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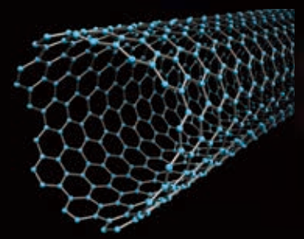
VICTOR Global Map



NANO FORTIFY

Enhance Recovery 10%

Nano Fortify is composed by numerous tube-shaped carbon fiber. When applying this technology to the shaft, Nano Fortify can optimize high resilience. With bending strength to generate high repulsion, which enhance attacking power on every single hit.

Zxion®

Liquid Crystalline Polyester fiber originated and created by Japan with interwoven braided layer, quickly absorbs vibration in order to enhance outstanding elasticity and stability during the game.

VICTOR

www.victorsport.com

Motion Science

Professional athletes always have outstanding performance, extraordinary speed, instant explosive power, and agile moves. Since the media start to use simple explanation and dynamic presentation to display the scientific data of the sports stars' performance, this topic has become hot issue during each game.

The talented Taiwanese player, Lee Sheng Mu dominates the court with his outstanding performance, amazing leaps, fast smashes and agile moves. This time, we collect the scientific data of his performance to see how much force a top athlete has to bear, and how VICTOR products can help reduce athlete's burden.

Through high-speed camera, it can be observed that Lee Sheng Mu can jump to ***74.7 centimeters height*** when smash. And the landing force of jump smash is about twice the player's weight. According to Lee's weight, his feet have to bear at least ***142 kgf***. Not to mention his extraordinary jump height may lead to more force on his feet. However, with the cushion VICTOR's innovative Energymax3.0, the landing force can be reduced by about ***12.98 kgf***, and the discomforts and injuries during landing can be avoided.

With regard to smash skills, the average rate of Lee Sheng Mu's powerful smashes is ***424 km/h***, and can be as high as ***534 km/h*** at the moment of hitting. After performing a powerful smash, the shaft bends substantially; hence instant recovery becomes the key point during each hit. VICTOR's newly-developed ***Nano Fortify improves*** the recovery speed by ***10%***, and gives the player more opportunity to win.

The data of sports science is not only for training or game strategy, but also a reference for the development of sports equipment.

By collecting the exceptional data of these sports stars, VICTOR makes efforts to develop more professional sports equipments to reduce sports injuries and improve players' explosive power.

Data comes from VICTOR R&D Lab

On the Court With Lee Sheng Mu

Professional athletes must always dedicate themselves to making breakthrough to their ability. It can be seen in the games that Lee Sheng Mu pierces through competitor defense with amazing speed and powerful smash. These abilities are combination with willpower, constant practice and years of experience.

Lee Cheng Mu and his partner Fang Chieh Min are the first double players who got Olympics qualify. However, in every single game, from World Badminton Championship to Olympics, Lee devote all his efforts on how to play the game well, but not to win the prize only.

Mr. Chen walks around his shuttlecock workshop.

The story of 16 feathers was on the threshold of a new badminton world.

VICTOR created multiple market hits and received worldwide love from badminton fans over 50 countries.

The constant player tests and studies on users' feedback are what keep VICTOR going forward.

VICTOR in the past

Chance favors the prepared mind. And VICTOR has always been ready, READY TO WIN…….

In 1968, a story about sixteen feathers changed the future of the badminton sport in the island sitting along East Asia.

It's called "badminton". Taiwan native Mr. Deng Li Chen, interested with the net game that was popular among the folks, studied the shuttlecocks which were preferred on the market, and had a vision in creating a product with superior quality.

Measuring the weight and length of each feather and the characteristics of it, building on his industrial background with mass studies on the shuttlecock manufacturing, and putting in his fullest effort through days and nights, Mr. Chen laid the determination to make his homeland proud of what his feathers could do!

And VICTOR was born.

Every feather had to go through the strictest test by VICTOR technicians.

Mr. Chen greets guests in the manufacturing center in Taiwan.

Little did they know how they contributed to the sport.

Although machinery replaces handwork, the heart and devotion in bringing the best "human technology" won't ever change.

VICTOR's production base stretched to China in the 90s, continuing to provide the best equipment for the increasing fans around the world.

No matter how you're born, who you are, or what you do, when you're READY TO WIN, you can.

Mr. Chen and his badminton business quickly expanded over the following years. Players of all ranges had found their love and winning partner in a variety of VICTOR products. Not only shuttlecocks of optimal qualities, Mr. Chen embraced the challenge in making other badminton equipment such as rackets, footwear, and apparel, and all proved to be widely liked among VICTOR fans.

Paced with the urge to continue to bring in innovations with highest technology, VICTOR was never afraid to sit back and stay in tune with every player, listen, and improve upon users' experiences.

Although handwork has been gradually replaced with machinery as demands of quantity and precision growing, VICTOR sees and always will see "human technology" on top of any actions as the center of development, because good designs only come from the heart, and that is the only thing that will remain unchanged in the fast changing enviroment.

With hand, sixteen feathers and millions manporer, their devotions, Mr. Chen's vision became reality. VICTOR is now acknowledged one of the best badminton brands worldwide, and will continue to be driven in providing the best badminton equipment for the world; for the ones who are READY TO WIN!

1968 "VICTOR Badminton Association" founded by Mr. Deng-Li Chen, specializing in shuttlecock manufacturing.

1972 Sales distribution reaches Japan.

1973 "VICTOR Badminton Co Ltd." registered.

1976 Worldwide use of "VICTOR" trademark registered. Launch of racket product line.

1977 Sales distribution reaches Austria, West Germany, Malaysia, and Canada. Begins construction of global sales network.

1980 Title sponsor for "VICTOR Cup" in Europe. Starts sponsorship of Taiwanese local clubs and players.

1982 Focus on R&D for carbon graphite rackets.

1983 First carbon fiber racket "Columbia" announced. Launch of badminton apparel product line.

1984 "VICTOR RACKETS IND. CORP." registered.

1992 Production center established in Nanjing, China. "Nanjing Xinfu Physical Materials Ind. Co., Ltd." registered. First collection of VICTOR footwear launched.

1997 "NANJING VICTOR PHYSICAL MATERIALS IND. CO., LTD." registered.

1998 Sales distribution reaches China.

2002 Jeff Chen in as the General Manager.

2008 VICTOR Indonesia branch established.

2009 "VICTOR signs contracts with Korean National Team and Philippine National Team.

2010 Title sponsor for BWF Superseries Premier event "VICTOR Korea Open".
Korean Women's Team claims its first victory at the Uber Cup.

2011 VICTOR Japan branch established.

2012 Sponsored by VICTOR, SEO VICTOR House at Suanbo directly run by Korean Badminton Association for the Disabled is open officially in September. All revenue will be used for the badminton development for the disabled.

2013 Korean National Team sponsorship continued.
VICTOR signs with Indonesian players, including mixed doubles pair Ahmad/Natsir.
VICTOR Thailand branch established.

Together we achieve our story is victory