

JU JITSU INTERNATIONAL FEDERATION

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To: Board JJIF
Contents: Branding JJIF Gi

Date: September the 4th 2018,

Dear respected board of JJIF, dear directors and managers,

JuJitsu and JiuJitsu become more and more a big brand in Martial Arts. People know the name, they know most of our discipline's and are aware that the sport is complete different from Judo or Karate for example.

What we don't have is our own branding. Judo is working with a complete White Judo Gi or Blue Judo Gi, taekwondo with a white Dobok with a refer in black UFC MMA with reebok clothes and so most of us also knows specific Brands for Martial Arts sports are known by everybody. For JiuJitsu and JuJitsu we have almost the same Gi as Judo is using. I think it's now time to create our own brand. JuJitsu and JiuJitsu need a own identity which assure that everybody in the World knows that he or she is looking at an athlete of JuJitsu or JiuJitsu. Either the Gi is White, Black or Bleu.

Together with Ju-Sports, Adidas and Matsuru I developed a BRAND mark for JiuJitsu and JuJitsu, a gi, as we always used the last years, so a tight one for the DUO teams, and a 550 gram waffle one for the Fighters and JiuJitsu competitors and sportsmen and women. A example is shown in the next pictures and will be available in Athens during the technical session.

With this new developed Gi the extra advantage is that referees can see easier which fighter deserves points, because beside the red of blue belt and mits and leg protection, now he or she can also see the refer in Red or Bleu.

Having our own branded Gi's gives JJIF and their continental unions also the big advantage to make sponsor agreements with some interested manufacturers. Selling the label JJIF approved can give an extra impulse for manufacturers for becoming a sponsor of JJIF and Unions. Of course this is a side advantage of having a own brand, but main course is having Gi design which will become known as the athlete inside is a member of the JiuJitsu and JuJitsu community of JJIF. Every picture on media with the new design will give reactions, people who love our sport, especially the younger ones, will beg for the new designed Gi's, I am assure with this brand mark JiuJitsu and JuJitsu will be more visible for everybody.

There are no exceptional extra costs for the manufacturers of this Gi, so athletes can not complain about extra costs.

On the next page I add some pictures of two sample's which I will bring also to Athens to show live.

Rick Frowyn
Event and Organization Manager JJIF

A handwritten signature of Rick Frowyn in blue ink, followed by his name in a smaller, printed font.

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550 grams high coton quality Gi, manufacured by Matsuru, Ju-Sports and Adidas At this moment also sold in regular white refer, one of the most common used Gi's for a lot of our athletes.

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