



Northern Suburbs Basketball and Hops Sportswear

Northern Suburbs Basketball is pleased to announce that they have signed a 1 year agreement with Hops Sportswear. This will entitle all club members to purchase basketball products from Hops at a discounted price. Basketball shoes are their core product but have recently added sports tape for injuries and soon will be launching an exciting apparel range which many of their existing customers have requested.

Hops Sportswear is an **Australian** company and has been operating since November 2007 and is based in Melbourne.

The company's Sales and Marketing consultant Natalie Porter is pleased to be working with Northern Suburbs Basketball. "We are extremely excited to be supporting NSBA and look forward to a long term arrangement with the Association. It is a key time for Hops as we are working really hard on building brand awareness and Norths has allowed us the opportunity to help grow our business through their members. 'In return we will offer high quality products at affordable prices via our website www.hops.net.au and entering your unique coupon code **PAMKOL** during your transaction. We would like to thank Norths once again and we look forward to meeting your members over the next few months."

Hops Footwear offer 6 points of difference;

1. Original and Unique Design.
2. Technology - Medial Wing.
3. Supplier agreement with the club. Payback \$10 on each footwear sale to the club.
4. Price point. Discounted price to club members.
5. Hops "exclusivity" to sports clubs around Australia and cannot be purchased in retail stores.
6. High quality at affordable prices.

Prices for all shoes are \$140 but through the club link the price is reduced down to \$100 for mids and \$95 for low cuts. Sizes range from US 6 to 16 with half sizes from 6.5 to 11.5. Freight charges apply.

Hops sizing is the same as Nike and Asics which follow US standards.