

Issue No. 5

Tuesday, 16<sup>th</sup> July 2013

# Fancied Teams Move Into Contention in Juniors



This is one of the 106 bridges in Wroclaw. It is unique in that it is built without the use of a single screw. The river is the Oder.

After nine rounds of the Junior Championship, Italy still leads the way, from Poland and Denmark. With the exception of the Netherlands, who are still struggling in midtable, all the heavyweight contenders are moving into contention and we can expect a really tough battle in the second half of the tournament.

In the Girls, France leads the way from the Netherlands, Poland and Hungary.

Netherlands leads the way in the Youngsters, ahead of Poland, England and Italy, but the field is still tightly bunched. Congratulations to Ireland, whose 20 IMP win over France was their country's first win so far in either Juniors or Youngsters event.

There were 20-0s yesterday for Poland in the Juniors, and the Netherlands in both Youngsters and Girls Championships. Also 20s for Czech Republic, England and Russia in the Youngsters and France in the Girls.

#### **Today's BBO Matches**

10. Norway Poland Czech Republic Scotland	<ul> <li>Poland</li> <li>Netherlands</li> <li>Turkey (J10)</li> </ul>	(J10) (G7) (Y7)
	/ Poland	(G8)
Israel v	/ Turkey / Germany / England	(J11) (J11) (Y8)
17.	Ū.	( - /
Netherlands	/ Denmark	(J12) (Y9) (J12) (J12)





# Partner z mocną kartą

infrastruktura • budownictwo ogólne • energetyka i ekologia



# **Results – Junior Teams**

R	oun	d	8

			IMPs		VPs	
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.
			Team	Team	Team	Team
1	ISRAEL	ROMANIA	64	32	16.52	3.48
2	NORWAY	CROATIA	78	43	16.93	3.07
3	POLAND	FINLAND	54	23	16.38	3.62
4	AUSTRIA	CZECH REPUBLIC	32	76	1.99	18.01
5	ENGLAND	BULGARIA	69	27	17.79	2.21
6	BELGIUM	IRELAND	46	36	12.53	7.47
7	TURKEY	FRANCE	75	29	18.23	1.77
8	SWEDEN	HUNGARY	35	59	4.72	15.28
9	SERBIA	NETHERLANDS	46	20	15.61	4.39
10	GERMANY	ITALY	40	35	11.34	8.66
11	DENMARK	BELARUS	41	61	5.42	14.58

Rank	Team	VPs
1	ITALY	132.73
2	POLAND	122.87
2	-	
3	DENMARK	120.27
_4	TURKEY	118.01
_5	SWEDEN	117.03
6	CZECH REPUBLIC	115.70
7	NORWAY	113.41
8	FRANCE	104.01
9	ISRAEL	103.95
10	GERMANY	103.25
11	HUNGARY	102.81
12	ENGLAND	85.21
13	ROMANIA	83.97
14	NETHERLANDS	79.51
15	BULGARIA	77.46
16	BELGIUM	73.91
17	FINLAND	73.14
18	SERBIA	71.05
19	BELARUS	65.58
20	AUSTRIA	50.80
21	CROATIA	47.04
22	IRELAND	17.29

**Rankings after 9 Rounds** 

Round 9							
			IMPs		VPs		
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.	
_			Team	Team	Team	Team	
1	ISRAEL	NETHERLANDS	49	20	16.08	3.92	
2	HUNGARY	ITALY	55	63	7.93	12.07	
3	FRANCE	BELARUS	66	20	18.23	1.77	
4	BULGARIA	GERMANY	33	51	5.80	14.20	
5	IRELAND	DENMARK	40	93	1.09	18.91	
6	CZECH REPUBLIC	SERBIA	46	30	13.81	6.19	
7	FINLAND	SWEDEN	17	60	2.10	17.90	
8	CROATIA	TURKEY	27	38	7.24	12.76	
9	ROMANIA	BELGIUM	39	37	10.55	9.45	
10	NORWAY	ENGLAND	29	72	2.10	17.90	
11	POLAND	AUSTRIA	129	10	20.00	0.00	
-					_		

# Schedule of Matches – Juniors Teams

ROUND 10 – 10.00	ROUND 11 – 14.00	ROUND 12 – 17.20
Israel vs Italy	Israel vs Germany	Israel vs Belarus
Netherlands vs Belarus	Denmark vs Serbia	Italy vs Denmark
Hungary vs Denmark	Belarus vs Sweden	Netherlands vs Germany
France vs Germany	Italy vs Turkey	Hungary vs Serbia
Ireland vs Serbia	Netherlands vs Belgium	France vs Sweden
Bulgaria vs Sweden	Hungary vs England	Ireland vs Turkey
Czech. Rep. vs Turkey	France vs Austria	Bulgaria vs Belgium
Finland vs Belgium	Ireland vs Poland	Czech. Rep. vs England
Croatia vs England	Bulgaria vs Norway	Finland vs Austria
Romania vs Austria	Czech. Rep. vs Romania	Croatia vs Poland
Norway vs Poland	Finland vs Croatia	Romania vs Norway

## **Results – Youngsters Teams**

#### **Round 4**

			IMPs		VPs	
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.
			Team	Team	Team	Team
1	ITALY	RUSSIA	76	21	19.09	0.91
2	FRANCE	IRELAND	48	68	5.42	14.58
3	SWEDEN	GERMANY	52	35	14.01	5.99
4	TURKEY	SCOTLAND	28	44	6.19	13.81
5	POLAND	DENMARK	61	56	11.34	8.66
6	ENGLAND	SLOVAKIA	45	42	10.82	9.18
7	HUNGARY	NORWAY	7	46	2.56	17.44
8	AUSTRIA	NETHERLANDS	16	96	0.00	20.00
9	ISRAEL	CZECH REPUBLIC	34	7	15.77	4.23
10	LATVIA	Bye	0	0	12.00	0.00

#### **Rankings after 6 Rounds**

Rank	Team	VPs
1	NETHERLANDS	85.99
2	POLAND	83.81
3	ENGLAND	82.55
4	ITALY	78.84
5	ISRAEL	76.51
6	SWEDEN	76.17
7	SCOTLAND	75.06
8	FRANCE	74.62
9	TURKEY	73.49
10	SLOVAKIA	66.87
11	RUSSIA	58.65
12	GERMANY	55.25
13	DENMARK	54.17
14	CZECH REPUBLIC	52.12
15	NORWAY	40.96
16	HUNGARY	39.82
17	LATVIA	35.39
18	IRELAND	32.02
19	AUSTRIA	7.71

## Round 5

			IMPs		VPs	
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.
			Team	Team	Team	Team
1	ITALY	GERMANY	25	62	2.81	17.19
2	IRELAND	SCOTLAND	24	71	1.67	18.33
3	LATVIA	DENMARK	36	50	6.59	13.41
4	RUSSIA	SLOVAKIA	50	67	5.99	14.01
5	FRANCE	NETHERLANDS	64	19	18.12	1.88
6	SWEDEN	CZECH REPUBLIC	38	60	5.06	14.94
7	TURKEY	ISRAEL	40	42	9.45	10.55
8	POLAND	AUSTRIA	52	28	15.28	4.72
9	ENGLAND	HUNGARY	50	18	16.52	3.48
10	NORWAY	Bye	0	0	12.00	0.00

#### Round 6

			IMPs		VPs	
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.
			Team	Team	Team	Team
1	ITALY	ISRAEL	61	27	16.80	3.20
2	CZECH REPUBLIC	AUSTRIA	116	18	20.00	0.00
3	NETHERLANDS	HUNGARY	62	43	14.39	5.61
4	NORWAY	ENGLAND	25	102	0.00	20.00
5	SLOVAKIA	POLAND	27	49	5.06	14.94
6	DENMARK	TURKEY	32	57	4.55	15.45
7	SCOTLAND	SWEDEN	25	66	2.32	17.68
8	GERMANY	FRANCE	40	93	1.09	18.91
9	LATVIA	RUSSIA	24	106	0.00	20.00
10	IRELAND	Bye	0	0	12.00	0.00

# Schedule of Matches – Youngsters Teams

ROUND 7 - 10.0	00 ROUND 8	3 - 14.00	ROUND 9	- 17.20
Italy vs Norv	way Italy v	s England	Italy vs	Austria
Slovakia vs Neth	herlands Hungary v	s Poland	Israel vs	
Denmark vs Czec	ch. Rep. Austria v	s Turkey	Czech. Rep. vs	England
Scotland vs Israe	el Israel v	s Sweden	Netherlands vs	Poland
Germany vs Aust	tria Czech. Rep. v	s France	Norway vs	Turkey
Ireland vs Hung	ngary Norway v	s Russia	Slovakia vs	Sweden
Latvia vs Engla	land Slovakia v	s Latvia	Denmark vs	France
Russia vs Pola	and Denmark v	s Ireland	Germany vs	Russia
France vs Swee	eden Scotland v	s Germany	Ireland vs	Latvia
Bye vs Turk	key Netherlands v	s Bye	Scotland vs	Bye

# **Results – Girls Teams**

### Round 4

			IMPs		VPs		
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.	
			Team	Team	Team	Team	
1	NORWAY	POLAND	31	61	3.77	16.23	
2	AUSTRIA	NETHERLANDS	8	113	0.00	20.00	
3	ITALY	FRANCE	22	38	6.19	13.81	
4	TURKEY	SWEDEN	36	17	14.39	5.61	
5	HUNGARY	Bye	0	0	12.00	0.00	

## Rankings after 6 Rounds

Rank	Team	VPs
1	FRANCE	103.83
2	NETHERLANDS	92.28
3	POLAND	87.82
4	HUNGARY	72.65
5	ITALY	60.83
6	NORWAY	60.19
7	AUSTRIA	28.45
8	TURKEY	23.62
9	SWEDEN	22.33

#### **Round 5**

			IMPs		VPs	
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.
_			Team	Team	Team	Team
1	NORWAY	AUSTRIA	48	16	16.52	3.48
2	TURKEY	POLAND	20	67	1.67	18.33
3	SWEDEN	HUNGARY	14	78	0.21	19.79
4	FRANCE	NETHERLANDS	39	19	14.58	5.42
5	ITALY	Bye	0	0	12.00	0.00

Rou	nd 6					
			IMPs		VPs	
Table	Home Team	Visiting Team	Home	Visit.	Home	Visit.
			Team	Team	Team	Team
1	NORWAY	FRANCE	13	95	0.00	20.00
2	NETHERLANDS	SWEDEN	70	44	15.61	4.39
3	HUNGARY	TURKEY	69	41	15.93	4.07
4	POLAND	ITALY	69	43	15.61	4.39
5	AUSTRIA	Bye	0	0	12.00	0.00

# Schedule of Matches – Girls Teams

ROUND 7 – 1	10.00	ROUND 8	- 14.00	ROUND 9	- 17.20
Norway vs H	lungary	Norway vs	Italy	Norway vs	Netherlands
Poland vs N	letherlands	Turkey vs	Austria	Hungary vs	France
Austria vs Sv	weden	France ve	Poland	Poland vs	Sweden
Italy vs Tu	urkey	Netherlands ve	Hungary	Austria vs	Italy
Bye vs Fi	rance	Sweden vs	Bye	Bye vs	Turkey



# Poland v Norway (Youngsters Round 3)

by Brian Senior

It is time to take a first look at the Youngsters event. The Round 3 match-up of Norway and defending champions, Poland, featured some very lively deals and many major swings.

Norway's Espen Flaatt made a great call to win the first board for his team:



Board 1. Dealer North. None Vul.

Both Norths opened 4• and after two passes it was up to West to decide what to do. For Poland, Piotr Marcinowski passed, seeing no good action on a limited hand lacking spades. Mateusz Sobczak led a trump to the king and ace and Marcus Scheie cashed all but one of the trumps then led a spade to the ace and a club up. The defenders had more than sufficient values to be under no real pressure and the contract was down one for -50. Had declarer cashed the last trump before exiting with a club or a heart, the fact that both defenders have to keep at least two spades would have put them under a little more pressure, but they can arrange to keep four winners easily enough so the result should still be the same.

In the other room, Espen Flaatt overcalled  $4 \lor$  on his moderate four-card suit and hit pay-dirt. Four Hearts ended the auction and Wojciech Kazmierczak led the five of clubs, low from a doubleton in Polish style. Flaatt won and cashed all the trumps then the clubs. When both defenders came down to two spades and one diamond, he could exit with the king of diamonds and got the spade right at trick 12 for an overtrick; +450 and 9 IMPs to Norway. Board 2. Dealer East. N/S Vul.



For Norway, Christian Bakke opened  $3 \bullet$ , as would I. Arkadiusz Majcher took the simple and practical approach of overcalling  $4 \bullet$ , where he played. Flaatt cashed the ace and king of spades before switching to a diamond and the diamond loser went away on the spade queen; ten tricks for +620.

Sobczak did not open the East hand so Joakim Saether got to open 2 $\clubsuit$  as South. Something went horribly wrong in the Norwegian auction as Saether drove to the five level. Marcinowski cashed one top spade then switched to a trump. Saether won, drew the missing trumps and led his remaining spade. Marcinowski won and returned a diamond and there was only one discard on the spades so the contract had to go one down for -100 and 12 IMPs to Poland.

So what went wrong in the auction? My reading of the Norwegian card is that the  $2\clubsuit$  response showed 6+HCP and five or more spades – in other words, it was essentially a natural positive. That puts the blame squarely with North. What I suspect may have happened is that North forgot for a moment who he was partnering. It is quite popular in Scandinavia to play that a  $2\clubsuit$  opening includes the 20-22 balanced hand and to respond  $2\Psi/\clubsuit$  to play opposite that hand-type, and maybe he has that agreement with other people?



Board 5. Dealer North. N/S Vul.

West	North	East	South
Flaatt	Kazmierczak	Bakke	Majcher
-	1NT	Pass	2♦
Pass	2NT	Pass	3♦
Pass	3♥	Pass	4♥
All Pass			

West	North	East	South
Marcinowski	Scheie	Sobczak	Saether
-	1NT	Pass	2♦
Pass	2♥	Pass	2NT
Pass	4♥	All Pass	

Kazmierczak could break the transfer with a strong threecard holding while Scheie would have needed four cards to do so. However, both Norths declared the heart game on the lead of the ace of spades, West following with the ten, and a diamond underlead to the king.

Scheie muddled the play pretty badly. He cashed the ace and king of hearts then played king of clubs, a club to the ace and ruffed the low club. Now he exited with a diamond and had two diamonds and a heart to lose for down one; -100.

Kazmierczak played the queen of spades at trick three and, when it was not covered, threw a diamond from the

Piotr Marcinowski

dummy. Now he cashed the ace and king of hearts and played club king, a club to the ace and ruffed dummy's small club. There was just one diamond and one heart to be lost now; ten tricks for +620 and 12 IMPs to Poland, who led by 30-9 IMPs.

Board 6. Dealer East. E/W Vul.

Pass



Marcinowski overcalled 1NT as West, 8-15 with a fourcard major and longer clubs, and Scheie doubled. When Sobczak ran out to 2♣, Scheie made the slightly cautious call of 2, which ended the auction. With the diamonds lying badly, there were just eight tricks to be had for +90.

2♦



Mateusz Sobczak

That looked like a decent result for N/S, as any game can be beaten quite easily.

In the other room, Flaatt made a take-out double of the 1 • opening and heard his opponents bid simply to 3NT – though where Majcher found the extra values to accept the game invitation is unclear. Flaatt led a low club round to the ten and queen and Majcher played king of diamonds and a second round, putting in the jack when Flaatt showed out, pitching the three of hearts. Presumably, that was an encouraging card in the Norwegian methods, because Bakke promptly returned a heart, when either black suit would have ensured the defeat of the contract. Majcher put in the queen, losing to the king, and there was still time for Flaatt to find the spade switch. No, he played ace and another club, and Majcher could win the king, cash the ace of diamonds and play a heart to hand, give up a diamond, and claim the rest of the tricks for +400 and 7 IMPs to Poland; ahead by 37-9.

Norway gained a couple of smaller swings to close to 18-37 at the half-way point in the match.

Board 12. Dealer West. N/S Vul.



It was the Polish N/S's turn to mess up a big hand. One Club was Polish and  $1 \triangleq a$  natural positive. Now  $2 \clubsuit$  showed the strong club type and  $2 \clubsuit$  denied extra length there. It seems that Kazmierczak took his partner's club bids to show a long suit while Majcher clearly intended something different, and the hopeless club slam was reached, Eleven tricks were claimed though it looks as though the contract should be down two; -100.

At the other table, the Norwegians had a simple auction to 3NT, making 11 tricks on the lead of the queen of hearts; +660 and 13 IMPs to Norway, closing right up at 31-37.

Board 13. Dealer North. All Vul.



West	North	East	South
Flaatt	Kazmierczak	Bakke	Majcher
-	Pass	1NT	3♣
4♦	5♣	Pass	Pass
5♥	Pass	5♠	Pass
Pass	Dble	All Pass	
West	North	East	South
Marcinowski	Scheie	Sobczak	Saether
-	Pass	1♦	3♣
3♠	Pass	4♣	Pass
4♠	All Pass		

If he had been, perhaps, the villain of the previous deal, Kazmierczak was the hero of this one, as his 5 $\pm$  bid pushed the Norwegians a level too high. Majcher's singleton diamond lead allowed the defence to take the first three tricks so 5 $\pm$ doubled was down one for -200.

Meanwhile, Scheie did not join in at the other table, and Marcinowski was left to play in a peaceful 4 contract. On



Espen Flaatt

a club lead there was no diamond ruff so he made an overtrick for +650 and 13 IMPs to Poland; 50-31.



Board 15. Dealer South. N/S Vul.

West	North	East	South
Flaatt	Kazmierczak	Bakke	Majcher
_	_	_	2♥
2♠	Pass	3NT	All Pass
West	North	East	South
West Marcinowski	North Scheie	East Sobczak	South Saether
			Saether

Weak two-suited openings can cause many problems for the opposition, but sometimes, as here, they solve the problems instead. Left to themselves, Marcinowski/Sobczak bid to the normal heart game via an artificial 2♣ game-forcing response, and the five-zero trump split proved to spell the doom of the contract. Scheie led a club to the jack, queen and ace and Marcinowski led a heart, getting the bad news. He won the ace and continued with a spade to the king and ace. Scheie gave his partner a spade ruff and Saether exited with a club. Marcinowski won the king and played a diamond to the ace, ruffed a diamond and ruffed his last club. Next he played another diamond but Saether ruffed in front of him and there was still another trump to be lost; down one for –50.

In the other room, Majcher's 2♥ opening made certain that his opponents would not play in a heart contract. Flaatt overcalled 24 and Bakke jumped to 3NT, just hoping that there would be a club stopper between the two hands. Sure enough, the clubs were well covered. Majcher led the seven of clubs round to the jack and the nine of spades went to the ten, king and ace. Back came a club, knocking out the entry while the spades were still blocked. Bakke won the king of clubs and led a spade to his eight then a low diamond to the ten and queen. On the diamond return he put in the seven, losing to the king, but now Majcher was endplayed. He exited with the queen of hearts. Bakke won the ace and returned the ten, which Majcher ducked. That was a fatal error. Had he won the heart and returned the suit, Bakke would have been stuck in hand and forced to concede the last trick to North's nine of diamonds. As it was, Bakke

could now play three rounds of diamonds and North could win but then had to put him in dummy to take the last two tricks for +400 and 10 IMPs to N orway; 41-50.





I have tried really hard to find an adjective that describes Flaatt's raise to  $4\Psi$  and is both accurate and not too offensive – and failed. So I will move on to Bakke's play, and I will forgive him for his performance on the assumption that he was suffering shock at the sight of dummy. Majcher led the ten of diamonds to dummy's ace and Bakke took a heart finesse, losing to the queen. Back came a second diamond,



Marcus Scheie

ruffed, and a spade was led through. Bakke won that, cashed the ace of hearts and ruffed his low spade then led a club to the king and ace. This resulted in down two for -100. Perhaps the trick two heart finesse was not the wisest way to tackle the hand.

Sobczak opened a Polish Club and the 2♦ response was strong and natural. Three Hearts confirmed the strong variety of 1♣ opener and 4♠ was a cuebid for diamonds. Marcinowski checked on key cards and, on finding that one was missing, settled for the small slam. Scheie found the club lead but there was only one trick to be taken and Marcinowski quickly claimed; +920 and 14 IMPs to Poland, who stretched their lead to 64-41.





West	North	East	South
Marcinowski	Scheie	Sobczak	Saether
_	_	_	Pass
1♠	Dble	2NT	Pass
4♠	All Pass		

All Pass

Scheie chose to double the 1♠ opening to get his hearts into the game and Sobczak bid 2NT, constructive spade raise. Saether should have bid 3♣ now, I think, which would have saved the board, but he didn't and Marcinowski ended the auction with a jump to 4♣. Scheie cashed the top hearts but that was all for the defence; +650.

At the other table, Kazmierczak ignored his hearts and jumped to 3<sup>s</sup> over 1<sup>s</sup>. That made it very easy for Majcher to take the advance save in 5<sup>s</sup> and, concerned that 3<sup>s</sup> might have been a bit of a stretch as it was bid under pressure,

Flaatt was unwilling to risk the five level so doubled. Five Clubs doubled was only one down, with one loser in each side-suit, for -100 and 11 IMPs to Poland; 75-41.





Kazmierczak's  $2\Psi$  over the negative double showed a spade raise with either 4-6 HCP or 12+, and this did not encourage Majcher to bid game. Instead, he competed, first with  $2\clubsuit$ then with  $3\clubsuit$ , where he bought the contract. The doubleton diamond, club queen and fourth trump meant that  $4\clubsuit$  was an excellent contract and Majcher duly made ten tricks for +170.

Saether started with a take-out double, judging his hand too strong for a simple overcall. When he followed up by bidding his spades and Scheie heard 4♥ on his right, 4♠ became a two-way shot – perhaps it would make, or perhaps it would be a good save against a making heart game. Marcinowski had two aces facing an opening hand and doubled 4♠, but of course there was nothing to the play and it was quite cold for +790 and 12 IMPs to Norway.

The match ended with Poland ahead by 75-53 IMPs, 14.94-5.06 VPs. Poland ended the first day in fourth position, Norway 17<sup>th</sup>.

Dble

# Poland v Finland (Juniors Round 8)

by Patrick Jourdain

Board 1. Dealer North. None Vul.

Poland were lying sixth at the time of this encounter, Finland 15<sup>th</sup>. Sitting North for Poland was their youngest player, Michal Klukowski, tipped as a star of the future. He partners Piotr Tuczynski, no relation to the older international of the same name. They play Polish Club. The pair for Finland was Juuso Fagerlund and Lauri Orkoneva, who play fairly standard five-card major, strong no trump, better minor and Multi.

A problem for Polish Club is that the three-way One Club opening (natural or weak no trump or strong) is even more at risk to opposition bidding than Strong Club. And so it proved on the very first deal:

**≜K87 ♥KQ6 +10 ♣AQ8764** Ν ▲AQ43 ▲J109652 ♥875 ¥A109 W Ε ♦Q9632 **\***8 **♣1**0 ♣K32 S ۵ **♥J432** AKJ754 **♣**J95 West East South North Orkoneva Klukowski J.Fagerlund Tuczynski 1\* 2♠ 3♦ 4♠ 5♣ 64 Pass All Pass



Michal Klukowski

Over 4, one would pass with the weak no trump, have to double with many strong hands, and therefore with a natural opening Klukowski decided to bid 5, which South, holding a void in the opponent's suit decided to raise to Six.

East led the ace of hearts and, when it held, another one. Declarer can achieve 11 tricks but actually went two off when the play continued diamond to the ace, club to the queen wins (cruel East ducking), ace of trumps (bad news), heart king, spade ruff, and diamond king, ditching a spade. East ruffed and the defence still had a spade to make.

That result didn't seem so bad when the score from the other table showed Finland in 5♦ three off for 2 IMPs to Poland. Four rather mild partscores followed with Poland picking up a further 5 IMPs. Then came:



Board 6. Dealer East. E/W Vul.

A strong no trump from Fagerlund, East, received a Two Club four-card Stayman enquiry. Klukowski overcalled in hearts and East showed his spades, both were raised to game by their partners, with 4 buying the contract.

South led a heart to the jack and ace. Wanting to protect the king of diamonds from attack by North, declarer casually ruffed his heart king. Dummy looked a little surprised but did as instructed. Klukowski took some time to work out declarer's motives and somewhat over-prominently contributed the heart queen to indicate his high honour in diamonds.

Declarer duly took a spade finesse, losing to South who switched to a diamond as instructed. North took the ace but the next diamond was won by declarer.

Had declarer realised North had no more diamonds he could have played safely for ten tricks by laying down the ace of spades. As he did not, he crossed to dummy for a second finesse in trumps.



Juuso Fagerlund

That would produce nine tricks or 11 depending on the result. It was 11 and +650 for Finland but a swing of 4 IMPs to Poland when at the other Finland unwisely sacrificed in  $5 \clubsuit$  for a penalty of 800.

Then came two slam hands slightly worse than finesses in quick succession. This was the first:





One Club was Polish, 2♣ was still two-way, 2♦ was an artificial game force and 3♦ showed a strong hand with longer clubs than diamonds. Klukowski might have wished to make a mild slam try in clubs but there was no room left. He must have been worried when he saw dummy, particularly as he received a heart led. When the spades came in he had all 13 tricks.

All Pass

3NT

In the Closed Room, Finland had bid and made Six Clubs for a 12 IMP gain.



Piotr Tuczynski

The half-time score was 22-18 to Finland but it was all Poland in the second half. The host nation won by 54-23 or 16.38-3.62 in VPs.

# Daily Play Problem 5

Dealer North. N/S Vul.



West leads the queen of hearts!

How do you play on solving your trumps:

- A) Do you finesse through West?
- B) Do you finesse through East?

C) Do you try to drop it with ace-king of trumps?

Is there anything more that you have to think of before playing on?

Pass

# **Two Interesting Boards**

## by Micke Melander

On many occasions when you play bridge you are into counting percentages and probabilities. Let's have a look at two boards from Round 8 for the juniors where many players got the opportunity to shine – but failed. The first board itself created a swing in almost all matches that were played.

Board 11. Dealer South. None Vul.



As West you are declarer in  $6 \Leftrightarrow$ ; 2NT was forcing to game with diamond support. The opening lead is the jack of hearts. You win the opening lead with the ace of hearts, then a diamond to the king and North's ace. North now continues with the ten of hearts and South follows low again. What's your plan for finding the queen of clubs?

The second board you get to be declarer in the 'wrong' contract. Clearly Four Hearts would have been a better spot to be in than this no-trump game.

Board 15. Dealer South. N/S Vul.



## **FUNBRIDGE.CO**

Funbridge.co, the French website, is looking to become more international and needs young collaborators. If you are interested you can write to: JR@GOTO.FR Or contact Jerome Rombaut, the French Girls' captain, here in Wroclaw. The ten of clubs might be first, second or fourth. North follows with the two, encouraging. You win the trick with the king and plays a heart, on which plays the jack. Do you have a plan and are there any threats on the horizon?

Board 11. Dealer South. None Vul.



The play on the first board went jack of hearts, won in dummy, a diamond to the king and North's ace. North then continued with the nine of hearts which you won. Now pull the last trump and make a note that it was located with North. On a third round of hearts you also get to see a third heart with North. Now you know that North probably has four of them (since he led the suit and didn't kick off with spades. To lead away from jack-ten-nine would most probably not be winning in the long run when he must have had a reasonably safe spade to start with) and at least five spades gives you almost a complete count of North's hand. You know about 5(6)-4-2(1), and therefore it should be automatic to lay down the ace of clubs and finesse South for the queen.



Tamas Hoffmann



The second board was very close to being a real masterpiece in both declaring and defensive play. Lazar led his longest and strongest, the ten of clubs (a diamond lead would also have been a winning lead for the defense). Hult won in hand with the king and realized that he needed to get the hearts running to be able to get his nine needed tricks. He therefore continued with the three of hearts, on which Lazar jumped up with the jack!, correctly ducked by declarer, but Hoffmann was clearly not sleeping in and overtook it with the queen! He then returned the jack of clubs, queen from declarer and South won it with the ace, declarer discarding a heart from dummy.

Pretend you are South, what information have you got? Well let's say partner had jack-two in clubs from the beginning, would he then have played low or the jack on the opening lead? Probably the jack to clarify the situation for partner, if he has jack-fourth he would have played his lowest back (with jack third remaining) since he encouraged on the opening lead – so we can be pretty sure that partner has precisely jack-third, leaving declarer with king-queeneight-small. Therefore we have to try to get partner in and shift to a diamond as, declarer has his nine tricks as soon as he get in.

As said before, it was close to being a masterpiece, but Lazar cashed the nine of clubs before shifting to a diamond and that let the contract make.

# Grand Push, Grand Try

by Patrick Jourdain

This deal from the Juniors Round 3 has been the talk of the championships:



Board 11. Dealer South. None Vul.

Of 22 tables, seven reached a grand slam, mostly with clubs as trumps but two in 7NT. Deep Finesse says 12 tricks is the limit, but what does Deep Finesse know? Six declarers made the grand, one failed. Your reporter set out to find the stories.

One declarer received a diamond lead so was able to claim at once. Five received a club lead. Analysts should take a little time (or more if you need it) to work out whether declarer can succeed on this start. The trump slam is more complicated but in essence the ending works equally well in no trump.

Suppose in no trump declarer cashes five of his eight clubs and the ace of hearts to reach this seven-card ending:



East has his first problem. If he unguards spades, declarer can throw a heart from dummy, unblock the ace of spades, return with a diamond to the ace and finish the clubs. In the end position East has to keep the heart king, so must unguard diamonds, dummy ditches the queen of hearts and West is also squeezed as he now has sole guard of spades. Dummy's nine of diamonds becomes the 13<sup>th</sup> trick.

So East does better in the diagrammed ending to keep his spades and a throw a diamond? But what can he do on the next club? If he bares the queen of diamonds declarer can cash the ace dropping the queen, unblock the jack, cross to dummy's ace of spades, and make the diamond king as the thirteenth trick.

If instead he now unguards spades the double squeeze operates.

Provided declarer keeps the bare ace of spades in dummy there is no defence to the grand slam. The squeeze has elements of a criss-cross (that bare ace), a guard squeeze (East cannot bare the diamond queen) and both opponents are squeezed. So do we call it a double criss-cross guard squeeze?

As a digression your reporter wrote a book called Squeeze Play is Easy with the late, great, Terence Reese. Reese in his laconic way complained that if a double squeeze meant two opponents were under pressure a triple squeeze implied that three opponents were in trouble.

So the answer to the question what does Deep Finesse know? is this: a spade lead at trick one removes a crucial entry to dummy. On that lead declarer should be held to 12 tricks.

So first we report the action at the table where East led a spade. It was the match between Poland and Belgium with Wouter van den Hove North for Belgium and Kriztina Ormay South:

West	North	East	South
Bielawski	v.d. Hove	Niajko	Ormay
-	-	_	Pass
Pass	2♦	Pass	2♥
Pass	3♣	Pass	3♦
Pass	4♣	Pass	4♦
Pass	4♥	Pass	4♠
Pass	4NT	Pass	5♣
Pass	5♦	Pass	5NT
Pass	6♥	Pass	7♣
All Pass			

2• was either a weak two in hearts or a game force as revealed on the next round. 4• was a positive, 4 $\Psi$  Keycard, 4 $\pm$  one key, 4NT enquired about the trump queen, with no surprise to North when South denied it. 5• then asked for kings and 5NT showed either the diamond king or the other two side kings. 6 $\Psi$  was a further try which South accepted rather than sign off in 6NT.

After this auction Slawomir Niajko sitting East fished out a spade, removing a crucial entry to dummy at trick one. Full marks for the lead but he slipped up later when van der Hove rattled off seven of the eight clubs, leaving five cards. East must keep two hearts and should keep his spade king rather than three diamonds. When the spade king was thrown, den Hove cashed the heart ace, and the last club squeezed both opponents. To retain the heart king, East had to unguard the diamonds, dummy then threw the heart queen, and West had to throw a diamond to keep the spade queen. The nine of diamonds was the 13<sup>th</sup> trick.

This was well played by van den Hove, who succeeded despite being the only declarer to face the killing spade lead.

Now for the action at the other table where Jakub Wojcieszek was North for Poland partnering Pawel Jassem. The pair already has a European Open Teams title as they were part of the Polish team that won in Ostend a couple of weeks ago.

West	North	East	South
Bahbout	Wojcieszek	Schafer	Jassem
_	-	_	Pass
Pass	1 🜲	1♥	Dble
2♥	3♣	Pass	3NT
Pass	4♣	Pass	4♦
Pass	4♥	Pass	4♠
Pass	4NT	Pass	5♣
Pass	5♥	Pass	5NT
Pass	6♦	Pass	7*
All Pass			

1 was Polish, double promised spades, 3 showed the strong version, 4 set the suit and showed slam interest, then



Jakub Wojcieszek



Wouter van den Hove



Pawel Jassem

three cuebids. 4NT was keycard, 5♣ one key, 5♥ asked for kings, 5NT showed one, 6♦ was a further try which, as at the other table South accepted rather than sign off in a dull 6NT.

This time East, Jorrit Schafer, made the normal club lead, giving declarer the chance to shine, an opportunity he seized. The crucial point is that on six rounds of clubs declarer threw three spades and one heart retaining the bare ace of spades as an entry to dummy. This was the position after the sixth club:



East has to keep three hearts or the king ruffs out. On the sixth club he can throw a diamond but unguarded spades a trick early. Wojcieszek at once cashed the ace of hearts, crossed to the ace of spades, ruffed a heart to see if the king fell, and then claimed a double squeeze when he led the last club. I asked him what he would have done in the ending shown if East had kept two spades and two diamonds. The answer came at once, "The ace of hearts and another club finishes him".

And so the grand slam in Poland-Belgium was a 'push'. Wojcieszek's play is a clearcut entry for the International Bridge Press Association's Annual Richard Freeman Junior Award to be made in Bali, but first I had to check what happened at the other tables in the grand.

All but one of the other declarers had cashed the ace of spades too early, allowing careful defence to beat the grand. The Israeli defenders were the only ones to discard correctly with East, Lotan Fisher, throwing diamonds in the ending rather than spades, so the Hungarian declarer had to fail in his 7NT. Where East unguarded spades declarer recovered with the double squeeze.

This was the final table, in the Norway/Turkey match, where Harald Eide was North for Norway:

West	North	East	South
Gobekli	Eide	Gokce	Ellingsen
_	-	_	Pass
Pass	2*	Pass	2♦
Pass	3♣	Pass	3♦
Pass	4♣	Pass	4♦
Pass	4♥	Dble	4♠
Pass	4NT	Pass	5♦
Pass	5NT	Pass	6♦
Pass	7NT	All Pass	

This auction was what one might describe as a more traditional one, with the standard interpretation for each bid. This time it was North who decided, once he could count 12 tricks, the 13<sup>th</sup> would appear. And right he was.

East led a club. It seems strange but the ending (do we call it a double criss-cross guard squeeze?) works just as well in no trump though it arrives a trick later because East easily comes down to two hearts, with three diamonds and two spades. On the next club he does best to throw a diamond but actually unguarded spades.

Eide had made the key play of reaching the ending with the bare ace of spades, two hearts and three diamonds in dummy. When East unguarded spades he crossed to the ace, returned to the ace of hearts and the last club produced the double squeeze.

If East throws a diamond on the seventh club, declarer can cash the heart ace and follow with the last club as already described, so, well played Eide.

At the other table in this match Turkey had stopped in a safe small slam so making 7NT was worth 11 IMPs to Norway.

# Well Done Donati

## by Ivan Brajkovic

Italy topped the table in the Juniors at the end of day three. In Round 7 they met Croatia, and after 13 boards trailed by 12-28 IMPs. However, the Italians came on strong over the remaining seven deals to take the match by 55-28 IMPs, 15.77-4.23 VPs and increase their lead at the top of the rankings.

Giovanni Donati found a great bid on Board 19 to help his side to their win.



Round J7. Board 19. Dealer South. E/W Vul.

Three Clubs was an invitational spade raise. Looking at huge club support and no defence, Donati simply jumped to  $6\clubsuit$  and made his opponents guess. They did the best they could by doubling and collecting +300, but with Italy declaring the cold  $5 \bigstar$  in the other room for +600, that was 7 IMPs to Italy.

# Not So Odd After All

by Christer Andersson

In European Championships you sometimes find results of good players that deviate entirely from the rest of the field. At first sight you do not believe the result, but when you diagnose how the strange result was created, it suddenly appears to be very natural. I had this experience in the first match on Sunday morning. I had decided to have a look at the first match in the Schools series (U20), and selected the match between France and Russia. I have seen many Russian players making their first international appearance in European Championships and generally found their bridge capabilities of high standard. Was this the case also this year?

Looking at the final score of the match – a comfortable win for France – you can surely question that hypothesis.

On the first board a non-alerted auction took the French players to the normal 3NT contract:





Matthieu Fourre led the ♥2, which according to their declaration was third or fifth from the top. Declarer, Nikolay Skarzhinskiy, noted that he had 27 HCP together with dummy. There are only 13 HCP left for the opponents, and more or less all of this strength should be with North who opened the bidding. Nikolay played low in dummy and won the first trick with the jack. Recognizing that North could establish three heart tricks from his assumed five-card suit if he was allowed to do so, Nikolay deduced that he could not allow North to win a trick with the  $\mathbf{A}$ . He needed two tricks in each major, one in diamonds and four in clubs. In case clubs were not distributed 3-3 between the defenders, which was indicated by the bidding, it was necessary to finesse through North to obtain four club tricks. When the club finesse lost, South played a heart to dummies ace. Declarer tried to get two spade tricks but North was wide awake and won the queen with the ace, cashed his two high hearts and played a spade to dummy's jack. With only eight tricks Skarzhinskiy had to finesse in diamonds and went one off.

At the other table Thibaud Vincenot/Benjamin Marie for France reached the same contract and got the same opening lead. But their Russian opponents led fourth highest. The French declarer therefore only had two heart losers and the ace of spades. As he had the luxury of being able to lose one diamond trick, it was not necessary to take a risky club play. Instead, declarer established the ninth trick in diamonds.

The contract was 3NT at 33 of the 48 tables and the contract was made at 29 tables. At all tables where the contract went down there was a heart lead and I am convinced that the declarers reasoned in a similar way to our unlucky Russian declarer.

Perhaps not so unlucky. After winning the heart jack, lead the four of spades. If North wins you have three spade tricks and at least nine in all. If he ducks, win the king and play a diamond to the ace and a second diamond. There will always be nine tricks without having to make the risky club play as chosen at the table, on the assumption only that North holds the A and K. (ed.)

The start of the match had a bearing on several of the boards that followed and at half-time France had a comfortable lead of 61-5. The Russian team recovered in the second half but they were too far behind to save the match that ended 85-52 (16.66-3.34) to France.

# My Music

## by Kees Tammens

Taking W (captain of Dutch juniors and a winner of the Bermuda Bowl) and J (member of the junior team of the Netherlands in Taicang, 2012) to an exciting concert of Beth Hart in Paradiso. With J (the same J once more) to John Mayall and the Bluesbreakers. S, in his school days a nice minibridge player, enjoyed the riffs of Johnny Winter. A (a former winner of the Venice Cup) really loved the show by Beth Hart and Joe Bonamassa. And for M (a talented new girl in the Dutch bridge scene) and J (it is impossible to get rid of this guy) the Black Crowes proved once again to be one of the greatest live bands ever. You might say the Dutch junior coach, besides taking care of junior bridge, also has an eye for the so necessary musical education of his young players.

And for those of you who are planning a visit to Amsterdam: call and he will take you to Paradiso, Melkweg, Maloe Melo, Last Waterhole and the Bourbon street, with everywhere excellent rock and blues. And this all in walking distance. Of course I gladly accept the invitation from the editor and send my list of favourites:

- 1: Texas Flood: Stevie Ray Vaughan
- 2: Slow train: Joe Bonamassa
- 3: Born with a broken heart: Kenny Wayne Shepherd
- 4: Sunshine of your love: Cream (Eric Clapton)
- 5: Baddest Blues: Beth Hart (BH: illustrious initials for which other female singer?), Summertime: Janis Joplin
- 6: Going home: Ten Years After (Alvin Lee)
- 7: Bullfrog Blues: Rory Gallagher
- 8: Voodoo Child: Jimi Hendrix (listen also to Orianthi)

I apologize – in this list I was only allowed eight) to: Ted Nugent, Jimmy Page, Bo Diddley, Eelco Gelling (Cuby and the Blizzards, from Grollo in the Netherlands) and especially to Carlos Santana, and not to forget Brian May, BB King, Robert Johnson and all of them who can (could) play the blues.

# **Daily Play Problem 5 – Solution**



The mathematical solution is to try to drop the queen with ace and king of trumps. That would have failed this time, as if you follow that line and then play on clubs, East would ruff the third round, cash the king of hearts and shift to diamonds.

Therefore, you have to finesse through East, as if West gets in there is no real threat against you. Though playing like that you also have to duck the opening lead! If you won the ace of hearts at trick one, East has an entry with the king of hearts and you have to make the correct guess in trumps to make the contract.

So the correct answer was, duck the opening lead and finesse against East.

# CAŁA NAPRZÓD!

Marek Wójcicki

Po wczorajszym dniu nasze drużyny zrobiły wyraźny krok do przodu. Juniorki po zwycięstwach z Norwegią, Turcją i Włochami są na trzecim miejscu w tabeli, z na pewno możliwą do zniwelowania stratą do znajdujących się przed nimi drużyn Francji i Holandii. Juniorzy młodsi wygrali z Danią, Austrią i Słowacją, przesuwając się na drugie miejsce tabeli. Juniorzy zdobyli na Finach i Austriakach ponad 36 VP i awansowali także na drugie miejsce. Są powody do optymizmu.

Jak to się stało? Popatrzmy na kilka udanych zagrań naszych reprezentantów:

Na początek ładna licytacja pary Klukowski – Tuczyński z meczu przeciwko drużynie Bułgarii:

Rozd. 19. WE po, rozd. S.



W	Ν	E	S
Draganov	Klukowski	Spasov	Tuczyński
			1♦
pas	1♠	pas	1BA
pas	<b>2</b> ♦ <sup>1)</sup>	pas	<b>2♥</b> <sup>2)</sup>
pas	3♦	pas	3BA
pas	4♦	pas	<b>4</b> ♠ <sup>3)</sup>
pas	4BA	pas	<b>5</b> ♥ <sup>4)</sup>
pas	7♦	pas	

<sup>1)</sup> double checkback – forsujące do dogranej, układ dowolny
 <sup>2)</sup> czwórka kierów

<sup>3)</sup> cue bid, zgodnie z ustaleniami pary Klukowski – Tuczyński, pierwszy cue bid w kolor partnera nie może być krótkościowy

<sup>4)</sup> dwie wartości z pięciu na uzgodnionych karach bez damy atu

Dla ustalenia wysokości końcowego kontraktu kluczowa była informacja o królu pik – ręka w układzie 1444 bądź 1453 z singletonem blotką pik znacznie zmniejszała szanse na wygranie szlema. Po cue bidzie 4**\*** Klukowski miał już prosta licytację i doprowadził do optymalnego wielkiego szlema.

Na drugim stole Bułgarzy licytowali jedno okrążenie dłużej, ale zatrzymali się o jeden szczebel niżej i nasza drużyna zarobiła 11 imp.

I rozgrywka wywiadowcza z meczu juniorów młodszych:

Mecz Polska – Dania, rozd. 11. Obie przed, rozd. W.



Po licytacji:

W	N	E	S
Grabiec	Plejdrup	Krawczyk	Bilde
1♦	1♠	3♠	4♠
pas	pas	4BA	pas
pas 5♣	pas	6♦	pas

N zaatakował ♠K. Po lewie na asa rozgrywający zagrał w atu, a N po asie ponowił atu. S w tej lewie wyrzucił pika, kompletując ilościówkę nieparzystą. Grabiec ściągnął teraz trzy razy kiery. Obaj przeciwnicy dołożyli do koloru. Przed łapaniem damy trefl można było coś rozliczyć. Obraz rozdania powoli zaczynał się przejaśniać – N pokazał dwa kara, mógł mieć 3 lub 4 kiery, a z licytacji było wiadomo, że ma co najmniej pięć pików – sądząc z ilościówki S w pierwszej lewie, powinno to być sześć. W tej sytuacji S powinien mieć więcej trefli, niż N – ten mógł mieć co najwyżej dwa. Grabiec zdecydował się więc zgrać asa trefl i impasować damę u S. Jak widać z rozkładu, analiza była trafna i przyniosła naszej drużynie 9 imp, gdyż na drugim stole Kaźmierczak – Majcher utrzymali się przy grze w kontrakcie 5♠ z kontrą za 500.

No i jeszcze rozdanie z turnieju juniorek. Tutaj nasze reprezentantki bija konkurencję doświadczeniem i pewnością siebie. W końcu grają tu medalistki "dorosłej" olimpiady! Oto przykład takiego rozdania z meczu z Włoszkami:



Bez dwóch, 300 dla Polski.

W	Ν	E	S
Wesołowska	Salvato	Holeksa	Chavarria
1BA	pas	<b>2</b> ♠ <sup>1)</sup>	ktr.
pas	3♠	pas	4♠
pas			

<sup>1)</sup> transfer na trefle

Bez jednej, 50 dla Polski.

Nasze zawodniczki wykazały tutaj zdecydowanie lepszą ocenę karty. Wesołowska, mając wartości w czerwonych kolorach, nie kusiła licha i nie wskazała specjalnego fitu treflowego. W efekcie tego Holeksie obrona końcówki nawet nie przyszła do głowy. Na drugim stole Włoszka, licytując 2BA pokazała "lepsze przyjęcie" transferu, co sprowokowało partnerkę do pójścia w obronę. Po kooperacyjnych 44 Żmudy, wskazujących wartości defensywne, Kazmucha skontrowała od razu 54. Dało nam to łącznie 8 imp.



Wroclaw - Market Square

Photo: Piotr Syryca

## 4th BID-Kibic Budapest Bridge Open Budapest, 30 August - 1 September, 2013

## VENUE

The Aquincum Hotel Budapest \*\*\*\*\* 1036 Budapest, Árpád fejedelem útja 94. www.aquincumhotel.com

Organizer: Kibic Nonprofit Sport Association

Main Sponsor: BID

Sponsors: PHARMA-Marketing Kft., Magyar Bridzs Szövetség, Bárdossy Dániel

## REGISTRATION

http://kibicbridge.com (Calendar - August) tournaments@kibicbridge.com Registration deadline: August 29, 2013, 24.00 Pre-registration deadline: July 31, 2013, 24.00

## **REGISTRATION FEE**

#### **Bóc István Memorial Pairs Tournament**

Fees Pre-registered: Young (up to age 26) **Kibitz-members** G+20 Pairs Fees Pre-registered: **Kibitz-members** 

9500 HUF per player 8500 HUF per player 8000 HUF per player 8500 HUF per player 3000 HUF per player 2500 HUF per player 2500 HUF per player

r. Bóc Istvár 1955–2011



## PROGRAM

August 30 (Friday)18.00Bóc István Memorial Pairs Tournament (MP) Round 1 (qualifier)

#### August 31 (Saturday)

9.30 – 14.00 Bóc István Memorial Pairs Tournament (MP) Round 2 (qualifier) 14.00 – 16.00 Lunch 16.00 – 17.30 Zia Mahmood – The Panther Double Show (lecture)

17.45 - 22.00 G+20 Pairs Tournament (Single round competition)

#### September 1 (Sunday)

9.30 - 15.00 Bóc István Memorial Pairs Tournament (MP) Round 3 - Heat 1 (best 18 pairs) (Super Final with 2\*17 boards)
10.30 - 15.00 Bóc István Memorial Pairs Tournament (MP) Round 3 - Finals of Groups Heat 2 - Heat 3
15.30 Prize giving ceremony

## PRIZES

Bóc István Memorial Pairs Tournament

#### Heat 1

I. 360 000 HUF voucher + cup
II. 200 000 HUF voucher + medal
III. 120 000 HUF voucher + medal
Other prizes: between 130 000 - 477 000 HUF total prize vouchers + diploma

#### Heat 2

118 000 - 177 000 HUF total prize vouchers + cup/medals

#### Heat 3

I-III. 34 000 – 39 000 HUF total prize vouchers + medals

#### G+20 Pairs

 75 000 HUF voucher + cup
 54 000 HUF voucher + cup
 36 000 HUF voucher + cup
 4-10. 97 000 - 102 000 total prize vouchers + diploma

Other special prizes can be given up to the numbers of players.

#### Special prizes

Best foreign pair Best lady pair Best mixed pair Best young player Best young pair Best senior pair (only at least 10 pairs) Best Kibitz member pair Best amateur pair

The special prizes are given only at least 100 pair participants. These prizes can be contracted with other prizes (except for the 1-5th place winners), but only one special prize can be presented per pair.



#### **RUCH read a new**

RUCH is one of the most recognizable brands in Poland. Its history dates back to 1918, which means that it is 95 years of age. Today RUCH is a privately held company that is currently undergoing dynamic transformation aimed at matching the business with the needs of customers across the country. The changed logo and new kiosk cubes make the external sign of many changes that are currently taking place in the company. The new model of kiosks is a synonym of modernity, openness to the contacts with customers and immediate reaction to their spontaneous needs.

#### Listening to the rhythm of millions

RUCH's network of sales is built so as to be able to satisfy basic but pressing needs of our customers at each step. Purchasing press, tickets, morning coffee or snacks, that is activities we usually do not want to devote too much time to and that we do without prior planning, may be done in a an easier and faster way. While designing a new kiosk, we tried to make even the quick way of shopping for small products pleasant. The new kiosk cube is wide open, products are easily accessible and well displayed, and the contact with the assistant has been made comfortable.

Kiosk is a coffee corner. Coffee is grounded and percolated in high quality vacuum coffee makers on the spot. Customers can also buy sandwiches and snacks. All these features have contributed to the new model of RUCH kiosks being recognized as an innovation on the Polish market.

#### In rhythm of space

Over the years RUCH has melted into the landscape of Polish cities. It has changed and is still changing with them. New selling points of RUCH are characterized with a modern design that ideally meets the architectural requirements of contemporary metropolis and developing towns. The graphite colour of the kiosks constitues a neutral background matching the urban architecture and making it possible to effectively display merchandise. The changed stylistics of the RUCH trademark possesses modern and dynamic character. The attractive set of colours attracts attention. The name, the type font and characteristic shade of green refer to the nearly 100-year tradition of RUCH.

#### Need of a place

The retail network has been divided into four segments. Each of these segments provides customers with an offer tailored to the place where they are in a given moment. Except for the so-called basic assortment, kiosks offer characteristic merchandise that is useful in this specific location. Cigarettes, magazines and tickets are sold in busy places; books, gifts and postcards are sold at airports and train stations; an extensive range of weeklies and magazines may be found in shopping centres whereas public utility facilities offer sandwiches or intermediate products that make it possible to prepare a quick meal.



# budimex







