



Introducing

**Slappie**





INTRODUCING

## ABOUT US

### **SLAPPIE IS A FASHION WATCH BRAND THAT IS MAKING A NAME FOR ITSELF**

Using the simple snap action of the slap bands popular in the 90s, Slappie has created a high quality, practical yet fun watch, which looks great.

With no clasps or buckles to fiddle with, Slappies are extremely popular with children – from toddlers to teens. They are also a hit with adults who love the ease of being able to slap on the watch and go, as well as with elderly people who don't have the dexterity to fasten a traditional watch.

### **OUR STORY SO FAR**

Slappie rose to fame on the BBC's Dragon's Den. In 2016, the company won £50,000 investment on the show and sales soared as the business was restructured.

In 2017, Slappie was named a 'Top 10 Watchmaker to Watch' by leading industry publication, WatchPro. Towards the end of last year, the range of fashion watches was launched on board Virgin Atlantic and Slappie outsold the market leader in its first quarter.



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## THE SLAPPIE RANGE

Our colour range suits all tastes and includes bold primaries, pretty pastels, white, black, and – new to the Slappie range – two bespoke tattoo design watches, created by tattoo artist to the stars, Dan Gold.





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### LARGE ADULT RANGE

Original Navy is from our large adult range. This watch is aimed at men, as well as women and teenagers who prefer a larger watch. The current trend is for oversized accessories, so the large original Slappie is perfect for those conscious of the latest fashions. The watch also comes in Original Red, Original White, Original Black and Original Yellow. All faces and straps are interchangeable, so various colour combinations can be created.



### KILLING TIME RANGE

New to the Slappie range are our tattoo watches – Tribal and Old School. They are the same size as the large Original Slappies, and again the faces and straps can be interchanged. Designed by tattoo artist, Dan Gold, the Killing Time range is new for 2018.



### SMALL ADULT RANGE

Our small adult range is extremely popular with women and older children. The watches are the same size as the children’s range, extending the colour combination possibilities. Small adult Slappies are numbered at quarter past, half past and quarter to the hour, creating a stylish look. Here we have Neon Pink; also in this range are Baby Black, Purple Pastel, Minty Fresh and Green/Lilac Contrast.



### CHILDREN’S RANGE

Children’s Slappies are our biggest sellers. With a white numbered face, for ease of time telling, the slap strap and interchangeable face feature is a huge hit with our younger audience. Green Apple (pictured) sits alongside six other children’s watches – Snow White, Pastel Pink, Bermuda Blues, Sky Blues, Mellow Yellow and Simply Red.

CURRENT STOCKISTS

**amazon.com**

The Amazon logo, consisting of the word "amazon" in a bold, black, sans-serif font with a curved orange arrow underneath it.

**amazon.co.uk**

The Amazon logo, consisting of the word "amazon" in a bold, black, sans-serif font with a curved orange arrow underneath it.

**HOUSE OF FRASER**  
SINCE 1849



**virgin atlantic**

The Virgin logo, a red shield-shaped icon with the word "Virgin" in white script.

The Saltrock logo, a red square containing a white stylized flame or rock icon.  
**SALTROCK**

**Slappie**

The Slappie logo, featuring a stylized clock face icon to the left of the word "Slappie" in a bold, black, serif font.

## SALES STRATEGY



### OUR CUSTOMERS

The Slappie watch is a mass market product. There aren't many products that would appeal as much to a three-year-old as to an 80-year-old. But Slappie fits into this category.

While our customer base is broad, the product does particularly well with Generation Z.

Its USP is a combination of the slap band strap and the fact that faces and straps are interchangeable – creating a large number of colour combinations.



### SLAPPIE SELLS

Slappie's sales strategy is to sell the watches to a mix of budget and long haul airlines, high street shops and online retailers. We are able to offer attractive margins to our retail partners, which, in turn, brings healthy returns for them.

We are used to working with large, multi-national corporations – such as Virgin Atlantic – and we are able to deal efficiently with high volume orders. Our aim is always to make our retail partnerships a smooth, hassle-free experience.



### TOP SELLERS

Our top selling watches change slightly according to the time of year, but achieving consistently high sales are Bermuda Blues (children's), Neon Pink (small adults') and Original Navy (large adults').



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# PRODUCT SPECIFICATIONS



HIGH QUALITY  
JAPANESE QUARTZ  
MOVEMENT



WATER  
RESISTANT  
TO 3ATM / 30M



CLINICAL GRADE  
SILICONE STRAP  
WITH ANTI-DUST  
COATING



12-MONTH  
WARRANTY ON  
WATCH AND  
BATTERY LIFE  
GUARANTEE



REPLACEABLE  
SILVER OXIDE  
BUTTON CELL  
BATTERY



INSTRUCTION  
LEAFLET  
INCLUDED





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## APPROXIMATE LEADTIMES

### NUMBER OF UNITS

### NUMBER OF DAYS

Up to 10,000

35

10,000

40

20,000

45

50,000

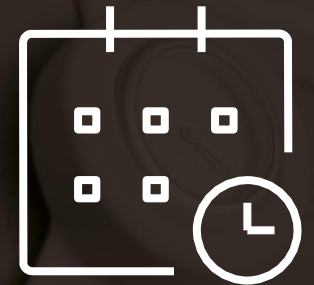
60

100,000

70

500,000

80







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# SPECIFICATIONS

## PRODUCT

## DIMENSIONS IN CMS

## WEIGHT IN GRAMS

Adult Large Slappie Watch

4.4 x 28 x 1.6

61

Adult Small Slappie Watch

3.3 x 22.5 x 1.3

34

Kids Slappie Watch

3.3 x 22.5 x 1.3

34

