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# Stoudemire puts energy behind Sheets

Updated: May 4, 2011, 7:59 AM ET

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*Special to ESPN.com*  
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It was eminently apparent last Wednesday how Twitter has helped transform product marketing when Denver Nuggets forward [Danilo Gallinari sent a tongue-in-cheek](#) message to his followers that played off his Italian accent. The viral video that accompanied his tweet, in which he bluntly seems to offend a reporter in a mock interview, formed the first word on a new dietary supplement produced by Purebrands, LLC called [Sheets energy strips](#).

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*Purebrands* New York Knicks forward Amare Stoudemire is really energized about Sheets.

The product, co-founded by entrepreneur Warren Struhl and Marquis Jet Partners co-founder Jesse Itzler, is a caffeine-filled dissolvable strip that gives people an energy boost similar to that of premium coffee. The inclusion of vitamins E, B6 and B12 and the absence of any sugars or calories in the energy strips are intended to give consumers a healthy alternative to sugary energy drinks and energy bars.

"We realized there was an opportunity in the energy category," Struhl said during a phone interview with *The Life*. The idea for Sheets was formed around November 2009 when Itzler and Struhl began trying to figure out a new delivery system for energy products. Itzler consulted Miami Heat forward and Marquis Jet customer LeBron James for his likes and dislikes of energy products. James was enamored with the dissolvable strip concept; he and his business partner, Maverick Carter, soon became Sheets co-founders. Itzler then went to New York Knicks forward Amare Stoudemire with the idea for his take; Stoudemire called it a "game changer," and he became an investor and early endorser.

Struhl explained Sheets will begin shipping nationwide the third week of May to its launch partner, GNC, and to 25,000 to 30,000 smaller format stores that sell energy products. Baltimore Ravens running back Ray Rice and musicians Pitbull and Drake are also involved as endorsers in what will be a \$10 million marketing campaign, according to a media release.

Stoudemire spoke with *The Life* to explain why he chose to invest in Sheets as well as to discuss details of his new clothing line with fashion designer Rachel Roy and how he'll save money in case an NBA lockout comes to fruition.

**The Life:** Why did you choose to be part of this product?

**Stoudemire:** I've been knowing Jesse for a while now, and we have a few other companies that we're involved with. He brought the idea to me, and I sat down at his place and put some thought into it. I thought it was a brilliant, brilliant game plan. So, I wanted to be part of it from that point on.

**The Life:** What have you previously used for energy during practice/games?

**Stoudemire:** I used energy drinks. A lot of times after using energy drinks ... it is a drink, so it sits in your