

dark red Asia



Focus Topic

Merchandising





Dear Fanclub Members & Friends,

The Business of Football, whether it's the multi-million Euro poker over Nick Woltemade between VfB Stuttgart and FC Bayern München, or our Fanclub making a few bucks from the bowling tournaments or our Fanclub merchandising. Money makes the world go 'round and keeps the football rolling, keeps the TV screens switched on to watch the beautiful game, keeps stadiums filled, and even pyro is bought with it and so are the heavy fines paid resulting from burning the pyro, money going up in flames, literally.

For years our Fanclub has been organising merchandising for our Fanclub members with a small margin on top, but due to the small ordering numbers we often face higher prices and even worse, have to fulfill minimum order quantities, which were often a deal breaker for new orders. Also, we spread over half a dozen suppliers, simply too many. Read all about the history of over 10 years of Fanclub merchandising in this issue of dark red Asia.

But, greener pastures are ahead, we hope. We have streamlined our procurement process, done away with minimum order quantities, mostly, and even been able to reduce prices and hopefully also have been able to keep the quality standards high. How it came to that, the story could fill a few books, but we try to keep it short.

Lastly, you will find our new merchandising on offer in this issue. Order and test it, the introduction sale will not last forever! But, we need guinea pigs for the new stuff 🧑. I am looking forward to your feedback on the new merchandise via WhatsApp, Email or over a beer somewhere in Asia or elsewhere (well, you know that already).

With white-red regards

Hartmut

President

Singapore, August 2025

Fanclub Merchandise 2025/2026 - T-shirts white (100% cotton)



Available as women cut:



and long sleeved:



Introduction Sale!!!

Only S\$ 40



Size Chart



Measurements shown in the chart reflect the size of the clothing, not the person.

Length (A): high point on shoulder from the bottom hem on the back.

Width (B): side to side (just before the shoulders when placed flat).

Size	S	M	L	XL	2XL
Length (A)	63	66	69	71	75
Width (B)	43	48	53	58	63.5

Size	S	M	L	XL	2XL
Length (A)	71	73.7	76.2	78.7	81.2
Width (B)	45.7	50.8	55.8	61	66

Customizable print front: Singapore, Germany, Australia, China, Hong Kong, Taiwan, Thailand / back: Your name or any other print!
 Please contact yfb.sg@outlook.sg or WhatsApp +65 9848 6195 to order. All prices excluding shipping. No Gold Member discount on promotional items.

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IMPRESSUM

PUBLISHER 1.VfB Stuttgart Fanclub Asia (Singapore), OFC of VfB Stuttgart 1893 e.V., Registered No. 1874 - Societies Act (Chapter 311), Page 3123, Republic of Singapore Government Gazette, Vol. 55, No. 30, Friday, July 26, 2013. UEN: T13SS0124L. Webpage: www.vfbasia.com **ADVERTISEMENT** 1.VfB Stuttgart Fanclub Asia **EDITORIAL STAFF** Hartmut, Anybody else interested to contribute??? **PHOTOS** 1.VfB Stuttgart Fanclub Asia

From wristband to masks - the history of merchandising at our Fanclub

“We need shirts!” was one of the first things ever discussed in our Fanclub. So within less than a year, the first designs were ready, and as an additional bonus even basecaps.



After some searching, a print shop in Singapore's famous Queensway Shopping Center was found. And, ever since they supplied us with shirts and basecaps. But, let's say response times were sometimes not satisfactory, minimum order quantities were always an issue, and also the designs changed frequently on the supplier's side. Who does not remember the infamous 2015-2016 home shirt, which they then copied less than a year later in Stuttgart? Or the red mandarin collared shirt, an all time classic!



And, we needed more than just shirts and basecaps. So, 2015 we started a series of wristbands, which lasted over 3 seasons and a complete, unused collection of all 3 wristbands is nowadays a rare collector item!



Also, we had added some oddities over the years, which never really hit broad market acceptance and thus were discontinued quickly again.



FOCUS TOPIC

Merchandising

Only pennants, our only product produced in Germany, were here to stay and even got a revival for the Fanclub's 10th Anniversary, but let's say they are slow moving stock ...



After years of waiting we also got our first sticker collection:



But, their price was always the issue, S\$3 per piece and S\$ 18.93 for all 7 countries was just too much for many. Now, we are at S\$1.10 per sticker (S\$ 07.11 for a full set of 7 stickers), so we expect toilets and other areas to be plastered with them (no, the Fanclub will not reimburse your fines, if you do so in Singapore).

Lastly, new items added in recent years rounded up the assortment:

New Fanclub Merchandise 2024/2025

Mouse Pad		Mug white	
S\$ 22.00		Mug red	
Stubby Holder white		Ball Pen	
Stubby Holder red			
Stubby Holder black			
S\$ 18.00 per Stubby Holder			
			S\$ 07.11

All items available personalized with your name and/or membership number foc. Please contact vfb_sg@outlook.sg or WhatsApp +65 9848 6195 to arrange. All prices excluding shipping!



Adding banners and plaques, over the years we worked together with more than half a dozen suppliers. Too many to manage. So, it was time for a change, concentrating on fewer suppliers and also doing away with minimum order quantities as much as we can, and streamlining the procurement process.

Meet The Organisers

Over the years we had Reinhard, then Dirk, and then ... taking care of it mostly, while the Germany-produced pennants were taken care of by Steffen. Sounds familiar? Yes, exactly the same two guys introduced to you in the last edition of dark red Asia as the organisers for the OFC ticketing, well except Reinhard. And once Dirk had left Singapore, organising the merchandising was in the doldrums for a while, no taker! So, after a while our presi took over. I spare you now another "72 hours in the life of an OFC president" focusing on organising the merchandising. Trust me, this is much more boring, but not less important. So, you read correctly in the "Contents": WE WANT YOU!



Merchandising Manager

What we offer?

- Voluntary work opportunity - you gain experience, not money
- Exposure to a wide range of football - even on international levels
- Handling of all merchandising for the Fanclub - yes, there is some real work to be done!
- Close cooperation with our Treasurer for the in- and outgoing payments handling

What you offer?

- Endless love for the "Boys from Cannstatt"
- No association to any other Bundesliga football clubs, especially not Bayern München or Karlsruher SC
- No previous OFC or other VfB-Fanclub experience required, likewise no merchandising or design experience required, but it would be of course a plus point
- High tolerance levels for not so beautiful interpretations of the beautiful game, after all it's still our VfB

When can you start?

- Yesterday is better than tomorrow

Where do I apply to?

- To the Fanclub President of course: president.vfb.sg@outlook.sg

Fanclub Merchandise 2025/2026 - Polo-shirts black (100% lightweight cotton)



Also available in grey, royal blue, red, navy, forest green (text colour TBD).

Women's cut available. Hoodies and Sweatshirts (no stitching) upon request.

Introduction Sale!!!

Only S\$ 45



Size Chart



Measurements shown in the chart reflect the size of the clothing, not the person.
Length (A) - High point or shoulder from the bottom hem to the back.
Width (B) - side to side (at before the sleeves when placed flat).

Size	S	M	L	XL	2XL
Length (A)	70	74	78	82	86
Width (B)	50	53	56	59	62



Customizable with your name or another text! Currently, we don't have country logos, but we could look into that.
Please contact vfb.sq@outlook.sg or WhatsApp +65 9848 6195 to order. All prices excluding shipping! No Gold Member discount on promotional items.

New Merchandising

Good news first: No more minimum order quantities on shirts! Yes, you read right: you order one shirt only, and we can deliver! On top of that: we can customize it with your name, your preferred logo and have it in much more different forms and colours than before. So a personalized gift for your loved one's birthday: shirt and basecap to be perfectly equipped going out with your friends, and don't forget the membership application, if she/he/it is not a Fanclub member, yet! Or maybe a long sleeved shirt or hoodie for colder days? Not that you would need this in tropical Singapore, unless in the office of course where the aircon is freezing cold.

So, let me introduce the new white shirt, the anchor of our merchandising offers:



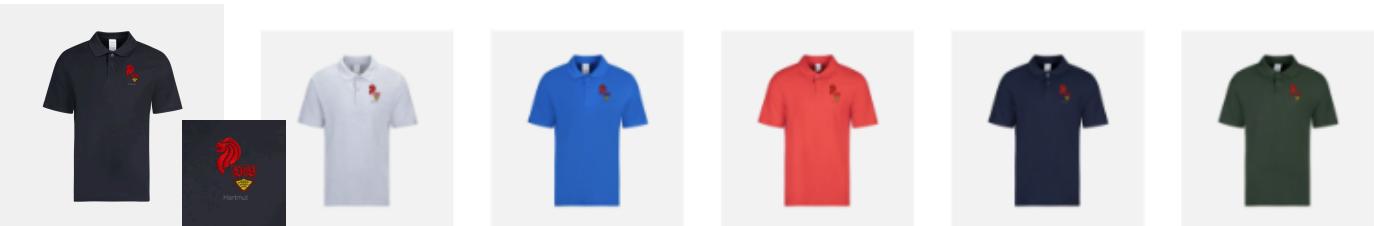
- VfB logo with golden star where your heart is
- Abbreviated "Brustring" with customization of the country you choose: Singapore, Germany, Australia, China, Hong Kong, Taiwan, Thailand



- Matching country logo on the back
- Customization with your name or any other name or words you choose
- Best of all: available as women's cut and long sleeved!



Next, our new polo shirt. Available in many colours from black over grey to forest green, if that is your thing. And, with your name:



At the moment, we only have a Singapore logo, but if you're interested we can look into designing similar logos for the other countries. As already mentioned, we have much more customisation options now. And, they are also available as women's cut. We can also similarly design hoodies and sweatshirts (no stitching) upon request.

Also, back are basecaps, but now available in country customizations:



Anybody crazy enough to get all 7, one for every day of the week? We can surely discuss a discount for that!

Fanclub Merchandise 2025/2026 - Basecap collection



Introduction Sale!!!

Only S\$ 35



Please contact vfb.sg@outlook.sg or WhatsApp +65 9848 6195 to order. All prices excluding shipping! No Gold Member discount on promotional items.

Haves

Women cuts



Long sleeved designs



Country and name customisations



Lots of other stuff!

Contact us for pillows, key rings, banners & signs, and more

Most items no more

minimum order quantities

Have nots

Kids sizes (sorry for that, we are working on it)



Mandarin collar and logo on the black polo



Logos on the arm sleeve



Fanclub Merchandise 2025/2026 - Home and Office Essentials



Mouse Pad		Mug white	
S\$ 25		Mug red	
Stubby Holder white		Ball Pen	
Stubby Holder red		S\$ 10	
Stubby Holder black			Pillows and key rings upon request.
S\$ 20 per Stubby Holder			

All items available personalized with your name and/or membership number and/or your country section foc.
Please contact yfb.sg@outlook.sg or WhatsApp +65 9848 6195 to order. All prices excluding shipping!

New items on sale!

Corrections: dark red Asia 1/2025:

So, we give it another try again!!! Please refer to the advertisement sections in this issue and hopefully this time we'll get the minimum order numbers together!!!

expansion? We would not expect anything less than the same stunning success as for the OFC ticketing. And not to forget, if you want a pennant (see Advertisement page [TBA](#)), it's Steffen who organises them.

But now!!! See Advertisement page 14

Please contact the Fanclub for your orders and please make sure you pay before we process your order. Email to yfb.sg@outlook.sg or WhatsApp to +65 9848 6195. RSVP latest by 10.08.2025.

We had deleted all the advertisement, so of course nothing could be ordered.



We are sorry for any inconvenience caused.

But now!!! We finally will give it another try again!!!

Please refer to the advertisement sections in this issue and this time there are mostly no minimum order numbers anymore!!!

Please contact the Fanclub for your orders and please make sure you pay before we process your order. Email to yfb.sg@outlook.sg or WhatsApp to +65 9848 6195. RSVP latest by 10.08.2025.

Please note however that all products require advance payment by you. After all: Cash is King!

Fanclub Merchandise 2025/2026 - Out and About



Cotton Tote Bag

34cm x 34cm

Customizable print: Singapore, Germany, Australia, China, Hong Kong, Taiwan, Thailand
Larger sizes upon request

Introduction Sale
S\$ 35



Banners & Signs

Contact us for your needs and design ideas



Price S\$ TBD

Sticker Set
Asia Pacific
- per sticker S\$1.10



Full set (7 stickers) S\$ 07.11

Pennant "10 Years"
Ships from Germany!

S\$ 20.13



Minimum order quantities may have to be reached.

Please contact vfb.sg@outlook.sg or WhatsApp +65 9848 6195 to order. All prices excluding shipping! No Gold Member discount on promotional items.

Bundesliga Bowling Season 2024/2025

Read more about it:

Match Day 1: "Champions League"

<https://www.vfbasia.com/post/fc-bayern-m%C3%BCnchen-i-winning-cl-finale-dahoam-in-bundesliga-bowling-in-singapore>

Match Day 2: "Meisterschaft"

<https://www.vfbasia.com/post/fc-bayern-m%C3%BCnchen-first-time-winning-the-meisterschaft-title-in-bundesliga-bowling-i-n-singapore>

Match Day 3: "DFB-Pokal"

<https://www.vfbasia.com/post/wir-haben-den-pokal-in-bowling-in-singapore>

Next events are planned:



Bundesliga Season 2025/26 (in BOWLING in Singapore)

Match Days:

- 1. - 18.10.2025, Sunday 4.00pm – 7.00pm "Europa League"
- 2. - 20.12.2025, Saturday 4.00pm – 7.00pm "Meisterschaft"
- 3. - 19.04.2026, Saturday 4.00pm – 7.00pm "DFB - Pokal"

Place: Westwood Bowl @Civil Service Club Bukit Batok, 91 Bukit Batok West Avenue 2, (S) 659206

All dates tentative! Final confirmation about 4 weeks prior to the Match Day.

After Bowling we go Brotzeit @Westgate for dinner (optional).

Please make sure we have your up-to-date email and HP-number for any last minute notifications!

Teams: 6 teams with 2 - 4 players each. We will try to keep the teams the same throughout the season as much as we can.
Transfer windows: In between the match days all players are eligible to transfer to another team.
Estimated cost: \$40 - \$60 per player (kids under 12 half price). Bumper lanes available (TBC).

Special Guest
Sasha D.
Special Guest
Roland H.

Special guests subject to confirmation. Interested to join:

Please contact the Fanclub at Email
vfb.sg@outlook.sg or via WhatsApp at
+65 9848 6195. RSVP ASAP.

Upcoming Events!

24./25.09.2025

1. Match Day Europa League 2024/2025 - the road to Istanbul

20.09.2025

Fanclub @Oktoberfest, Swiss Club, Singapore (picture taking) .

04.10.2025

Fanclub @Singapore GP (picture taking)

06.12.2025

Fanclub X-mas party (planned to watch the VfB game afterwards) .