

# VICTOR

## 2016 Badminton Spring & Summer Collection



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[www.victorsport.com](http://www.victorsport.com)



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# VICTOR GLOBAL MAP





# History of VICTOR



## NOW

Exclusive partner with Malaysian Badminton National Team, Korean Badminton National Team, and a host of World Champions, such as Shin Baek Choel, Lee Yong Dae, Ko Sung Hyun, Tontowi Ahmad and Liliyana Natsir, together embodying the “READY TO WIN” brand mentality to encourage people of all ages and levels to pick up a racket and work hard for self-defined victories to come.



**1968**

“VICTOR Badminton Association” founded by Mr. Chen Den Li, specializing in shuttlecock manufacturing.



**1969-1979**

Construction of global sales network. Worldwide use of “VICTOR” trademark registered.



**1980-1989**

First carbon fiber racket line “Columbia” launched. Title sponsor for “VICTOR Cup” in Europe, meanwhile, initiated a string of endorsement deals on world’s elite players to promote the brand.



**1990-1999**

First collection of footwear announced. Production center in Nanjing, China established.



**2000-2009**

Branch offices in China and Indonesia established. Products gained multiple approvals by the Badminton World Federation (BWF).



**2010-2014**

Branch offices in Japan and Thailand established. Collaboration with The Walt Disney Company for the “Iron Man 3” limited series, and Hasbro for the “Transformers 4” collection, appealing to a wider generation of fans. Signed an exclusive partnership with the Badminton Asia Confederation (BAC), devoting in Asian badminton development.



**2015**

Inked a 6-year partnership deal with the Badminton Association of Malaysia (BAM) making VICTOR the official badminton racket, footwear, apparel and accessory brand of the Malaysian National Badminton Team, and the Official Equipment of the Maybank Malaysia Open. Former European champion Morten Frost joined Team VICTOR as a technical & brand consultant.



**2016**

“This is MY signature shot” global ad campaign announced, built on the core desire to be “READY TO WIN”, a brand slogan coined in 2012.



# THIS IS MY SIGNATURE And SHOT yours?

## VICTOR announces superstar cast for 2016 brand films

A signature shot is what taunts the opponent even when you just address the stance, what gives you a sense of sureness of victory and security every time the racket sticks out, what brings you poise and peace under pressure, and simply one that keeps you winning.

### What is YOUR signature shot?

"VICTOR is about providing you not just the services and right tools you will need to perform, but also the hopes that you can ultimately win as long as you are ready to," said VICTOR's global marketing head Martin Lu. "Building on our 'ready to win' brand motto, we tries to tell a deeper story through the perspective of a decorated young talent and an extremely down-to-earth and humble player in Shin Baek Choel. I want to thank him for taking the time to share his words of inspiration and wisdom and help make this amazing video that I'm sure will encourage a lot of fans to go for their dreams."

Shin also joins his Korean teammates in "The VICTOR Tour", an interview video series which will feature Team Korea and Team Malaysia players opening up on issues of teamwork, injuries, goals, or dreams as professional athletes.

The VICTOR 2016 "This is MY signature shot" brand films will be announced at victorsport.com in January and rolled out through VICTOR's Facebook fan page, other global or local social media platforms, and screens in flagship stores.



1. Shin Baek Choel (KOR) – 2014 World Champion & Asian Champion ★ **NET KILL**
2. Boonsak Ponsana (THA) – 4-time Olympian ★ **BEHIND THE BACK**
3. Liliyana Natsir (INA) – 3-time World Champion ★ **DECEPTIVE BLOCK**
4. Goh V Shem (MAS) – Malaysia Superseries Premier champion ★ **JUMP SMASH**
5. Tai Tzu Ying (TPE) – 2014 BWF Superseries Finals champion ★ **OVERHEAD TRICK**
6. Tontowi Ahmad (INA) – 2013 World Champion ★ **POWERFUL SMASH**
7. Chong Wei Feng (MAS) – South East Asian Games gold medalist ★ **CROSS COURT SMASH**
8. Yoo Yeon Seong (KOR) – Current & 2014 Year-End World No.1 ★ **DIVING SAVE**
9. Lee Yong Dae (KOR) – Olympic gold medalist ★ **NET TRICK**
10. Tan Wee Kiong (MAS) – Commonwealth Games gold medalist ★ **QUICK BLOCK**

THIS IS MY  
**SIGNATURE  
SHOT**

## CHAMPIONS' TOOL

HX-800LTD C / HX-800LTD P / JS-NATSIR L / JS-AHMAD T / JS-10
 MASTER ACE
 BR9607D / BR9307G  
 T-6000 (Korea) / T-6002 (Malaysia) / T-6005 / R-6090
 SH-P9200 DG / SH-A930 B / SH-A930 O / SH-A920LTD CD / SH-A920LTD FG



# MORTEN FROST

## Morten Frost Becomes Technical & Brand Consultant in Team VICTOR

Following VICTOR's partnership with the Malaysian National Badminton Team, Morten Frost, former European Champion and now a member of the coaching team of BAM, has recently joined Team VICTOR as a technical advisor and brand consultant.

Frost, 57, spent 12 years in the top 3 in the world rankings when he represented Denmark as a player. He held four All England Championships men's singles titles and was a two-time European Champion. Frost later started his coaching career on the Danish National Team and is currently working as a technical director on the Malaysian National Team. Under his tutelage and with supports from VICTOR, Malaysia beat the world no.2 team Korea to reach the quarterfinals in this year's Sudirman Cup and tallied two gold medals at the Southeast Asian Games.



Frost was inducted into the BWF Hall of Fame in 1998.

In his new role, Frost will be expected to provide input in VICTOR player development programs as well as product strategies. He will also be doing a series of

short videos for VICTOR giving his professional tips on the game and techniques of badminton.



WATCH VIDEOS

### Frost shared a few words for VICTOR and badminton fans:

"Dear badminton fans, I'm Morten Frost. I am truly honored to be an ambassador of VICTOR and grateful to VICTOR for giving me the opportunity to interact with everyone in the world through VICTOR and badminton. Thank you all badminton lovers and I wish all badminton fans good health and all the best."



## VICTOR FORMULA SERIES 1

WITH

### MORTEN FROST

TECHNICAL DIRECTOR OF TEAM MALAYSIA

For the first series of the "VICTOR Formula" videos, we are extremely honored to have Mr. Frost, who had an amazing resume as a player representing Denmark and now a coaching member on the Malaysia National Team, present his insights and precious advice on how to elevate your game through simple training and refined thinking.

The videos, rolling out as Formula 1 to 6, will be up on victorsport.com with demonstration by pro tour champion shuttlers Goh Liu Ying, Chan Peng Soon (Malaysia), Pai Yu Po, and Lee Sheng Mu (Taiwan).



"Learn to think out of the box and often do something against what's in your nature to do."  
Morten Frost, 4-time All England Championships winner

## TeamVICTOR players in action



**Goh Liu Ying**

★Badminton Asia Championships 2012 winner  
Age : 26  
High Rank : Mixed Doubles #3



**Chan Peng Soon**

★China Masters G.P. Gold 2015 runner-up  
Age : 27  
High Rank : Mixed Doubles #3



**Lee Sheng Mu**

★Australian Open Superseries 2014 runner-up  
Age : 29  
High Rank : Men's Doubles #3



**Pai Yu Po**

★Chinese Taipei National Championships 2015 winner  
Age: 24  
High Rank : Women's Singles #20

### ▶ FORMULA 1 – REPROGRAM

Rather than focusing on the techniques, the former European champion Morten Frost puts serious emphasis on the development of one's court sense. In the first episode of "VICTOR Formula", Frost talks about back-court shuttle placement to construct your points.

### ▶ FORMULA 2 – MINIMIZE RETURN OPTIONS

Morten Frost, Technical Director of Team Malaysia, shares how to build an impeccable defense by limiting the options of the opponents in the second episode of "VICTOR Formula".

### ▶ FORMULA 3 – DO NOT LIFT

In the third episode, Frost shares the training instructions for doubles. To avoid hitting lobs in doubles is a simple but important idea. Although it looks easy, it requires solid basic skills, shuttle control, and lots of practice.

### ▶ FORMULA 4 – TAKE BACK THE INITIATIVE

In the game of mixed doubles, normally the woman is in charge of the net and the man would be in the back launching attacks due to men's greater power. But once this formation got broken, you would want to quickly take back the initiative.

### ▶ FORMULA 5 – TIPTOE AGILITY

The sensibility of tiptoes plays a key role on the badminton court. In the fifth episode, Taiwanese player Pai Yu Po shares her training methods to strengthen tiptoe agility.

### ▶ FORMULA 6 – BLOCK SHOT

Taiwanese #1 men's doubles player Lee Sheng Mu uses his quickness at the net to pressure his opponents. In "VICTOR Formula" episode six, Lee gives his own tips and details for successful block shots. Being aggressive and effective at the net is always the key element in a doubles match.

