

BAUER Custom Max Domi x JDRF Sticks

Overview: To coincide with the launch of the Max Domi Fund for Type 1 Diabetes, and his book, “No Days Off”, we worked with Max to design fully custom, personalized sticks. While in attendance for the BAUER Hockey Athlete Event in Exeter, New Hampshire on July 17, 2019, Max approached our team about creating a limited release stick for him to use in November for Diabetes Awareness Month. We invited Max to the Bauer Innovation Center in August to meet with our Senior Stick Designer, Guillaume Harvey, to work through the blue color scheme and other design elements. The sticks have the same technical constructions that Max typically uses, but the design is completely customized.

DOMI DIABETES AWARENESS MONTH SERIES

Stick Color Scheme: Blue, Red, White, Black

The majority of the stick is done in various shades of blue, as blue is the symbolic color for diabetes awareness. Other prevalent colors are red and white, which are not only the colors of the Canadian flag, but combine with blue to make up the three main colors of the Montreal Canadiens. The blade is done in black, as is the base of the shaft, so that Max is not distracted by the stick when looking down to play the puck.

Blue Circle

The numerous blue circles located on the shaft of the stick represent the insulin pump Max wears on his arm at all times.

“No Days Off”

Max intentionally timed the release of his book, entitled “No Days Off”, to coincide with the beginning of diabetes awareness month. Proceeds from the book’s sale will benefit the Max Domi Fund for Type 1 Diabetes. Naturally, he wanted his book title on his stick as well, as it is his personal mantra.

MD13 Logo

The blue and red M1D logo is a 2-in-1 image. At first glance, it reads as “MD13”, which is a combination of Max’s initials and 13, his number with the Montreal Canadiens. However, this logo is also meant to be read as M1D, or Max, type 1 diabetic.

Montreal and Toronto Skylines

Inspired by the decisions by both David Pastrnak and Patrick Kane to include skylines on their custom 2019 Winter Classic sticks, another must-have for Domi were the skylines of both Toronto and Montreal, to represent his dual residency in each city. Toronto is both his birthplace and childhood home, and Domi resides in Toronto when not in Montreal. Montreal has become a second home for the Canadiens player, and he wanted the dual skylines to reflect this.

JDRF/FRDJ Logos

There is the English version of the JDRF logo on one side, and the French version on the other, to tie in the languages of the provinces Max resides in, Toronto and Quebec.

BAUER Logo

Bauer adapted its traditional logo which adorns the midpoint of each stick’s shaft it has ever made.

Whereas the logo has typically been a solid fill, it was determined this would be the perfect place to play homage to the names and numbers of players whose jerseys have been retired by the Montreal Canadiens.

Caduceus

To match the tattoo on his left forearm, Max wanted a caduceus somewhere on the stick. This can be found on the English-language side of the stick, where the blade meets the shaft.

@MAX DOMI XIII

Another must-have for Max was his unique Instagram handle, @Max, so we included this where the stick information typically goes. We also added his last name to create a pseudo name bar, and instead of cardinal numbers did his jersey number in Roman numerals.

/96 Black Rectangle

Below his Instagram handle is a black rectangle which only contains the text “/96”. Here, Max can sign and number each of the sticks out of the 96 total made.

Quote #1

At the top of the shaft, near the white Bauer logo, is the quote, “Dream big!”

Blue Circle to Red Line

Stemming from another insulin pump image is a red line, which is symbolic of the blood drawn when checking one’s blood sugar, a very regular occurrence for type 1 diabetics such as Max.

Red Line Symbols

Trailing along the red line are a series of symbols. First is a mustache to represent Movember, a movement during the month of November to raise awareness and funds for men’s health initiatives. Adjacent to this is Clarke 16. Bobby Clarke is a former NHL player who is also a type 1 diabetic, who continues to inspire Max to believe his dreams are possible. When he first broke into the NHL with the Arizona Coyotes, Max wore 16 to honor Clarke, but this number has been retired by the Canadiens organization since 1975. Next to this is Sundin 13. Mats Sundin is another former NHLer who Max looked up to growing up. When 16 was unavailable after joining Montreal, Max immediately decided on 13 after Sundin. Of course, Max could not forget his service dog, Orion, so his name and a paw print were used to finish out the symbols on the red line.

Shaft Spine Writing

Further down the stick’s backside are the phrases “World Diabetes Day, November 14, 2019” and “Designed to the exact specifications of Max Domi #13” to commemorate the why and the who of this unique stick design.

Canadian Flag

Along the diagonal red striping which wraps around the shaft are two Canadian flags to represent Max’s heritage. Max has represented his home country three times. He won an Under-17 World Hockey Championships bronze medal in 2012, a World Juniors gold medal in 2015 and a World Championship gold medal in 2016.

Quotation #2

“With every challenge comes an opportunity,” is the final quote Max wanted to include on his stick, and

speaks to his worldview.

Blade Label

The blade of the stick features again his MD13 logo, which is below another space Max will sign each stick. Next to that are the words “Diabetes awareness month stick” to denote the purpose of this design, followed by “World Diabetes Day, Novembre 14, 2019” and once again “Designed to the exact specifications of Max Domi #13”.

SHARE THE STORY

We're excited to share a bit of Max's story with you! In conjunction with this document which details all of the intricate details of the sticks, we're also sending the "making of" video shared already on social media by both Max and BAUER. Additionally, we've attached images of some stick elements. We ask that you please help us share the design of this stick through social media posts, articles or whichever medium works best for you and your organization.

GET IN TOUCH

Have any additional questions about the sticks, the activation or partnering with BAUER? Reach out:

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