




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 SailSteer™. 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

www.bandg.com

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A NEW DIRECTION IN SAILING



ZEUS™ 3S

Designed exclusively 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 available only as a 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*

It's that easy!

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LOWRANCE

Easy to use
Quality sonar image
Great value

Lowrance HOOK² 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

SideScan StructureScan Traditional

Lowrance HOOK² with Sonar Auto-tune.

LOWRANCE

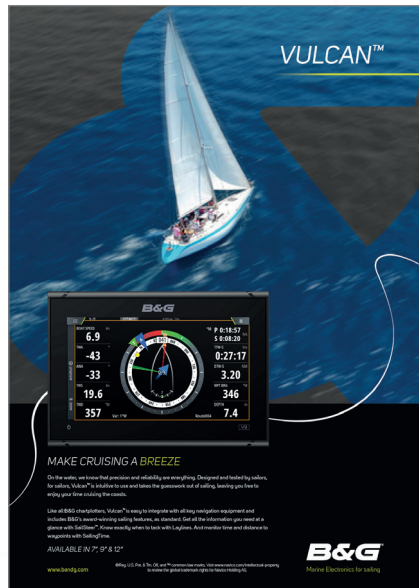
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Print advert - options



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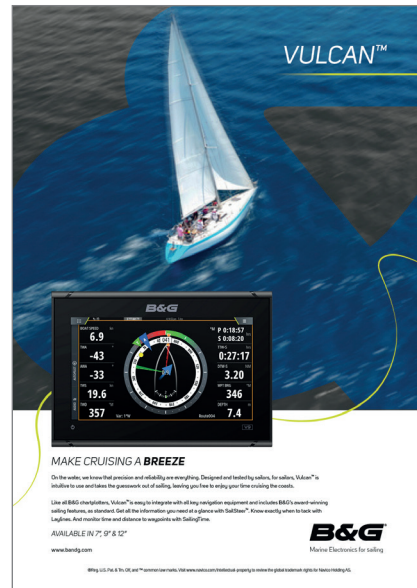
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B&G
Marine Electronics for sailing

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Print advert - options

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A NEW DIRECTION IN SAILING

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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.

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POS - print ad & external product reveal

NEW Zeus³S

Sailing data you need, as you need it



Designed just for sailing, the new Zeus³S™ chartplotters offer super-fast response times, delivering the information you need, when you need it. Easy-to-use, the Zeus³S 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 Zeus³ 7"

B&G
Passionate About Sailing

www.bandg.com

*Reg. U.S. Pat. & Tm. Off. and ™ Common law marks. Visit www.navico.com for intellectual property to review the global trademark rights for Navico Holding AS.

Introducing the NEW Zeus³S Series

June 2020

Please Note: Any external information related to the Zeus³S should not be communicated until after the public reveal on 1st July 2020.



Designed just for sailing, the new Zeus³S chartplotters offer super-fast response times, delivering the information you need, when you need it. Easy-to-use, the Zeus³S 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

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



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
for more information.



Printed poster



The poster has a dark purple background with a repeating pattern of small white snowflakes. At the top left is the eFlorist logo, which consists of a stylized white bird-like shape and the text "send flowers eflorist". To the right of the logo, the text "Flower gifts for Christmas" is written in a large, white, sans-serif font. Below the logo and text is a large photograph of a bouquet of flowers in a red vase. The bouquet includes red roses, red carnations, white chrysanthemums, and pinecones. To the right of the main bouquet is a smaller inset image of a gift basket containing various items like wine, chocolates, and a bottle. Below the main image, the text "20% discount on flowers and 10% discount on gifting" is written in a bold, dark blue font. Underneath this, in a smaller, lighter blue font, it says "with every order placed between 11/11/13 and 20/12/13". At the bottom of the poster, the text "Visit www.efloristatwork.co.uk or call 0808 161 1380 and quote code **CXMAS13**" is written in white. At the very bottom, there is a small, fine-print section with the text "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. 7. Offer valid between 11/11/13 to 20/12/13".

send flowers
eflorist

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 or call **0808 161 1380**
and quote code **CXMAS13**

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A large, stylized graphic of a leaf or flame, composed of several overlapping, curved shapes in a light blue color. The central part of the graphic is a dark blue 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 coordinate markings. The text 'A NEW DIRECTION IN SAILING' is centered at the top. Below it is a B&G Zeus 3S chartplotter displaying a map with red and green lines. The device's screen shows various data points: 4.40, 077, -47, 15.3, 030, and 5.0. The B&G logo is visible at the top of the device. At the bottom, the product name 'ZEUS™ 3S' is displayed in white, followed by a yellow 'SHOP NOW' button and the B&G logo in white.

A NEW
DIRECTION
IN SAILING



ZEUS™ 3S

[SHOP NOW](#)

B&G

The banner features a blue sky and ocean background with a white sailboat. The text 'A NEW DIRECTION IN SAILING' is centered at the top. Below it is a B&G Zeus 3S chartplotter displaying a map with red and green lines. The device's screen shows various data points: 4.40, 077, -47, 15.3, 030, and 5.0. The B&G logo is visible at the top of the device. At the bottom, the product name 'ZEUS™ 3S' is displayed in white, followed by a yellow 'SHOP NOW' button and the B&G logo in white.

Campaign web banners + A-B testing banners

B&G

FOR AN EASIER, SAFER SAILING EXPERIENCE

[UPGRADE NOW](#)

This banner features a black and white photograph of two men on a boat looking at a chart. Below the photo is a B&G electronic display showing a colorful map. The text is positioned below the display, and a green call-to-action button is at the bottom.

B&G

UPGRADE YOUR ELECTRONICS

[LEARN MORE](#)

This banner shows a sailboat on the water at sunset. The B&G logo is at the top. The text is centered below the image, and a green call-to-action button is at the bottom.

B&G

UPGRADE YOUR ELECTRONICS

[LEARN MORE](#)

This banner features a B&G electronic display showing a map, centered against a dark background. The B&G logo is at the top. The text is centered below the display, and a green call-to-action button is at the bottom.

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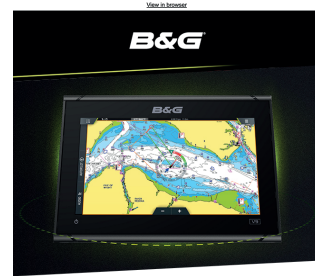
B&G

UPGRADE YOUR ELECTRONICS

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Campaign email templates



6 REASONS TO UPGRADE YOUR SAILING ELECTRONICS

- 

1. More time sailing less time preparing.
Spend less time planning your sailing trips on board and more time enjoying your sailing. Most Chartplotter nowdays allow for simple synchronizations and uploads with phones or other devices, so you can simply step on board, synchronize and sail away.
- 

2. Safer, accurate and reliable sailing information.
From charting, to sensors, to speed modern day electronics are a lot more accurate and responsive, so whether its depth or wind speed, or speed of chart loading, today's electronics allow for a much safer and higher performance sailing experience.
- 

3. Easier to use, see and control your information.
Most marine electronics today are designed around the user experience, and most the same address as a modern day smart phone, so are pretty user intuitive and have a lot more flexibility to edit 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 and functionality is designed to make sailing better and has introduced sailing specific features for both racing and cruising.
- 

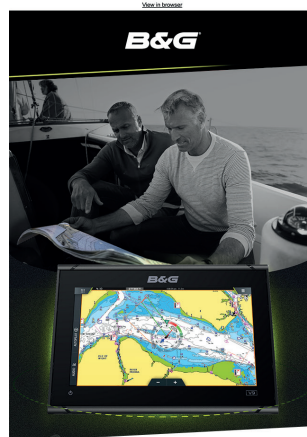
5. More efficient on power.
Power and weight are key areas where big advances in technology has been made over the years, changing out your old displays and systems for a new one, can have a big impact on your boat, from boat speed, power and sailing performance.
- 

6. Easier and cost effective to install.
Many people put off upgrading, due to perceived complexity and compatibility issues, but it is in fact much easier than you think, with simple conversion cables and modern day integrations designed to plug in to already existing networks. For ease and efficiency we would also recommend using one of the many experienced and certified dealers globally to help or check installations.

UPGRADE NOW



Unavailable



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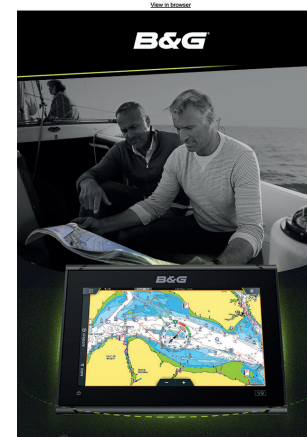
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



Unavailable





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
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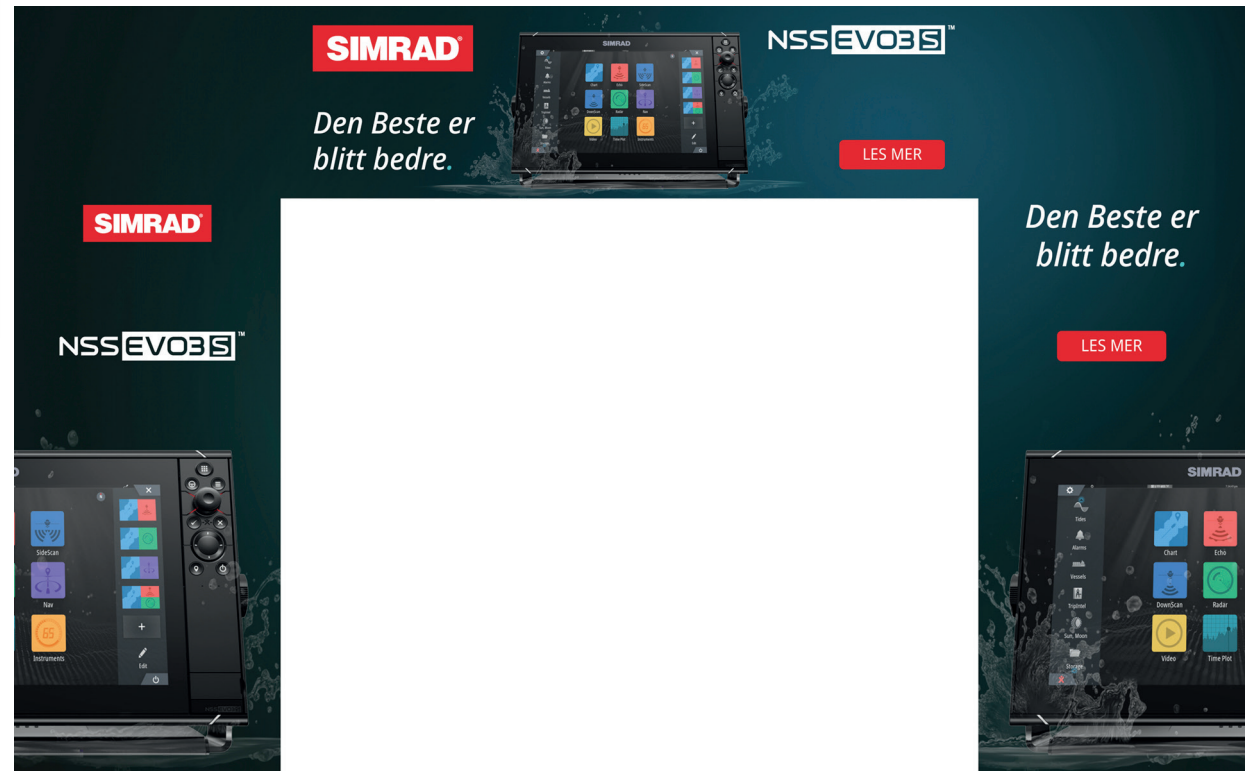
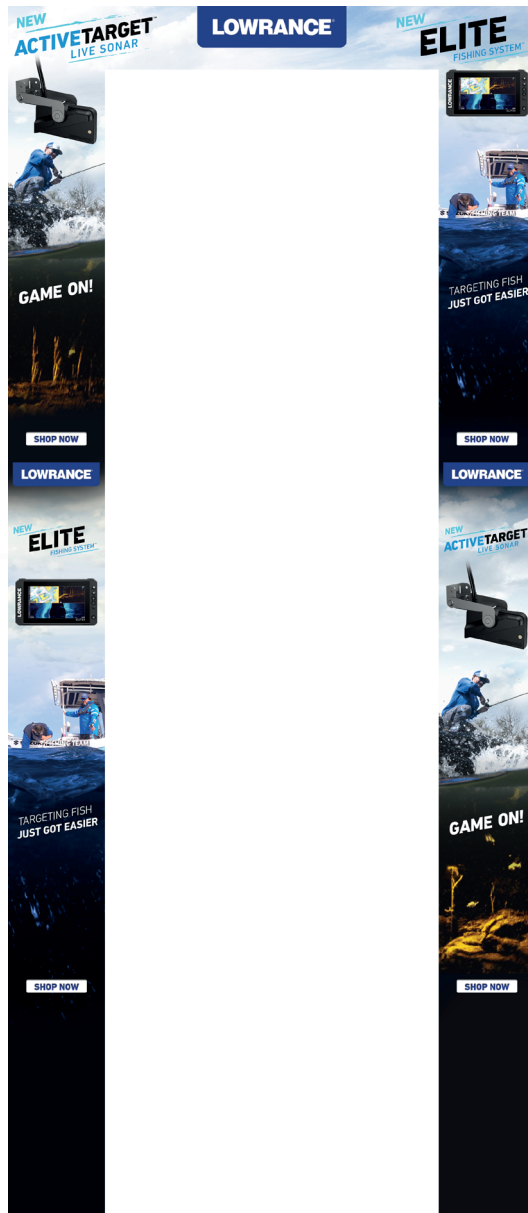


Unavailable

Email graphic



Website takeover / skin



Email graphic

Introducing the **NEW** Zeus³S™ Series

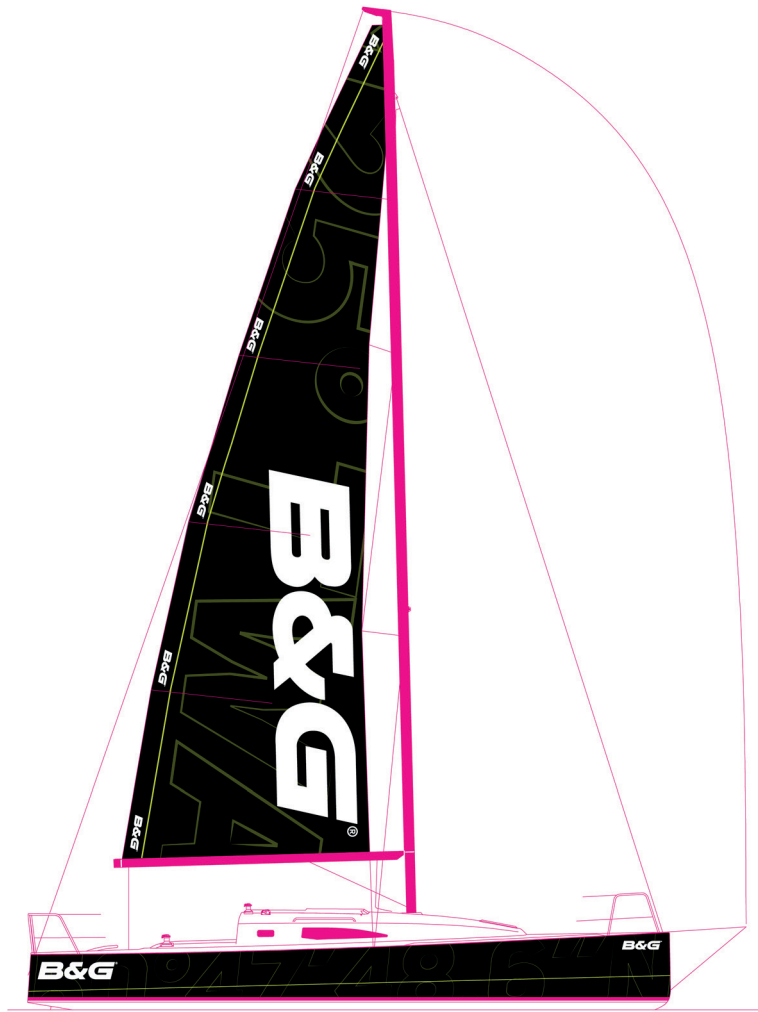


The image displays three B&G Zeus³S electronic display units. The largest unit in the foreground shows a detailed electronic chart with various data points and a depth scale on the right side. The data points include: 6.07 (likely speed), 077 (likely heading), -45 (likely trim), 11.9 (likely wind speed), 032 (likely wind direction), and 5.0 (likely depth). The B&G logo is visible at the top of the unit. The background features a sailboat with the name 'flow' on its hull, sailing on a blue sea under a clear sky. The B&G logo is also present in the bottom right corner of the graphic.

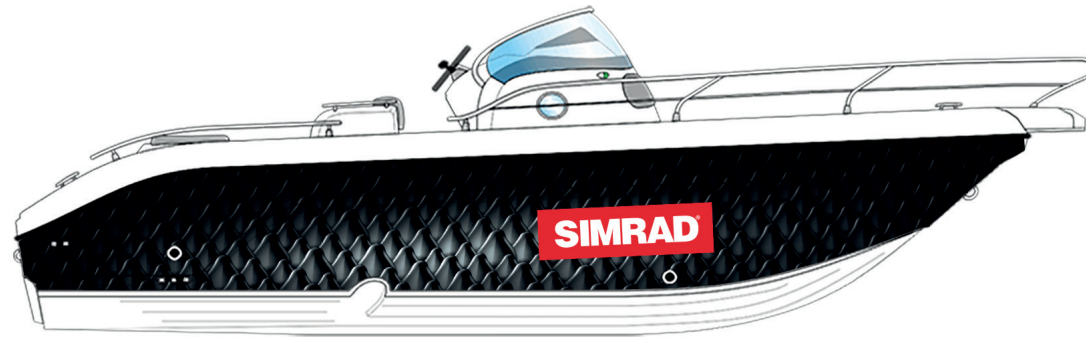


Large format
materials

B&G Boat Wrap ideas - new branding



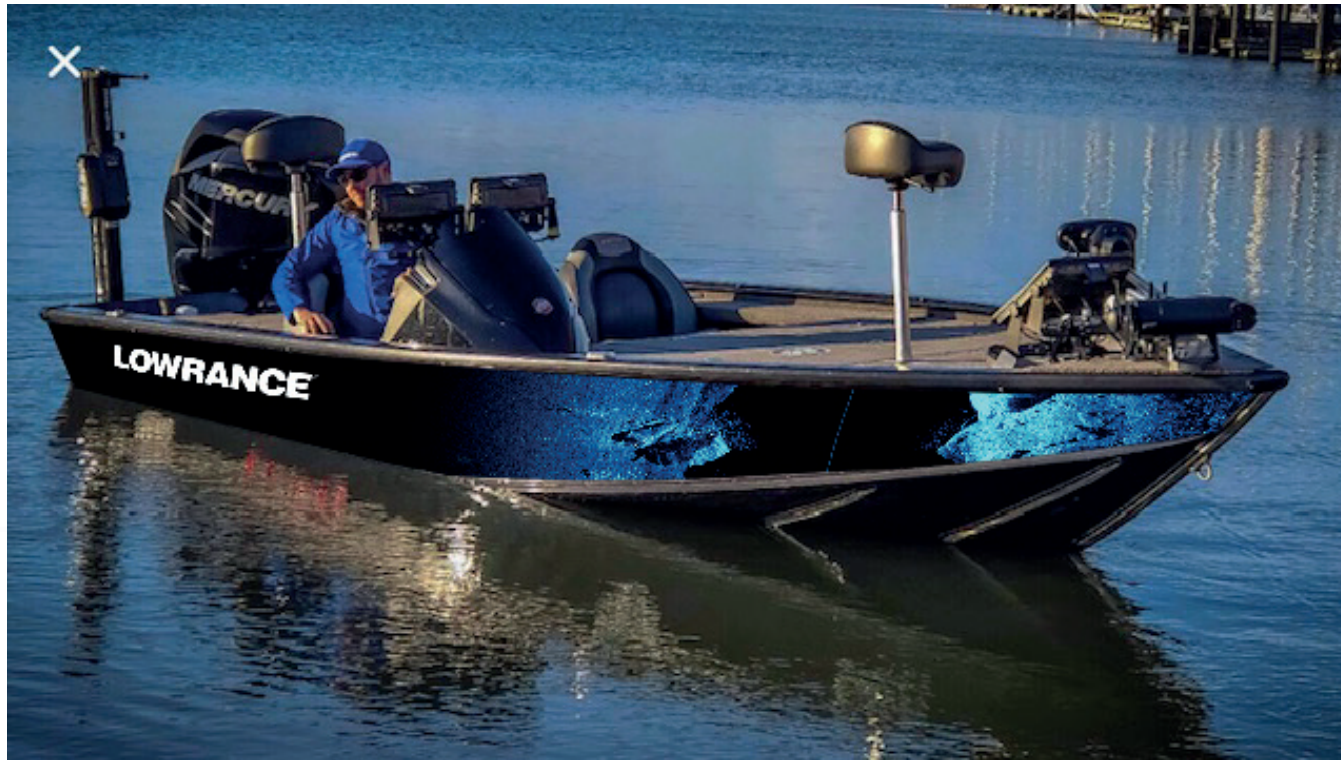
Simrad Boat Wrap - Ranieri Voyager 26S



Store signage - B&G



Lowrance Boat wrap - Lund 1875 Pro-V Bass



B&G Boat wrap - J99 options



Boat show stand graphics



NEW Zeus³ **B&G**
A Passion for Sailing

The Zeus³ is the most advanced chartplotter navigation system from B&G for blue water cruisers and regatta racers

Zeus³ 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

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**
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will each receive
a stunning summer
bouquet made
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professional florists.*



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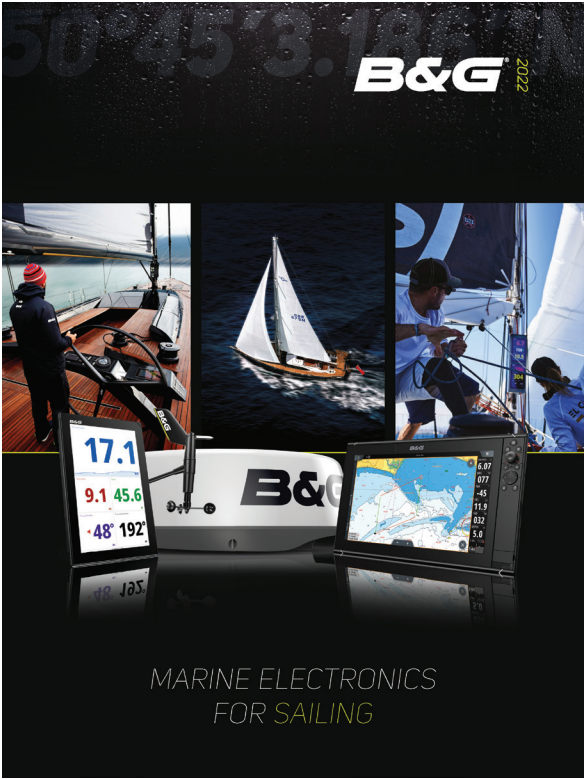
Merchandise designs



A large, stylized graphic of a leaf or feather, composed of several overlapping, curved segments. The graphic is rendered in a dark blue color and is centered on the page. It has a central oval shape where the text is located.

Brochures &
catalogues

Product catalogue



MARINE ELECTRONICS
FOR SAILING

CONTENTS

PASSIONATE ABOUT SAILING

- About B&G
- Velocity Performance
- Ultimate Sailing System
- Chartplotters
- HALO Radar
- V60-B VHF
- Triton Instrument & Pilot
- WS320
- B&G App

B&G

COASTAL SAILING SYSTEM

HALO™ 20 Radar

Precision™ 9

Vulcan™ Chartplotter

V60-B VHF

Triton™ 2 Instrument & Pilot

WS320™

B&G App

B&G

ZEUS™ 3S CHARTPLOTTER

Key Features

- Full HD display
- 3-axis motion compensated
- 2000x1000 resolution
- 30° tilt
- 30° rotation
- 30° rotation

The Zeus 3S series are the complete navigation solution for blue water cruisers and regatta racers.

These easy-to-use chartplotters include all of B&G's unique and proven sailing features such as SailPlan™, LogPlan, and BoatPlan in an ergonomic enclosure with a wide range of instruments and accessories to cover racing, performance, and enjoyment on the water.

B&G

Product catalogue



Sailing electronics
for **cruising** and **racing**

Contents

- About B&G 04-07
- History since 1956 04-05
- Product History 04-07
- Universal Sailing System 08-10
- Control Sailing System 09-10
- Performance Sailing System 09-11
- Performance Sailing/Racing System 10-11
- Chartplotters 14-26
- Chartplotter Comparison 14-15
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- Vulcan™ 18-19
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- V8 Wind Vane 32-33
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- V793 38-39
- Scale 40-41
- Communications 42-43
- Connecticut sensor 44-45
- Chartplotter accessories 46-47
- Manufacturer Support 48

"B&G have really helped our team massively in terms of having the best instruments we can possibly have."

Sir Ben Ainslie -
NEOS™ TEAM UK
Challengers for the
36th America's Cup

Passionate about sailing

Offshore Sailing System

- WS320™
See page 22 for more details.
- Triton™ 2
See page 28 for more details.
- Precision™ 9
See page 34 for more details.
- V100 VHF
See page 34 for more details.
- HALO™ 20+ Radar
See page 40 for more details.
- Nemesis™ display
See page 20 for more details.
- Zeus™ 3S Chartplotter
See page 42 for more details.
- H5000
See page 34 for more details.

Vulcan™ Chartplotter

Adding a Vulcan to your boat is easy:

- 3-in-1 and powered for best navigation and chart plotting functionality, with integrated high resolution GPS antenna
- For advanced sailing features, simply add wind sensor, compass sensor and speed log
- Compatible with your existing B&G system
- Mounts in one slot and fits your panel, with both auto and manual mounting options
- Compatible with 3rd party products and systems, like iBATH 2000™

Perfect for small boats including coastal cruisers and club racers. The high-resolution sugar-bright screen enables you to read even in direct sunlight and Vulcan's responsive touch screen gives you easy, fingertip control.

Vulcan chartplotters are easy to install and network with AIS, Radar and other on-board instruments.

Key Features

- B&G sailing software
- Multi-touch screen
- Auto-install
- iBATH™ 2000
- iVLC7™ Radar
- iRay™ GPS Antennas
- iWAVE™ 3000P

Annual Report - 2018



Financial Summary

	2018	2017	2016	2015
Revenue	212.2	181.8	171.9	212.2
Cost of sales	126.2	108.8	111.9	122.2
Gross profit	86.0	73.0	60.0	90.0
Operating profit	18.0	15.0	12.0	15.0
Operating profit per share	0.18	0.15	0.12	0.15
Operating profit margin	8.5%	8.3%	7.0%	7.1%
Operating profit per share	0.18	0.15	0.12	0.15
Operating profit margin	8.5%	8.3%	7.0%	7.1%

Sales and gross margin

Year	Sales (€ million)	Gross Margin (%)
2014	181.8	40.2%
2015	171.9	41.3%
2016	171.9	35.0%
2017	181.8	40.2%
2018	212.2	40.5%

Operating profit

Year	Operating Profit (€ million)
2014	12.0
2015	15.0
2016	12.0
2017	15.0
2018	18.0

President & CEO

Leif Ottsson
President & Chief Executive Officer

Leif holds a BSc degree from the University of Stavanger and a PhD from the Norwegian University of Science and Technology. He has worked for several years in the marine electronics industry, including as CEO of a large US based marine and electrical company and as head of Consumer Electronics at a major global construction company.

Management Team

Name	Role
Jim Braley	Business Unit Director
Alan Davis	Business Unit Director
Matt Vranich	Business Unit Director
Stephen Thomas	Business Unit Director
Tom Edvardsen	Business Unit Director
Jeroen van de Polster	Business Unit Director
Miles Fargo	Business Unit Director
Krist Frostad	Business Unit Director

Independent Auditor's Report

We have audited the financial statements of Navico Group AS for the year ended 31 December 2018, as disclosed in the financial statements. The financial statements comprise the consolidated financial statements of Navico Group AS and its subsidiaries, including the consolidated income statement, consolidated balance sheet, consolidated cash flow statement, consolidated statement of changes in equity, and consolidated statement of financial position. The financial statements also include the consolidated notes to the financial statements.

In our opinion, the financial statements give a true and fair view of the financial position, financial performance, and cash flows of Navico Group AS and its subsidiaries for the year ended 31 December 2018, in accordance with the International Financial Reporting Standards as applied by the Group.

We also audited the financial statements of Navico Group AS for the year ended 31 December 2017, as disclosed in the financial statements. The financial statements comprise the consolidated financial statements of Navico Group AS and its subsidiaries, including the consolidated income statement, consolidated balance sheet, consolidated cash flow statement, consolidated statement of changes in equity, and consolidated statement of financial position. The financial statements also include the consolidated notes to the financial statements.

In our opinion, the financial statements give a true and fair view of the financial position, financial performance, and cash flows of Navico Group AS and its subsidiaries for the year ended 31 December 2017, in accordance with the International Financial Reporting Standards as applied by the Group.

Annual Report - 2016



Awards

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

Value 1
DAME Award for Innovation & Special Services

Special Award 10
Machinery Specialist - 2016

IDIS Gold
Cater & Fuel Specialist magazine Reader's Choice Award, Product of the Year 2016

Value 2
FleetWeek 2016 Award - October 7 - 2016

Special Winner "Star With Confidence"
New and Award, Marine Magazine of November - 2016

DAME CATEGORY WINNER

Joint Services

Navico is a fully integrated business with in-house R&D, product management, production, sales, service and marketing. Employing around 1500 people, it operates directly in 14 countries and has product distribution in more than 100.

Navico Global Presence

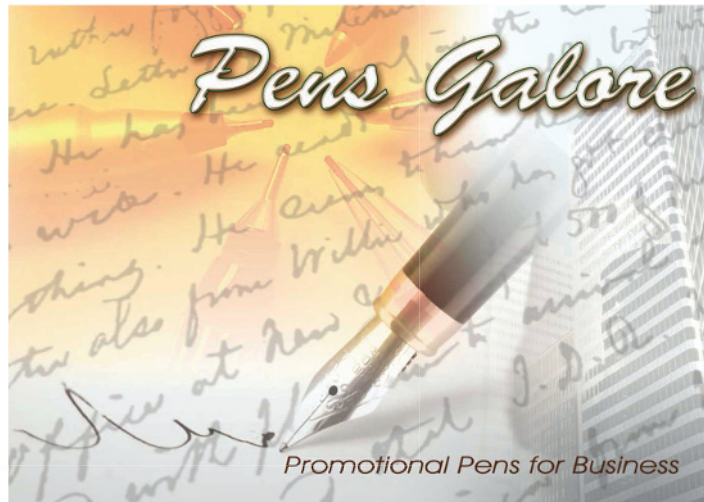
Financial Summary

	2015	2014	2013	2012	2011
Revenue	288.0	273.0	264.7	268.8	273.7
Net sales	193.0	192.0	193.0	198.4	193.0
Operating profit (EBIT)	41.7	38.8	40.1	41.7	42.3
Profit before taxes (EBT)	37.8	35.1	36.8	38.4	38.4
Operating profit	37.8	35.1	36.8	38.4	38.4
Net sales	193.0	192.0	193.0	198.4	193.0
Operating profit	19.8	18.2	18.2	18.2	18.2
Net sales	193.0	192.0	193.0	198.4	193.0
Operating profit	19.8	18.2	18.2	18.2	18.2
Net sales	193.0	192.0	193.0	198.4	193.0
Operating profit	19.8	18.2	18.2	18.2	18.2

Sales and gross margin

Operating profit

Market specific product catalogues



FULL COLOUR PRINTING

SPECTRUM Ballpen

Type: Push-Button Ballpen
 Refill Colour: Black
 Box Quantity: 1000
 Min Order Quantity: 150
 Average Lead Time: PremierShip 1

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

FULL-COLOUR PRINTING is available on a 94 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 70 for details.

SPECTRUM PRINT AREA SCALE 1:1

45mm x 8mm

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

Please note the printing quality depends entirely upon the quality of the original artwork supplied.

FULL COLOUR PRINTING

85

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 favourite 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 jumbo refill.

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

Cronus Print Area
 Scale 1:1
 30mm x 10mm

Gerona Print Area
 Scale 1:1
 Barrel 30mm x 10mm



Packaging
materials

Product packaging



DL holder boxes

