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UIPM'S BRAND NEW MERCHANDISE SHOP IS OPEN FOR BUSINESS



The Union Internationale de Pentathlon Moderne (UIPM) is proud to present another new addition to its marketing portfolio: the UIPM Shop

This new online retail outlet will offer athletes and fans of Modern Pentathlon and other UIPM Sports the chance to buy everything from the latest high-tech competition gear to UIPM fashion wear, accessories and gifts.

All profits raised from the sale of this cutting-edge merchandise will be directly reinvested into the development of UIPM Sports worldwide.

Viacheslav Aminov, Vice President for Business Affairs, said: "The new UIPM web shop will make it easy for athletes and followers of our sports to purchase clothing and other merchandise.

"It will have a dual purpose of offering an excellent service to our existing community and attracting new audiences who will become acquainted with all the activities of UIPM through their engagement with the site.

"Offering branded UIPM outfits for sale through this new channel will promote the quality merchandise on offer and significantly increase the UIPM brand image and brand recognition in general."

Martin Dawe, the UIPM Executive Board Member for Marketing, said: "Starting in 2014 the UIPM formulated a strategy to promote and create more awareness for the sport of Modern Pentathlon. Part of this was to prepare visual guidelines that encompass all the multi-sport disciplines under the UIPM umbrella.

"Over the past few years these have been rolled out across all touch points, including venue dressing, web site, literature and TV. The result is a cohesive presentation of Modern Pentathlon worldwide.

"As an extension to this we have now created an exciting new online shop. This will enable athletes and supporters from around the world to purchase items and further promote the UIPM brand and the sport of Modern Pentathlon."