

Clothing Newsletter - July 2007

from Racquet Technic

I think it should be summer, but the weather does not really seem to match the season this year. It is, however, time for another clothing newsletter, so perhaps it really is summer. This time it is a text only version which could be more convenient than the previous format. You can see images of most products on the website.

There are quite a number of topics in this edition, as you will see from the list of contents. Some of them should be of interest, while others will probably not be. This is partly because some topics are designed to describe the products to new readers. Please skip the items you do not need, and read the ones that interest you.

There is a mention about future ranges that could be of interest to some readers, but others will only want to look at items that are currently available. This newsletter tries to keep both types of reader informed, so the choice is yours.

It can be difficult to promote new clothing brands when the names are not familiar to many people. There have been some nice comments received from people who have purchased the brands. I believe that this demonstrates that there is a demand for high quality functional clothing. This type of clothing will certainly not be the choice of everyone, but the people who have tried the products seem to be very satisfied. That is about the best result that can be expected. Thank you for having the confidence to purchase the products.

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At-One ladies range

This brand of clothing is not well known in this country, but offers excellent quality, and styles of clothing. Only a few items are shown on the Racquet Technic website, but you can see the full range on <www.at-one.de>. Most items can be ordered, if you see something you like.

Promotion

Would you like to try an item of the At-One clothing? There is a good selection of styles available at a promotional price. Please ask for details, and let your friends know as the purpose is to improve awareness of this brand.

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Gonso (cycle clothing)

This is also a brand that is probably not familiar to many readers. They produce a very good range of cycle clothing, and the full range can be seen on <www.gonso.de>. A limited selection of the clothing is available from Racquet Technic, and other styles can be ordered.

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Maier-Sports

The main items from the summer range are the Nordic Fitness selection of clothing. This clothing has a low weight, is fast drying, and there are some nice designs. These features make them suitable for various uses including running and racket sports.

The most popular items are the Polo shirt and T-shirts for men. All the items feature the DryProtec material which has excellent moisture management or breathability.

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TAO Technical Wear

This is a specialist range of running clothing from Germany, and is in the Racquet Technic range for the first time this year.

The designs are good, the material is fast drying and they are comfortable in use. There are some Size 8 ladies styles included, which should please some readers.

This range is certainly worth considering, and can be used for other sports where comfortable clothing is important.

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Future Ranges

It is still summer, which probably means you are not even thinking about Autumn. There are always change to clothing ranges, and new products will be available in September/October. There is only a limited selection which consists mainly of "Active Shirts" designed mainly for outdoor use in cooler temperatures. Most of these items should also be suitable for winter use, as they are part of the winter ranges.

Looking further ahead, the new ranges for next Spring will soon have to be ordered. Anyone who would like to see these ranges, I should have most of the brochures for the beginning of August. The Gonso brochure will be slightly later in September. You can, of course, order any of these items in advance, but please remember it will be a long wait before they arrive.

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Multi Purpose Clothing

Almost all the clothing range can be used for various sports. A typical example is the Nordic Fitness clothing. The properties of this clothing are also ideal for racket sports or running. I am sure there are lots of other uses, where this clothing will also be suitable.

Running clothing is another obvious example. The requirements are for a quick drying product, which obviously means that it should not absorb moisture. This is exactly the property that a racket sport player needs, or a hill walker.

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The Materials

Almost every item of clothing in the range features advanced materials, which are often described as breathable. This term is not really the best, but is a useful term to show you that the material does not absorb moisture. A better description would probably be “having advanced moisture management properties”. This describes the actual feature of the clothing, but is not as convenient to use. Anyone who can think of a better description, can they please let me know.

This works by a dual action method, with the fibres on the inside attracting perspiration. This is moved to the outer layer, where the fibres have the opposite properties and repel the moisture into the air. This is partly due to the movement of your body assisted by any breeze or wind when outdoors.

These materials also work for indoor sports, but they are not as effective. You should, however, find they are a great improvement on standard materials that are used in many standard items of sports clothing.

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Promotion

You can see in the section for At-One clothing that there is a special promotion for this range of clothing. It is the intention to make this a regular feature in the newsletter, as it should be a good method of making more people aware of the brands.

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Websites

You can see a selection of the clothing ranges on the website <www.racquet-technic.co.uk>. The full ranges can be seen on the following websites

