

PELIWORLD



A quarterly information source for Customers of Peli™ Products

Our best wishes

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Dear Customer,

As you may know from the news reports in North America and the Caribbean, hurricane season is here. When these or other natural disasters happen, getting supplies to critical areas might prove extremely difficult and in some cases, impossible. In order to support rescue activities, Peli Products has donated various products to the S.A.R. organization in Spain. This is a search & rescue ONG, composed of several teams that immediately mobilize when a disaster occurs. Among its members are firefighters, search and rescue personnel and medical teams. They provide their best support to help affected people and even save lives! We have no doubt that, in their hands, our products will have the best possible use...

Enjoy this summer!

The Peli™ team

New products and Updates

PRODUCTS ON THE BOAT/IN OUR WAREHOUSE!

NEW PELI™ LIGHTS. As we have been recently announcing the **2390 M6 3-Watt LED** is already available in our warehouse.

Finally, an LED bright enough for tactical use! Initially designed for law enforcement and military users, it is an excellent tool for anyone who needs a quick and bright source of light. By using an efficient 3W LED, the user will save lamp module and battery replacement costs. Versatile and efficient, this new light can be promoted to different industries or users. Although it will be also available in black in the near future, the first units in our warehouse will be in OD green. Don't wait to place your order for this new great light!



M6 2390 LED 3W

NEW PELI™ CASES. We are pleased to announce that the second 'Top Loader Case' model is arriving in Europe!

With more than 32,8 litres of possible storage space, the **1440 Case** features a unique top-loading design that gives immediate, easy access to its contents. Standard features include stainless steel, ball-bearing, polyurethane wheels and padlock protectors; an extra-long, telescoping, metal handle for easy transport, and rubberized top and side grips for maximum comfort.



Perfect for use as a rolling office or a tool/photography equipment caddy, the 1440 will be available with foam (standard), no foam, padded divider set, and mobile office file kit.

The **1440 Case with foam** will be available for shipment by end of July. We will inform you whenever we have other configurations available.

The 1440 is great for storing and transporting:

- Sales samples
- AV/DJ records
- Trade show equipment
- Exhibit install & dismantle tools
- Laptop and mobile office
- Vital records



Short 'Product Updates'

We would like to keep you well informed on changes or news about our products, which is why we send the PELIWORLD out quarterly. If you'd like to know our news in advance, information is published in our PARTNER'S AREA. By regularly checking this section of our website, you'll have the latest news on Peli Products.

Following is some brief news on specific products, most of them which are arriving soon. Once they are available in Barcelona, we will let you know.

PELI CASES

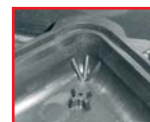
Going Apple®. As we advised earlier, we are adapting some of our Micro Cases to protect Apple's famous iPod® devices. Although we initially mentioned the i1030, this will be available on special order. We will only have in 'standard stock' the i1010 in Europe. It presents more business potential because its size enables it to protect all iPod® models, and it will also come with a second strap loop and a plug adapter to make it more versatile. Further news will be available soon.



iPOD® is a registered brand of Apple® Inc.

1610, 1620 & 1650 Updates

Lid organizers. As with the 1600 Case, the 1610 and 1620 Cases will come with mounting bosses to mount the lid organizer, model 1609, with screws instead of the current Velcro system. These changes are being implemented now, so you will receive these new Cases after current stock runs out.



Mounting bosses added to the case lid

New wheels. We are upgrading the wheels of Cases 1610, 1620 and 1650, and therefore the new versions come with Stainless Steel ball bearing wheels, same as the 1510 and 1560 Cases.

PELI LIGHTS and Accessories

2480 Emergency Lighting Station (ELS). This new kit will shortly come to Europe. Since the market for the Emergency Lighting Station has such a big potential - hotels, hospitals, factories, among others - where ATEX Certifications may not be a critical requirement, the first units coming will not have approvals so that we can start selling them right away. However the ELS System has been submitted for certification and, once it is approved, we will update its body and instruction sheets with the ATEX information.



ELS System

1830 L4 Penlight. The 1830 L4 Penlight has been certified to ATEX Category 2 which means it can be used in Zone 1 locations. This new torch will be soon available in grey (Zone 1) in order to be part of our range of Zone 0 & 1 lights. We will advise you once it is available in Barcelona.



Trigger Switch 2326. The cord length of the trigger switch has been increased from 15 to 20 cm. The new versions will be in stock soon, and we will start shipping them after old stock runs out.

Zone 0 & 1 light update. The body materials of these lights will change shortly. The new bodies will be moulded in static-dissipating materials which will eliminate the need for metal plating. We will need to submit new samples for ATEX testing, but renewing these approvals should not take long. In the meantime, we will still stock the current versions until the new versions are approved.



StealthLite™ Zone 1 with new static-dissipating materials body

2450Z1 in stock in Barcelona. Since end of March, the rechargeable version of the Stealthlite™ Zone 1 has been in stock in Barcelona. This 2450Z1 still comes in ABS resin and is nickel chrome plated for anti-static dissipation until the new lights are in stock (as announced above).



M6 Traffic Wand. The M6 Traffic Wand will also fit the soon-to-be-available PM6. This is a great tool for military, police, or security personnel, as a traffic control tool for both aircraft and ground vehicles.

Photoluminescent Lights. Designed for fire, rescue, and emergency services, a range of our 'classic' lights - Super Sabrelite™, Big Ed™, Stealthlite™, and Little Ed™ in incandescent and RECOIL LED versions, will be adapted with Photoluminescent shrouds. Right now, our new "PL" lights are being tested for ATEX certifications and, as soon as testing is completed, they will be launched in Europe. Further information is included in the new 2006 Light Catalogue.

Technical Updates. We have reviewed the technical details of our products, Cases and Lights, and some of them have slightly changed. You will find all new details available in the Excel document that you can download from our Website. ■

Peli Photo Contest!



Peli Products has initiated a 2006 Photo Contest of 'our products in action'. We request good images of any of our products in many different

situations: our torches in hazardous areas or manufacturing facilities, in critical fire, rescue, or police situations, or our cases during a TV broadcast, among others. We will accept all kinds of images, as long as they include our products. We have details of the Contest published on our Website, where the photos can be submitted through an Entry Form. This Photo Contest has been published in several magazines throughout Europe.



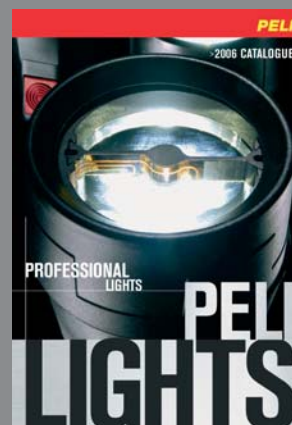
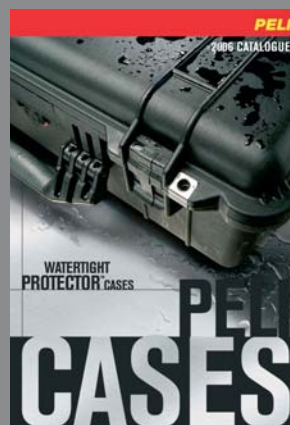
Make sure you promote our Photo Contest of 'Products in Action' among your dealers and end users: we will all benefit from the great pictures submitted! Prizes are 500€, 400€ and 300€ worth of products! Deadline: 30th September 2006.

BIG Marketing Time!

EXCITING MARKETING ACTIVITIES!

As we announced earlier, our Marketing Department is developing **new promotional tools** that will help promote the Peli brand. They all follow our new 'Global Brand Image' efforts, and we will regularly e-mail you when these items are finished and become available. Below you'll find a compilation of new promotional tools that you can include in your next order to Peli Products. All details and code numbers are described in our '2006 Marketing Materials Menu', recently sent to you and also available in our 'Partner's Area'.

Literature. In our warehouse is our most efficient brochure, the **Small Brochures 2006** in English, German, French, Spanish, Italian, Dutch, Swedish, Norwegian or Danish, and now also in Portuguese or Arabic! These brochures are a good tool for trade shows or points of sale because both ranges of our products are briefly introduced, including the 'key' information for each product. Also available are specialized brochures in our new corporate style: **OEM Solutions** or **ATEX Guidelines brochures**.



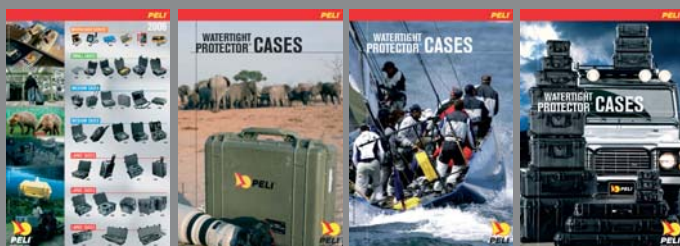
Our literature 24/7! All new Catalogues and small brochures are available in our Website in PDF - Download them 24 hours a day, 7 days a week!

If you'd like to offer more product detail to your customers, also available are our new **2006 CASES Catalogue** in English, German, French, Spanish or Italian. This 30-page catalogue is full of different applications, and shows our cases performing in many different environments. It is the perfect tool to show the quality and benefits of Peli Cases to potential buyers.

For our torches, our new **2006 LIGHTS Catalogue** in English, German, French, Spanish or Italian is in the final stage of development! This 42-page Catalogue, apart from being a technical guide for showing different technologies and certifications to the user, is a great tool that provides the technical details and benefits of each of our torches. We are pleased to announce that they will be available for shipment at the beginning of July. A reminder e-mail will be sent to you when they arrive!



POSTERS for your Trade Shows or Point of Sale. Don't hesitate to order our new posters, **PELI CASES** or **PELI LIGHTS**, for you or your customers use! They provide a great background by showing the exotic places or extreme conditions in which our products perform. We have also updated these posters with the Peli products available during 2006 for an easier reference. **All of these posters are free of charge**, so don't hesitate to include them in your next order ... you will see the benefits!



Peli Cases POSTERS - Code number: 0030-110-000E

Each tube contains 12 posters with 3 pieces of each model (4). We would like to suggest you to buy some spare empty tubes so you can split these 12 units in different tubes, and send them to your customers (with specific images, according to their market)



Peli Lights POSTERS - Code number: 0030-111-000E

PARTNER'S AREA on www.peli.com. Don't forget to regularly visit this private section on our Website; It is the best way of keeping yourself updated with new product arrivals and technical updates. As explained-above, you will also find our '2006 Marketing Materials Menu' and past Newsletters from Peli. Other product information available in the Partner's area are bar codes and NSN numbers.

Authorised Peli On-Line Reseller. We would like to remind you that we are still following this program in order to conduct Peli business via the Internet. In case you or any of your customers are selling our products through the Internet, please contact us with regards to this policy. Remember: we need to register authorised resellers who are correctly using the logo so that we can take the appropriate legal actions against those who are not authorised.



New Pelican™ Website. Our headquarters (mother company) in the US, Pelican Products, has recently launched a great new Website. There you will find all technical details and most updated information on Pelican products. The user can also look at different images of each product and different applications. Most interesting is the new Video section, with a variety of informational and entertaining clips. Don't hesitate to look at this new Website and find out more about Pelican USA is up to!



Peli™ Club. Our latest activities with our end-users are as it follows: As we announced in past issues of our PELIWORLD, we continue with our **Market Research** project in order to find out the opinions of our end-users. In May, we sent the third questionnaire to all of the new leads recently added to our CRM database. We were interested to find out their level of satisfaction concerning Peli/distributors/dealers customer service, the quality of our products, applications, and their intention of purchasing Peli again in the future. The results of these questionnaires are very useful in order to re-confirm the quality level of our service (throughout the distribution) and products, and to find out where we need to improve our performance. Also interesting is the feedback on different markets and product applications, which helps us identify new potential markets to explore.



We have recently sent a short **e-mailing to Peli Club members**, with a reminder on our latest products: the 1430 Top Loader Case, also the 1510 Case (for the summer season), the 2680 HeadsUp Lite RECOIL LED, and the 1830 L4 Penlight. Apart from advertising and PR, this mailing is a great tool to promote our new products to end-users and to redirect potential sales leads to our distributors. Don't be surprised if you receive phone calls from end-users who mention that Peli™ contacted them. We hope you find this tool beneficial to help you to promote the sales of our new products!

After the first year working with our CRM database we can conclude that in general, endusers are very satisfied that we, the manufacturer, care so much about their opinions. They are also interested in being updated with new product, approvals or technical information. In sum, it is a very good tool to build **brand loyalty**. If you are not already doing so, we would like to encourage you to implement this type of program as well. In a changing world where each day there are more products and services that compete with ours, these kinds of activities are a good way of differentiate us from our competitors.

News from Peli People!



Anne Robertson, who works as a Sales Manager for our distributor in Great Britain, Peli UK, was presented with a Sales award by Paul Bates, Director of Sales EMEA (Europe, Middle East & Africa) for Peli Products S.A. It was the first time this title has been awarded and was in recognition of Anne's outstanding achievements in sales throughout Scotland and the north of England in 2005. Anne, who has been with Peli UK for two years, was delighted to receive this accolade and is keen to continue to further develop Peli's business throughout her area in the future.



At Peli, we have a new addition to the Sales team. Her name is **Alina Troya**, and she is a new Sales Coordinator working on Paul Bates team. Alina is originally from Ecuador but loves living in Barcelona. She speaks Spanish, English, French, and Italian which makes her a great addition for a multicultural company like Peli. As a good Latin American, she loves dancing Salsa, travelling and meeting new people. Among the exotic places she recommends in Ecuador are visiting the Galapagos Islands, the Amazonia, and hiking the impressive 'Cordillera de los Andes'. She will be happy to deal with your requests for technical information, samples, photos or any other request you may have: alina@peli.com