

INTOVA

Inspired by Innovations

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In this Issue:
Consumer Electronics Show
Chinese New Year
SS01
Fire/Utility Torch
Camera Care Kit

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New SS01 in and out of packaging



New Fire and Utility Lights



Camera Care Kit

CONSUMER ELECTRONICS SHOW: Intova exhibited at CES for the first time last week. 140,000 attendees showed that the market is coming back strong. Interestingly, the show tapered off significantly on the 3rd day and allowed consumers on the 4th day. We saw many old friends and got the opportunity to make some new ones as well. Going forward, Intova will be deemphasizing trade shows and focusing that energy on furthering our relationships with existing customers.

CHINESE NEW YEAR: Chinese New Year is fast approaching. The last week of January and first week of February will mark the Lunar New Year. Most factories in China close for these 2 weeks and then take a few weeks to get back up to steam with new employees afterwards. Please anticipate some disruption in normal product flow. Last year was disastrous but most factories are better prepared to deal with employee rehiring this year.

SS01: Limited quantities of the new version of SS01 will begin shipping in late February. This will be a seamless change with the same UPC number along with a consistent appearance and packaging. The primary reason for making the change was to ensure a more reliable supply of this top seller. It will take a couple of months to get caught up but by second quarter supplies of SS01 should be flowing freely.

FIRE/UTILITY TORCH: Our unique new rotating head torch will debut in January. The head swivels from 90-180 degrees and features a tightly focused, 220 lumen LED. Designed to be worn on a pocket or in a helmet mount, this compact torch also provides great handheld usage in tight places. Available in gold or black, this new torch has been enthusiastically received wherever shown. Ask your sales rep for pricing details.

CAMERA CARE KIT: Due to popular demand, the Camera Care Kit has been brought back to life. A great accessory for underwater camera housing maintenance, this model will begin shipping again later this month.