

**Fit Technologies is a young company, with a goahead and 'can-do' attitude, a focus on customer service and speed to market.**

It not only plays a vital role in assisting businesses to get what they need, product and service-wise, but is able to tell them why they need it, and in what colourways and fabrics! Fit Technologies' product range is headwear, accessories and promotional merchandise — a market sector where great design and vivid imagination guarantees products are noticed and envied.

Gold Coast-based Fit Technologies was established in December 2004 when directors Amanda Fitcher and Samone Margieson spotted a niche in a crowded and competitive accessories marketplace for a company which could meet a wide range of sourcing demand. They brought a total of 15 years experience in the accessory market — Fitcher with her eight years of product development, production and sourcing experience, and Margieson whose 12 years in product development, production and sourcing included a decade in a key role in accessories (and head of the wetsuit division) at Billabong Australia.

Production manager is Rebecca Bird who spent eight years as the surf giant's accessories design



assistant and a decade of production, sourcing, quality control and pattern-making.

Between them, the Fit Technologies team is perfectly placed to work with their diverse customer base from product concept and design through sampling, production and delivery, plus packaging and visual merchandising too. Event merchandise and corporate promotional products are an important sector of the Fit Technologies offering.

Says Amanda Fitcher, "Fit Technologies represents quality, durability and reliability with an injection of modern technologies and materials. Our business relationships are built on trust and our integrity to your brand."

"We constantly review and strengthen our existing supplier relationships and source and



**Product knowledge** — directors Amanda Fitcher (right) and Samone Margieson brought a total of 15 years experience in the accessory market to Fit Technologies

# Fit Tech: What you want (and why you want it)



develop new ones. Our strong on-going supplier relationships ensure we remain competitive in all manner of product."

• **Cap this!** Product range is men's, women's, teens and toddlers headwear (baseball caps, urban flat peaks, tech fit caps, bucket hats, cricket hats, running and surf caps, plus fashion headwear like fedora/Panama hats, bandana, visors, straw hats and Castro/military caps;

• **Accessories** such as backpacks, totes, surf and snowboard bags, travel bags and sports bags, iPod cases, along with scarves, belts and sweat bands;

• **Youth cultured** street & surf and active sports product;

• **Snow accessories** such as beanies, gloves, scarves, neckwarmers and socks;

Plus special makeup, logistics and sourcing of products and materials are among the services offered along with trend reporting — something the sports industry cannot get enough of.

Says Fitcher, "Fit Tech trend forecast reports highlight current accessory season trends, colour palettes, print direction, fabrications, graphics and styling. We analyse the sport and street market to anticipate the emergence of new lifestyles and technical progress within this ever evolving market."

Fit Technologies numbers many of Australia's blue chip sports, surf and streetwear brands among their customers, with many more market leaders in the brand awareness and marketing sector.

*Join them — it could be the best move you make this year!*

**FIT TECHNOLOGIES**  
HEADWEAR, ACCESSORIES & MERCHANDISE

Fit Technologies  
4/ 7 Traders Way  
Currumbin, Qld 4223  
Tel: 07 5534 5301  
Fax: 07 5534 5764  
Email: sales@fittechnologies.com.au  
Web: www.fittechnologies.com.au