



# THE SWANDAY TIMES



## NORDIC REFRESH SHOOT WITH LAUREN SADDINGTON

That's a wrap on our Nordic refresh shoot!

At the start of July we were busy shooting a refresh of our beautiful Nordic range at the Blink Studios in Chorley. The lovely Lauren Saddington, who you may have seen over on TikTok, joined us to model the products in all their glory and even answered some questions from our followers over on Instagram.

Stay tuned to see the final images and videos...



## PODCAST WRAPPED

Our 'Afternoon Tea with...' podcast has been a great hit and our final episode with the Queen of Clean herself, Lynsey Crombie, went live two weeks ago.

In case you missed it, be sure to check out all of the episodes over on YouTube or any major podcast provider to hear our Marketing Director get roasted and our Senior Marketing Executive dumbfounded by the fact cheesecake actually contains... cheese!

## This month's edition features:



Swan products showcased to AIS members at INDX 2022.



FANTastic summer so far with star performers and recipes.



We hit 150k followers on our Instagram page!



Community updates.

# FANTastic SUMMER SO FAR

Being in the thick of summer has definitely had its benefits - think office ice creams and eagerly watching fan sales shoot up!

Our star performer this month has, undeniably, been the **Swan Silence 16" Stand Fan**, keeping everyone cool throughout the sweaty and record-breaking heatwave.

Over on LinkedIn we ran a poll asking where everyone was working from on the hottest day of the year with 32% voting WFH with their fan as their current BFF and we definitely agreed.



## SUMMER RECIPE OF THE MONTH: SOLERO SLUSH

We definitely manifested the sunny weather with these stunning solero slush sensations!

This summery recipe is courtesy of @itslittlelauren on Instagram - thank you!

### Ingredients:

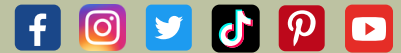
- 3 Solero's, 330ml
- Rubicon sparkling passionfruit juice
- 50ml Gordon's 0% gin
- 25ml STRYK not vodka (or the real stuff!)
- 2 handfuls of frozen mango chunks
- 2 small glasses of crushed ice
- (optional) 65ml Mango & Passionfruit gin



*"Love yourself as much  
as you love coffee."*

@lucy\_andb\_adventures





# 'APPY LAUNCH MONTH



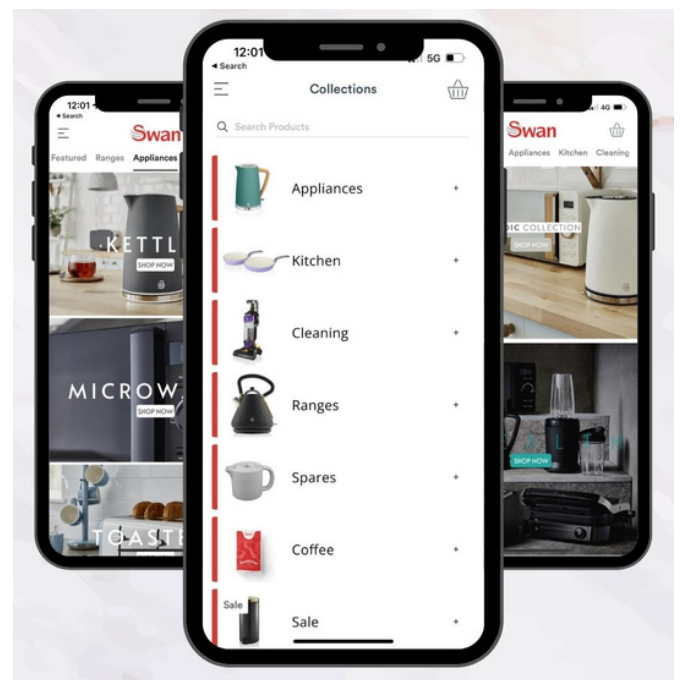
After six weeks of hard work and collaboration, the BRAND NEW Swan Brand App finally launched on 1st July!

The Swan team felt that it was important to have all of the Swan products and a wealth of information available at the touch of a button, so the Swan marketing team got to work on creating the Swan Brand app with community at its heart.

A special shout out to the marketing team who have put their hearts into this app to produce something really special.

A special mention also to the various outside agencies that have helped to get it over the line - thank you!

You can download the app on Apple and Google Play Stores NOW!







# INDX HOME SHOW

It was a pleasure to show some of our amazing products to all of the AIS members at the INDX Housewares show in Solihull earlier this month.

Our very own Rob, Geoff, and Harry got to engage with new and existing customers and have some very exciting opportunities on the horizon!

The countdown is now on till our next exhibition...



## TOGETHER WE ARE STRONGER

This month, the Senior team met with both Marketing and Sales for Swan's End of Financial Year Review, where we presented and evaluated the achievements that the whole team has made throughout the year as well as goals for the next financial year.

We have seen some amazing results since the last review and we are so excited to see what the next year has to offer!

This time spent together is essential for us to reflect on overall growth and team effort; it allows us to continue to build strong relationships across departments to ensure effective communication and that we are being as practical as possible working together.

On that note, we also enjoyed a team curry night out. It was so great to be able to catch up outside of work and enjoy a fantastic meal and maybe a couple of drinks too... Having a professional relationship inside and out of work is so important to us as together we are stronger.

#welovewhatwedo

INTRODUCING  
THE BRAND NEW  
**CROSSOVER**  
ALL-IN-ONE HARD  
FLOOR CLEANER

SHOP NOW





# TWITTER SPOTLIGHT

With the intense heat we were graced with this month, we took to Twitter to gift three lucky followers a Swan fan.

We were inundated with replies (466 to be exact) and had a lot of fun reading them all.

Our three lucky winners were so grateful to be chosen, and this was just one way of giving back to our loyal Swan family.



Swan Brand  
@SwanBrandUK

Tropic like it's hot 🌴🕶️

Tell us you need a fan without  
\*telling\* us you need a fan... 📌 the  
best three answers will win a Swan  
fan ✨



joe  
@goulcher

reminder not to put sunglasses on your dog for a fun picture in the sun - this is actually very bad for the dog as it gives them a false sense of confidence and makes them look really cool which can be dangerous when you take them off again and they have to go back to Normal Dog

## MEME OF THE MONTH

We wouldn't be the Swan Marketing team if we didn't share a little meme of the month now would we?

This month's winner is a fun one for all dog parents out there and a reminder that dogs are just the coolest.

For more memes and more, check out our Instagram and Twitter pages @swanbranduk

## 6.3M VIEWS ON TIKTOK AND 150K FOLLOWERS ON INSTA

It's been a successful week on our social pages this month!

One of our hack videos went viral on TikTok with 6.3m views and 555.3k likes at the time of writing this! And if that wasn't enough to celebrate, at the beginning of the month, our biggest social platform reached 150k followers!

We are blown away by the support from our Swan community and we know that it's only going to get better.

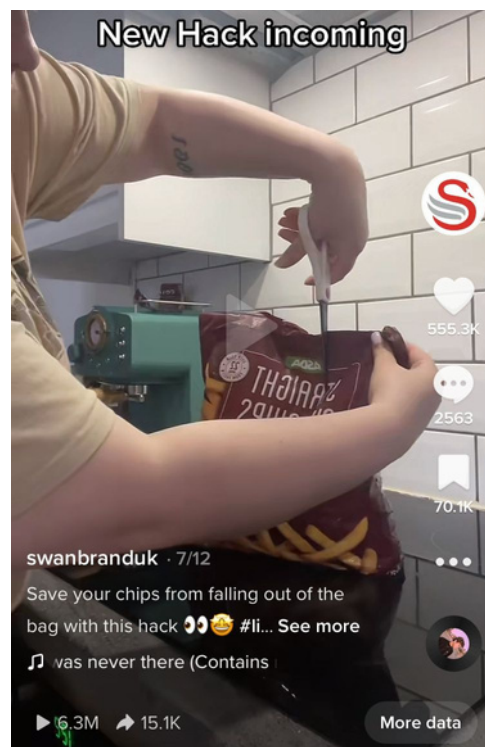


Swan Brand  
Designed For Life  
[linktr.ee/swanbranduk](https://linktr.ee/swanbranduk)

7,366  
Posts

150 k  
Followers

974  
Following







# ROASTING OR ROAST IN A YORKIE?

A roast in July... in this heat? Hear us out...

There is just nothing like a comforting roast in a giant Yorkshire pudding and this one from [@topchefnavarros\\_sw](#) looks every bit as tasty as an ice cream on a hot day. Still unsure of this concept? Well, we asked our trusty followers over on Twitter what they thought of a roast on a hot day and the majority agreed that it was acceptable - provided they weren't the one to cook it!

Some tips included eating it later in the evening or having a smaller portion.

Either way, don't let this weather stop you from enjoying a great British dish!



Is it still acceptable to eat a Sunday roast today... 🤔



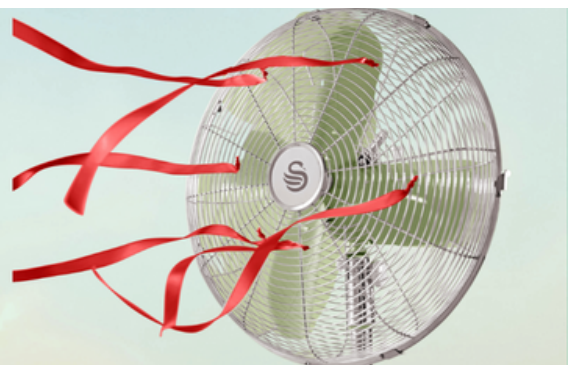
## KINGSWAY POWER NETBALL UPDATE

The girls are continuing to work so hard and have seen even more success this month. Huge congratulations to the U9s, U11s, and U12s for winning at the Ladyhawks Tournament and to the U10s for finishing runners up!

Keep smashing it girls, we love to see it!

Keep your cool  
**THIS SUMMER**

SHOP NOW







# HAPPY RETIREMENT TO ONE OF OUR OWN

We'd like to give a special shoutout to Roy Hay who has been our amazing QA Consultant.

Thank you Roy for all that you have done for Swan!

Wishing you all the best in your retirement.



## LIVERPOOL LIVE

Liverpool Live Radio have had an exciting month. On the 11th July they broadcast live from MS Borealis, a Fred. Olsen Cruise Ship. It looks like they had an amazing time on board and we're only a little bit jealous!

And congratulations to the lucky winners of a Swan Stealth Bundle! To find out more about what Liverpool Live are getting up to daily, and to see how to enter their radio prize competitions, head to @liverpoolradio on Instagram!



BTS: Lauren Saddington on our Nordic refresh shoot



## WORDSEARCH

There are 12 hidden answers to be found related to this issue, reading in any direction, in the wordsearch grid below.

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

## SUDOKU

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

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

## ANSWERS

Roast Tropic Heatwave Team Nordic Podcast Summer Fan Swan TikTok Coffee Kitchen

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

