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CATEGORY> Fan Fun

BMORE Hopes to B-come a Major Player in Collectibles

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If you've ever dealt in promotional products, you're probably familiar with **Bmore Sports**. The Baltimore-based manufacturer (hence, the origin of the company's name) has been around for more than two decades. Bmore launched with a line of folding chairs, and has since delved into far more exciting applications of emerging technologies. For example, its Extreme Neon line of licensed products is one of the industry's most distinctive.

For 2006, Bmore is planning on making its biggest push yet into retail markets. According to Michael Lee, the company has positioned itself with an innovative line of collectibles that he believes will open up new markets for retailers. By January, he adds, Bmore will have redesigned and upgraded its web site (www.bmoresports.com) to be more retail friendly.

"We think we can help dealers create new customer bases," Lee says. "We're offering something more than your normal licensed product."

At the heart of Bmore's strategy is a revolutionary technique known as customer image technology. Producing clarity and durability that surpasses screen-printing, sublimation and heat transfer processes, CIT is enabling the company to produce high-quality collectibles, plus home décor items.

"CIT is so far advanced over other technologies," says Lee. "It allows us to print picture-perfect images on products of all kinds."

Initially, Bmore is using CIT on collegiate sports balls and a unique series of dog tags. These, Lee feels, could be a bonanza for retailers. "They sell for just \$3," he explains. "We can sequentially number them, print stats on the back, run a player's image on the front. Eventually, fans will buy and sell them just like trading cards. They are a natural for minor league retailers."

To increase its presence at retail, Bmore is also set to debut new Extreme Neon items. Already the company has received a positive response from several national and regional chains. But Lee knows there is plenty of work ahead.

"We understand that some retailers hold back when it comes to new product," he says. "But we hope they help us help them. Our quality is superior, and we emphasize customer service. If they give us a chance, they won't regret it."



Bmore's new dog tags, for Indiana fans



A football adorned in classic Browns images



A neon hoop for Kentucky fans

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