

## **BAUER HOCKEY LAUNCHES VAPOR APX STICK**

– the evolution of VAPOR STICKS strengthens Bauer's position on the ice hockey market

**On 6 October, Bauer Hockey, the world's leading manufacturer and marketer of ice hockey equipment, will be launching its most advanced stick ever – the VAPOR APX. Bauer's unceasing focus on innovation has resulted in a carbon fibre stick that is 20 per cent lighter, helping put the game in the players' hands.**

Bauer's VAPOR products have become synonymous with many of the world's top players. In spring we launched the coveted and most technologically advanced ice skates ever seen – the VAPOR APX. On 6 October, a composite stick from the same range will be launched on the global market.

“The stick is perfect for players looking for the very latest technology. They need a stick that is light and well-balanced, provides an incredible feel for the puck, and can deliver both a fast wrist shot and a hard slap shot,” says Marcus Johnsson, Bauer's European Marketing Director.

A key element of the Vapor APX stick, is Textreme® carbon fibre, which is exclusive to Bauer. This carbon fibre construction is 20 per cent lighter than ordinary carbon fibre and extends the life of the stick. A further innovation is Intelli-Sense shot technology which uses two flex zones to detect the player's lower grip and create a low flexpoint for a quick release on wrist shots, with a second, higher, flex point for powerful slap shots.

Two players who have opted for the Vapor APX stick are Niclas Bäckström and his teammate, Bauer's latest star signing, Alexander Ovechkin.

“The stick's soft blade core and light weight give it an unsurpassed balance and feel for players with Ovechkin's technique,” says Marcus Johnsson.

The stick will be launched worldwide on 6 October. For those who can't wait, there's the opportunity to familiarise yourself with the stick's various qualities and to be the hero of your team by winning sticks for them all at [www.bauer.com/apxcontest](http://www.bauer.com/apxcontest)

### **For more information, please contact:**

Marcus Johnsson, Marketing Director Europe: [marcus.johnsson@bauer.com](mailto:marcus.johnsson@bauer.com) +46 70-7665209

### **About Bauer Hockey**

Bauer Hockey is the world's most recognized designer, marketer and manufacturer of hockey equipment. Founded in Kitchener, Ontario in 1927, Bauer developed the first skate with a blade attached to a boot, forever changing the game of hockey. Since then, Bauer has continued to develop the most sought after products in the industry, including the widely successful Supreme® and Vapor® lines of products.

The Bauer logo is displayed in a bold, italicized, sans-serif font. The letters are black with a white outline, giving it a three-dimensional appearance. The 'B' is particularly large and stylized, with the 'A' and 'U' following in a similar bold, italicized style. The 'E' and 'R' complete the word 'BAUER' in the same font style.