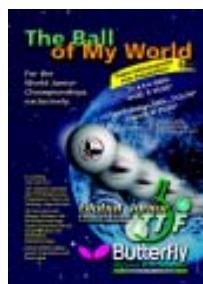




Special prices for the season start!

Go for it now!

Low priced as never before: the official ball for the ITTF Global Junior Program. Top in performance, super in price. If Timo Boll or Werner Schlager, all Butterfly contract players swear on the top-product of the Butterfly Ball technology.



With Butterfly balls, table tennis is even more fun.

- Timo's Homepage
- WCC Analysis
- ITTF World's Ranking List

- New Contracts
- Interview with Kong Linghui

- Product of the month
- Material-talk

- And much more.....!

72 ××× balls
white
59,90 Euro

Event prices are only valid in
European countries
 Recommended retail price from
 8.8 to 30.9.2003

144 training-balls „Youth“
white
29,90 Euro

The “new” one is out!

Table-Tennis friends can relax for the new catalogue 2003/2004 was just released. The attractive print includes everything the Table-Tennis heart longs for. In the new catalogue we have put in our experience und development-work and can now present top-products like “Bryce”, a rubber of the new generation with which Werner Schlager became World Champion.

The catalogue is intended to be a competent and entertaining tool for advice and decision for your play. Our product-quality in which our players been trusting for years, will convince you once again. Every product you find in this catalogue is something special. Take the “new one” home and choose without hurry.

And now I may wish you a nice holiday!



Hideyuki Kamizuru

www.butterfly-world.com



Timo Boll: In and at the net!

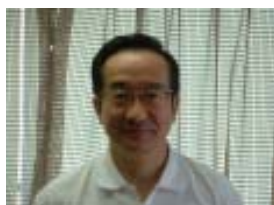
Timo Boll belonging to the World's absolute elite at the net is no secret anymore. But „in the net“ Timo Boll is active as well and present at www.timo-boll.de. Everything you want to know about the popular celluloid-artist. On his pages under “Kolumne” the World's No.1 gives his personal impressions of his recent experiences. What else is to be found? Timo's tips, photos, autographs for download and much more! You can communicate with Timo or other fans in forum or chat or look for materials and clothing in Timo's online-shop!



In the Online-shop fans will find anything their heart desires!

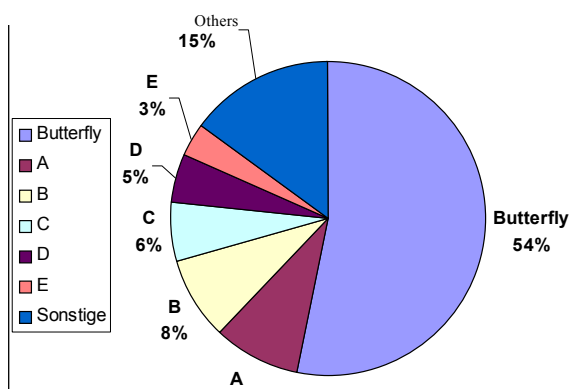
Success can be measured!

What an impressive figure: 54 % of all players trusted BUTTERFLY at the Table-Tennis World-Championships in Paris (86,3 % of players asked!). Success proved them right – 2x Gold, 2x Silver, 5x Bronze point this out clearly.



Was more than satisfied with the performance of his protégés at the WCC: Kimihiko Tamasu

Which rubbers did the participants of the WCC 2003 in Paris play?



ITTF World's Ranking List (Extract, July 2003)

- 1 MA Lin CHN
- 2 **BOLL Timo GER**
- 3 **SCHLAGER Werner AUT**
- 4 SAMSONOV Vladimir BLR
- 5 CHUAN Chih-Yuan TPE
- 6 WANG Liqin CHN
- 7 **KONG Linghui CHN**
- 8 WANG Hao CHN
- 9 **KREANGA Kalinikos GRE**
- 10 **CHIANG Peng-Lung TPE**
- 11 SMIRNOV Alexei RUS
- 12 **PRIMORAC Zoran CRO**
- 13 SAIVE Jean-Michel BEL
- 14 **OH Sang Eun KOR**
- 14 **RYU Seung Min KOR**

(Butterfly-players are marked!)

- 16 LIU Guozheng CHN
- 17 LIU Guoliang CHN
- 17 KARLSSON Peter SWE
- 19 **KIM Taek Soo KOR**
- 20 LUNDQVIST Jens SWE
- 21 **KEEN Trinko NED**
- 22 PERSSON Jorgen SWE
- 23 HEISTER Danny NED
- 24 WALDNER Jan-Ove SWE
- 25 **JOO Se Hyuk KOR**
- 26 **MAZE Michael DEN**
- 27 MA Wenge CHN
- 28 HAKANSSON Frederik SWE
- 29 QIU Yike CHN
- 30 TANG Peng CHN

www.butterfly-world.com

Contract with Denmark's National Team



Butterfly has extended its team and set up a contract with the Danish Association to the year 2009. The successful team will now be provided with clothing, tables, tournament-equipment and official balls.



Michael Maze: the Danish National-player is one of the most promising talents in Europe and plays for the German record-champion Borussia Düsseldorf.

Vice-World-Champion under contract

The number of sponsored players has increased further. Most prominent entrant is Joo Se Hyuk, who reached the silver-medal at the Table-Tennis World-Championships in Paris. The contract with the Korean is valid till 2005.



Schlager as a stamp

Table-Tennis World Champion Werner Schlager is the first living sportsman in Austria to be on a postage stamp. The Schlager-stamp for 56 cent is going to be released on the 28th of September.



Butterfly world-wide



In the Chinese Table-Tennis market BUTTERFLY plays an important role as well.

World's No.1 became European Champion!

He's been regarded as best player worldwide even though Holger Nikelis does not fulfil the public expectations of a top-player. For: since his swimming-accident in 1995 the friendly right-hander sits in a wheelchair. Still this handicap has not prevented the computer-scientist to go after the "normal" players. The opposite – Holger Nikelis has literally "overtaken" many of them and meanwhile belongs to the absolute elite. The double-German Champion is World's No.1 since January, became vice-World-Champion and defended his European Champions-title won in 2001.

(In the next issue there will be an interview with Holger Nikelis)





Interview with Kong Linghui

It is the 1st time since 1995 that you have to play in the qualification matches of the national team in order to take part in the World Championships. How do you think of that? A: I think this is normal as the national team is setting up a more competitive internal system which will encourage the upcoming players. In the warm-up matches held in Huiyang and Shengzhou, 3 out of the 5 key player qualified for Paris. Two winners from 2 rounds of inter-team competitions will also qualify and the last 2 players will be selected by the coaches. I feel quite comfortable as it is equal and fair that I should be fully prepared and take part in the competition with my team-mates. Q: After the 1st training camp in Xiamen, you have trained for more than 211 days in Beijing. We know that during this period the coaches have jointly analyzed every key player. What problems they have discovered in your play and do you agree with their analysis?

All members of the coaching group including Head Coach Cai Zhenhua and 5 national coaches have given me valuable advice considering the difficulties I have met with the 11 point system. Technically, I need to further improve the 1st 3 balls, backhand attack and adjust my movements a little such as applying power in forehand topspin. What the coaching group stressed is that I should make adjustments mentally and psychologically. I feel it more challenging.

Is it correct to say that your passion has been used up at the Men's Singles final at the Sydney Olympic Games and it may take time for you to refuel yourself with motivation and vitality? We noticed that you have not won a major title in more than 2 years. What is the reason for this? Is it because of lack of aim and motivation after winning the "Grand Slam" or technical reasons?

After winning the Olympic Games in Sydney, I won all the major titles and felt relieved. I have discussed it with Guoliang and we found it is quite normal to get relaxed with all these victories. Also, I think I am not fully prepared for the difficulties brought by the new rules and not working as hard as before. However, for a player the tournaments such as World Championships, Asian Games and World Cup are always very important, no matter how many world titles he has won. I am sure I will never lose my confidence and I can still get good results even when I am not in a good shape. I reached Men's Singles finals twice in Osaka and the World Cup in Jinan and I did have a chance to win. But unlike in Sydney where I could keep fighting to the end, so I lost both finals and they have an impact on my mentality.

Coach Yin Xiao pointed out during the training camp in Xiamen that you shouldn't have thought you can benefit from the rule changes. You said you have been stubborn because you will not fully accept the coaches' advises only after you have convinced yourself. Why do you fully agree with the coaching group on your technique this time?

I didn't play well in team competition at Busan Asian Games and in singles I nearly had no chance. I beat Chuan Chi-Yuan twice including an easy win at the US Open 2 months before the Games. So I was not well prepared against him in Busan. Actually I benefited from the loss as my mind got clearer and I realized the real challenge with the 11 point system. After the Asian Games and World Cup, I took part in 2 Pro Tour events and the Grand Finals in Europe but I was not in a good shape as my shoulder was injured in Busan and not got recovered yet. From these events I got a clear picture of the problems I am facing and the techniques I need to further enhance. The most important thing is to make a right judgment on myself and overcome my mental problems.

You have been quite sensitive with equipment, spectators etc.

The coaches have told me that I spent much time working on my racket before competitions. I have been adjusting my racket and tried to increase the elasticity of the racket and sponge to achieve the same speed and power as with the small balls. Now I know it is quite wrong because the only solution is to enhance my own physical power instead of totally relying on equipment.

Although you are still young, you have been with the national team for 7 years already. Can you stand such hard training with injuries? Do you sometimes feel bored with playing?

*The Europeans feel when a player reaches 28, he/she will become mature. But this age seems a bit old **for the Chinese**. Now **almost all the boys on the national team are still** young kids, some of them even 10 years younger than me. So they might like to regard me as "a veteran player". In **fact, I am not old, but have been considered "too old"**. I have no problem with the hard training. The most important thing for me is to stay young in mentality.*

You became famous a long time ago and experienced a lot in sports arena. Perhaps you are now lack of passion in table tennis and life?

My coaches pointed out the same problem for me, trying to stir up my motivation for new and greater achievements. The 47th WTTC is a new start for me, for which I have to forget my previous record. I felt the Sydney Olympics had concluded the era of 38mm balls. For the Men's Singles final of the Sydney Olympics, only some crucial points remained fresh in my memory, for I have never watched the video later. But people like to mention it to me on all occasions. That match was really significant for my life, but 3 years have passed. As a player, I do not have much private time. I can meet friends for dinner and chat for a while only on weekends. Normally, the team holds some technical meetings before the world championships. There are not so many exciting things in my life at this moment.

You were not in good shape before Sydney Olympics. For the past 2 years, you did not achieve good results as well. But still, people have very high expectations on you. They hope you can come back as the best one.

I wish I could be the best again. But you know, the 11 point system gives more opportunities to each one. So it is harder for me to go back to the top. I wish to adjust myself well mentally and technically after the last concentrate training camp before Paris.

We all know that a good performance in the coming WTTC is very important for you. If you fail to do so, your chance to attend the Athens Olympics will be dim and your key position in the team might be taken over by players like Ma Lin, Wang Linqin and Wang Hao. How do you feel?

*I feel quite normal. After the 1995 WTTC, Liu Guoliang and I were selected to attend the Atlanta Olympic Games. **At that time, Ma Wenge might not have expected himself to be knock out of the Atlanta Olympics**. A team aiming at long-lasting success must always have new blood. For a senior player like me, I should work very hard to prolong my Sports career. If you can not prove you are the best, how can the Chinese team give you a chance? Therefore, the coming 47th WTTC **is of crucial importance to me, through which I must gain confidence for the future**. If I can not meet people's expectations this time, I still do not think the door to the Athens Olympics will be completely closed for me. There is more than 1 year between the 47th WTTC **and the Athens Olympics, I still have time**.*

Are you eager to attend the Athens Olympic Games?

*Definitely yes. But I am more anxious for the 2008 Olympics. I really wish that the host cities for 2004 and 2008 could be exchanged. As a player, I wish to play in an Olympics held at home. But 2008 seems a bit far for anyone including me. **Therefore, my current goal is at Paris WTTC, the next one will be the Athens Olympics**.*

Written by Eve Zhao Translated by Li Tiefeng Liu Yi



News



Product of the Month

At well assorted distributors!

Tracksuit

Fashionable sports-dress of high quality made of micro-fibre (100% polyester). Lining: T/C Single Jersey, 65% polyester and 35% cotton. The jacket is cut straight. Legs with zipper and elastic band
EXTRA! Trousers and jacket of the CLASSIC-tracksuit are available in different sizes.

Colours: marine/light blue.

94,90 EURO



Shirt

Functional blended fabric „Cotton-Feeling“, 70% cotton and 30% polyester, 150-160 g.

Colors: marine with light blue, light blue and marine.

34,90 EURO



Link www.butterfly-world.com „Start-page novelties 2003“

The Equipement of the

World Champion!

BRYCE is our Top-product, with which Werner Schlager became World Champion!

In 1997 BRYCE entered the World-market as the only rubber with built in tension. No other rubber was so quickly accepted by the Top-players. An innovative production process causes the molecular structure of the of the surface rubber to built up a great, even tension, which gives a so far unknown energy and dynamics to the ball.

Speed 12.0
Spin 9.5
1,9/2,1 mm

41,00 EURO



The Blade of the World Champion! "Schlager Carbon Off+"

Werner Schlager has designed his blade together with our development department and now plays it himself. The characteristics of the carbon now are more efficient due to a new construction of the blade. Amongst the Butterfly-blades WERNER SCHLAGER OFF+ is the fastest.

Handle: An, Fl, St

81,50 EURO



www.butterfly-world.com



In the new material talk provided by BUTTERFLY exclusively for it's newsletter-subscribers we talk with Taisei Imamura about different materials as blades, rubbers or balls and how to use them in training and competition. We would appreciate questions for Taisei Imamura. Simply mail them to us under the slogan "Material-talk". We will try to pick up your questions in on of the upcoming talks.

Material talk with Taisei Imamura

The material of the World-Champion

Taisei Imamura (46) attends the BUTTERFLY-contract-players worldwide and intensively works in the BUTTERFLY-product-development. Amongst players he is regarded as one of the best and experienced experts for materials. "With what does World-champion Werner Schlager play?" is one of the questions repeatedly to be heard and therefore Taisei Imamura will provide information about the champion-material.

Many want to know with which materials World-champion Werner Schlager plays. Can you reveal the secret?

Of course. His blade is his own, the SCHLAGER CARBON OFF+ with a flare handle. Both sides he plays BRYCE with 2.1 mm, backhand black, forehand red.

And can you tell us with which BUTTERFLY-glue he speed-glues his rubbers?

With Fair-Chack.

Is BRYCE as a rubber of the HIGH-TENSION-generation suitable for speed-gluing?

Of course, BRYCE can be glued perfectly. Then it reaches it's maximum of speed- and spin-development. You can imagine that a rubber which has the gluing-effect already built in – and nothing else is meant by HIGH TENSION – will become enormously fast and spinny when glued in addition.

In the meantime BRYCE is used by many BUTTERFLY-stars as Kalinikos Kreanga or Tamara Boros, both WCC-Thirds. The Olympic Champion of 2000 and WCC-Third Kong Linghui as well as Trinko Keen play BRYCE of their backhand, Michael Maze on his forehand. And Chaing Peng-Lung and Ryu Seung Min as well as the German National-team players Bastian Steger and Lars Hielscher trust on it. BRYCE entered the market in 1997; why has it developed to a top-rubber in such a short period of time?

From the end of the 90-ties on different companies brought a new generation of rubbers on the market, the rubbers with built-in gluing- or catapult-effect. We as well have worked on this issue intensively. With BRYCE and CATAPULT we then released two rubbers, which had this effect – we call it HIGH-TENSION. CATAPULT is a little slower, softer, BRYCE the harder, faster version. BRYCE managed to gain many fans amongst the top-players. It was able to convince the sensitive top-players and of this we can be proud. And: BRYCE is played by a number of Asian and European World-class players not contracted by us.

What will await a "normal" player when changing from SRIVER 2.1 mm to BRYCE 2.1 mm?

Clearly more speed! It has to be considered that the topspins with BRYCE have a lower curve of flight. Variations in speed and rotation as with the SRIVER are possible with BRYCE as well, but are technically far more difficult. The topspin-movement of the arm is always heading forward. Then it develops it's speed. Players that like to start with a softer, slower topspin or play a spin-block like Timo Boll does should stick with the SRIVER. The same goes for the blocking. The BRYCE is very direct and aggressive and is very good for pressing or pushing. It's fun for players that want to make pressure close to the table.

But Werner Schlager and Kalinikos Kreanga actually are no players acting close to the table, rather they tend to make excellent pressure from half-distance?

This is true. But looking closely you will see that their topspin-play is always using high speed – not spin and variations like Timo Boll does.

Rubbers with the built-in gluing are always advertised for with their “sound”: “It’s the sound that shows the gluing-effect...”. BRYCE does not have this sound when not glued and little of it when speed-glued. So no HIGH-TENSION-rubber after all?

Still, still, but a very hard one. The gluing-sound is caused by soft sponge and top-rubber. Yet offensive top-players do not like soft rubbers. For high speed as played at the top you need much hardness. Therefore we choose a hard HIGH-TENSION-layout for BRYCE fulfilling the requirements of top-sport. And today after almost six years we know it was the right choice for not only top-players go for BRYCE. And who dislikes this hardness has two softer HIGH-TENSION-alternatives with CATAPULT and CERMET. Meanwhile our sales-figures show that the HIGH-TENSION-program with BRYCE as the leading product has established itself right behind the successful SRIVER-generation and so has found many friends in the amateur-section.

So the hardness finally determines speed?

Yes, in our laboratories we have extensive measuring-procedures, with which we can determine the hardness of sponge and top-rubber precisely. The combination of harder surfaces with softer sponges and vice versa causes the variety of rubbers offered.

And does the hardness have other implications besides a significantly higher speed?

Absolutely, harder rubbers are more sensitive to spin. Softer rubbers absorb more of the incoming rotation when in contact with the ball. Wrong strokes are more easily excused. So the advantage of higher speed brings the disadvantage of more vulnerability to spin. Every player has to decide for himself what’s more important. Clear is: BRYCE is not suitable for beginners. As one of the fastest rubbers in the World it asks for regular training and a good feeling for the ball, for it allows fewer mistakes. And to point it out again: Who plays BRYCE should seek an aggressive attack close to the table! And a certain phase of adaption is needed for the topspin fly differently, lower. So don’t give up after the first try if things don’t go well, also when pushing.

Let’s talk about the blade of Werner Schlager, the WERNER SCHLAGER CARBON OFF+. Is it really the fastest Butterfly-blade as mentioned in the advertisement?

Without doubt. The outer veneer of the SCHLAGER OFF+ is harder. This is caused by the North-American Cyprus-wood, a pine, which is a little heavier compared to the Japanese Hinoki. Compared to the Primorac Carbon OFF+, which uses the Hinoki as an outer-veneer, the SCHLAGER CARBON OFF+ is a recognizable idea faster and a little heavier as well. It’s excellent for very aggressive spin-attackers acting close to the table and seeking fast topspins and counter-spins, just like Werner Schlager, Kalinikos Kreanga or Tamara Boros.

And blade and rubbers match or is this a special “Schlager-combination”?

No, I believe the BRYCE-rubbers and the blades with our Carbon-technology match perfectly, when the aim is un-compromised offence.

Latest news!

Ruwen Filus new European Champion of the cadets!

And once again a player of the Butterfly-team comes up with a success. Ruwen Filus became new European Champion of the cadets last weekend in Novi Sad. Though as a surprise his triumph was well deserved. The tall defender from TSV Schwalbe Tündern beat the strong Turkish penholder-player Peng Fei, who had kicked out Germany's No.1, without even losing a set. Before Filus, who became third in the doubles, proved his class in the semi-final by beating defending champion Freitas from Portugal.



And shortly before closing-time the following message reached us by Glenn Tepper. The ITTF-development-manager had trained as a player in then BUTTERFLY-Dohjo-training hall in Tokyo and now is sent out by the ITTF to improve popularity and level of Table-Tennis.

Butterfly-player Eric Cholet dominates the South-Pacific-Games

Held every four years the South-Pacific-Games are the "Olympics" for the region of the South-Pacific, for more than 22 Island-nations go for medals with more than 4.000 athletes for over two weeks. In Table-Tennis as well 9 men's teams and 8 women's teams are in the spotlight of the media. While in 1987, 1991, 1995 and 1999 New Caledonia dominated and won all 7 possible gold medals it was a Butterfly-player who ended this series. Eric Cholet from Tahiti provided a little sensation by beating the 16-times-gold-medalist Raoul Rainouard of New Caledonia in the semi-final. The finale against Laurent Sens (from New Caledonia as well) was a formality afterwards. Inspired by the Gold in the singles Eric Cholet as well won the title in the men's doubles and Silver in the mixed-doubles and with the team.



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