



JULY EDITION 2023 | VERSION 1

# THE SWANDAY TIMES



## END OF AN ERA

After 15 years, the original Swan team says goodbye.



# GOODBYE... FOR NOW

Rob Wileman and Paul Simpson will be stepping down from their director roles after 15 successful years. The reins will now be handed over to Sutton Venture Group (SVG), who will take over management of the company with immediate effect.

Our team would like to express our sincere gratitude to Rob and Paul for their hard work and dedication in establishing Swan as a recognised household brand.

We extend our sincerest gratitude to every supplier, consumer, and customer who has been a part of our journey. Your unwavering support and loyalty have been instrumental in propelling us forward.

Despite stepping down as directors, Rob will continue to support the RKW team to ensure that the transition to the new leadership is as seamless as possible.

Swans Managing Director Rob Wileman commented. "I would like to thank the team at RKW for their help and support in building Swan into a strong, recognised brand and wish them every success in the future".

He also added

"Swan is over 90 years old, we were merely the caretakers for the last 15. The brand will live on longer than any of us"

SVG Chairman Rob Sutton commented, "I am delighted to welcome Swan into the RKW family, I would like to thank Rob Wileman and Paul Simpson for their work developing the Swan brand and wish them all the best for the future."





## 90 YEARS OF SWAN

On Friday 26th November 2021, Swan turned ninety years young and to celebrate we threw a massive 90's themed party for the whole Swan team, plus a special guests. To kick off the Black Friday event, the Swan team were joined by our iconic influencer friends on an imaginative set with a fun-filled live Black Friday event which featured a TikTok chat, Style Your Christmas ideas, a Scavenger Hunt, 90's themed games and so much more. It really was a night to remember.

## THINK PINK: QUEEN OF CLEAN RANGE

Lynsey Crombie, aka the Queen of Clean, took TV and social media by storm, with her no-nonsense advice on how to keep homes clean - without sacrificing too much precious time. The team at Swan took inspiration from Lynsey's eye-opening cleaning hacks and collaborated with her to produce a new

powerful and efficient range of pretty in pink electrical cleaning appliances.

To celebrate the launch last June (2022), we hosted a dazzling party filled with all things pink and yellow, influencers, and signature cocktails.

What a joy it has been to have Lynsey on board with her innovative ideas.



## SO ON TREND

Every year, at the Exclusively Housewares Show, we try our hand at showcasing a new design of our products that fits with the upcoming trends outlined by Scarlet Opus. The Swan team put their heads together and create

something new and iconic with reference to the upcoming trends.

In 2022, our khaki Stealth range and green Gatsby collection (which you can see in the image on the left) won the #SOonTrend award. We were absolutely delighted.

# ALEXA! SHOW ME BEHIND THE SCENES

One of the most exciting launches for Swan last year (2022) was the long-awaited launch of the Swan Alexa Smart Kettle. The launch was an incredible success, representing a major breakthrough in kitchen technology. Users are able to simply ask Alexa to "turn on the Swan", or whichever command they prefer, and get their water boiling in no time, as well as incorporating this into a daily routine.

A lot of work went into this launch and everyone at Swan had an important part to play, and seeing the design come to life was a monumental moment for many. The images on the right show behind the scenes shooting the lifestyle images of the Alexa kettle, where the Marketing team even turned model for some of the shots.



# A BALL OF A TIME: CELTIC FC SHOOT



If you're no stranger to Swan then you'll know that we've created some fantastic partnerships over the years, including collaborating with three huge football teams on official branded electrical appliances that launched in 2022. From Liverpool FC to Celtic and Rangers (controversial, we know), we've added our stamp onto some great products.

With this partnership, we had the privilege of

taking the long trip up to Glasgow to Celtic Park where we shot some amazing lifestyle images of the Celtic products. Being behind the scenes on these all important shoots have created some of the best memories and content.





## A NORDIC REFRESH

Last year we decided to bring a fresh new look to our beloved Nordic collection in collaboration with TikTok star, Lauren Saddington. Lauren's bright and bubbly personality has captivated a whole online community, encouraging positivity across all of her platforms, and is reflected into the products within this Scandinavian-inspired collection. Marketing Director, David Foulstone, said, "we wanted to find somebody that would fit the product range and help influence on TikTok because that's the emerging market. That's why we selected Lauren – we felt that she would be a really good fit for the range."

[Read the full interview](#)

## FEARNE BY SWAN

In early 2017, Swan worked with the one and only Fearne Cotton on an exclusive electrical appliance and cooking range. The colourful collection involved pastel hues, healthy vibes and lots of hard work.

**"I ADORE BAKING AND DO IT MOST DAYS. IT'S THE PERFECT ACTIVITY TO GET ALL OF THE FAMILY INVOLVED, WITH THE BEST EDIBLE RESULTS."**

**- FEARNE COTTON**

Fearne was a joy to work with on this range journey. We

worked hard to collaborate on a range that was in demand, on-trend and aesthetically fitting with our brand as well as persona. This range is the largest, and most varied that we've constructed to date, with many more cookware items than we had tried before. Swan launched Fearne by Swan online in October 2017 and never looked back!

### WINNER WINNER

Not only did the Quiet Boil Jug Kettle win a



Quiet Award, but the Fearne by Swan Stand Mixer also won a Your Home Award, the Fearne by Swan range was awarded 'On trend' by Exclusively Housewares Scarlett

Opus in 2017, and the Fearne by Swan 4Mugs set were awarded 'On trend' in 2018, too!

[Read more](#)

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# LET'S GET STEAMY: SWAN X HELP I SEXTED MY BOSS GARMENT STEAMER

In October last year (2022), we launched the eagerly anticipated Swan x Help I Sexted My Boss Garment Steamer in a gorgeous, deep, on-brand red colour (see right image). We loved listening to Jordan North and William Hanson's *Help I Sexted My Boss* podcast, which never fails to make us laugh, and their love for our

garment steamer meant that it was a no-brainer to team up with them and create a luxurious garment steamer in this brilliant collaboration.

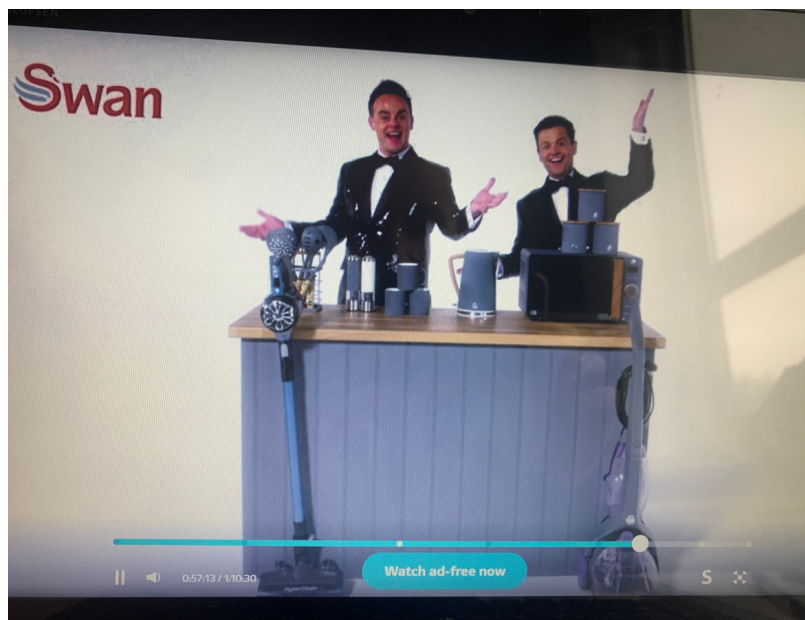
Over on our Instagram page, we collaborated on a giveaway with the podcast to give five lucky followers one of these luxurious garment steamers with almost 5,000 entries!



## SPOTTED ON A VERY FAMOUS SATURDAY NIGHT SHOW

In February 2022 our Nordic Range, alongside our Kansas 3 Burner Gas BBQ, were featured on a very famous Saturday Night Show in the hands of the UK's favourite TV duo!

Our grey Nordic range was won by one lucky winner on this occasion. We were delighted for them and so proud that our products were featured on grand scale.



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# FOUR HOUR TIKTOK LIVE!

We made waves back in February with our first-ever TikTok live which was a huge success! It was an incredible experience, and everyone involved had a lot of fun.

The Swan team were beyond proud to have witnessed Senior Marketing Executive Emma Cork and E-Commerce Sales Director Katie Lindop totally rocking their debut live stream! Their dynamic duo energy was undeniable and is sure to give an iconic comedy

duo a run for their money. The feedback from everyone was overwhelmingly positive.

This was the first step in the right direction for Swan breaking into TikTok shop. Since then, our TikTok page has gone from strength to strength. From office TikToks having over 100K plays, to trending content and fun recipes, we really have made an impact with our



# MONEY MONEY MONEY?



From office POVs and recipes, to life hacks and a Mammia Mia music video, our social media has seen it all. The marketing team have been hard at work over the years creating everything you see on the web and social media to trade shows and emails.

Every now and again the team tried to encourage other teams to participate in TikTok videos. These videos not only showcased the fun and exciting culture of our workplace, but also provided insight into the

day-to-day operations of the company. By sharing these videos on our platforms, the marketing team were able to reach a wider audience and engage with potential customers through humanising the brand and giving viewers an inside look into the company's values and mission statement. And what's life without a bit of fun?

If you want to see a Hollywood-standard of acting just click the image on the left...

## HEALTHCARE HEROES

One of the most special things the Swan team did in the past few years was to support NHS workers after all of their hard work during the pandemic. The photos here show staff at multiple hospitals around the UK with their gifted products. We were thrilled to see that our donations to over 150 hospitals

made it into the safe hands of these truly inspirational NHS teams. It really was the least we could do for our lovely healthcare heroes!

A huge thank you to all NHS workers from all of us here at Swan.



## CITY CLEAN UP

Back in 2019, we took a trip down south to London to meet up with some of our amazing influencers. The aim of the day was to launch our new PowerPlush Vacuum. We encouraged members of the public to find

influencers for a star and if they found one they won a vacuum.

This was a day full of laughs and was great for brand exposure and was a successful product launch for one of our most popular vacuums.

## HOT MESS MUMS

We were proud sponsors of the Hot Mess Mums Club podcast in 2019 to create a place where Mums could come together and know they weren't alone and have a good laugh. Joined by her naughty sidekick Jenny, the Hot Mess Mums club is a safe space for mums.

Kelly launched the



## QUIZ

### Question 1

*How many colours have there been in Retro?*

- A. 6 B. 8 C. 10 D. 12

### Question 2

*Why is Swan called Swan?*

- A. Used to ship through Swansea  
B. Names after the bird  
C. The original owner's surname  
D. No reason

### Question 3

*What was our first range?*

- A. Retro  
B. Townhouse  
C. Symphony.  
D. Nordic

### Question 4

*Which show was our first ever collaboration with?*

- A. The Great British Bake Off  
B. Saturday Night Takeaway  
C. The X Factor  
D. Come Dine With Me

### Question 5

*When was Stealth launched?*

- A. 2019  
B. 2020  
C. 2021  
D. 2022

## SUDOKU

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

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

## ANSWERS

5. C  
4. D  
3. B  
2. A  
1. C

## SOLUTION

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

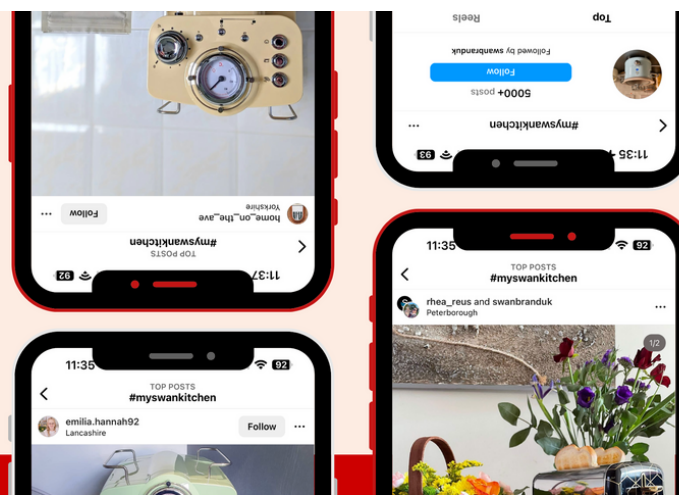
## SHARE2WIN

#MYSWANKITCHEN

@swanbranduk

If you want to be in with the chance of winning a new Swan product or two, why not enter this month's share to win competition? Simply snap a photo of your Swan product in its lovely home. Post the picture on Instagram tagging @SwanBrandUK and #MySwanKitchen to enter.

It's that easy! What are you waiting for? Get sharing to win!



# #MYSWANKITCHEN



# THANK YOU