

Puma to supply AFCON 2013

Puma has announced that it is the official merchandise supplier for the Orange Africa Cup of Nations, South Africa 2013 (AFCON 2013), in a partnership with Confederation of African Football (CAF). The first merchandise will be developed and distributed before the first fixture between South Africa and Cape Verde on 19 January 2013 and will continue throughout the tournament.



The company has the exclusive worldwide rights to develop and distribute sport and sportlifestyle footwear, apparel and accessories carrying the logos of the competition, as the official fan supplier. In addition, the deal also includes exclusive rights to operate retail stores, vending stands and kiosks for the sale of official fan merchandise. It will place official fan merchandise kiosks at the stadiums in Soweto, Mbombela, Rustenburg, Durban and Port Elizabeth.

The company has partnered with Totalsports to execute the retail side of the operation in South Africa during the tournament. Totalsports will operate and manage the official fan shops during the tournament and will be the exclusive distributor of official fan merchandise, selling a comprehensive range of the product in its stores across the country. A dedicated in-store marketing programme, celebrating the Orange Africa Cup of Nations being held in South Africa, will support the partnership.

Brett Bellinger, marketing director for Puma South Africa commented, "This partnership with CAF's major competition is very positive for the brand, we're very pleased to be able to work together with CAF to provide African football fans in both South Africa and those visiting for the tournament, an opportunity to show their support and purchase official fan merchandise."

Discussing the partnership with Totalsports, he continued, "As one of the leading sporting goods retailers in South Africa, the group is well situated to operate the retail side of this partnership and we're excited to be working together for this project."

For more information, go to www.puma.com

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