



Gordons Consulting

2022/23 TRAVEL RANGE



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GC has focused on the travel industry since 2014 with a range of high-quality consumer electronics.

Since our award-winning launch into the sector, winning Best New Product of the Year for the Boomer Bluetooth Speaker our range and product development and depth has continued to develop and advance.

With nearly 20 years of industry experience in product design, development and brand creation GC's focus is on providing tremendous products that offer exceptional value for money.

Understanding the challenges of the travel sector help us work as genuine partners with our customers, creating a superb offering, volumetrically packaged, and with a customer service backup that takes any customer issues off our partners.

Our WisePrimate, WP2, Orbz etc brands have delivered some exceptional products, delving into the latest trends and technologies, and offering some of the very best performance on the market.

Our development team puts our products in direct comparison with the market leaders, so we can be sure that our products are ahead in performance, and reliability.

Having our own production facility agreements allows us to keep on top of all production challenges and react incredibly quickly to rises and drops in run rates and demand.

Travel Electronics are what we do, and we would like to introduce our latest products and our service to you.

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Audio - Earbuds

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WP₂

audiobuds

- 30 hour battery life with charging case
- Ultra Bass Drivers
- IPX4 Sweat & moisture protection
- Touch Control for remote device control
- Quick pairing
- Charge Case Earbud Power Meter



Driven to be the best, AudioBuds deliver an astonishing new Audio experience, leaving your Ears Amazed! With a staggering level of depth and detail, experience powerful, balanced sound enabling you to hear things you've never heard before, as the soundstage brings your audio to life. As you'll see from our comparison table, we've benchmarked these against the best in the industry, and outperformed them all, for a fraction of the price, without ANY compromise

Tony Hellgren, Professional Musician ★★★★★

"I am an audiophile. I crave acoustic perfection. What WP2 have achieved with the new Audiobuds is simply remarkable. Make no mistake these earbuds provide the highest level of audio fidelity, with excellent frequency response, great imaging, and phenomenal harmonic distortion performance."

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WP₂

NEW

audiobuds2

- **50 hour battery life with charging case**
- **Improved Battery Management**
- Even Higher Sound Quality
- IPX4 Sweat & moisture protection
- Touch Control for remote device control
- Charge Case Earbud Power Meter



Building on the great success of our Audiobuds, the Audiobuds2 are the result of over a years R&D in to what we felt possible to improve—no easy feat, given the glowing feedback for Audiobuds.

We've refined the audio experience, without changing the incredible depth of sound that customers loved so much with. There's a little more high frequency control without any impact on the midrange and bottom end punch.

Where we've really improved is the battery life and management. With over 50 hours of use possible on a single charge of the case, you can realistically use these for weeks between recharging. That's assisted by better battery management, drastically reducing parasitic losses, meaning weeks of storage with no battery loss.

Audiobuds redefined what midrange portable audio could be, Audiobuds2 push that definition even further.

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sportsbuds

www.wiseprimate.com

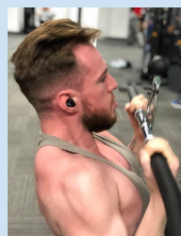
- 30 hour battery life with charging case
- IPX5 Sweatproof
- Sportfit with integrated ear-hooks
- Music & Calls
- Touch controls for remote phone navigation



The lightest, most compact and advanced headphones we've ever made feature industry leading battery life, audio quality and are shock, dust & sweatproof IPX5 construction.

Sportsbuds take your active audio experience to the next level, with zero wires to hold you back.

	 WisePrimate Sportsbuds	 Bose Soundsport	 Jaybird Vista	 Sennheiser CX Sport
Battery Life	30 hours (inc charge case)	6 hours	16 hours (inc charge case)	6 hours
Water Resistance	IPX5	IPX4	IPX7	"Sweat and splash resistant"
Price	See attached pricing	£130	£126	£79
In Ear Retention	Inbuilt ear wing and interchangeable tips	Removable wings	Removable wings	Removable wings
Touch Control	✓	✗	✗	✗
Interconnecting wire	Truly Wireless	Wired	Truly Wireless	Wired
Bluetooth Version	5	4.2	5	4.2



★★★★★

Daryl Adams – Carbon Strength Fitness, Edinburgh – Sports Buds

"Quite simply Sportsbuds are without question the best Sports earphone I have ever used. They are astounding. They fit so well, are simple to use, and the music quality is insane! Detailed, bassy, refined. Then there's the price! Sportsbuds comprehensively outperformed my Bose Sportsound earbuds at 1/5 of the Bose price. Simply the next level in Sports Headphones"

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buds

- Automatically on, automatically connected
- Easy set-up
- Double tap to play or skip forward
- Charges quickly in the case
- Case can be charged with lightning connector (included)

Buds – Stylistic Design, Epic Performance, Minimal Price

The new Buds deliver the wireless headphone experience reimagined. Just pull them out of the charging case and they are ready to use with your Bluetooth device, and with Simple Pair, you'll have them connected in seconds.

Buds deliver 5 hours of listening time and 3 hours of talk time on a single charge. Made to keep up with you, and thanks to their charging case which holds multiple charges, you'll have more than 15 hours of listening time.

You can control your music remotely, and you can play your music or skip forward with a double tap of the Buds.



	buds	Apple AirPods	Apple AirPods Pro
Battery Life	15 hours (inc charge case)	24 hours (inc charge case)	24 hours (inc charge case)
Water Resistance	IPX4	None	None
Price	See attached pricing	£159	£249

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buds +

- Noise Isolating design
- Easy set-up
- Touch Control including Siri compatibility
- Charges quickly in the case
- Case can be charged with lightning connector (included)



The Natural Evolution of Buds

Building on our successful buds product, the new buds+ features refined design and eartip-enabled noise isolating functionality to further improve the aural performance.

Charging in their own revised case, they are just as pocketable and portable, maintain the family look and style, while adding better audio performance.

Buds+ offers a more premium style product, keeping pace with the market leader, still at a very affordable price to the customer and great margin for retailer.

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pro⁹



- Simple to wear
- Easy set-up
- Touch Control including Siri compatibility
- Charges quickly in the case
- Case can be charged with lightning connector (included)

A unique style

Moving into a more distinctive case style, the Pro9 offer the great audio performance of our buds product, with revised ergonomics and a great entry level price point.

Offering 2.5 hours of listening time with 3-4 recharges per case charge, there's more than enough for most people's use and the simple and quick lightning recharge means most owners will already have the charger to hand

Add complete compatibility with any handset, with voice assistants like Siri on tap, and you've got a compelling entry level earbud option.

Pro9 is a compelling entry level wireless bud with a premium look and feel. Add comprehensive functionality and the value is clear.

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canz



- Bluetooth 5.0 Connection
- 15 Hours battery life
- True active Noise Cancellation
- Comfortable for long listening
- Exceptional bass response
- Remote controls in headphones
- Included cable for wired use

True Noise Cancellation

Reinforcing the naturally excellent audio quality of our Canz over-ear Bluetooth wireless headphones is the latest in Active Noise Cancellation technology. This samples background noise and actively cancels, meaning you can enjoy your music in busy locations without excessive volume

Complete with remote controls built into the earpiece, you can leave your phone in your pocket. Even answering calls on the go is no issue with the Canz

Canz are our over-ear option for the discerning listener who wants great audio in noisy environments and doesn't mind the trade off with larger size.

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Audio - Speakers

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WP₂ Boombastic

Rev 2.0

- Insane Power – this 15 Watt wonder is LOUD
- Ultra Bass with dedicated subwoofer—Revised No Bounce Design!
- 15 Hours Playback – keep the party going
- Tether – tie it to your bag
- Buy a 2nd and connect 2 for Super Stereo

Boombastic – We put a PARTY in a box!

WOW! This speaker is intense. With 15W of power emanating from 360 degrees, and with an internal subwoofer putting out some serious bass, the party has arrived.

The frenzy doesn't stop for 15 hours either, with strong battery playback, and SD card support should you not want to use Bluetooth. Simple Connect means pairing in seconds, and easy access to your music streaming services.

Want to take it to the next level? You can connect 2 together to create a 30 Watt stereo pair with intense audio, Ultra Bass and epic volume.

The Rev 2.0 version keeps the insane audio performance of our first Boombastic, but solves an issue where in some cases, the speaker could actually move under it's own power!



"I simply haven't come across a speaker at this price that can even vaguely keep up with Boombastic. Loud, proud, and absolutely astounding" – DJ Moo ★★★★★

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WR₂ MiniBoom

- Inbuilt Bass Radiator
- Durable Water Resistant Design (IPX4)
- Up to 12 hours playback
- Control with device
- Bluetooth 5.0 Wireless Connectivity
- Use as a Stereo Pair or Individually (second speaker sold separately)



MiniBoom

Taking the audio performance of our Boombastic Bluetooth travel speaker and compressing it to only 43mm tall. MiniBoom keeps the bass radiator functionality for room filling bass, with the ability to pair two MiniBooms together to create an awesome stereo pair!

Take the MiniBoom anywhere, with their easily pocketable form. Bluetooth 5.0 connection to any device, complete with remote play/pause/skip and volume controls, plus call handling for mobile phones. Additionally, SD card support to load music onto the speaker itself for a standalone audio powerhouse!

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WP₂ howlers

- Spacious Sound, True Stereo Separation
- Durable Water Resistant Design (IPX4)
- Up to 8 hours playback
- Control with device
- Bluetooth 5.0 Wireless Connectivity
- Use as a Stereo Pair or Individually



Howlers – Sound beyond Size

Take the music with you wherever you go! Our most versatile travel speaker, the “shot glass” sized Howlers showcase genuine stereo separation and offering sound beyond size, the ultimate travel speaker presents an audio experience that has been wowing consumers on both sides of the Atlantic.

Hearing is believing. With Quick Connect, pairing is seconds away, and with a stunning battery life of 8 hours, these little party starters can really bang out tunes. Move them from room to room, separate them and use them independently, use them to bring your media to life – the choice is yours. It’s the speaker you won’t want to leave at home!



“Best portable speakers I’ve ever purchased” – Stacey McCulloch ★★★★★

“Small but crystal clear and LOUD!!!” – JM ★★★★★

“Lives up to the fantastic reviews” Alison Horne ★★★★★

“Amazing tiny but powerful speakers” Geoff T ★★★★★

“Second to none” – Megan ★★★★★

“Banging bit of kit sound is pukka (2 thumbs up)” – Dylan W ★★★★★



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- All charged up – our speakers are good to go
- True Stereo Separation
- Use individually or as a stereo speaker pair
- SD Card support
- On Speaker controls
- 8 Hours playback

Orbs by Riff

Premium Quality Audio without the Premium Price

Hear the sound, feel the difference, the 360 degree special music projection is what the Orbz do best. Filling the room with sound, packing a bigger punch and with deeper bass and more power, place them 2 meters apart and it will feel like the sound is all around you.

Going on holiday and wanting to turn your phone off? Simple, pop your favourite tracks on an SD card, and insert it into the Orbz. They will work independently from the Bluetooth device. Stylish, minimalistic design, with Simple Pair Bluetooth connectivity meaning it will take seconds to get your Orbz connected and playing your tunes. The most difficult part is deciding which song to play next!



"Use these everyday, practical and portable!" - Nick Doherty ★★★★★

"Can't believe how these two little speakers can fill a room with sound!" - Sarah Reynolds ★★★★★

"Absolutely love that these can be used independently, I lend my daughter one for her room and can still listen to my own music" - Hannah Webb ★★★★★

"Awesome speakers for any music lover" - Gary Erland ★★★★★

"So glad I bought these! Perfect for lounging by the pool, so impressed the battery lasted over 8 hours!" - Megan Carlisle ★★★★★

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Apple watch - Accessories

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With 40m units shipping in 2020, Apple Watch is controlling the Smart Watch Category.

Customisation of Apple Watches is big business. With 2 strap sizes covering all models, one for men, one for ladies, this largely untapped market is growing hugely. The Apple Watch strap market is currently worth \$10m+ per month on Amazon US.

MSRPs for Apples own bands start at £49.99 and rise to £539.99. Stainless Steel Mesh straps start at £99.

CUSTOMER MESSAGING

DELIVERS! Fits all Apple watches gives you the power to guarantee that your New strap will fit the Apple Watch ... it's never been easier

REVOLUTIONARY! The latest styles and fashions available ensures the customer can keep their Apple Watch looking new and on point

SUPERIOR PERFORMANCE! Functionality and form, with different styles to choose from makes it easier to make the Apple Watch look perfect for the night out or that next session in the gym in no time flat

BRILLIANT! Flexible, versatile and high quality - They're durable, comfy and exactly what you need to create on-the-go style. - Instantly

PRACTICAL! A complete range of Apple watch straps permits you to cover all iWatch models and usage case scenarios

Watch Straps is for every Apple Watch owner to personalise their watch and improve its style.

There's a huge problem in the market right now. It's that they cost SO much.

Customers stick with the included band, which means their watch doesn't reflect individual style or fashion.

And, worst of all, many apple watch owners can't get past the idea that watch straps cost a lot of money, so need shown how inexpensive they can be.

For Apple Watch owners who really personalise their watch and improve its style, "Watch Straps" is the answer you've been looking for!

All strap types are available in 38/40mm (ladies) and 42/44mm (mens) sizes.



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WP₂ watch strap

A range of single strap styles selected from our huge variety of metal, sports and leather straps.

Presented in a volumetric, yet attractive envelope style pack, showing strap style and colour in such a way it can easily be identified end and side on (a key consideration for stocking in bars)



WP₂ watch strap dual pack

Two complimentary straps, dress and sports, selected from our range.

The dual pack deal represents a stunning saving over Apple items, an almost irresistible purchase.

Packaging is the same volumetric envelope style, slightly increased in size to accommodate the dual straps inside.





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For Kids - Gifts and Youth Tech

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WP₂kids funcam

- Lightweight sports and action cam
- Waterproof housing
- Integrated rear LCD screen
- Supplied with a range of action mounts in the case—compatible with other mounts too
- 90 minute record time on a single charge

Vlog on the go for kids!

Simple, sturdy and cost-effective—hand the kids the ability to record their own memories of their holiday with this simple, robust action camera.

Built in screen allows instant view of recorded videos as well as letting young ones line up the perfect shots.

Easy charging through Micro USB, insert the supplied SD card and you're good to go. Don't worry about damage or loss of expensive camera phones.



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WP₂kids Catphones

- Quirky, fun design for kids
- Quality audio, volume limited for safety
- Remote device controls
- Call handling functionality
- Various colours available

Catphones!

An eye-catching bit of fun embedded with quality hardware, the Catphones provide great audio for kids, with safe volume limits, while giving them something unique and fun to wear.

The biggest kids phenomenon in tech of the last five years, the car ear headphones offer great sound quality and seamless usability, while the fun of the illuminated cat ears marks them out as an object of desire for kids worldwide!



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Bobbly Headz



- Collect them all – 9 characters to collect
- Buy two, connect them together
- Kid focused, friendly and easy to use



We created BobblyHeadz from a desire to have a fun filled, kid friendly , Bluetooth speaker.

Emojis being universally loved by kids, these add personality to a quality small speaker, inexpensive enough to gift, but premium in performance

Selecting 9 designs, BobblyHeadz are funny, friendly little speakers with the ability to be paired together, meaning 2 can work together creating genuine stereo.



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MUSHIE!

- Tablet & Phone stand and Bluetooth Speaker
- Surprisingly Loud
- Easy to use with voice prompts & buttons

When kids are playing with tablets and phones, one of the harder things for them is to hold the device while interacting with it – Mushie solves this, acting as not only a device stand, but also a simple to use Bluetooth Speaker.

Mushie brings gaming to life, movies are easier to hear, while promoting an more comfortable user viewing position.



Designed to look like a Mushroom, and not dissimilar from Nintendo's SuperMario Mushrooms, it connects via suction to the back of the device and acts as a stand. With remote controls on the speaker, kids can amend the volume themselves. Voice prompts make it exceptionally easy for even the youngest user to control Mushie.

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Travel Accessories

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WisePrimate Powerstation

5000mAh Premium Powerbank

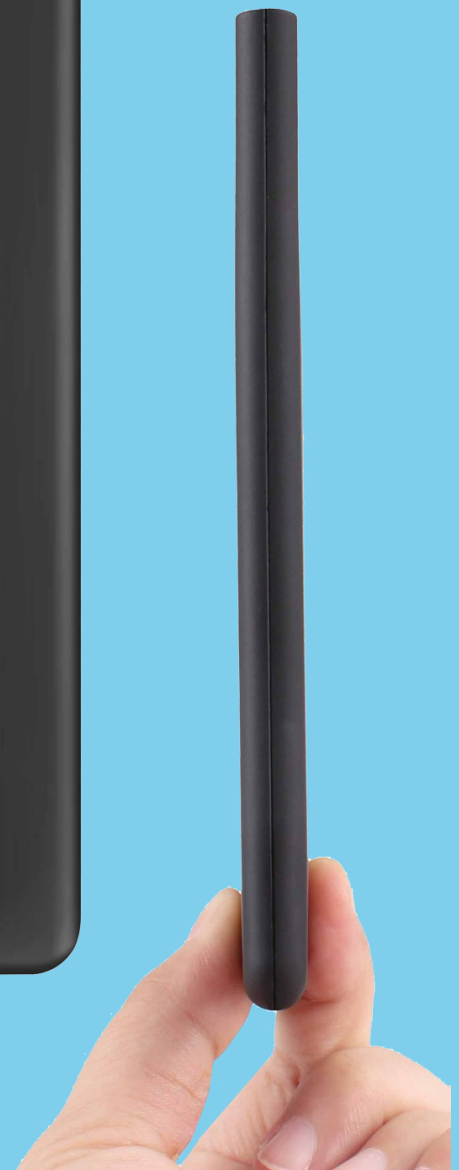
With fresh portable tech released year on year, running out of power is more of a dealbreaker than ever. Phone, watch, earphones - almost everything we travel with is battery powered and charged through USB.

When it comes to trustworthy reliability, we've been producing premium powerbanks as long as they have been available. With products like the Slimline Charger and WP Powerbank stretching back nearly a decade.

Our latest product features an intelligent set of connections to cover all eventualities and it's in a 5000mAh capacity. We've found that to be the sweet spot of usability without itself taking far too long to charge.

Supplied complete with our triple cable - giving the most common mobile connectors (MicroUSB, Lightning and USB Type C) plus arriving charged in the box, it means the customer is good to go from opening the package.

- 5000 mAh capacity
- Twin USB Type A outputs
- Illuminated logo (customisable)
- Triple cable included
- Arrives pre-charged



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HYDRATE

- BPA Free 700ml Collapsible Water Bottle
- Retention Clip and No Leak Seal
- Ideal for travel, sports and leisure

How many plastic water bottles do you grab on the go? It might surprise you to know the average person uses 150 a year... that's nearly three a week. In the UK, it's estimated that 38.5 million plastic bottles are used every day, yet of these 15 million are not recycled. It's not only bad for the environment, it's also bad for your wallet.

Why not do your bit and invest in a reusable water bottle for travel & holidays? Not only will it save you money in the long run, carrying a refillable water bottle means you're more likely to drink the recommended one to two litres of fluid a day.



HYDRATE, the fold up water bottle addresses this issue. It's perfect for sports, the beach, exploring, and folds flat to make it ideal for traveling. This no leak bottle is compact and built for long life, and is BPA free.

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TRIPSTER ULTIMATE TRAVEL PLUG

- Works in over 150 countries
- Simple one-switch operation
- USB ports included
- Compact, one-piece design



Born out of a frustration with having to carry a multitude of products, our Tripster Ultimate Travel Plug was designed to be a simple. Easy to use, one stop global solution for travel adapters.

In addition to this, dual USB charging sockets are included. A key consideration for the modern day traveller trying to keep their phones, tablets and laptops in charge.