

21²¹

PLAY OFF

PETER FORSBERG EDITION OF THE ORIGINAL HOCKEY GAME



Press release, Eskilstuna, October 2018

ICE HOCKEY ICON DESIGNS TABLE HOCKEY ICON

– Foppa is in control when STIGA Sports launches new hockey game.

He has won the biggest trophies, played in the hardest league and had his jersey retired on both sides of the Atlantic. Ice hockey icon Peter "Foppa" Forsberg was the obvious choice for STIGA Sports when the company sought external expertise in order to develop the table hockey icon STIGA PLAY OFF.

– When STIGA launched its table hockey game in the late 1950s, another national hero participated and contributed to the success of the game. His name was Sven Tumba and the game was named after him for many years: TUMBA HOCKEY, says Fredrik Berntsson, product manager at STIGA Sports. As our first table hockey game recently had a special anniversary, we decided to create a new version of the game together with a contemporary equivalent of the legendary Tumba.

At the top of the company's wish list was Peter Forsberg. He said yes without hesitation.

– To me it was a great honour to be asked" says Foppa. I have always liked playing table hockey and I did not really think that one would change so much whether in the players' function or in the game design. "Never change a winning team".

Of course, there have been some changes. More specifically, the design feels more modern, the ice is thicker and the material is refined, all in close collaboration with Peter Forsberg. All parties involved are very pleased with the final result. The name of the new game is Play Off 21. Available in stores and at www.stigagames.com during the fall of 2018.

For other information and pictures, please contact:
Fredrik Berntsson,
fredrik.berntsson@stigasports.se, +46 (0)736 38 46 39

Josefine Brøgger, public relations manager,
josefine.brogger@stigasports.se, +46 80 (0)708 84 35 08



21²¹

PLAY OFF

PETER FORSBERG EDITION OF THE ORIGINAL HOCKEY GAME



Facts "Ice Hockey Icon Designs Table Hockey Icon"

Peter "Foppa" Forsberg

Peter "Foppa" Forsberg has earned a place among the best ice hockey players of all times. He has represented Sweden in five world championships, four Olympic Winter Games and two World Cups. When he, as a 20-year-old, scored the decisive penalty shot, sending the puck behind Canadian goaltender Corey Hirsch in the 1994 Olympic Games final in Lillehammer, Norway, he wrote his name in history books forever.

He is the only Swede to have won the World Cup, the Olympic Games and Stanley Cup twice, thus becoming more than a full member of The Triple Gold Club. In 2013 Foppa was selected for the IHF Hall of Fame in 2013 and for the Hockey Hall of Fame the year after. 21 was Peter Forsberg's jersey number in the Swedish national team Tre Kronor.

STIGA Sports - a Swedish classic with the whole world as playing field.

For sports and leisure enthusiasts, the STIGA brand is almost an institution. The story begins as far back as 1934, when the businessman Stig Hjelmquist started an import and wholesale company in Tranås, Småland, mainly trading with camping products and air guns. Ten years later, the production of table tennis tables, bats and balls began and the company quickly became a name in the world of ping-pong.

In 1957, which was a big year for the very popular Swedish national ice hockey team Tre Kronor, STIGA took the opportunity to launch its first table hockey game PRO HOCKEY. Here too, the success was immediate. More than 250,000 games were sold in the first two years and to date more than five million have been manufactured and sold in Sweden and abroad.

Table hockey game history

The first table hockey game prototype saw the light of day in Stockholm in 1939, but it was in 1957 that STIGA started the production of what would become the actual archetype for the popular game. STIGA was already an established brand in the sports goods industry. The timing was perfect: In 1957 the very popular Tre Kronor won the Ice Hockey World Cup, which attracted more interest. The success was a fact. The actual boom came two years later when the hugely appreciated national idol Sven "Tumba" Johansson was hired for the design of the game, which was named after him, Tumba Hockey, for a long time.

In 1982 the first Swedish table hockey championship took place and in May 1987 the Swedish Table Hockey Association (SBHF) was founded. This was the first national association. Today, there are about 20 federations spread across Europe and North America. The Nordic and Eastern European countries dominate. The first World Cup took place in Globen, Stockholm in 1989 and the world championship has since been held every two years. A match lasts five minutes and must be played on STIGA's Play Off. Sweden has won 9 of the 14 World Championship gold medals for men. This sport has had explosive international impact in recent years. It is teeming with tournaments on all sides. The most famous one is the World Table Hockey Tour with competitions in 14 countries, but national tournaments have also been played in remote locations like Samoa, Japan, Brazil and Australia.

Nevertheless, it is almost two decades since the product itself was renewed, it is no surprise that the whole table hockey world is now looking forward to this autumn's launch of Peter "Foppa" Forsberg's Play Off 21.



STIGASPORTS AB • BOX 642 • 631 08 ESKILSTUNA • SWEDEN

WWW.STIGASPORTS.SE

21²¹

PLAY OFF

PETER FORSBERG EDITION OF THE ORIGINAL HOCKEY GAME



25% THICKER ICE

NEW GOAL COUNTERS
WITH IN-MOULD NUMBERS

NEW SHAPE OF THE GOALS
WITH BETTER ATTACHMENT

NEW GOAL-DEFLECTORS
DECREASING THE RISK OF
FLY-OUT PUCKS

NEW DESIGN FEATURES:
- BLACK BODY
- RED RUBBER DETAILS
- STIGA PROFILED PUCK
- PETER FORSBERG EDITION

STIGA®

STIGASPORTS AB • BOX 642 • 631 08 ESKILSTUNA • SWEDEN
WWW.STIGASPORTS.SE