

Company introduction



Over the past six decades, Sport-Thieme GmbH from Grasleben in Germany has developed into a leading global mail-order company for school and club sports. Predominantly schools, authorities and clubs benefit from the wide range of over 13,000 sports products available from the catalogue and online.

A family company



In 1949, Karl-Heinz Thieme founded the company in Grasleben, Lower Saxony, thereby laying the foundation for the mail-order company's success story. To this day, some of the products are produced in the company's own carpentry workshop and paint shop. Thanks to the company policy adopted by current Managing Director, Maximilian Hohe, Sport-Thieme devoted itself to the global export and online business early on. The family company is currently represented in 10 European countries with its own catalogue which can of course also be ordered online in the respective country's language. In the past 3 years, the number of employees has risen to 340.

Over 13,000 products for more than 70 sports



Sport-Thieme offer over 13,000 sports products for more than 70 sports, ranging from classic footballs to innovative fitness equipment. The catalogue contains a wide selection over 430 pages. The entire range can also be found online at www.sport-thieme.com.

Strong thanks to its partners

By working intensively with leading sports associations, Sport-Thieme is able to react flexibly to the latest developments in the respective sports and make new product ideas a reality.

A company for happy customers

One particular customer service offered by Sport-Thieme is the 3-year guarantee on products and the 100-day returns policy. In addition, ideas and suggestions for new products from customers are regularly addressed and fed into the research and development process. After all, athletes know best about what they want and need. For the development of new sports equipment, Sport-Thieme works with major institutions such as the federation of German sports goods industries (Bundesverband der Deutschen Sportartikel-Industrie e.V.) and a variety of TÜV testing institutes in order to continuously guarantee safety standards and functionality.



Contact for this press release

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