

# THE KNOWLEDGE

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## Recharge your sales with Freeplay Energy

In 2006, £29.4 billion "green"/ethical products were sold in the UK\* alone, an increase of 11% on 2005. It is an area that presents great opportunities for independent retailers. And with big-name multiples already planning to stock new "eco" lines, now is the time to act. You cannot afford to miss out. The UK population is waking up to global warming and its implications for future generations. With this comes the opportunity for retailers to establish a sustainable-energy/eco category or add an eco product variant to existing ranges to drive bottom-line growth.

See-through casing shows the engineering in the EyeMax radio



### KNOW THE FACTS:

#### From a 60-second wind:

- ★ Freeplay Energy's Ranger radio plays for 70 minutes, while its highest-rated rival provides less than half this play time (29.5 minutes) with the same wind time\*\*
- ★ Freeplay Energy's Kito torch shines for 56 minutes, while its highest-rated competitor shines for a mere 8.5 minutes\*\*

#### Charging choice:

- ★ Freeplay Energy's products draw power to play AND store energy in the battery
- ★ Freeplay Energy's products are now four-way chargeable: via USB port, solar, crank, and AC/DC



#### BUILD THE "ECO" CATEGORY WITH FREEPLAY ENERGY

Freeplay Energy leads the eco category with knowledge, patented technology and experience, developing innovative, quality products that excel in their field, time and again. These products offer a greener energy alternative by providing reliable, sustainable wind-up and solar power at any time or place, eliminating the need for disposable batteries and bulbs. Freeplay Energy has sold over 4.5 million units to date in the US, Canada, Africa, and throughout Europe.

Freeplay Energy's commitment to the planet extends beyond caring for the environment. In developing countries, which have little or no access to reliable energy sources, the company is pioneering innovative rechargeable products with the durability to withstand the harshest climate and use. Products offer convenience and security to some and, to others, provide a means of communication, access to education and basic night lighting, all of which improve quality of life. Freeplay Energy is a brand with a conscience.



The Ranger AM/FM radio offers 70 minutes' play time with a 60-second wind

### IT'S ALL ABOUT YOU

As Freeplay Energy's technology continually evolves, product distribution is constantly under review and updated to ensure retailers get the best possible service. The company now uses Rocom as the sole distributor of its products. The benefits for independent retailers are that they receive next day delivery and extensive channel support, as Freeplay Energy has a dedicated in-house team at Rocom. There is also a generous free 2-year manufacturer's warranty on returns.

### NEW LOOK

Always keen to stay ahead of the game, in August 2007 Freeplay Energy underwent a complete re-brand, with new-look packaging that demonstrates the company's social

conscience and offers real benefits for retailers.

What does this mean? Freeplay Energy's new slim-line packaging is made from recycled board and sturdy PET clip-seal blister packs, which are easy for consumers to open and provide retailers with more shelf space. These packs also have the benefit of reducing material use.

### "Enviro-Facts"

- ★ The new, slim-line packaging means that, in 2007, Freeplay Energy will save approximately 60 containers from travelling a collective 675,000km.
- ★ Freeplay Energy has sold more than 4.5 million products, preventing a potential 368 million batteries from entering landfills and 500 million pounds of Co<sup>2</sup> entering the atmosphere.

Freeplay Energy is so confident in the quality of its range that the new packaging exposes products' winder handles, controls and unique features, so customers can "try before they buy" and draw comparisons with competitive products. Packs will also hang or stand independently.

The emergence of new eco categories will no doubt bring about a surge in "green" products, and it is important that the consumer's first experience of these products is a rewarding one. Cheap inferior products that fail to work properly could put people off energy-efficient products for life. Freeplay Energy's products have been developed for markets where technology cannot afford to fail, and the company has spent more than 10 years ensuring its technology is failsafe.

## FREEPLAY ENERGY PRODUCTS WITH A CONSCIENCE

**DEVO** is the world's first wind-up, totally rechargeable DAB / FM digital radio. It offers a whole world of choice, with over 420 stations available.



The Devo rechargeable DAB/FM radio

The translucent blue **Ranger** (AM/FM) radio when fully charged will give 25 hours' playtime, dependent upon volume. It also offers 70 minutes' play time with a 60-second wind – the best on the market – and has a solar panel that, when exposed to sufficient sunlight, charges the batteries whether the radio is in use or not. Alternatively, the NiMH battery can be charged via USB or AC/DC adaptor.

The **EyeMax** radio is compact, fun and stylish and comes in a funky blue see-through casing. Fully charged, it plays for 25 hours. It offers excellent sound quality, dependability and durability, and does not require replaceable batteries. As with the Ranger, the EyeMax can be charged via solar, wind-up or AC/DC.



Freeplay Energy's Jonta digitally-controlled torch



The Indigo table lantern for home and leisure markets

### LIGHT YEARS AHEAD...

**Jonta** is Freeplay Energy's flagship product. This digitally-controlled torch incorporates a Luxeon 1W LED, which is one of the brightest and whitest light sources available, enjoying a lifespan of 100,000 hours.

The **Indigo** LED lantern (winner of an innovation award at the 2007 Consumer Electronics Show) caters for the home and leisure markets and offers a great opportunity for retailers. Available in an attractive silver or green finish, the Indigo is a perfect table lantern with handy dimmer switch. It can also be used as a task light for reading or as a portable flashlight. Chargeable by wind-up, USB or AC/DC, it is battery and propane canister free.

For further information, tel: 0207 851 2630

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

\*The Annual Survey of Ethical Spending, UK, 2006 \*\*Further to laboratory tests by Freeplay Energy Group, December 2006