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issue 7- 2016

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My Serve

RACQUETECH EUROPE

European Racquet Stringers Association

ERSA Australia
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STRING SUPPLIER MEMBERS

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ASSOCIATION MEMBERS

PTR Europe	TIA UK
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TENNIS EUROPE

TECHNICAL CONSULTANTS

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My Serve

Next month in Europe most of the clubs are getting ready for the Winter Season.

We have a boom in our area in winter and a shortage of courts again. Many indoor courts were taken down in the last 15 years and now many clubs cannot get courts for their coaches. This is a result of some good ideas from the tennis associations, locally and nationally.

Two things that took off in our area are:

1. Ranking tournaments similar to what they do in France. You have a number from 1 to 23 . You have to get points to change your ranking and can play tournaments which are short and only a couple of matches. The players have to play a match with someone below their ranking and against someone above it. You gather points over the season, You do not have to play the whole tournament as in France. The tournaments are one or two days and on weekends. We have a lot of these in summer and winter. Now everyone wants to practice and there are fewer courts for the tournaments. Maybe a new indoor court boom will happen in Dusseldorf.
2. Locally, our tennis association organizes junior club matches in the Winter. They are all Sunday morning, the only time the courts were very slow. These are growing and becoming more popular with more teams and clubs taking part.

I know this will not work in every area or every country, but the coaches, clubs and tennis associations have to find a mix that will increase player participation in their areas.

This has also trickled down to beginners and juniors, so the courts and coaches are booked out summer and winter in our area.

We are putting together the new Stingers Digest in October with a few exciting new changes.

I am off to Asia to promote the ERSA International in tournament stringing, workshops and testing for the month of October.
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
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New Products

HEAD INTRODUCES UPGRADE TO ITS INDUSTRY LEADING GRAPHENE TECHNOLOGY: GRAPHENE TOUCH

With every generation of Graphene technology, HEAD pushed the limits of power for an even faster game and provided a small advantage for top players like Novak Djokovic and Andy Murray as well as tennis players around the world. Since the introduction of the technology in 2013, players with HEAD Graphene and Graphene XT racquets have won a staggering 10 of 15 ATP Grand Slam tournaments (pending the 2016 US Open) and 20 of 32 ATP World Tour Masters 1000 tournaments (counting up to the 2016 Internazionali BNL d'Italia). Now, the groundbreaking technology gets the ultimate update: the re-engineered Graphene Touch combines the power of Graphene with improved shock absorption upon impact resulting in an incredible touch and great sound.

From the beginning the original innovative Graphene technology delivered increased power and maneuverability through optimized weight distribution. Throughout the years this revolutionary technology helped a big number of HEAD players win important victories and tournaments. With the perfect power level taken care of, HEAD started to re-engineer the world's strongest yet lightest material and added a unique shock-absorbing material to the frame construction. The result is less shock thanks to faster vibration reduction after ball impact and an unparalleled touch providing consumers with even more wow moments. All this without compromising on the power level of Graphene that players and consumers around the world have come to appreciate. In other words: power never felt so good.

The Graphene Touch technology will be available as of September 2016 with the introduction of the new SPEED racquet series.

For more information please visit:

head.com/tennis

facebook.com/headtennis

twitter.com/head_tennis

instagram.com/headtennis_official



New Products

NEW MANTIS SQUASH INTROS

Power Squash Racket

The Power Squash Rackets are MANTIS' lightest and most powerful racket to date. The racket (red and blue) is exceptionally manoeuvrable and this allows players of all abilities to easily swing the frame and generate pace. This is complemented with the open throat design and very open conventional string pattern to give ultimate levels of power. Includes full length cover.

Construction: 100% HM Carbon
 Weight: 110g
 Head Size: 500 cm sq
 String Pattern: 12x17



MANTIS Tour Response String – Squash

A soft string with the feel and playability of natural gut.

The central core consists of thousands of microfibres individually treated with a premium thermo elastic resin to provide superb feel.

This is then encased in an outer layer which also receives a chemical coating that enhances durability.

Exceptionally soft feel at ball contact.

MANTIS Tour Braided String – Squash

An excellent all-round squash string providing superb power and excellent control due to the braided construction.

A large number of highly elastic multifilaments are compressed into one durable central core.

This is then coated with outer layers consisting of a series of braided monofilaments which add texture to the surface of the string. Finally, this is coated with a nano-resin to assist durability.



New Products

Ashaway Extends Power Filament Technology to Micro-Gauge Squash String



- New SuperNick® ZX Micro incorporates a nylon multifilament core in special ZX wear layer of Zyex® filaments
- Designed to provide precise touch, maintain tension, and maximize spin

Ashaway Racket Strings has refined its Power Filament Technology (PFT™) to develop a new micro-gauge squash string. New SuperNick® ZX Micro is an 18- gauge (1.15 mm) string with a multifilament nylon core wrapped in a special PFT wear layer of Zyex® filaments. Designed to provide precise touch while maintaining excellent tension control, new SuperNick ZX Micro is intended for players who require superior durability and better tension control but still want the feel of a nylon core SuperNick string.

“SuperNick ZX Micro is a case of less is more,” said Ashaway’s Steve Crandall. “No sooner had we introduced our popular 17- gauge SuperNick ZX string than players started asking for the same PFT construction in a thinner gauge. It took a bit of work, but play-testers on the pro tour have been really pleased with the result.”

The property that makes Zyex so good for racquet strings is its low dynamic stiffness, which allows them to stretch and recover more completely than other synthetic materials. This generates power with low impact shock (soft power). Zyex can also be made to have exceptionally low creep under continuous tension, allowing racquet strings to maintain tension and playability longer.

When Zyex fibers are woven into jacket constructions, they enhance string playability as well. Ashaway’s trademarked Power Filament Technology jackets on multifilament nylon core strings add power, improve tension holding, and increase string durability. A textured surface on the wear layer also increases grip and maximizes ball control and spin potential.

Ashaway introduced its first PFT-based string, SuperNick ZX, in late 2015, and several leading professionals, including David Palmer, John White, and Mathieu Castagnet immediately converted to it. Professional play-testers report that the new SuperNick ZX Micro provides a more precise touch than its sister string, and being thinner, provides better control and spin potential as well.

Solid black in color, SuperNick ZX Micro is available in 9-meter (30 foot) sets, as well as 110-meter (360 foot) reels. Recommended stringing tension is up to 35 lbs. (16 kgs.).

For more information visit www.ashawayusa.com.

Zyex is a registered trademark of Zyex Ltd.



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



BLACK FIRE

TECHNICAL DETAILS
Stärke: 1,25 mm / 17L
Länge: 200 m / 660 feet

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

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Industry News

Tennis Europe and David Lloyd Leisure have embarked upon a new partnership, the terms of which recognise Europe's leading health and racquets business as an Official Health and Leisure Partner of the European Tennis Federation for the next two years.



The partnership will also see David Lloyd Leisure become the presenting sponsor of the European Tennis Trophy, which measures and awards the annual sporting performances of players and teams representing the 50 member nations of the International Tennis Federations largest regional association.

For Tennis Europe, the partnership is another indication of the organisation's commitments to boosting participation, providing services for recreational players and promoting the health and fitness aspects of tennis as a regular activity for all ages. Following tremendous success within the United Kingdom in recent years, David Lloyd Leisure is keen to further expand its properties across continental Europe.

Tennis Europe Chief Executive Officer Olli Mäenpää remarked, "It is a delight for us to be able to work with David Lloyd Leisure, a company that is committed to promoting healthy lifestyles with a keen focus on tennis participation. We see an enormous potential for their unique brand across our member countries, and look forward to helping the company continue on its path of growth and expansion."

David Lloyd Leisure's Group Acquisition Manager Brendan Mitchell commented; "Working with Tennis Europe as we embark on an expansion programme across Europe is a privilege that will facilitate access to world class facilities for those wanting to lead healthy lifestyles. Tennis is the foundation stone of David Lloyd Leisure and we look forward to a successful partnership with

Tennis Europe in helping to develop not only tennis participation but also the participation in any of the numerous sporting activities available across our business."

For further information about David Lloyd Leisure's products and services, visit www.davidlloyd.co.uk.

OrangeCoach becomes official coach recruitment service for the LTA Coach Accreditation Scheme OrangeCoach and the LTA Coach Development department have announced a new collaboration to provide coach recruitment services for members of the LTA Coach Accreditation Scheme. LTA Accredited coaches will receive a FREE OrangeCoach GOLD membership (\$150 value).

The LTA Coach Accreditation Scheme is the LTA's professional membership scheme for tennis coaches. The LTA Coach Accreditation Scheme is the LTA's professional membership scheme for tennis coaches.

Dan Thorp, head of Coach Development for the LTA stated; "We are delighted to be working with OrangeCoach to deliver recruitment and career solutions for our Accredited coach workforce. Exciting career prospects are key to great coaching and a healthy coaching industry in Great Britain, and we are delighted to be able to offer this premium

service to our Accredited Coaches"

OrangeCoach UK Agent, Paul Regan: "We are happy to be working with the LTA to deliver a total recruitment solution, supporting coaches and employers alike through the world's local tennis jobs market."





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World #8 (March 2016)

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Phone & Fax +49(0)211-68814151; email mmaslo3330@aol.com

Industry News

Tennis Europe Coaches Conference powered by Polar

The 32nd Tennis Europe Coaches Conference will be hosted by the Royal Belgian Tennis Federation in Antwerp, Belgium from 19-23 October, 2016.

The conference will focus on the theme of 'Transitioning successful juniors into professional tennis players', and the meeting is intended for experts in this field. The meeting will be addressed by a number of national federation experts, special guests and former top players. Early speaker confirmations include Magdalena Maleeva, Christian Ruud, Peter Frey, Paul Wilemann, Keon Van Riet and Dermot Sweeney.

The programme can be found here, with additional information regarding the Conference here.

34-year old Paolo Lorenzi of Italy became the oldest ever first-time titlist on the ATP Tour with a victory in Kitzbuhel recently.

Petra Kvitova has signed a deal to become an ambassador for Czech jewellery brand ALO diamonds.

Three leading WTA stars have celebrated weddings recently; Tsvetana Pironkova married boyfriend Mihail Mirchev, Dimonika Cibulkova married Miso Navara and Ana Ivanovic tied the knot with Bastian Schweinsteiger.

Former Top 5 player Nicole Pietrangeli has retired for a second time, abandoning her comeback as a result of injuries.

Marat Safin, Justine Henin and Amelie Mauresmo have been inducted into the International Tennis Hall of Fame.

Two-time Australian Open champion **Victoria Azarenka** has announced that she is pregnant, and intends to return to the sport following the birth of her first child.

Former Top 20 doubles player **Eric Butorac** has been appointed as the USTA's new Director of Professional Tennis Operations and Player Relations, a role which he will undertake from October.

Coaching Changes: Goran Ivanisevic is no longer working with Marin Cilic, and has joined Tomas Berdych's coaching team. Meanwhile, Cilic has announced that he will be coached by Jonas Bjorkman. Bob & Mike Bryan have announced that

they will no longer be coached by David MacPherson, ending an 11-year professional relationship

Ilie Nastase has been awarded the prestigious 'Star of Romania' by the Romanian government, in recognition of his lifelong services to the sport.



Industry News

Spanish Tennis Federation

Miguel Díaz Roman has been elected President of the Spanish Tennis Federation.

ATP Media revamps streaming platform

ATP Media, the broadcast arm of the ATP World Tour, today confirmed that it will be re-launching a re-vamped version of its streaming platform 'TennisTV' in January 2017.

TennisTV, the official direct-to-consumer streaming service for tennis fans globally, provides tennis matches live and on demand from all ATP World Tour Masters 1000, 500 and 250 tournaments, as well as the season-ending Barclays ATP World Tour Finals at The O2 in London.

Offering an improved user experience, the new product is set to deliver a rich, holistic environment across web, mobile and a comprehensive list of streaming media devices, enabling fans to access more ATP World Tour matches than ever before, wherever they are and on a device of their choosing. The new product suite will provide enhanced apps to include an archive of classic matches, full match replays on demand, data overlays and the ability to programme your own channels across multiple devices.

In a change from the existing TennisTV offering, the new product will exclusively feature all ATP World Tour tournaments only. WTA tournaments will be packaged separately from 2017 by the WTA Tour.

Mark Webster, CEO of ATP Media, commented: "This is a significant step forward to present the ATP World Tour in a new and meaningful way to our fans. It is important for ATP Media to take its digital offering to the next level to capitalise on the latest viewing trends of streaming media and OTT consumption whilst, at the same time, provide a complementary product for our broadcast partners.

We are in an excellent position to expand the global footprint of the ATP World Tour even further and these developments are part of ATP Media's ongoing commitment and investment to evolve the tennis viewing experience for fans around the world."

For more information about TennisTV subscriptions please visit tennistv.com/blog and for more about TennisTV please visit atpmedia.tv/digital.

About ATP Media

As the broadcast arm of the ATP World Tour, ATP Media was launched in 1999; providing the centralised exploitation and host broadcast production for the Barclays ATP World Tour Finals, ATP World Tour Masters 1000 and ATP World Tour 500 tournaments. ATP Media has unrivalled access and expertise in the full service broadcast production of men's professional tennis with an end to end solution for global broadcasters incorporating: rights sales, multi-platform production, worldwide satellite delivery and video archive.

Malaysia, Hong Kong dominate WUC Squash

The 9th edition of the FISU World University Squash Championship came to an end on 11 September. The event was hosted in Kuala Lumpur, Malaysia. The hosts came prepared as Malaysian student-athletes mounted the podium several times. Indeed, With Malaysia's win in the mixed team event, the country achieved its best ever haul in the history of the FISU WUC Squash since its inaugural edition in 1996 keeping four medals in Malaysia, i.e. two golds (women's individual - Wee Wern & mixed team), one silver (men's individual - Ivan) and one bronze (women's individual - Nazihah Hanis). Hong Kong players were also predominantly present on the podium with Tsz Fung Yip taking gold and Chi Him Wong bronze in the men's individual, Tsz Wing Tong winning silver in the women's individual and another silver for the Hong Kong Team in the Team event. The remaining bronze medals went to Great Britain's Joshua Masters (men's individual) and Nada Mohamed Mahmoud Moha Elkalaawy (women's individual), while the team bronze went to Japan and South Africa.



A full report of all matches can be found on wucsquash2016.com

Industry News

USTA partners in Laver Cup

The USTA announced that the organization has become a partner in the Laver Cup, the new annual men's team tennis competition named in honor of tennis legend Rod Laver. They will team up with event creators Tennis Australia, TEAM8 and Jorge Paulo Lemann in this new endeavor.

The Laver Cup is a three-day team competition pitting a team of six of the best tennis players from Europe against six of their counterparts from the rest of the world. For the first three years Bjorn Borg will captain team Europe and John McEnroe will lead The World. Both Roger Federer and Rafael Nadal have committed to compete in the inaugural Laver Cup, which will take place from September 22-24, 2017, at the O2 arena, in Prague, Czech Republic.

Organizers announced their commitment to hold the second Laver Cup in 2018 in the United States at a site to be determined. The event will return to the U.S. on a rotating basis.

"Sports truly transcends borders," said USTA Chairman of the Board and President Katrina Adams.

"We believe the Laver Cup will become one of the pre-eminent tennis events in the sport and will bring an exciting new tennis competition to U.S. fans."

"We are pleased to welcome the USTA as a partner in the Laver Cup, and to announce that the 2018 Laver Cup will be held in the USA," said Tony Godsick, CEO of TEAM8. "The USTA adds experience and resources to the team that will benefit tennis fans around the world."

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level - from local communities to the highest level of the professional game. A not-for-profit organization with more than 715,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, the highest-attended annual sporting event in the world, and launched the Emirates Airline US Open Series, linking seven summer tournaments to the US Open. In addition, it owns approximately 90 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships and helps under-resourced youth and individuals with disabilities, and supports wounded, ill and injured service members, veterans and their families. For more information on the USTA, log on to usta.com, "like" the official Facebook page, facebook.com/usta, or follow @usta on Twitter.

The Lawn Tennis Association (LTA) has been named as the title sponsor of the 2017 Business of Tennis Forum.

Following the success of the last two events organised by the Tennis Industry Association, the LTA has agreed to be the title sponsor for the 2017 event with reserved rights to renew as title sponsor for 2018. With a focus on commercial and business activity, TIAUK offers the LTA a means of adding value to its drive to increase participation and a practical way of engaging with the wider tennis industry.

The annual Business of Tennis Forum offers a unique and important platform to highlight innovative solutions, provide current business insight and identify best practice as well as sharing new products and services to enhance the sport.

"TIAUK has worked hard to develop the Business of Tennis Forum into a valuable vehicle to learn from those within - and outside - the business of tennis, and to provide a platform for companies with innovative and exciting products and services to improve the tennis experience," said TIAUK Business Development Manager Phil Sandilands.



continued

Industry News

“Ultimately the **Business of Tennis Forum** is about tools and processes to improve the overall sustainability of tennis and this is why the LTA is very keen to support us.”

The LTA will help promote the event to clubs and to British Tennis members and intend to have a number of LTA staff attending the event.

The 2016 Business of Tennis Forum, held at the Queen’s Club in West London, saw LTA’s Head of Insight and Strategy Paul Burditt present the keynote speech, “Growing the Game: Challenges, Opportunities” and address the barriers to participation and identify potential areas of growth.

As a further indicator of the improved engagement between the industry and the LTA, for the first time the LTA is hosting a briefing meeting with the major equipment brands on October 10. The meeting will enable the LTA to set the narrative on the state of British tennis, review its strategic plan for participation and open up discussion around issues and opportunities that are facing the tennis industry in Britain.

The briefing meeting is expected to become a regular occurrence as part of an ongoing dialogue between the LTA and the tennis industry and the TIAUK.

The Business of Tennis Forum will be held in April 2017 – week commencing April 3– with the exact date and location to be confirmed. For further information go to: www.tiauk.org

Once the manufacturer to some of the industry’s biggest names, **Price of Bath** has adapted to every challenge and is still in business after 80 years.

In its heyday in the 1970s, Price of Bath was producing 80,000 tennis balls a week for the likes of Wilson, Dunlop France and Spalding. However, the advent of cheap tennis balls manufactured in the Far East saw the company lose its large volume business.

Where once there was a team of 120 on the factory floor producing rubber balls as well as rubber mouldings (during World War II ball production ceased and the company manufactured tyres and anti-vibration units for ship engines), they are now a much leaner team, and any new hires have been office based geared towards the digital markets.

With founder Joseph’s granddaughter Louise taking the helm from her father Derek, the only remaining tennis ball manufacturer in the UK, and indeed the western world, continues to defy the odds.

Priding itself on being small enough for rapid response yet big enough to meet most requirements, Price of Bath’s focus is on quality over quantity.

The balls are still made in the same way; the rubber is milled and the half shells are moulded and joined before the balls are covered by hand using the best quality cloth to ensure a high-grade ball that lasts.

Whilst the bulk of their customers remains distributors or trade, the biggest growing market is selling directly to consumers, Price of Bath specialises in niche and customised balls, such as two-tone coloured balls, balls personalised with a player’s name, or even scented balls smelling of freshly cut grass.

Sensing an opportunity, Price set up marketplaces with online retailers such as Amazon, eBay and Not On The High Street, which has enabled Price of Bath to get its brand seen by a larger audience.

Typical orders now may include a batch of coloured customised balls emblazoned with an estate agent’s logo as sponsor, or an order for custom-made balls commemorating a tennis club’s centenary.

Research and development continues apace now that Louise has taken over the day-to-day running of the business, allowing her father Derek to concentrate on new products, such as the glow in the dark balls, a lighter softer pressureless balls, and a sponge ball, which had been put on the backburner.



Tennis Drills

ACCELERATION

Have you ever wished you could hit your ground strokes with more acceleration? You can regardless your level of play or expertise. All it takes is clear understanding of the fundamentals and the right drills.

These tennis drills will help you improve your racket head speed. In today's game players must have weapons; they have to be able to change the speed of the opponents ball by increasing its velocity.

Acceleration has two components, power and speed. To be able to accelerate the racket head through the stroke it is imperative to have proper loading and with the proper mechanics the racket moves at a high velocity. The goal is to reach peak acceleration at the moment of impact.

These tennis specific exercises will teach that you can't force the power - at the racket's highest speed, the force production is very low – and by doing these drills you will look loose and relaxed while hitting the

ball faster and more accurately, just like the top players do.

"Pushers go nowhere".

Drills are more than just exercises. When you are doing them the right way the improvement becomes dramatic and with correct repetition this skill will last forever. Training the same motion, but increasing the volume gradually, will create muscle memory.



DRILL ONE



Tennis Drills

Objective:

- 1- Acceleration has two components: power and speed
- 2- The goal is to reach peak acceleration at the moment of impact
- 3- To accelerate the racket head through the stroke

Execution:

- 1- Fed ball
- 2- Player at the base line
- 3- Coach feeds the ball by dropping it very low, this is the "key"
- 4- Player has to load getting low to the ground to execute the shot
- 5- Player must step into the ball with a neutral stance



DRILL TWO

Objectives:

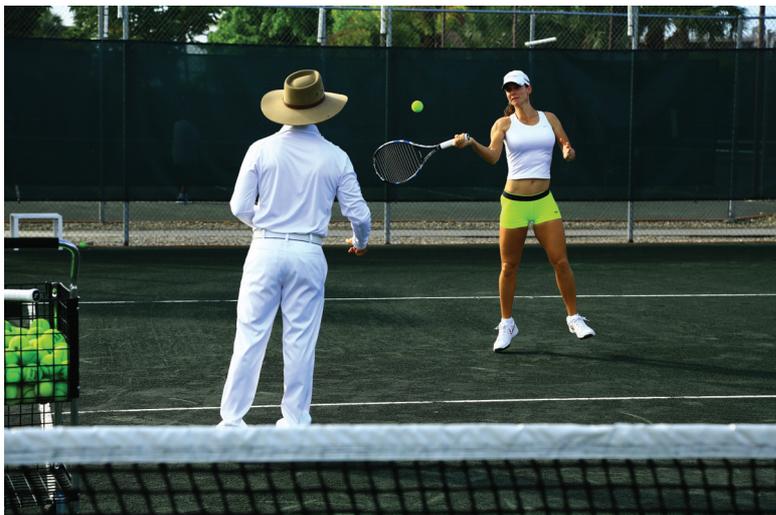
- 1- To get speed and spin on the ball
- 2- The hand rolls over the ball just before the point of impact
- 3- After contact the the wrist rolls over the handle of the racket

Execution:

- 1- Fed ball
- 2- Player at the middle of the court, close to the side line
- 3- Coach feeds a low ball from the other side of the net
- 4- Player using the right technique, short backswing, good athletic foundation, proper loading, hits the up coming ball increasing it's speed
- 5- Player should hit the ball, short angle cross court

Tennis Drills

DRILL THREE



Objectives:

- 1- Swinging volley, with the proper loading, it will speed up the racket before contact, allowing the racket to move faster making the finish around the shoulders easier
- 2- To change the speed of the up coming ball by increasing it's velocity
- 3- To maximize the acceleration of the racket, it has to happen a foot past the ball, this is the power zone

Tennis Drills

Execution:

- 1- Fed ball
- 2- Player in the middle of the court
- 3- Coach feeds a high ball, player hits the ball up in the air, with letting it bounce
- 4- Player loads and releases elastic energy into the ball, with out forcing the power, the racket should move at a high velocity
- 5- Open stands and followthrough around the shoulder

For more information and coaching tips and video's visit:
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COMING NEXT ISSUE!!!!!!!

- Workshop Schedules
- New Products
- 2 Tennis String Test
- Industry News
- Symposium 2017 Program and Sign-up
- Tips - Tennis - Squash - Badminton



2015

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Online Shops

Competing today with Online Shops

We have seen a lot of shops closing down and downsizing over the last year. Here in Dusseldorf is one shop closing down the end of this year and the biggest shop downsizing to a stringing service and selling a few rackets. A lot of our members are downsizing their business to get out of clothing and shoes, and lower their monthly fixed costs. Many have told me they are making most of their money on stringing today and are focusing on that.

Most of the complaints are about large online businesses causing the problems. We have that here in Germany with Tennis-Point, Tennis-Warehouse Europe, Center Court and many more.

Is your small business suffering because of competition from online businesses? Statistics show more and more consumers are shopping online each year. Some help is coming from the manufacturers finally. The major brands are not selling to garage and basement online dealers anymore. You now have to fulfill many things to get any account with these companies, such as having a physical store, carrying different lines from the company, reducing online discounts.

As Pro Specialty Shops, we can fight this tendency several ways.

1. Go online and open a shop and use Social Media, which we have published articles in the last two issues on using Facebook, Twitter, Google+, etc. to stay in contact with customers and find new customers. Several ERSA members have started using Social Media and have increased business this year and are totally positive about increasing their efforts in this direction.

2. Pay someone to get your shop and social media higher in the ranking so you can compete with the online shops doing this daily. You can find someone to do this for 10 - 20 € per month who knows what they are doing or with a company doing this as their main business.

Work with them to develop a social media plan and create a social media presence.

The key is to connect with your small business's potential customers online. Just having some sort of online storefront promoting your products or services isn't going to do that. A great social media plan, properly executed, can.

3) Make sure you're collecting your customer's email addresses in-store and send them a newsletter weekly with specials, related news, featured items new to the store, also use your tournament stringing experience in sales. Do not send out daily e-mails as they will end up in junk mail.

4) If you are losing money on things like clothing and shoes, look into cutting this back and maybe moving into a smaller location to save on fixed costs. Look into your margins and which products and brands you are making your money on.

5) Promote things that online shops cannot offer such as Professional Stringing Service, Tuning and Matching Rackets, Test Rackets in their city, Professional Consulting. Online shops have no chance to offer these items which should be your main plus points.



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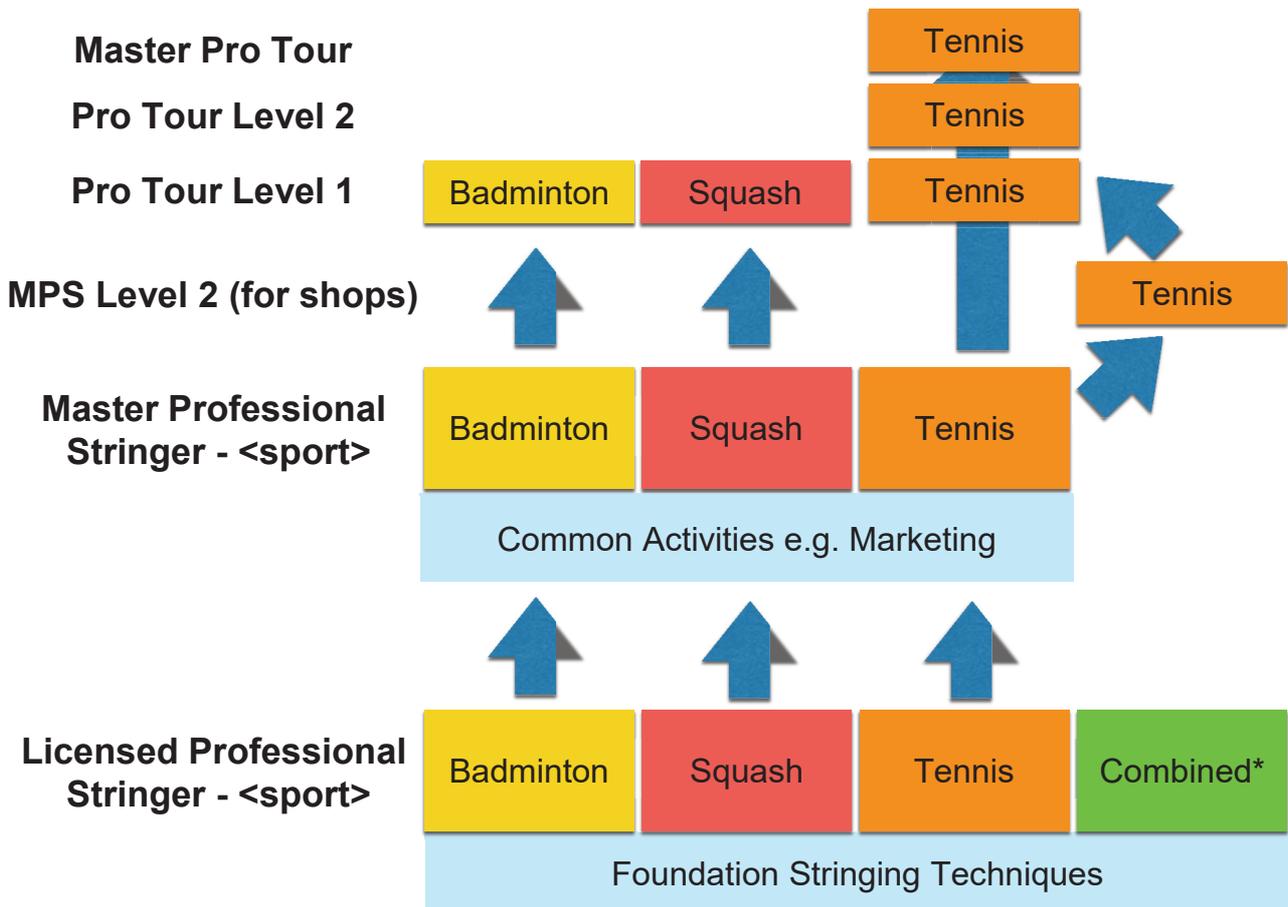
* And more to come... so

Join the TIA UK now!

ERSA ATW

Mark Goodman put together a plan after meeting together in Rio for our new certification. You can take a look below and see how the certifications are structured and linked together. For example, the Licensed Professional Stringers will have the same core questions as for Tennis, Squash and Badminton, along with the specialty questions for each individual sport. The same will be for the core questions for the Master

Professional Stringer with the same questions on marketing, management, tuning, etc., plus the specialty questions. Master Professional Stringer Level 2 is for shop owners and managers (also employees), covering everything from inventory, advertising, management, Social Media, etc. The stringers who passed the Certified Stringer will be automatically given the Licenced Professional Stringer certification, even though the new test is somewhat more difficult and all the questions are up to date with modern stringing. The Master Racquet Technicians Level 1 will have to take a free upgrade test, practical and written. The two levels are much higher than the old test and will need to be upgraded. We will announce when and where this is possible. It will be offered first for free at our Symposium next year. We want to keep our education program the best in the world as is our Pro Tour Stringer certification. Tournament stringing is at a much higher level today due to our introduction of workshops and PTS testing, along with our insistance of using quality control at tournaments, such as the Beers ERT 300, which we introduced into pro tournaments.



String Test

Timo van Driel, manager for ERSA in the Benelux, has been testing a new co-polyester string since his return to the courts after a lot of stringing! The Diadem Elite XT is a new poly in the Star Core range. The string has been tested outdoors on clay, strung at a Dynamic Tension of 36.

Diadem Elite XT; test 1

At first I started with this string in the Project One7. Apart from a string demo, it was also a racquet demo! Stringing it up in the 17 gauge just before playing, it felt super fresh. For 1,5 hours I had great control. The gauge of the string made sure it felt 'stiff enough' to give big cuts to the ball. After this time and a short break, I decided to measure the DT again. It dropped to 31 after 1,5 hours of play. Because of the hot weather and dry courts the string lost a little bit of the control I had the first 90 minutes. But with 33 degrees on a dry clay court I wasn't complaining! The string broke a day later after another 2 hours of play.

In terms of string movement, the Elite XT stays in play for a good amount of time. Because of sharper shape of the string it snaps back quite well after hitting a big forehand or backhand

Diadem Elite XT; test 2

The second session was in a Pure Aero VS. Same head size, but one extra cross string compared to the first racquet. The second test session was one week later playing doubles for 2,5 hours. Stringing up the racquet a few hours before play had a good effect. While using the same DT and gauge, it stayed a little longer at his best tension. At 25 degrees on clay most of the strings will respond better in tension loss. And yes, the Elite XT did the same. After 2,5 hours of play the DT was 33. It broke two days later after another 2 hours of play.

In match situations it felt solid. I like to go to the net and trying to hit passing shots and lobs from the baseline. Especially fresh, the string gave good amount of control, even playing close to the baseline. The thin gauge gives good access to rotational shots. No problems in hitting a good slice or topspin shot.

Diadem Elite XT; test 3

The third and last test with this string as also in the Pure Aero VS, but now with the thinner gauge: 18 (1.15). This time it was all about practice in singels and hitting as many shots as possible for 2 hours. Without a doubt, the thinner gauge played the most comfortable. The access to spin is super. The only downside was the DT, which came out a little higher in the beginning and lower after an hour of play. Another downside - although this is to be expected - is the durability. The string broke just before the two hours were over. Please note, there was no match play involved, only hitting the shots over and over again.



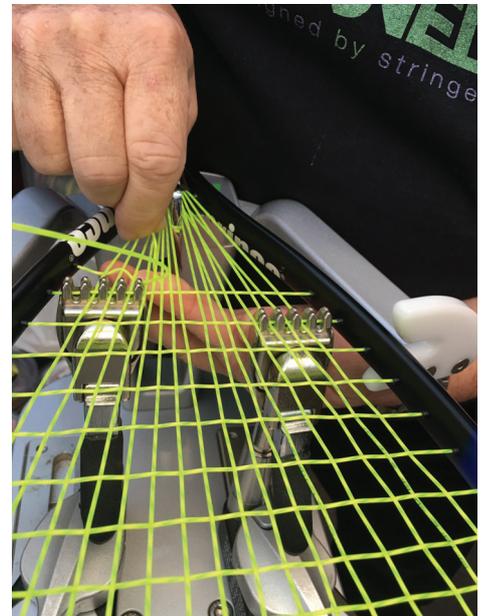
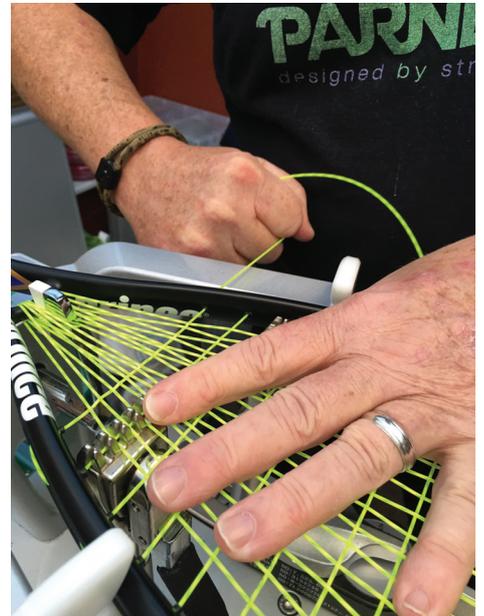
Advanced players who want to hit with a controllable string with a lot of access to spin will be happy to try this one out. Please take care when stringing, you don't over-tension the Elite XT. For example, a DT of 36 was reached stringing at 21/20 kilo's on these racquets!

SQUASH TIP *by Nick Down*

This tip for helping to string any fan pattern squash racquet that has a powering, power hinge or arch power at the throat, came about when looking at the use of natural gut when stringing Tennis rackets. It's a great example where improving your skill and knowledge in stringing one of the sports can lead to improving or introducing new skills to one of the other sports.

With this type of racquet, the mains converge at the throat and alternate above and below the ring. When you weave the crosses, every second weave is a hard weave, your aim; to achieve a hard weave on the final, or bottom cross string. The last couple of hard weave crosses, and particularly the last cross at the throat are very tricky to weave and often you have no choice but to thread around each main individually. Once you are through all the mains, pulling the rest of the string through, is very tough and prone to creating a lot of friction and damage to the string.

To reduce this to a minimum, after threading around each main, pull all of the string through before threading around the next main, do this each time and you will greatly reduce the friction to almost none. It also helps greatly to keep the tail end of the string as short as possible, which is good practice anyway. This will also help you out with many racquetball rackets using the same technology, examples are some of those from brands like Ektelon, Wilson and several others.





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