

Gilbert gear for Bulls

Gilbert South Africa, the worldwide brand synonymous with rugby, confirmed its sponsorship agreement to provide rugby apparel and equipment to the Blue Bulls Company and unveiled a new-look Vodacom Bulls rugby jersey for the 2006 Vodacom Super 14 season at the official launch at Loftus Versfeld in Pretoria this week.

Custom designed by Gilbert SA, the new jerseys were created from Xactive, a modern moisture management (MM) fabric which has fibres within the core of the yarn which expands and contracts depending on the body heat of the player.

Players will gain optimal performance benefits from the new jerseys which offer breathability and greater airflow keeping players cooler, improved comfort, durability and a performance fit.

Eric Ichikowitz, Managing Director, Gilbert SA, says: "The jerseys were developed to meet with the player's requirements and conditions in which Vodacom Super 14 matches are played, and include an exciting combination of progressive detailing and technological innovation to withstand the rigours of the game."

Stephan Pretorius, CEO, Blue Bulls Company, says: "We would like to thank Gilbert for extending the sponsorship agreement from the Vodacom Blue Bulls to include the Vodacom Bulls. Their commitment to rugby and development is immense and has remained consistent over the years."

The logo of the main team sponsor, Vodacom, will remain emblazoned across the chest in white on both home and away jerseys.

"The progressive identity of the new squad will be evident through the new Vodacom Bulls jersey. It is imperative for the team to feel proud of wearing the jersey that enhances their performance and will further motivate them during the hectic Vodacom Super 14 season," says André Beyers, Managing Executive, Advertising and Brand Management, Vodacom.

The all inclusive sponsorship agreement between Gilbert and the Vodacom Bulls and Vodacom Blue Bulls teams for the next five years will see Gilbert generating maximum revenue from the brand exposure through commercial activities. Some of the activities include amateur rugby, active development programmes, coaching clinics and other events to further promote rugby in the region.

Further to Gilbert's sponsorship of the Vodacom Bulls jerseys, they will supply twenty-three players of the current squad with footwear, shoulder protection and head guards. The range of Xact rugby boots and protective wear is considered to be the ultimate rugby specific on-field wear.

The Vodacom Bulls players will don their new jerseys for their first Vodacom Super 14 game against the Vodacom Cheetahs in Bloemfontein on Friday 10 February 2006.

The new home and away Vodacom Bulls replica jerseys are available from all leading Gilbert retailers.

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