

Case Study



Sport Quillow

Product:

The Sport Quillow is an ultra soft and lightweight micro fiber towel which folds up into its very own, convenient pouch. Highly absorbent and super-fast-drying, the Sport Quillow is perfect for an active lifestyle.

Industry:

Sports: Founded 28 years ago False Creek Racing Canoe Club (FCRCC), is a non-profit, multi-disciplinary paddling club, featuring training and racing programs in the paddle sports of dragon boat, outrigger canoe, and Olympic sprint canoe and kayak. With the assistance of two part-time staff, the club is run entirely by member volunteers. The mission of the club is to offer paddling opportunities to anyone who wishes to achieve excellence through training and racing.

Objective:

The False Creek Women's Distance Outrigger Team were looking to fund their annual trip to Hawaii. The team was looking for a unique item to sell as part of a fundraiser. The product needed to be something unique that would be useful and practical and appeal to the rest of the False Creek Racing Canoe Club.

Use:

The Sport Quillows were selected and posted to the club website so that all club members could buy them. Members loved that the Sport Quillows fold out into a full size towel, but also fold into their own pocket and are the perfect size to fit in team bags. A few were kept on hand by the team in Hawaii to use as thank you gifts for various clubs for the use of their boats, for escort boat owners and for others who went the extra mile to help out.

Results:

Overall the Sport Quillows were very well received by club members who purchased them – unique, practical and the ideal product to have when taking part in water sports. The Quillows did very well in raising funds for the team's trip to Hawaii being that they were inexpensive to buy initially and everyone wanted one! The Sport Quillows were also a big hit with those who received them as thank you gifts. The standard gift being a t-shirt, which most commented, did not generally fit. The Sport Quillows however are perfect for this industry and can be used by everyone.

