

SYSTEM JO LIKED THE FAMILY ENVIRONMENT

The large numbers of visitors were also noticed by Rebecca Buffham, European Sales Manager of System JO. "There seems to be a lot of traffic coming through the door and it seems just really busy, that's good!" The Sales Manager was also very pleased with the new location in the RICOH Arena: "It is a smaller, more familiar atmosphere here – very cosy, also with the hotel next door. I like it! Everyone is excited to be back at the ETO Show." They featured new Dona massage oils, all vegan and free from chemical ingredients, as well as new Candy Shop Flavoured lubes at the show.

SWISS NAVY BROUGHT THEIR ENTIRE ASSORTMENT

The Swiss Navy company has grown considerably since the last ETO Show – which was also noticed by Randal Withers, International Sales Director. He is very pleased and sees the show as a chance to meet with existing contacts and intensify their relationships. "The interest in our brand is just great! It is so nice to meet all the new people here and introduce them to our brand. But we also love to renew our old relationships because it is so difficult to see everyone in the daily business." The visitors who came to the stand had plenty to see, after all, Swiss Navy did bring along their entire range of products.

SHOTS PRESENTED ALL THE NOVELTIES

The Shots team was also pleasingly surprised by the show. Account Manager Brad Taylor said "Particularly the first day was fabulous! We were pleasantly surprised and had some really positive meetings!" The general set-up of the exhibition is



At bathmate's booth many visitors took a closer look

something else that Taylor liked: "The compact format is kind of giving a sense of urgency to people, and people really seem to come here to do business, which is nice. We are very pleased with it." Shots brought along all of their latest releases to the event. The company presents its new products twice a year, once in July and once in October. The visitors were able to view the releases from 2018.

SHUNGA CAME UP WITH SENSUAL PRODUCTS

Manon Vallée, co-founder and co-owner of Shunga Erotic Arts was at the exhibition and had a space at the stand of their UK main distrib-



O-Products presented their well-known and huge Kotos Cox line



Shunga, represented by co-founder Manon Vallée, came up with sensual products

utors Creative Conceptions. "I was very happy to see so many visitors on the first day, because we thought that it would be less packed, but yesterday and also this morning it was quite busy for us, which makes me really happy." Shunga brought along a number of their massage oils and massage candles, along with a selection of lubricants; and they also featured a new massage powder.

LOVEHONEY LIKED THE SHOW

Laura Wood, Sales Consultant, really liked the exhibition. "It was a great show! The first day it was very busy and even if the second day was a bit slower, we had a successful fair. The show is definitely worth it! We get the opportunity to catch up with the customers and I think it is quite good that everyone is here to enjoy the show." The visitors at the Lovehoney stand were able to see the new Happy Rabbits and the associated Minis, as well as the Fifty Shades of Grey collection.

THE ORGANISERS WERE VERY PLEASED

"We are quite surprised, but hugely pleased! After this two-year lay-off for various reasons, it shows that there is still a thriving market in the UK, which we were entirely sure of! The first day was obviously very busy and the second one was a lot steadier, but the exhibitors are pretty happy with the business that they've done, which gives us the foundation to build on for 2020 – because the ETO Show will be back next year as well, possibly in a slightly bigger hall but we liked the venue very much! It has been very accommodating, and I think everybody's had a pretty good time."



CONTACT