

# THE SWANDAY TIMES

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## SWAN BRAND ATTENDS EXCLUSIVELY SHOWS 2021

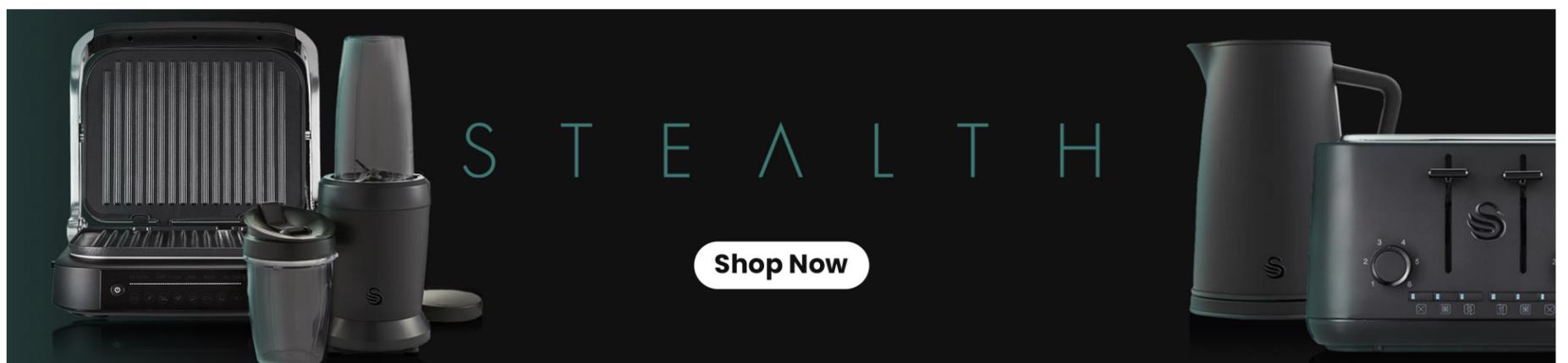
### SWAN SHOWCASED OUR LATEST PRODUCT RANGES AT EXCLUSIVELY SHOWS, PICKING UP A TREND AWARD FOR THE TENTH YEAR IN A ROW!

In August, the Swan team attended Exclusively Shows in London, the UK's premier showcase of housewares, tableware and small domestic appliances. The show gives brands the opportunity to showcase their latest products and upcoming collections, and gives suppliers and buyers the opportunity to connect. Nearly 130 companies take part in the show with over 200 brands showcasing the latest and greatest in homewares and appliances.

Swan Brand have attended the event for the past ten years, and we are so proud of how far we have come in this time. We love looking back and seeing how much we have grown as a brand in this time. And Swan have managed to pick up a trend award at the event every year!

We had members from the sales team, the marketing team and our Swan buyers at the event as well as a couple of special guests including Lynsey Crombie, the Queen of Clean, and Dad the Dish. We loved every minute of it! It was so nice to be able to talk and interact with people once again. If you want to see some highlights and behind the scenes footage from the show, head over to the Swan Brand LinkedIn page. And keep your eyes peeled on our socials for some exclusive Q&A interviews with some of our Swan influencers!





# S T E A L T H

Shop Now

# CELEBRATING NATIONAL PROSECCO DAY 2021

Last month, we celebrated one of our favourite National days of the year – National Prosecco Day! This day is the perfect opportunity to celebrate and enjoy ourselves, raise a toast to a great achievement (this could be anything from getting a new job or graduating to simply managing to get out of sweatpants once this week), or simply relax and unwind with a delicious glass of prosecco.

Here at Swan, we love a cheeky little glass of Prosecco! This Northern Italian sparkling white wine makes a great gift for

anyone with something to celebrate – plus its affordable and delicious too. We love serving it perfectly chilled with a side of strawberries or even popping a few raspberries into the bottom of the glass to make it extra fancy.

If you're a prosecco lover too, **head over to the Swan Big Family site to read our National Prosecco Day blog.** Learn some interesting Prosecco facts and browse our list of our favourite prosecco's for you to try – we've even included a non-alcoholic version for any non-drinkers (mums to be – we have your back!).



## SWANS' TOP TIPS FOR DESCALING YOUR KETTLE

Whether you own an electric kettle or a stovetop one, the inside of your kettle will gradually develop limescale the more you use it. If neglected for long enough, limescale becomes destructive and can drastically reduce the lifespan of your kettle.

Limescale build-up is particularly bad in parts of the country with hard water, which contains high levels of magnesium and calcium. A flaky and scaly coating will build up on the inside of your kettle quickly if you don't know how to descale it. The coating may cause the heating element in your kettle to become less

effective, or stop working altogether. Also, hot drinks made from water boiled in a limescaled kettle can taste salty – and there's nothing worse than ruining a good brew!

So, if you want to keep your precious Swan kettle in tip-top condition, **read our helpful blog on how to descale a kettle.** We list the different ways to effectively descale your kettle using everything from a descaling kit to home remedies like white vinegar and lemon juice, so you can keep those perfect brews coming for years to come!

# CELEBRATE NATIONAL BEACH DAY ON BRITAIN'S MOST BEAUTIFUL BEACHES

After the year we have all had, a good beach day should definitely be on the cards. There's nothing quite like the sound of gentle crashing waves and the smell of that fresh sea air to help you unwind and relax after a difficult year! But you don't have to hop on a plane to experience the joy of the beach, there are some truly beautiful beaches right here in the UK for us to enjoy.

For National Beach Day, **the Swan team put together their top picks of UK beaches** that we love to visit and things to do whilst your there. So, weather you fancy a windy walk and a coffee in Colwyn Bay, some squirrel spotting at Formby Beach and pine woods, or some classic seaside adventures in the amusement arcades at Margate – there's loads of great options for you to choose from. Read our National Beach Day blog to read more about our beautiful British beaches and find some inspiration for your next weekend trip!

If you, like us, love a good staycation exploring our beautiful country, **why not give our UK Staycation Ideas blog a read?** There are plenty of ideas for seaside stays, countryside camping and cultural city breaks.



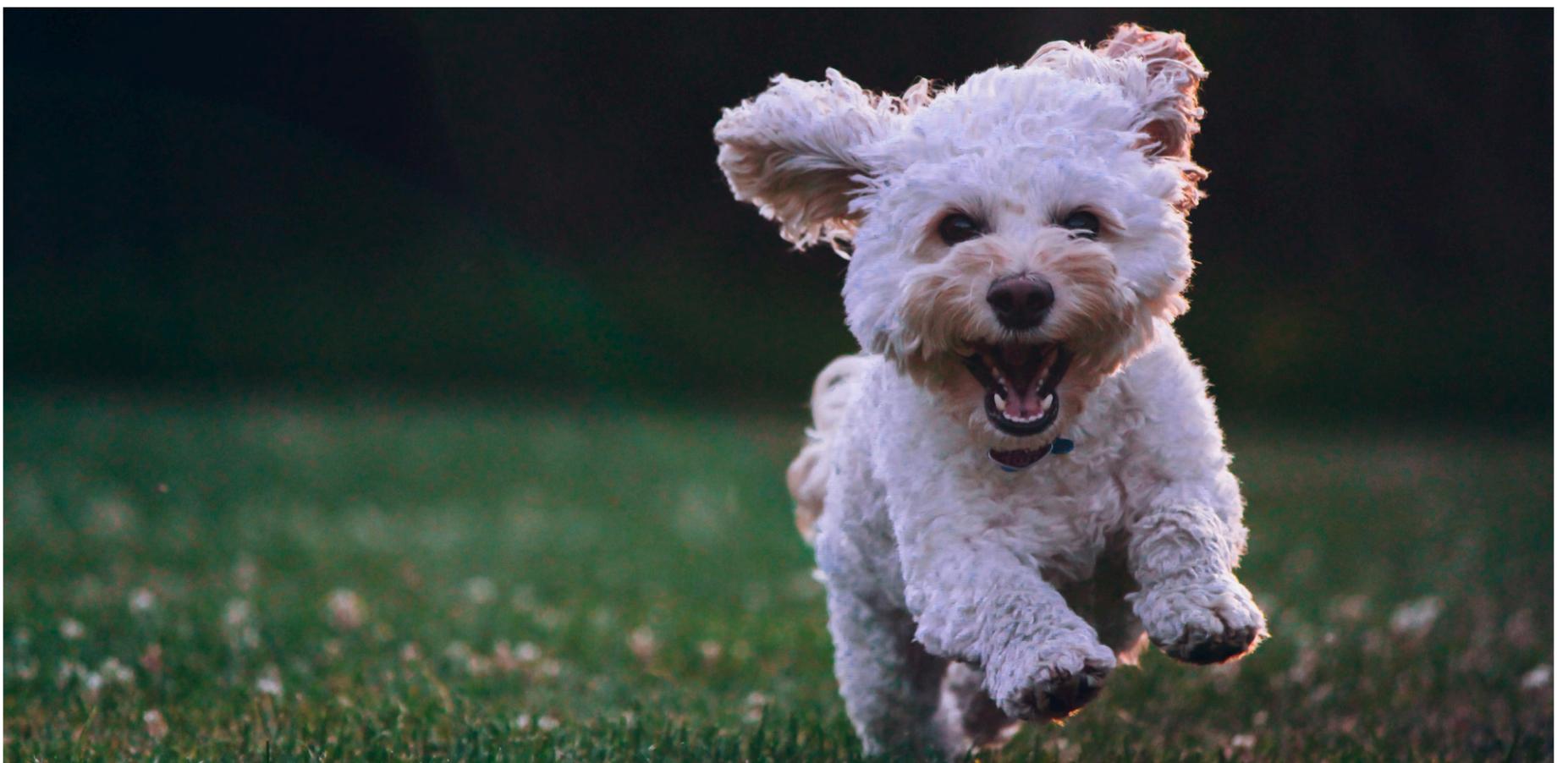
# INTERNATIONAL DOG DAY: THE BEST PET VACUUMS TO CLEAN UP AFTER YOUR FOUR-LEGGED FRIENDS

We think our four-legged friends deserve as much appreciation as possible, so when International Dog Day rolled around, we were more than ready to celebrate by spoiling our perfect pooches! This year, we imagine more people than ever would be celebrating this special day as all the extra time we've had at home due to lockdown has led to a huge increase in dog owners.

As much as inviting a fluffy four-legged friend into your home brings a huge amount of joy and benefits, it does come with a few extra challenges! Pesky pet fur can build-up around the house and muddy paws can tread dirt through your carpet and upholstery. But not to worry – we are here to help! We've

put together some of the best pet vacuums to help keep your home clean, fresh and fur-free, so you can enjoy every moment of being a dog parent!

From the **Swan Eureka Powerspeed Upright Pet Extend Vacuum** with its specially engineered Petmaster brush roller tool, to the **MultiForce Pet Bagless Cylinder Vacuum** – a streamlined vacuum with a pet turbo tool attachment – ground in fur, dirt and pet odours will be a thing of the past! And now is the perfect time to invest in a proper pet vacuum, especially if you're a new dog owner, now that we can have friends and family round to our houses again as you don't want your couch covered in pet fur!



# RECIPE OF THE MONTH

## Biscoff Flapjacks - @mrsbfoodblog

Just when we think that we may have tried every possible Biscoff bake, something like these delicious Biscoff and white chocolate flapjacks from @mrsbfoodblog pop up on our feed and we just have to try them! These flapjacks not only look and taste incredible but you can still bake them and be within a calorie deficit – it sounds like a win-win to us.

## INGREDIENTS

Biscuit Layer:

- 150g unsalted butter
- 150g golden syrup
- 150g Biscoff spread
- 60g light brown sugar
- 300g organic oats
- 150g white chocolate
- Drizzle of Biscoff/speculoos sauce

## METHOD

1. To start, preheat your oven to 160 degrees and line a square baking tin with baking paper.
2. Combine the butter, golden syrup, Biscoff spread and sugar together in a pan or heat proof bowl and melt until nice and gooey.
3. Once this mixture is melted together, add in the oats and stir until fully combined.
4. Add the mixture to the pre-prepared tin and put in the oven to cook for 20-25 minutes. They should still be gooey when they come out. Leave the flapjacks to cool or 30 minutes.
5. Melt your white chocolate and drizzle this over the top. Add some Biscoff/speculoos sauce on top and feather this through the white chocolate with a knife, toothpick or BBQ skewer! If you feel like it, add some extra Lotus biscuits on top too.
6. Refrigerate the flapjacks until set, then serve and enjoy!



# THE HOT MESS MUMS PODCAST RETURNS FOR SEASON 8

**The wait is finally over as The Hot Mess Mums are back with more special guests, hilarious stories and brilliant advice for mums everywhere!**

The Hot Mess Mums are back once again with season 8 of their brilliant podcast. We're so proud to be sponsoring their podcast for another season, and have really missed listening to it over the past couple of months whilst they took a well-deserved break.

To celebrate the release of Season 8, we've teamed up with The Hot Mess Mums for an amazing giveaway! We're giving away a Back-to-School bundle including a Swan Handheld Garment Steamer, a Swan Egg Boiler and Poacher, and a Swan Stealth Personal Blender – everything you need for those busy mornings! To enter the giveaway and to be in with a chance of winning, head over to the [@thehotmessmums Instagram page](#) and follow the instructions on the post!

The first episode aired on September 10th where they kicked off the season with a proper catch up between hosts Kelly Pegg and Jenny Powell. They told some hilarious stories about how they've been trying to spend time with their other halves during their break, but it hasn't always gone to plan...

Season 8 will run all the way up to New Year, which means we've got this dynamic duo to keep us company all throughout autumn, winter and Christmas! They have a wonderful line-up of incredible guests including long-time friend of Swan, Lynsey Queen of Clean, ex-Strictly professional, Kristina Rihanoff, TV presenter and actress, Claire Sweeney, and actor and director, Angela Griffin.

The first few episodes of season 8 are out now and available to listen on Apple podcasts, Spotify, Google podcasts, and tunein.com.

Win this Back To School Bundle with Swan



The Hot Mess Mums Club

Swan  
designed for life

# AUGUST SHARE TO WIN WINNER ANNOUNCED

Our share to win #myswankitchenwinner is...  
@home\_with\_candy\_sky!

We're excited to announce August's share to win winner is @home\_with\_candy\_sky! Congratulations Candice! We hope you're loving your Swan Stealth Kettle (SK14640BLKN). We're obsessed with this beautiful image Candice shared of her Stealth Kettle, its sleek design and matte finish fit in perfectly with the minimalist Scandi aesthetic! And we agree with her that this truly is a 'sexy' kettle. Thanks so much for sharing!

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!



## LIVERPOOL LIVE RADIO: PETE PRICE CHATS TO SPECIAL GUESTS

Liverpool Radio legend, Pete Price, has a weekly Sunday show on the Liverpool Live radio station where he chats to a variety of special guest stars. Recently, he has been chatting to Liverpool screenwriter and producer Jimmy McGovern about his award-winning work, much of which focuses on the city of Liverpool.

You can listen to this interview, along with his other interviews with stars such as Les Dennis, Kerry Katona, Paul Askew, Liz McClarnon and Mark Hudson on his podcast 'The Very Best of Pete Price podcast' now, available to listen on Apple podcasts, Spotify, Google Play and Amazon, **as well as on the Liverpool Live Radio website.** And to listen to his full show, tune in to Liverpool Live Radio at 10pm on Sunday nights.



## MEME OF THE MONTH

**Don't play with us when it comes to food!**

When the waitress who said she'd be right back with your sauce is walking around the restaurant living her best life



**GATSBY**  
COLLECTION  
INSPIRED BY THE ROARING 20s

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# INTRODUCING THE LIMITED EDITION SWAN X DAD THE DISH BBQ

Our collaboration with culinary superstar Dad the Dish has already given us plenty of exciting events, from live cookalongs to exclusive recipes. But August saw us take this wonderful partnership to a whole new level, with the launch of the exclusive, limited-edition Swan x Dad the Dish BBQ! It's the perfect way to try out some of Dad the Dish's most outrageous and mouth-watering recipes – and which of your friends wouldn't be impressed when you offer up some **freshly grilled garlic butter chicken wings**? Or how about a mind-blowing **double-dipped BBQ tomahawk steak**? Though be careful – you may struggle to get them back out the door afterwards!

But rest assured, as with every other Swan product, you're getting something that's suited to a wide range of circumstances – and

built to last, too! With three burners heating a substantial 570mm x 420mm cooking area, you won't have any difficulties cooking for a crowd – just what you need now that we can finally have those big gatherings again! And the enamel cast iron grill means it's super-durable and easy to clean, so you won't even have to worry about what you'll be left with once everyone has eaten their fill and disappeared.

Head on over to the Swan website to **pre-order your barbecue now** and don't forget to tag us on social media if you do have a go at one of Dad the Dish's delicious recipes!





## 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**



# SWAN PRODUCTS LIMITED TRADING STATEMENT - FINANCIAL YEAR JULY 2020 TO JUNE 2021

## TRADING

In what has clearly been another difficult year for retailers and suppliers alike Covid 19 continues to impact the end-to-end supply chain, from increases in raw materials, shortages and cost of shipping containers, and domestically balancing office and home working to ensure we maximise the safety and wellbeing of our staff whilst continuing to drive our brand and sales.

Once again, our multi-channel approach to sales and marketing which is based around traditional hybrid retailers, Pureplay online retailers, and our own Business to Consumer, has ensured that we have fully capitalised on the opportunities available to us, driving a year-on-year gross sales increase of almost 70%. Our key categories have been Small Domestic Appliances, Floorcare, and Housewares. However, whilst still a relatively small category, our Alfresco outdoor heating range has seen strong growth which reflects periods of lockdown and home entertaining. After a difficult year in 19/20 driven by product availability, our refrigeration range went back into growth despite significant cost increases driven by shipping rate increases.

## SALES CHANNELS

Once again key drivers by channel have been those retailers with high or total dependency on eCommerce; Our own B2C sales have increased in excess of 125%, our key Pureplay online retail sales have grown by almost 80%, whilst traditional retail channels have proved more challenging with shop closures during lockdown impacting their total sales performance.

Our stock position has recovered significantly against the previous year improving availability and service levels across all categories.

Once again growth is not limited to the UK and has also generated interest and opportunities in international markets across the World, significantly Spain, Holland, Canada, Sri Lanka, South Korea and the Middle East.

We launched our new Website in July 2020, which generated 3.7 million store sessions over the past year which is almost double the previous year's achievement. Customer loyalty is increasing with a returning customer rate of 23% which is a 61% increase on the previous year.

Social media following at 241,000 was over 80% up on the previous year with all channels growing; Instagram 133k up 122%, Facebook 75k, up 15%, Twitter 18k up 300%, TikTok 10k, up 2000%, LinkedIn 2.3k up 130% and You Tube 2.3k up 275%.

Our next day Direct Home delivery capability continues to grow at almost 300,000 despatches which is 35% ahead of the previous year.

## PRODUCT

We introduced new, on trend colours to our Retro and Nordic ranges across both electrical and housewares. Launched our roaring 20s inspired Gatsby range of electrical and housewares. Introduced Stealth 'all black' electrical, a stylish addition to our range. Introduction of Dirtmaster, our powerful carpet cleaning products and solutions to complement our existing range of Eureka vacuum cleaners.

With lots more product under development we are extremely confident we will stay ahead of our competition when it comes to innovation, design and value.

## LOOKING FORWARD

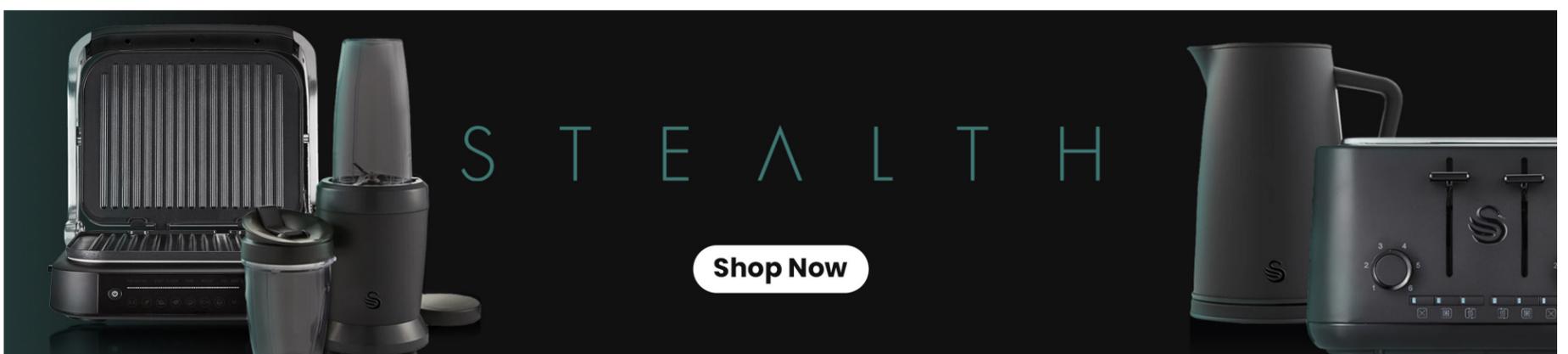
Covid 19 will be around for the foreseeable future, and will continue to impact consumer confidence and spending behaviour. Supply chain costs will remain challenging, possibly into 2022. However, we remain confident that with a clear focus on new product development, range expansions into new categories, and a clear channel strategy for the UK and internationally we will continue to grow and outperform the market. We are investing in our people to support and drive this growth through internal development and promotion, supported by external recruitment, bringing in specialist skills and experience, this has seen our staff numbers double over the past 12 months.

### Rob Wileman

Managing Director and Co-owner  
Swan Products Limited

### Paul Simpson

Sales Director and Co-owner  
Swan Products Limited



## KINGSWAY POWER NC U15S ENJOYED A DAY OUT TO THE AQUA PARK

The Kingsway Power Netball Club girls have been working so hard all year and before the next season starts, they took a well-deserved day out to the Aqua Park! This was the perfect way to encourage some preseason bonding whilst also having some fun. The girls loved making their way around the inflatable water obstacle course and team kayaking. It looked like a great time and loads of fun – we hope you enjoyed yourselves girls!



## SUDOKU

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

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

## Answers

Oven, Stove, Microwave, Fridge, Dishwasher, Mop, Brush, Kettle, Toaster, Radio, Sink, Breadmaker, Blender, Deep Fryer, Sponge, Plates, Glasses, Cutlery

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

## WORDSEARCH

There are 18 hidden answers to be found, reading in any direction, in the word search grid.

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

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