

# THE SWANDAY TIMES

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Vacuum hacks

REPAIR OR  
REPLACE

PAGE 2 & 3

The morning after

CELEBRATING  
PRIDE MONTH

PAGE 4 & 5

Share to win winner

HOT MESS MUMS  
RETURN

PAGE 6 & 7

Dad the Dish

THE FUTURE OF  
E-COMMERCE

PAGE 9 & 10

## STEALTH ON SCREEN

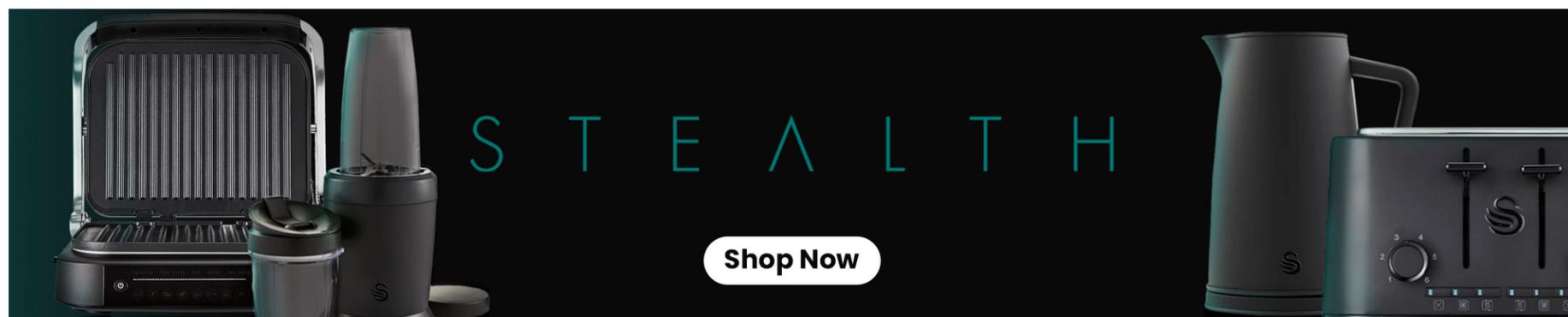
**THE STEALTH RANGE IS FEATURED IN A CAPTIVATING NEW ADVERT AIRING ON ITV2 AND ITVBE.**

As avid Swanday Times readers will know, our Stealth range has been a runaway success. Since its launch in March, we've seen enormous enthusiasm from the Swan family for this sharp, contemporary new range. That includes plenty of lovely photos of your sleek new Stealth appliances taking pride of place on your countertops – keep them coming! And this was all capped off with the range's near-clean-sweep at the first annual Swan Awards, including taking home the coveted Best Range title.

We're very proud of the Stealth range (as we're sure you can tell!), so we wanted to highlight it even further and let those who haven't got involved yet see just what they're missing out on. And so, we're delighted to announce that an eye-catching Stealth advert will be airing on ITV2 and ITVBe. **Check out the advert on our LinkedIn page** and we're sure you'll agree: these are some seriously photogenic appliances!

At the risk of being immodest, we have to say we're not surprised at the range's success. The Stealth range is a sleek and stylish new addition, with streamlined designs and a striking matte black finish that will give any kitchen a cutting-edge feel. And it's not all about the looks – these technical marvels offer maximum efficiency and precise controls, perfect for those looking to make quick, delicious and healthy meals.

Whether you're a fitness enthusiast or simply someone whose time is in demand, the Stealth range is just what you need. **Head on over to the Swan website and check out what's on offer** – there are even some exciting new additions coming soon!



## OUR HANDY VACUUM HACKS

There really is nothing like the feel of clean, dust-free carpets or the look of floors that are sparkling and free from dirt. That's why having a quality, easy-to-use vacuum – like **our cordless 3-in-1 vacuum**, for example – is a must for any home.

But vacuums are a little more versatile than you might think! In fact, a vacuum cleaner can come in handy in a whole range of situations. For instance, we all know how frustrating it can be to drop something small and fiddly on your carpet – the back of an earring perhaps, or a little screw that you managed to misplace while building some furniture. But there's no need to feel your

stress levels rise at the thought of wasting half an hour crawling around on all fours. Just stretch an old pair of tights over the end of your vacuum hose, secure them with a rubber band, and get vacuuming your floors. Soon enough, you'll find your lost treasure attached to the tights at the end of the hose. All you need to do is turn the vacuum off and let it drop into your hands.

If this little vacuum hack has just changed your life – in a small way, of course! – then **head on over to our blog post where you'll find five more just like it**. Prepare to have your mind blown!



## REPAIR OR REPLACE?

It's a sad fact of life that your shiny new appliances won't last forever. As the years pass, all the usual wear and tear of daily life will have their impact on even your top-of-the-range, ultra-stylish purchases. But how do you know when your toaster or freezer has had its day? What kinds of fault can be easily repaired, and what leaves you with no other solution but to replace it?

The average lifespan of appliances can vary substantially. For example, your toaster is likely to need replacing after five years and your vacuum after around eight, while your fridge, if well cared for, could last you twenty! It's a good general rule of thumb that issues cropping up beyond this average lifespan will likely be better solved with a replacement than with repairs. After all, substantial repairs can often cost almost as much as a brand-new machine!

The big rule, of course, is maintenance. You can help your appliances stay in good working order for much longer if you take care of them and keep your eye out for any common faults. **Read our blog to find out the best way of looking after various appliances, and some issues to watch out for**. And, of course, if you are facing up to the fact that you'll need to look for a replacement, **head on over to the Swann website**. Whether it's a toaster, a microwave, or a fridge freezer, we've got options to suit any taste!



## SHOULD I STAY OR SHOULD I GO?

All the way back to April – a lifetime ago! – we were extolling the virtues of the staycation. With everything that Britain has to offer, it's not just a question of a Covid compromise – it's a great holiday choice in every situation. Whatever your preferences, from spending time in the great outdoors to getting dressed up and hitting the town, there are plenty of options right on your doorstep.

In order to prove it, we decided to go one step further and give you not one but two comprehensive guides to all the best staycation options. So, if you haven't already got something booked and ready, we've got you covered. **Our Staycation ideas blog will get**

**you off to a good start** with a few of our favourite off-the-radar spots suitable for a range of holiday preferences.

But if a nice city break is your thing, and you want to get the full low-down before you go, then **we've got a blog offering top picks from members of the Swan team** – including recommendations for hotels, bars, restaurants, and fun days out!

Whether you're stuck for options, or you've not even started thinking yet, we'll have ideas and options for every taste. Take a look and get inspired – the sun's already here, so there's no time to waste!



## LET'S HEAR IT FOR THE DADS!

June 21st is Father's Day. This is a day to celebrate all that our dads do for us – including, of course, that inescapable cringeworthy humour! This past year more than ever, families have had to come together to support one another through truly unprecedented times. That means that it's even more essential to acknowledge what they do for us. Whether that means a quick pint down at your newly reopened local or just a nice card ready for him to open on the Sunday morning, it's all about making that gesture.

Of course, it's not always easy to know how to show your appreciation. After all, some dads seem like they just have everything – what on earth can you do for a gift? **Our Father's Day gift guide** was our little way of giving you a bit of inspiration. And if you're just now realising you forgot about the whole thing, it's not too late to get him a little something to make up for it. That Swan Stealth Blender does look quite enticing...!

## GETTING CHEESY

June brings us a whole load of things to celebrate – long evenings, warm weather, barbeques... But there's one celebration – or should we say, cele-brie-tion? – that you may have overlooked: June 4th is National Cheese Day!

Cheese is one of those foods that fits with any meal, and it makes for the perfect snack too. Whether it's cheese on toast as part of a midnight feast or a sumptuous cheese board at the end of a lovely meal, there's always a place for it.

So whether you missed out at the start of the month or you're are a regular cheese worshipper, **check out our blog full of cheese recipe ideas**. If your favourite is missing, let us know via social media – we're always after some delicious new ways to incorporate cheese into our diet!

## TAKE IT TO THE MAX

Many of us have spent way more time in our kitchens in the last fifteen months than we ever thought possible. Kitchens have had to serve a lot of different uses, and after so much time looking at the same four walls, the same cabinets and countertops, and the same old appliances, many of us are understandably feeling in need of a little refresh.

If you're looking for ideas to give your kitchen a new, post-lockdown lease of life, then why not consider maximalism? After minimal decors ruling the roost for quite some time, we're beginning to see a move toward the total opposite – bold and contrasting patterns, bright and clashing colours, unexpected furnishings.

With maximalism, less is no longer more – at long last, more is, once again, more! As a design choice, it's your chance to push things in a new direction, think outside the box, and bring your weirdest and most unusual ideas to fruition.

If you're curious about maximalism and want a few hints on how to incorporate it into your kitchen décor, **take a look at our blog**. And if you decide to dive headfirst into maximalist living, you'll need some bold, bright appliances. **Our Retro range comes in a variety of striking colours**, including yellow, purple and lime green, so take a look at perhaps pick something you ordinarily wouldn't!



## MAKING IT THROUGH THE MORNING AFTER

In the last two months, we've seen a little light finally breaking through at the end of the long tunnel of the Covid lockdowns, with restrictions gradually easing across the UK. Since the middle of May, we've been able to eat and drink inside at our favourite pubs and restaurants, and while we're going to have to wait a little longer than planned for the full lifting of restrictions, it's always good to start getting prepared.

That's why we decided to tackle head on the inevitable downside of finally being able to have a few drinks with your friends again

– especially when it ends up being a lot more than just a few! Hangovers are never fun, and perhaps you're a little out of practice by now. We've come up with a fool proof list of suggestions to help you weather the storm, whether you've sensibly booked the day off or you're having to drag yourself into work. **Take a look at our guide to surviving that first big post-lockdown hangover** and remember: you won't be alone!



# EURO 2020 HERE AT LAST

After an unprecedented – but perfectly understandable – delay, it's finally kick-off time for the UEFA Euro 2020 tournament. That means a full month of exciting international football, including the ever-present excitement (or anxiety) of seeing just how well (or poorly) your favourite team does. Whoever your supporting, we hope you're finding time to take a well-earned break from everything that's been going on to settle down with family or friends and cheer on your team.

And if you really want to enjoy the tournament to the fullest, **why not read our guide to all the fun ways you can make the most of this month?** From party games, playlists and decorations to fun recipe ideas for the big games, there's a whole host of exciting ideas for you to enjoy.

So, get yourself some snacks, invite your friends over (in line with the current restrictions, of course) and enjoy all the highs and lows that only football can bring!



# CELEBRATING PRIDE MONTH

Here at Swan, we're proud to be celebrating Pride Month this June. Pride Month takes place every year in June, with the date being chosen to commemorate the anniversary of the Stonewall Riots. It is designed to celebrate LGBT+ communities the world over, as well as to raise awareness of issues that still remain to be tackled. It's a time to acknowledge how far we've come, and how far we still have to go – as well as to take some steps in that direction, however we can.

Unfortunately, the many exciting parades, marches, and other events that usually form a part of Pride Month have been prevented from running as a result of the ongoing pandemic. However, many events have been planned to run online instead, especially on Global Pride Day on June 27th.

We wish all members of our Swan family a happy Pride Month, and hope you all have a chance to celebrate. Let's work together to build a brighter and more inclusive future.



## RECIPE OF THE MONTH

### Milkybar and Biscoff No-Bake Cheesecakes – @jessicadelicacies

If you've got a sweet tooth – or better yet, a whole set of them! – then this recipe from Jessica's Delicacies is for you. And there's no baking required, so you won't need to have the oven on for hours during the warm weather!

#### INGREDIENTS

- 400g full fat cream cheese
- 250g lotus biscuits, crushed
- 200ml double cream
- 85g melted butter
- 150g Milkybar chocolate, melted
- 150g Biscoff spread, melted
- 50g icing sugar
- 1 tsp vanilla extract

#### METHOD

1. To begin, tip your biscuits into a blender and blitz until they're nicely broken down into a crumb texture.
2. Add in the butter and blitz again until it's fully combined
3. Pour the mixture into a greased and lined 8" cake tin and smooth it out until it's completely flat.
4. In a bowl, whisk together the cream cheese, icing sugar, and vanilla extract. Add the melted Milkybar and mix together thoroughly, then pour the double cream in and whisk again.
5. Pour half of your cream mixture into the cake tin and spread it out over the biscuit base. Then pour half of the melted Biscoff spread over the top and spread this out as well. Repeat this step so that you've used all the ingredients.
6. Leave the cheesecake in the fridge for at least 8 hours – overnight is best. We know it's hard, but the wait is worth it!
7. Once it's chilled, serve cold with a lotus biscuit and a Milkybar button on the top of each slice.



## THE NEW SEASON OF THE POPULAR PODCAST KICKED OFF ON MAY 28TH

After almost two months of waiting, the new season of the Hot Mess Mums' podcast is finally here. After an inaugural episode featuring model and Celebrity Big Brother star Casey Batchelor, the season has gone from strength to strength, including an eye-opening episode with the incomparable Lauren Goodger of The Only Way is Essex, who is currently expecting her first child. As a quick listen will tell you, the Hot Mess Mums are back to doing what they do best – providing honest, funny, and heartfelt discussion of all the trials, tribulations and – of course! – the joys of motherhood. The podcast is available on Spotify, Apple Music and Google Podcasts, and you can head on over to their website for the latest updates on upcoming guests and other fun content.





# Retro

If you are looking for that retro feel for your kitchen, we have a whole range of appliances and housewares available in 9 classic colours.

SHOP NOW



# MAY'S SHARE TO WIN WINNER ANNOUNCED

Our share to win #myswankitchen winner is...  
@vintagelittlefairy!

We're delighted to announce that our May share to win winner is @vintagelittlefairy! Congratulations, Laura! The Swan Retro Digital Microwave in fiery orange (SM22030ON) is matched perfectly with those other eye-catching ornaments – and of course with those delicious tins of Spaghetti Hoops. As you no doubt know, the Retro Digital Microwave will have those hoops steaming hot and ready to eat in no time at all!

If you want to be in with the chance of winning a new Swan product, why not enter this month's share to win competition? Simply snap a photo of your Swan product in its lovely new home. Post the picture on Instagram tagging, @SwanBrandUK and #MySwanKitchen to enter. It's that easy! At the end of every month, one lucky entry is randomly selected to win a similar product to match the one in their photo. What are you waiting for? Get sharing to win!



## MEME OF THE MONTH

Finally, a reason to eat vegetables!



Thank you, pack of tiny trees.



# LIVERPOOL LIVE FROM LOVE STAIRLIFTS

As lockdown lifts, we're all excited to get out and about at last – and Liverpool Live's DJs are no exception. On June 16th, the team had a little break from the studio to broadcast live from the Love Stairlifts showroom on Edge Lane in Liverpool. We're sure they were happy to get a change of scenery, and the Love Stairlifts team were certainly pleased to be hosting them!

Here at Swan, we're proud to be partners with Liverpool Live, a fast-growing radio station serving the Merseyside region and beyond. The station is bringing a much-needed touch of that local radio feel back to the airwaves, and the steadily increasing number of listeners shows what a great idea that is!

Whether you're an avid listener or considering tuning in for the first time, don't forget to take part in the weekly competition on Friday's Liverpool Live breakfast show for a chance to win a big bundle of Swan products. Just head on over to **the competition page on the Liverpool Live Radio website** and enter your details – you never know, it could be your week to win!



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# SWIMMING SMOOTHLY THROUGH THE WEEK

There are a few universal truths that we all have to acknowledge. Toast will land butter side down, headphone wires will tangle themselves up the moment you're not looking at them, and, above all, no matter how much you love your job, Mondays will be a bit of a struggle!

But that doesn't mean we need to just accept the Monday blues. There are so many ways you can make your Monday pass just a little more smoothly – such as a delicious cuppa in your favourite mug.

Here at Swan, we all love a brew, and that first coffee or tea of the week just tastes even better in our Swan Ceramic Character Mugs. With their tiny beaks, fluttering eyelashes and 3D wings, they're guaranteed to put a smile on your face – just look at the Swan team! The very definition of Monday motivation.

So whether you're a cygnet lover or just want a little Monday boost, **head over to our website and grab your very own set of Swan Ceramic Character Mugs.**



STEALTH

[Shop Now](#)

**WE'RE DELIGHTED TO HAVE BEEN FEATURED IN A RECENT REPORT IN THE TIMES ON THE FUTURE OF E-COMMERCE.**

INDEPENDENT PUBLICATION BY

RACONTEUR

RACONTEUR.NET | 00160 | 01/06/2021

# FUTURE OF ECOMMERCE

04 L'ORÉAL'S CDO ON RETAIL MAGIC

10 HOW TO GET RETURNS RIGHT

20 THE RISE OF LIVE SHOPPING



Though online retail may feel like it's part of the familiar furniture of our lives, something that's been around forever and without which we couldn't function, in fact it's still in its infancy. Many new ways of selling products online are emerging all the time, while others that were once wildly popular suddenly disappear. The future of e-commerce, as a recent report in The Times has shown, is by no means set in stone.

At Swan, we're continually pushing to stay at the forefront of developments in e-commerce – something that The Times recognised when they spoke to our co-owner and sales director Paul Simpson as part of their report. Swan are at the forefront of using online marketplaces such as Amazon as a way of

connecting with a wider audience. As Paul puts it, "a marketplace offers you a site with lots of traffic where you can show off all your goods. It really works for us to get different products in the full

range of colours on one site." And it's not just about the one-off purchase. He continues, "our hope is that people like our products and then return to the marketplace and search for our name when they're next making a purchase."

At Swan, we're proud that so many people who try one of our products become loyal members of the Swan family. We love to see all your pictures of matching Swan appliances adorning your cosy kitchens, so please keep sharing them!

## LUXURY WITH A LOCAL TOUCH AT THE HILTON GARDEN INN

Here at Swan, we've always been proud of our heritage as a British company. And we love to see other businesses embracing the local area. That's why we were delighted to be shown around the brand-new Hilton Garden Inn Hotel, just five minutes down the road from Swan HQ in Stoke-on-Trent. The hotel incorporates so many details of the local culture into its design and décor. Artwork around the hotel highlights a number of the region's best-

known symbols, from pottery and spitfires to local maps, and the hotel's Six Restaurant is named for the six towns that make up Stoke-on-Trent.

We're so enthused by this lovely addition to our local area that we've booked the hotel's luxurious Wedgwood suite for our sales meeting in July. Supporting local business has been part of Swan's ethos since our founding over 90 years ago – and long may it continue!



## WELCOMING DAD THE DISH TO THE SWAN TEAM

If you're following us on social media – or if you read May's Swanday Times – you'll be familiar with Dad the Dish. Last month, the upcoming chef took to Instagram to show the Swan team how to cook his delicious smashed nacho cheeseburger recipe using the brand-new, super-popular Swan Stealth Smart Grill. And we're delighted to announce that this is just the beginning: Dad the Dish is officially our latest Swan ambassador!

Dad the Dish, AKA Simon Hannigan, has seen a meteoric rise over the last year. His simple, tasty recipes, designed with single dads in mind, have led to an enormous Instagram following, a popular website – and even an appearance on ITV! Simon's story is truly inspirational, taking him, over the course of eleven long years and a lot of hard work, from unemployment and homelessness to his own brand-new studio in his hometown of Kirkham. As part of our collaboration, we'll be helping to kit out the studio with all the latest appliances from our Stealth range, which he'll be using to prepare and cook a near-limitless supply of tasty recipes.

So head over to Instagram and follow @dadthedish today to see everything that he's got in store. And if you follow along with any of his recipes, don't forget to tag us on social media and let us see the results!



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Powerful Suction

A new range of cordless versatile vacuums with the latest technology to make cleaning your home as simple as can be.

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## KINGSWAY POWER KEEP UP THEIR WINNING WAYS

Kingsway Power, the netball team sponsored by Swan, have continued their storming season by racking up a series of victories over a range of teams at all levels, including the Under 13s' incredible 46-7 win over local rivals Altrincham. Head on over to their Instagram page @kingswaypowernc to keep up with all the latest results, as well as to see all the well-deserved player of the match awards!



## KIDSGROVE GIRLS WELCOME THEIR NEW RECRUITS

Kidsgrove Girls have had a spectacularly successful season so far, including making it to the final of the Nightingale Cup following a 5-2 win over Burton Albion. We wish the team the best of luck for the big game!

With such success, of course, comes the attention of bigger clubs. Two of the team's key players have been signed by Stoke City, and while the team is sad to see them leave, they're also very proud that they're heading on to exciting new things.

And with two players leaving, that means there's also new recruits to welcome! Millie and Gemma have already joined the team, and there will potentially be a third new player to strengthen the team even further. We have no doubt they will help to continue the team's incredible run of form.

To keep up with all the latest developments, be sure to follow them on Twitter @kidsgrovegiris.



## SUDOKU

Place each of the numbers 1-9 once in every row, column and 3x3 box.

7				6		8		
	1							
	8		9	2				7
		5					9	4
		9		8	1	6		
			3					
	7	6			9			
						5		2

### Answers

Dishwasher, microwave, blender, glasses, stove, coffee maker, mop, deep fryer, Breadmaker, toaster, brush, plates, sponge, kettle, radio, oven, fridge, sink, cutlery

7	9	2	1	6	3	8	4	5
5	1	3	7	4	8	9	2	6
6	8	4	9	2	5	3	7	1
8	3	5	2	7	6	1	9	4
4	2	9	5	8	1	6	3	7
1	6	7	3	9	4	2	5	8
2	7	6	8	5	9	4	1	3
9	4	1	6	3	7	5	8	2
3	5	8	4	1	2	7	6	9

## WORDSEARCH

There are 19 hidden answers to be found, reading in any direction, in the word search grid.

G	D	R	B	R	K	E	R	P	T	O	E
L	I	E	L	M	R	N	K	S	O	M	S
A	S	Y	E	I	R	T	I	D	S	M	C
S	H	R	N	C	V	S	S	S	T	M	O
S	W	F	D	R	R	A	D	I	O	B	F
E	A	P	E	O	A	P	L	S	V	R	F
S	S	E	R	W	E	L	L	P	E	E	E
K	H	E	L	A	U	A	E	O	R	A	E
E	E	D	M	V	D	T	R	N	D	D	M
T	R	A	H	E	A	E	O	G	F	M	A
T	T	O	V	E	N	S	D	E	S	A	K
L	K	B	C	E	G	D	I	R	F	K	E
E	T	O	A	S	T	E	R	T	C	E	R