

# Butterfly® NEWS

## April 2005

### ECC in Aarhus Gold for the Butterfly-Teams from Denmark and Rumania

Aarhus. Denmark and Rumania are the names of the new Gold-medal winners of the team competition of the European Championships in Aarhus. While Rumania's women started as favourite and climbed the pedestal for the third time after 1992 and 2002, host Denmark got it's first Gold medal in the 47 years of European Championships. In the first part of the ECC Butterfly was present on the pedestal as equipment provider five times. Besides Denmark and Rumania the third at the men, Rumania's men's team, the Czech Republic and women's vice-champion Croatia are Tamasu-teams.

After a drama of 3 ½ hours in the Atletion in Aarhus more than 2000 Danish fans celebrated the historic triumph of their team. In a fascinating follow-up the host managed to win Gold in front of the royal eyes of crown prince Frederik, after being behind 0:2 against Austria.

Butterfly actor Otilia Badescu will have slept very well in Aarhus the night after the team final. For the third time after 1992 and 2002 the counter-specialist from Bucharest secured the title for her team and was the only player involved in all three Gold medals.



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# www.butterfly-world.com

## **ECC: Gold in Aarhus as well Liu Jia unbeatable in Europe at the moment**

**Aarhus.** Europe's currently best player jumps from success to success with Butterfly. After her victories at the Europe Top-12 beginning of February in Rennes the 23-year old Austrian now controlled the European Championships in the Danish City of Aarhus in the singles and as well won Bronze in the mixed doubles on the side of World Champion Werner Schlager. In the total fifteen times Tamasu-actors climbed the pedestal in Aarhus in the individual contests. Before in the team competitions five Nations wore the Butterfly on their breasts. The statistics of Butterfly in the seven competitions with totally 28 medals is impressive: five times Gold, four times Silver and eleven times Bronze.



In the Women's Singles it was her quickness and the precision of Liu Jia's balls that caused fear to her opponents just as before at the Europe Top-12. Called „Susi“ by her friends in Linz, she dominated the final clearly against Rumanian Mihaela Steff, who before had prevented the entry of Tamasu title aspirant Tamara Boros into the final. In summary three other Butterfly players reached the round of the best eight besides Liu Jia and Boros: Viktoria Pavlovich (Belarus), Krisztina Toth (Hungaria) and the German Nicole Struse. Boros was left a respectable comfort after her vainly attempt to win the singles title: together with Mihaela Steff the Croatian won Gold in the women's doubles for the third time in a row and left the second rank to the Hungarians Toth and Csilla Batorfi, two long time Butterfly partners as well.

Liu Jia was not ashamed of her tears of joy after her first singles Gold for the alps-republic in the 47-years of the European Championships. Yet such a clear success had not been expected by the left-hander herself: „To win the final in such an easy manner I had never expected. I'm overwhelmed.“ Her second medal was won by the all-time friendly and sympathetic World's No. 10 as Bronze in the mixed doubles with Werner Schlager, who himself made Gold in the doubles with partner Karl Jindrak for the first time in his career. „We're happy that we have achieved Gold after three Bronze-medals“, Schlager said. The duo plays side by side for more than 20 years: „We're good friends as well. And if you see each other in training on a daily base and spend more time together than with your own girlfriend, one has to understand each other.“

## Schedule

**30<sup>th</sup> of April to 6<sup>th</sup> of May 2005**

Volkswagen World Individual Championships, Shanghai (CHN)

**9<sup>th</sup> to 12<sup>th</sup> of June 2005**

Pro Tour: „Korean“ Open, Seoul

**16<sup>th</sup> to 19<sup>th</sup> of June 2005**

Pro Tour: „Chinese“ Taipei Open, Taiwan

**26<sup>th</sup> of June 2005**

Pro Tour: „Brazilian“ Open, Rio de Janeiro

**30<sup>th</sup> of June to 4<sup>th</sup> of July 2005**

Pro Tour: Chile Open, Santiago

### Impressum:

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**All prices are recommended retail prices.**

In the final Schlager met another Tamasu-partner, Kalinikos Kreanga. Greece's WCC third even topped the doubles by the singles. The quick runner was only beaten in the match for the entry into the final by his partner in the doubles and later European Champion, Vladimir Samsonov (Belarus), who wrote history by his third title after 1998 and 2003.

In the semi-final as well was surprisingly found 35-year old Croatian Zoran Primorac, who unexpectedly ended the hopes of World Champion Werner Schlager.



## Interview with European champion Liu Jia

*Butterfly:* After winning the title at the Europe Top-12 now another victory at the European Championships. Are you unbeatable in Europe at the moment?

*Liu Jia:* „I have improved further and am in a good shape. Of course there are players to which I can lose. But if I'm in a good shape it's not easy to beat me at the moment.“

*Butterfly:* The final ended in a clear 4:0. You seemed surprised yourself after the match-point?

*Liu Jia:* I did not expect such an easy victory against Steff. And first I could not believe to be European Champion.

*Butterfly:* Were there moments throughout the tournament, where you had doubts?

*Liu Jia:* No, I was never in doubt I could make it. Most nerves did the match against Elke Wosik in the round of the best eight cost me. I don't like her play and she played well. This was my most difficult match – as well, because I was a little tired due to the many matches in the singles and mixed doubles.

*Butterfly:* No. 10 in the World's Ranking List, winner of the Europe Top-12 and European Champion – what's the next goal for Liu Jia?

*Liu Jia:* My next goal is now, to play well at the World Championships in Shanghai in three weeks.

*Butterfly:* Do you have specific goals?

*Liu Jia:* I don't put myself under pressure, for much depends on form and seeding. An WCC is of course much more difficult for the many Asians starting. But I know that in a good shape I don't have to fear any opponent. The title of Aarhus will give me further confidence.



**Material of the European Champion:**

**Blade:** Boll Spirit FL

**Rubber:** Bryce 2.1 (Forehand + Backhand)

## Holger Nikelis German Champion again

Paralympics winner Holger Nikelis from Cologne has continued his series from 2001 to 2003 at the German Individual Championships in Wheelchair Table Tennis. Six opponents were on the programme and six times the result was 3:0 for the leader of the World's Ranking List! By this the 27-year old secured the title as German Champion 2005 in Competition class 1!



Next tournament for the World's Ranking List is scheduled from the 21<sup>st</sup> to 25<sup>th</sup> of April at the Irish Open in Dublin (Ireland). As in the two years before Holger Nikelis wants to win the title. Next major goal are the European Championships in September in Iesolo (Italy), at which he wants to defend his title for the second time. More

information at [www.Nikelis.de](http://www.Nikelis.de).



The fresh German Champion visiting a school in Cologne: 70 pupils of the Lessing Gymnasium

## ITTF World 's Ranking lists, mens (04/2005)

1	WANG Liqin CHN	16	CHIANG Peng-Lung TPE
2	MA Lin CHN	17	KORBEL Petr CZE
3	WANG Hao CHN	18	LIU Guozheng CHN
4	SAMSONOV Vladimir BLR	19	MAZE Michael DEN
5	BOLL Timo GER	20	LEUNG Chu Yan HKG
6	RYU Seung Min KOR	21	WALDNER Jan-Ove SWE
7	Chen Qi CHN	22	KARLSSON Peter SWE
8	CHUAN Chih-Yuan TPE	22	JOO Se Hyuk KOR
9	SCHLAGER Werner AUT	24	PRIMORAC Zoran CRO
10	KREANGA Kalinikos GRE	25	OH Sang Eun KOR
11	SAIVE Jean-Michel BEL	26	KO Lai Chak HKG
12	KONG Linghui CHN	27	KEEN Trinko NED
13	CRISAN Adrian ROU	28	HAO Shuai CHN
14	CHEN Weixing AUT	29	BLASZCZYK Lucjan POL
15	SMIRNOV Alexei RUS	30	KUZMIN Fedor RUS

## ITTF World 's Ranking lists, women (04/2005)

1	ZHANG Yining CHN	16	ZHANG Rui HKG
2	WANG Nan CHN	17	LIN Ling HKG
3	NIU Jianfeng CHN	18	LI Xiaoxia CHN
4	BOROS Tamara HRV	19	GAO Jun USA
5	GUO Yue CHN	20	SONG Ah Sim HKG
6	LI Jia Wei SIN	21	Li Jiao NED
7	TIE Yana HKG	22	TOTH Krisztina HUN
8	GUO Yan CHN	23	FUKUHARAAi JAP
9	LIU Jia AUT	23	KIM Hyang Mi PRK
10	KIM Kyung Ah KOR	25	FAN Ying CHN
11	LAU Sui Fei HKG	25	UMEMURA Aya JPN
12	CAO Zhen CHN	27	LI Nan CHN
13	STEFF Mihaela ROU	28	KIM Hyon Hui PRK
14	PAVLOVICH Viktoria BLR	29	BAI Yang CHN
15	LI Ju CHN	30	LEE Eun Sil KOR

(Butterfly-players are marked!)



At well assorted distributors!

Link [www.butterfly-world.com](http://www.butterfly-world.com)



## Cooley

Functional tricot made of 100% MICRO polyester. Contrasting stripes on the arms combined with premium material provide an easy, yet functional elegance at the table. A notch on the side close to the hip, equipped with contrasting stripes as well, causes a comfortable fit over the shorts. Sizes XXS-3XL

Colours royal-blue, red and black.

**36,90 Euro**



## Deel

Designed for the world-wide use by our top players. 100% MICRO polyester and a new kind of double-stitched V-neck offer a light feeling. Sizes: XXS-3XL. Colours Magenta and red.

**34,90 Euro**



## Kerry

This classical tricot of mixed fabric (60% cotton and 40% polyester) in modern blue colours with a horizontal contrast stripe allows many combinations and offers a high comfort of carrying by it's light cut. It's price/performance ratio is absolutely convincing! Sizes XXS-3XL. Colours royal-blue and marine.

**27,90 Euro**



## New Logo T-Shirt

Modern and functional T-shirts made of 100% DRY FIT polyester. Due to it's good moisture regulation perfect for warm-up or training, but for competition or leisure as well. Fresh design and good quality for an attractive price.

Sizes XXS-3XL

Colours orange-red.

**12,90 Euro**



## New V-Neck T-Shirt

Functional T-shirt of 100% DRY FIT polyester with an elegant V-neck. Offers a high comfort of carrying and perfect transportation of sweat in training or competition.

Sizes XXS-3XL

Colours royal-blue

**14,90 Euro**

 **Butterfly**  
NEWS®

**April**  
**2005**

## New Butterflies



**Chuan Chih-Yuan** (24, TPE), current No. 8 of the World's Ranking List, was able to celebrate his greatest success by winning the Pro Tour Final 2002 in Stockholm. Together with Timo Boll, Michael Maze and Ryu Seung Min he belongs to the generation of players, which challenge the Chinese more and more. The quick right-hander sticks out by his both-sided topspin play close to the table. With the Chuan Chih-Yuan-blade and the Tackifire C Butterfly developed new products, which are ideally made for Chuan's play



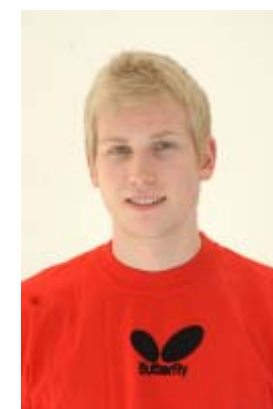
**Mathilda Ekholm** (22, SWE) is currently marked on Position 173 in the World. The lefthander has a safe position in the Swedish National Team and plays in the second Bundesliga for the TTSV Saarlouis-Fraulautern.



**Robert Gardos** (26, AUT) Austrian National Player and one of the upcoming players of the season, was already noticed during his junior times. 1993 he became European Cadet Champion, three years later he reached the semi final of the Juniors. His breakthrough at the seniors was achieved during the last two years, in which Gardos played himself from position 99 to now 46. In Aarhus he led his team to the Silver medal by a strong performance and stayed unbeaten up to the final.



**Janos Jakab** (18, HUN) is present European Junior Champion and in spite of his young age member of the Hungarian National Team. At the moment on position 11 of the U-18 World's Ranking List not only Hungary's hopes rest on him, but all of Europe is looking forward to his further development and his first successes in the professional section.



**Johan Axelqvist** (19, SWE) is No. 21 of the World's U-21 Ranking List and gathered attention by his good results of the U-21 tournaments of the Pro Tour. At the ECC in Aarhus he was member of the Swedish National Team and soon will have his fix position after the retirement of the older generation.

## **WCC in Shanghai: A superlative Table Tennis festival**

The focus of the Table Tennis World is on China: the World Individual Championships in Shanghai (30<sup>th</sup> of April to 6<sup>th</sup> of May) might become another great festival for the globe's fastest rally sport eight month after the Olympic Games in Athens. Even the imagination of such a major Table Tennis event held in China thrills players, coaches and of course millions of fans throughout the world.

The high expectations seem legitimate. Tens of thousands of fans shall provide a unique atmosphere for all participants during the seven days of tournament in the Shanghai Gymnasium in the Chinese boomtown. And in the organisational field no or only little wishes should be left open at this prestigious test for the Olympic Games in 2008 in Beijing.

The fulfilment of their wishes at this WCC is hoped for by the Butterfly stars as well. The „Butterflies“ are not few in Shanghai and the most prominent ones are amongst the medal-candidates or even title-aspirants in all five competitions.

Without doubt the greatest Butterfly hope is Zhang Yining at the women. World's No. 1 wants to confirm her Gold-triumph of Athens in front of the home audience and is surely No. 1 favourite not only for this advantage. Almost the same goes for Olympic Champion Ryu Seung Min from South Korea at the men.

An exposed role is taken by Werner Schlager as well. The Austrian arrives as defending Champion of Paris 2003. In spite of the dominance of the WCC-host documented in the World's Ranking List of the men, the fresh European Doubles Champion sees his chances: „Maybe China's stars can't stand the pressure“, the experienced Austrian states.

Schlager carries only part of Austrian's hopes. In the Alp-republic many observers count on a medal in the women's competition. Liu Jia, winner of the Europe Top-12 and the ECC in Aarhus has high aims at her return into her home country. But „Susi's“ Croatian Butterfly colleague Tamara Boros is accounted for as candidate for the pedestal as well, for she's even ranked higher in the Top-10.

Outstanding results in the „lion's pit“ can be expected by other Butterfly-aces as well. First to mention is Timo Boll (Germany) as World's No. 5 at the men, who has considered Shanghai as his absolute season's peak after an average performance at the ECC, as well as WCC third and World Cup second Kalinikos Kreanga (Greece). Next jokers are Taiwanese Chuan Chih-Yuan, member of the Butterfly family since spring, and European Team Champion Michael Maze (Denmark), who wants to confirm his Olympic Bronze Medal in the doubles and make up for his early ECC-out in the singles.

At the Women respectable results should be achievable for the Butterfly players besides Liu and Boros, considering the powerful Chinese dominance. This goes especially for Aya Umemura (Japan) or the former European Champion Nicole Struse (Germany).

## Tamasu: „My company lives and loves Table Tennis“

At the ECC 2005 in Aarhus Mr. Kimihiko Tamasu, president of Tamasu Butterfly, gave an interview with Butterfly News. He gives away the secret of the success of Butterfly, highlights the development of international Table Tennis, proves himself as impressive lawyer of the players, for which more should be done, and criticizes the bad scheduling of ECC and WCC.

Mr. Tamasu, with Butterfly three superlatives are connected: Butterfly is the most known Table Tennis brand of the world. Butterfly blades and rubbers are most played in the top section. Butterfly is worldwide the greatest sponsor of federations, clubs and players. You are the president of this successful enterprise. What are the reasons for this success?

The crucial point is, that we have won the trust of the players into our products. And their cooperation at the development of products. This trust of the top-players has turned into a broad trust into our brand and products. We ask our players, with what they want to play and what they need. On this base we develop our products. This costs money, time and energy. But our company lives and loves Table Tennis like no other. Our 130 employees are unusually engaged.

The research seems to have an extraordinary significance for Butterfly. How much staff works in research?

About thirty.

That's almost ¼ of your personal.



Yes, almost, for we believe, that research and development is most important part of our work. I tell our colleagues: first you develop the product, but second you develop the player as well.

You develop players?

By this I mean, that with the product you can improve the level and the quality of the player as well. On the other side we want to raise the number of players, that have fun in Table Tennis, by our new products. We are obliged to top and base as well.

Is this the reason for the „Table Tennis Report“, which is published in Japan twelve times a year as a coloured magazine unique in making and quality worldwide?

Surely, this magazine published since 1957 with it's series of pictures, training suggestions, analysis and tips intends to raise the level of Table Tennis in Japan. And I want to mention our two Dohjo-training- centres in Japan, which are well attended.

Core products of the brand Butterfly are without doubt blades and rubbers. Which other products have a special role?

The ball will have an essential role in the future. Shoes, clothing and tables will be improved further by innovative ideas.

The main business of Butterfly is still in Japan. But as a so called Global Player you do have a global marketing strategy as well, don't you?

Europe is our second important market. For thirty years we have been well positioned by Tamasu Butterfly Europe, short TBE. Third position is China.



How is Butterfly set up in China?

A little more than two years ago we have set up Tamasu Butterfly China, short TBC, in Shanghai and are now in the third year with proper success, considering the short time.

For years Butterfly is having good relationships to the ITTF. Butterfly is sponsor of the ITTF Global Junior Programme and ball-sponsor of the World Junior Circuit and it's final as well as the World Cadet Challenge. You know the President of the ITTF, Mr. Sharara, well on a personal base. What are the common goals of Butterfly and the ITTF?

At the moment we focus on promoting the Global Junior Programme. But we want to place our engagement on a younger group of players, for example in the schools.

The World Junior Circuit series of tournaments has brought Table Tennis into countries, where Table Tennis had no major role before. Is this the right way to bring Table Tennis worldwide on wider and stronger feet?

It has been a very good idea by the ITTF to make our sports more popular in such countries. It is the task of the ITTF to found new Table Tennis countries und to work there. For still Table Tennis has a minor or no role as a sport in many countries. To hold World Junior Championships in Chile, Egypt or the USA is exactly the right way. During our negotiations with the ITTF regarding the Global Junior Programme we have urged them to focus on these countries and not on the established Table Tennis countries. We are every pleased that Mr. Sharara was able to realize this.

In the last years much has changed in Table Tennis: the larger ball, change in counting and much, much more. And the presentation of Table Tennis has become more professional and more attractive. Yet there still are things, that can be improved. Mr. Tamasu., you live and love Table Tennis – which changes could you imagine, that might bring our sports ahead?

We have to do anything to make the players more confident. By this I mean, that the players have to be offered perfect environment at championships like ECC or WCC in terms of organisation, housing, catering, schedule etc. They have to look forward

on participating. The number of spectators is important as well. The halls with 5000 to 6000 spectators should be sold out and the games should presented on TV as well. This is fun for the players and supports great performance.

What do you think of Table Tennis as TV sport?

Unfortunately our sport is very fast. Therefore TV-covering is very extensive. With super-slow motion and many cameras. And in the hall the pictures have to be visible on great screens to make it possible for the spectators to see, why the player has played the ball into the net. One has to understand the game. A special thrill of Table Tennis in terms of media is the psychological play, sometimes even the psychological warfare between the players and coaches. Here many great emotions can be caught and transmitted to the audience. Already five years ago I told Mr. Sharara, that only for Table and the match eight cameras are needed and further six for the emotions - two for the players, two for the coaches and two for the fans. This has not been achieved so far, for it is complicated and expensive.

Mr. Tamasu, you travelled to Europe for the European Championships. In almost four weeks you can pack your bags and fly to China for the WCC. What do you think of this scheduling?

The distance is far too short for the players. If you show top performance at the ECC you will fall into a valley, out of which you won't come back out again until the WCC. It's almost impossible to bring top performance on both events. In Europe Champions League and Bundesliga add to this. This is simply too much. The players are the ones suffering.

If you had a wish for Table Tennis in Japan or worldwide, what would it be?

That Table Tennis becomes one of the five greatest sports worldwide.

That would be great. Thank you for your open words, Mr. Tamasu.



Dear Table Tennis friends,

In cooperation with the Federation of German Table Tennis Coaches (VDTT) Butterfly presents to you practical exercises for your play. Enjoy them!

## Returns

### Part 1 – footwork on short services

After we have dealt with training services extensively, the VDTT Practice Tip in the upcoming months aims for the training of returns. Focus here are the returns of short services. Before the actual return it is crucial to come close to the ball. This is managed by a lunge, which (for right-handers) is done with the right foot. By this the side with the racket is brought close to the net to play a controlled return. It is important to finish the step completely and to stand stable before the ball is played. Hitting the ball during your way forward or even when going back costs much control.

The left leg can be brought to the front to make a step beside the table as an answer to balls placed short in the backhand.



# 11 VDTT Practise Tip

The lunge can be trained with the help of a simple rope. This lies in a slight angle in front of the feet of the player, which is in ready position.



The partner plays short services in fore- and backhand. For every return the step with the right leg over the rope and back is emphasized. The player is asked to make a little tapping noise by the tip of the foot. At both back- and forehand-returns the right foot is used. The special step with the left foot is ignored.



After practicing the footwork we will deal with the actual stroke next month.