



## **SEAMER KIRTLEY SIGNS UP WITH CAMBRIDGESHIRE**

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Sussex and ex-England quick bowler James Kirtley is fast becoming a leading force in the high quality UK team wear market.

James, and business partner, Roger Myall, are the entrepreneurs behind MKK Sports and have this week added to their growing list of clients after signing up their first Minor Counties side, Cambridgeshire County Cricket Club.

The label already boasts championship sides Sussex and Middlesex and a long list of amateur clubs and independent schools.

Using the very latest fabric technology, MKK will provide Cambridgeshire with every element of their squad kit and are also supplying a unique design for the women's team.

James said:

"This 4 year contract is a result of our working partnership with cricket retailers, 'Cricket Stick'. I believe businesses must retain the flexibility to operate with partners and meet the exact supply requirements of clients. Whether through our online club store or working with a local retailer, we will always make sure customers get precisely what they want, and when they want it."

Rather than offer a traditional catalogue of off the shelf clothing, MKK designers match existing team colours precisely and integrate them with bespoke designs.

James added:

“We have worked very hard to position MKK alongside many other leading brands, competing with them for the biggest team contracts. With this achieved we are now planning to increase our market share in other sports.”

**ends**