

SPORTS - ENTREPRENEURSHIP - PASSION

A MAGAZINE BY TCK SPORTS GROUP TCK-SPORTS.NL / TCK-SPORTS.BE



> TCK WILL BE 3 TIMES BIGGER IN KERKRADE

IN THIS MAGAZINE

- > The importance of our ISO 14001 certification
- > TCK employees with their favorite activity
- > Sponsor of parasports for 30 years



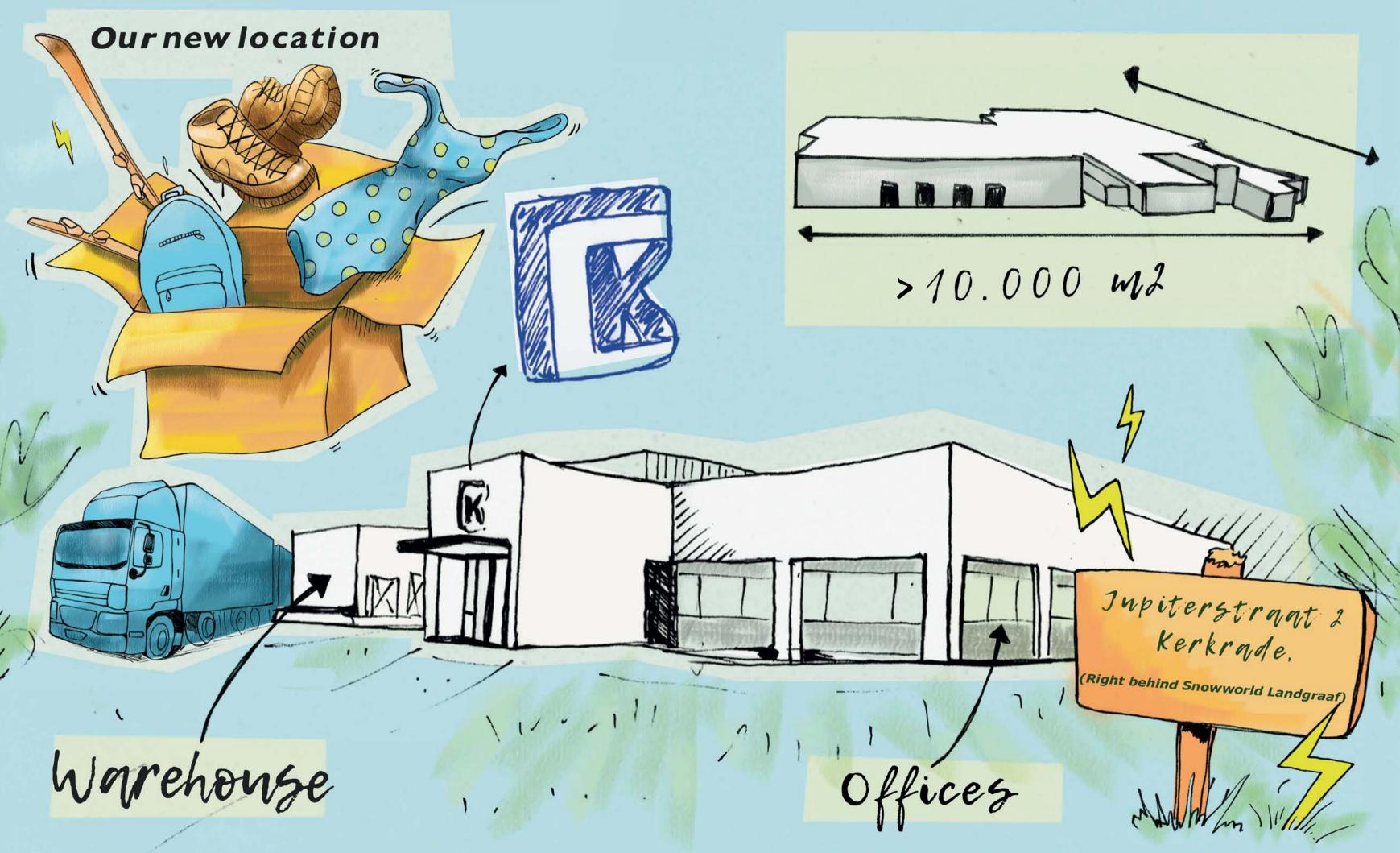
 TCK NOW ALSO DISTRIBUTOR FOR THE BIKE INDUSTRY



 THIRD GENERATION IS ALREADY DOING HOLIDAY WORK IN THE WAREHOUSE



 LOWA, PROUD MAIN SPONSOR FOUR DAYS MARCHES



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Throughout the magazine we would like to introduce you to several enthusiastic and dedicated TCK employees. You can also read interviews with inspiring athletes who are close to our hearts, including the duo Ferry Weertman and Ranomi Kromowidjojo, Head coach of the National Selection Para-skiing Falco Teitsma and the ambassador of the Fund Disabled Sports Jeroen Kampschreur.



"It has been 6 years since the release of our corporate magazine TCK NeXT 2. It feels both recent and like a long time ago. Dirk has been at the helm of TCK Sports Group for 23 years now and I still watch from the sidelines with pride and a lot of joy, as an enthusiastic supporter.

I am still often asked if I had ever expected the company to become so big. And my answer is always the same: when I started stringing rackets in my garage I could have never thought to do this full time, and yet it happened. It was not a real dream either, but I was passionate about what I was doing. I got better and better at it, very good even. That's how with time my 'hobby' grew completely out of hand and thus followed a registration with the Chamber of Commerce. I saw chances and I took them. Always informed decisions, but I also dared to experiment.

Maintaining business relations was always a high priority for me, and that is no different for Dirk. "A man is only as good as his word", it is that simple. Back then you could complete deals with a handshake. Now this is done via paper and that is actually a good thing. It all started with the tennis rackets from Völkl and to this day we still sell Völkl skis. In those early years, I even skied in the Völkl demo team and also won a medal. Those were golden times and now the company is in beautiful yet exciting times again.

When I walk through the new building on the Jupiterstraat, I feel a range of emotions. Pride but also stress. It is a big step (again), but absolutely necessary in order to keep growing and to meet demand. Standing still means going backwards. Standing still is an unknown for Dirk anyway, so TCK will always keep moving. That is a great reassurance for me."

The bar was high and remains high Read more on page 5 about the experiences so far and Dirk's future vision as the second generation Schaffrath. On page 51, Guide tells us how the sponsoring of the Dutch Paralympic Ski Team by TCK Sports Group came about.



Guido Schaffrath

LOWA simply more...

TCK IS READY FOR THE **FUTURE**

You may very well have been there in 2012 when, together with a few hundred guests, we celebrated our 40th anniversary at the Efteling theme park. Ushered by our inspiring celebrity host lack van Gelder, we enjoyed an amazing day and, as a special memento, presented my father, Guido Schaffrath, with the very first 'TCK NeXT' magazine.

My father founded the company in 1972 and the magazine offered a comprehensive overview of 40 years of TCK, accompanied by fantastic old pictures and interviews with my father, current and former TCK employees, consumers and suppliers.

Expansion and innovation

Two years later, in 2014, so much had happened that we decided to publish a second edition, aptly named 'TCK NeXT 2'. With the acquisition of Amigo Sport, we were able to expand our activities in Belgium and Luxembourg considerably, add Sidas and SIGG to our brand portfolio and, in 2014, introduce 'drop shipments'. Our goal with 'TCK NeXT 2' was to explain the opportunities offered by drop shipments without the need for a webshop, enabling us to remain competitive in modern times.

Want to read the previous editions?

If you are curious about the content of TCK NeXT and TCK NeXT 2, you can download them here:





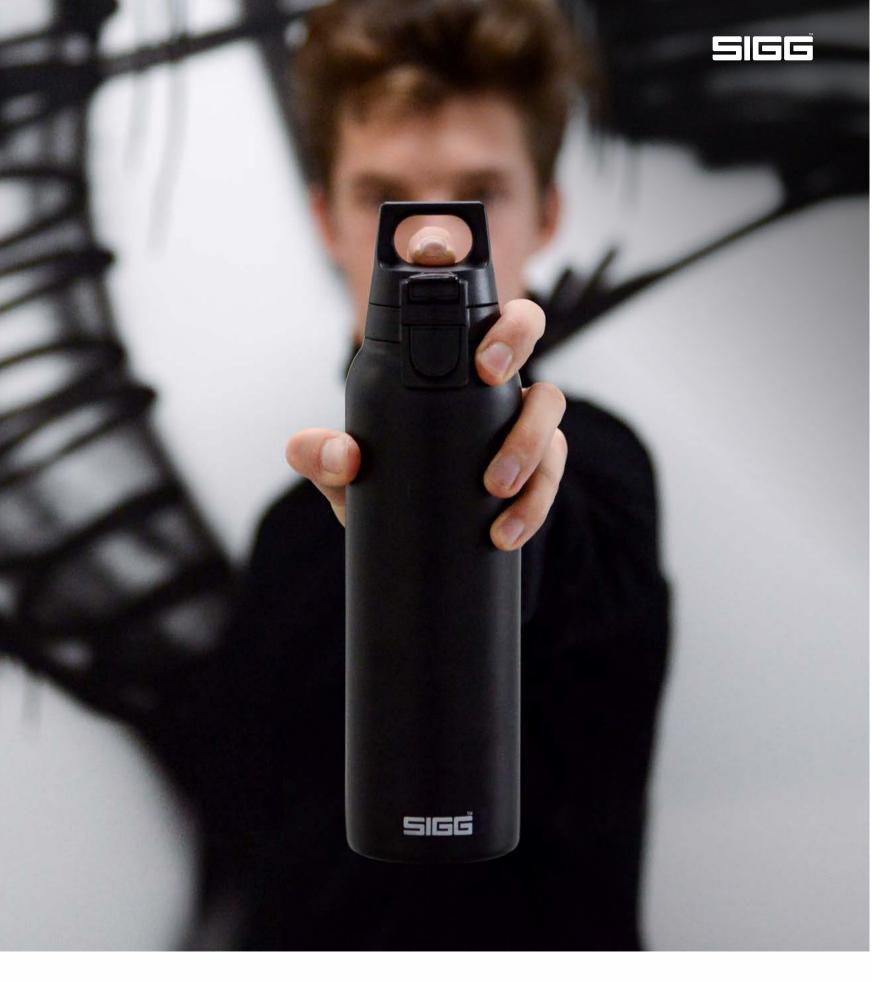
There's always room for improvement

It took quite some time – six years to be precise – until the next edition of 'TCK NeXT' was ready for publication. Not because we had nothing to talk about. On the contrary, we have been tremendously busy: our team has grown to 65 professionals, we have welcomed new customers and new brands and, as always, we have improved and introduced many optimized processes and procedures. The entire team has given it their utmost and we have taken a few chances – all because we want to continue to improve in the best interest of our customers, brands and suppliers.









THE ART OF HYDRATION. **EXCELLENCE SINCE 1908.**









FASY TO CLEAR







But the time has finally arrived and we are proud to now present 'TCK NeXT 3'. We also have two very important matters we would really like to share with you:

We're moving!

In 2019, we purchased new business premises in Kerkrade: a 30,000m2 lot with a hangar of more than 9,000m2 in size, an office area of 1,500m2 and plenty of room to grow. Since November 2019, we have been moving our stock without this affecting our customers. Even during all the packing and reshuffling, we have remained true to our motto: 'Same day shipping for all orders placed before 4 pm.' In June 2020, we relocated our workplace from Heerlen to Kerkrade. At our new location, we have even more items available for immediate delivery and drop shipments. And with plenty of room for new opportunities, TCK is ready for the future!

ORTLIEB

The other big news involves our brand ORTLIEB. TCK has been the proud official Benelux distributor of ORTLIEB to the sports and outdoor industry for over 20 years and, starting 1 January 2021, we will be the exclusive ORTLIEB Benelux distributor for the bike industry as well! We are very excited about this development and are presenting the 2021 pre-order collection to interested bike retailers as we speak.

With their distinctive and innovative cycling bags, ORTLIEB is the market leader throughout Europe. ORTLIEB also offers an innovative and wide range of outdoor equipment. Everything is, of course, in accordance with its payoff: 'ORTLIEB Waterproof'.

Furthermore, ORTLIEB is a German family business and, as such, the environment, human values and honest and honourable business practices are prioritised. ORTLIEB and TCK are therefore the perfect match.

A world turned upside down

As an entrepreneur, I am committed to my business day and night, as are many customers and suppliers. We began creating the 'TCK NeXT 3'

at the end of 2019, with ideas, concepts, texts, photos, etc. At the same time, we were preparing for ORTLIEB Bike and our big move. In the meantime, it was business as usual. And then suddenly the whole world was turned upside down overnight due to the coronavirus. The corona crisis has given everyone, myself included, a reality check. What is it we do exactly? What really matters?

This reminds me of our company presentation that I give on a regular basis. The last slide contains this sentence:

"Company success should always be measured by the satisfaction among ALL stakeholders: Employees, shareholder, customers, consumers, sporters, suppliers and especially the environment".

This aligns perfectly with my mantra as a person and as an entrepreneur: "Honesty, fairness and reason". This has not and will not change as a result of the coronavirus. Being a proud family business, we will continue to treat people and the environment in a proper and fair way – as we always have. We will also continue to do our best to provide the best possible services to all of our consumers, both existing and potential.

Welcome to TCK!

Yours in sports,

Dirk Schaffrath Owner and CEO

lune 2020

TCK will be 3x bigger in Kerkrade



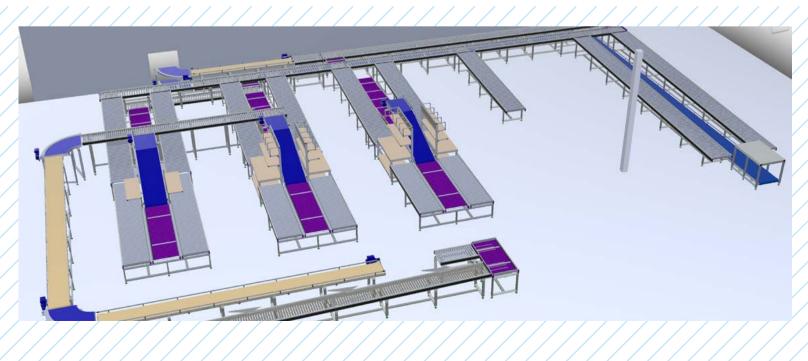














CORPORATE SOCIAL RESPONSIBILITY

Doing your best is not good enough, concrete actions and goals are!

REFRESHING OUR MEMORY... CSR? OF COURSE, IT STANDS FOR CORPORATE SOCIAL RESPONSIBILITY, BUT WHAT DOES IT ENTAIL? FIRST OF ALL, IT IS ABOUT ENTREPRENEURS AND BUSINESSES, NOT ABOUT CITIZENS, CONSUMERS OR THE GOVERNMENT



It means that as an organization, you take responsibility for social problems such as air pollution, climate change, working conditions and ageing. It starts with trying to not make these problems worse. If you take another step, you try to contribute to solving these challenges.

VISION

Organizations who 'do CSR' therefore take into account the social effects of their activities. This applies to all business processes: purchasing, production, sales and maintenance, as well as HR and marketing communications. CSR is not a project. It is an integral vision on a company's core business.

SOCIETAL INTERESTS

But how do you know if you are doing well? Unfortunately, this is not so easy to establish, because our society is constantly evolving.



Organizations are constantly being expected to do other things. What is accepted today is taboo tomorrow, and what we think is normal in the Netherlands is strange in Brazil or China. CSR guidelines help of course, but ultimately, it is the constant alignment of business decisions with the societal interests that constitute the most important characteristic of CSR.

GET STARTED!

In short, it means that you are always consciously looking for ways to improve your business. You work according to the three P's: add value to People, Planet and Profit.

CSR in practice at **TCK Sports Group**

• We use recyclable air pads as a filling material in our packaging boxes

3

- We separate our waste
- We have been sending our invoices only digitally for years
- We do not have coffee cups, but coffee mugs
- All TCK-ers have their own SIGG bottle to drink water from during the day (or another bottle)
- We are phasing out our fluorescent lighting and focusing on solar panels
- We collect the empty ink cartridges
- We have a charging station for electric cars
- Our commercial director Pepijn drives a fully electric car and....
- Our new company car will be a Hyundai KONA Electric

TCK Sports Group is ISO 14001

certified and with this, we confirm the importance of structural environmental management. Read more about this on the next page...

TCK SPORTS GROUP IS ISO 14001 CERTIFIED

Good environmental management provides benefits throughout the entire chain

"Achieving this certification is also important for TCK in the context of procurement. In procurement, this certification is increasingly becoming a requirement."

"Through this certificate, we, as an organization, endorse to treat the environment in a conscious way and commit ourselves to continuously improve it. The quality system behind the certification provides a better insight into costs such as water, energy and waste and provides clear guidelines for creating a healthier and safer working environment. Achieving this certification is also important for TCK in the context of procurement. In procurement, this certification is increasingly becoming a requirement," **Ramon Nellissen - Operations Manager**

The ISO 14001:2015 standard is designed to control and improve the performance of an organization in the environmental area, both within the organization and across the entire chain. The goal of ISO 14001:2015 is to continuously improve the environment and sustainable business operations. It looks at the current environmental policy, the relevant environmental aspects that the organization is taxing and the measures it takes to control or reduce this tax. In practice, it's clear that a good understanding of the environmental risks and the appropriate management measures lead to cost savings within the organization. A good environmental management system therefore offers benefits!

ABOUT ISO

4

ISO is the International Organization for Standardization, completely independent with a world-wide network of 164 members (e.g. countries). There is only one member per country who represents ISO in its country. ISO develops standards: documentation with demands, specifications and guidelines for consistent use to ensure the quality and objectives of materials, products and processes. NEN manages these standards for the Netherlands.



LOWA LIVES WITH AND FROM NATURE

The corporate responsibility policy by LOWA

LOWA carefully handles its resources. Wherever possible, the brand goes beyond legal requirements to protect the environment and health and avalanches and provide food and renewable sources. Every year the of employees and consumers. In addition, high-quality materials and LOWA team plants more than 500 new saplings. appliances, which in terms of form and function are suitable for special and sometimes very demanding conditions, must be not only durable **RESOLING LOWA SHOES** and robust, but also friendly to the environment and to our health. And that applies not only to the final product, but also to production which Anything which has value can be repaired. LOWA hereby keeps in mind must take place under fair and environmentally friendly conditions. The the circular vision: if a shoe can be repaired in a good fashion, then it is a management of corporate responsibility is anchored in LOWA's business waste to throw it away and thus the shoe gets a new sole. operations.

NATURE CONSERVANCY

The outdoor industry lives on the use of its products in nature. Practicing outdoor sports in nature is usually free. However, many regions visibly suffer from excessive use, partly due to tourism and the many outdoor activities. With this in mind, it makes sense that LOWA commits to concrete projects and environmental education for nature conservancy.

REFORESTATION OF BAVARIA STATE FORESTS

Central to the reforestation project by LOWA is the creation and recovery of valuable ecosystems of forest, which provide living space for numerous animals and plants. Forests store and filter drinking water,



cleanse the air of harmful substances, prevent erosion, floods, landslides



I OWINGO

With the sales of the soft toy LOWINGO, LOWA supports the nature conservancy projects of the World Wide Fund for Nature (WNF).





René always walks around with a big smile on his face and he is always in a good mood. How can that be? We sometimes wonder... The secret is probably a pair of Leki poles. René practices Nordic Walking 'for fun' and as an instructor. On the one hand to remain vital and on the other to clear his head. Nordic

Walking is not only good for the body but also for the mind.

HOW IT ALL STARTED

The origins of this popular sport lie in Finland. Cross-country skiers used their long poles during running training. Especially slower steps and walking with shorter poles, based on the cross-country ski movements, resulted in a new way of moving with many advantages. From Nordic Skiing resulted Nordic Walking. The Nordic Walking 'virus' spread quickly from the German-speaking countries to the Netherlands. In mid-2003, TCK Sports Group picked up this form of fitness walking via Leki. After the first practical experiences René was convinced. A super movement for young and old, mobile or not mobile. After strenghtening his own technique, he soon started the Leki instructor course. And that was the beginning.... Nordic Walking became immensely popular in the Netherlands and we were running out of LEKI poles. The big spike in popularity is behind us, but Nordic Walking is here to stay.

AT THE FOREFRONT

Since the start of Nordic Walking in the Netherlands, TCK was at the forefront of this new sport, ready to embrace and stimulate it. After a first introduction to the sport, René worked on his own technique. The concept of movement has only advantages, but René wondered what difficulties you encounter to get the movement 'im Griff'. After

autodidactic steps, he started giving courses to locals from the Heuvelland. With the experience he had gained, he set up the Leki instructor course. He still transfers all his enthusiasm onto others. Clinics, workshops for company outings, courses and private lessons. He also provides weekly guidance to a group and almost every month René organizes longer trips. For years René has been organizing the 'Nordic & Walking 3Landen 3Daagse', which supports the Diabetic Fund. Fairly new are the sessions Bootcamp Nordic Style. These are interval training courses where the poles, terrain and participants provide an extra workout. Could he imagine a week without Nordic Walking? No, not at all really.... Moving with your entire body, filling up on oxygen and enjoying nature, fantastic! Add to that the positive feedback from the participants. Yes, it is a little addictive.... Moreover, Claudia (René's partner) likes Nordic Walking and they go out weekly.

NORDIC BOOTCAMP

"Nordic Walking has been facing an image problem in the low countries from the start," René says. The sport is often practiced by older fellow humans, whilst the benefits are noticeable for everyone. Practical experience is the best, especially for people who are skeptical. Reactions like 'It has much more impact on my body than expected' and 'A real technique, more difficult and challenging than I thought' are consequently fun to hear. René remains enthusiastic and also transfers this to others. It is especially wonderful when he is able to stimulate initially conservative teenagers during family outings. Lately he has been giving Bootcamp courses in Nordic style.

PUSHING BOUNDARIES

Nordic Walking is an accessible and low-threshold activity. There is only one technique, you can get out on the road quickly and the 'success experience' is great. Everyone can push boundaries and René knows from his own experience. In 2013 René was bedridden for a few months. No energy and painful joints (especially in the knees) due to Lyme's disease. Later on, his hormonal management was totally disrupted as a result of a pituitary tumor. 'Learning to enjoy small things' was and still is René's personal motto. When it went slowly uphill again, he set himself small goals. Literally step by step. The walker was replaced by the Leki poles and he gently took bigger steps again and again. He realized Nordic Bootcamp is reserved for few people. Nordic Walking on the other hand can be practiced at various levels of effort. By using poles, people with reduced mobility can still broaden their horizons. Going a little further or longer. Movement is good and standing still is sometimes also great progress.



Nordic Bootcamp

Walking technique.

Nordic Walking is a logical extension of hiking. When walking or jogging, the left arm and right leg move forward simultaneously, interchanged by the right arm and left leg going forward. This is also called a cross or diagonal walk. In Nordic Walking, this diagonal walk is extended as it were. By pushing away the poles (in a manner similar to cross-country skiing), your steps will be bigger. Long thrust movements are only possible by releasing the poles. At hip height, the hands are opened. In the front swing, you grab the poles again. This allows the poles to be deployed correctly again (under the center of

gravity of the body). Make sure your arms are stretched in this movement, both in the front and rear swing. Your arms will move forward, but the poles will always point backwards at an angle.

The more you can tilt the pole, the easier you can 'push' forward. Keep the frequency of movements low, especially in the beginning. Make poles/arms important and the legs will follow. If you step too fast, the arms literally cannot keep up with the legs. Your arm movement will become much shorter and the intended efficiency will not be achieved from the long movement. Play with force.





Lown trailer

LOWA COMES TO YOU!

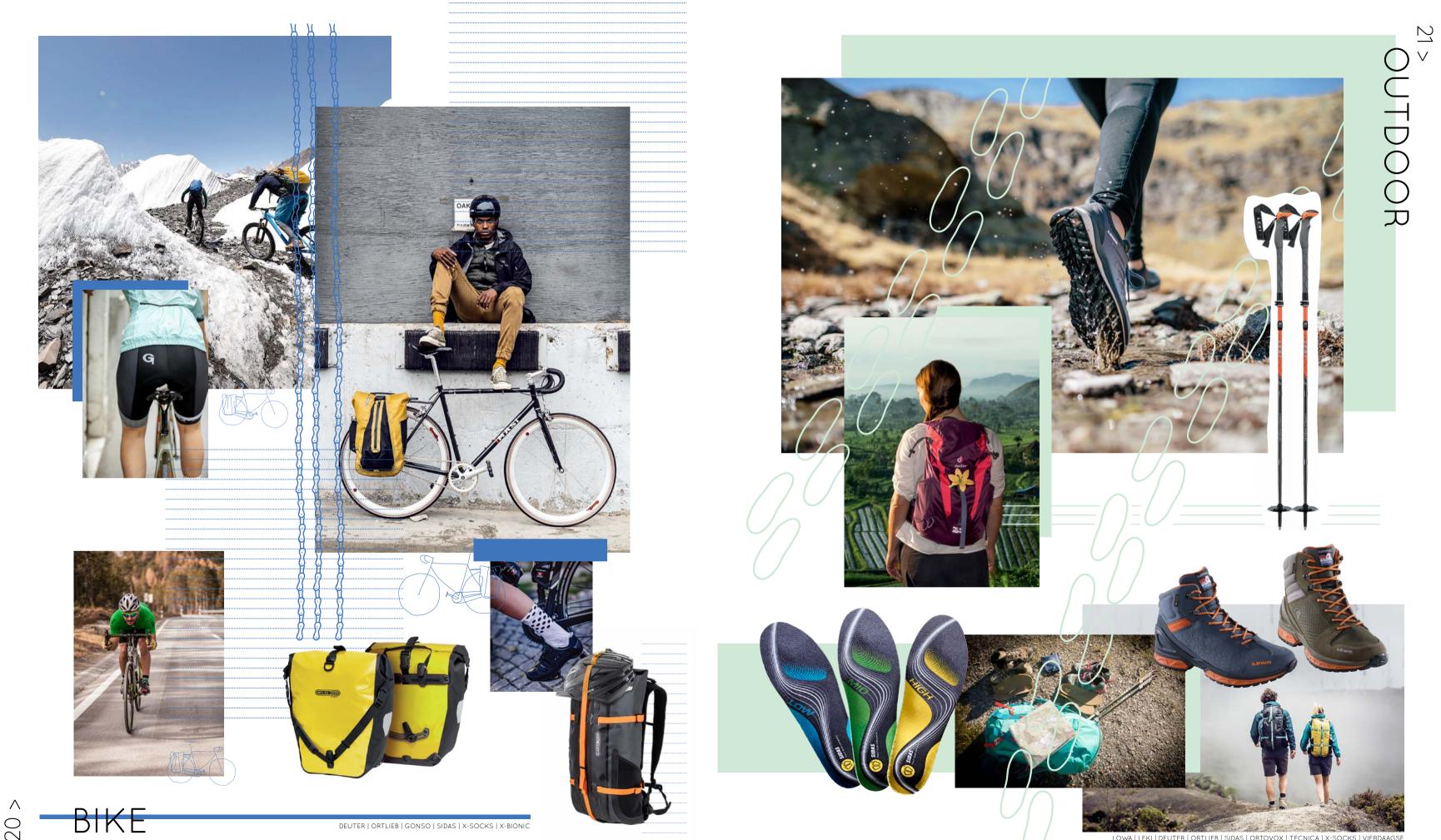
OVERTHIGEN NA SCHOENEN

Together with the LOWA Experience Trailer, we visit walking events in the Benelux and give walking fans the chance to experience LOWA. Visitors can learn everything about the brand and test a pair of shoes on the spot. Our trailer can be found on numerous walking events. As the main sponsor of the Four Days Marches, the trailer will also be used to support walkers in their preparation towards the biggest walking event in the world.





∧ Check the calendar on www.lowaexperience.nl for more information or to book the trailer for an event! $\frac{1}{2}$



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LOWA | LEKI | DEUTER | ORTLIEB | SIDAS | ORTOVOX | TECNICA | X-SOCKS | VIERDAAGSE







KEEP DRY WHAT YOU LOVE.

"Sustainability is just as essential for us as the

t to read more about the mvo and strategy of ORTLIEB! Scan the QR-code and you wil

KEEP DRY WHAT

YOU LOVE.

"My job title is manager, but I alvays take on a

conching ro

"If someone tells me it is **not** possible, you drive me to prove the opposite. That's how I started talking with Dirk about my job at TCK."

In 2008 Björn had been running his own ICT company with his business partner for about 4 years. A very nice and educational period, but also a very busy one. Perhaps too busy. Björn was ready for a break and on the advice of his business partner, he booked his first holiday to the Canary Islands. In Fuerteventura, time seems to stand still, literally and figuratively. Exactly what Björn needs at that time. From that moment on, he can't get Fuerteventura out of his thoughts.

In 2010 a club of friends is mobilized for a vacation to Fuerteventura. Meanwhile, the first contacts have been made with the locals and local entrepreneurs.

In 2012, the business relationship with his business partner is not going well and all the fuss and stress have an effect on his body. One thing is clear; things have to change and they will. Björn and his business partner split up and he moves to Fuerteventura, this time to live and work there. Business ages on as usual and can be done at a distance. The work for TCK also continues from the Canary Islands.

In 2014 doubt strikes. "Is this really what I want to continue doing?" Meanwhile, life in the Canary Islands has become a little too quiet and a little too easy. During the 2 years abroad Björn continues to return to the Netherlands every 6 weeks for TCK. The collaboration is good , but can always be better. Dirk asks Björn to return to the Netherlands to pioneer the (online) future of TCK.

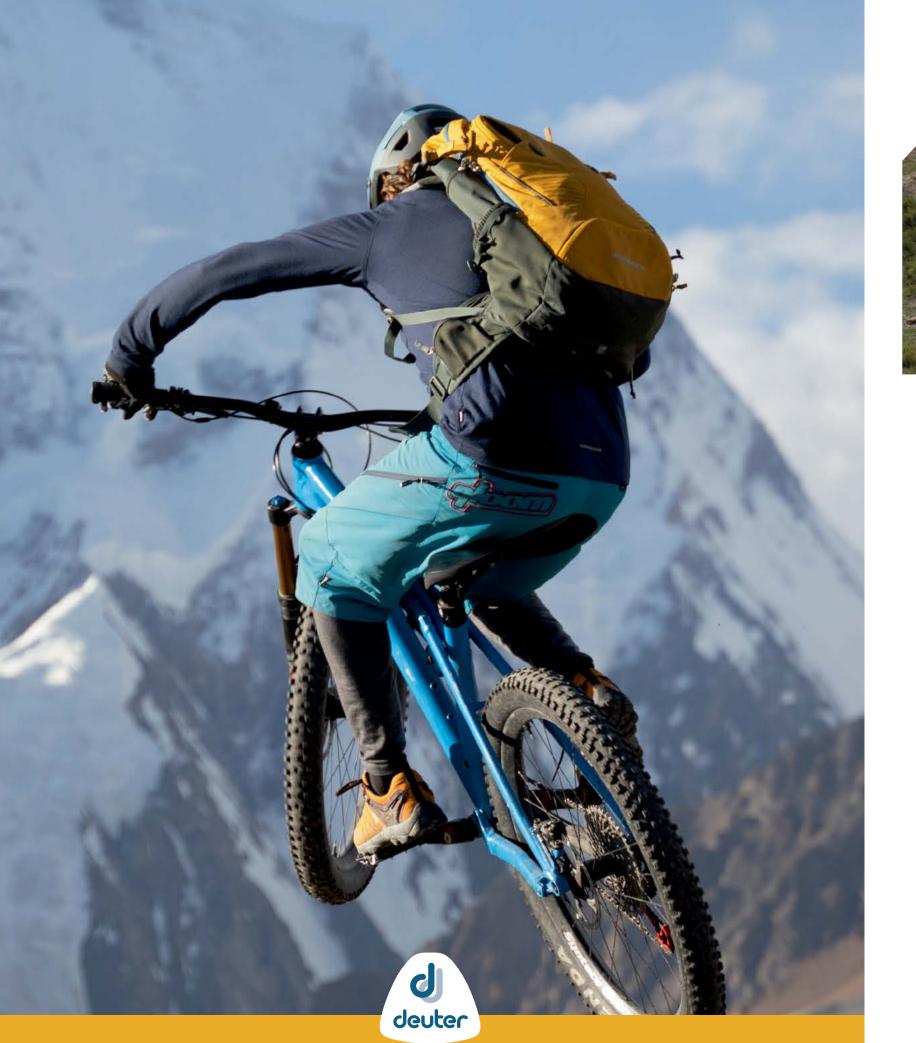
Björn starts as the Marketing Manager at TCK. A new challenge which he faces fully head-on. A team of professionals form the Marketing Team of TCK, all with their own brand portfolio. Bjorn is using his experience as an independent to lead his team, or better said: coach them.

"Knowledge and data is power. We keep proving that we can serve the customer directly without renouncing our primary role as a distributor."



takes the step to pioneer at TCK yet again. In the role of New Business Manager, he explores for TCK, with a focus on new online opportunities in both B2B and B2C areas. "It's my personal mission to take TCK by the hand in this transformation. We only distribute sports goods from our brands, we ARE our brands. We act as if we are the brand because we have our own Salesforce, Marketing Team and New Business Team. We give ourselves the space to experiment in this and I find that the most enjoyable thing there is. Even though TCK continues to develop in the online area, the store floor remains as important as ever. Especially with the products we distribute (all A+ quality), there are still enough consumers who want to try and experience the product and personal advice from a specialist is greatly appreciated," Bjorn says.

The job title "New Business Manager" gives Björn enough opportunities to be challenged in the future and to alwaus look 'far' ahead...





THE VERY FIRST BIKE BACKPACK **ON THE MARKET**

OF COURSE BY DEUTER!

It is August 1990, Andi Heckmair is putting his bike together and four days, 10 mountain passes, 315 kilometers and 11,000 altimeters later he invented trans alp touring. And oh yes, on the road he also invented the bike backpack, because before that moment, there was no suitable backpack on the market for this activity. The Deuter Bike 1 was the first bike backpack ever, something of which Deuter is still proud (and rightly so)!

Since 1990, Deuter has not been idle and greatly expanded the collection of bicycle backpacks. Women's backpacks, a pack for a relaxing bike ride or for an intense alpcross, Deuter has it all. And that they are good at what they do, can be seen in the fact that the Deuter backpacks regularly win prices.

FAVORITE ALL-ROUNDER HAS REINVENTED ITSELF

This year, the Trans Alpine Pro 28 has been named test winner by the German magazine 'World of MTB'! This backpack is the favorite of ambitious tour bikers who can be regularly found in the mountains or on the trails. The Trans Alpine Pro 28 has been completely redesigned and ensures perfect ventilation with optimum control through the Airstripe back system. The clever compartment design offers ample space for a spare tire, tools and all other items that are indispensable during a bike ride.

'The Trans Alpine series from Denter is an absolute classic. With the Trans Alpine Pro 28, the backpack specialist presents a completely revised version that should be even more fun on the trails'

Quote by 'World of MTB'

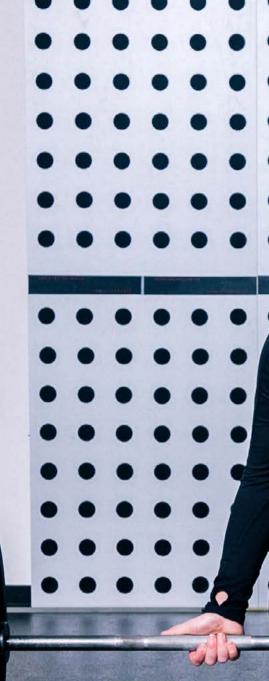


DEUTER Trans Alpine Pro 28



"YOGA IS MY PASSION, AND THUS ALSO A WAY OF SEEING AND FEELING, THINKING, ACTING AND ESPECIALLY CONSCIOUS LIVING. PHYSICALLY, MENTALLY, EMOTIONALLY AND SPIRITUALLY. TO EACH HIS OWN, WITHOUT JUDGING, AND ESPECIALLY THE LATTER IS VERY IMPORTANT TO ME."

Chériëtte Hamers Management assistant



"A HEALTHY LIFESTYLE NOT ONLY CHANGES YOUR BODY, IT CHANGES YOUR MIND, YOUR ATTITUDE AND YOUR MOOD."

Jaleesa Breemer Design coordinator





COLUMN FEMKE KOOIMAN-GOESSENS

 KIRA TOUSSAINT

 NATIONALITY DUTCH

 SPECIALTY BACKSTROKE

 EUROPEAN CHAMPIONSHIPS (LC) - GLASGOW GOLD 50 & 100M BACKSTROKE - 4 X 50M FREESTYLE



LANGUAGE IS SORT OF REALLY HER THING

My love for language started at a young age: I could talk already when I was nine months old and in my first year of high school I made a 'newspaper' on our first computer. After high school I chose, how unsurprisingly, a studies in Communication. In my current role as Coordinator Content, I am constantly working with language. Writing product texts, translating press releases and of course managing the editorial board of our own (consumer) magazine 'lk ga en neem mee'.

In my daily life, language is also omnipresent: I love reading and I'm busy learning the Italian language. Language is everywhere and especially on social media nowadays. What did we do when there were no social media? I remember having a book with my two best friends, in which we wrote messages, passing it on between each other. Besides that, you communicated via SMS on your very first mobile phone. The internet was a true discovery for me. First, it was via a connection where you had to call in, which made your parents temporarily unavailable by landline telephone, whereas now you can be online all day. Well, I don't need to be online all day, but there are plenty of people who are online anytime, anywhere (I won't mention any names ;)).

We also buy everything online these days. How easy is it to order from your couch and have it delivered at home the next day? Consequently, it is extremely important that the information of a product is complete and correct. You want to see a product photo, but also know if a backpack has a rain cover, the volume of a particular bicycle bag, the materials your

walking socks are made outof or the available color range. In my role as Coordinator Content, I try to provide all content as good and as complete as possible to our consumers.

Do you want to share something about a product, your own store or a fun event? Communicate it via social media! Social media are easily accessible and extremely versatile. If you make a Facebook post, make sure to have an appealing text which reads well and is of course faultless. Ask a question to ensure interaction with your followers.

Instagram is the platform for pictures. Do you have a physical store? Then you have numerous possibilities for taking beautiful pictures. Take a picture of the interior of your shop, a new collection that has just arrived or a special hotspot in your city. Make sure to add the location in the tags, so other users know where to find you. You don't always have to use a filter, but make sure your photos are well-exposed and exude a nice atmosphere. Take pictures of your customers, but ask for their permission to use the photos online. One last tip: use relevant hashtags in your bio as well as in your posts. I always use displaypurposes.com for find commonly used hashtags.



o Berlin! Robin is our Dutch account manager for arena and he is almost always on the road to represent the brand as best as possible. That also includes international salesmeetings. We followed Robin closely during a three-day meeting in Berlin...

ROBIN

:: FALSE START After checking into the hotel Robin suddenly misses his laptop and iPad. Oops, forgotten in the taxil After 45 minutes (!) of calling but no answer, there is nothing else to do but call another taxi to drive back to the airport. Once there, there are hundreds of taxis. What now? The new taxi driver walks up to a group of small taxi drivers and addresses them. A hand goes up immediately. The arena bag with laptop and iPad was still neatly in the back seat of one of the drivers. Pfew! 15555555555555555555



After arrival and the hassle with the missing iPad and laptop, they first have lunch with pizza and beer.



Soon the other colleague-representatives from all over the world start showing up and a warm greeting with the Swiss colleagues follows.



Time for the first presentation, this year with a cool new element; a virtual assistant in the interactive presentation, next to the presenters made out of flesh and blood.



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The first day of this sales meeting is dedicated to short reviews of the last season, but above all of course the future. Which direction is arena going as a brand? To what trends and developments do we have to respond?

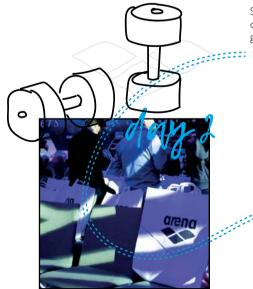
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training tools. It is with her and she is collegial. Robin also feedback from his consumers to her. improvements, but market insights and of course those of









After a nice breakfast, it is go time. Firstly, we receive all the new brand

browse through them.

catalogs. It's always fun to immediately

Ideas are exchanged with the Italian ladies about activations at events.

Catching up with Italian colleague Luca during the coffee break. Aligning interests and scheduling new appointments.





After the show, there is time for a nice drink and a good conversation.

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This day starts with one of Robin's favorite arena colleagues: Paula. Paula has been taking care of equipment for years, including goggles, bags and always nice to exchange views enormously always gives The needs and also his own his colleagues.



Checking mails during lunch.

In the showroom you can really examine and feel the products. What kind of material is it? How does the color show?

It is over before you know it. Packing the suitcases, not forgetting the laptop and back in the taxi to the airport. Aufwiedersehen Berlin! Ciao arena!



What would you be if you weren't a top-class athlete?

I would have completed the Electrical Engineering studies at the TU/e (Technische Universiteit Eindhoven) and I would have a 'regular' job.

Which tip would you give a novice swimmer?

Fun is the most important thing, the rest will work itself out

What did you have to change about yourself to get where you are today?

I have become more proactive in my communication.

What do you least like about top-class sport?

That I can't just leave for a weekend if I want to.

Who is your favorite training buddy? Why do you appreciate him or her so much?

Marcel Schouten. We have been training together for seven years, so we know each other very well. Besides that, Marcel is always pleasant to be around and we often swim the same speed.

What thing do you do which doesn't really fit the life of a top-class athlete?

I love whisky very much, but I can't drink that too often throughout the season.

Have you ever cheated?

Never during competitions and I never will. In the past, during training sessions, we sometimes went out of the water to skip a 100 meters and then jump back in near the group, as if we were just following along..

At what point did you really want to stop?

In the past, I have wanted to stop swimming, but certainly not in the last (at least) ten years! What would you be if you weren't a top athlete? I would study anthropology I think, so probably something with culture/history/geography.

Eat chocolate.



Neertma

Which tip would you give a novice swimmer?

Listen carefully to your body, but also to your coach.

What did you have to change about yourself to get where you are today?



Daring to say 'No', being assertive.

What do you least like about top-class sport?

Giving up your privacy, 'everyone' wants something from you.

Who is your favorite training buddy? Why do you appreciate him or her so much?

Kim Busch, because she is just a very pleasant training buddy.

What thing do you do which doesn't really fit the life of a top-class athlete?

Have you ever cheated?

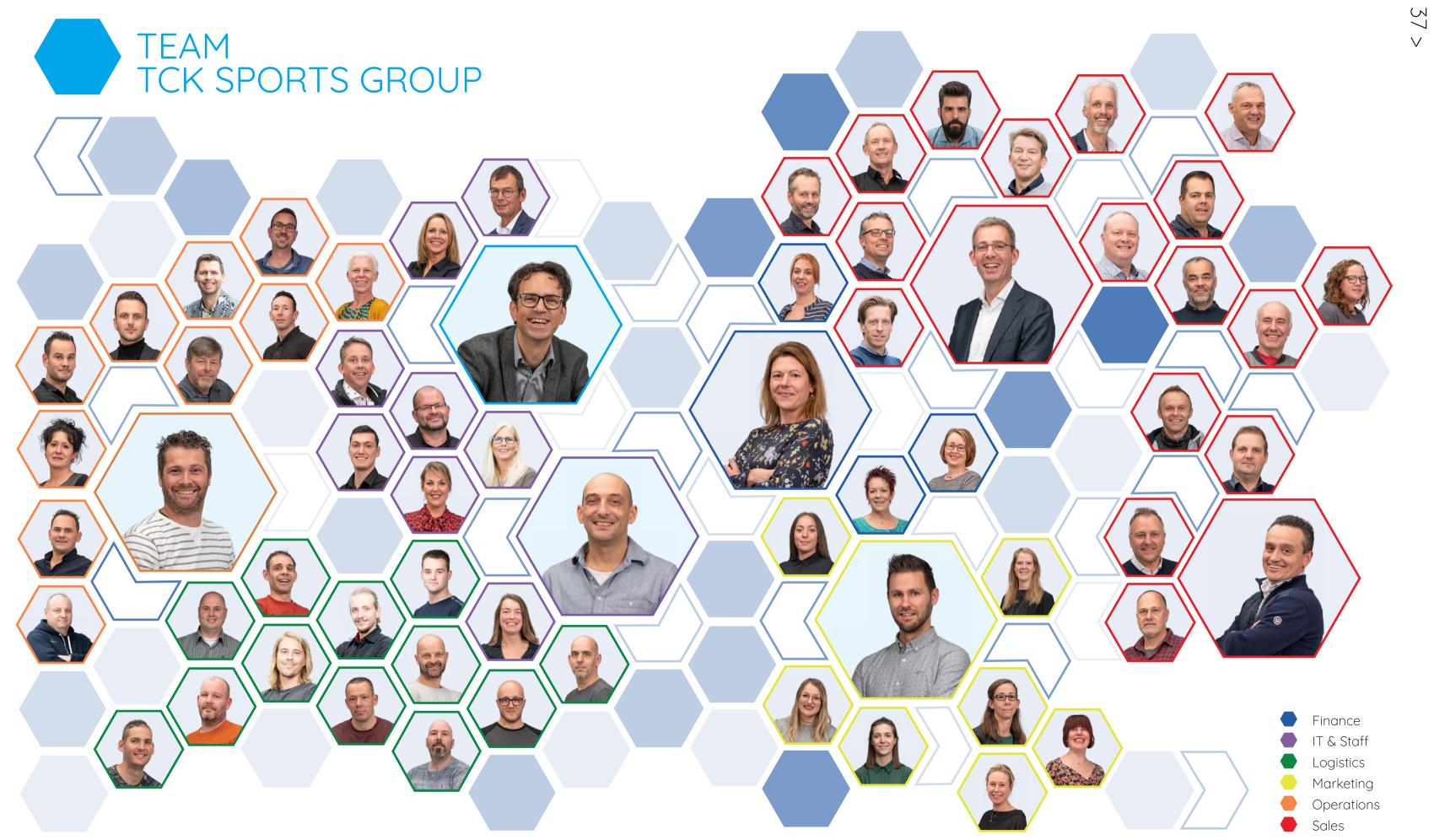
Not during competitions, only during games.

At what point did you really want to stop?

Never happened to me before.

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39

CIKEEP DRY WHAT YOU LOVE.

A slogan that matches ORTLIEB perfectly. The German brand does not just make promises, they also keep them. Even in extreme situations and during the entire lifetime of their products.

Sewing together waterproof material, taping the seams, equipping everything with a reliable closure and that's it? Think again! It takes a lot more to make a genuine waterproof product. And ORTLIEB knows it.

HOW IT ALL STARTED ...

ORTLIEB's story started in the spring of 1981. As the rain is pouring down, the young Hartmut Ortlieb cycles through the lush green hills of South of England. Both his clothing and his bags with luggage are soaked. He watches a truck passing by. The rain drums down on the truck tarp, but the goods remain dry. One thing is for sure: this situation stands in direct context with the first ORTLIEB pannier.

The frustration of having to sleep another night in a soaked sleeping bag is converted into creativity. Hartmut designs a pack container out of red truck tarp on his mother's sewing machine. He fixes the lid with a piece of webbing strap from a saddler. At the hardware store he gets hooks to fix the self-willed pack to the rack and the first ORTLIEB bag is born. Hartmut improves and refines his invention continuously and more and more people show their interest in his unique design. To keep up with the growing demand, Hartmut sets up the company ORTLIEB in 1982.

The busy inventor can't find peace. Sewn connections are somehow not tight enough, so he tries his first welding connections in order to solve the problem. The magical word is "high frequency". In contrast to hot welding seams, the high frequency rays guarantee higher strength and preserve the material at the same time. The first milestone is set and the next one follows immediately: the roll closure.

Did you know that the roll closure, seen on many fashion bags and backpacks, is an invention made by Hartmut Ortlieb? This simple but effective closure makes a bag 100% waterproof, even if you were to submerge it into water.

As a result of continuous innovation, the company is growing rapidly. These days ORTLIEB has become synonymous for waterproof bicycle panniers. All products are produced in Germany and the target has always remained the same: individuals who actively spend their leisure time in nature should feel independent from all factors they cannot influence, in other words: from the weather.

SUSTAINABLE SINCE 1982

ORTLIEB is committed to sustainability, including caring about local supply chains, natural resource conservation, recycling, a long product life and a reliable service. One of the most important factors for achieving these goals is the location of the production facility in Heilsbronn. ORTLIEB's mission from the start has been: top quality, innovative technologies and modern design.

ORTLIEB, THE EXAMPLE OF RESPONSIBLE ENTREPRENEURSHIP



Since its inception in 1982, ORTLIEB takes its responsibilities not only in the economic field, but also in the ecological and social field. Despite it being a long and difficult road, the German company is committed to the social code in the field of sustainable business. Sustainability is the foundation of ORTLIEB's vision, and this can be seen in the high quality craftsmanship that the company provides. The "Made in Germany" label promises high quality, work for the regional population, an environmentally friendly production and a respectful cooperation with partners.

ORTLIEB has divided the activities concerning its responsibilities into four areas. These four areas are the core business of the company. For good reason, the company says: "Our economic gains should not be at the expense of the environment and social issues."

PRODUCTION AND ENVIRONMENT

As one of the first outdoor equipment companies, ORTLIEB remains committed to a holistic, ecological world view. It is especially important to take a considerate and respectful approach to nature. This is why the brand is continuously implementing ways to minimise its carbon footprint, optimizing the eco-balance and at the same time produce highly functional long-lived products with superior customer benefits. The "Made in Germany" production and continuously improving efficiency is beneficial in reaching this target. With production, ORTLIEB thinks about the product life cycle, including recycling. As such, the production processes are geared to the conservation of resources.

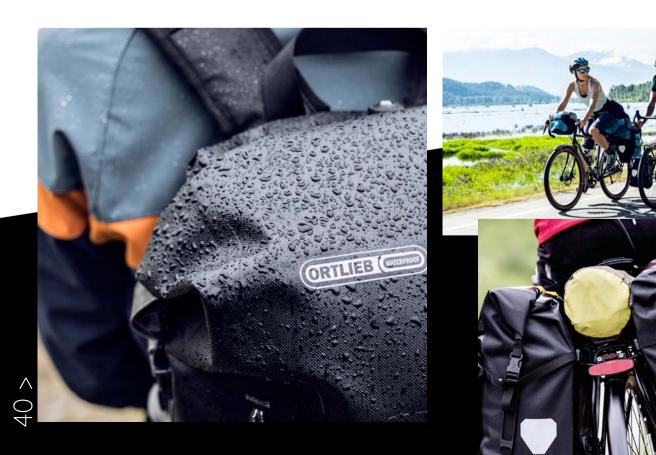
PRODUCTS

High quality products last longer, make the customer happier, are superior in tough conditions and save valuable resources. Is the repair service required for the first time after 20 years of use? That is not uncommon for the brand. The promise is 100% waterproof, a 5 year guarantee on material and manufacturing and spare parts will be available for all products for a period of at least 10 years after any product has been phased out.

ORTLIEB is able to guarantee and promise this quality level because only the best materials are used. Products are exclusively developed and manufactured at the manufacturing site in Heilsbronn, Germany. The brand insists on controlling quality standards themselves and it keeps setting new standards in the outdoor and bicycle industry.

EMPLOYEES

"Made in Germany" is more than a seal of quality for ORTLIEB. At the headquarters in Heilsbronn, in the district of Ansbach, they are committed to securing jobs and strengthening the regional economy for the long term. ORTLIEB is proud of a human resources culture that is characterized by honesty, mutual respect and flat hierarchies. They co-operate hand in hand



SECOND THIRD OR EVEN A FOURTH



+ A plug was broken off. Our team replaced it as well as the housing.

under one roof and they encourage self-reliant and responsible approaches to job performance. All partnerships are characterized by a fair, open and respectful way that allows quick decisions.

ORTLIEB employees are encouraged to comment on issues and declare ideas. It is important to the brand to include their employees in achieving company goals and in taking important decisions. This commitment gives rise to long term bonds and the best ideas - essentially the secret of ORTLIEB's success. Long serving employees offer the enterprise a wealth of knowledge and experience. They all reach the summit when this valuable knowledge and experience flow into the development of your outdoor equipment. Not only from the company, but also from the consumer.

SOCIAL RESPONSIBILITY

ORTLIEB is not working in a vacuum, in a separate world, but it is part of a society. As a company, they have an exemplary function for their

Ruilt to last, if it does break, we repair i

OR EVEN A FOURTH LIFE FOR YOUR BAG:

2 REPAIR A HOLE

+ A hole in the bag cover was repaired and now the bag is 100% waterproof again. A NEW BELT

+ The belts were renewed in the course of reequipping to a new mounting system.

actions and how they deal with them. The current society is colourful and diverse and ORTLIEB is committed to making a contribution to support this diversity. Direct, trustworthy and long term business relationships with suppliers and dealers are important to the brand. As the pioneer of waterproof bicycle bags, they promote cycling and in particular commuting by bicycle. Cycling is healthy and environmentally friendly! ORTLIEB supports several campaigns, associations and organizations encouraging people to make a valuable contribution for the protection of the climate. They are committed to making a contribution to both the economic and the social vitality of their region. In addition, the brand supports networks and partnerships helping to promote the protection of nature and the environment. One example of this is ORTLIEB's membership in the European Outdoor Conservation Association (EOCA), which raises funds for conservation projects throughout the world.

Well, now it must be clear that 'ORTLIEB Cares'. Are you with us?

Gonso



PERFECT FIT FOR ALL CYCLISTS

GONSO, SITZT, PERFEKT,

It was in the early 80s when GONSO launched the first cycling shorts with synthetic pads. This invention was a true revolution in the sports world, which is still benefited today. Fashion and trends come and go, but comfort and quality will always remain. Therefore, GONSO believes that an excellent fit is the most important feature of cycling clothing.

The story of the GONSO family business started in 1926. Founded by Johannes Gonser on the Schwäbischen Alb. Where the company initially focused on underwear, GONSO has been making functional cycling clothing for everyone who likes to ride a bicycle since 1980. And GONSO has always kept her promise: to offer cyclists of all shapes and levels, the highest possible comfort. The idea behind it is simple: you can only enjoy your ride if you are sitting comfortably and without experiencing any pain on your bicycle. Over 40 years of experience shows that perfect is only what fits perfect. Mountain bike, race, urban and touring, GONSO has an extensive collection for every segment.

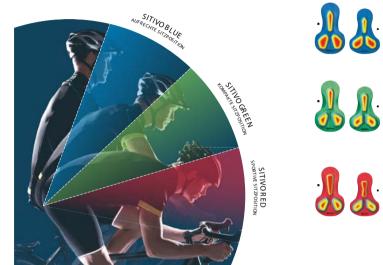
PURE CYCLING PLEASURE THANKS TO THE GONSO STIVO

GONSO has extensively analysed the daily problems of cyclists and developed the STIVO concept (derived from 'SITZT' and 'INNOVATION') in response. With this concept, one pair of cycling shorts in three different fits, ensures the best comfort.

The perfect cycling shorts for any activity, that was the starting point of the STIVO concept. It soon became clear that, in addition to the perfect cut and the best materials, the pads in particular had to play a central role. In the end, one thing was clear: to ensure maximum cycling pleasure, you will need a variety of padding at different pressure points created by the distribution of gravity and the seating position.

This resulted in three STIVO pads: a blue, a green and a red one. As a result, the unique STIVO concept offers a pad that perfectly matches the seating position of the cyclist, the activity and optimally supports those pressure points.





GONSO FITS AND SIZES

Cyclists can choose from 40 (!) different sizes and shapes at GONSO, divided into women and men, as well as multiple lengths with ergonomic fit. In addition, GONSO offers three different fits; tight fit, semi fit and loose fit. Did you know that cycling clothing for men is available up to size 6XL?



GONSO WON PRIZES

Not one, but two GONSO STIVO cycling shorts have recently won awards. In a comparative test by the German magazine TOUR, the STIVO Bib convinced the testers with its excellent fit and comfortable pad. Enough reasons to become the test winner! The STIVO women's cycling pants won the first prize in the German Mountain bike magazine BIKE, in the category price/performance.















With drop shipments you no longer have to sell 'no'...

All products, always in stock in our warehouse. so, all colours, sizes and designs!

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If you order it on weekdays before 4 pm, we will send it to the consumer that same day.

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Not the desired colour, size or design temporarily out of stock? No problem! Order the product directly via a drop shipment in TCK Order Online. We ship it directly from our warehouse to the consumer.

Use the consumer mode in TCK Order Online to view all the available products, stocks and (colour) options in our warehouse.

Only the suggested retailer prices are shown in the consumer mode, so that you and the consumer can take a look together and decide together.

More information? verkoop@tck-sports.nl

Ada Ow Free Gift

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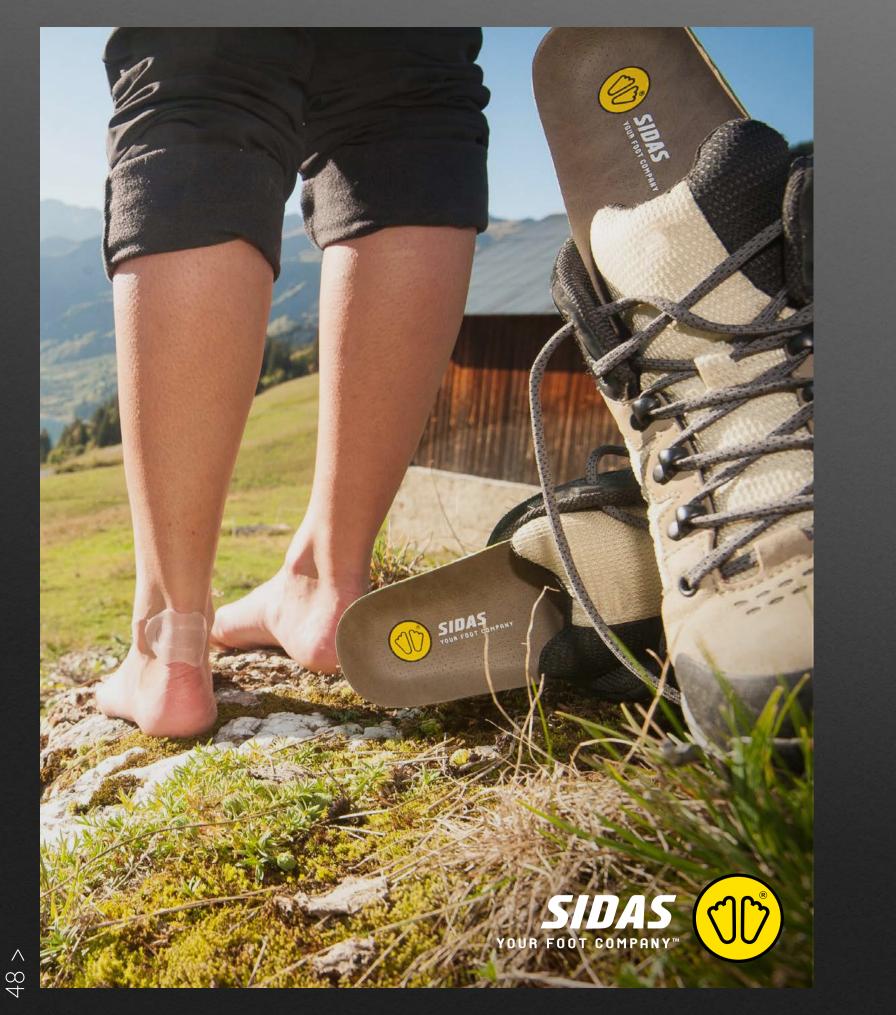
Drop shipment service via TCK Order Online 2000 · 0 0 Expand your product range with thousands of articles via TCK Order Online 0 0 0 0 (\mathbf{C})

Additional options:

- \bigvee Own company logo on packing slip
- \bigvee Free track & trace for the consumer
 - Gift wrapping
- V Automated delivery from your own website or ERP

your own company logo on the packing slip.

Deliveries in the Benelux €6,- excluding VAT per order/shipment.



How useful would it be if you could make an extensive and extremely accurate 360 degree scan of your feet and lower legs with a simple 3D scan? It is possible with the Feetbox 3D scanner from Sidas! It is the most precise scanner in the world and it is developed in cooperation with Corpus.e. This German company is specialised in developing scan equipment and has over 20 years of experience and knowledge in this field.

With the Feetbox 3D scanner. a 360-degree camera makes a 3D model of your feet and lower legs. An extensive analysis is made on the basis of this model. Not only the length and width of your foot and the type of arch are measured, but also the pressure and focus points of your feet. Based on this analysis, the scanner gives you advice for shoes, insoles and socks, which would suit your feet best. You can even digitally 'put on' a shoe or sock, so you immediately see the effect.

How does the Feetbox 3D scanner work? To use the scanner, first put on a pair of special socks. Both feet and lower legs are scanned simultaneously in just 20 seconds. This is followed by the extensive analysis and virtually trying the recommended products. You can fit the products in question in store, in order to confirm the advice of the scanner. Sidas offers these solutions for various sports including winter sports, outdoor, running and bike.

2 Analuse



3 Fitting Tab



Sidng | Feetbox 30 Sconner



1 Real data base centralization

gives the foot anatomical data on: - Foot volume - Foot pressure - Compare to average function



Visualisation of the foot with insoles, socks, liners or shells



4 Shoe data base Access to Corpus-E shoe data base



5 Try on

Possibility to try on shoes and visualisation of the fitting



6 Stock

Possibility to synchronize the stock of the shop on the software



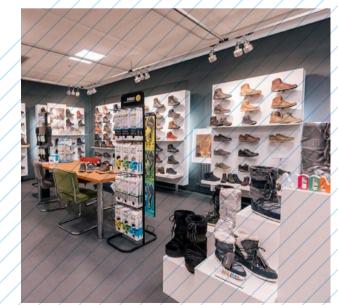














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WHERE A SMALL ENTREPRENEUR CAN BE GREAT AT. As a small SME entrepreneur, founder Guido Schaffrath, supplied Völkl skis to a ski slope (the predecessor of Snowworld) in Landgraaf. It was also on this ski slope that he was approached by ski coach Gerard Groot, asking if he was interested in sponsoring a few ski talents from Limburg. So, sponsoring them with full equipment and the right material. The youth is the future and Guido did not hesitate for a moment. The team grew rapidly, more and more boys and girls were added. It was not possible for a small self-employed person to keep up with the pace of the team in terms of sponsorship. He absolutely wanted to continue to support the team, but there was need for a manageable form of sponsorship. Gerard almost immediately came up with a nice alternative and offered Guido the sponsorship of the (then still small) Dutch para-ski team. A switch that Guido immediately took as a sponsor. Nowadays, TCK Sports Group still sponsors the Dutch para-ski team. Read more on pages 53 and 55 to read the experiences of national coach Falco Teitsma and super talent Jeroen Kampschreur, para alpine sit-skier and multiple (Olympic) champion.

ADAPTED SKIING WITHOUT RESTRICTIONS

Adapted downhill skiing is practiced worldwide and consists out of the following disciplines: downhill, slalom, giant slalom super-g, super

combination and team events. Athletes combine speed and agility, reaching speeds of around 100km / h. The competitions are skied by male and female athletes with a physical disability, such as spinal cord injury, brain damage, amputation or blindness / vision impairment. Athletes compete in three categories, based on their functional capabilities. These categories are standing, sitting or visual. A certain system makes it possible for athletes with different limitations to compete against each other.

Skiers with visual impairments are guided by the directions provided to them by their "guide" when skiing. Other athletes use materials adapted to their needs, including a sit-ski or orthopedic aids. IPC Alpine Skiing acts as the International Federation for Sport, which is coordinated by the IPC Alpine Skiing Technical Commission. There are five disciplines on the Paralympic program; downhill, super-g, super combination, giant slalom and slalom.

The Dutch athletes have taken part in international competitions since the 1980s. Since 2008, adapted downhill skiing has been a complete program that is supported and implemented by the Dutch Ski Association and recognized by NOC * NSF.



FALCO: "MY GOAL IS TO HELP THE ATHLETES DEVELOP ON AND OFF PISTE. SO THAT THEY CAN PERFORM AT THE HIGHEST LEVEL IN SKI SPORTS: OR ON WORLD CUPS. WORLD CHAMPIONSHIPS AND OF COURSE THE ULTIMATE EVENT. THE PARALYMPIC GAMES."

In the Netherlands there is a wide range for para-skiers and snowboarders. From a first introduction of winter sports to training at the highest international level. In cooperation with the Johan Cruyff Foundation and NOC*NSF the project 'Van FUNdament tot Talent' is set up. This project brings young athletes with disabilities into contact with adapted winter sports and helps them move on to top sport.

1. WHAT DOES TCK SPORTS GROUP MEAN FOR YOU AND YOUR TEAM?

'TCK is the largest and most loyal partner of our team. This year, TCK has been supporting Paralympic skiers in the Netherlands for around 30 years. You hardly see such unconditional support anywhere and we are of course happy and proud that TCK makes this possible'.

2. HOW MANY SKIS DO YOU USE PER SKIER PER YEAR?

'It is difficult to say, but purely due to wear, at least six pairs of skis per skier. This is only due to grinding the edges every day and damage due to the grinding of the base. In addition, unfortunately a lot of skis break, especially for sit-skiers. Due to the high pressure (the body weight rests on only one ski), the forces during a fall or large "bump" become so great which the skis sometimes cannot handle and break.

3. WHAT IS THE BEST MEMORY WITH / OF YOUR TEAM?

'The most special memories of the team are the "first times" of major events. The first World Cup victory, the first World Cup Overall victory, the first Dutch world champion and of course the Paralympic medals. All



FALCO TEITSMA (1983) WAS PART OF THE NATIONAL PARA-SKIING SELECTION FROM 2000 TO 2004. AFTER HIS TOP SPORTS CAREER, HE STARTED WORKING AS A COACH AND JOINED THE DUTCH SKI ASSOCIATION IN 2008. HE IS CURRENTLY THE HEAD COACH OF PARA-SKIERS.

athletes have worked so hard and then it is great to see that someone gets the ultimate reward for it'.

4. WHAT ARE THE AMBITIONS AND DREAMS OF THE TEAM?

'The ambitions and dreams are fairly clear to everyone. Achieving the highest possible in this sport with, of course, the gold medal at the Paralympic Games. The way to get there is of course different for everyone. In addition to sporting ambitions and dreams, all athletes want to show everyone that skiing with a disability is still the best sport to do and that everything is possible. So, the ambitions and dreams vary from a nice holiday with friends and / or family to the gold medal at the Paralympic Games'.

5. WHAT SHOULD PEOPLE KNOW ABOUT THE PARALYMPIC SKI TFAM?

'That they are all athletes with the highest motivation to achieve their goal. Often you have to explain to people what it is exactly and that it is just skiing. The response is often; wow, good that they can still do that! However, people do not realise that these boys and girls can ski more, faster and better than 99% of all the skiers in The Netherlands, and basically all over the world. Even if they are not in the snow, every athlete has a full-time program. This program starts on the 1st of May and ends on the 30th of April. It mainly consists out of training and competitions. Most athletes also study or work next to the sport. I would like to say: follow more Paralympic skiers via the internet, the media and social media. I think everyone will be just as enthusiastic as we already are!'





20 YEARS OLD AND ALREADY A PARALYMPIC AND MULTIPLE WORLD CHAMPION... SIT-SKIER JEROEN KAMPSCHREUR DOES IT!

WHAT DOES YOUR AVERAGE WEEK LOOK LIKE?

WHAT ARE YOUR THREE BEST MEMORIES? 'During a training week in the snow, we will use the slope as soon as the lift opens, because the snow conditions are still optimal due to the cold of 1. 'My first World Cup match in 2016. Where I unexpectedly won a the night. We slalom around the poles for about 10 runs. That may not bronze medal (at the age of 16).' seem a lot, but quality is more important than quantity if you are skiing for 2. 'My first World Cup in 2017. I won gold on three of the five disciplines, a long time. You can't ski optimally when you are tired. After that, we rest so I became three-time world champion when I was 17. back at our hotel and have a light strength session with our physiotherapist **3.** 'Of course the gold medal at the 2018 games in South Korea. That was for 20 minutes. In The Netherlands we have two training sessions a day, the most beautiful and coolest day of my life!' five days a week. We do core and fitness at home and we do heavy strength training at Sportcentrum Papendal for the best guidance.'

WHAT DO YOU EAT TO GAIN STRENGTH?

'You can always wake me up for a good slice of chicken! Proteins are important, especially if you train a lot. Chicken is an incredibly good source of it. And of course it is very tasty! I prefer to eat it with rice and broccoli.'

DO YOU HAVE A MOTTO?

'Think in possibilities, not in limitations. When you think about the possibilities, you stay creative and will get better at things. By taking on new challenges and continuing to try, dreams do come true.'

DO YOU HAVE A SUPERSTITION AND/OR RITUAL BEFORE AN IMPORTANT GAME?

'I don't have favorite underwear or anything like that, haha. However, I often have the same warming-up at the start and I discuss with the coaches whether there are any special features on the course. I always want to be aware of everything that could affect me.'

WHAT DO YOU DO AS AN AMBASSADOR FOR THE DISABLED SPORTS FUND?

'Inspiring and motivating people to exercise. I hope to be a good role model for other possible talents by accomplishing cool achievements. I also talk to companies to raise money for para-sports.'

WHICH OTHER CHAMPION WOULD YOU LIKE TO MEET AND SPEAK IN PERSON?

'Meeting Marcel Hirscher would be really cool. That man is one of the greatest ski champions out there. We also won gold at the same discipline during the Paralympic games, so we have the same "taste" in skiing."

WHAT DOES OLYMPIC GOLD "FEEL" LIKE?

'I have not been able to compare it with anything else. It is something special, there is so much pressure and it is something you have worked hard for, for four years. You only have one chance and you just have to take it. It was unbelievable, really unforgettable.' "If I wasn't so tough, I might have stopped."

YOU ONCE SAID THAT YOU ARE "TOUGH" IN AN INTERVIEW, CAN YOU EXPLAIN THIS?

'I don't remember this to be honest. But I think I meant that the program can be tough, since I am a lot from home. In The Netherlands I spent three years internally at Papendal full-time to train five days a week and I was also in school (including the exam year). Sometimes I was very tired, but I had to much fun in skiing and the results continued to improve.



one brand. one mission one vision.

protecting people

"Think in possibilities, not in limit of ions"

As long as I thought about that gold medal I once wanted to get, there was more than enough motivation.

YOU KNEW WHAT YOU WANTED BUT ALSO HOW YOU COULD ACHIEVE IT. HOW DID YOU DO THIS?

'First of all I needed experience, as much skiing as possible in as many conditions as possible. We have been to a lot of places in the past four 'Making mistakes is part of it, it happens to the best. During training I am years, so that box could be "checked off". I was a small man weighing 50 absolutely not afraid to make mistakes, that is what training is for and kilos, but the heavier you are, the faster you slide off the slopes. Thanks to where you can learn from. My goal is all or nothing. I want to win and the strength training at Papendal, I gained almost 15 kilos of muscle mass nothing else. I have had a lot of crashes in my life, but it was only because in four years. This makes me less sensitive to injuries after a crash and gives I took big risks. If you go for it, one small mistake can be fatal. It is a pity me more body tension. Mentally I have always been quite strong. Tension when I crash, but I know that I have given everything. before a competition is part of it and has never really been too high. As WHAT WOULD YOU LIKE FOR EVERYONE TO KNOW ABOUT THE long as you focus on yourself during a match and not on the result, you will be fine.' LIFE OF A TOP ATHLETE?

CAN YOU IMAGE A LIFE WITHOUT SKIING OR DON'T YOU THINK ABOUT IT AT ALL?

'I can imagine, however it does not put a smile on my face. I visit the most beautiful places on earth and already have a huge reputation behind my name. If I did not ski, I would probably be studying a lot and working a bit. That sounds a lot less fun than being the best in the world in "Skiing fast down the slopes"!"

FROM A DREAM TO REALITY CAN YOU NAME THE MOST IMPORTANT MOMENTS/MILESTONES ON YOUR WAY TO GOLD?

'In the beginning, I was super happy to be in the top of the European Cup. Then you go to the World Cups as a debutant. The first year I gained experience and managed to get one medal. The following year -after a very productive summer- I was the best in the world in three disciplines and I skied almost everything in the top five. When you know that your



name is getting big in sports, that's when it gets really cool. Before the Games, the World Cups were a bit of an afterthought, I didn't perform at my best there either. But that didn't matter, because the only focus at the time was South Korea. That focus has yielded that golden medal.

ARE YOU AFRAID TO MAKE MISTAKES OR MAYBE LOSE?

'Being a top athlete is very nice. Especially if you are successful. You learn to deal with ups and downs and you have to train a lot. There are tough physical and mental moments, but it is all worth it if you reach the goal that you have worked really hard for. To become the best in the world.

"Winning the Olympic gold medal cannot be compared to anything. It was unbelievable, really unforgettable."























Franky Van Riet Worked with Tornado Sport and thereafter TCK Sports Group since: 199 Employed at TCK Sports Group since: 2013

Function: Country Manager Belgium and Luxembourg

Sports entreprenent of the second of the sec

Franky knows how to tackle the matter. For years he was active as an independent entrepreneur and already worked closely with TCK Sports Group. A close relationship of trust was forged over the years from father Guido to his son Dirk. When both TCK and Franky saw that the market was changing, the cards were put on the table and the *ng for Dirk*. It is impressive what collaboration continued in paid employment. The final switch to TCK brought a lot to Franky; He had the opportunity again to have full focus on his profession and entrepreneurial expertise. He still enjoys stepping in the car in the morning to visit his customers. Before he starts his working day, he has already been at the horse stable, located on the farm in Grimbergen where he lives with his wife.

TRADE AND THE WALK OF LIFE

IN FULL

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ETESSAN!

When he was 10 years old, Franky started riding horses. In exchange for cleaning out the stables, he was allowed to ride. Cleaning out one stable guaranteed 15 minutes of riding course. His commercial drive started at that time. Franky continued to ride horses and his love for the sport continued to grow, in his teens he even chose to study veterinarian. However, the study was not as expected and he dropped out. Eventually he graduated in Marketing. This suited him much better and so he changed course. In the same period, he also started his own trade in clothing items together with a friend. He gradually learned the tips and tricks of marketing and sales in practice. During a ride with the horses on the beach of Westende, Franky met the manager of his former riding school. Quite by chance, after they had not seen or spoken each other for at least five years. This renewed acquaintance felt like it was meant to be. In 1991 Franky started as a representative at the company called Amigo, founded by that same manager, until he fully owns it in 2006. In those years the collaboration with Guido Schaffrath (founder TCK and father of Dirk ed.) starts and then with Dirk. He saw the TCK family business transforming up close and rapidly growing into one of the largest operators in the sports distribution market. One of the main reasons for joining TCK was the scale of

In all the choices he made, his wife stood behind him. Otherwise he would and probably could not have done it. Together they form a close-knit team at home, where his wife leads the horse breeding business, which was founded by her father. The company is now breeding the 7th generation of competition horses. Franky was once asked by a friend to ride young horses. This turned out to be the place where he met his wife and never left. In addition to equestrian sports, Franky goes skiing with his wife, children and grandchildren once a year. In the summer they usually go on holiday for a week. Franky prefers to take the horses with him on the trailer, but his wife does not. The sparing free time is therefore fully used for relaxation and quality time with his (grand)children. Dog Angie goes everywhere with them. The loyal friend has never left their

operations and the talent of Dirk and his team to constantly innovate. TCK was one of the

"I have great admiration for 'papa schaffrath guido as well guido has managed to build with a relatively small team and how Pirk has continued on this solid foundation and achieved exponential growth."

first sports distributors to fully use automation. From the CRM system to the administration and of course the drop shipment process, all these parts are continuously optimised. Although Franky had to get used to all this in the beginning, he knows that these are indispensable assets in order to be able to work and serve the market as good as possible.

HOME FRONT

"Equestrian sport is not just our hobby, it is a lifestyle."

side, after they adopted the former street dog from Spain. Franky believes in hard work and creating opportunities. You should be critical and honest with yourself and you should be able to admit if someone else knows or can do it better. As a real Marketing and Salesmananger he always keeps an eye on his environment. Because there is always room for improvement.

"Happiness does not come to you by itself."

Franky gelooft in hard werken en hiermee kansen creëeren voor jezelf. Hierbij moet je kritisch en eerlijk naar jezelf durven kijken en kunnen toegeven als een ander het beter kan of weet. Ziin omgeving heeft hij als rasechte marketing & salesman altijd in de smiezen. Want ja, er is altijd ruimte voor verbetering.

THE 90'S

Franky has been active in the sports industry since 1991. He was one of the first to include the legendary Moon Boot in his brand portfolio. A real hype unleashed around this now iconic snow boot. Franky was one of the founders of this hype in Belgium and Luxembourg. Moon Boot was not just a practical sporty boot, it became the must have fashion item in the 90s.

DUTCH AND BELGIANS

Franky can laugh at jokes of the Dutch people about the Belgians. The cooperation within TCK is strong and the different nationalities are a big advantage. It often simply matches better if a Belgian serves the Belgian market and a 'Dutchman' the Dutch market. Although it is probably not a great success when you send a Fleming to Wallonia...

LIVE THE MOMENT



"TRAIL RUNNING IS MY FAVORITE SPORT, BECAUSE IT COMBINES EVERYTHING I LIKE; ENJOYING THE MOUNTAINS WITH MY FRIENDS, STAYING FIT AND PUSHING LIMITS. THE MORE DIFFICULT THE TERRAIN AND THE MORE ALTIMETERS, THE MORE FUN IT BECOMES. AND MY GOALS ARE STILL DEVELOPING; AS I CHECKED THE 50 MILES AND 100K BOXES, THE GOAL IS NOW A 100 MILE RACE."

> Pepijn van den Hoogen CCO (Chief Commercial Officer)

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DEUTER CARES ABOUT THE PEOPLE AND THE ENVIRONMENT

CSR and sustainability. What happens behind the scenes at Deuter?

Corporate social responsibility, Deuter pays a lot of attention to it. Deuter is not only a co-founder of the European Outdoor Conservation Association (EOCA), the brand has also a partnership for sustainable textiles since June 2015. Furthermore, since June 2015 Deuter exclusively used down and feathers from certified suppliers and the brand has also a partnership with bluesign® since 2008. However, there is much more!

'OUR SUPPLIERS ARE OUR PARTNERS'

Did you know that Deuter has been a member of the Fair Wear Foundation since 2011? The goal of FWF is to improve working conditions in local factories and the textile and clothing industry. Deuter is fully committed to the strict guidelines of this independent non-profit organization. Thanks to the continuous efforts in the field of fair working and production conditions, Deuter achieved the FWF 'leader status' in 2019 for the seventh time in a row.

For Deuter is bringing economy, ecology and social action together the foundation for its partners. The brand has been working with only two manufacturing suppliers for over 20 years. The suppliers are also Deuter's partners.

FREE FROM PFC, ENVIRONMENTALLY FRIENDLY IMPREGNATION

Since the summer 2020 collection, all Deuter products are completely PFC-free! Deuter is extremely proud of this milestone, which contributes to the health of our planet as well as the health of everyone else on this planet. PFC (perfluorinated and polyfluorinated compounds) are a group of chemicals that are harmful to the environment and to our health. To ensure water and dirt repellent performance, Deuter now only uses DWR (Durable Water Repellent) treatments that are fully free from PFCs and not harmful to people's health or the environment. This special kind of coating causes water to bead off the outer surface of textiles to keep the product dry. Thus, DWR coatings offer the same degree of protection against water, but are much better for the environment.





Did you know that Deuters headquarters in Gersthofen meets the highest environmental standards?



Production location Duke, Vietnam

THE ROAD TO NIJMEGEN – WALK OF THE WORLD LOWA PROUD MAIN SPONSOR FOUR DAYS MARCHES AT NIJMEGEN

FROM 2019 ONWARDS, LOWA HAS BEEN COMMITTED TO THE ORGANISATION OF THE FOUR DAYS MARCHES (VIERDAAGSE) FOR AT LEAST FOUR YEARS. THANKS TO THE PARTNERSHIP, BOTH A-BRANDS CAN USE EACH OTHER'S HIKING EXPERTISE AND DEVELOP THE SERVICES AND EXPERTISE AROUND THE FOUR DAYS MARCHES. WE ARE DISAPPOINTED THAT THE EVENT CANNOT TAKE PLACE IN 2020, BUT EVERYONE'S HEALTH IS MOST IMPORTANT. WE ARE VERY MUCH LOOKING FORWARD TO THE FOUR DAYS MARCHES NIJMEGEN 2021.



Four Days chairman Henry Sackers is very enthusiastic about the collaboration with LOWA: "The Four Days event can use the enormous expertise of this amazing walking shoe brand and therefore advise our walkers even better in preparations for their Four Days walking achievement. The LOWA international network also allows us to pursue our ambition to get more nationalities into 'The Walk of the World' as soon as possible. But it is also important that we have our finances in control. A substantial annual contribution from a partner that fits our organisation so well certainly helps with that."

"We are very proud to be the new main sponsor of this wonderful event in the upcoming years and we look forward to a sporty and successful collaboration" says Dirk Schaffrath, Owner/CEO of TCK Sport Group, which takes care of the interests of LOWA in the Benelux. "In the preliminary phase of the Four Days Marches we will use our LOWA Experience Trailer, also called 'Road to Nijmegen' at dealer events across the country. This allows us to start our advisory role for the Four Days Walkers at an early stage."

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"We are very much looking forward to the Four Days Marches Nijmegen 2021"

The past 30 years, TCK Sports Group represents the interest of LOWA in the Benelux and the brand has therefore grown into the market leader in the field of outdoor and walking shoes. LOWA's headquarters are located in Bavaria (Beieren) and the brand supplies quality shoes that are 100% made in Europe.

Around 47.000 walkers participate each year in this walking event. In the spring of 2019, 'The Walk of the World' was called the most popular event in the Netherlands, by research agency Hendrik Beerde, who conducted a survey. In 2019, 77 different nationalities of all participants (both civilians and military) participated.









WALKING AND OUTDOOR SHOES



WATERPROOF BIKE AND

OUTDOOR EQUIPMENT

100% WATERPROOF

DURABLE

OUALITY



BACKPACKS, SLEEPING BAGS

PERFECT FIT VENTILATION FUNCTIONAL



WASHING, MAINTENANCE AND IMPREGNATION PRODUCTS

ENVIRONMENTALLY FRIENDLY CLEANSING SAFETY



LEKI

OUTDOOR- WINTER SPORTS CLOTHING, SNOW SAFETY EQUIPMENT

TECHNICAL VERSATILE FUNCTIONAL

PERFECT FIT

COMFORT

OUALITY

NORDIC WALKING-, TREKKING-, TRAIL-, SKIPOLES, SKIGLOVES

RELIABLE AUTHENTIC INNOVATIVE •

Gonso

FUNCTIONAL CYCLING CLOTHING

PERFECT FIT COMFORT QUALITY

uvex

SKI HELMETS, SKI GLASSES AND SPORTS GLASSES

SAFETY PROTECTION INNOVATIVE



SKI BINDINGS, SKI BOOTS, SKIS

HIGH TECH
 RESEARCH
 PASSION FOR SPORTS

TOUR BINDINGS

QUALITY SAFETY PERFORMANCE



FUNCTIONAL SWIMWEAR

ITALIAN DESIGN AUTHENTIC INNOVATIVE FUNCTIONAL TOE SOCKS

COMFORT DIVERSE ANATOMICAL DESIGN



SKIBOOTS AND OUTDOOR SHOES

PERFORMANCE

PERFECT FIT

OUALITY



SKIS

PERFORMANCE PERFECT FIT QUALITY





A FRESH PERSPECTIVE ON SPORTS DISTRIBUTION

THINK AND ACT LIKE THE BRAND MAXIMUM CUSTOMER SERVICE SUPER-FAST DELIVERIES



MINIMALIST SHOES

BAREFOOT TECHNOLOGY PERFECT FIT INNOVATIVE





HEATED CLOTHING AND ACCESSO-RIES

SPECIALISED INNOVATIVE HIGH TECH QUALITY TECHNICAL SPORTSWEAR

QUALITY EXCLUSIVE PERFORMANCE



TECHNICAL SPORTS SOCKS

FUNCTIONAL TECHNICAL PERFORMANCE SKIS AND SKI BOOTS

SIDAS

NORDICA.

QUALITY FUNCTIONAL INNOVATIVE



INLINE SKATES

QUALITY INNOVATIVE FUNCTIONAL FOOT SOLUTIONS SUPPORT COMFORT

PROTECTION

INSOLES, FOOT SCANNERS AND



DRINKING BOTTLES

DURABLE LEAK PROOF DESIGN





AUTHENTIC PROGRESSIVE EXPERIMENTAL

ICE SKATING





ROWE

