



## STEVE'S WELCOME: AN INTRODUCTION TO ISSUE SIX

Hi Flashbay Global Team,

Welcome to the September edition of Baywatch with more exciting news from across the world of Flashbay. I know that you will all share in the great pride that I feel knowing Flashbay is supporting a very worthy cause through our partnership with the WILD Foundation. The impact of your work for our business now extends well beyond its previous boundaries and directly helps to safeguard the wellbeing of the Kayapo Tribe.

Our ability to provide such support is testament to the work and dedication of each of you and depends on us all giving of our best, taking the fight to our competition and continuing our journey to becoming the undisputed global leaders in every single product category that we offer. We are making fantastic progress so let's build on this foundation and power through the remaining months of 2017 in style.

Steve Webster  
CEO

## OUR MAIN NEWS

### FLASHBAY SPONSOR AMAZON DEFENCE

Flashbay announce partnership with the WILD Foundation to sponsor the defence of the Kayapo Tribe

### AUGUST'S A-TEAM

Acknowledging this month's biggest and brightest performers on the leaderboard

### UK OFFICE OVERCOME TNT MELTDOWN

Flashbay Ltd unite together to overcome the logistical challenges stemming from the malware attack on TNT

### US OFFICE LEADS A RECORD AUGUST

Flashbay Inc record incredible revenue figures as global August sales break Flashbay's historical monthly record

### FLASHBAY ANNIVERSARIES

Celebrating five years plus in August – a tribute to Flashbay's longest serving employees

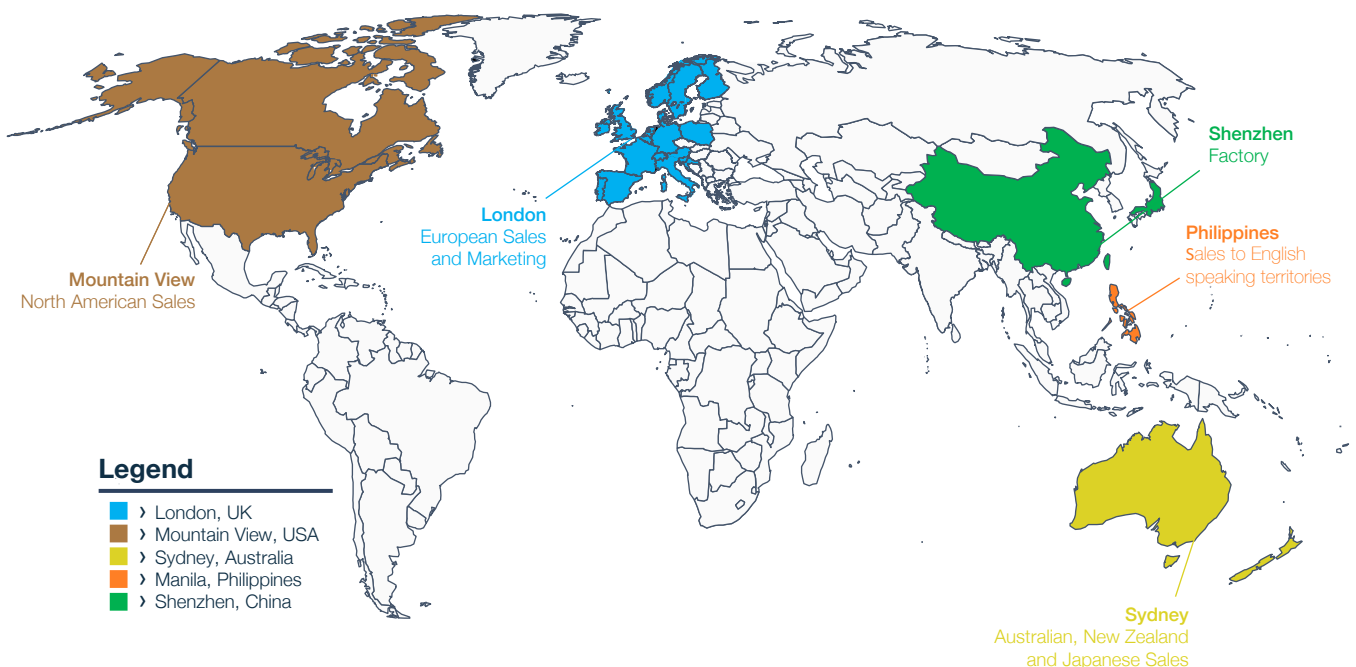
### CHINA CELEBRATE INCREDIBLE YEAR

Flashbay CN management and longest serving staff joined by Phillip Schlosstein for a delicious team social

### PHILIPPINES BUILD SUPPORT TEAMS

Focus switches towards the building up of our sales support teams in Manila, as PH office continues growth

## THE FLASHBAY GLOBAL MAP



The Flashbay Global Map shows our offices around the world, highlighting our truly global footprint.

For ease of reference, our articles in Baywatch are colour-coded by geography, as indicated by the legend in this map. We hope you enjoy this issue!



# FLASHBAY LAUNCHES BRAND NEW PARTNERSHIP WITH THE WILD FOUNDATION AND THE KAYAPO PROJECT

LONDON | UNITED KINGDOM



We are delighted to announce that we are partnering with the WILD Foundation and the Kayapo Project to support the conservation efforts of the Kayapo territory. Kayapo land lies within the heart of the Amazon rainforest, an area of land that is larger than 50% of all countries in the world. It is

Our donation will provide the Kayapo communities with urgently needed resources to defend valuable rainforest habitat from deforestation.



It will contribute towards territorial monitoring and control that allows the Kayapo people visibility of the Amazon borders to pinpoint invasions. These illegal and aggressive invaders include fishermen, ranchers, loggers, miners and colonists.

home to indigenous tribes, critically endangered animals and plants, and provides 20% of the world's global oxygen supply. Alarmingly, 1/5 of the Amazon rainforest has already been demolished, yet the Kayapo have achieved more through their safeguarding efforts than any other organisation or group in history.





We are very excited to take on a conservation project of such high importance. Operating our business with an environmental purpose has been a strategic objective since our formation in 2003.



That's why Flashbay products are made of re-purposed materials, our electrical devices contain energy saving features, and we only work with suppliers that are as committed to environmental causes as we are.



Our partnership will help the WILD Foundation and Kayapo Project promote their identity and cause through widespread usage of our products. Similarly, our products will help distribute important marketing and campaign materials through reusable technology products that are environmentally friendly.



Flashbay endeavour to extend this message to all of our customers, offering digital solutions for their promotional technology and branding needs over pamphlets, leaflets and other perishable memorabilia. We look forward to making a difference!



If you would like to find out more about the WILD Foundation and the Kayapo project, please see the websites below:

### About the WILD Foundation

As the heart of the global wilderness community for over 40 years, the WILD Foundation protects wilderness while meeting the needs of human communities, working across cultures and boundaries by collaborating with local peoples, organizations, the private sector, and governments to create dynamic, practical projects, inspiring solutions and communications initiatives: [www.wild.org](http://www.wild.org)

### About the Kayapo Project

The Kayapo are the guardians of the rainforest. For 30 years they've been on the frontline of rainforest defence, protecting the world's richest ecosystem. The Kayapo must defend more than 2,500km of border of their demarcated lands against invasions by ranchers, colonists, loggers and goldminers. 100% of funds donated will go directly to Kayapo rainforest preservation projects: [www.kayapo.org](http://www.kayapo.org)





# FLASHBAY LTD OVERCOMES TNT SHIPPING CHALLENGES

LONDON | UNITED KINGDOM

August saw the conclusion of a challenging couple of months for Flashbay Ltd, as our shipping partner, TNT, went into full shut-down mode following a global malware attack in late June. Unable to process or track any shipments via our usual routes into Europe with TNT, we were left with no option but to arrange for alternative shipping solutions as we sought to ensure customer deadlines and lead time expectations would remain unaffected.



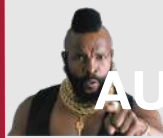
What followed was a herculean effort from everyone in the London office, but extreme special mentions must go to our staff in the UK warehouse, Aftersales, the EA team, and Accounts UK. All European shipments were flown by airfreight into the UK and transported to the London warehouse. From here, the staff at the warehouse were joined by the EA team in sifting through up to 1,500 distinct orders every day, manually labelling each box and loading them aboard UPS trucks before the 5pm deadline to meet our delivery promises. Meanwhile, the UK Accounts team, also assisted by the EA's, were forced to manually re-issue every single invoice to correspond with the change in shipping route.



After nearly eight weeks of struggling through this process, 9<sup>th</sup> August finally saw the full and long overdue restoration of TNT's operating systems. They say "whatever doesn't kill you, makes you stronger," and whilst the exploits were certainly challenging, a real positive outcome was the incredible team spirit fostered through this period. The challenges presented a fantastic opportunity for cooperation across teams and departments. The pictures here show the scale of the task at hand on a typical day – fortunately the weather was on our side as the warehouses were simply not big enough to accommodate the orders, having been optimised for sample dispatch and aftersales functions.



Nevertheless, despite all the positivity, we must say that we are delighted to have TNT back up and running as normal once more, helping us to continue delivering upon our unmatched lead time guarantees!



## AUGUST'S A-TEAM

### MOST TOTAL PROFIT

**JILL KAVANAGH**

United States  
\$83,839

### MOST TOTAL PROFIT (PROBATIONER)

**NICK WIJMENGA**

Netherlands  
£16,517

### MOST NEW BUSINESS PROFIT

**MAXIMILIAN DICKTEN**

Germany  
£12,556

### MOST NEW BUSINESS PROFIT (PROBATIONER)

**MICHAEL SCHMID**

Germany  
£10,192

### MOST 5-STAR REVIEWS

**MIKE DODS**

United States  
28

### MOST 5-STAR REVIEWS (PROBATIONER)

**MELVIN OFIAZA**

Philippines  
18





# US OFFICE LEADS THE WAY AS FLASHBAY POSTS INCREDIBLE RECORD AUGUST SALES FIGURES

MOUNTAIN VIEW | UNITED STATES



This month, special congratulations are in order for our US sales team, who have produced a stellar month of turnover figures. With the main monthly competition for August focussing on revenue, the US team claimed six of the top ten spots, including all of the top four. The list was impressively headed up by Marcus Quincy, (above left), one of Flashbay's most consistent top performers in his eight years with us, who generated a fantastic £257,913.36 of revenue.



Whilst the US team may have led the way in August, they were by no means alone in achieving unprecedented success. Indeed, the month was quite spectacular company-wide, with both turnover and the number of orders at an all-time high for any August in Flashbay history. Congratulations to all – this is one huge team effort – and we look forward to taking this terrific momentum into September, and our busiest sales season of the year.

# FIRST FIDGET SPINNER LIVE IN NEW GADGET CATEGORY

LONDON | UNITED KINGDOM



This past month has seen Flashbay introduce our fourth product category, Gadgets, alongside our already established Memory, Audio and Power ranges. Fidget Spinners were our very first Gadget to launch, with August finally seeing the much-anticipated arrival of the Sport.



The Fidget Spinner craze has been sweeping through the world for some time now, with this highly addictive stress-reliever selling like candy over the course of this year. Featuring the highest quality bearings and a fantastic oversized branding area, the Sport has turned into the perfect promotional gift - indeed, after less than a month, we have already sold an incredible 27,000 units!

We are so excited to see these truly extraordinary early sales figures, and are looking forward to the addition of two further Fidget Spinner models in due course – the Flow and the Cosmic. As the Fidget Spinner craze goes from strength to strength, we are delighted to be continuing to reap the benefits from our strategy of diversification, and look forward to further growing our Gadget product category imminently.

## FLASHBAY ANNIVERSARIES

IN THIS REGULAR SECTION WE RECOGNISE AND GIVE THANKS TO OUR FLASHBAY EMPLOYEES ALL AROUND THE WORLD WHO HAVE CELEBRATED FIVE YEARS OR MORE SERVICE TO FLASHBAY IN THE PAST MONTH:

**Chen, Junsheng: 11 years**  
(Operations, Operations Manager, CN)

**Zhang, Yunhua: 8 years**  
(Production, Group Leader, CN)

**Liu, Sanxiu: 7 years**  
(Printing, Screen Printing Worker, CN)

**Li, Ting: 7 years**  
(Production, Production Worker, CN)

**Zhu, Shiyan: 6 years**  
(Production, Production Worker, CN)

**Huang, Dongmei: 6 years**  
(Production, Production Worker, CN)

**Ouyang, Gang: 6 years**  
(Printing, Printing Worker, CN)

**Ai, Xiaomin: 6 years**  
(Printing, Printing Worker, CN)

**Therese Sande: 6 years**  
(Sales Team Manager, UK)

**Jiang, Rongfei: 5 years**  
(Engraving, Engraving Worker CN)



# CHINA CELEBRATE A DYNAMIC YEAR-TO-DATE WITH PHIL IN SHENZHEN

SHENZHEN | CHINA



Flashbay CN's management team and staff with over ten years of service joined co-founder Phillip Schlosstein for a fantastic evening meal in Shenzhen, China. With Phillip in town to visit our Chinese factory and offices earlier this month, it was a fantastic opportunity for the team to get together and celebrate what has been an extremely exciting and successful 2017 so far.



Having introduced so many new product ranges and categories in 2017, the factory has been operating on an unprecedented scale to stay ahead of demand. A colossal effort has seen the seamless integration of almost double the product lines compared with last year, as we have launched speakers, headphones, fidget spinners and a variety of chargers to name just a few!



The team enjoyed a delicious buffet at the Westin Shenzhen Nanshan, as they reflected on a brilliant year to date. With more exciting products imminently in the pipeline, the team are already looking forward to a huge close to the year as we continue to drive Flashbay onwards, and cement our position as the global leader in promotional technology.



## FLASHBAY INTRODUCE NEW LED TORCH FEATURE TO POWER BANKS

LONDON | UNITED KINGDOM

August saw the addition of an LED torch function to all of our Power Banks, with the exception of the Card and the Tour. This handy new feature is a superb value-add, as we continue to innovate our product designs to fulfil an ever-broader set of customer demands.



The torch is activated by holding the status button for three seconds, offering a thin beam on the single-celled Power Banks (such as the Element, above) and a deep, round light on our larger models (such as the Journey, below). The Power Banks are otherwise identical and we are delighted to launch our enhanced offering!



## AUSSIERS WELCOME NEW SALES ADMINISTRATIVE ASSISTANT, TIANA BOO!

SYDNEY | AUSTRALIA

This month, our office Down Under welcomed their latest addition to the team, Tiana Boo, with a celebratory lunch mix of sushi and fried chicken, suitably watered down with a few beers! Tiana is our new Sales Support and Administrative Assistant in Flashbay Pty – a fantastic and crucial addition to the Aussie office as they continue to expand their team. A warm welcome to Tiana, and best wishes at Flashbay!



# PHILIPPINES OFFICE INITIALISES THE BUILD-UP OF SALES SUPPORT TEAMS

MANILA | PHILIPPINES

With our Philippines office now in operation for over a year, recent efforts have included growing the sales support teams in Manila. Indeed, August was the culmination of a period of a couple months during which we have been aggressively building three key support departments in Flashbay PH: HR, Finance/Accounting, and IT.



August began with the first step towards building out our HR department, with the hiring of Tom Bautista (left), our new Philippines HR manager. Tom will head up this division, and play a critical role in ensuring that our PH sales teams continue to grow with the acquisition of only the highest calibre of staff.

Meanwhile, we have also seen the establishment of our Accounts PH team, with whom many sales staff will already have interacted. The Accounts PH team is composed of: Julius Javier, Athina Deroca, and Justin Javier (the latter two pictured below), who span three different shifts to cover and support the majority of our sales teams. The team handles the marking of payments, invoicing, and crediting among many other things, and as our global sales continue to grow the team is expected to add more staff to work in tandem with our other Flashbay Accounts team members worldwide.



Finally, August also saw Flashbay PH install its very own in-house IT support team. The team, which will be co-managed and trained by Erwin Emmanuel in London, will be tasked with providing IT and network support to the 24-hour operations of Flashbay PH.



All-in-all, these are hugely exciting and dynamic times for our Philippines office, as we continue to scale up operations in Manila. These support teams will play a vital role in ensuring our sales teams can maximise their efficiency and productivity as PH operations continue to pick up speed.



## NEW IN-HOUSE VERSION OF THE CUBE LAUNCHED

LONDON | UNITED KINGDOM

This month has seen Flashbay internalise the production of what was our very first Audio product, the Cube loudspeaker. Initially a standard external design, we have decided to bring the Cube in-house and manufacture it to our own, much-enhanced specifications and design requirements.



This is an exciting development, and one that marks our unwavering commitment to only produce the absolute highest quality of promotional products on the market. Having long-established a reputation globally for producing the finest promotional USB Flash Drives, we are determined to ensure that we uphold these values and continue to provide unbeatable quality of product and service across each of our product categories.

The shell of the new Cube is available in our 8 standard colours, as well as for Pantone matching, and can be branded via Screen Printing on four sides. The new specifications see greater volume capabilities alongside a crisper sound, all within a much sleeker and more elegant body.

### Suggestions and Questions

If you have any suggestions for future editions of our Baywatch newsletter, or should you have any questions on any topics in this month's issue, please email: [newsroom@flashbay.com](mailto:newsroom@flashbay.com)

We are always excited to hear your thoughts!