

For immediate release

30/05/2011

## Focus on Premier League

### Zap adds Manchester City to their Premiership Portfolio

Team Zap kicked off 2011 with new signing Manchester City, a Premiership club which has delighted unwavering fans with its first FA Cup win for forty-two years, as well as a first ever Champions League qualification.

Sales Director, Mark McDonnell, said 'We are thrilled to have Manchester City in our Premiership portfolio, which continues to perform well at retail. Interest in the club is high at the moment and we are launching a Cup Winners design to celebrate their recent success. In addition, Manchester United has just won the Premier League for an unprecedented nineteenth time. Together with the three other major clubs Liverpool, Chelsea and Everton, our multi-club strategy is proving to be equally successful off the pitch, with key retailers Sports Direct and Kitbag leading the way in football merchandise.'

Zap's 'Big 5 Premiership Portfolio' includes Manchester United, Manchester City, Liverpool, Chelsea and Everton, and a wide range of co-ordinating products.

'Building on the already successful junior category, recent additions include junior panel print duvet sets and bundle packs complete with duvet and pillow, while the football supporters packs feature a duvet and pillowcase set, fleece blanket, printed velour towel and cushion. And the popular neck cushion and blanket travel packs provide the ultimate in comfort at away matches,' added Mark.

Licensing and Marketing Director, Andy Downie, commented, 'I believe Zap's "multi-club" approach to football licensing has been the key to our success in this category. Our strategy of securing the rights to all the top English teams has ultimately allowed us to present a strong co-ordinating offer across the clubs and overcome any initial concerns that retailers may have about listing football ranges. The addition of Manchester City to our portfolio is a fantastic opportunity and will only help build on our football base.'

###

## Notes to Editors

Zap Ltd has been creating licensed bedlinen and accessories for children since 1992. Known for the quality of both product and service, the family owned company has a passion for the licensing business that is supported by more experience than any other company in this sector. By understanding the consumer, their famously creative approach enables the team to predict future trends, accurately target licenses and provide innovative, motivating solutions. The products provide a clear competitor advantage by being more relevant, more creative, more involving, and promise a more rewarding experience for everyone.

Zap - consumer focused, creative, with the experience & commitment to deliver.

For more information, please contact Jo Duckworth at Zap Ltd, Character House, Drumhead Road, Chorley North Business Park, Chorley, PR6 7DE.  
Tel: 01257 230044 Fax: 01257 232992 Email: [jo@zapltd.co.uk](mailto:jo@zapltd.co.uk)

[www.zapltd.co.uk](http://www.zapltd.co.uk)

