

Military sales take off



Sales of Blizzard Survival military products are continuing to accelerate, with tens of thousands of orders from the US armed forces in particular, and growing sales in other areas, notably Europe and Australia. In the last six months, factory production and staff numbers have tripled to meet demand.



The Blizzard Survival Blanket™ in action with US forces in Afghanistan

The self-warming Blizzard Heat™ is proving a massive success with US medics as the best way to prevent hypothermia on the battlefield. Even before its official launch, word of its development sparked a wave of orders. But sales of the military version

of the Blizzard Survival Blanket™ are also increasing rapidly, with interest from armed forces around the world. See inside for examples of how the military Blizzard Survival Jacket™ and Blizzard Survival Bag™ are taking off internationally, too.

Blizzard wins Queen's Award for Enterprise

Blizzard Protection Systems has won the Queen's Award for Enterprise: Innovation 2009 - the highest award in British industry, presented personally by HM The Queen.

The honour is only awarded to companies that have produced genuine innovations, with proven commercial success over three years, and made a positive impact on Britain's economy.

Judges recognised Blizzard's Reflexcell™ material as a major breakthrough in thermal performance: and they were impressed by the massive sales success of Blizzard Survival products all over the world.

Derek Ryden, whose invention of Reflexcell™ led to the foundation of Blizzard Protection Systems, said: "Comparisons with Goretex® are unavoidable. As they did in 1980, we have developed an entirely new type of material that out-performs anything else on the market, and can be employed in a vast range of new products and end-user applications.

"Our success with the military is only the start. We have fantastic opportunities to expand into wider markets, including civilian medical, emergency preparedness and disaster relief, as well as civilian leisure."





New marketing director says:

“Blizzard Survival steps up international expansion”

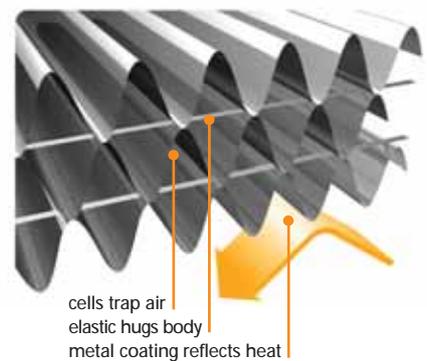
As part of our rapid expansion programme, we recently appointed Jill Taylor as Marketing Director. Jill has a clear vision of where Blizzard Survival is heading and will work to build on the successes Blizzard Survival products have already achieved, taking the brand into new geographical territories and new markets. Her intention is to make Blizzard Survival a world class brand and the leader in every market where lightweight thermal performance is essential.

She explained: “The opportunities out there are fantastic. We have an award-winning set of products that are totally unique because they are made from Blizzard’s own thermally resistant material, Reflexcell™

Blizzard Survival performance is proven on the battlefield and in rescue and survival situations. We are winning orders from some of the highest profile and most technically demanding customers in the world. We need to use this brand credibility and awareness to expand the markets where we are already known, especially in the military. At the same time, there are virtually limitless opportunities to open up new civilian markets, from marine emergency equipment to outdoor leisure.

Above all, I want to provide maximum support for our network of international distribution partners and enable them to open doors for us”. Jill has set up a Blizzard Protection

Systems marketing office in Manchester, where she is developing a new marketing strategy to raise Blizzard Survival’s international profile.



Reflexcell™ - A triple layer of metallised polymer foil, which expands to form air pockets as well as reflecting heat.

Blizzard Survival factory people



Factory expands Blizzard’s Bethesda factory has more than doubled in size over the last few months, to handle increased orders from around the world. In addition to this we have recruited Alan Stott as new general manager to help increase overall business efficiency.

Alan is a highly skilled manager, with executive experience in a wide variety of industries, including automotive and specialist vehicle manufacture. He previously worked as operations director for FAUN, the European market leader in municipal vehicles, in Llangefni, North Wales.

Office team Wonder who’s on the other end of those emails and phone calls? Here are the people who keep the Blizzard office running smoothly:

Louise Williams (top left) and **Francesca O’Brien** (top right).

Production Manager **Reuben Clayton** (right) and new General Manager **Alan Stott** (far right).



Blizzard Survival Online



Hot video A new video has been produced, showing how to deploy and use Blizzard Heat™. You can find it on our website at www.blizzardsurvival.com or contact Jill Taylor on **0161 445 2422** or Email: jill@blizzardsurvival.com. and we will send you a copy on disk.

Web forum We are starting a forum on our website, so users of Blizzard Survival products can share experiences and tips. Distributors can help get the ball rolling by sending us their own comments and examples of their customer feedback to: jill@blizzardsurvival.com.

User update



Aussies warm to Blizzard Survival Jackets™

For the past two years we have sold thousands of Blizzard Survival Jackets™ to the Australian Army for use in Afghanistan. The jackets combine Reflexcell™ thermal performance with complete freedom of movement: plus the option of using it as a micro shelter.



...and so does RAF Mountain Rescue

The Blizzard Survival Jacket™ is proving perfect for use with 'walking wounded' by RAF Mountain Rescue teams. The teams also use the Blizzard Survival Bag™ and Blanket as part of

their CASWRAP system. This uses a combination of conventional sleeping bags and Blizzard kit to warm casualties, without having to remove wet clothes.

Blizzard Survival Bags™ are standard issue on all of Britain's combined forces Search and Rescue (SAR) helicopters, which are called to nearly 3000 incidents each year. Because our kit is far lighter than conventional bags, the aircraft can carry more fuel to increase range.



Blizzard Survival Bags™ top performers in Arctic Trials

Blizzard Survival Bags™ and Blankets™ are rapidly replacing single-skinned survival bags on cold weather expeditions, like the ascent of Mount McKinley, the USA's highest peak, pictured above.

The reason is simple: they out-perform anything else on the market. Trials by the British Royal Marines in Arctic Norway have shown that our Bags keep people warm up to three times longer than normal bivvy bags. Please send us your expedition photos and reports now!



Flying high

Swiss Air Ambulances are the latest aircraft to deploy Blizzard Survival products, because of their unique combination of small pack size, light weight and performance. Blizzard Survival kit is also standard in pilot survival packs on all new Eurofighter Typhoon, Joint Combat Aircraft (JCA) and British Army Apache helicopters.

Emergency response

Blizzard Survival products were among the first on the scene when floods hit Newcastle-upon-Tyne in north east England recently, providing vital warmth for evacuees.

Our kit has also been issued to two important new UK organisations: Urban Search & Rescue (USAR) and Hazardous Area Response Teams (HART), designed to respond to civilian emergencies ranging from earthquakes to terrorist attacks. Blizzard Survival products are growing in popularity with disaster relief and emergency preparedness organisations, because they are so easy to store, transport and deploy. A single panel van can carry thousands of Blizzard Survival products to an incident. And a transport aircraft could carry tens of thousands to the scene of a flood or earthquake.



Double award wins at Gwynedd

Blizzard Protection Systems has won **TWO** North Wales honours in the Gwynedd Business Awards 2009 – for innovation and for exports. In the last two years, we have dramatically increased our

international markets to become the county's best performing exporter and doubled our workforce every few months. We now employ around 50 people and export more than 90% of our products.



Patrick Winterton and Mick Berwick

Ocean challenge

Patrick Winterton and Mick Berwick have completed the first kayak crossing from Scotland to the Faroe Islands, covering over 225 miles (360km) across one of the most tidal and stormbound sections of the Atlantic.

They used Blizzard Survival Jackets™ to stay warm on the three day epic: and our Reflexcell™ material helped them show up on radar.



World's toughest tested

Blizzard Survival has sponsored the world's toughest and coldest race – the 430 mile Arctic Yukon Ultra 2009. This year's event saw temperatures fall below minus 70°F: surely the ultimate test of athletes and equipment.

and finally...

Blizzard Survival PR man John Hutchinson writes:

I was sailing with friends recently when their 11-year-old daughter Lily had an unexpected swim and got very cold, very quickly. Happily, I always carry a Blizzard Survival Jacket™ in the car and on boats. So we slipped it over her and she stopped shivering in less than a minute. Lily's verdict: 'Amazing!' Moral of the story: Be prepared.

Trade Shows

Blizzard Survival products will be on show this year at events including:

Outdoor Show

16-19 July 2009, Freidrichshaven, Germany, on the Lifemarque stand: www.outdoor-show.de

Resuscitation 2009

2-3 October 2009, Cologne Germany, on PersyMedical Booth number A2: www.resuscitation2009.eu.

Medica Fair

18-21 November 2009, Düsseldorf, Germany, on PersysMedical stand: www.medicatradeshow.com.

Emergency Services Show

24-25 November 2009, Coventry, UK, on DS Medical stand: www.theemergencyservicesshow2009.com.

For the latest update on which trade shows we will be attending visit our website www.blizzardsurvival.com

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