

Change your **SPIKES**...



Change your **GAME**...

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CHAMP® Presents at China Shoetec Show

Marlborough, MA – Last week marked The 11th Dongguan China Shoes. China Shoetec & China Bags Show held in Dongguan, Houjie, Guangdong, PR China. Held May 4-6 at the GD Modern International Exhibition Center, it is long known for attracting and being the perfect platform for sourcing footwear, materials and machinery. CHAMP, The World Leader in Sport Cleat Technology®, introduced the CHAMP Zarma® and showcased the CHAMP ScorpionSTINGER™ along with a full range of receptacle fittings for golf and sport shoes.

"The Dongguan China Shoes. China Shoetec & China Bags Show brings every aspect of footwear under one roof, and because we make spikes for over 50 brands in 10 sports it's extremely important for us to be present. Exhibiting at this show gives us a great opportunity to connect with key decision makers and developers from the shoe manufacturers and brands around the world. This show took place at an exciting time for us as we launch CHAMP Zarma." states Jim Latraverse, Director of Global Sales for CHAMP / MacNeill Engineering. "As World Leader in Sport Cleat Technology it is important to exhibit at important trade shows around the world to make it easy for our customers and prospects to directly connect with our sales and technical staff face to face. It is a great forum for all footwear companies to join together and meet with our factories, component partners and competitors to watch trends in the various markets as well as in a variety of sports."

CHAMP is the premiere brand of MacNeill Engineering Worldwide, which has been designing and manufacturing athletic footwear components since 1931. The Company has been a pioneer in cleat technology since it introduced the world's first locking spike: SURE-LOK. Since then, MacNeill Engineering has grown to be The World Leader in the Sport Cleat industry with revolutionary offerings which include the CHAMP Q-LOK® System, the CHAMP TRI-LOK® System, as well as the most complete line of innovative spikes in the world, including the new CHAMP Zarma®, the CHAMP Scorpion STINGER™ spikes and CHAMP ScorpionSpike®.

The World Leader in Sport Cleat Technology®