

Change your **SPIKES**...



Change your **GAME**...

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CHAMP® Joins “Earth-Friendly” Movement...

Marlborough, MA – There is a pre-existing trend happening in all industries that is growing daily. We read “green”, “recyclable”, “eco-friendly”, “biodegradable” and “earth-friendly” everywhere. It has quickly become a demand that companies take into consideration as they create products. CHAMP spikes has not only taken it into consideration but made it a priority as they develop new categories and revamp current styles.

Earlier this year CHAMP analyzed how many trees were used to make each package shipment including the inner and outer cartons and the tissue paper used as separators for packing. As in all companies taking a look at this type of waste, CHAMP found the numbers to be higher than expected. By taking measures to use different materials CHAMP knew change would not only be effective but credible.

“After a review of the materials we decided we could be more “eco-friendly” and we decided that we could release materials that are more “green” to both our customers and our environment.” states Jess Aversa, Assistant Marketing Manager for CHAMP

CHAMP has just launched the Shrink Wrap Packaging Program to existing and new customers. This program was introduced to reduce packaging in efforts to lessen the amount of wasted corrugated and paper. As important, this program targeted reducing shipping costs for the distributors and retailers making packaging recyclable.

The Shrink Wrap Packaging Program utilizes the disk pack, a reusable/recyclable polypropylene package containing a set of CHAMP’s popular ScorpionStinger™ spikes. The outer carton and the sleeves for the disks are all 100% recyclable. All inners were eliminated and replaced with recyclable PET sleeve. Over the past year savings would amount to 18,650 pounds of corrugated and 105,500 square feet of tissue.

“CHAMP is proud to offer one of the first packaging programs of this type in our category. Environmental needs are always a focus at CHAMP whether it is in marketing, sales or product development.” states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. “When you look at the numbers the saving on tissue paper alone would cover over 2 1/3 football fields. The entire savings would amount to over 160 trees and save us and customers multiple trailer loads of product both in transportation and fuel savings. These numbers are substantial and will make a difference.”

To find out more information regarding CHAMP and the programs discussed please visit www.champspikes.com.

CHAMP is the premiere brand of MacNeill Engineering Worldwide, which has been designing and manufacturing athletic footwear components since 1931. The Company has been a pioneer in cleat technology since it introduced the world’s first locking spike: SURE-LOK. Since then, MacNeill Engineering has grown to be The World Leader in the Sport Cleat industry with revolutionary offerings which include the CHAMP Q-LOK System®, the CHAMP TRI-LOK® system, as well as the most complete line of innovative spikes in the world, including the CHAMP Scorpion STINGER™ spikes and CHAMP ScorpionSpike®.

The World Leader in Sport Cleat Technology®