



TEAM LOGO FINGER FOOTBALL/ZELOSPORT

Women and kids are the fastest growing segments at Hat World, says Campbell. In fact, he's in the process of testing a Lids Kids concept, with six stores open and ten more in the works.

Parents enjoy purchasing products that support a healthy outlet like sports for their children, says Argo. He adds that retailing on a cart in the common area comes in handy because "It's harder for kids to drag their parents into a store."

Selling is always in season

Whether these specialty retailers are focused on a narrow product category, a single sporting event, a geographic region or the athletes themselves, they all agree that there's a wide world of sports so diverse that no matter where the store is located, retailers can



build up a roster of products that will please all fans—fans whose heartstrings are attached to their wallets. ■

Emily Lambert is a senior writer for SRR. She can be reached at emilylambert@comcast.net.

Article Resources

Denver Autographs

303.462.1145
www.DenverAutographs.com

Hat World, Inc.

317.333.5112
www.HatWorld.com

Sporting Goods Manufacturers Association

202.775.1762
www.sgma.com

Sports Fan Marketing Inc.

602.770.4350
www.xliifootballgear.com

St. Louis Dugout

314.227.5107
No website

The Licensing Letter

212.941.0099
www.epmcom.com

The Sports Scene

570.881.4814
sargs@ptd.net

Wholesalers

Bierderlack

212.398.1135
www.bierderlack.com

Big Apple Card Co.

800.883.8090
www.bigapplecard.com

CamoVision of Georgia LLC dba EyeXtras

706.494.0081 x 223
www.eyextrax.com

Cha-Cha Designs

843.902.2823
www.cha-chadesigns.com

ChalkTalkSPORTS

866.329.5603
www.ChalkTalkSPORTS.com

Chix Appeal

850.269.0045
www.chixappeal.com

Coach Deck

858.794.0858
www.coachdeck.com

FANMATS

866.440.6315
www.FANMATS.com

Forever Collectibles

732.353.3214
www.forevercollectibles.com

Happy Feet

866.HAPPYFEET
www.buyhappyfeet.com

Hunter Manufacturing

800.237.1869
www.huntermfg.com

Ironstop

866.IRON.363
www.ironstop.com

Koehler Home Décor

254.865.8718
www.KoehlerHomeDecor.com

Siskiyou Gifts

800.866.7475
www.siskiyougifts.com

Sport Card Creations

508.653.1731
www.SportCardCreations.com

The Extra Mile

800.560.2949
www.theextramile.com

The Sports Scene

570.881.4814
sargs@ptd.net

Zelosport*

706.888.6065
www.zelosport.com

*If you missed our profile of Zelosport's complete cart/kiosk concept featuring Finger Football and other licensed sports "finger games" in our Summer '07 issue, you can read it online at www.SpecialtyRetail.com, keyword search: Zelosport.