



TFWA Asia Pacific Preview

Scorpio keeps portfolio fresh with ideas from a Chimp to the Clubhouse

With a new, bigger stand (K28), Scorpio Distributors Ltd brings a number of innovative products to the market at TFWA Asia Pacific this year, including a new electronics brand, the latest watch and jewellery collections, and range extensions for its popular travel products and hand-held games.

Watches and jewellery. Added to the portfolio last year, with immediate success, the **Esprit** watch collection is being extended with five new models: High Stakes, Strike Out, Cool Button, Hot Button and Edelweiss, retailing between \$79 and \$130. New additions to the popular sterling silver jewellery range will also be introduced. 'Esprit has been an instant success and we are confident it will continue to be a major brand in our portfolio,' says group sales director Richard Kennedy.

Aviator was Scorpio's most successful introduction of 2007 and has leapt to the best seller list on several airlines. Singapore sees new styles added to the Gents and Ladies collection featuring both chronograph and multi function.

The company's brand, **Pierre Cardin**, remains a strong performer across the entire customer base, is updated with new watch/jewellery and jewellery sets. This will include the latest pendant and earring 'wardrobe' caddies – a complete set of interchangeable looks. Retail prices range from \$99 to \$125 for the watch/jewellery sets and \$20-\$45 for the jewellery sets.

Additionally, Scorpio will be showing the latest new models for its other leading brands including the phenomenally successful Lacoste and Puma.

Travel Products. With so many travelers loaded down with electrical/electronic devices from laptops to ipods, recharging devices have never been more popular. Following the tremendous success of the Power Monkey, always in the top sales rankings where listed, Scorpio is now introducing a slightly modified **Power Chimp** version. This incredibly useful, compact device, which can be charged using a usb lead, will charge cellphones, rechargeable AA batteries, Ipods etc. It includes two removable AA rechargeable batteries (precharged) that can be taken out used on

other items such as toys and games and then recharged for use at a later date comes with an integrated flashlight.

For those on the go, who perhaps don't have charging functions easily available, the new **Solar Monkey** is an absolute brainwave and is receiving rave reviews from its customers. It recharges phones, Ipods, mp3's etc using solar energy (and will also work under incandescent light) so no batteries or usb leads are required. Compact, tough and powerful, it will attach to rucksacks, hang out of windows, be used in the car, etc. It has already been listed by KLM, where it has gone straight to the number one selling slot in its category. Retail price is around \$75.

A new brand for Scorpio is **Gear 4**, a young, trendy company offering a variety of electrical gadgets. Scorpio is listing two sleek and compact Ipod/MP3 travel speaker systems: Street Party and Black Box, aiming to offer the airline a wider choice in options of this type, along with Airzone FM, a universal wireless transmitter for Ipods and MP3 players, enabling them to play music through radios. Retail price is from \$35 to \$99.

Additionally, Scorpio will show its highly successful range of Swiss Traveller items, including the world's only international regulatory approved travel plug.

Handheld games. Brain testing is the 'in' spare time activity for adults and Scorpio adds to its offer with the new **My Brain Partner**. This is a compact, durable and lightweight touch screen handheld game which offers some 30 brain training activities. Retailing at \$59, the game includes logic, memory, number, and word puzzles and includes both Sudoku and wordoku.

For children there is a brilliant new **Gamze** Webpen, which attaches to the computer via a usb link for a whole range of games at just \$25. Finger Stringer, with 50 built in games tests skill, endurance and concentration, while Digit Dancerz has a touch sensitive dance pad and 10 mega classic hit tracks creating a handheld music game extravaganza. They retail at \$29 and \$35 respectively.

Scorpio Travel Retail Ltd Under the Scorpio Travel Retail division, there will be new items in the Just plush collection, including promotional products, as well as additions to the Gamze range of handheld electronic games. Additionally, there will be a new range of men's toiletry gift sets under the Formula 1 (F1) brand, featuring distinctive black and red packaging.

The incredibly successful Time Design gift sets, combining ladies and men's watches with jewellery and gift items, is now being introduced to Asian customers, along with the Aviator watch collection.

The Asian market is handled by Jonathan Holland & Associates. Jonathan can be contacted on the Scorpio stand.

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