



BRAND  
OVERVIEW



BRAND

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PRODUCT

LICENSING

CONTACT

## SLAZENGER INTRODUCTION

Slazenger is one of the longest established sporting brands in the world with almost 150 years of global presence on playing fields and major sporting arenas across the world in tennis, cricket, hockey and golf.

In 1902 Slazenger was appointed the official tennis ball supplier for Wimbledon, a partnership that is now in its 110th year and is the longest running sporting sponsorship in history.

Today Slazenger continues to be a major international sports brand synonymous with performance, style and expertise, and has been endorsed by ambassadors such as Tim Henman, England Cricket Captain Paul Collingwood and the England Hockey Team.



  
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## BRAND VISION

**To deliver licensing programmes which incorporate Slazenger's values through long-term partnerships with category specialists who can:**

-  Identify and fulfill brand extension opportunities in their territories
-  Deliver expertise in design and development
-  Provide a route to market through key distribution channels
-  Lead supporting marketing activities to drive brand awareness and sales

  
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## BRAND MISSION



TO GLOBALLY DELIVER THE SLAZENGER  
STYLE TO BRAND CONSCIOUS AND SPORTS  
FASHION CONSUMERS



TO CONTINUOUSLY DEVELOP THE BRAND  
AND APPAREL THROUGH CATEGORY  
EXTENSIONS WHICH STRATEGICALLY  
FIT THE BRAND



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## BRAND MARKETING



### ONLINE

Slazenger.com  
Viral Campaigns  
Social Media



### PR

Product Launches  
Sponsorship  
Product Placement  
Celebrity Endorsement



### EVENTS

Sporting Events  
Sports Men & Women



### ADVERTISING

Trade Publications  
Sporting Titles  
Lifestyle Titles



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## BRAND HISTORY

Founded by brothers

**ALBERT & RALPH**

Slazenger is one

of the

**LONGEST  
ESTABLISHED**

sports brands in the world with almost

**150 YEARS**

of presence on the playing fields

and

**MAJOR**

SPORTING ARENAS

of the world



1890's



1900's

1900's



1920's

1920's

  
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1930's



1890

Slazenger Golf Clubs were manufactured  
1891 saw the manufacture of Slazenger's first Golf Ball

1900

Slazenger tennis balls were first used at Wimbledon

1910

The Company is floated in 1911

1920

Australia factories were opened in 1922 and Canada in  
1924, paving the way for global recognition

1930

Tennis legend Fred Perry switches to Slazenger in 1932,  
winning the first of his 3 Wimbledon titles in 1934

1940

In 1942 William Sykes and Ayres merge with Slazenger  
to form Slazenger's Ltd

1950

In 1959 Slazenger's Ltd was acquired by Dunlop, operating  
under the International Sports Company (ICS) umbrella

1960

Slazenger registers the famous panther logo.  
In 1966 the Slazenger football was used for the World Cup

1940's



1960's



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1970's



1970

Slazenger's Margaret Court wins all four Grand Slam titles. Seve Ballesteros wins his first ever Open Championship wearing Slazenger

1980

Dunlop Slazenger International formed in 1983, combining both brands under a single umbrella

1990

Slazenger's Ian Woosnam wins the Masters Wimbledon sets a new all-time attendance record of 436,351 with the Slazenger brand showcased

2000

In 2002 Slazenger and Wimbledon celebrate a 100 year partnership and Tim Henman reaches the semi-finals with a Slazenger racket

1980's



2000's

REFINED  
Distinguished  
AUTHENTIC



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# WHOLESALED CORE PRODUCTS



  
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# CRICKET PRODUCTS



BATS & BALLS



KEEPING



PROTECTION



LUGGAGE



CLOTHING

  
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## CRICKET TEAM SLAZENGER



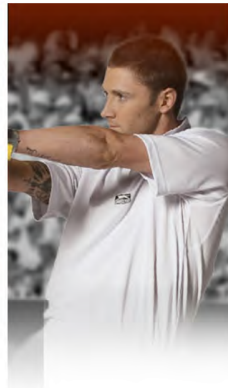
**Daniel  
VETTORI**

New Zealand International



**Jacques  
KALLIS**

South Africa International



**Michael  
CLARKE**

Australia International



**Matt  
PRIOR**

**Tim  
BRESNAN**

**Eoin  
MORGAN**

**James  
ANDERSON**

**Slazenger**<sup>™</sup>

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## SLAZENGER TENNIS

Slazenger have been  
supplying balls to

**WIMBLEDON**

for over

**110 YEARS**

making it the

**LONGEST**

**RUNNING**

sporting sponsorship in

**HISTORY**



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# HOCKEY PRODUCTS



STICKS



PROTECTION



BALLS



LUGGAGE

  
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## HOCKEY TEAM SLAZENGER



**Ben  
HAWES**

England International



**Mel  
CLEWLOW**

GB, England & Canterbury



**Ali  
WILSON**

GB & Beeston



**Dan  
FOX**

England, Hampstead &  
Westminster



**Iain  
MACKAY**

GB & Reading



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# LICENSING OPPORTUNITIES



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# SLAZENGER BAGS & LUGGAGE



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# SLAZENGER FOOTWEAR



FASHION



SPORTS



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# SLAZENGER WATCHES



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# SLAZENGER EYEWEAR



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# SLAZENGER TOILETRIES



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# SLAZENGER OUTDOOR



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# SLAZENGER SPORTS HEALTH

## SPORTS NUTRITION



## SPORTS AID



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# CONTACT

Philippines

## **JOISO PRESS FEATURES**

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