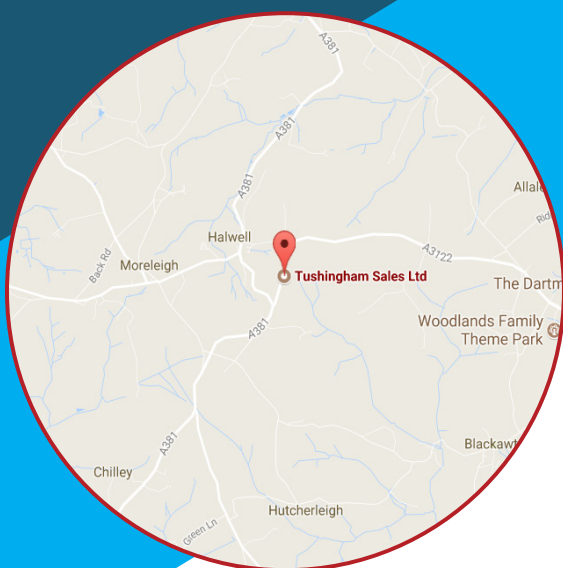




## Red Paddle Co & Starboard SUP 2018 Product Launch

# INVITATION



**Tushingham**  
*DEDICATED WATERSPORTS DISTRIBUTION*

Halwell Business Park,  
Halwell, Totnes  
Devon, TQ9 7LQ  
**01803 712140**

RSVP - [jasmine@tushingham.com](mailto:jasmine@tushingham.com)  
by Friday 29th September

## Red Paddle Co & Starboard SUP 2018 Product Launch



This annual Tushingham Sales conference will be split over 2 days encompassing both Red Paddle Co on Monday 9th October and Starboard SUP on Tuesday 10th. We will be hosting this years conference at our HQ based down in Devon. SUP as a sport is still growing steadily and we continue to see growth across the board. We would like to take this opportunity to not only show you the latest equipment but also run through our strategy and commitment to ensure 2018 continues on the same path as previous years. For 2018, we will be mixing the format up for both days to include half a day of product presentations and also the opportunity to get on the water to try the latest equipment.



### Monday 9th October

**TIME:** 9:45AM

**VENUE:** Red HQ, Unit 12, Halwell Business Park, Halwell, Devon, TQ9 7LQ

As a valued Red Paddle Co Retailer we would be delighted if you can join us for the Red Paddle Co 2018 Launch presentation. We are extremely excited for Red Paddle Co 2018, with a re-refresh on the graphics, improved construction quality and retail prices staying in a similar position. We are really keen to present the new range and to get Red Paddle Co 2018 off to a flying start.

The plan for the day is to keep the mornings talks short and sharp covering:

- First look at the 2018 range – presenting new models, graphics and paddles.
- First opportunity to access the new 2018 Trade information and updates.
- Present the development of Red Paddle Co Flag Ships stores and the opportunity to take away new merchandising display items, imagery, sales tools and clothing items at no cost.
- Look over the key data on the UK Market, Red UK ordering plans, stocking and new trade website updates.
- Present the direction and vision for Red in the UK.

Then the plan for the afternoon will be to head over to a local waterside pub, there we will have the opportunity to access the water and go for a paddle or to spend time in the pub with both the Red Paddle Co UK and International teams.



STARBOARD

### Tuesday 10th October

**TIME:** 9:45AM

**VENUE:** Tushingham HQ, Unit B, Halwell Business Park, Halwell, Devon, TQ9 7LQ

No other major brand dedicates as many resources to R&D as Starboard. Developments made at the cutting-edge of racing are filtering into many other recreational shapes like the touring boards and the all-new GO range. Starboard designer Ollie O'Reilly will present the new models and exciting new technologies along with an insight into Starboard's cool initiatives in sustainability.

During the afternoon on-the-water session where the latest shapes will be available to test, Paul and James will conduct individual shop meetings to discuss any aspects of Starboard SUP that you wish to such as: pre-orders, rider support, demo dates, plus initiatives in supporting and growing your SUP community.

Attending our launch will sharpen your product knowledge and position you perfectly for the 2018 season to continue the impressive growth of Starboard SUP.

If you are planning on staying over on Monday night you are more than welcome to join us for an evening meal.

If you could mention this in your RSVP then we will be able to gauge numbers for Monday's meal.

Kind regards, The Tushingham Sales Team