

Introducing Club-Branded Clothes

Finally, Full Colour Logos!

TaggerWear can now offer full colour logos on your swimsuits that are flexible and stretch with the fabric.

These are the kind of logos our customers have been asking for. In the past, the logos have been one colour and not flexible – this is a major improvement.

In addition, if you're looking for yoga pants, jackets, shorts, shirts, or any item like this for your club, we can help!

This means we can now offer you club-branded swimsuits for your spacing suits. The quality is top-notch, the product durable, and the cost reasonable!



Custom Beaded Head Pieces Now Available

We are very excited to be able to offer our synchro clients a new service: Custom head pieces. We've hired a new staff member who specializes in beaded head pieces for dance, costuming, and brides. She is excited to have the opportunity to create some amazing pieces for the new season.

Check out the samples of her work when we come to your club in the fall for fitting.

She uses acrylic beads and fabric to make her artwork. With special requirements for synchronized swimming, simply forward to us

your design, and how you would like it attached, and we can give you a quote on the cost.

New Product Launch: Yoga and Exercise Wear

This summer TaggerWear launches their new line of yoga and exercise wear for men, women, and children; clothes made to move in either a Cotton/Spandex blend or our Chloroban polyester. The cotton/spandex is available in 20 colours and the Chloroban is available in 12 colours.

Styles for women include: Racer back tank tops, fitted tees, shorts, yoga pants, and yoga capri pants.

Styles for men include: Tank tops, fitted tees, shorts, exercise pants, and tee-shirts.

Styles for children include: Yoga pants, tank tops, and tee-shirts.

Check out the web site for prices.

Beat the Changing Style Trap!

It's happened again, our clients are telling us that their major swim suit manufacturer has changed their suit styles and sizes. Of course this happens on a semi-regular basis – why? Well, to sell more swimwear, of course!



This mass-market ploy plays real havoc with clubs across the country. When you're trying to maintain a colour and style across the team, it's difficult when the colour, print, or style becomes discontinued by the manufacturer. Then everyone has to purchase new clothes to keep everyone the same.

This is a burden for club and parents alike.

We have a solution: Custom printed polyester fabric. This will save the club money and headache in the long run. The reasons?

- Custom printed fabric comes by the roll.
- Each roll has 65 meters of fabric. You can get as many as 180 suits per roll, if most of your suits are smaller than size 30. That's enough to last for years.
- You can select the pattern and the colours you want.
- The print and colours are digitally matched with each dye lot.
- The design is stable and can be repeated from year to year.
- Fabric is our 100% polyester Chloroban.



Show Suits for Rec Swimmers

We know that your rec program provides the seed for your competitive club.

It's important to make sure those talented rec swimmers are intrigued enough with Synchro that they want to continue, and join the competitive program.

So make their Water Show an event they won't forget – get them affordable show suits!

Our basic Sport Back suit starts at \$45.00 - regardless of the sparkly spandex you choose.

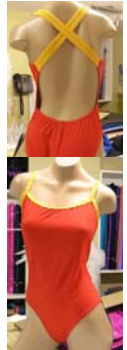


Rec Show Suit

New Styles for the 2008 Season

We have developed some new styles for the 2008-2009 season

- Cross Back Style - similar to a Spaghetti strap, but with two 1" thick straps crossing and a 1" thick strap across the back.
- Skinny Strap - which has a spaghetti strap from the front to the back and the top edge in a contrasting colour.
- T-Back Style - which has a higher back that provides more cover and a racer back strap.
- Monokini - for those who want minimal coverage, we have a strapless style that is a two-piece in the back and a very skinny one piece in the front.



This style can be adapted to competitive by adding straps from the front to back.

Coordinating Swim Caps

In responding to our clients' questions, we are now selling Silicone swim caps and can get them in about a dozen different colours.

For Rec swimmers, instead of having expensive head pieces made, they can use a swim cap - we have some funky colours.

Club pricing starts at \$8 for solid colours and \$10 for multi coloured caps.



Nose Clips are Necessary!

In addition to swim caps and swim suits, we now have nose clips. We can offer them to your club for \$5. We also offer Speedo and TYR brand nose clips for \$6.



The Suit, Cap, & Clip Deal

If you need to outfit your rec swimmers, here's a deal: Get a Show Suit, coordinating silicone swim cap, and a nose clip for \$55 youth; \$65 for adults, and \$75 for plus sizes.

The Rising Cost of Everything

As of July 1st, 2008, TaggerWear has made a \$5.00 increase to the base cost of all products. This increase ends a three-year stay on our prices. We are committed to maintaining the most economical price possible for our customers.

It is unfortunate, but the rising cost of everything from thread to fabric and labour has made it impossible to continue to absorb the difference. See the details of each style on our Suits page for the new base price.

If the price of everything else returns to pre-2008 levels again, we will reduce our prices to reflect this. However, I don't hold out much hope on that score.

How will this affect our Fitting Trips in the Fall? Well, as of yet we are still planning on maintaining our tour of all the clubs across Ontario that we serve. Based on fuel prices in the Fall we may need to look at whether we can still individually book clubs or set up a central place (hotel) in each of the three sections and have you come to us.

We'll keep you posted with further news on the site; and look for our newsletter with some exciting news for new products for the fall.

Fall 2008 Fitting Trips

It's that time of year again! We're looking ahead to booking the fall tour for fitting our clients. We'll be arranging and grouping the clubs in the same way, western Ontario clubs one weekend, central clubs another weekend, and eastern clubs the last weekend.

Our first weekend is September 13th-14th for the western clubs, please contact us quickly to book your time. We need ½ hour before and after

your fitting for set up and take down. We'll start as early as 8:00 AM.

As always, the priority for the fitting trip is to have all the swimmers present to fit them into a sizing suit. We will have a broader range of styles and sizes for fitting this year, so if you want to see a particular style on a particular body, we will be able to accommodate this.

Two of our clubs have already booked their sessions, making the last weekend in September our eastern loop. Preference is given to the first clubs booked.

Fitting Trip Rules & Tips

1. Please have all of your swimmers present.
2. Parents of young swimmers should also be present to indicate whether they expect a growth spurt in a swimmer, and how much.
3. Please have all your coaches present. If one cannot make it, there should be a proxy coach.
4. The coach should have a design ready. We can send design sheets to the club in advance and we will have them with us for those who like to draw on the fly!
5. Colours and fabric should be chosen at the time of the fitting trip. If you want swatches of the selected colours and fabrics let us know, we'll make up a sheet for you.
6. If a design is *not* ready, the coach will have three weeks to finalize the design and colour selection before that team falls behind schedule.
7. If swimmers are not present at the fitting, it will be the responsibility of the coach to make sure we have the correct size. We will not necessarily be able to leave behind sizing suits. However, if there are a number of swimmers that cannot be there, then we can arrange to ship suits at the club's cost.
8. If we have personally fit the swimmer, and the size changes between the fitting date and the delivery date, we will remake a suit, but not free of charge.
9. If we do not personally fit the swimmer, we cannot guarantee the size.

10. The deadline for submitting all designs will be the Friday before Thanksgiving. Any designs not received by the end of day that Friday will not be given priority in the production schedule.
11. It is important for coaches to provide a working email address that they check daily. We communicate by email over the approval process of their designs. If they do not check their email, we do not get answers to questions. This creates delays in the production of their suits.
12. If at all possible, please provide us with an advance list of your swimmers. We will have the previous year's list of swimmers with us for reference.
13. Please try to remember that we are dealing with more than 17 clubs across Canada and the US. Adherence to schedule is imperative so that we can deliver everyone's competition suits on time.
14. Last but not least, a deposit of \$50 per swimmer is *required* at the time of fitting. We cannot chase individuals for their portion of a club order.

Club Suits, Figure Suits, and Practice Suits

As always, our primary service to aquatic athletes is to provide durable, well-made, custom fit swim suits. If you need team suits, practice suits, or figure suits, we have Chloroban in the following colours: Black, white, red, purple, royal blue, navy blue, and yellow. We have minimal quantity in green, lime, hot pink, teal, and gold.



From Tagger's Desk

By James Careless

A plaintive 'Meow' comes down the basement stairs – where the TaggerWear office is – and my wife Susan asks, "Tagger is wondering if you've made any progress on his column?"

Progress? PROGRESS? How is a mere vice president such as myself supposed to deal with such pressure; especially when the one applying it has the ability to wake me up at 3 a.m. at their whim? (Okay; I'm talking about Tagger, but Susan can do this too.)

Okay; let me grab a breath and collect myself. Speaking on behalf of our esteemed CFO (Chief Feline Officer), I would like to extend Tagger's best wishes for the season to come, and advance his strong suggestion that you book your fitting appointments early! Tagger does not appreciate it when his humans are away from home, so he likes us to ensure that our fitting trips are productive, busy ... and few.

Tagger would also like to emphasize that Chloroban remains an ideal choice for those wanting long-lasting practice suits; thanks to its polyester content.

'Meow, meow!' What's that? Ah yes; mention our new ability to provide beaded headpieces means that teams can add an extra layer of distinctiveness to their designs. When you are going to sparkle, why not sparkle from head to toe?

'MEOW!' Okay, so that wasn't such a great line to use, But when you're under the watchful eye of a dedicated cat, it's hard to come up with gems all of the time.

'Meow, meoow, meow!' Hmm... I'm taking dictation directly from him right now: 'Tagger adds that, for those of you who find it hard to believe that a cat can help run a company, take a moment and consider how implausible that a mere husband like myself can help out. Granted, he only allows me to do relatively simple things, but ...'

Hmmph! Just for that, I'm going to end this column right now! How's that for 'progress'?!