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VICTOR Sports (Thailand) Co., Ltd.
No. 889, Thai CC Tower . Building, 7 Floor, Room no. 72, South Sathorn
Road, Yannawa Sub-district, Sathorn . District, Bangkok 10120 .
TEL:+66-2-675-9711 FAX:+66-2-675-9712

Distributor: VICTOR Sports International Trade Co., Ltd.
222/8-9 Moo 5, Maha Sawat. Bangkruay Nonthaburi 11130.
TEL:+66-2-497-6671 FAX:+66-2-497-6672

VICTOR Global Map



- Headquarter
- Branch Office
- Distributor

The Shuttlecock Which Started a 45-Year Journey

Focus on Developing the Shuttlecock into a World Class Sports Brand

Mr. Den-li Chen founded the VICTOR Badminton Association on October 10, 1968, capitalizing on his knowledge of industrial production management from university. He analyzed various high and low quality shuttlecocks and researched their basic structure, such as weight, length, depth, and the angle of feather insertion, and simulated producing the finished product. He also established a standard production process and supplied trial products to badminton players. Mr. Chen constantly improved the process until his research ultimately produced shuttlecocks that matched world-class competition standards. The product proved highly successful after it was launched, and demand soon exceeded supply. In two short years, VICTOR's sales volume surpassed that of the leading brands at the time and became the number one shuttlecock brand in the Taiwanese market.



- 1968** "VICTOR Badminton Association" founded by Mr. Deng-Li Chen, specializing in shuttlecock manufacturing.
- 1972** Sales distribution reaches Japan.
- 1973** "VICTOR Badminton Co Ltd." registered.
- 1976** Worldwide use of "VICTOR" trademark registered. Launch of racket product line.
- 1977** Sales distribution reaches Austria, West Germany, Malaysia, and Canada. Begins construction of global sales network.
- 1980** Title sponsor for "VICTOR Cup" in Europe. Starts sponsorship of Taiwanese local clubs and players.
- 1982** Focus on R&D for carbon graphite rackets.
- 1983** First carbon fiber racket "Columbia" announced. Launch of badminton apparel product line.
- 1984** "VICTOR RACKETS IND. CORP." registered.
- 1992** Production center established in Nanjing, China. "Nanjing Xinfu Physical Materials Ind. Co., Ltd." registered.
First collection of VICTOR footwear launched.
- 1997** "NANJING VICTOR PHYSICAL MATERIALS IND. CO., LTD." registered.
- 1998** Sales distribution reaches China.
- 2002** Jeff Chen in as the General Manager.
- 2008** VICTOR Indonesia branch established.
- 2009** VICTOR signs contracts with Korean National Team and Philippine National Team.
- 2010** Title sponsor for BWF Superseries Premier event "VICTOR Korea Open".
Korean Women's Team claims its first victory at the Uber Cup.
- 2011** VICTOR Japan branch established.
- 2012** Sponsored by VICTOR, SEO VICTOR House at Suanbo directly run by Korean Badminton Association for the Disabled is open officially in September. All revenue will be used for the badminton development for the disabled.
- 2013** Korean National Team sponsorship continued.
VICTOR signs with Indonesian players, including mixed doubles pair Ahmad/Natsir.
VICTOR Thailand branch established.
Proud Sponsor of BWF Superseries Premier "VICTOR China Open".

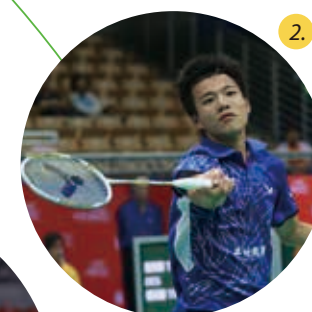
VICTOR Stars in Thailand

Thailand enjoyed one of their golden years in 2013, witnessing the emergence of the first World Champion from the nation as Ratchanok Intanon reigned as the youngest ever to get the hands on the historic trophy in the BWF World Championships. Porntip Buranaprasertsuk's surprise one-sided 3-0 record against Olympic Champion Li Xuerui was another story to buzz about.

Thai badminton has never been more prosperous also with strong finishes in the top ten for veterans such as Boonsak Ponsana, Kunchala Voravichitchaikul, Duanganong Aroonkesorn Sudket Prapakamol, and Saralee Thongthongkam. VICTOR stars celebrate with their success as they bring out the most splendid in the biggest events held in the Siam country, including Korean duo Yoo Yeon Seong/Shin Baek Choel, SCG Thailand Open Grand Prix Gold men's doubles winners, Kwang Hee Heo and Tzu Wei Wang, boys' singles gold and silver medalists in SCG BWF World Junior Championships, and Yoo Jung Chae/Ji Won Kim, victors of girls' doubles. Even younger was 13-year-old Thai prodigy Weeraphat Phakjarung, who, with VICTOR's aid, drew on a master of skills beyond his age to conquer in the nation-wide Bangkok Open in the boys' division.



SCG Thailand Open 2013 (G.P. Gold)
Men's Doubles Champion: Yoo Yeon Seong/Shin Baek Choel



2013 SCG BWF World Junior Championships

1. Boys' Singles Champion: Kwang Hee Heo
2. Boys' Singles Runner-up: Tzu Wei Wang
3. Girls' Doubles Champion: Yoo Jung Chae/Ji Won Kim
4. Team Champion: Korea

2013 Bangkok Open

Boys' Singles U13 Champion: Weeraphat Phakjarung



Together
we **achieve**
our story
is **victory**

2013 VICTOR Korea Open Superseries Premier
2013 Jeonju VICTOR Korea Grand Prix Gold
2013 VICTOR China Open Superseries Premier