

A black and white photograph of a soccer player in a white jersey with the number '14' on the back, celebrating on a grass field. He is kneeling on one knee with his mouth open in a shout and his right hand raised. In the background, another player is visible, slightly out of focus.

**THE COMPETITIVE  
ADVANTAGE**  
POWERED BY **xarasoccer**

[xarasoccer.com](http://xarasoccer.com)



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# THE NUMBERS DON'T LIE

*Despite the success of youth soccer over the past 20 years many clubs today are struggling.*

- 52% of clubs are smaller today than five years ago
- Soccer loses 24% of its core players each year
- The average club loses 17.2% of its players each year
- 92% of organizations do not have enough volunteers
- Clubs live in fear of losing coaches as they never have enough
- The number of incidents requiring a card to be issued is rising every year
- 75% of clubs live season to season financially





## ***Are these challenges familiar to you and your club?***

***The fact is that for players, coaches, parents and administrators, these problems often mean that the game offers a less than satisfying experience and that leads many of them to leave the game.***

***You are not alone. The vast majority of organizations that we speak to face the same reoccurring problems, so what can be done? In order to create a more enjoyable experience for everyone, organizations must be ready to change “The Status Quo” of their decision making:***

- *Unless an organization engages its members emotionally.*
- *Unless the organization creates an environment that is true to the shared values of the members.*
- *Unless they deliver a better experience, one that is authentic and meets the member expectations.*
- *They will not be loyal to the organization and they will continue to move from one to the other looking for a better experience. Clubs must build an Emotional connection with their members, create an Environment that is inclusive and based on what is unique about the organization and deliver an Experience that is memorable and has their members excited about what's next – We say that they are looking to adopt an e3 Soccer approach to success.*

***Is your soccer organization growing? Do you have enough volunteers? Do you have enough coaches? Are you financially secure? If you answered no to two or more of these questions **maybe it's time to change.** Xara offers products, programs and services that make success easier to achieve and allow you to create a better soccer experience.***



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# DELIVER A BETTER EXPERIENCE



*“Our club has grown from 45 teams to 84 teams in the time we have been working with Xara. They allow us to focus on what we want to do - build the success of our program. We don’t have to worry about the delivery of our uniforms and equipment.”*

**Bill Rudy, President, HBC Long Island**







*The emergence of Premier level play has brought a significant increase in the competitive forces that clubs at the competitive level of the game are facing. Many clubs are struggling as they compete to attract and hold on to players. We understand this, that is why each relationship we create starts by understanding how the club wishes to measure its future success. No other soccer company views their business this way. That is why Xara is adding new relationships faster than any other company and why we maintain those relationships longer than anyone. Find out how a relationship with Xara will help you.*

# ACHIEVE SOCCER

***Organizations across the country have achieved success beyond anything that they could have imagined; they have done this by changing their focus to delivering a better experience for their members and changing the way they make decisions. These early adopters of an e3 approach are achieving success and seeing measurable improvements in all measurable areas.***



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# MORE THAN JUST A UNIFORM


*Success at the premier level is more than just the uniform that is worn on the field. A uniform is not only how a club projects itself on the field, it is central to the member experience.*

*Uniform longevity, home and away kits, male/female sizing, color matching, durability and on time delivery all play a part in the overall success of the club. Unless each of these factors is addressed the uniform experience can quickly become a headache, and make success impossible to achieve.*

## **A PERFORMANCE PHILOSOPHY**

*Xara Soccer is a leader in the design of performance soccer products. The Xara design team engineers product that allows players to perform on the field and teams to express a unique look that reflects their style and values. Each product is crafted to function for any age, gender or skill level and created with a fundamental design philosophy that comfort equals performance.*



The background of the page is a photograph of a desk. On the desk, there are several sheets of paper with hand-drawn sketches of soccer jerseys and shorts. A bright yellow cloth is draped over the top right of the desk. A pencil and a black marker are visible on the right side of the desk. The sketches include a jersey with horizontal stripes and a pair of shorts with a pocket. Handwritten notes on the papers include 'SUE'S REVOLUTION', 'PRIMARY CONCEPT', 'BLACK / WHITE', and 'TRIM CONTRAST'.

*“It’s all about attention to detail and our commitment to performance regardless of the product. To us performance isn’t just the fabric, it’s maintaining color accuracy across products while making sure construction techniques add durability. A product only works when style is combined with real function.”*

*Sue Price, Director of Product Development Xara Soccer*





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# PERFORMANCE ISN'T A LOGO

It's what goes into making what's underneath it.

*Performance is how a product works on the field and how it helps a soccer organization compete. Xara Soccer has engineered a complete range of performance soccer uniforms and equipment that incorporate a wide range of performance technologies. At Xara we see performance differently than other brands. It's not just about giving a fancy name to a fabric. For us, performance means a whole lot more.*

*Xara uniforms are designed with male and female cuts, and are constructed with performance microfibers that are strong as well as soft and breathable. We choose fabrics that minimize pilling and tape seams to lengthen the lifespan of the garment. We are a soccer only company and that means we look at color as part of performance. We implement strict quality standards on color consistency across our product range so that team colors match from product to product and season to season. Making sure that the majority of our uniforms have true home and away options is a commitment Xara makes that other brands simply won't. We take great pride in the fact that a Xara soccer product will perform on the field for the player, but also perform for the club.*

1060 Cardiff Performance Team Jersey

2061 Victoria Performance Team Short



8045 XB1 Safety Series Ball

1044 Elland Performance Team Jersey

5052 Defender Performance GK Jersey



## PERFORMANCE TECHNOLOGIES

Xara offers industry leading technologies across all areas of our product range. This is only possible because our design team scour the globe for leading technology being used in other sports. They then integrate these cutting edge technologies into the products that you take to the field. This approach ensures that Xara is a leader in all categories of product to ensure our products allow you to maximize your success on the field.



Lightweight microfiber yarns, soft and durable.



Microfiber yarns wick moisture from the body keeping the player dry.



Products designed and manufactured to specs that fit across specific gender and age categories.



Design construction that works with body movement and function.



Seam lines that complement and flow with the natural lines of the athletes body.



RETRACTABLE



SHOE POUCH



CONCEALED EMBROIDERY ACCESS



Made for iPod



Manufacturer Certifies MEETS NOCSAE STANDARD







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# HOME AND AWAY

*Why settle for an all white away jersey when you can wear your team colors even when you are on the road.*

1027 Anfield Performance Team Jersey  
2098 Challenge Performance Team Short





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# HOME AND AWAY

No brand in the US soccer market makes a bigger commitment to providing a broad range of uniforms that are available in true home and away colors. All too often the only option a club is given is the all white jersey. Take your club colors with you even when you are on the road.

1060 Cardiff Performance Team Jersey

2061 Victoria Performance Team Short





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1060 Cardiff Performance Team Jersey

2061 Victoria Performance Team Short



# CORRECT FIT MATTERS

**Don't compromise.** The dirty little secret of US soccer is that almost 50% of all youth players are never offered product that is designed specifically for them. Female players make up more than half of all competitive youth players in the US and most are playing in products that don't fit. Even worse, most are wearing products that are designed to fit the male player.

Xara Soccer has a greater proportion of it's uniform collection available in true female cut than any other brand in the soccer market. To learn more about Xara performance uniforms visit [xarasoccer.com](http://xarasoccer.com)

1054 Brasilia Performance Jersey





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# CORRECT FIT MATTERS

1099 Hawthorne Performance Team Jersey  
2099 Challenge Performance Team Short

*"Our club has grown from 45 teams to 84 teams in the time we have been working with Xara. They allow us to focus on what we want to do - build the success of our program. We don't have to worry about the delivery of our uniforms and equipment."*

**Bill Rudy, President HBC Long Island**





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# MORE THAN JUST A UNIFORM

*From the sideline to the training field, from forwards to the keeper, the coach, and the front office. Xara has a comprehensive collection of product ready to customize in a broad range of colors.*

1045 Elland Team Jersey  
2032 Continental Team Short  
3048 Elite Sock

4059 Rimini Jacket  
4050 Palermo Training Pant





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# ON AND OFF THE FIELD PERFORMANCE

*The Rio Polo is engineered with both X-lite and Dri-X fabrics. This stylish polo provides performance and team recognition both on and off the field. Applied correct fit construction results in a tailored look that is perfect for all members of your program.*

**1004** Rio Performance Polo

**7007** Stadium Duffle Bag

*The Reflex GK Jersey honors the specific needs of the goalkeeper. With a base fabric that offers both durability and flexibility the unique needs of this position are delivered. Available in both male and female fit this jersey will make you formidable on the field. Find out how Xara's full range of goalkeeping apparel can help you maximize your performance.*

**5073** Reflex Performance GK Jersey

**5068** Classico GK Short





## ***COLOR CONSISTENCY***



*Color consistency allows the club to deliver a better experience to its members. Xara enforces consistent color standards across the product range which will give your club greater flexibility to create the look that expresses your style and individuality. Your colors won't change, giving your club confidence when adding players during the season.*

*Take the headaches out of the uniform process and make success easier to achieve.*



# DURABILITY AND QUALITY

Many lightweight performance products are not built to withstand the rigors of play at the highest level. Xara sources microfibers that are constructed to be durable and lightweight. Our manufactureres do not cut corners. Flat lock and double stitched seams, tack stitches and four needle stitch waistbands are all standards in the Xara uniform collection.



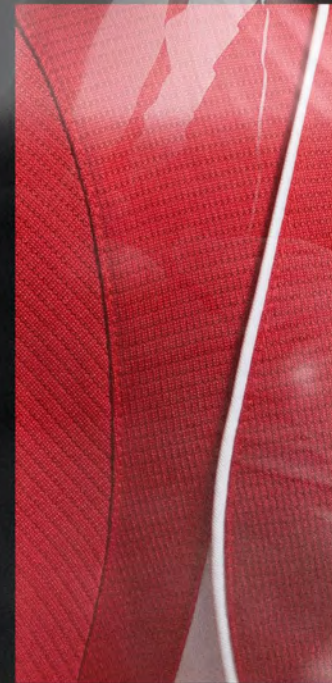
*Overstitched Seams*



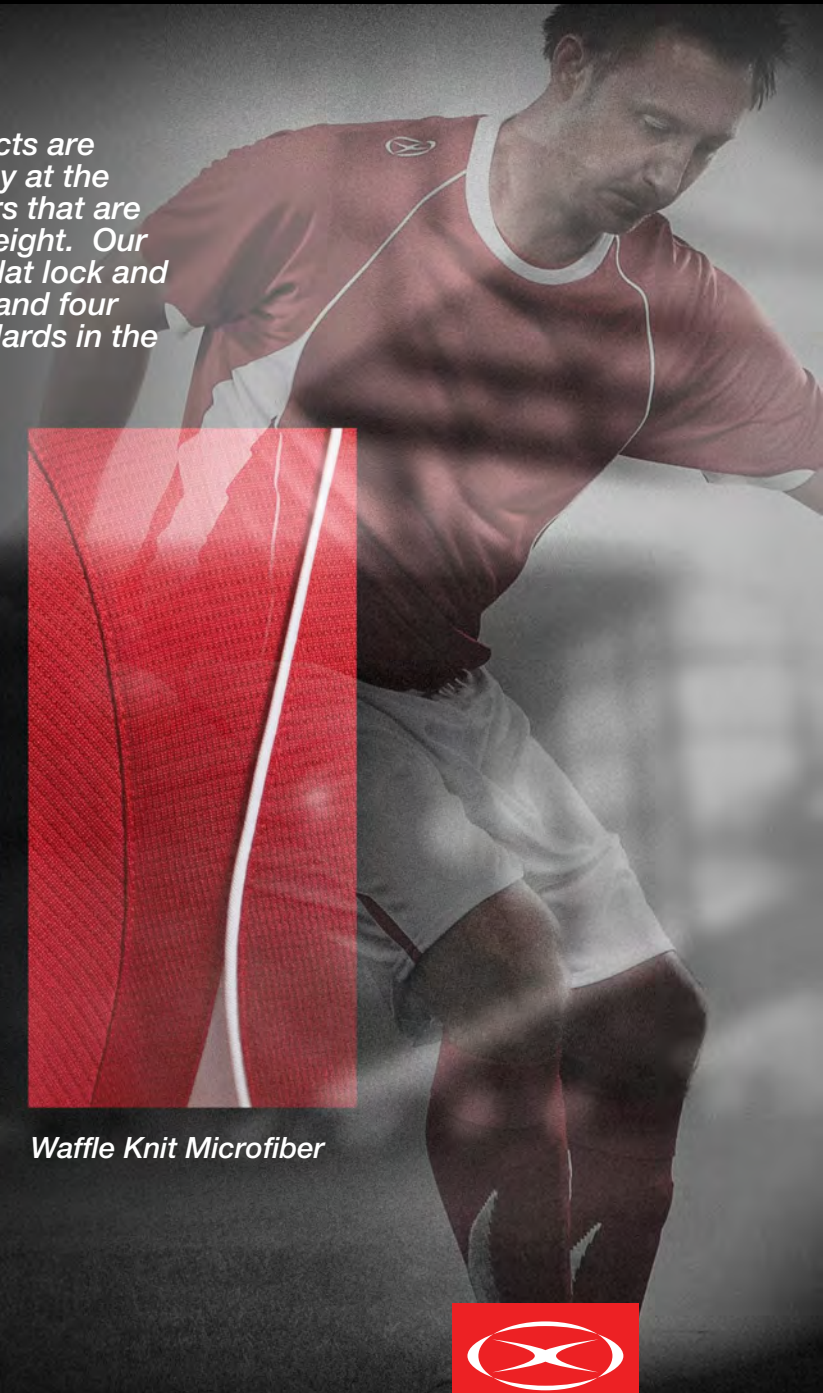
*Pocket Bar Tack Stitch*



*Double Stitched Seams*



*Waffle Knit Microfiber*



**1000** Liberty Performance Team Jersey (Available in 2014)  
**2031** Continental Performance Team Short







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# A COMMITMENT TO DELIVER AND A COMMITMENT TO AVAILABILITY

## DELIVERY

*Promised the product would be there before your first game, disappointed when you were told it wouldn't be? The worst nightmare of any program is that their uniforms and equipment are not delivered on time. Xara has spent more than 25 years building a reputation as the leader for "on-time delivery". We understand a promise is a promise; we even have a delivery guarantee to prove it. Our industry leading performance means you don't have to deal with the usual headaches associated with the uniform buying process and can focus on building a successful program.*

## AVAILABILITY

*No uniform supplier can claim to be perfect. At Xara, we use our 25 plus years of experience to make sure your unexpected needs can be taken care of. With good communication, our customers are often able to minimize the headaches usually associated with the uniform process so they can focus on what really counts, delivering a memorable soccer experience.*





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1098 Hawthorne Performance Team Jersey

2098 Challenge Performance Team Short

# PRODUCT LIFESPAN

*Many clubs have had to deal with the nightmare of equipment not being available for as long as they were promised. This leads them to break the promises they have made to their members. This cycle often leads to poor member retention. Xara is the industry leader in continuity of their product line allowing clubs to manage their equipment needs and maximize the member satisfaction.*





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# CHANGE THE ENVIRONMENT

*In a competitive environment, the opportunity for a “win at all costs” mentality to emerge exists. This win at all costs thinking supports a culture where the values of the organization and the stakeholders are compromised to achieve the goal of winning games. Many clubs are frustrated and face a growing number of problems on and off the field. Many are disappointed with the soccer experience. Maybe it’s time to change the environment in which the game is being played.*

1098 Hawthorne Performance Team Jersey  
2098 Challenge Performance Team Short



**NO VICTORY  
WITHOUT  
HONOR**

POWERED BY **xarasoccer**



## **They said it couldn't be done!**

*“Coast Soccer League through its commitment to delivering a better experience wanted to improve the environment in which the game was being played. We had seen an increase in the number of incidents that required referees to issue a card, occasions where players were asked to play in games that they did not qualify to play in and an increase in the number of problems caused by inappropriate parent and coach behavior. Despite the common belief that everything possible had been tried and that it was impossible to reverse the trend we were able to do it. With the introduction of the No Victory without Honor program and the support of the participating teams we were able to see dramatic results in just one season. We saw a 30% reduction in yellow cards, a 65% reduction in red cards issued to players and an 80% reduction in red cards issued to parents or coaches. Additionally with the support of the parents we saw a significant improvement in the environment in which the games were played. The No Victory without Honor program changes the environment in which the game is played and makes the soccer experience better for everyone.”*

**Gary Sparks, President  
Coast Soccer League**

## **NO VICTORY WITHOUT HONOR**



*With the creation of a competitive environment, comes the opportunity for a “win at all costs” mentality to emerge. This win at all costs thinking supports a culture where values of the organization and the stakeholders are compromised to achieve the goal of winning games. This*

*program provides the tools to establish the culture, awareness and communication essential to maintain shared values while competing at the highest level.*







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# CHANGE THE ENVIRONMENT



**IT'S WHAT EVERYONE EXPECTS.**

*A fun, safe soccer season is not only a basic expectation of every family that commits their child to play soccer; it is essential if an organization is to thrive. The Soccer Safe program makes it easier for organizations to establish the culture, awareness and communication required to establish a safe soccer environment. Make this program part of your effort to deliver a better family experience and make success easier for you to achieve.*



# SOCCERSAFE™

POWERED BY xarasoccer

*We have better coaches, that's what every club claims as they attempt to attract players. Player Development and a won loss record is how most competitive programs define their point of difference. But if every club is saying the same thing how will the parents choose where their child will play the game? Clubs are changing the way they attract members, they are focusing on delivering a better experience and adding value to the family soccer experience. What do parents want for their child? Our research shows that parents want the following for their child; good social skills, a caring disposition, a good education, good manners, confidence and respect.*

*"Research has shown that participation in sports contributes to enhancing self esteem, promotes social development, builds self discipline, develops leadership skills and creates respect of others."*

*"It also improves academic performance, lowers school dropout rates and deters delinquency."*

*Marianne Engle, Ph.D. NYU Child Study Center*

*Which parent would not be attracted to your program if it was defined through its commitment to immersing a child in an environment that was safe and driven to deliver these values?*

*Xara offers products, programs and services that support your effort to change the environment in which the game is played and support the aspirations that parents have for their child.*



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# COLLEGE SELECTION


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*“After the introduction of the College Selection Program our club saw an increase in the number of players at the U16 level. In fact we were able to field 3 teams when typically we were only able to field 1 and occasionally two teams. This age specific program allowed us to bring value to the families of the older players in our program.”*

*John Lees, Director of Coaching White House SC*







*Many organizations see their membership decline significantly at the older age levels; in fact many do not field teams above the age of 14. The College Selection Program is an Age Specific program targeted to increase the membership of players at the high school age. 83% of all parents say that the number one promise they make to their child is access to a college education, College Selection supports this promise. The program is not centered on playing the game at college; it's about choosing a college that is the right fit for the family. It provides parents and players with the tools and information they need to manage their college search and select the right college experience.*

# COLLEGE SELECTION







**LIVE YOUR  
VALUES**

# PLAYER OF THE MONTH

*The **Player of the Month Program** is an acknowledgement program focused on a player's commitment to behavior that will bring success both on and off the field. The program can be tailored to both an age and skill specific approach ensuring its value to organizations at all levels of the game. **Player of the Month** allows a club to live its values and create a foundation for long term success. Find out how this program can support your effort to create a better experience and change the environment in which the game is played visit [xarasoccer.com](http://xarasoccer.com)*







# MAKE **SUCCESS** EASIER TO ACHIEVE

*“We have grown from 550 players to 750 players in just two seasons! Our program has become a true community program, and we are now attracting players from outside of our historical catchment area - 35% of our registered families are coming to our program from outside of our immediate community, as they look to get involved in the experience being offered. Our jobs as soccer administrators are more enjoyable, as we see the interaction and excitement on the faces of not only the children, but also their parents and extended families.”*

**Scott Baehren,**  
Soccer Commissioner Fairfield Sports Association

*“Our club has grown from 45 teams to 84 teams in the time we have been working with Xara, they allow us to focus on what we want to do - build the success of our program. We don’t have to worry about the delivery of our uniforms and equipment.”*

**Bill Rudy, President HBC Long Island**

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**Gary Sparks, President, Coast Soccer League**

1033 Highbury Performance Team Jersey



*“This past Saturday, opening day for Wolcott Soccer was exciting and I had to share that our e3 success plan is working. Wolcott’s numbers have increased by 30% enrollment in our program this season compared to fall 2012. Last fall we sat at 262 children registered. This season 12 months later we have 299 registered!! Great for our small town. We also entered 8 travel teams into our district leagues!! First time in our club’s history.”*

*“We would like to thank Xara for giving us the tools and equipment to keep our program safe and moving in the right direction.”*

**Paul Maloney, President Wolcott Youth Athletic Assc.**



# MAKE **SUCCESS** EASIER TO ACHIEVE

*Deliver a better experience and change the environment in which the game is being played.*

*Xara offers competitive clubs the products and programs needed to deliver a better experience and change the environment in which the game is played. Organizations across the country are achieving success beyond anything they had imagined as they focus on delivering a better experience and define themselves beyond their won loss record. Find out how Xara can make success easier for you to achieve by visiting [www.xarasoccer.com](http://www.xarasoccer.com) or call 800-444-9272.*







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