

# THE BACKGROUND TO THE NEW 2G FLICX PITCH

When Flicx founder Richard Beghin realised there weren't enough facilities for the increasingly popular sport of cricket in South Africa, he developed the Flicx Cricket Pitch and in August 1997 the first one was rolled out at Telkom Country Club in Pretoria.

**In 1999 Flicx launched in the UK at the ECB conference, where the pitch was met with a tremendous response and the ECB and ICC went on to order Flicx Pitches for the development of the sport all around the world. Flicx has grown to become a well-recognised and respected brand in cricketing circles, with pitches, batting ends and throwdowns being purchased by many clubs and schools and even by individuals wanting to transform their back garden into a cricket pitch!**

Now, new for the 2014 season and manufactured in the UK, we present the 2G Flicx Pitch, which is a new surface with improved grip and playing performance. Unlike its predecessor, the 2G Flicx pitches can be made bespoke to order with the colours and branding of your choice and also come with an expanded product range featuring the colourful new Skills pitch and an innovative Eagle-eyed pitch. Both of these new designs aid the coaching of young players, maintaining Richard's belief that we can teach children at all levels through sport that life is about teamwork and the will to win.

## RETAILING THE NEW FLICX PITCH RANGE

Flicx UK will be working closely with leading sports retailers to market the

2G pitches to cricket clubs and schools in the UK and overseas, with recent trials also proving its value as an indoor cricket surface, as you can roll out the pitch then play instantly without taping.

Speaking about the 2G pitches performance, Dartfordians coach Mike Lanning commented: "The bounce using hard balls was good and trustworthy, comparable to an outdoor surface for both seam and spin bowling. The 2G Flicx mat is now allowing us to train much more effectively in the hall with both colts and seniors."

Great margins and digital marketing support are provided in abundance by the Brackley-based business, who expects 2G sales in the launch season to double normal figures. Marketing campaigns and competitions will also help build brand awareness of a product that really does enable cricket to be played anywhere, as the company has proved time and again.

## MARKET MAD FOR CRAZY CATCH

Whilst Flicx Pitches account for 35% of annual turnover, the rest is derived from the ever popular Crazy Catch rebound nets, a brand which Flicx picked up the sole UK rights to in 2009.

2 years ago Beghin made the decision to move away from direct sales and has

never looked back since, with over 5,000 units sold in 2013, an increase of over 40% from the previous year. The small Flicx team have taken time in building and developing great relationships with their key accounts and the results have been impressive. That, combined with an expanding product range, has seen Crazy Catch gain a following in netball, football, hockey and various other sports. The unique INSANE rebounds allow everyone from young children learning fundamental movement skills right up to professional athletes and teams to benefit from improved reactions, hand-eye co-ordination and skill development, with goalkeepers particular strong advocates of the training aid.

## BRAND BUILDING AROUND MAJOR SPORTING EVENTS

Brand development manager Kate Costin is optimistic for further sales growth in 2014: "All the signs are strong that the product is continuing to sell very strongly across all of our major sports, whilst we are also benefiting from some government investment in primary school sport again. Our focus on the marketing front has always been to work in partnership with our retailers to create engaging content for their customers."

Costin continued: "This year marketing activity will centre on major sporting events such as the World Cup in Brazil and the Commonwealth Games in Glasgow."

To contact us please ring **01295 816765** or email **marketing@flicx.com**

You will also find us on various social media channels, including Twitter **@FlicxPitch @CrazyCatch1**



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