

baywatch

WELCOME TO THE FIRST EDITION OF BAYWATCH!

Welcome, all, to the very first edition of Baywatch, your brand new monthly newsletter! Today, we stand before one of the most thrilling junctures in Flashbay history... after nearly fifteen years of dominating the promotional Flash Drive market globally, we are embarking upon a journey to become the global leader across promotional technology products more widely.

Having already launched Power Banks, and with a variety of new products imminently in the pipeline, our future could not be more exciting. Every month, we will be using this opportunity to bring you up to date on the latest developments from within Flashbay. We will also take a moment to reflect on some of our staff's finest achievements, as well as acknowledging those reaching landmark milestones of service to Flashbay, the pillars of our sustained success.

In this first edition, we introduce our new team of Executive Assistants, discover our Audio product range, and look back on a splendid 'New Starter Welcome Social' amongst other exciting stories... we hope you enjoy your read!

OUR MAIN NEWS

NEW STARTERS WELCOMED

The London office holds new starter welcome drinks in an effervescent Waterside

MEET THE EXECUTIVE ASSISTANTS

Introducing the new team formed to support new and exciting strategic initiatives for Flashbay

FLASHBAY ENTERS THE AUDIO MARKET

Launch of new wireless, Bluetooth speakers and headphones marks a new era for Flashbay

NEW FACTORY INVESTMENTS

Flashbay to open new Leather Embossing Customisation department amongst other new investments

POWER PRODUCT CATEGORY ENHANCED

New car charger added to Power category, as well as booster Power Bank launch

REGULAR FEATURES

March Masters: round up of the month's biggest winners
Flashbay Anniversaries: celebrating 5 years plus in March

FLASHBAY WELCOMES NEW STARTERS AT THE WATERSIDE

The last day of March saw Flashbay's London office hold a 'Welcome Social' for all its new starters in 2017. With over sixty Flashbayees descending on our favourite local watering hole, the Waterside, stunning night-time riverside views alongside tremendous company ensured a fabulous time was had by all.

It was a fantastic opportunity for our new starters at Flashbay to meet in a more informal setting and get to know the real sides of not only their teams, but also others across the company – a rarity particularly amongst our sales teams, given the localised nature of the work. For others, there was also the long-awaited opportunity to finally put a face to the name of the colleague that never replied to those emails earlier in the week... all in good faith, of course.

The healthy tab behind the bar ensured the evening remained committed and lively throughout, with the UK teams seemingly particularly keen on demonstrating the validity of certain national stereotypes, at least from a liquid perspective. Much merriment was had, but at what cost ahead of the weekend...?

All in all, the evening was most definitely an overwhelming success, with everyone a little better acquainted through a jovial evening and our new starters certainly well integrated by the evening's close. We hope the Australian office down under enjoy a similarly unifying atmosphere when they head-off bowling next month!





Chris Anguelov



Joss Hancock



Kelvin Tang



Natalie Murray



Steve Webster



Judith Bruhn

MEET THE NEW EXECUTIVE ASSISTANT TEAM IN LONDON

March saw the introduction of a brand new five-man 'Executive Assistant' team working in the London office under the leadership of CEO, Steve Webster. With the company entering an exciting new phase of growth and diversification into a variety of promotional technology products, the team has been formed to support management through these new strategic ventures.

Initially, much of the work has focused on streamlining existing processes, as well as undertaking various research projects to explore potential sources for future business development. The team has only been together for a short while, but already the additional resources have eased workflow pressures on existing staff and accelerated the delivery of various long-outstanding assignments.

MUCH OF THE TEAM'S CHALLENGES WILL STEM AROUND THE STRATEGIC ASPECTS OF FLASHBAY'S TRANSITION

The team's diverse set of backgrounds fits seamlessly into Flashbay's multidimensional culture, with members originating from Hong Kong, Bulgaria, New Zealand and Germany, bringing experience ranging from management consulting and investment banking to professional tennis. Nevertheless, despite this apparent heterogeneity, some rather bizarre uniformities have emerged; a notable proficiency in Mandarin and extreme martial arts has certainly posed some question marks over both the recruitment process and the longer-term vision for Flashbay. The first rule of fight club is...

In time, rather than forming a covert, oriental-inspired military faction, much of the team's challenges will stem around the strategic aspects of Flashbay's transition into new product categories, whilst ensuring internal efficiencies continue to be optimised. The team is thoroughly excited to be joining at such a momentous period in Flashbay history, and are looking forward to sinking their teeth into the projects that lie ahead and working alongside such an established and talented workforce. Please join us in welcoming them to the company, and we hope you enjoy getting to know them better in due course!

MARCH MASTERS

Most Total Profit

WILLIAM GILLIVER

Team Germany
£69,743

Most Total Profit (Probationer)

MARLENE POETTKER

Team Germany
£23,983

Most New Business Profit

WILLIAM GILLIVER

Team Germany
£26,013

Most New Business Profit (Probationer)

MARLENE POETTKER

Team Germany
£16,949

FLASHBAY BEGINS BRANCHING OUT INTO NEW PROMOTIONAL AUDIO PRODUCTS RANGE

The close of the month signalled the beginning of yet another exciting chapter in Flashbay history, as we introduced our entirely new Audio product category. The launch of our wireless, Bluetooth speakers (the Cube) and headphones (the Arc) marks another important milestone in Flashbay's drive to diversify its offering and develop its global standing more widely across the promotional technology market.

The move into audio has naturally enthused everyone at Flashbay, and the sleek product designs and features have only served to further enhance the anticipation. Coming in a crisp white colour with a sharp finish, the elegance of both the Cube and the Arc is comfortably on a par with much of the consumer market. And whilst sound capabilities might not exceed those of the latest Bose models, both products offer specifications and features that belie their promotional nature.

The Cube (pictured below) has an impressive sensitivity rating of 70dB, and can reach a speaker power of 3.5 Watts. With up to ten hours of playback and easy pairing to iPhone, iPad, Android and Windows mobile devices via both Bluetooth and an auxiliary cable, the Cube provides a versatile and lightweight, portable alternative for one's musical requirements. Indeed, it even offers a speakerphone function when paired with a smartphone, so that customers can conference in on-demand! Further still, the classic design of the Cube allows for branding on four sides via screen printing, ensuring it provides ample space for its primary use as an effective marketing tool for businesses.



The Arc, meanwhile, has an even more impressive sensitivity rating reaching 108dB. Offering up to eight hours of playback, it can be paired via the same methods as the Cube, and also offers the speakerphone function. It is also similarly available for screen printing, offering tremendous brand visibility on the sides of both ear pieces.

Both the Cube and the Arc are just the beginning of a sequence of highly exciting upcoming additions to our Audio range, with a variety of models imminently in the pipeline. Leather and wooden audio devices are being readied, as we continue to build momentum and develop our portfolio.

Entering the promotional audio market demonstrates real forward-thinking intent to continue driving Flashbay onwards to the next level. Over the past fifteen years, we have been honing our best-practice sales and manufacturing techniques in the Flash Drive market. Today, these established methods have laid tremendous transferable foundations which we are now thoroughly excited to exploit as we enter complimentary product categories. Our continued history of success is the platform on which our future will be built, and we are extremely motivated for the journey ahead!

Suggestions and Questions

If you have any ideas or suggestions for future editions of our Baywatch newsletter, or should you have any questions on any topics in this month's issue, please do email newsroom@flashbay.com.

We are always excited to hear your thoughts!

FLASHBAY ANNIVERSARIES

In this section we recognise and thank Flashbay employees around the world who have celebrated five years or more service in the past month

Qimei Wu: 9 years
(Quality Control, QA, China)

Donghui Huang: 7 years
(Plastics and Leather, QA, China)

Xiu Li: 7 years
(Quality Control, QA, China)

Wei Wei: 7 years
(Printing, QA, China)

Huashan Xu: 7 years
(Printing, QA, China)

Tatjana Pancenko: 7 years
(Senior Sales Account Manager, France)

Mark Williams: 7 years
(Senior Sales Account Manager, GB)

Li Su: 6 years
(Accountant)

Dongyang Wang: 6 years
(Metal and Wood, QB, China)

Xuewu Wu: 6 years
(Metal and Wood, QA, China)

Wei Wu: 6 years
(Quality Control, QA, China)

Yezhong Lu: 6 years
(Printing, QA, China)

Fei Tang: 5 years
(Plastics and Leather, QA, China)

Xianhua Li: 5 years
(Quality Control, QA, China)

Qian Gao: 5 years
(Internal Affairs and Security, B, China)

Elorna Laudat: 5 years
(Sales Account Manager, GB)

NEW FACTORY INVESTMENTS SEE FLASHBAY CAPABILITIES EXPAND

The month of March has also seen some exciting new investments in our factory in China, as Flashbay continues to expand its manufacturing capabilities. Most notably, we have decided to invest in our own Leather Embossing Customisation department, bringing this process in-house for the very first time.

Previously, our leather embossing was always externally outsourced, giving us comparatively limited control over lead times, quality and costs. As Flashbay becomes progressively independent and vertically integrated, we are increasingly able to ensure all areas of our produce meet our exceedingly high internal standards, both in terms of speed of delivery and quality. Indeed, this new Leather Embossing Customisation department will stand us in great stead as we launch the leather versions of our new and upcoming product categories, such as the Bluetooth loudspeakers.



Further still, we have also invested 2 million Chinese Yuan in three additional Demag plastic injection machines, pictured below. These machines will arrive in May, and will serve to lay the foundations for the production of our future product lines, as well as easing current production pressures on our plastics department.

Our factory is one of our key market differentiators, allowing Flashbay to offer the unmatched warranty and lead times that elevate our offering above that of our competitors. Our continued focus on factory investment is in recognition of its immense importance to our company, and is indicative of our determination to drive Flashbay on to the next level.

OUR FACTORY IS ONE OF OUR KEY MARKET DIFFERENTIATORS... OUR CONTINUED FOCUS ON INVESTMENT IS IN RECOGNITION OF ITS IMMENSE IMPORTANCE TO FLASHBAY



FLASHBAY INTRODUCES DUO AND ENCORE IN ENHANCED POWER CATEGORY OFFERING

In late March, Flashbay began the expansion of its 'Power' offering, introducing Car Chargers alongside the now-established Power Bank range. The first USB Car Charger to launch was the Duo (pictured above), allowing for the simultaneous charging of two devices via the dual USB port, and featuring an outer-edge that illuminates when in use. It offers a branding area of 525mm² and comes in seven distinct colours.



March also saw the launch of our newest and biggest Power Bank yet, the Encore (above). This model contains two battery cells and thus offers double the charging capabilities of our previous collections, again coming in three capacities: 5200mAh, 6000mAh and 6700mAh. Featuring an aluminium outer shell, the Encore is essentially the Element's bigger brother, offering more than double the branding area alongside the increased charge, whilst still comfortably remaining palm-sized. As with the Element, the Encore is available for both screen printing and laser engraving, and comes in eight distinct colour options.

These new, increased charging capabilities mark an exciting phase in Flashbay's growth into the promotional Power market, as we begin to provide a more diverse and holistic offering. Indeed, we have further developments imminently planned for this category, starting with a leather version of the Encore, as we continue to drive forwards with our process of expansion.