



Helen Bowden  
**Portfolio**



Printed  
**materials**

# Print adverts



## MAKE CRUISING A BREEZE

**VULCAN™**

On the water, we know that precision and reliability are everything. Designed and tested by sailors, for sailors, Vulcan™ is intuitive to use and takes the guesswork out of sailing, leaving you free to enjoy your time cruising the coasts.

Like all B&G chartplotters, Vulcan™ is easy to integrate with all key navigation equipment and includes B&G's award-winning sailing features, as standard. Get all the information you need at a glance with SaltStew™. Know exactly when to tack with Laylines. And monitor time and distance to waypoints with SailingTime.

AVAILABLE IN 7", 9" & 12"



**B&G**  
Marine Electronics for sailing

©B&G U.S. Pat. & Tr. Off. and™ common law marks. Visit [www.bandg.com](http://www.bandg.com) for intellectual property to review the global trademark rights for B&G Holdings AG.



## A NEW DIRECTION IN SAILING

**ZEUS™ 3S**

Designed specifically for sailing, the Zeus™ 3S is the ultimate solution for any sailing system. The ultra-bright IPS touchscreen, combined with a rotary dial and keypad, makes Zeus 3S easy to use in any conditions. Superfast, this multi-function display provides all the sailing and navigation information you ever need, when you need it.

Ideal for all large cruising and performance racing yachts, these displays integrate seamlessly with a full range of instruments and accessories, and come with all of B&G's unique sailing features, for greater safety, performance, and enjoyment on the water.

AVAILABLE IN 7", 9", 12" & 16"  
\*7" size exclusive only to Zeus™ model



**B&G**  
Marine Electronics for sailing

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# Print advert - options

*We find  
You fish*



**It's that easy!**

StructureScan® HD on Elite-Ti.  
Cover more water, see more fish targets.  
Get both in clear, crisp detail.

**LOWRANCE**

*We find  
You fish*

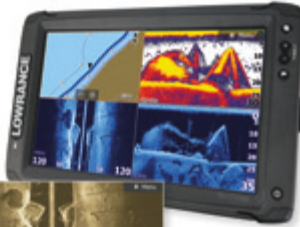


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**LOWRANCE**

Easy to use  
Quality sonar image  
Great value



Lowrance HOOK5<sup>1</sup> with Sonar Auto-tune.

**LOWRANCE**

Easy to use  
Quality sonar image  
Great value



Full GPS & Mapping Included  
One press Auto-tune  
Transducer Included

3 in 1 sonar

Lowrance HOOK5<sup>1</sup> with Sonar Auto-tune.

**LOWRANCE**

Easy to use  
3 in 1 sonar  
Great value



SideScan  
StructureScan  
Traditional

Lowrance HOOK5<sup>1</sup> with Sonar Auto-tune.

**LOWRANCE**

# Print advert - options

**VULCAN™**

**MAKE CRUISING A BREEZE**

Be the sailor who makes that position and stability monitoring the easiest and most reliable. For sailors, Vulcan™ is the only electronic instrument that offers the precision and reliability you need to keep your boat on course.

Use B&G's Vulcan™ to monitor your boat's position and stability. The B&G Vulcan™ is the only electronic instrument that offers the precision and reliability you need to keep your boat on course.

**AVAILABLE IN 7" & 8" SIZES**

**B&G**  
B&G Electronic Instrumentation

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B&G Electronic Instrumentation

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**A NEW DIRECTION IN SAILING**

Designed exclusively for sailing, the ZEUS™ 3S is a new direction in sailing systems. With an advanced HD touchscreen, combined with a cutting edge multi-plotter, Zeus 3S brings you the ultimate sailing experience. The ZEUS™ 3S is the ultimate direction in sailing systems. It's what you need when you sail.

Need to change sailing and performance settings? Zeus 3S offers a new way to manage your sailing system with a range of customisable settings, available via a 20" HD touchscreen or via a smartphone app. It's what you need when you sail.

AVAILABLE IN 17" & 22" & 30"

**B&G**  
B&G Electronics for Sailing

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# POS - print ad & external product reveal

## NEW Zeus<sup>3</sup>S

Sailing data you need, as you need it



Designed just for sailing, the new Zeus<sup>3</sup>S™ chartplotters offer super-fast response times, delivering the information you need, when you need it. Easy-to-use, the Zeus<sup>3</sup>S comes with B&G's unique sailing features built-in; making it simple to navigate, plot routes, add waypoints and view key sailing or racing data, at the touch of a button or screen.

Available in  
16", 12", 9" or Zeus<sup>3</sup> 7"

**B&G**  
Passionate About Sailing

[www.bandg.com](http://www.bandg.com)

\*Reg. U.S. Pat. & Tm. Off. and ™ Common law marks. Visit [www.navico.com](http://www.navico.com) for intellectual property to review the global trademark rights for Navico Holding AS.

## Introducing the NEW Zeus<sup>3</sup>S Series

June 2020

**Please Note: Any external information related to the Zeus<sup>3</sup>S should not be communicated until after the public reveal on 1st July 2020.**



Designed just for sailing, the new Zeus<sup>3</sup>S chartplotters offer super-fast response times, delivering the information you need, when you need it. Easy-to-use, the Zeus<sup>3</sup>S comes with B&G's unique sailing features built-in; making it simple to navigate, plot routes, add waypoints and view key sailing or racing data, at the touch of a button or screen.

TECHNICAL SUPPLIER OF  
**SAIL GP**

**B&G**  
Passionate About Sailing

[www.bandg.com](http://www.bandg.com)





## Printed flyer

# eFlorist - working with Funeral Directors

to deliver a unique range of quality floral tributes  
via our network of professional florists.

### A partnership which offers you:

- The best commission rates on the market
- 'Tributes' – a new collection of stunningly beautiful flowers for funerals and sympathy designs
- FREE Point of Sale marketing materials
- End to end account management with favourable credit terms
- Exceptional customer service at every stage



### Interested?

Speak to one of our specialist  
commercial partner advisors on  
01794 526423.

[www.flowersforfunerals.co.uk](http://www.flowersforfunerals.co.uk)



## Double-sided printed flyer

# WIN

Free Flowers for a Year



Visit eFlorist today on  
**stand 3036** to enter  
this competition



## Need a total gift solution?



Choose from a great selection  
of price points and products!

Visit us on **stand 3036** today or go to  
**[www.efloristatwork.co.uk](http://www.efloristatwork.co.uk)**  
for more information.



# Printed poster

 **Flower gifts for Christmas**



**20% discount on flowers  
and 10% discount on gifting**  
with every order placed between 11/11/13 and 20/12/13

Visit [www.efloristatwork.co.uk](http://www.efloristatwork.co.uk) or call **0808 161 1380**  
and quote code **CXMAS13**

TERMS AND CONDITIONS: 1. The discount applies to the flower value only, all other charges apply. 2. The discount is not available on any Charity items. 3. The discount cannot be used in conjunction with any other promotional offer, discount or affiliate network sale and cannot be redeemed for cash. 4. The discount/free chocolates offer is not available in any eFlorist stores. 5. All other eFlorist Terms and Conditions apply. 6. For full terms and conditions see [www.efloristatwork.co.uk](http://www.efloristatwork.co.uk). 7. Offer valid between 11/11/13 to 20/12/13

A large, stylized graphic of a leaf or flame, composed of several overlapping, curved shapes in a light purple color. The central part of the graphic is a solid purple oval containing the text.

E-shots &  
**web banners**

# New branding web banners

A NEW  
*DIRECTION*  
IN SAILING



ZEUS™ 3S

[SHOP NOW](#)

**B&G**

The banner features a dark, starry background with faint white coordinates (50°45'3 186"N) visible behind the plotter. The plotter screen shows a map with red and green lines indicating a sailing route. The right side of the plotter displays various data points: 4.40, 077, -47, 15.3, 030, and 5.0.

A NEW  
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IN SAILING



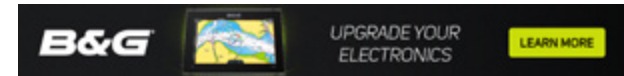
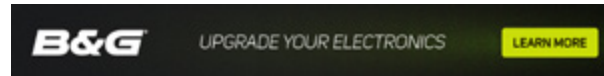
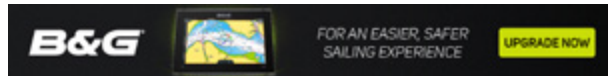
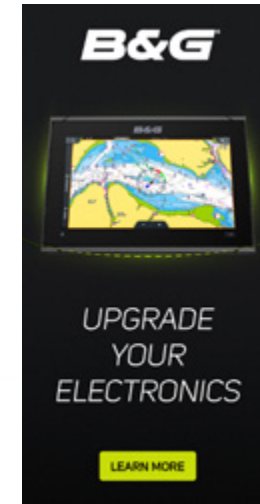
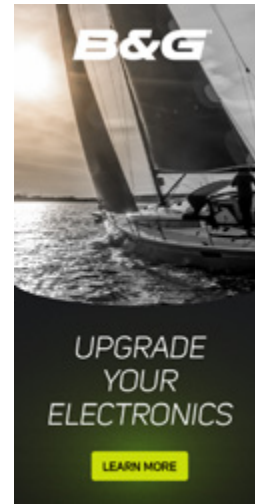
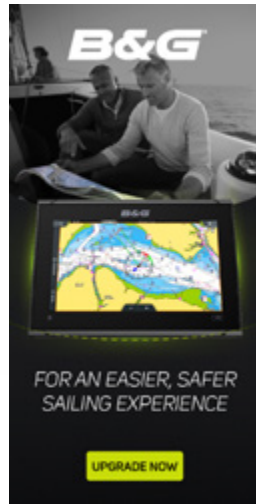
ZEUS™ 3S

[SHOP NOW](#)

**B&G**

The banner features a blue sky and ocean background with a white sailboat. The plotter is shown in a dark, reflective surface at the bottom. The plotter screen shows a map with red and green lines indicating a sailing route. The right side of the plotter displays various data points: 4.40, 077, -47, 15.3, 030, and 5.0.

# Campaign web banners + A-B testing banners



# Campaign email templates

**B&G**



**6 REASONS TO UPGRADE YOUR SAILING ELECTRONICS**

- 1. MORE TIME SAILING LESS TIME PREPARING**  
Spend less time preparing your sailing trip on land and more time enjoying your sailing. Most Chartplotter's receiver allow for simple synchronization and updates with phones or other devices, so you can simply tap or scan to synchronize and set waypoints.
- 2. SAFER, ACCURATE AND RELIABLE SAILING INFORMATION**  
From charting, to sensors, to speed meters, the electronics are a lot more accurate and responsive, no matter the depth or wind speed, or speed of short loading. Better electronics allow for a much safer and higher performance sailing experience.
- 3. EASIER TO USE, SEE AND CONTROL YOUR INFORMATION**  
Most marine electronic today are designed around the user experience, and most the same abilities as a modern day smart phone, so we pretty use intuitive and have a lot more flexibility to add and configure to your own style, so you can often set up to show the sailing information that you want the way you want it.
- 4. SAILING SPECIFIC FEATURES AND TECHNOLOGIES**  
In today's electronics, a lot of software functionality is designed to make sailing easier and has introduced sailing specific features for both sailing and cruising.
- 5. MORE EFFICIENT ON POWER**  
Power and weight on the boat are where big advances in technology has been made over the years, changing not only our display and sensors for a new size, but how they interact on your boat, from how speed, power and sailing performance.
- 6. EASIER AND COST EFFECTIVE TO INSTALL**  
Many people are still upgrading, due to perceived complexity and compatibility issues, but it's not that much easier than you think, with simple connection cables and modern day integrations designed to plug-in to already existing systems. For ease and efficiency we would also recommend using one of the many experienced and certified dealers globally to help in these installations.

[UPGRADE NOW](#)

**B&G**  
40 YEARS OF SAILING INNOVATION

1 0 0 0

Website

**B&G**



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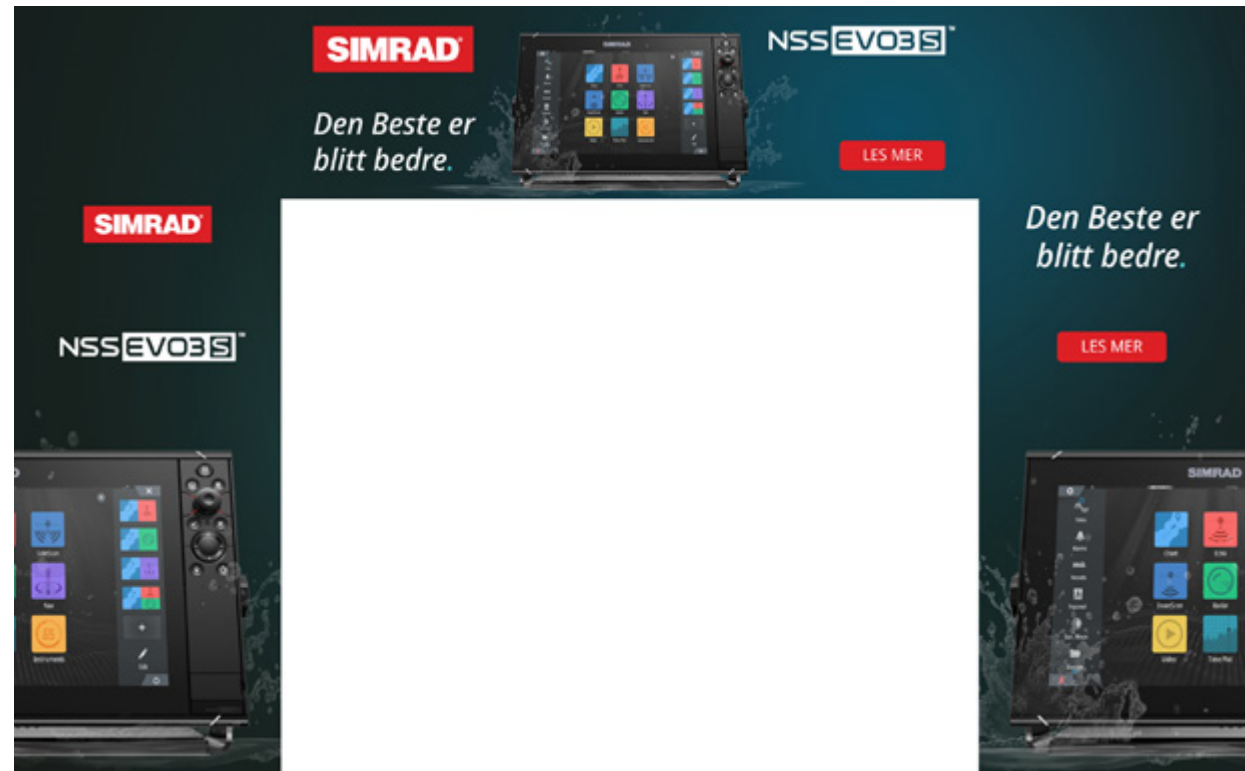
Website

# Email graphic





# Website takeover / skin



Email graphic

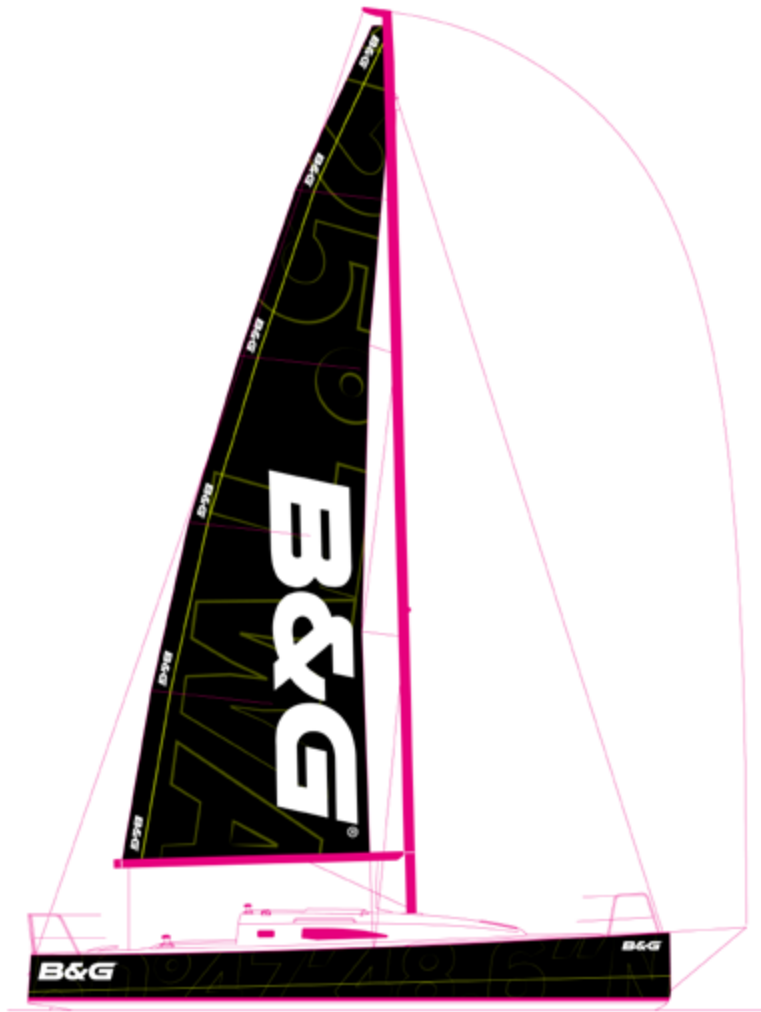
Introducing the **NEW**  
Zeus<sup>3</sup>S™ Series

**B&G**



Large format  
**materials**

# B&G Boat Wrap ideas - new branding



# Simrad Boat Wrap - Ranieri Voyager 26S



# Store signage - B&G



# Lowrance Boat wrap - Lund 1875 Pro-V Bass



# B&G Boat wrap - J99 options





# Boat show stand graphics



**NEW Zeus<sup>3</sup>** **B&G**  
A Passion for Sailing

The Zeus<sup>3</sup> is the most advanced chartplotter navigation system from B&G for blue water cruisers and regatta racers

**Zeus<sup>3</sup> Key Features**

- INTUITIVE USER INTERFACE
- SOLARMAX HD IPS DISPLAY FOR CLEARER & WIDER VIEWING
- MULTI-TOUCH AND BUTTON CONTROL
- B&G SAILING SOFTWARE
  - SAILSTEER
  - SAILNXTIME
  - LAYLINES
  - RACE-PANEL
- BUILT IN WIFI
- INTERNAL GPS
- INTEGRATED PILOT CONTROL
- CHOICE OF CARTOGRAPHY C-MAP AND NAVIONICS
- NASA DIAGNOSTICS AND SERVICE SUPPORT

Visit us on stand no. 01:150 & 01:151  
[www.bandg.com](http://www.bandg.com)

7" 9" 12" 16"

# 2m high pull up banners



Be the lucky one,  
win an exciting  
**Gourmet Escapes!**

The prize is a one night escape for two people, including a sumptuous dinner, at one of the stunning boutique hotels. We've hand-picked a fabulous range of small, independent hotels and inns in wonderful locations across the UK, from the best in chic urban boutiques to beautiful rural bolt-holes and stunning coastal retreats. Your evening meal will be an unforgettable gastronomic experience - all of the selected hotels have excellent restaurants, usually featuring the best in local, seasonal produce.



**All you need to do to enter is:**

Visit our stand D22

Pick up one of our Spectrum pens printed with a unique entry code and leave your business card with one of our team.



the **pen** warehouse **01252 400270**  
[www.pens.co.uk](http://www.pens.co.uk)



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**eflorist**

**Win a stunning summer bouquet!**

*10 lucky winners will each receive a stunning summer bouquet made by one of our professional florists.*



[www.flowersforfunerals.co.uk](http://www.flowersforfunerals.co.uk)



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Making Florists Successful



[www.eflorist.net](http://www.eflorist.net)  
[www.ie.eflorist.net](http://www.ie.eflorist.net)

sand flowers  
**eflorist**

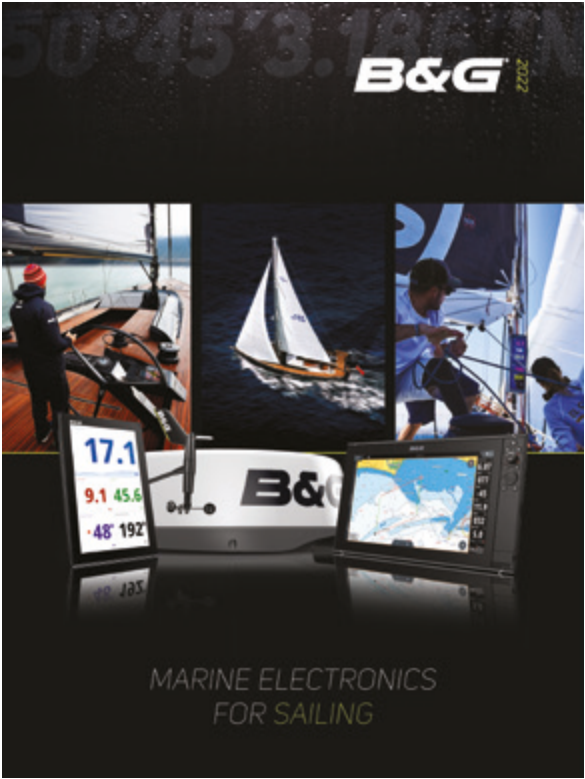
# Merchandise designs



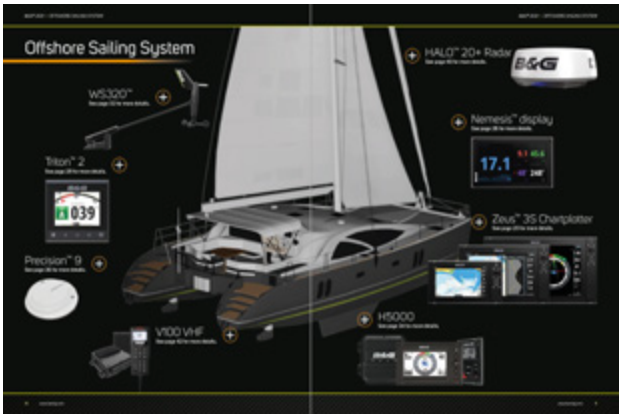


Brochures &  
**catalogues**

# Product catalogue



# Product catalogue



# Annual Report - 2018



### Financial Summary

	2018	2017	2016	2015	2014
Revenue	1,022	982	953	915	872
Operating profit	161	151	151	151	151
Net profit	121	111	111	111	111
EPS	1.21	1.11	1.11	1.11	1.11
Dividend	0.50	0.50	0.50	0.50	0.50
Free cash flow	100	100	100	100	100
Operating profit margin	15.7%	15.4%	15.8%	16.5%	17.3%
Net profit margin	11.8%	11.3%	11.6%	12.1%	12.6%
EPS margin	11.8%	11.3%	11.6%	12.1%	12.6%
Dividend yield	4.9%	5.1%	5.3%	5.6%	5.9%
Free cash flow margin	9.8%	10.2%	10.5%	10.9%	11.3%
Operating profit per share	1.61	1.51	1.51	1.51	1.51
Net profit per share	1.21	1.11	1.11	1.11	1.11
EPS per share	1.21	1.11	1.11	1.11	1.11
Dividend per share	0.50	0.50	0.50	0.50	0.50
Free cash flow per share	1.00	1.00	1.00	1.00	1.00

#### Sales and gross margin

#### Operating profit

16 Navico Group Annual Report 2018

### President & CEO

**Lutz Driesen**  
President & Chief Executive Officer

**Management Team**

Stefan Chan	Alan Davis	Mark Strank	Stephan Thomas	Tom Edvardson	Janet van de Polder	Mika Fager	Ronald Frenzel
Senior Vice President, Sales and Marketing	Senior Vice President, Business Unit Services	Senior Vice President, Business Unit Boat Builder	Senior Vice President, Product Office	CEO, Commercial	CEO, Commercial	CEO, Commercial	CEO, Commercial

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### Independent Auditor's Report

**Ernst & Young**

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# Annual Report - 2016



### Awards

Following an unprecedented number of awards in 2015, including wins for Halo at the DAME, IBC & NMEA Awards, Navico continued its success with a number of additional awards and special mentions in 2016, including:

- 2016 IBC Award** Best Fish Finder
- 2016 IBC Award** Best Fish Finder
- 2016 IBC Award** Best Fish Finder
- 2016 IBC Award** Best Fish Finder
- 2016 IBC Award** Best Fish Finder

### Joint Services

Navico is a fully integrated business with its own R&D, product management, production, sales, service and marketing, employing around 1000 people. It operates directly in 14 countries and has product distribution in more than 100.

### Navico Global Presence

**REVOLUTIONARY HALO RADAR**

**DAME CERTIFIED**

## Financial Summary

	2016	2015	2014	2013	2012
<b>Sales</b>	200	191	185	182	171
<b>Operating Profit</b>	31	30	28	27	25
<b>Net Profit</b>	21	20	19	18	17
<b>EPS</b>	0.21	0.20	0.19	0.18	0.17
<b>Dividend</b>	0.10	0.10	0.10	0.10	0.10
<b>Operating Profit Margin</b>	15.5%	15.7%	15.1%	14.8%	14.6%
<b>Net Profit Margin</b>	10.5%	10.5%	10.3%	10.0%	9.9%
<b>EPS Growth</b>	5.3%	5.3%	5.5%	5.6%	5.9%
<b>Dividend Growth</b>	0%	0%	0%	0%	0%

### Sales and gross margin

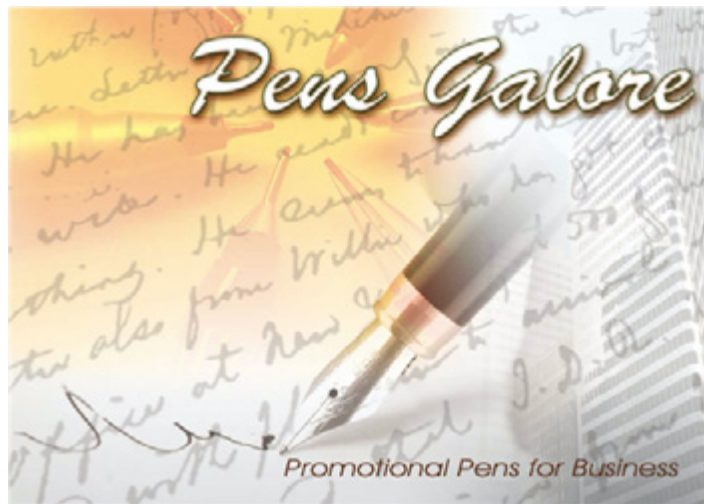
Year	Sales (M USD)	Gross Margin (%)
2012	171	14.6%
2013	182	14.8%
2014	185	15.1%
2015	191	15.7%
2016	200	15.5%

### Operating profit

Year	Operating Profit (M USD)
2012	25
2013	27
2014	28
2015	30
2016	31



# Market specific product catalogues



**FULL COLOUR PRINTING**

**SPECTRUM Ballpen**

Type:	Push-Button Ballpen
Ball Colour:	Black
Min. Order Qty:	1000
Min. Order Quantity:	100
Average Lead Time:	1 week

Quality push-button retractable ballpens with chrome tips and a comfortable rubber grip in a range of eight different colours.

**FULL-COLOUR PRINTING** is available on a 6x hour Express Service. For more details about terms and conditions, please see page 3.

Line colour printing also available on a standard lead-time service. Please see page 75 for details.

**SPECTRUM PRINT AREA**

There is some flexibility in the above print area (larger narrow prints can be accommodated).

Please take the printing quality requirements into account when the quality of the original artwork is poor.

**FULL COLOUR PRINTING**

**Premier Range**

**Cronus Metal Ballpen**

Modern and stylish with a dash of elegance. Twist action pen with a soft grip and light weight aluminium barrel.

Min Order Quantity: 250  
Lead time: 2-3 Weeks  
Type: Push Button Ballpen

**Gerona Pencil & Ballpen**

Mechanical Pencil: Updated styling of a traditional Bicsafe mechanical pencil, with brushed chrome upper and a plastic barrel.

Min Order Quantity: 100  
Lead time: 2-3 Weeks  
Type: Mechanical Pencil

Ballpen: Matching the mechanical pencil but fitted with high quality ballpoint.

Min Order Quantity: 100  
Lead time: 2-3 Weeks  
Type: Push Button Ballpen

**Cronus Print Area**

Size: 12

**Gerona Print Area**

Size: 12

A decorative graphic consisting of several overlapping, stylized leaf or petal shapes in a light purple color, arranged in a circular pattern around the central text.

Packaging  
**materials**



# DL holder boxes

