

23 February 2015

Dear Members,

**Re: Clothing Regulations**

As you know, BWF has a set of regulations—specifically GCR 19-23—for player clothing at all of our sanctioned events, with the goal of ensuring the highest level of presentation of our sport to the general public.

Lately, however, BWF has found that some player clothing is either in breach of advertising regulations (placement of logo's) and/or design regulations, and therefore wish to highlight the importance of this area to all of our members, so that you, your players and sponsoring companies can work together to ensure compliance.

The assigned umpires and referees at each event have, as part of their roles, the responsibility to enforce these regulations; this includes deciding whether each piece of player clothing meets the requirements or is in breach of the regulations before the player(s) step onto the field of play.

BWF will be instructing its umpires and referees to continue to enforce these regulations, and, if a player's clothing is found to be in breach, may not allow the player to enter the field of play until he/she can find appropriate clothing. BWF obviously wishes to avoid any complexity around the clothing during the tournaments, and hope that you as a member association will liaise closely with any of your players to avoid any breach of regulations.

One example is the following player shirt made by X-TRM that is deemed to be unacceptable sports clothing:



BWF General Competition Regulation 19.2 states the following:

19.2 "In order to ensure attractive presentation of Badminton at tournaments organised or sanctioned by the BWF, all clothing worn by players shall be acceptable Badminton sports clothing. It is not acceptable to tape over nor pin on advertising nor in any other way to modify such clothing to comply with advertising or other regulations."

It is the opinion of BWF that the clothing in the above example, and ones similar to this, are not "acceptable Badminton sports clothing" and as such, are in breach of regulation 19.2.

Another recent example is the player shirt from Babolat.

It is the opinion of BWF that Babolat's two-stripe icon is representative of the company brand, and hence an "advertisement".

On some Babolat-branded player shirts, this two-stripe icon has been displayed on the lower back and/or just under the neck, putting it in breach of BWF General Competition Regulations 23.2.1 which states:

23.2.1 "A maximum of one advertisement may appear on each of the following locations; left sleeve, right sleeve, left shoulder, right shoulder, left collar, right collar, right chest, left chest and centre chest. The shoulder is defined as the visible part of the shoulder on the front of the shirt. There must be no more than five advertisements in total and National flags or emblems for the purpose of this regulation count as advertisements. Each advertisement, including National flags or emblems, must be 20 square centimetres or less."

We have sent a general letter to clothing manufacturers, as well as specific ones to X-TRM and Babolat, in an effort to include as many of our stakeholders as possible.

Thanks in advance for your role in helping ensure that players are compliant to these clothing regulations.

Please let me know if you have any questions or need advice on the above mentioned matters.

Kind regards,



Thomas Lund,  
Secretary General and COO