me is that Cliff gives so much back to the sport," he continued. "I think Cliff going out and doing his clinics is really good for the sport, especially with his history and still being a top player. I wish other people would do that. So I want to support him any way I can. If more people were like Cliff, racquetball would be a lot more popular!"

www.ashawayusa.com.



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 Profittour 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 Profittour entwickelt. Volle Kontrolle bei hoher Beschleunigung. Jetzt released nach erfolgreichem Einsatz auf der Tour!

ISOSPEED
STRINGS FOR KINGS

www.isospeed.com



ISOSPEED
STRINGS FOR KINGS

www.isospeed.com

Industry News

Nike has created the Nike-Court x Roger Federer collection featuring off-court apparel and footwear. Visit nike.com/nikelab for more info.

Dick's Sporting Goods Acquires the Sports Authority Name

Dick's Sporting Goods recently paid \$15 million at auction for the Sports Authority brand name as well as additional intellectual property. Dick's also paid an additional \$8 million to take over 31 Sports Authority store leases. The intellectual property reportedly includes SA's website, SportsAuthority.com, a loyalty program with 28.5 million members, and a list of 114 million customer files.

The purchases need to be approved by the U.S. Bankruptcy Court in Wilmington, Del., which is where Sports Authority filed for Chapter 11 in March. Going-out-of-business sales have been taking place at Sports Authority's 450 stores since May

Mauve Sports – MSV is a growing, German based tennis strings and grips company.

Looking for distributors in certain markets.

Highly rated tennis strings with 1 million strings of the best seller MSV-FOCUS HEX sold.

Affordable, high-quality products.

Very attractive margins for distributor / partner.

Flexible, responsive and reliable way of doing business together.

Contact for more details : Carl-Philipp Mauve -e-mail : mauve@msv-tennis.com

Great Britain's Andy Murray, who plays with the Head Graphene XT Radical, won his second Wimbledon title in July, beating Milos Raonic in three sets. In August, in Rio Andy won his second straight Olympic tennis title in singles Del Potro in 3 sets.

TIA Shows Large Decreases in US Market Over 7 Years

From 2008 to 2015, total U.S. wholesale racquet units fell 39% and youth racquet units sank 47%. Racquet shipment units under \$50 wholesale also dropped 44% between 2008 to 2015. On a more positive note, high-end racquets (\$50 and above wholesale) have held fairly stable over this period, decreasing 6%.

Contributing to these issues in the wholesale market are changes among distribution channels, with U.S. racquet shipments at mass merchants and sporting goods chains plunging 47% and 40% from 2008 to 2015, respectively. Likewise, the U.S. retail sporting goods landscape has seen a recent shake-up after several large companies shut their doors. Tennis pro specialty retailers, despite not experiencing the level of decline in racquet shipments that sporting chains have felt, nonetheless have seen a 23% fall in racquet shipments from 2008 to 2015. In 2007, tennis consumers on average purchased one racquet every 3.7 years; in 2015, this increased to one racquet purchase every 6.4 years. The number of new models continues to expand, from roughly 100 models in 2000 to 200 in 2015.

Half of all players' disposable income is unchanged in the past year, with 60% expecting it to remain at similar levels in the next year. Players also appear unimpressed with the technological innovation in equipment, as 62% stated there has not been any innovation or improvement in the past five years that has encouraged more tennis play or improved their playing experience. Research also shows that as players age, they hold onto their racquet longer, a concern given the aging base of players. When considering expenditures, players place the highest priority on shoes, followed by racquets, clothing and membership dues.

The TIA will continue to lead special consumer studies in equipment and participation categories to gain greater insight and spur action into improving market conditions.

A REVOLUTION IN
MONOFILAMENT TENNIS
STRING TECHNOLOGY...

MonoGut® ZX

MonoGut® ZX



[ZERO POLYESTER
DYNAMIC SOFT POWER]

1.27 mm 16 gauge	ZYEX TECHNOLOGY	40 ft set	360 ft reel	720 ft reel
------------------------	--------------------	--------------	----------------	----------------

MonoGut® ZX Pro



[ZERO POLYESTER
DYNAMIC SPIN]

1.22 mm 17 gauge	ZYEX TECHNOLOGY	40 ft set	360 ft reel	720 ft reel
------------------------	--------------------	--------------	----------------	----------------

- ▶ Dynamic stiffness of Zyex® polymer provides playability similar to natural gut
- ▶ Absence of polyester increases power and decreases string bed stiffness
- ▶ Superior elongation increases resiliency and control of the ball

© Zyex is a registered trademark of Zyex Limited

ASHAWAY®

www.ashawayusa.com
800-556-7260

Sign-up 2016



Sign up Now for 2016 and receive 3 sets of Test String.
Become a member today and receive:

- STRINGERS DIGEST
- RACQUETECH MAGAZINE - 10 ISSUES
- WEB ACCESS
- DISCOUNTS ON ADVERTISERS PRODUCTS
- FREE SAMPLES
- REDUCED PRICES ON WORKSHOPS AND CERTIFICATION
- ANNUAL MEETING / SYMPOSIUM - **Value 600€ for 99€** -
Minimum 100€ in Free Samples so it is at no cost to you.

2016

- 1 Year Membership -99€
- 2 Year Membership – 180€
- 3 Year Membership - 230€

Name _____

Address _____

Postcode _____ City _____

Country _____

1. Year Membership 99Euro _____

2. Year Membership 170Euro _____

3. Year Membership 220Euro _____

Credit Card AMEX _____ VISA _____ Mastercard _____

Card Number _____ Exp. Date _____

Signature _____

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

Industry News

2016 WIMBLEDON CHAMPIONSHIP EQUIPMENT CENSUS

Babolat the new racquet King of the Court at Wimbledon

Following its 32nd Wimbledon Equipment Census SPORTS MARKETING SURVEYS INC. (SMS INC.) can exclusively reveal that French racquet manufacturer **Babolat** has become the most used racquet brand at the Wimbledon Championships for the first time in its illustrious history. After last year's tie with **Wilson**, the leaders of 22 years, **Babolat** has now overtaken the US brand by just two racquets among the 586 competitors at the 2016 Championships. In addition to its overall crown, Babolat is now the leader in both the Men's and Ladies' singles competitions and also in the Wheelchair competitions, which, for the first time at Wimbledon, included singles tournaments.

Wilson however, continues to lead the way in doubles, veterans and junior competitions. Wilson can also count 15 of this year's champions among its number, the highest of any brand, and it is also the brand most likely to appear in the last 16 singles competitions. Interestingly, 2016 was also the first year since 2012 in which **Wilson** rather than Head racquets have spent the most time on show courts at Wimbledon, a victory influenced by Milos Raonic's run to the final and Novak Djokovic's surprise exit.

However, it was **Yonex** who enjoyed the most significant growth in usage at the 2016 championships, with the Japanese brand's racquets now used more than twice as many players as two years ago.

Footwear, apparel and other categories

SMS INC. also monitor the usage of footwear, apparel, strings and bags at the Championships. In apparel, and particularly in footwear, Nike has stretched its lead over second placed adidas. However, the two multisport giants have collectively lost a small amount of apparel share as smaller brands target potentially lucrative player sponsorships at Wimbledon.

With brands seeking to maximise exposure, the number of equipment bags in play at the Championships has increased dramatically, with almost a third of competitors now carrying a second bag on court in addition to their racquet bag. Nike was the main beneficiary of this increase.

Further, in-depth analysis of the trends in equipment usage at Wimbledon, including a full player by player breakdown, is available now from SMS INC.

Grass Court - The extra week that was placed in the grass court calendar in 2015 between Roland Garros and Wimbledon has been followed this year by the announcement of more prize money and bigger events for 2017 and beyond.

In 2015 the three week gap between Roland Garros and The Championships saw total prize money across pre Wimbledon grass court tournaments increase from \$4.1 to \$6.6 million compared to the previous year. The Aegon Championships at Queen's Club was upgraded to an ATP 500 event, Nottingham hosted the first ever Aegon Open WTA International and ATP World Tour 250 tournaments and four new challenger and ITF Pro Circuit events were staged at Eastbourne, Manchester, Surbiton and Ilkley. The WTA International event in Birmingham had been upgraded the previous year to a Premier level event.

More enhancements are set to follow in 2017, the most significant of which are the move of the ATP Aegon Open Nottingham event back to Eastbourne, and its merger with the WTA Premier Aegon International event to form a combined event with a 28 player main draw men's event and a 48 player main draw for the women, staged across nine days.



Industry News

Next year will also see a combined event in Nottingham, with a \$250k WTA event and a \$100k ATP Challenger event and the Aegon Trophy Series prize money will be doubled from \$300k to over \$600k. The enhancements were the result of the collaboration between the ATP, WTA LTA and the All England Club, as well as the tournament organisers and venues.

Richard Lewis, Chief Executive of the All England Club said: "Substantial investment has gone into improving the standard of the facilities at the venues, including the preparation of the grass courts. The increase in marquee names and higher ranked players is not only proof of their appetite to play on grass, but also an endorsement of the quality of the grass playing surfaces which await them."

The UK grasscourt season lasts only six weeks, but the effect that such a season can have on the perception of the sport is already being felt around the UK.

The Aegon Trophy Series event held in Manchester for the last two years has become an important part of the city's sporting calendar and without a single rain delay, in what has been a damp season so far, 2016 was a standout event.

"We've already seen how successful the ATP Challenger series has been in the last two years and the addition of a women's event in 2017 will mark another step forward for the tournament, providing a fantastic showcase for tennis, for women's sport and for the city."

Dustin Brown won the event, defeating Yen-Hsun Lu in the final and the Indian pair of Purav Raja and Divij Sharan won the doubles. The following week Lu went one better and won the Aegon Surbiton Trophy, beating Romanian Marius Copil in the final, albeit under cover as rain forced the conclusion of the final indoors.

The tennis industry will hope that this investment has a positive impact on sales.

2017 England Grasscourt Season

June 5-11 (Week 1)

Aegon Surbiton Trophy, Surbiton Racket & Fitness Club

Combined ITF Women's Pro Circuit & ATP Challenger events

June 12-18 (Week 2)

Aegon Open Nottingham & Aegon Nottingham Trophy, Nottingham Tennis Centre

Combined WTA International and ATP Challenger events

Aegon Manchester Trophy, Northern Lawn Tennis Club

Manchester ITF Women's Pro Circuit

June 19-25 (Week 3)

Aegon Championships, The Queen's Club, London

ATP World Tour 500

Aegon Classic, Edgbaston Priory Club, Birmingham

WTA Premier

Aegon Ilkley Trophy, Ilkley Lawn Tennis & Squash Club

Combined ITF Women's Pro Circuit & ATP Challenger events

June 26 – July 1 (Week 4)

Aegon International, Devonshire Park, Eastbourne

Combined WTA Premier & ATP World Tour 250

Wimbledon Qualifying, Bank of England Sports Club, Roehampton, London

July 3-16 (Week 5 & 6)

The Championships, Wimbledon

Industry News

The PTR's inaugural **Tennis Technology Conference and Expo**, dedicated to innovations and technology to help grow the sport, will be held on Nov. 3-4 at the Marriott Resort Hilton Head Island. The conference will feature interactive sessions covering the latest in products and software to help tennis coaches and club directors/managers run their businesses more effectively. Session topics will include Software Integration for Clubs, Digital Marketing, Match Analysis Video Software, Teaching Apps, Green Initiatives, On-Court Technology and Racquet Technology with Software Integration. There will be an opportunity to demo on court as well. For more information about the Conference and Expo, visit ptrtennis.org.

ERSA International is looking for a trainee as office manager in Düsseldorf. The position is full time and requires knowledge of tennis and tennis stringing. The person should speak fluent English and some German or willing to learn German. The office is in a tennis complex and has a tennis hall, tennis shop and 11 red clay courts. The trainee will learn racquet stringing, racquet tuning and daily office management for the ERSA International. The job description includes organizing string, stringing machine, grip and racquet tests. The applicant should be able to use office software such as Word, Excel, Powerpoint, etc.

If interested, please contact Mark Maslowski at the ERSA Headquarters in Düsseldorf, Germany.

e-mail : mmaslo3330@aol.com

Phone : +49(0)211-68814151

Mobile : +49(0)151-22637266

**ENTDECKE
DIE WELT
DER**



**WE MAKE
A WORLD OF
DIFFERENCE**

*Die Int. Plattform für alle
Trainer und Coaches
die professionell
unterrichten*



INFO: PTR European Headquarters
Leichtergasse 28 - 39012 MERAN

Fon: +39 0473 230097 - www.ptrtennis.de - info@ptrtennis.de



Wimbledon 2016



The Wimbledon Stringing Service by Apollo Leisure

Apollo Leisure was again chosen to run the Official Stringing Service for the Championships. Working together with Babolat, 11 Sensors and 3 Star 5 machines were used during the main draw. With the Qualifications in Roehampton, 7 stringers were there for the busiest days. A record 227 records were strung in one day at Roehampton.

Every year since Apollo Leisure has taken over the service eight years ago, there has been an increase in the number of racquet re-strings. The number has almost doubled since taking over the stringing to 3907 rackets, which would be well over 4,000 if they did the Junior Qualifications in Roehampton.

The team hardly ever changes as everyone has become good friends and wants to return each year. The team of 19 stringers consists of ERSA International Pro Tour Stringers including half of the Master Pro Tour Stringers. Also, eight of our European ERSA managers were stringing during the main draw.

The stringing service is the second year in the new room with more space. Everything runs so smoothly with the same administration staff and runners for many years. We are doing more racquets every year but it seems to get easier and run smoother each year.

On Sunday, the 26th of June we broke the one day stringing record for Wimbledon with 431 rackets. I think we broke this record almost, if not every year since Apollo Leisure took over the service.

www.apolloleisure.co.uk



Wimbledon 2016

WIMBLEDON 2016 - Facts

19 stringers used from qualifying to finals day
7 admin staff
5 runners

3907 rackets strung. 5.11% up on 2015

11 Babolat Sensor machines and 3 Star V's used

Busiest day at Qualifying was Sunday 19th June – 227 rackets

Busiest day at Wimbledon was the first Sunday 26th June – 431 rackets

Most rackets strung were both Venus Williams and Kei Nishikori – 57

Lowest tension – Mikhail Kukushkin 13/12kg in Signum Pro Firestorm
Highest tension – Dustin Brown 35/35kg in Solinco Tour Bite

Total number of players strung for – 655
Total number of players using hybrids - 231

Most used string:

1. Luxilon Alu Power
2. Babolat RPM Blast
3. Babolat VS Touch
4. Wilson Natural/Luxilon 4G
5. Luxilon Original
6. Luxilon Alu Power Rough
7. Babolat VS Team
8. Yonex Poly Tour Pro
9. Babolat Pro Hurricane Tour
10. Head Hawk

Most strung rackets:

1. Babolat Pure Drive
2. Wilson Blade
3. Babolat Pure Aero
4. Wilson Pro Staff 97
5. Head Prestige
6. Wilson Burn
7. Head Radical
8. Tecnifibre T.Fight
9. Babolat Pure Strike
10. Head Speed



Wimbledon 2016

Wimbledon Selected Logs 2016

Selected Wimbledon Stringing Logs					
MEN					
Name	First Name	Racquet	Strings M	Strings X	Restrings
Anderson	Kevin	Revo 2.0 Tour	VS Team	Alu Power	8
Almagro	Nicolas	Organix	Alu Power	Alu Power	10
Bautista Agut	Roberto	Pro Staff 97	Original	Original	7
Bellucci	Thomaz	Pro Staff 97	4G	4G	12
Berankis	Ricardas	VCore Duel G	Poly Tour Spin	Poly Tour Spin	6
Brown	Dustin	Pure Drive	Tour Bite	Tour Bite	13
Chardy	Jeremy	T.Fight	Alu Power	Alu Power	8
Coric	Borna	EZone DR 98	VS Touch	Poy Tour Fire	6
Dimitrov	Grigor	Pro Staff 95 S	Natural	4G	40
Gonzalez	Maximo	Pure Control	RPM Blast	RPM Blast	8
Johnson	Steve	Aero Storm	Tour Bite Diamond	VS Touch	22
Karlovic	Ivo	Radical	Alu Power	VS Team	6
Kohlschreiber	Philipp	Pro Staff 97	Natural	Original Rough	10
Mahut	Nicolas	Burn	Natural	Element	23
Nishikori	Kei	Burn	Natural	4G	57
WOMEN					
Name	First Name	Racquet	Strings M	Strings X	Restrings
Bencic	Belinda	EZone DR 100	Poly Tour HS	VS Touch	7
Bouchard	Eugenie	Pure Aero	RPM Blast	VS Team	5
Cornet	Alize	Pure Strike	RPM Dual	RPM Dual	4
Gavrilova	Daria	EZone DR 100	PolyTour Pro	PolyTour Pro	16
Giorgi	Camila	Project One 7	VS Touch	4G	4
Jankovic	Jelena	Red	Alu Power	VS Touch	22
Konta	Johanna	Aeropro Drive	RPM Blast	VS Touch	7
Larsson	Johanna	Radical	Hawk	Hawk	7
Mladenovic	Kristina	Burn	Natural	4G	9
Muguruza	Garbine	Pure Drive	Alu Power	Alu Power	4
Niculescu	Monica	Ultra 100	Alu Power	Alu Power	7
Pliskova	Karolina	Pure Drive	VS Touch	Black Fire	7
Radwanska	Agnieszka	Pure Drive	RPM Blast	VS Touch	12
Siegemund	Laura	V-Sense	X.Cite	X.Cite	1
Watson	Heather	Project One 7	Black Widow	Black Widow	6

Tennis Drills

FOREHAND BACKSWING

Conquer your forehand stroke by simplifying your backswing, why is it so hard to hit the ball early, or clean, or with out controlling the shot every time? Every player wants to feel the ball while executing the shot. Develop the right technique to retrain your stroke using a developed and proven foundation that has helped many top professional tennis players.



The primary purpose of the backswing action is to help in the loading process, accumulating the elastic energy with power accumulators, which are going to be used when the racket travels from high to low and then low to high, all this in a continuous and fluid motion. By taking the racket back is the first part of the backswing and it ends when the racket is in the lock in position. The main body movements that occur during the take away of the racket is the rotation of the hips and shoulders, there is little wrist and only very small amount of arm movement.

There are a lot of errors that can happen during the backswing, for example the beginner players may move the arms too far from the body, or too high, or too close. Or the beginner player may lift the elbow while turning, rather than just rotating the hips and shoulders keeping the wrist at chest level. All these problems can ruin the backswing because the beginner tennis player gets into the incorrect position at the end of the take away, then it is extremely difficult to recover from that incorrect position during the rest of the stroke.

The backswing is one of the initial parts of the movement and it has to be compact and clean, no extra motions to be efficient.

ADVANTAGES OF A PROPER BACK-SWING



- The circular motion will help during the acceleration phase and will also give the stroke more fluidity
- the arc of the swing should be an oval. This circular motion provides a continuous and rhythmic motion
- the racket head should not go above the head
- The backswing can't be very high, the hitting hand should be at chest level and the racket head should be just above the player's head

Tennis Drills

-Picture 2

- taking the racket back with the opposite hand will allow the player to maintain the racket in one plane
- the opposite hand will add obtaining optimal alignment and orientation at the end of the backswing
- the non dominant hand aids the turning of hips and shoulders
- in modern tennis the players keep the non dominant hand on the racket until just starting the forward motion, this creates more resistance and as consequence more angular power.

Picture 3

- the racket should not cross the plane of the shoulders
- if the racket is too far back, it will be hard to get it in front of the body on contact
- female players have a longer backswing to generate more power
- at the end of the backswing the racket heads drops below the level of the ball to create the low to high swing

DRILLS:



Objectives:

Compact back swing, circular motion

Execution:

- Basket drill, hand fed, basket drill and live ball. Proper sequence
- Player on top of base line
- Player starts with the racket already on a proper back swing position
- Hanging the racket on the wall
- Hips and shoulders turned
- Racket just above the player's head
- Player can feed the ball himself
- Step and hit

Tennis Drills

DRILL 2



Objective:

Use of the non-dominant hand to help the loading process

Execution:

- First Hand fed ball, second basket and third life ball. All in a proper sequence
- Player starts from a ready position with the non-dominant hand on the racket frame
- As the balls approaches the player takes the racket back by rotating the hips and shoulders
- Players maintains the non dominant hand on the racket
- After completing the loading process the player releases the racket to start the forward motion

DRILL 3



Objective:

Making sure the racket head does not cross the plain of the shoulders

Execution:

- Hand fed, basket and life ball in consecutive order
- Player starts at the base line from a ready position
- Another player will help by staying behind the hitting player.
- The non hitting player will place his racket at shoulder level making sure that the hitting player does not touch the non hitting player's racket during the backswing
- The player has to be able to feel that the racket doesn't cross the plane of the shoulders

Tennis Drills

DRILL 4



Objective:
Low to high

Execution;

- a) Hand or basket drill
- b) Player at the base line with a good ready position
- c) Another player holding the racket at waist level on the side of the hitting player
- d) The ball is fed to the forehand side
- e) The player must execute the shot making sure the racket travels under the other player's racket, hitting low to high

Gabe Jaramillo
 +1 941-961-7479
 gabe@gabestore.com
 www.gabestore.com
 www.gabestore.com
 www.facebook.com/gabestore.com
 www.clubmedacademies.com

COMING NEXT ISSUE!!!!!!

- Competing with the large Internet Shops
- New Products
- Tennis String Test
- Industry News
- Symposium 2017 Program and Sign-up
- Tips - Tennis - Squash - Badminton

2015

EUROPEAN TENNIS REPORT

A unique
and essential
reference to
European trends in
tennis participation,
facilities and
performance

- FULLY-ILLUSTRATED INTUITIVE REPORT
- THIRD EDITION, WITH EXPANDED DATA COMPARISONS AND LONG-TERM TRENDS
- GAIN VALUABLE INSIGHT INTO THE EUROPEAN TENNIS MARKET
- AT-A-GLANCE RANKINGS BY NATION

Statistics and performance details from all 49 European countries

- 49 national summaries + European overview
 - Comprehensive updated federation contacts
 - Statistical information with current figures and 6-year trends for:
 - *Players: licensed and recreational*
 - *Clubs & club membership*
 - *Courts (indoor/outdoor)*
 - *Coaches*
 - *Tennis federation publications, websites and social media*
 - *Professional player data*
 - Eight-year trends of all officially-sanctioned international tournaments (2008 - 2015)
 - European Tennis Trophy (performance) rankings (junior/professional/seniors/wheelchair & beach tennis)
- & much more!**

➤ Standard + e-Package

includes 2 hard copies and PDF version

➤ 550 € Tailor-made packages also available

Special offers for non-profit organisations

Order now: Keith Jenkins • keithj@tenniseurope.org

Conducted by

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.

SPORTS MARKETING SURVEYS INC. is the 'Official Research Partner' of Tennis Europe. It is an experienced and focused sports research business servicing the sports facility, equipment & sports' goods industry.



SPORTS MARKETING SURVEYS INC.

ALBANIA
ANDORRA
ARMENIA
AUSTRIA
AZERBAIJAN
BELARUS
BELGIUM
BOSNIA&
HERZEGOVINA
BULGARIA
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
FRANCE
FYR MACEDONIA
GEORGIA
GERMANY
GREAT BRITAIN
GREECE
HUNGARY
ICELAND
IRELAND
ISRAEL
ITALY
LATVIA
LIECHTENSTEIN
LITHUANIA
LUXEMBOURG
MALTA
MOLDOVA
MONACO
MONTENEGRO
NETHERLANDS
NORWAY
POLAND
PORTUGAL
ROMANIA
RUSSIA
SAN MARINO
SERBIA
SLOVAKIA
SLOVENIA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UKRAINE

Tennis Europe ➤ Zur Gempenfluh 36 CH-4059 Basel

Tel: +41 (0)61 335 90 40 ➤ Fax: +41 (0)61 331 72 53 ➤ www.tenniseurope.org ➤ contactus@tenniseurope.org

Is String your Business?



We are there for you, driving tennis business in support of growing the game throughout the country.

The TIA UK is the trade body for all tennis businesses, including yours - independent stringers and coaches dependent on the well-being of our sport - and, collectively, we are the authoritative voice of tennis commerce.



Tennis Industry Association UK Ltd

c/o Sport Wins
PO Box 238
Tadworth
Surrey KT20 5WT



Gilly English
Membership & Events Manager
Phone 01737 831 707
Mobile 07904 526 779
Email gilly@tiauk.org

Phil Sandilands
Business Development Manager
Phone 020 8398 3232
Mobile 07786 390 855
Email phil@tiauk.org

Benefits

- * Your business profile online in the searchable TRS directory on www.tiauk.org
- * Access to workshops, credits and certification courses at preferential rates
- * Networking opportunities via Member Forums and The Tennis Summit
- * Industry contacts and news
- * Access to TIA UK Preferred Suppliers, including ActionCoach (business mentoring), BLM (legal services), Conference Co-Ordination (meeting professionals), Newby Crouch (Chartered Accountants), Perkins Slade (Insurance) and Traveleads (business travel experts)
- * Playing your part in the business of tennis

* And more to come... so

Join the TIA UK now!

Social Media

Increasing Sales with Social Media 2

Last month we covered which Social Media sites are important to you and your business, which ones are the largest and how many businesses are using them.

In this article we will cover using Facebook and Twitter as a B2C, business to customer platform. Facebook and Twitter are the most used and most of your customers will already have an account in one or both.

As most of us are small business owners, we will look at what we can do to increase our business sales. Social Media can be effectively used to work together with your business website to create interest in your business, bring new customers and motivate your customers to buy more.

facebook.



Your goals are the following:

1. Drive online sales if you have a webshop. Your goal is to bring people to your website to either get information, contact you or make a purchase.
2. Bring customers to your physical shop to make purchases.
3. More contact to your customers through their mobile phones, tabs, laptops and PCs.
4. Track your progress. Are your efforts bringing new sales to your business?
5. Promote your brand or business.

How to get started:

1. Set up a business page.
2. Who are your customers and which platforms are they using.
3. Tell everyone you are using social media and connect all the ones you are using. Use cross- links for all of your platforms.
4. Use images on Facebook, links to your websites, business description, and products and services offered.
5. Use keywords in your profile and posts. This makes it easier for everyone to find you through search engines.
6. Make posts interesting. Use photos.
7. Get conversations going online and respond to everyone's comments, inquiries or complaints.
8. Direct people to your website.
9. Offer sales, special offers or contests to win something to get customers more involved in your site.
10. Measuring your progress - Facebook and Twitter have Analytics to watch your progress by keeping statistics on how many people are seeing your page, how many likes you have, retweets on Twitter, or with views on YouTube. There are also many free Social Media Analytics Tools. Just go on the web and search and see which ones fit into your goals and business.

If your social media platforms are working and you see increases in re-Tweets, views, likes, you should see a measurable increase in contacts, customers and sales. A couple of our members said their sales have increased more in one year since starting with social media, than just having a business website online to give information on their services in five years. You have to invest 4-5 hours a week or pay someone to do it for you, but I think it is well worth the effort to increase your business and stay up to speed with your competition..



ERSA ATW

I was happy to be invited by Yonex to string at the Rio Olympics, after last stringing at the Athens Olympics 12 years ago. The atmosphere is totally different than Grand Slams or Davis Cup and Fed Cup. Yonex wanted an international team and invited 10 stringers from 10 countries. There were also 3 people from Yonex Japan, running the front desk.

Yonex provided 10 ProTech 8 machines.

ERSA stringers included myself, Mark Goodman - ERSA Badminton Manager, Ricardo Dipold - ERSA Brazil Manager and Rob Maessen - ERSA Benelux Manager.

The Olympics require a few stringers to be onsite 10 days before the tournament which was very quiet as many players were still playing tournaments that week. It got busier each day as more of the stringers arrived.

As with any new facility, there were always some problems to get solved the first few days. Along with some strange things in Brazil, like 3 voltages in Brazil and all 3 in different parts of Rio. A few minutes away from the Olympic center, we had 127 volt in our apartments. In the Olympic center there was 220-240 volt.

The stringing service went very well with no major problems. Most of the time, we cut the strings, stenciled, labeled and bagged the racquets ourselves. If we had a break, everyone cut, stencilled and bagged for the others. I know and have worked with the whole team before except 2 new stringers from India and France.

We were way over the number of racquets strung in London, but we did not have any problem getting the racquets out on time.

Next time in Tokyo!!!!!!

Mark Maslowski



Head Stringing Machine

Head Stringing Machine

Head has introduced their first stringing machine this Spring. The first machines actually came out last Spring and were used in Indian Wells and in Autumn in Valencia Spain. The machines stood up to their first tests and we have received one of the first ones.

Three boxes arrived just before my leaving for the Rio Olympics. After unpacking all the boxes, I thought it was going to be difficult to put together with all the pieces. It ended up only taking one hour so I finished in plenty of time to catch my flight. The instructions were very easy to follow.

Control Panel

The control panel very easy to use with enough extras without having too many or being too complicated.

SPEED - There are three speeds which are more than enough. Low for fragile strings such as natural gut, especially at high tensions. middle for polys and high for nylons such as synthetic gut (center-core with one or 2 overwraps. Push the button and the speed changes.

PRE-STRETCH you can choose either 5% or 10% pre-stretch. The pre-stretch tensions to the five or ten percent over, then releases the tension and re-tensions. If you are in a rush this takes a couple of seconds extra for each string.



Head Stringing Machine

TENSION – Use the increase and decrease (+ -) buttons to adjust tension. Kilos can be adjusted in 0.5 kilo increments and pounds in 1 pound increments. We checked the calibration and was spot on after putting the machine together.

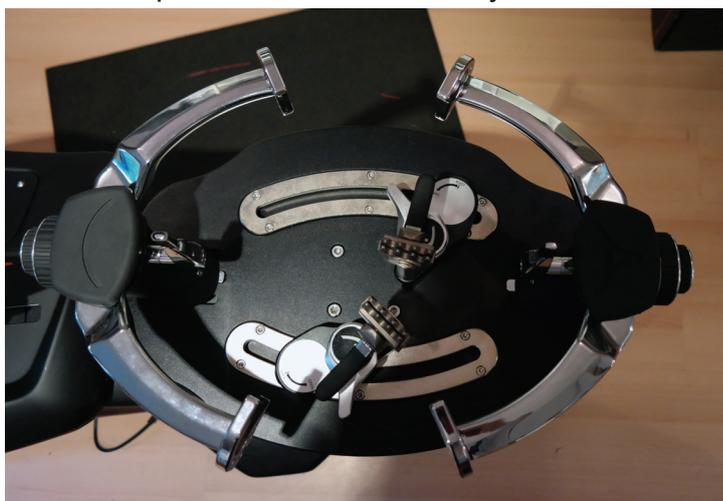
POUNDS / KILOS This can be changed by holding down the LBS/KGS button for three seconds.

KNOT – By pressing the knot button before tensioning the string, the tension will be increased by ten percent. It shuts off after clamping and releasing the tension.

BRAKE – The brake can be used in AUTO or MANUAL mode. Press the button for three seconds to switch from one mode to the other. In AUTO mode the brake will lock the turntable when the tensioning button is pushed and release it when the tension is released. In MANUAL brake mode the turntable can be locked and unlocked by pushing the BRAKE button one time.

MOUNTING TABLE – Mounting Posts are movable with an easy to use button on the back of the post, which is necessary for stringing badminton at high tensions. It is very fast to move the posts with no screws under the mounting table to loosen and tighten. There are small and large knobs at head and throat for adjusting side mounting arms (large) and the billiards at the head and throat (small). The knobs move totally separately, which is a little slower but easier to mount than when they move together.

Two sets of billiards are supplied. One for tennis and one for badminton. There is also a number of adapters for for tennis and badminton racquets that slide on the billiards. On the side mounting arms, tennis and badminton support pads are supplied.



TENSIONING HEAD –

The Linear Tensioning Head rises when it starts to tension the string. To keep it from rising up when under the grip while tensioning, a sensor stops it from tensioning. I found it easy to use while using the brake on Auto. I just put the grip a little to the side and push the button.



Head Stringing Machine

The clamps are very good. We tested with natural gut, multifilaments and polyesters. The adjustment is easy moving but firm enough to not loosen up when stringing. The base is great and does not move at all. You have to look carefully to see the clamp moving when you release tension. As good or better than the most expensive machines. The base movement on mounting table is good and move very easily.



BRAKE

The brake on AUTO will lock the table firmly when you push the tensioing button. We tried with a Prince EXO racquet at high tensiion and the Table did not move.

TOOLS

A tool bag is supplied along with a very good assortment of tools including a calibrator, starting clamp, setting off awl, string awl, string bed cutter, small string cutter and a curved plier. All the tools necessary to put together the machine, take it apart and repair are included. The quality of the tools is good, so you can use them in any shop stringing. The starting clamp holds well with high tensions.

EXTRAS

Height adjustment – Crank on the Stand
 On-Off – easy to reach next to the Control Panel
 Drawer – under the control panel with enough room for all your tools
 String Reel Hanger – on the side of the stand
 Badminton and tennis adaptors
 Dust Cover included

CALIBRATING

Calibrating is done by removing the 4 Allen Screws on the control panel and lifting the right side of the panel. There is a fine adjustment knob which can be adjusted to +/- 3 pounds. Turn right to increase and left to decrease. Turn 2 to 3 turns to adjust 1 pound. Turn the adjustment knob before tensioning, then check and adjust again if necessary.

CONCLUSION

We found the machine very easy to use. It is the best machine in it's price category that we have tested. Anyone can be confident purchasing this machine for their shop. It looks great, rated very easy to use and fast to string on by all three of our employees. The only question is if someone wants to use it as a tabletop machine, it is not possible. The machine is not built for this and the electronics go through the stand. The machine has been tested in large pro tournaments with no problems, so we can recommend it for any shops or tournament stringers.

Tennis

Aesthetic Stringing Again!!!!

Here is a problem that came up at the last tournament I worked at. We had a customer with a Wilson SPIN 16 x 15 racquet requesting 4 knots with 1.30mm poly. Three 1.30mm strings do not fit neatly into the channel, so basically it is not nice looking.

I made up a methode last year in Japan for these racquets by having a long side and short side on the mains and stringing a few bottom crosses with the long main side. A little cheating, so here is another methode one of the stringers showed me to string this racquet with 4 knots with no three strings in one groove. One problem using this technique is that you need three starting clamps, which I will explain why now.

With 6 holes in the throat and 16 mains we finish the eighth main at the bottom. Before doing this clamp off the seventh main on both side at the top.

Next weave the second cross string in and clamp off with the third starting clamp. See picture below. String the crosses down to the bottom and tie off at 6T.

The next step is to string the last main on the right side of the racquet, tensioning with plus 5 kilos because of the friction from the cross strings. Tie-off on a suitable cross string.

Next, re-tension the seventh main on the left side and clamp after removing the starting clamp.

Now use this string to weave across the first main and tie-off.

The last string is the second cross, re-tension clamp-off and use this for the eighth main on the left side. Tie off on a suitable cross string.



Upper Right Hand Corner - 1 Babolat Starting Clamp holding the second cross and one Yonex Starting Clamp holding the seventh main on the left side.



92%
PLAYER
SATISFACTION



MSV TENNIS STRINGS

.....
driven by quality and performance



Our bestsellers like the MSV FOCUS-HEX® strings achieve top satisfaction scores of 92% on stringforum.net (December 2015).

Visit our website www.msv-tennis.com and learn more about the advantages of the MSV strings and grips.



JOIN THE BEST

CONTROL THE GAME WITH A HEAD RACQUET.



HEAD[®]
.COM

HEAD PRO PLAYERS MAY PLAY WITH DIFFERENT RACQUETS FROM THE MODEL SHOWN